



Says

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

This was the largest democratic and the most expensive election in the world.

This election witnessed an increased participation from women and young Indians.

Many young educated candidates contesting as compared to previous years.

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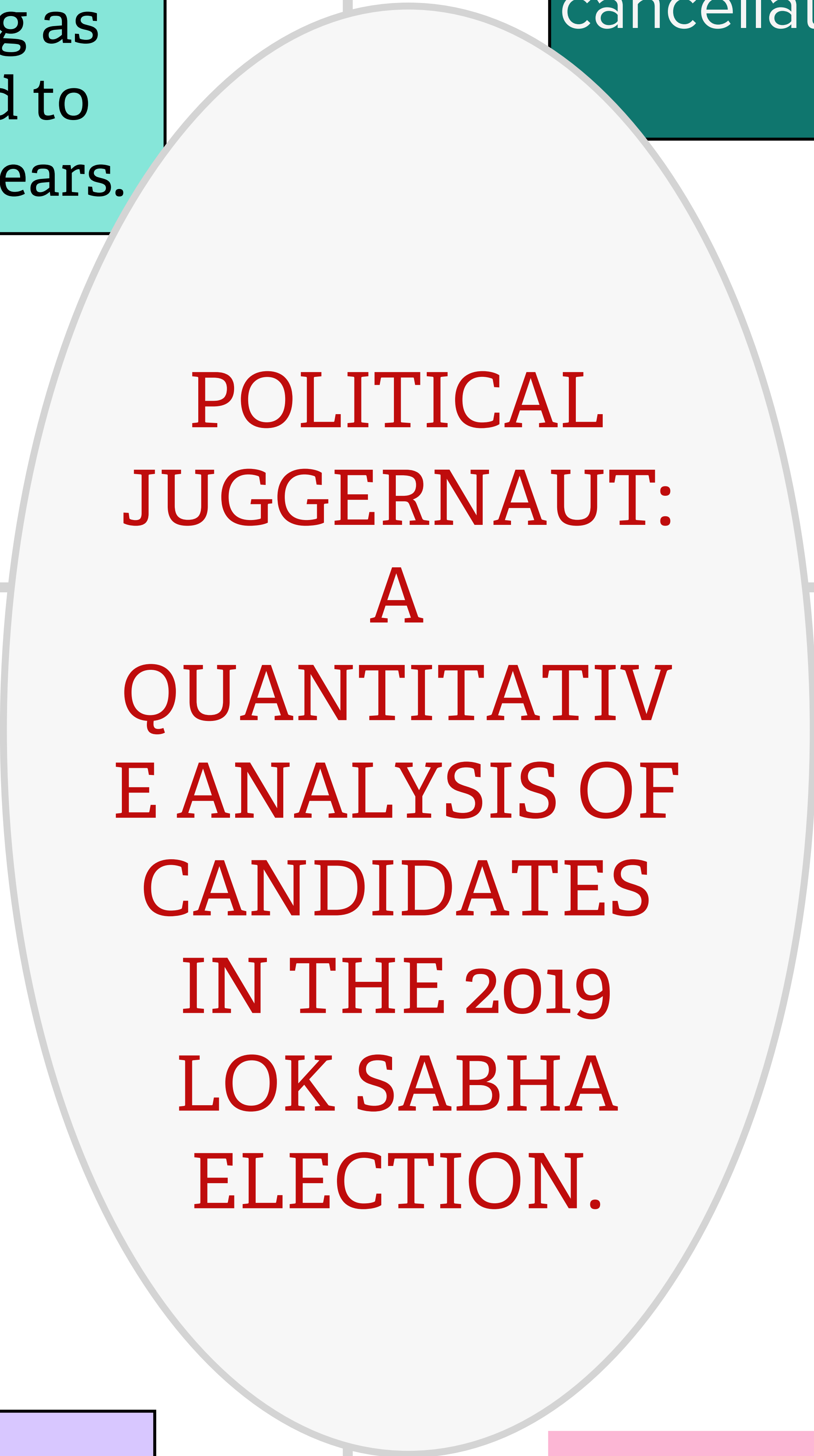
Thinks

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

Major fact that influenced voter choice.

rescheduling voting cancellations

Electronic voting machine and security.



8000 candidates-543 parliamentary seats.

900 million votes-million polling station with electronic voting machine.

highest number of women parliamentarians.

corruption in poll box.

source of poll fund.

case of Telangana



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?