**What is Mohit’s numerical take on Lok Sabha Elections 2019? The numbers and though process has relevance for 2024 elections as well.**

**Article Headline: I love the noise of democracy!**

Article written by Mohit Kapoor on LinkedIn, May 22, 2019

How loud is India’s democracy … shall we do some numbers in decibel (dB) terms?

Overall democracy numbers:

Total Population: 1,300+ Million (1 in every 6 people on the planet live in India)

Total States & Union Territory: 30+. Uttar Pradesh - 200M; Maharashtra and Bihar - 100M+ (bigger than most countries in the world)

Total Cities/ Villages: 8 Cities – 5M+; 40 Cities - 1M+; 400 Cities – 100K to 1M; 2,500 Cities – 10K to 100K & 600K Micro Cities and Villages with <10K population

Religious diversity: Hindus – 80%; Muslims – 13% (180M: bigger than most Islamic countries); Christians – 2.3% (30M: quite comparable to most Christian countries); Sikhs – 1.9% (26M: if we include Sikhs in Canada, number might be bigger than Canada population - pun intended 😊); Buddhists – 0.8% (China dominates here with 244M+); Jains - 0.4%

Castes diversity (personally, I hate this system): Brahmins (priests and teachers) & Kshatriyas (warriors and rulers) - 15%; Vaishyas (farmers, traders, merchants) – 60%; Shudras (labourers) & Dalits – 25%. These main castes are further divided into about 3,000 castes and 25,000 sub-castes, each based on peoples specific occupation.

Ps: UP, West Bengal, Bihar and TN represent 150M+ (50%) Dalits; Farmers and agricultural workers/labourers represent 300M+ (22%) people in India

Language diversity: Hindi 41%, Bengali 8.1%, Telugu 7.2%, Marathi 7%, Tamil 5.9%, Urdu 5%, Gujarati 4.5%, Kannada 3.7%, Malayalam 3.2%, Oriya 3.2%, Punjabi 2.8%, Assamese 1.3%, Maithili 1.2%, others 5.9%

Age diversity: 0-14 years: 28%; 15-24 years: 18%; 25-54 years: 41%; 55-64 years: 7%; 65 years and over: 6% (~50% population is under 25 years in India now)

Urban/ Rural region diversity: Urban (33%)/ Rural (67%).

Economic disparity: Rich – 1%; Middle Class (less poor) – 40%; Poor – 59%

… and few Lok Sabha election numbers (2019):

Total Voters: 900 Million (up from 800M in 2014 elections)

Increase in number of voters in 2019: 100M - 84.3M (vote from anywhere scheme) + 15M (between 18-19 year old’s) and lets call them swingers

Polling Stations: 1M (up from 0.9M in 2014 elections)

Total number of Lok Sabha Seats: 543 (8,251 candidates)

Now, let’s put on our noise cancellation headsets and get into the shoes of our Political Leaders and listen to the main symphony that cuts-across entire India:

· 1,000M+ Hindus (divided due to caste system but largely united on Ram temple)

· 180M+ Muslims (united tightly but muslim women “just might” vote against Triple Talaq)

· 300M+ Dalits (concentrated and united in UP, WB behind Mayawati and Mamata Didi’s and rest are split across India)

· 300M+ Farmers and agriculture workers (Sharad Pawar is their God Father in Maharashtra and beyond)

· 750M+ Poor

· 600M+ under 25 years (18-25 years is a very large number)

Now, even Papu (Dummy) can do the strategy:

· Big National Success = Hindus (keep Ram Temple issue alive and spend billions in Kumbh) + Dalits (touch hearts by washing their feet during Kumbh) + Farmers (waive their loans) + Poor (provide electricity, gas connection, toilets) + Youth (they lost jobs so sell them story of national security and war glory)

· Small National Success = Muslims (they are in fear and will vote against Hindu religious access) + Youth (they did loose their jobs and are fickle minded) + Farmers (commit the moon through loan waivers) + Poor (commit the moon through subsidies as they are immune to decades of lies)

· Small/ Medium Regional Success = Dalits and Yadavs (that family feeling) + Poor (commit the moon through subsidies) + Young (give tabs and laptops to use their Jio Sim’s 😊)

+ Christians (all united) can hop across any side of the fence and in some seats will be the King makers

Big National Success Strategy (NDA) >/=/< Small National Success (UPA) + Small/ Medium Regional Success (Others) Strategy? We will only know on 23rd May!

In any case we know for sure that in the end, democracy will always WIN!

Any guesses now how loud is our democracy in decible (dB) terms? Fyi - normal conversation is about 60 dB, a lawn mower is about 90 dB, a loud rock concert is about 120 dB.

Ps: All the numbers above are directional in nature. And, everything above is a personal opinion of an inquisitive consumer marketer who is not able to sleep before running all the numbers, strategies and win scenarios of the greatest political fight in the world - Lok Sabha Elections 2019! The real game of thrones!

Published by

Mohit Kapoor