

1.INTRODUCTION

1.1 Overview

The Lok Sabha election in 2019 was a significant event in Indian politics. It took place in seven phases from April 11 to May 19, 2019. The election determined the composition of the 17th Lok Sabha, the lower house of India's Parliament.

The main contenders were the Bharatiya Janata Party (BJP)-led National Democratic Alliance (NDA) and the Indian National Congress-led United Progressive Alliance (UPA), along with other regional parties. The BJP, under the leadership of Narendra Modi, campaigned on issues such as national security, economic development, and anti- corruption.

The BJP and its allies secured a decisive victory, winning a majority of seats. This resulted in Narendra Modi becoming the Prime Minister for a second term. The NDA secured 353 out of 543 seats, while the UPA won 91 seats.

The election saw a high voter turnout, reflecting the active participation of the Indian electorate. It was marked by intense political campaigning, use of social media, and extensive media coverage.

1.2 Purpose

The purpose of the Lok Sabha election in 2019 was to determine the composition of the 17th Lok Sabha, which is the lower house of the Parliament of India. This election is a crucial democratic exercise held every five years, as mandated by the Indian Constitution.

The Lok Sabha is responsible for making and passing laws, representing the interests of the people, and holding the government accountable for its actions. The party or coalition that secures a majority of seats in the Lok Sabha forms the government, and its leader becomes the Prime Minister.

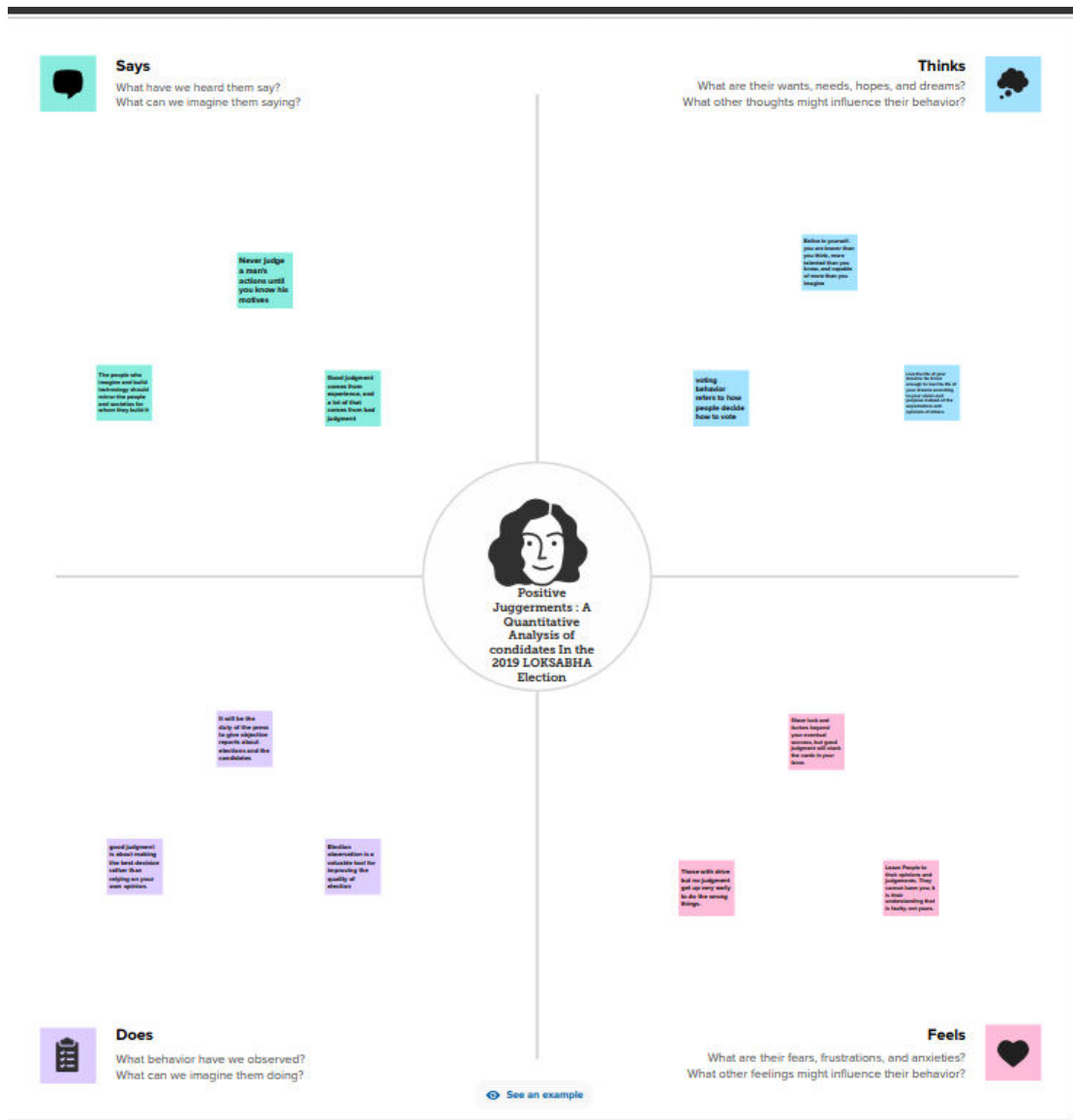
In 2019, the election served as a platform for political parties and leaders to present their vision, policies, and agendas to the electorate. It allowed the citizens of India to exercise their democratic right to vote and shape the direction of the country for the next five years.

Ultimately, the Lok Sabha election in 2019 aimed to determine the political leadership and direction of India, reflecting the will of the people through their votes.

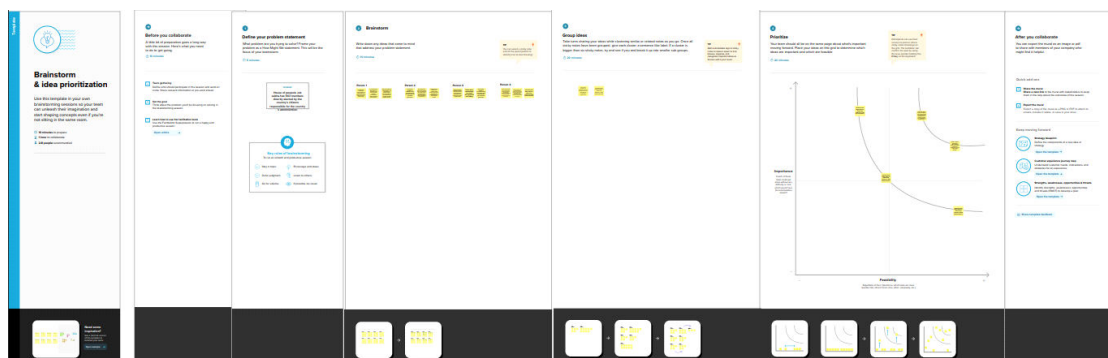
Overall, the 2019 Lok Sabha election had a significant impact on Indian politics, reaffirming the BJP's dominance and Narendra Modi's popularity on the national stage.

2.Problem Definition & Design Thingking

2.1 Empathy Map



2.2 Ideation & Brainstroming Map



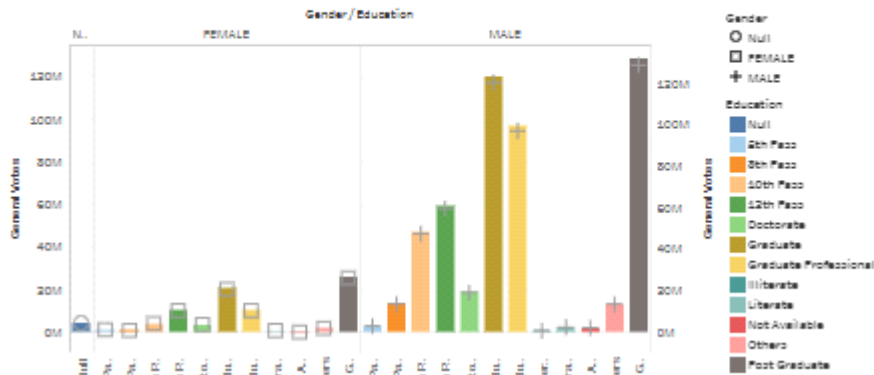
3.RESULT

Dashboard

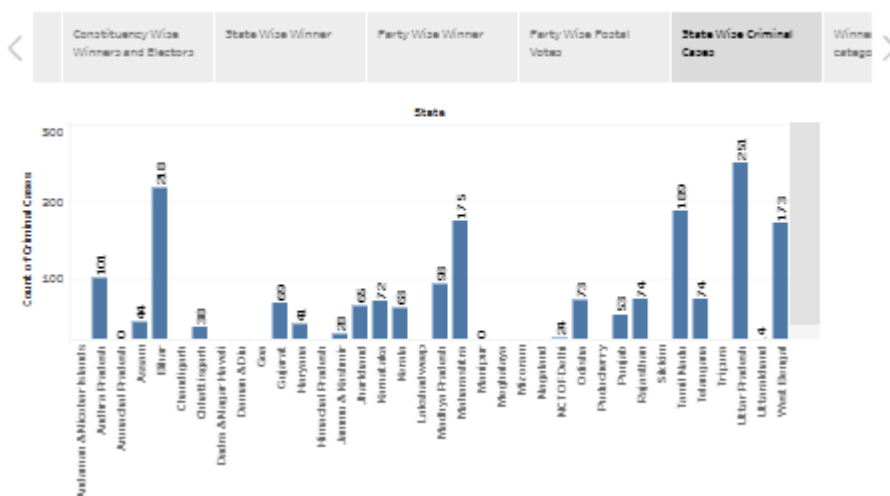
The screenshot shows a Tableau dashboard with a horizontal bar chart. The legend at the top lists education levels: 1st Pass, 2nd Pass, 3rd Pass, 4th Pass, 5th Pass, 6th Pass, 7th Pass, 8th Pass, 9th Pass, 10th Pass, 11th Pass, 12th Pass, Doctorate, Graduate, Graduate Professional, Illiterate, Literate, and Not Available. The chart displays 'Total Passes' for various categories, with the 'Winner' bar (green) showing the highest value. The 'Winner' bar is labeled 'Winner' and has a value of 100. The 'Literate' bar (blue) has a value of 80. The 'Illiterate' bar (red) has a value of 20. The 'Not Available' bar (grey) has a value of 10. The 'Winner' bar is highlighted with a green background.



[Gender & Education](#)
[Constituency Wise](#)
[State Wise Winner](#)
[Party Wise Winner](#)
[Party Wise Postal](#)
[State Wise Cases](#)



Analysis of Lok Sabha Election 2019



4. ADVANTAGES & DISADVANTAGES

Advantages:

1. ***Democratic Expression:*** Lok Sabha elections are a fundamental aspect of India's democratic system. They provide a platform for citizens to exercise their right to vote and have a say in the governance of the country.
2. ***Accountability:*** Elections serve as a mechanism to hold political parties and leaders accountable for their actions. The results reflect the public's approval or disapproval of the incumbent government's performance.
3. ***Choice of Leadership:*** Elections allow citizens to choose their representatives, who in turn form the government. This process helps in ensuring that the government reflects the will of the people.
4. ***Political Participation:*** Elections encourage political awareness and participation among citizens. It engages them in discussions about policies, issues, and the direction of the nation.
5. ***Peaceful Transition of Power:*** India has a history of peaceful transitions of power through elections. This stability is a testament to the strength of India's democratic institutions.

Disadvantages:

1. ***Expenditure:*** Elections can be expensive affairs, both for the government and for political parties. Resources spent on campaigning and organizing elections could be redirected to other pressing issues.
2. ***Polarization and Divisiveness:*** Intense political campaigns can sometimes lead to polarization along ideological, religious, or regional lines. This can create social tensions and divisions.
3. ***Influence of Money and Muscle Power:*** There have been instances of candidates using money and muscle power to influence elections. This undermines the democratic process and ca4. ***Populism Over Policy:*** During elections, there is a tendency for parties to focus on populist measures that may not

always be in the long-term interest of the country.

4. ***Voter Apathy:** While voter turnout in India is generally high, there are still segments of the population that may not participate due to reasons like disenchantment with the political process or logistical issues.

It's important to note that these points are general observations and may not apply uniformly to all elections or regions. Each election has its unique dynamics and circumstances. n lead to unfair outcomes.

5.APPLICATION

1. ***Formation of Government:** The most direct impact was the formation of the 17th Lok Sabha and consequently, the government of India. The Bharatiya Janata Party (BJP) led by Narendra Modi secured a majority, allowing them to form the government.

2. ***Policy Direction:** The election determined the policy direction for the next five years. The BJP's victory signified a continuation of their policies and agenda, including initiatives like economic reforms, social programs, and infrastructural development.

3. ***Cabinet Composition:** The election decided the composition of the Union Cabinet. It led to the appointment of various ministers responsible for different portfolios, influencing the governance and decision-making process.

6.CONCLUSION

Problem Definition & Design Thinking is done by creating Empathy Map . Data Visualization is done by creating graphical representation. The goal data visualization is to make complex data sets more assesible, Intuitive and easier to interpret.Dashboard for this project is created which is crucial to ensure that the information is easily understandable and finally story is done which is the way of presenting data and analysis in a narrative format.The main goal of storboard is making the information more engaging and eaiser to understand. By build this project we can understood the impot of POLITICAL JUGGERNAUTE: A QUANDIDATES in the 2019 lok sabha election.

7.FUTURE SCOPE

1***Social Justice and Inclusion:** The election underscored the importance of inclusive policies. Future elections may see an increased emphasis on addressing issues of social inequality, caste discrimination, and religious harmony.

2. ***Digital Voting and Electoral Reforms:** There may be continued efforts to introduce or expand digital voting technologies and implement electoral reforms to enhance transparency and efficiency.