

Empirical Analysis of Rural Area in Jammu Region towards Lok Sabha Election 2014

Abstract

The socio-political profile is done in this study to analyze historical and present political participation. This study includes empirical analysis of 2014 election. The area study of research is an imperative aspect in any field of research and it helps to give a proper direction to the research. It helps to the researcher to the know ground reality of the study. An area study of research is done what the factual reality. The area study of research helps to understanding situation of Jammu region elections before and after.

Keywords: Jammu & Kashmir, Voting, Election.

Introduction

Jammu and Kashmir is most important union territory of India. Pakistan, Afghanistan, Soviet Union and China are neighbor country. The total area Jammu and Kashmir is about 2, 22,236 sq.km. Average rainfall is 41.89 inch. The total population of Jammu and Kashmir as per 2011 census 12, 548, 926 of male and female are 66,65,561 and 58,83,365. The total population of Jammu division is 5, 350, 811. The districts of Jammu division are Jammu, Doda, Kathua, Ramban, Reasi, Kishtwar, Poonch, Rajori, Udhampur and Samba. Jammu border Kashmir to the north, Ladakh to the east and Himachal Pradesh to the South. It is 640 km in length from North to South and 480 km from East to West. Literacy rate and the state are 68.74%. Jammu district is the highest literacy rate 78.76%. The population of the Jammu region consists of heterogeneous religious groups. Major communities comprising the bulk of population of Jammu region are Hindu, Muslims, Sikhs; besides these Jain, Christians and Buddhist had minute share of population. Jammu region is a unique political participation. Jammu region is more complex. Jammu is having plural society with multilayered cultural, ethnic, religious and social diversities. It is a region strong Hindu majority. There is Hindu minority in the state and majority in the region. The Hindu is successfully mobilizing on the basis of fear domination by Muslim majority while Muslim politicized on the basis of by Hindu majority both India and as well as region. The Hindu gets divided among Dogras, Punjabis and Paharis and Muslim are also divided among Dogras, Punjabis, Paharis, Kashmiri and Gujjars. It is dynamic cross cutting diversities and politically manipulated. Political participation is unique of Jammu region. Power politics faced by local elite. The last five decades a number of agitation both spontaneous and organized in Jammu region. Jammu has highest literacy as well economic development, but backward is also there. The elite of Jammu region, representing the Hindu dominated parts. It is not find sufficient political space for itself given structure of electoral politics. There is possibility of political visibility of the elite except politics and agitation. Jammu region, more political parties operating in Jammu region thrive on this politics of deprivation of the region. The important feature of Jammu region has been its response tension. Political consciousness around the issue of re-organization of agrarian structure and abolition of monarchy-provoked reactions among dominant political elite of Jammu region as their position dominance was directly threatened. Thus, it projected the political movement of Kashmir as anti-Jammu elite. It was the first time in the history of Jammu and Kashmir that in the year 1967 direct elections were held to the Lok Sabha. To quote issued by Electoral Officer of Jammu and Kashmir about the date parliamentary Elections held in this state during 1971 General Elections. It provides some information about 1967 Elections held for six parliamentary seats from Jammu and Kashmir.

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Objectives of the study

1. To examine how BJP strategies successfully implement and marketing and branding campaign that change trends in 16th Lok Sabha election.
2. To focus impact of technology (social media and networking sites) how accelerate BJP landslide victory in the 2014 Lok Sabha election.

Research Questions

This study seeks to answer the following questions:

1. What were the reasons of winning elections by BJP comfortably and achieved full majority after 32 years?
2. Why 2014 parliamentary election moved around brand Modi?
3. Why BJP strategies were successful in 2014 general elections in India that changed the trend?
4. What was the role of social media for accelerating BJP landslide victory in national election 2014?
5. What were the performances of regional parties.
6. What were the ideologies, programs and policies of political parties in 2014 parliamentary election?
7. What were the main factors and issues which lead BJP 272+ seats in 2014 general election?
8. What were the reasons for decline of congress in 2014 election?

Importance of study

This study is very important because it focused the identity of brand Modi. This election was moved around single man Modi. As per report out of 4:1 voter voted in favor of BJP because BJP projected Modi as the prime-minister candidate. In the Indian history first time non-congress party was achieved comfortable full majority. The study highlights Modi Wave and he proved to be a better reader of voters pulse. The congress oldest and national party was shrieked to only 44 seats across the country.

Research Methodology

A method is a systematic way of doing something. It implies an orderly logical arrangement of steps. Empirical analysis of rural area in Jammu region towards Lok Sabha election 2014. The quantitative methodology has been employed in the present study. The quantitative research is the systematic empirical investigation of observable phenomena via statistical and computational techniques. Survey has been done in the selected districts and the data has been collected by a structured interview schedule. The entire procedure of data collection was made from the month of May to August 2018.

Sample Frame

The primary data was collected through the Systematic Random Sampling in order to make Sample frame. The collection of data was done in whole province of Jammu region. The region is composed of ten districts. Four districts were chosen and four tehsils for each district on the basis of rural area. The sample frame was selected from all strata's on basis of voter list of polling booths. The whole data was provided by the respective district commissioner's office that eased in designing of a

sample frame. The sample size was 160 among both males and females were the respondents from whole region.

Tools of Data Collection

Large number of secondary data have analyzed from various secondary sources to get the deep conceptual framework of how, why, when and what, regarding the above study. The primary data was collected through structured interview schedule in which close-ended questions were asked. The collected data was then analyzed by SPSS software to find out the final result of the study.

Empirical Analysis

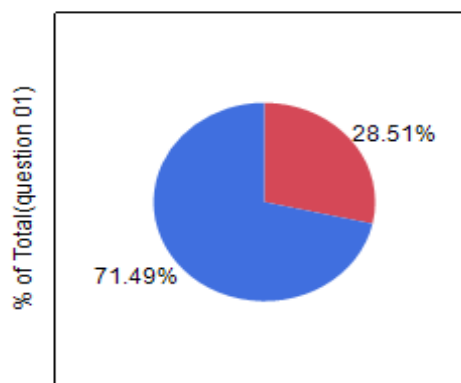
This chapter is based on the rural analysis that was done after collection of data in whole Jammu division. The region is composed of ten districts. Four districts were chosen and four tehsils for each district and 40 respondents of each tehsil on the basis of rural areas. The sample size was 160 among both males and females were the respondents from whole region. Data analysis is an evidence based approach to the study and interpretation of related information. It is a way of gaining knowledge by means of direct and indirect observation or experience.

Q.1: Do you have access internet?

S. No	Response	Frequency	Percentage
A	Yes	51	29
B	No	109	71
Total		160	100.0

The table based on internet access to Jammu region in rural area which is said to have impact in 2014 general election. 29 percent respondents agrees to access to internet in rural area, while other 71 score on above statement.

Below given Pie chart help to understand above easily,



question 01

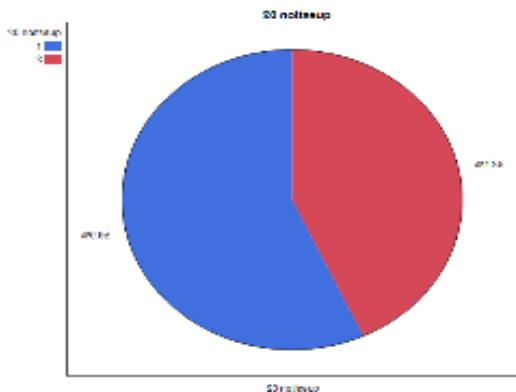
Q.2: Do you know about social media, if yes then are you using any social media platform?

S. No	Response	Frequency	Percentage
A	Yes	69	43
B	No	91	57
Total		160	100.0

The above table show know about social media and using social media platform from rural area in Jammu region. The score is seen in table regarding 43 percent response is yes, while as we

can see from the table figure 58 percent respondents of the view is no.

Below given Pie chart help to understand the above data easily,

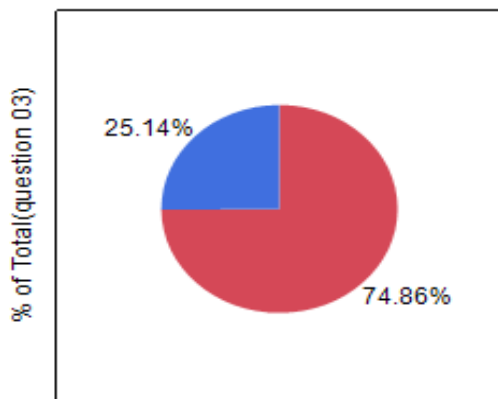


Q.3: Have you casted your vote in last concluded 2014 parliamentary election?

S. No	Response	Frequency	Percentage
A	Yes	137	75
B	No	23	25
Total		160	100.0

The above table based on cast vote in 2014 Lok Sabha election. The 75 percent respondents score yes, while others respondents score 23 percent on the above context.

Below given Pie chart help to understand above data easily,



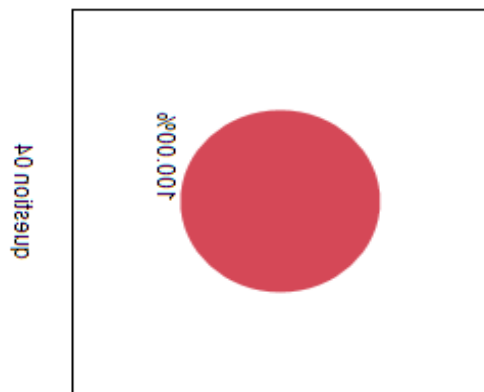
question 03

Q.4: Why Congress dominated in politics in India for a long time?

S.No.	Response	Frequency	Percentage
A	Towering leadership of Gandhi family	160	100.0
B	Lack of strong opposition		
C	All round development of India by congress		
D	Pro-people approach by congress leadership		
E	Commitment of eradicate poverty		
Total		160	100.0

The above table regarding congress dominated politics in long time in India. The response of the respondents shows here 100 percent towering leadership of Gandhi family. There is no others response regarding the above table statements.

Below given Pie chart help to understand



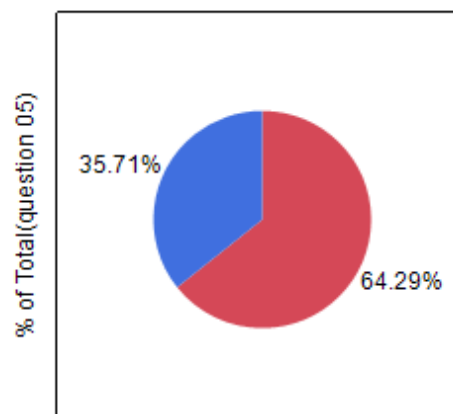
Q.4 Total (100%)

Q.5: How do you have access to news, do you watch news on T.V or listen on radio?

S. No	Response	Frequency	Percentage
A	TV	135	64
B	Radio		
C	Newspaper	25	36
D	Others	-	-
Total		160	100.0

The above table based on about news TV, Radio, Newspaper or other. The 64 percent score response of the respondents regarding above TV statement, while 36 percent response of the respondents regarding access newspaper.

Below given Pie chart helps to understand the above data easily,



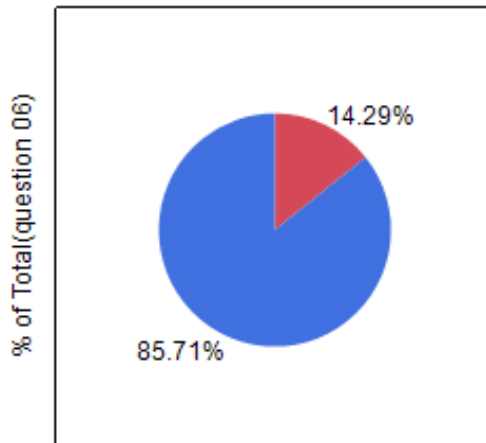
question 05

Q.6: What do you think about the movements against anti-corruption led by Anna Hazzara and black money led by Ram Dev, had these movements gathered momentum and political interest against Congress and helped NDA in gaining momentum in 2014 Lok Sabha Election?

S. No	Response	Frequency	Percentage
A	Yes	40	14
B	No	120	86
Total		160	100.0

The above table based on movements against ant-corruption and black money led Anna Hazzara and Ram Dev gathered momentum and political interest against congress and helped Bhartiya Janata Party in 2014 Lok Sabha election. Only 15 Percent respondents believe the above context, while other 75 percent scores regarding the above statement.

Below given Pie chart help to understand above data easily,



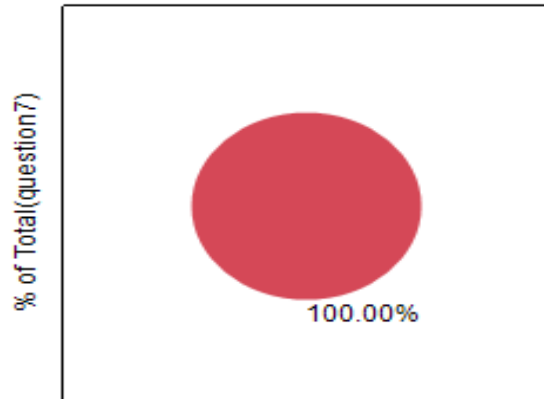
question 06

Q.7: Do you think that during congress led-government (UPA) the scams like 2G scam, Common Wealth Games scam, Coal scam etc. had worked in favoring of BJP in 2014 Lok Sabha Election?

S. No	Response	Frequency	Percentage
A	Yes	160	100.0
B	No		
Total		160	100.0

The above table is based on congress led-government (UPA) the scams like 25G scam, Common Wealth Games scam, Coal scam etc. had worked in favoring Bhartiya Janata Party in general election 2014. The 100.0 percent score of respondents believe regarding the above context, while other there is no response regarding the above statement.

Below given Pie chart help to understand above data easily,



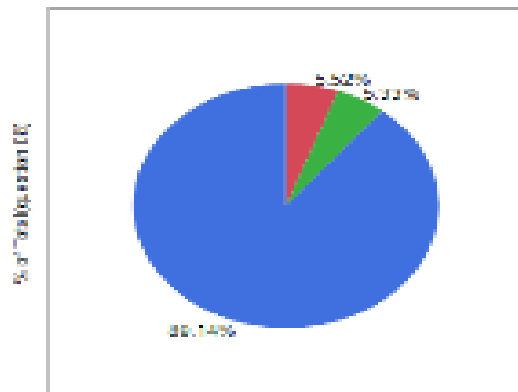
question7

Q. 8: What is your opinion regarding congress decline in 2014 Election?

S. No.	Response	Frequency	Percentage
A	Corruption		
B	Rising price	29	6
C	Security	14	5
D	Modi Wave	117	89
E	Lack of new job growth	-	
F	Others	-	
Total			100.0

The above table based on congress decline 2014 general election. The highest score 89 percent of respondents Modi wave, while 5 percent believe on security reason and 6 percents respondents response rising price on the above statement. There is no other response regarding the above statement.

Below given Pie chart help to understand data-

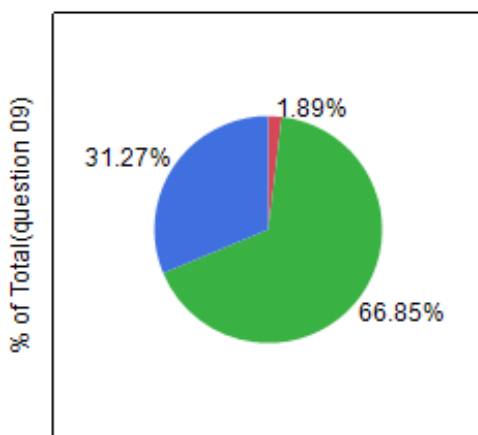


question 08

Q.9: What is your opinion regarding the BJP achieve his mission 272+ comfortably in 2014 Election?

S. No.	Response	Frequency	Percentage
A	Anti-incumbency factor	7	1
B	Bhartiya Janata Party projected as the PM candidate Modi	124	67
C	Strong opposition		
D	Good campaign management	29	32
E	Weak leadership of opposition		
Total		160	100.0

The above table based on Bhartiya Janata Party achieves his mission 272+ comfortably in general election 2014. The highest score 67 respondents believe Bhartiya Janata projected as the prime-minister candidate of Modi, while 1 percent score of respondents anti-incumbency and good campaign management regarding the above statement. There is no other response on the above statement. Below given Pie chart help to understand above data easily.



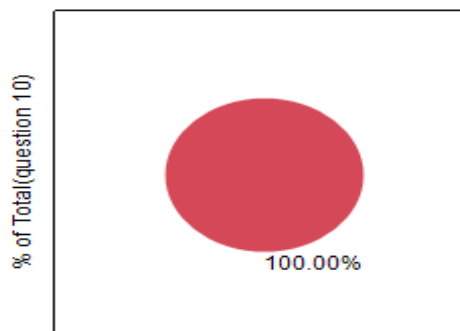
question 09

Q.10: What you think regarding the important factor of BJP victory in 2014 election, Modi or BJP?

S. No	Response	Frequency	Percentage
A	Modi	160	100.0
B	BJP		
Total		160	100.0

The above table based on important factor of Bhartiya Janata Party victory in 2014 election, Modi or Bhartiya Janata. The 100.0 percent respondents believe Modi is the main factor regarding the above context, while there is no other response of respondents.

Below given Pie chart help to understand above data easily,



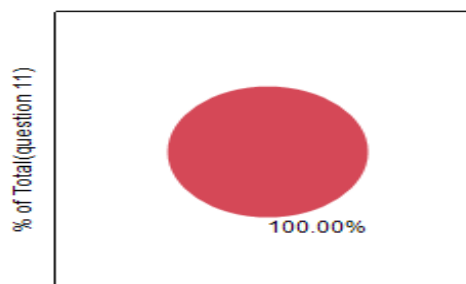
question 10

Q.11: Are you satisfy that the ruling congress led-government (UPA) for last ten years. In 2014 Election people want to change?

S. No	Response	Frequency	Percentage
A	Yes	160	100.0
B	No		
Total		160	100.0

The above table based on ruling congress led-government (UPA) for last ten years. The people want to change. 100.0 Score of the respondents regarding the above context, while there is no other score of the respondents.

Below given Pie chart help to understand above data easily,



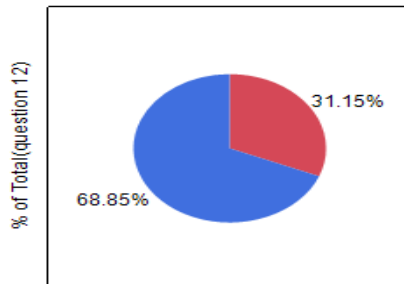
question 11

Q.12: What you think about the last concluded Lok Sabha Election 2014 in which BJP sweep the Polls in Jammu division and failed to open an account in valley on the other hand PDP dominated the valley and failed to get seats in Jammu, as it was happened due to opposing stands on abrogation of Article 370 by these two parties in their respective regions?

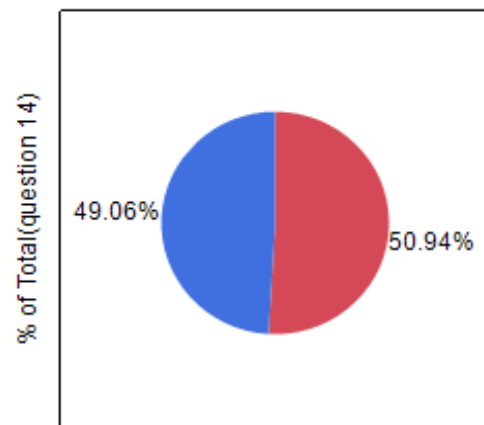
S. No	Response	Frequency	Percentage
A	Yes	76	31
B	No	84	69
Total		160	100.0

The table above based on Bhartiya Janata Party sweep the polls in Jammu region division and failed to open an account in valley on the other hand People Democratic Party (PDP) dominated the valley and failed to get seats in Jammu general election 2014, as it was happened due to opposing stands on abrogation of Article 370 by these two parties in their

respective regions. 31 percent score or respondents believe yes regarding the above context, while 69 percent respondents believe no regarding the above context. Below given Pie chart help to understand above data easily.



question 12



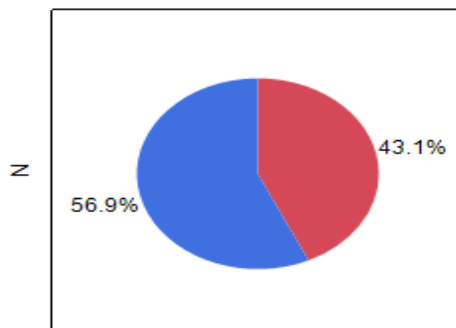
question 14

Q.13: What do say, have any communal marker played any role in 2014 Lok Sabha election?

S. No	Response	Frequency	Percentage
A	Yes	69	43
B	No	91	57
Total		160	100.0

The above table based on any communal marker played any role in 2014 general election. The 43 percent respondents agree on regarding above statement, while 57 score of the respondents disagree on the above statement.

Below given Pie chart help to understand above data easily,



question 13

Q.14: Do you satisfied that “Modi wave” had helped the BJP to work up in the media and help the party ride over the barriers of the caste identify politics?

S. No	Response	Frequency	Percentage
A	Yes	108	51
B	No	52	49
Total		160	100.0

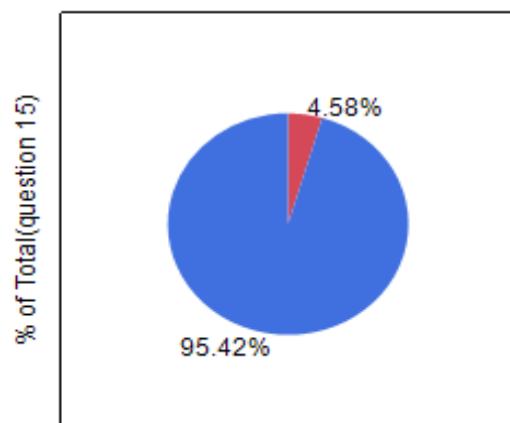
The above table based on Modi Wave had helped the Bhartiya Janata Party to work up in the media and help the party ride over the barriers on the caste identify politics. The 51 percent score of respondents believe on above regarding context, while other 49 percent respondents score on above statement. Below given Pie chart help to understand on above data easily.

Q.15: What do you think that if BJP had not projected Narendra Modi as the prime Ministerial candidate, BJP would have been able to win power on their own in the 2014 Lok Sabha election?

S. No	Response	Frequency	Percentage
A	Yes	14	5
B	No	146	95
Total		160	100.0

The above table based on Bhartiya Janata Party had not projected Narendra Modi as the prime-ministerial candidate; Bhartiya Janata Party would have been able to win power on their own in the 2014 Lok Sabha election. Only 5 percent of respondents believe on above statement, while other 95 percent scores on above context.

Below given Pie chart help to understand above data easily,

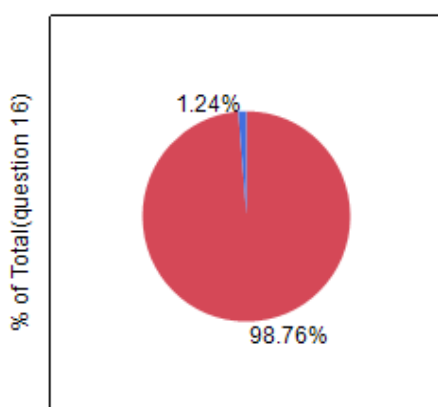


question 15

Q.16: What is your opinion regarding the 2014 Lok Sabha election that media is responsible for manufacturing Modi wave?

S. No	Response	Frequency	Percentage
A	Yes	159	99
B	No	1	1
		160	100.0

The above table based on 2014 Lok Sabha election that media is responsible for manufacturing Modi wave. The highest 99 percent score of respondents on above statement, while others only 1 percent score of respondents on above statement. Below given Pie chart help to understand the above data easily,



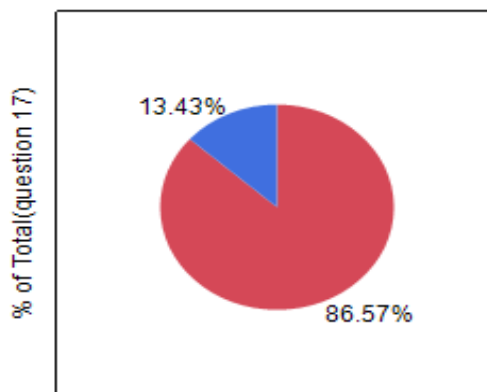
question 16

Q.17: What is your opinion regarding 2014 Lok Sabha election, how NDA achieve 334 seats?

S. No.	Response	Frequency	Percentage
A	Party performance	-	-
B	Modi as the PM candidate	145	87
C	Strong anti-incumbency sentiments against UPA	15	13
D	Others	-	-
Total			100.0

The above table regarding 2014 Lok Sabha election, how National Democratic Alliance (NDA) achieve 334 seats. The 87 percent score of respondents believe Modi as PM candidate on the above statement, while 13 percent of respondents score strong anti-incumbency sentiments against UPA and there is no score of the respondents regarding the above sentiments.

Below given Pie chart help to understand above data easily,



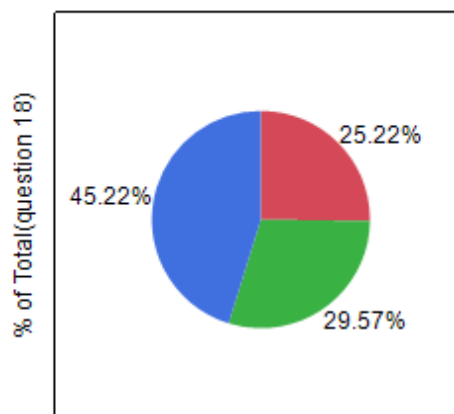
question 17

Q.18: what is your opinion regarding the slogans, which is the main slogan to attract people in favor of BJP in 2014 Lok Sabha election?

S. No	Response	Frequency	Percentage
A	Accha Din Aayaga	34	25
B	Abke baar Modi Sarkar	-	-
C	Sabka Saath Sabka Vikas	39	30
C	Har Har Modi Ghar Ghar Modi	87	45
E	Others	-	-
Total		160	100.0

The above table based on slogans, which attract people in favor of people in general, election 2014. The 45 percent highest score of respondents regarding above statement, while others 25 percent and 30 percent on above statement.

Below given Pie chart helps to understand above data easily,



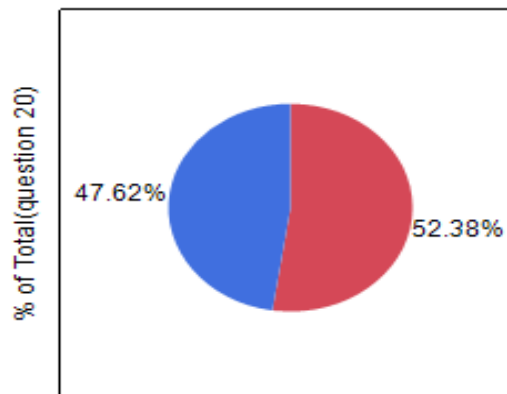
question 18

Q.19: Do you satisfied that social media had an effective role in 2014 Lok Sabha election?

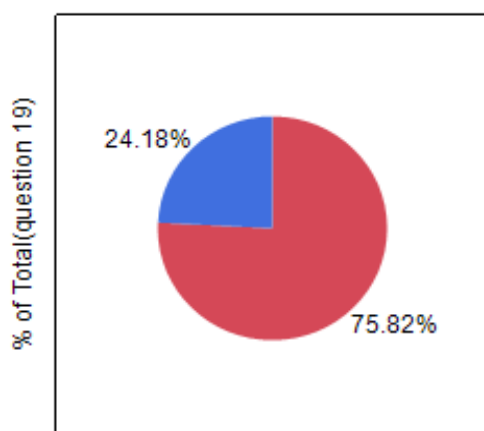
S. No.	Response	Frequency	Percentage
A	Yes	138	76
B	No	22	24
Total		160	100.0

The above table based on social media had an effective role in 2014 general election. The 76 percent score of the respondents is the highest on the above regarding statement, while 24 percent respondents believe on above context.

Below given Pie chart help to understand the above data easily,



question 20



question 19

Q.20: What is your opinion regarding the strategies that was successfully implement in branding campaign that change the trends in 2014 Lok Sabha election?

S. No.	Response	Frequency	Percentage
A	Social media	110	52
B	Chai pe charcha	50	48
C	3-DAvtar		-
D	Others		-
Total		160	100.0

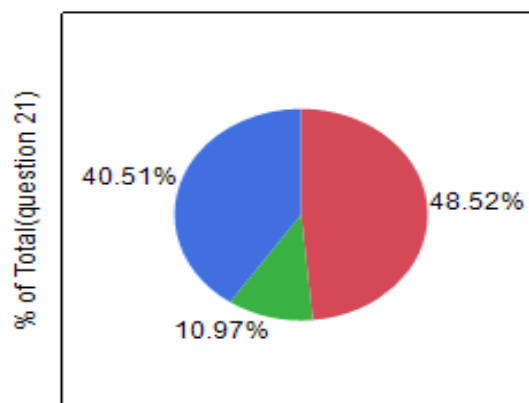
The above table based on the strategies that was successfully implement in branding campaign that change in trends in 2014 general election. The 110 respondent's response social media strategies change the trends of above context, while 48 percent respondents' response on above the context.

Below given Pie chart help to understand the above data easily,

Q.21: What is your opinion regarding social networking sites, which is the main sites that attract people in 2014 Lok Sabha election?

S. No	Response	Frequency	Percentage
A	Face book	115	49
B	Twitter	13	11
C	You tube	32	40
D	Others	-	-
Total		160	100.0

The above table based on social networking sites, which is the main sites that attract people in 2014 general election. The 49 percent respondents believe face book is main sites that attract people in 2014 general election, while 11 responses of twitter and 40 percent respondents on the above statement. Below given Pie chart help to understand above data easily,



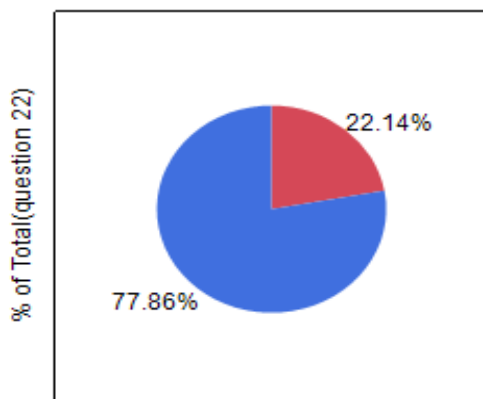
question 21

Q.22: What do you think that had Modi wave been disputed by BJP senior leaders?

S. No.	Response	Frequency	Percentage
A	Yes	58	22
B	No	102	78
Total		160	100.0

The above table based on Modi wave been disputed by Bhartiya Janata Party senior leaders. The 22 percent respondents believe on above statement, while 78 percent score of respondents on the regarding statement.

Below given Pie chart help to understand above data easily,



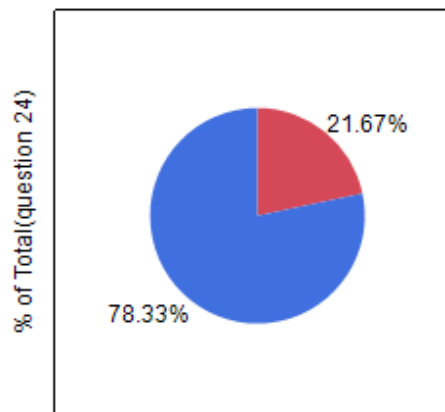
question 22

Q.24: What do you think had polarization of politics seen in 2014 Lok Sabha election?

S. No.	Response	Frequency	Percentage
A	Yes	57	22
B	No	103	78
Total		160	100.0

The above table based on polarization of politics seen in 2014 general election. The 22 percent respondents believe on the above context, while other 78 percent score of respondents no believe on regarding statement.

Below given Pie chart help to understand above data easily,



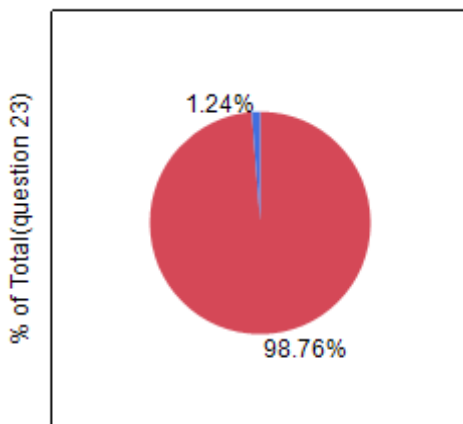
question 24

Q.23: Do you think RSS play an effective role in 2014 Lok Sabha election?

S. No.	Response	Frequency	Percentage
A	Yes	159	99
B	No	1	1
Total		160	100.0

The above table regarding on RSS play an effective role in 2014 general election. The 99 percent respondents believe on above statement, while 1 percent scores on above statement.

Below given Pie chart help to understand above data easily,



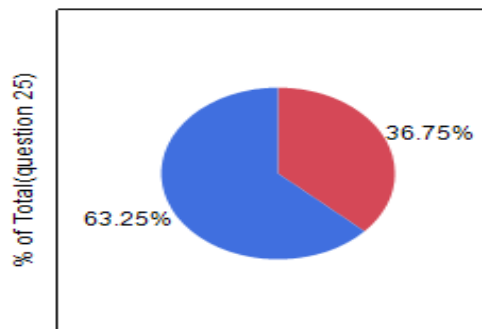
question 23

Q.25: What do you think that had Muzaffarnagar riots affected UP state in the 2014 Lok Sabha election?

S. No.	Response	Frequency	Percentage
A	Yes	74	37
B	No	86	63
Total		160	100.0

The above table based on had Muzaffarnagar riots affected Uttar Pradesh state in the 2014 Lok Sabha election. The 37 percent respondents believe on above statement, while others 63 percent of respondents not believe on above context.

Below given Pie Chart helps to understand above easily,



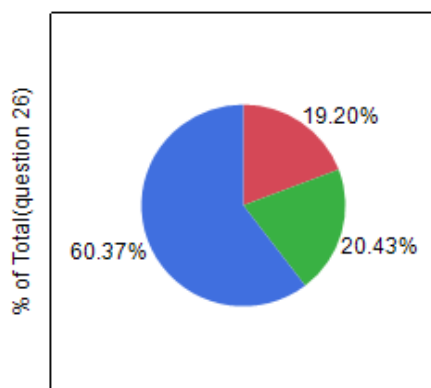
question 25

Q.26: What is your opinion regarding Uttar Pradesh, how BJP get 73 seats out of 80 in 2014 Lok Sabha elections?

S. No.	Response	Frequency	Percentage
A	Narendra Modi nomination from Varanasi	33	19
B	Muzzaffarnagar effect	62	21
C	Amit shah campaign management	65	60
D	Modi OBC face	-	-
E	Ram Mandir	-	-
F	Others	-	-
Total		160	100.0

The above table based on Uttar Pradesh, how Bhartiya Janata Party get 73 seats out 80 in 2014 Lok Sabha election. The highest score 65 regarding Bhartiya Janata party management, while 19 percent respondents believe Modi nomination from Varanasi and 62 percent believe muzzaffarnagar effects.

Below given Pie chart helps to understand above data easily,



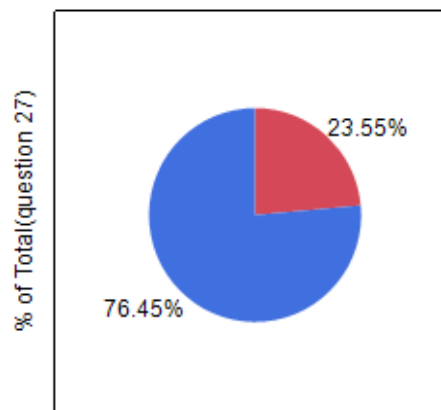
question 26

Q.27: What do you say, had Ram Mandir issue of BJP played effective role in 2014 Lok Sabha election?

S. No	Response	Frequency	Percentage
A	Yes	61	23
B	No	99	77
Total		160	100.0

The above table regarding on had Ram Mandir issue of Bhartiya Janata Party played effective role in 2014 general election. The 23 percent respondents believe on the above statement, while other 77 score of respondents is not believe on the above statement.

Below given Pie chart help to understand the above data easily,



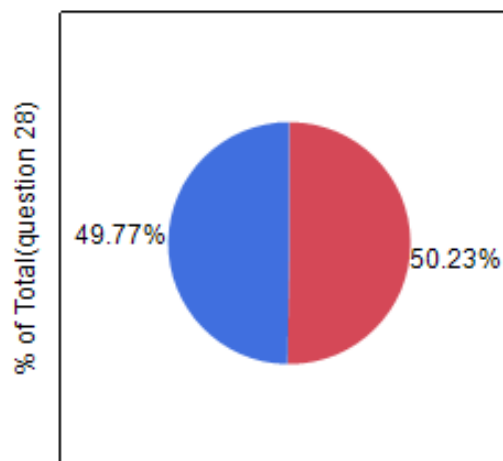
question 27

Q.28: Are you satisfied that Modi's single agenda of good governance and development in 2014 election change the trends of politics?

S. No	Response	Frequency	Percentage
A	Yes	107	51
B	No	53	49
Total		160	100.0

The above table regarding Modi's single agenda of good governance and development in 2014 general election changes the trends of politics. The 51 percent respondents believe on the above statement, while other 49 percent response of the respondents on above regarding statement.

Below given Pie chart help to understand above data easily,



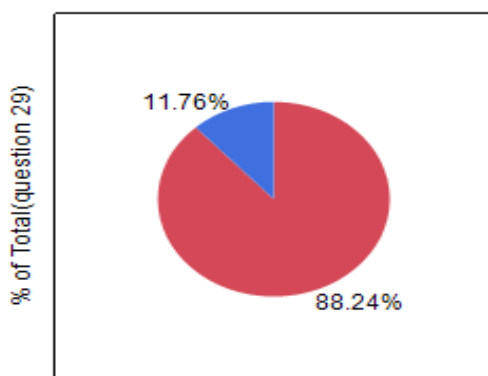
question 28

Q.29: What do you think about, had Election Commission of India addressed the problems more effectively during Lok Sabha election 2014?

S. No	Response	Frequency	Percentage
A	Yes	150	88
B	No	10	12
Total		160	100.0

The above table based on Election Commission of India addressed the problems more effectively during Lok Sabha election in 2014. The 88 percent score regarding this statement, while other 12 scores of response on above statement.

Below given Pie chart help to understand above data easily,



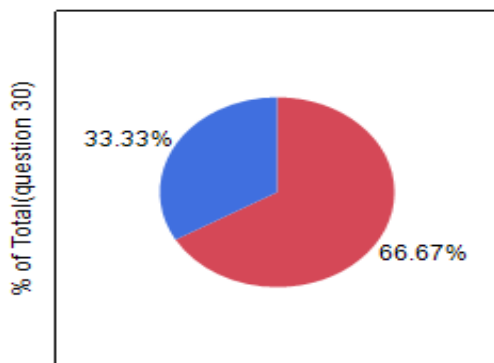
question 29

Q.30: Do you satisfied with the rule and regulation framed by Election Commission of India in the Lok Sabha election 2014:

S. No	Response	Frequency	Percentage
A	Yes	128	67
B	No	32	33
Total		160	100

The above table based on rule and regulation framed by Election Commission of India in the 2014 Lok Sabha election 2014. The 67 percent respondents satisfied on the above regarding context, while 33 percent score of respondents not satisfied on the above statement.

Below given Pie chart help to understand above data easily,



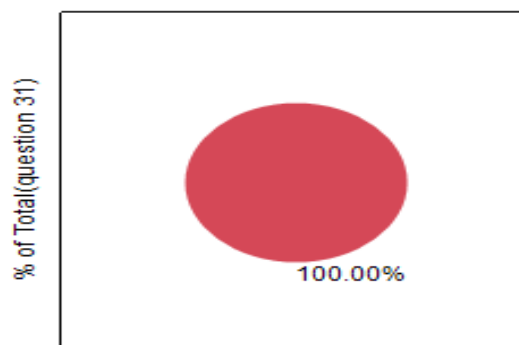
question 30

Q.31: What do you think that discontent over corruption and economy created space for BJP in 2014?

S. No	Response	Frequency	Percentage
A	Yes	160	100.0
B	No		
Total		160	100.0

The above table based on the discontent over corruption and economy created space for Bhartiya Janata Party in 2014 Lok Sabha election. The 100.0 percent score of respondents of above statement, while there is no others score of respondents on regarding statement.

Below given Pie chart help to understand the above easily,



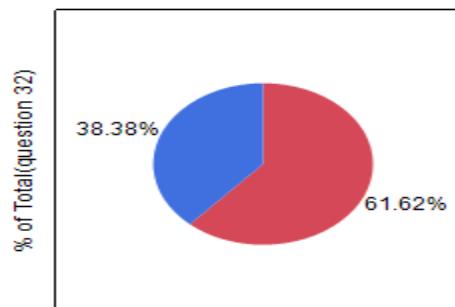
question 31

Q.32: Do you satisfied BJP concentrated in populous Hindi dominated states of Northern, central and western India?

S. No	Response	Frequency	Percentage
A	Yes	122	62
B	No	38	38
Total		160	100.0

The above table based on the Bhartiya Janata Party concentrated in populous Hindi dominated states of Northern, central and western India. The 62 percent score of respondents believe on the statement, while 38 percent score of respondents on the regarding statement.

Below given Pie chart help to understand the above data easily,



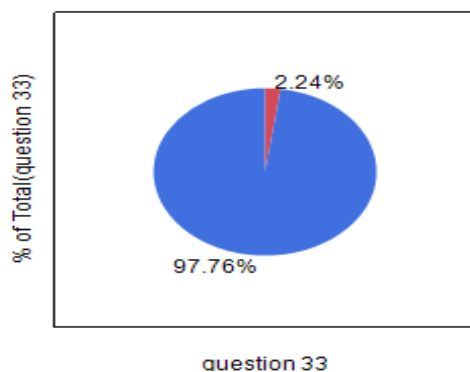
question 32

Q.33: What was your prediction regarding BJP led by Narendra Modi, created history in this election by becoming the first party since 1984 to win majority on its own?

S. No.	Response	Frequency	Percentage
A	Yes	7	2
B	No	153	98
Total		160	100.0

The above statement based on Bhartiya Janata Party led by Narendra Modi, created history in this election by becoming the first party since 1984 to win majority on its own. 100.0 percent score of respondents on regarding above statement, while there is no others response on regarding statement.

Below given Pie chart help to understand the above data easily,

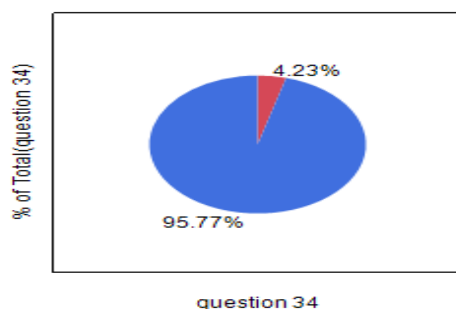


Q.34: What was your prediction about congress performance in this election which was reduced to 44, while the BJP secured 73 from UP alone in the 2014?

S. No	Response	Frequency	Percentage
A	Yes	13	4
B	No	147	96
Total		160	100.0

The above table based on congress performance in 2014 general election which was reduced to 44, while the Bhartiya Janata Party secured 73 from U.P alone. The highest score 96 percent of respondents on above statement, while only 4 percent score of respondents on above statement.

Below given Pie chart help to understand the above data easily,

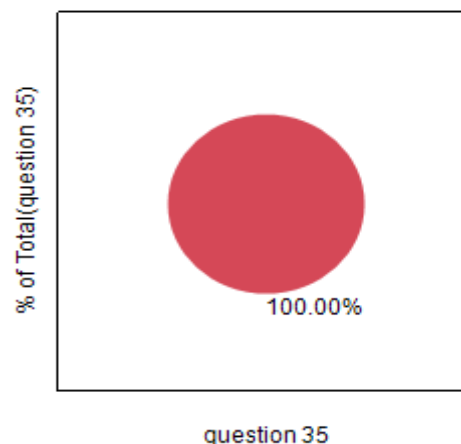


Q.35: What is your prediction regarding BJP riding Modi wave and swiped all seats in Gujarat, Rajasthan, Delhi, Goa, Uttarakhand, Himachal Pradesh, where congress failed to open its account in these states?

S. No.	Response	Frequency	Percentage
A	Yes		
B	No	160	100.0
Total		160	100.0

The above table based on Bhartiya Janata Party riding Modi wave and swept all seats in Gujarat, Rajasthan, Delhi, Goa, Uttarakhand, Himachal Pradesh, where congress failed to open its account in these states. The 100.0 percent score of respondents on this regarding statement, while there is no others statement on above regarding statement.

Below given Pie chart help to understand above data easily,

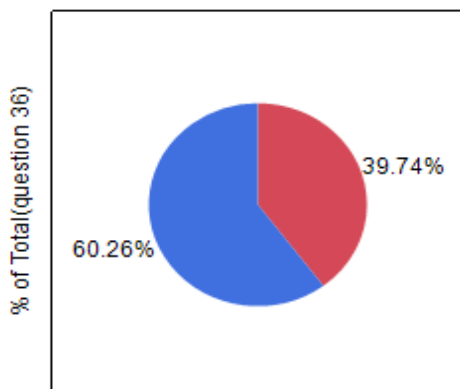


Q.36: What you think regarding UP in this election, where people rejected caste-based politics in 2014 Lok Sabha election, where Mahawati did not won any seat?

S. No.	Response	Frequency	Percentage
A	Yes	79	34
B	No	81	66
Total		160	100.0

The above table based on Uttar Pradesh election, where people rejected caste-based politics in 2014 Lok Sabha election, where Mahawati did not won any seats. The 66 is the highest score of respondents on above statement, while other 34 percent is lowest scores of respondents of on regarding statement.

Below given Pie chart help to understand data easily,



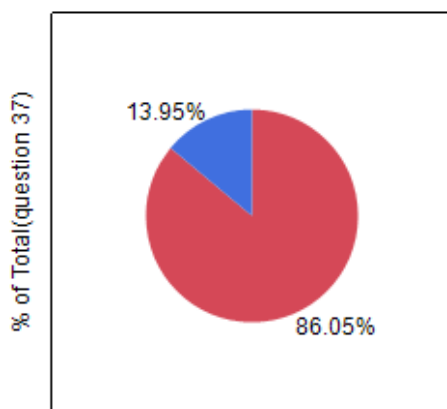
question 36

Q.37: What is your opinion regarding BJP-PDP alliance in Jammu and Kashmir? Have Modi factor played its role in this alliance?

S. No.	Response	Frequency	Percentage
A	Yes	148	86
B	No	12	14
Total		160	100.0

The above table based on regarding Bhartiya Janata Party alliance in Jammu and Kashmir. Have Modi factor played its role in this alliance. 86 percent score of response of respondents on above regarding statement, while other 14 percent scores of respondents on above statement.

Below given Pie chart help to understand above data easily,



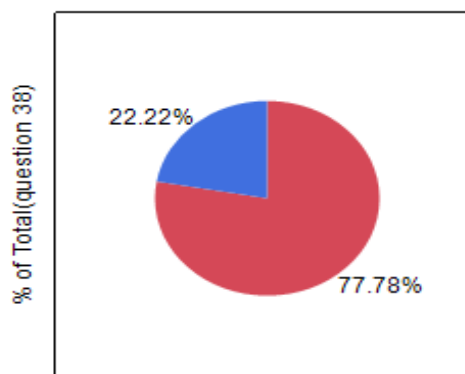
question 37

Q.38: Have Modi factor played its role in the State Assembly Election 2014 in Jammu and Kashmir?

S. No.	Response	Frequency	Percentage
A	Yes	140	78
B	No	20	22
Total		160	100.0

The above table based on Modi factor played its role in the State Assembly election 2014 in Jammu and Kashmir. The 78 percent score of respondents on regarding statement, while only 22 percent respondents believe on above statement.

Below given Pie chart help to understand above data easily,



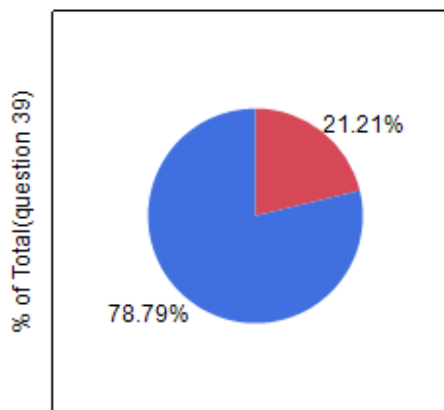
question 38

Q.39: Do you know about BJP candidates in your constituencies in 2014 Lok Sabha election?

S. No.	Response	Frequency	Percentage
A	Yes	56	21
B	No	104	79
Total		160	100.0

The above table based on know about Bhartiya Janata Party candidates during 2014 Lok Sabha election. Only 21 percent respondents know about on above statement, while 79 percent score of regarding on above statement.

Below given Pie chart help to understand above data easily,



question 39

Conclusion

This election marks a major shift in the polity of India with the BJP not only changing the Westminster style parliamentary election into a US style presidential election revolving around personalities, but also using unprecedented amounts of financial resources for its campaign. In 2014 General Elections, BJP won 282 seats by itself, and together with its allies it now commands a formidable majority of 334 out of 543 seats. Their principal rival, the Congress, which headed the coalition that ruled

India for the last ten years, was reduced to their lowest ever tally of 44 seats. The Bharatiya Janata Party's astounding victory in 16th parliamentary elections 2014 came largely due to the aggressive and strategic electoral campaign by its prime ministerial candidate Narendra Modi. Consequently, the formation of BJP led NDA government at the Centre, and during national election 2014 Modi was seen front-foot and highlighted local and national issues like issue of Article 370 in Jammu and Kashmir, issue of Army, development of east India, issue of Telangana, issue of Gandhi family and corruption. In 16th general election Bharatiya Janata Party was successfully managed Modi has to be in centre of this election and all election revolves around him. On the other, Congress and Rahul Gandhi was seen defensive. BJP declared Modi as the prime-minister candidate in 2014 Lok Sabha election because he was three times Gujarat Chief-minister and showed his images as an efficient administrator and powerful orator. The BJP made every effort to make this election a choice between Modi and Rahul Gandhi. Bharatiya Janata Party was created such type of atmosphere that Modi should work according to the wishes and emotions of the people (Hindu). I personally observed during the survey (Jammu region) about the issue of Article 370, majority of respondents view

Article 370 was no issue. But the people of the Jammu region was thinking that if Bharatiya Janata Party will be in power Article 370 should be changed. The reaction of voters in Jammu division in favor of BJP, while the reaction of Kashmir (voters) different. That is why, the result BJP sweeps the seats in Jammu division and failed to open an account in valley on the other hand PDP dominated the valley and failed to get seats in Jammu. The majority of respondent rural as well as urban are of the view, they did not know about the Bharatiya Janata Party candidate in his/ her constituencies but voted for Modi. BJP candidates riding high Modi wave and defeat a big gun of several times of union minister and chief-minister of half of two years Ghulam Nabi Azad by over 60,000 votes.

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2. *Census 1941, Jammu and Kashmir, p., 360.*
3. *Iqbal Narain, states politics in India, New Delhi, 1976, p., 155.*
4. *G.N. Gauhar, Elections in Jammu and Kashmir, New Delhi, 2002, p., 266, 281.*
5. *Ibid, elections of Jammu and Kashmir, 2002, p., 286.*
6. *Times of India, April 2014.*
7. *Economic & political weekly, May 17, 2014.*