



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?

something (such as a force, campaign, or movement) that is extremely large and powerful and cannot be stopped. an advertising/ political juggernaut.

The daily news headlines clutter with political, social, international issues and obscure the assessment of how the underlying economy is chugging along.

a massive inexorable force, campaign, movement, or object that crushes whatever is in its path. an advertisingan advertising juggernaut. a political juggernaut

General elections were held in India in seven phases from 11 April to 19 May 2019 to elect the members of the 17th Lok Sabha. Votes were counted and the result was declared on 23 May.

The election resulted in a landslide victory for the BJP which won 303 seats and formed the government

In the last 9 years, India's focus to build physical, financial, technological, digital and administrative capacity through a "reform, perform and transform" mantra is paying off.

Elections

Persona's name  
Short summary of the persona

It is heartening to see that on the economy front, even optimistic expectations have been exceeded.

In fact, last 9 years were not really the easy ones for the growth to sustain. We saw formidable challenges and headwinds such as Covid, Russia-Ukraine war, China-US standoff, inflation spike, interest rate and currency volatility, slowdown in developed economies and so on.

Culture of fear (or climate of fear) is the concept that people may incite fear in the general public to achieve political

India has sailed through these headwinds and emerged as a 'power' to reckon with.

It was developed as a sociological framework by Frank Furedi and has been more recently popularized by the American sociologist Barry Glassner

The group stated that such political attacks on the ECI were a "deliberate attempt to denigrate and delegitimise the democratic institutions"



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?