



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Persona's name  
Short summary of the persona

BJP is concerned about the possibility of losing seats in UP where it won 71 of the 80 seats while has more seats by its ally Aam Aadmi Party (AAP) in 2014. The party has plans to make up for the heavy losses in UP and Bihar from states like Odisha, West Bengal and some of the smaller states.  
Read more at: <https://www.ndtv.com/news/politics-and-elections/india-bjp-concerned-about-losing-seats-in-up-where-it-won-71-of-the-80-seats-while-has-more-seats-by-its-ally-aam-aadmi-party-aap-in-2014-1483867>

NEW DELHI: BJP chief Amit Shah has covered 17 states in an attempt to take stock of the party's preparedness for the 2019 Lok Sabha elections, plug loopholes and chalk out strategy to take on opponents.  
Read more at: <https://www.ndtv.com/news/politics-and-elections/india-bjp-chief-amit-shah-covers-17-states-to-check-preparedness-for-2019-lok-sabha-elections-1483867>

"BJP has also relied on party workers and leaders who are handling elections over several years and they form a part of the Lok Sabha," said the party president during these visits. These workers know the profile of each constituency and where the party stands in each part of the Lok Sabha seat. These states are crucial - BJP's central strategy is to win.  
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That strategy seemed to have paid off when two bickering caste-based factions worked together in the country's most politically important state, Uttar Pradesh in the north, to defeat Modi's party in two seats this week.

Mamata Banerjee, the chief of an opposition party in eastern India, called the Uttar Pradesh results, and victory for a regional party in another seat in neighboring Bihar state, the "beginning of the end" for Modi's party.

The election results highlight a crucial trend in the BJP's brand of politics in successive parliamentary elections in 2014 and 2019 and the assembly elections of Uttar Pradesh in 2017.

The BJP victory in 2019 has been driven by a sharp spike in its vote share. With roughly 38% of the total votes polled, the BJP's vote share is only marginally lower than that of the Congress in 1999 (39.5%), the last time any party reached close to 40% vote share nationally.

The ruling party's victory has been broad-based, gaining seats in most parts of the country, and across the rural-urban divide, cementing its pole position in Indian politics.

The 2019 general election that reelected the incumbent party shows significant irregularities in election data. The density of the incumbent party BJP's win margin variable exhibits a discontinuous jump at the threshold value of zero. It implies that in constituencies that were closely contested between a candidate from the incumbent party and a rival, the incumbent party won disproportionately more of them than lost.

the actual numbers produced a stunning reflation. Down by over 10 percent versus the 2014 state polls, and a breathtaking 25-50 percent over the 2019 parliament election nearly five months ago. Worse (or better, if you are viewing it from the Opposition's point), a few of the "irretrievable" were humbled on their turf - Modi (BJP) in Gujarat, Nitish Kumar in Bihar, MK Stalin in TN, and Sukhbir Badal in Punjab.

India's 2019 general election was undeniably a watershed moment in the country's post-independence political history. Despite concerns about a slumping economy, the baggage of anti-incumbency, and greater opposition coordination, the Bharatiya Janata Party (BJP) of Prime Minister Narendra Modi cruised to victory, attaining a second consecutive single-party majority in the Lok Sabha (lower house of Parliament).

That is, if the BJP gets 35 percent in a state poll, it could score close to 47-50 percent in a national election where Prime Minister Modi is on the ballot.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?