

# PROJECT REPORT

## 1)Introduction:

### 1.1)Overview:

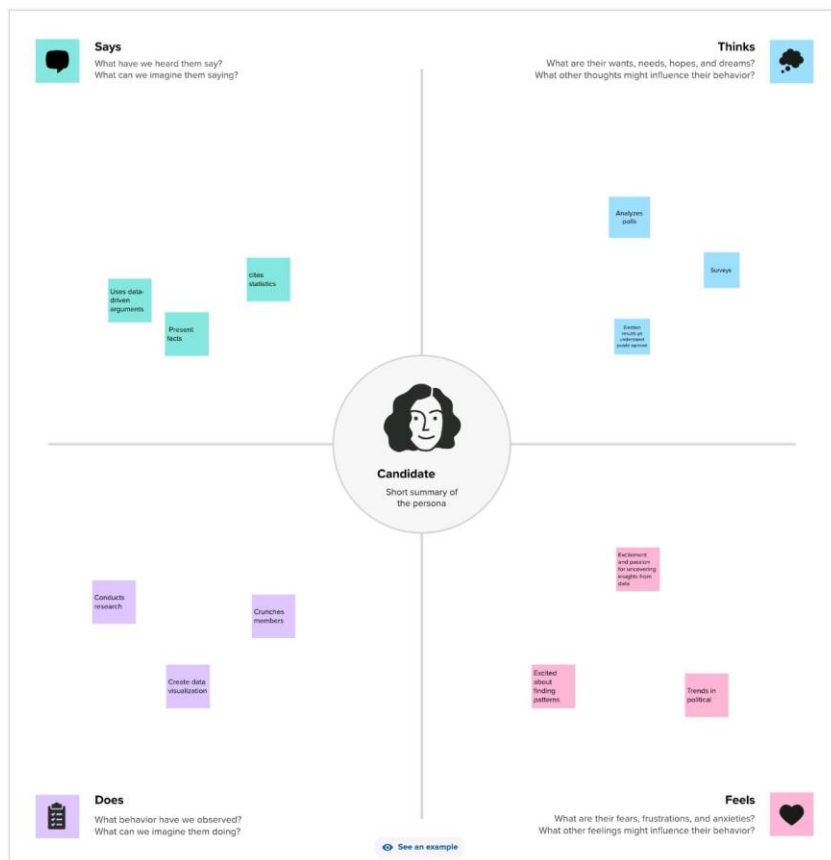
The election focused on a range of issues, including national security, economic development, unemployment, and social welfare programs. The Pulwama terrorist attack and India's retaliatory airstrikes in Balakot were significant issues. **Narendra Modi** was re-elected as Prime Minister of India, strengthening his position as a dominant political figure in the country.

### 1.2)Purpose :

The purpose of the political juggernaut in the **Lok Sabha** elections of 2019 was to secure a majority of seats in the Indian Parliament (Lok Sabha) to form the government, implement its policies, and lead the country for the next five years.

## 2) PROBLEM DEFINITON AND DESIGN THINKING:

### 2.1)Empathy map:




## 2.2) Ideation and Brainstorming:

**1**

**Define your problem statement**

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.


 5 minutes

"In an era marked by rapidly changing political landscapes, the phenomenon of political juggernauts has gained significant attention. This study aims to quantitatively analyze the key factors contributing to the rise and sustainability of political juggernauts. By examining historical data, election results, voter demographics, campaign strategies, and media influence, this research seeks to identify patterns and correlations that contribute to the emergence of political juggernauts. The findings of this analysis will provide valuable insights into the dynamics of contemporary politics and contribute to a deeper understanding of how certain political movements gain and maintain dominance."

**2**

**Brainstorm**

Write down any ideas that come to mind that address your problem statement.

 10 minutes

**TIP**  
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

**Person 1**  
Creating a social media strategy  
Grassroots campaigning  
Data-Driven Insights

**Person 2**  
Celebrating Endorstorms  
Youth engagement initiatives  
Innovative Policy Proposals

**Person 3**  
Debate Participation  
Transparency and accountability  
Collaborative platforms

**Person 4**  
Targeted Ad campaigns  
Digital engagement  
Civil education Initiative

3

### Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

**TIP**  
Add customizable tags to sticky notes to make it easier to find, organize, compare, and categorize important ideas as themes within your model.

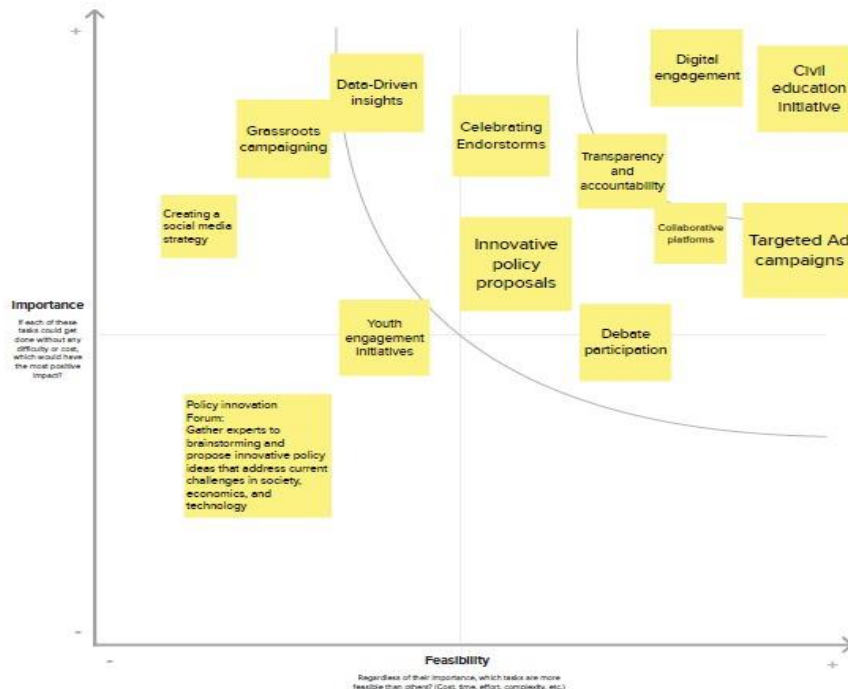
Political Innovation Forum:  
Gather experts to brainstorming and propose innovative policy ideas that address current challenges in society, economics, and technology

### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

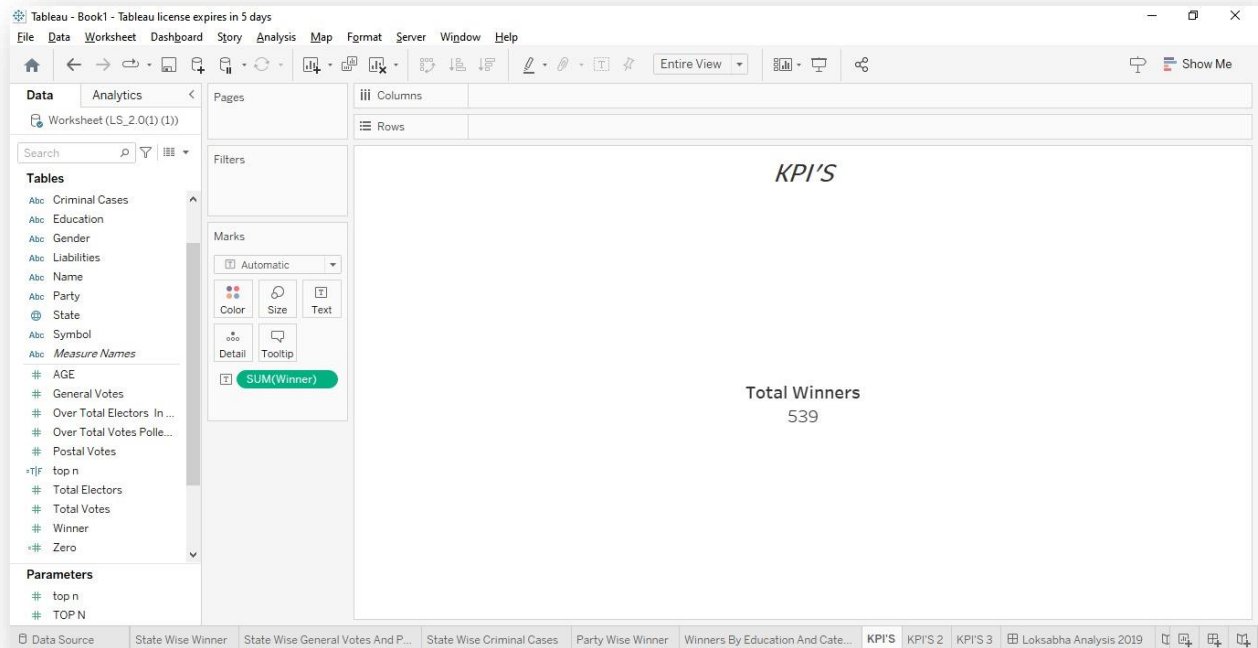
20 minutes

**TIP**  
Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.



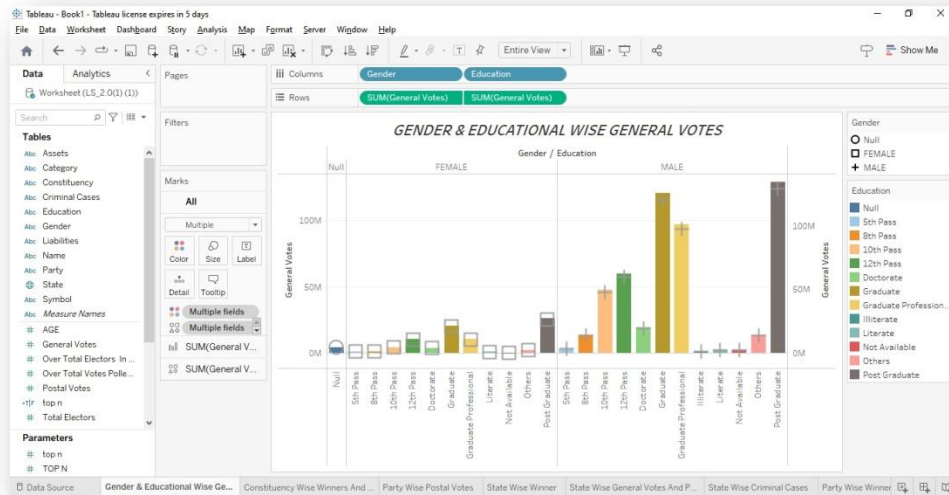
### 3) RESULT:

#### 3.1) Sheet creation

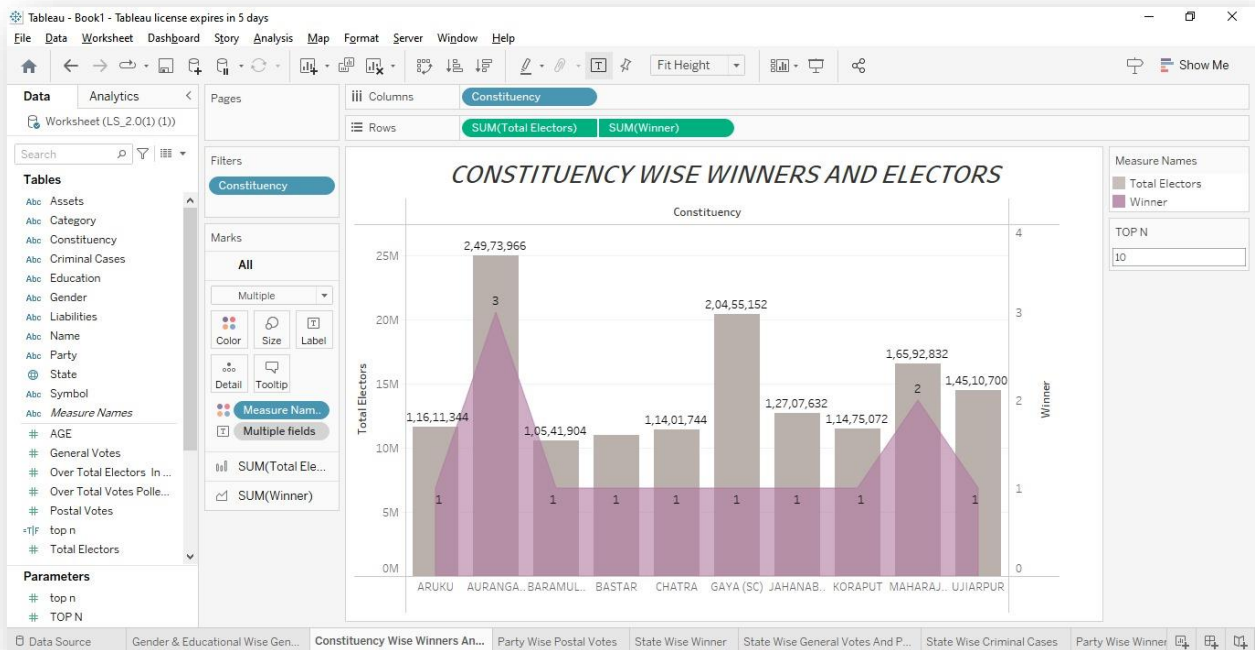


The total winners in the Loksabha election in the 2019 are analysed in this sheet.



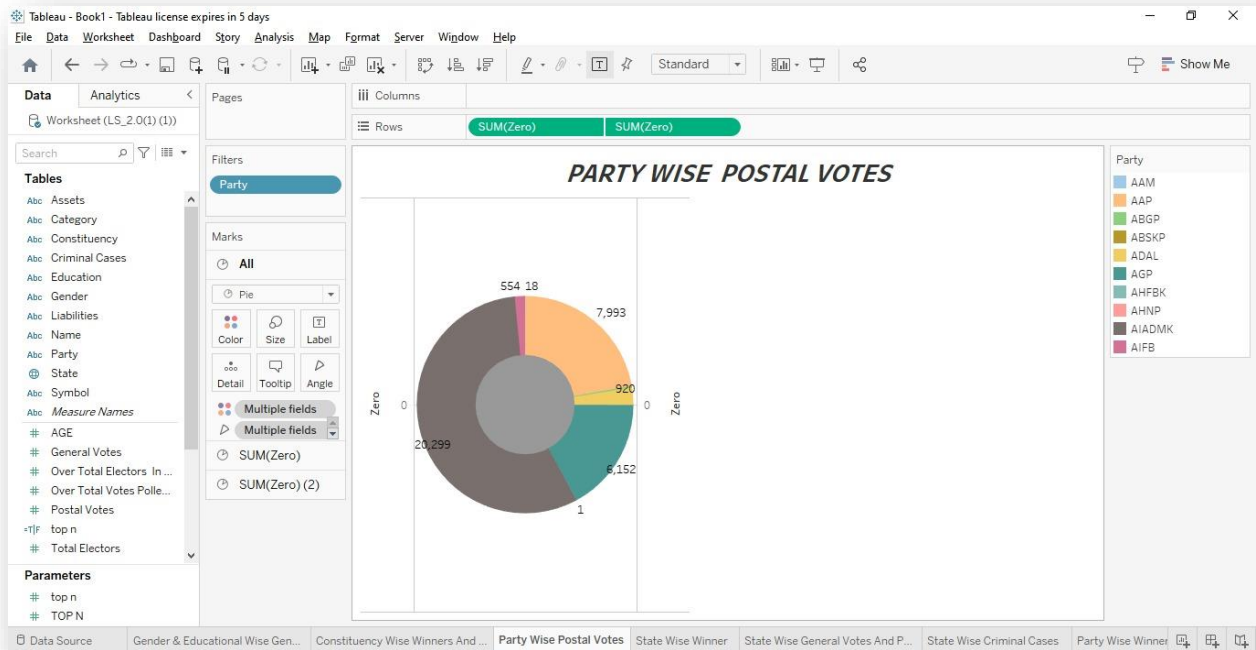


In this sheet, we have analysed the genral votes baesd on gender and educational qualification of the candidate.

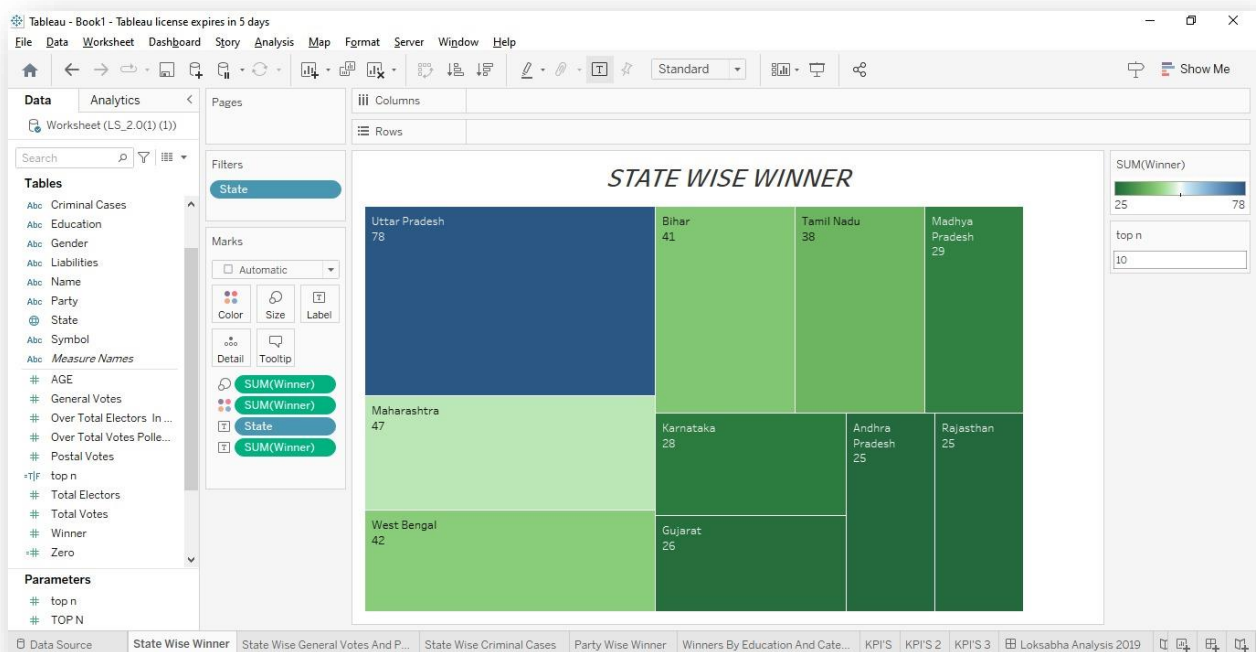


In this sheet, we visualized that the top 10 winners based on the constituency wise.

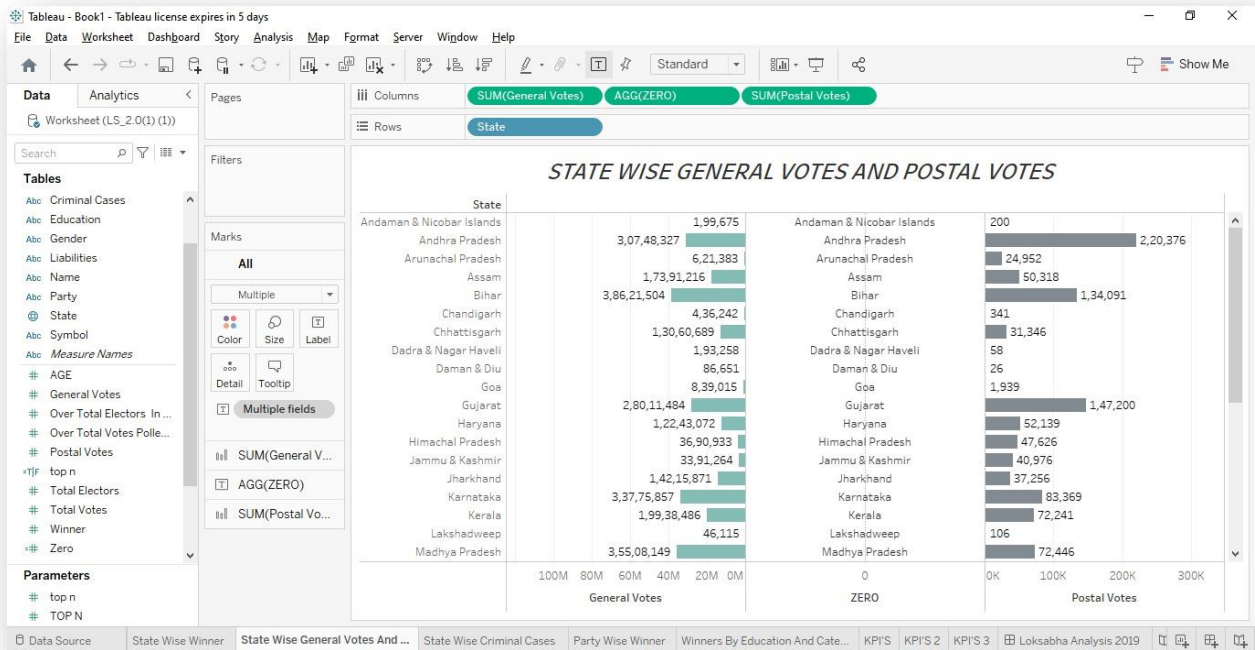
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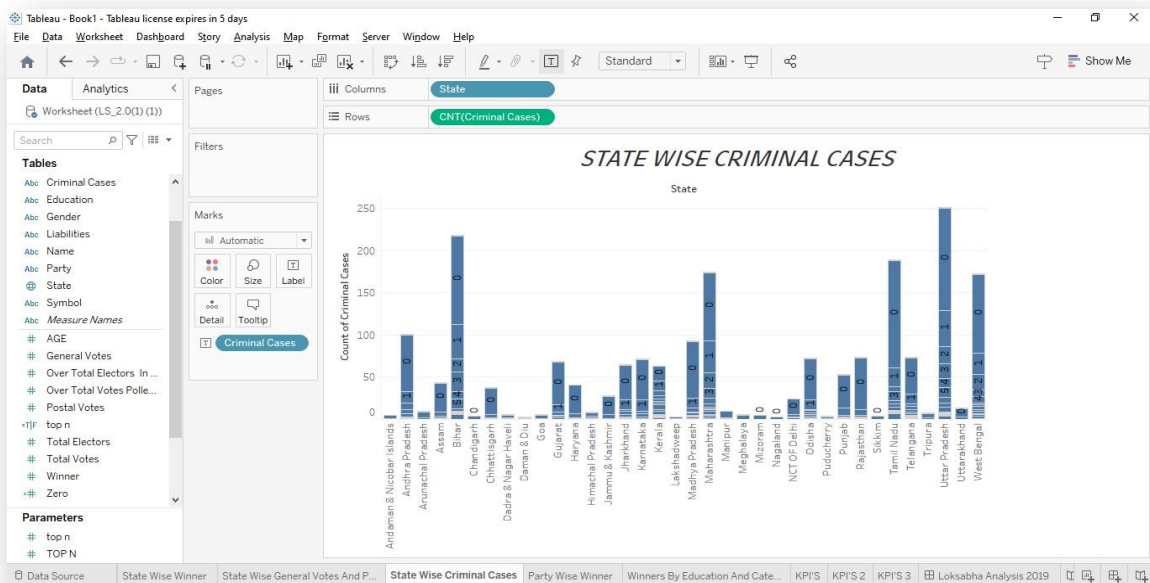
In the above chart, we have visualized the party wise portal votes of the Top 10 parties.



Here, we have visualized the Top 10 winners by the states .

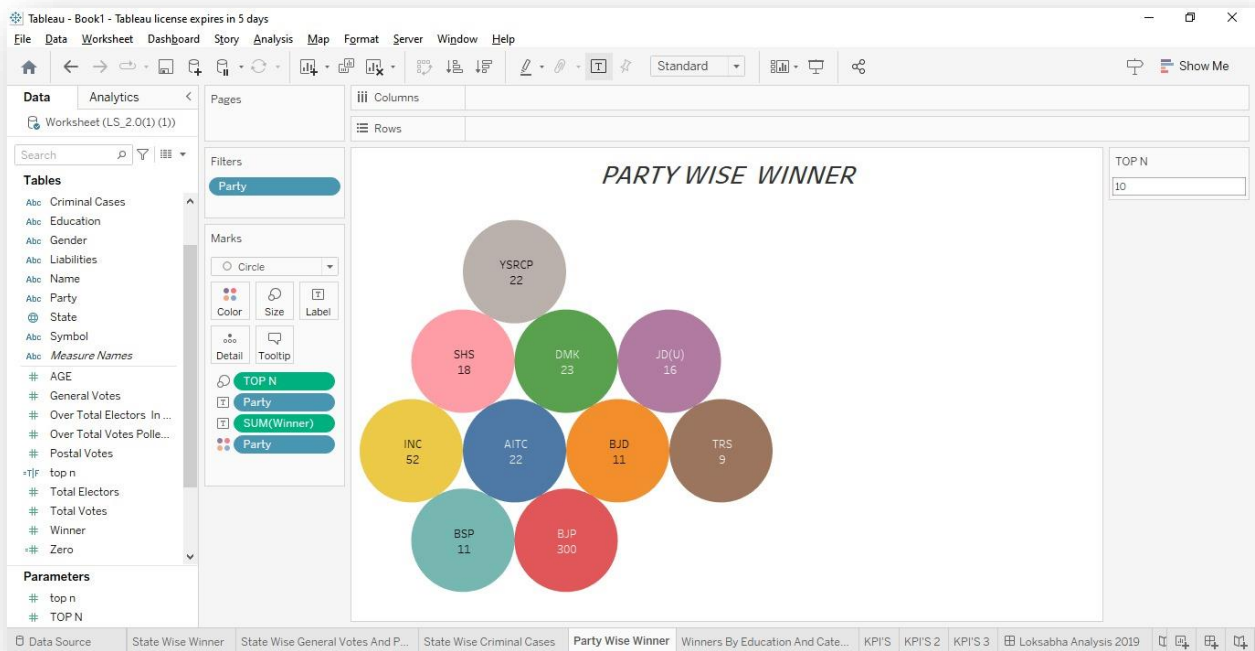


In this sheet,the state wise general votes and postal votes are visualized .

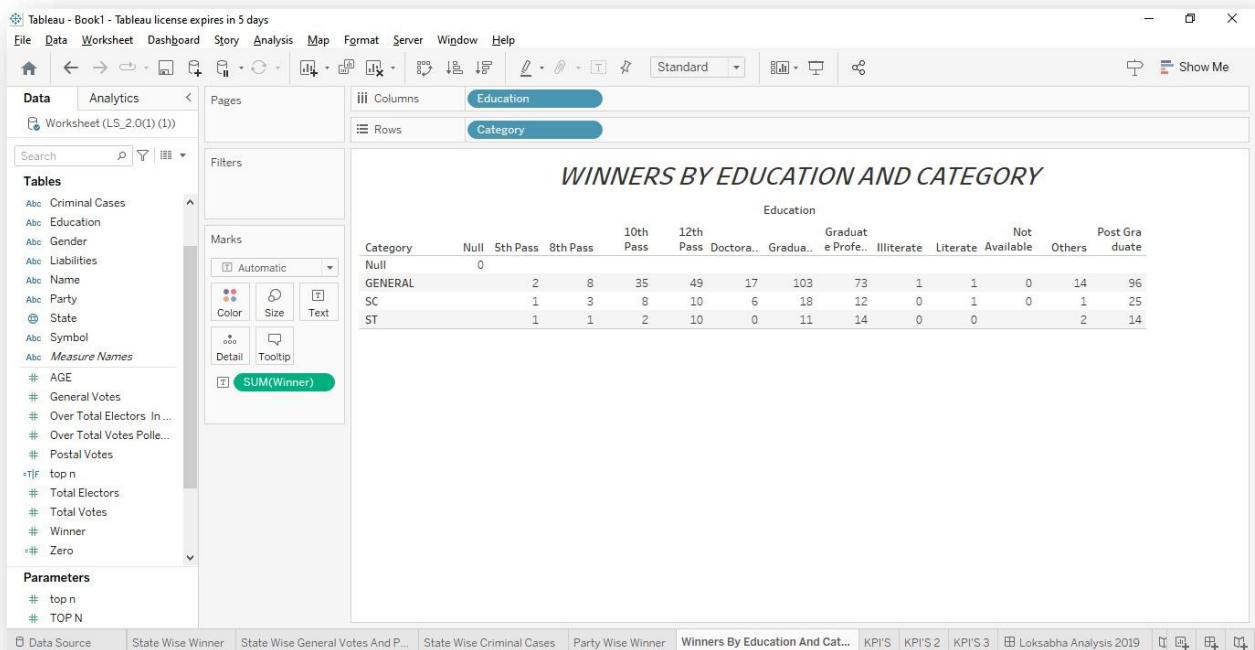


In the sheet, state wise criminal cases are visualized in the form of bar graph.





In this bubble chart ,the winners are shown by the party wise . Here top 10 parties are given in the form of bubbles.

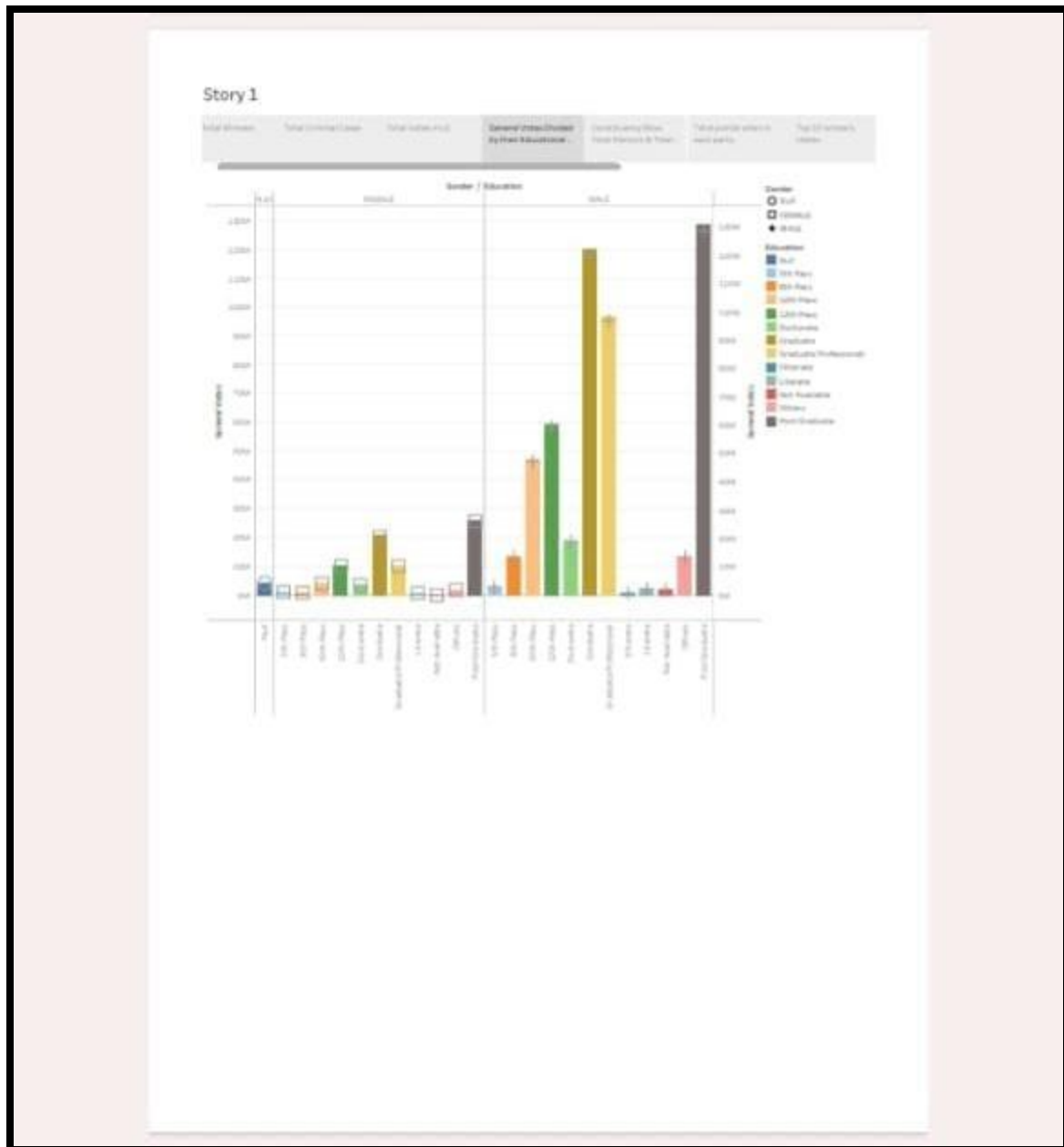


Here we are analysed the winners of Loksabha election in 2019 by education and category.

### 3.2) DASHBOARD AND STORY BOARD CREATION:



By using all the shhets ,we had visualised a dashboard. In this, the state wise winners, the top 10 winners ,criminal cases , party wise winners ,constitution wise winners are mentioned.



Story is a visualization of a series with captions that helps to present our visualization in an effective way.

#### 4)ADVANTAGES:

- Strong leadership
- Policy implementation

## ➤ **Political stability**

### **DISADVANTAGES:**

- **Lack of effective opposition**
- **Polarization**
- **Social tension**

### **5) APPLICATIONS:**

#### **Economic Reforms:**

The government pursued economic reforms, including the introduction of the Goods and Services Tax (GST) and the "Make in India" initiative, to boost economic growth and ease of doing business. National Security: The government's emphasis on national security led to increased spending on defense and measures to combat terrorism. The Balakot airstrike in response to a terrorist attack in Kashmir was a prominent example.

#### **Infrastructure Development:**

The BJP's focus on infrastructure development, such as the construction of highways, rural electrification, and the "Smart Cities" initiative, aimed to improve the quality of life and stimulate economic growth.

#### **Foreign Policy:**

The government pursued an active foreign policy, engaging with major powers and strengthening relationships with countries like the United States and Israel.

### **6) CONCLUSION:**

The government launched numerous economic and social welfare initiatives, aiming to improve the lives of Indian citizens. These included financial inclusion, healthcare access, and sanitation programs. The BJP emphasized national security, which culminated in actions such as the Balakot airstrike in response to a terrorist attack.

The government focused on infrastructure projects to enhance transportation, connectivity, and urban development. India's foreign policy became more assertive, with a focus on strengthening international relationships and increasing global recognition.

### **7) FUTURE SCOPE:**

**Youth Engagement:** Recognizing the demographic advantage of India's young population, the BJP may develop strategies to engage and address the aspirations of the youth.

**Economic Challenges:** Addressing economic challenges, including job creation and income inequality, could be a priority to ensure continued support from a diverse electorate.

**State Elections:** Winning state elections remains crucial for both political dominance and policy implementation. The BJP may focus on state-level campaigns and governance.

**Social Welfare:** Expanding and enhancing social welfare schemes to reach more marginalized communities could be part of the future agenda.