



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?

The BJP won the 2019 Lok sabha election

The Bharatiya Janata Party received 37.36% of the vote, the highest vote shared by a political party.

The Indian National Congress won 52 seats, failing to get 10% of the seats needed to claim the post of leader of opposition.

14.8 candidates per constituency on an average according to PRS India.

About 40% of the BJP candidates has criminal case against them.

the BJP becomes the first Non-congress ruling party to win with the highest voting %.

THE ELECTION COMMISSION

The BJP used the strong strategy to win this election.

Legislative Assembly elections in the states of Andhra Pradesh, Arunachal Pradesh, and Sikkim were held simultaneously with the general election.

The opposition parties accused the NDA government of destroying democratic institutions and processes.

All the 543 elected MPs are elected from single- member constituencies using first-past-the-post= voting.

According to The Times of India , the major economic achievements of the incumbent NDA government included an inflation rate less than 4%

The Congress party campaign highlighted agrarian distress as an election issue



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?