INCREASING GRAPH OF BJP IN INDIA

Dr. Suman

Associate Professor Political science

Govt. Arts College, Sikar

ABSTRACT

The results of the election in 2019 reveal that the Bharatiya Janata Party (BJP) was successful in not only maintaining the support base that it established in 2014 but also expanding it in terms of both its physical location and its socioeconomic composition. It was successful in winning seats in states where it had not performed well in previous elections and in gaining more votes in communities who had not voted for it in previous elections. The performance of the Congress in 2015 could not be improved upon compared to that of 2014; nonetheless, it is essential to remember that neither its votes nor its total number of seats fell. It was largely at the expense of regional parties that the BJP was able to improve upon its performance from 2014. There was a drop in the total vote share that the regional parties united to receive. Some regional parties were successful in retaining their support base, while others were unable to maintain the support base they had in 2014 despite their best efforts. In spite of the fact that some of the regional parties had come together to create an anti-BJP alliance, the regional parties fared poorly in elections in states such as Bihar, Jharkhand, Uttar Pradesh (UP), Karnataka, and Maharashtra.

Keywords: BJP, BJP Growth

INTRODUCTION

The Bharatiya Janata Party (BJP) has expanded its geographical reach and strengthened its electoral and political supremacy across the country in the five years since it announced Narendra Modi as its candidate for the position of prime minister. This announcement took place in 2013. The Bharatiya Janata Party (BJP) is now the political party in India that is the wealthiest, largest, and most powerful.

The groundwork that was put in place after the party's initial electoral loss in the general elections in 1984 paved the way for this expansion to become a reality. Following this, the party came to the conclusion that it would no longer adhere to the principles of "positive secularism and Gandhian socialism," which it had embraced at the time of its founding in 1980. At the time, the party was led by Atal Bihari Vajpayee, who would go on to become Prime Minister of India. In the late 1980s and throughout the 1990s, the Bharatiya Jana Sangh (BJP), the party that the BJP descended from, reverted to the Hindutva philosophy of its predecessor (BJS).

The Bharatiya Janata Party (BJP) only won two seats in the Lok Sabha elections held in 1984, which prompted severe introspection both within the BJP and its ideological parent organisation, the Rashtriya Swyamsevak Sangh (RSS). The election results were interpreted as evidence that the moderate approach taken by Vajpayee would not be successful. Lal Krishna Advani succeeded Vajpayee as president of the BJP, and almost immediately after taking office, he reinvigorated the strict Hindutva philosophy that had

been championed by the BJS. Advani was able to attract popular support among Hindus by employing the Hindu nationalist rhetoric of "pseudo secularism" and "Muslim appeasement" to great effect. This was made possible by the soft-Hindu nationalist politics that the Indian National Congress played at the time.

The next step that made sense was to become a member of the Vishwa Hindu Parishad (VHP), which was supported by the RSS and was in charge of the Ramjanmabhoomi movement. Soon after, Advani became the public face of a movement that spread across the country to promote the construction of a Ramjanmabhoomi temple in Ayodhya on the site of the former Babri masjid. When it came time for the next general election in 1989, the hardline Hindutva policies provided great electoral rewards for the BJP, which resulted in them winning 85 Lok Sabha seats. Its strength expanded to 120 in the general elections held in 1991, and its vote share rose to 20.1 percent from 11.4 percent in the general elections held in 1989 and 7.4 percent in 1984.

Following the parliamentary elections that took place in 1996, the number of seats held by the BJP in the Lok Sabha increased to 161, and the party successfully asserted its right to form the government as the single largest party. This claim was acknowledged. Therefore, the very first administration ever to be led by the BJP was created under the direction of Vajpayee. However, this government only survived for a total of thirteen days because it was unable to secure the backing of other non-Congress, non-Left political groups in order to achieve a majority. Instead of facing a vote of confidence in Parliament, Vajpayee decided to retire from his position as prime minister.

The BJP's Rise: A Confluence of Factors

The organisational prowess of L. K. Advani was a contributing factor in the rise to power of the Bharatiya Janata Party (BJP), as was the party's return to the Hindutva agenda while simultaneously preserving the liberal image of Atal Bihari Vajpayee in the minds of the people. The electorate's desire for a change in leadership after so many years of Congress's dominance was another factor that proved beneficial to the party. The confidence of the electorate was won over by the BJP through the use of slogans such as "Party with a Difference" and a plea to the electorate to give the BJP a chance. A little more than six years of the Vajpayee government, which ran from 1998 till 2004, established the BJP as a serious alternative to the Congress party. However, the National Democratic Alliance (NDA), which was led by the Bharatiya Janata Party (BJP), was defeated in the subsequent two general elections due to a variety of factors. This opened the door for the United Progressive Alliance (UPA), which was led by the Congress party and served as the governing coalition from 2004 until 2014, when it was defeated in elections due to a series of scams, high inflation and unemployment, and policy paralysis. This time around, the Bharatiya Janata Party (BJP) was led by Narendra Modi, who had previously served as chief minister of Gujarat four times and was the party's nominee for prime minister. It was thanks to his ability to capitalise on the widespread dissatisfaction with the UPA government that the party was able to win a majority in the Lok Sabha on its own. When the Congress won 404 seats in the elections that followed the assassination of Indira Gandhi in 1984, it was the last time a party has secured a majority on its own without the help of any other party.

The Bharatiya Janata Party (BJP) has been functioning like a well-oiled electoral machine ever since Modi became prime minister on May 26, 2014. It has been successful in winning state elections one after the other and is currently in a position to dominate the national discourse in a way that no other party has been in recent memory.

Modi-Shah Partnership

The ascension of Narendra Modi has coincided with Amit Shah's ascent to the presidency of the BJP. According to reports, Rajnath Singh, who was the leader of the party in the period leading up to its electoral triumph in 2014, desired to remain in his position as party head and not serve in the government. However, this was not acceptable to Modi because it might have resulted in two separate power centres. Because Rajnath Singh had a strong relationship with the RSS, Prime Minister Narendra Modi did not want him to continue in his position. It was suggested that J. P. Nadda, a politician hailing from Himachal Pradesh, should fill the position of party general secretary, and the RSS did not object to the suggestion. The decision was designed to pit Shah against Nadda as the primary opponent. Modi was able to overcome the problem by inviting Singh and Nadda to serve in his cabinet and by selecting Shah, an old and reliable colleague of his from Gujarat, to serve as president of the party.

It has been a long-held precedent that the prime minister and the party president should come from two separate states, but in this case, there was a deviation from that rule. The party has been galvanised by Shah, who has introduced an element of ruthlessness and an unprecedented level of administrative acumen in the manner that the organisation is administered. It is reported that his fellow party members are not so much adoring of him as they are "in awe" of him.

After seizing the helm of the party, Shah immediately instituted a number of administrative style and organisational reforms. He brought the party structure into the modern era and devised a system that gives credit and recognition to those who perform very well. In contrast to the horizontal nature of the party that existed under the leadership of the presidents before him, he instituted a corporate-style system of vertical heads for the many programmes.

In the eyes of Shah and his party, the electoral process is "nothing less than war." After assuming leadership of the party, he shared some words of wisdom with his fellow members, telling them that elections should be fought with a clear head and a singular focus on winning. He has Modi's undivided support, is unwavering in his decisions, and won't put up with interference from any other leader. According to most accounts, he maintains a strict schedule and puts in long hours of work, inspiring his staff to do the same. His leadership style is also characterised by a lack of nonsense. Shah has also built better working contacts with the RSS, and as a result, the RSS leadership and officials are playing a larger part in the management of the organisation. This is a direct result of Shah's efforts.

Recent Electoral Performance: A Snapshot

In 2013, the BJP held power in five of India's states: Gujarat, Madhya Pradesh, Rajasthan, Chhattisgarh, and Goa. Additionally, in the states of Bihar and Punjab, the BJP shared power with its allies the Shiromani Akali Dal (SAD) and the JD(U). Since then, there has been a remarkable turnaround in its political fortunes.

As of May 2018, the Bharatiya Janata Party (BJP) was in power in 21 of India's 31 states and union territories, having expanded its reach into regions and states where it had never held power previously. It did this either on its own or with the help of alliance partners. It has its own chief ministers in 15 of the states, and in the other six, it has power-sharing arrangements with its partners (Bihar, Jammu and Kashmir, Andhra Pradesh, Meghalaya, Nagaland and Sikkim.) It does not have a majority of its own ministers in office in five of the 15 states in which it has its own chief ministers (Maharashtra, Assam, Jharkhand,

Manipur and Goa). Since then, two states have been removed from the map: the People's Democratic Party (TDP) withdrew from the National Democratic Alliance (NDA), which caused a rupture in the partnership in Andhra Pradesh, and the Bharatiya Janata Party (BJP) withdrew from the coalition governments in Jammu and Kashmir.

Alongside the national elections that took place in 2014, elections for the state assemblies of Arunachal Pradesh, Odisha, and Sikkim were also held. The BJP received 30.97 percent of the vote and gained 11 seats in Arunachal Pradesh's assembly, which has 60 members. Two years later, in October 2016, it joined the government after the President's rule was imposed and the Congress, which had earned a clear majority of 42 MPs in 2014, was split. In Sikkim, although it did not win a seat and received only 0.7% of the vote, it is now a part of the government because the Sikkim Democratic Front (SDF), the party that is currently in power, is a coalition partner at the centre. 18% of the vote was cast in Odisha's assembly election, which resulted in the party winning 10 seats out of 147 total.

After the national elections in 2014, assembly elections were held in the same year in the states of Maharashtra, Haryana, Jammu and Kashmir, and Jharkhand. With 27.8 percent of the vote, the Bharatiya Janata Party (BJP) won 122 of Maharashtra's 288 assembly seats, while its ally, the Shiv Sena, won 63 seats. Together, these two parties established the state's government. In Haryana, it won 47 of the state's 90 seats, which corresponds to a vote share of 33.2%, and formed its first government in the state. Prior to this, it had served as a junior alliance partner in two different governments. It received the biggest number of votes (23 percent) and won the most seats (25 of 87), with the majority of those seats coming from the Jammu area. In the state of Jammu and Kashmir, it won 25 of 87 seats (in addition, two members are nominated to the legislature). In order to create a coalition government, it allied itself with the People's Democratic Party (PDP), which had garnered the victory of 28 seats. In June of 2018, the BJP announced that it would no longer participate in the coalition, which led to the establishment of governor's rule.

OBJECTIVES

1. To study bjp in India.
2. To study building support for the bjp.

BJP's Winning Strategies

The Bharatiya Janata Party (BJP) has been successful in broadening its political support base in the country as a result of a number of factors, such as its superior electoral strategies, planning, and hard work, as well as its voter outreach programme, which was significantly more effective than those of its competitors. The party, led by Prime Minister Narendra Modi and BJP President Amit Shah, developed electoral strategies that took into account the micro details of caste, sub-castes, religious compositions, and other specifics of the constituencies when selecting party candidates. These strategies were developed while the party was under the leadership of Prime Minister Narendra Modi. Under their leadership, the Bharatiya Janata Party (BJP) shifted its focus to winning elections at whatever cost.

An integral component of the plan was to vigilantly search out ambitious or rebellious party officials in the opposing camp. After that, efforts were made to woo them and bring them into the party. This had began in the run-up to the general elections in 2014, when a large number of Congress figures, including the former chief minister of Uttar Pradesh, Jagdamibka Pal, as well as Satpal Maharaj and Purandeswari, joined the

BJP. After that, a great number of people, including Chaudhary Birendra Singh, joined the party that ultimately came to power. Himanta Biswa Sarma, a major minister in the cabinet of the former Chief Minister of Assam Tarun Gogoi, was hospitalised a year before the assembly elections, which proved to be a crucial factor in the victory of the BJP. Himanta Biswa Sarma was a Congress leader. A large number of Congress leaders, including ministers, were welcomed into the party in Uttarakhand prior to the assembly elections for each respective legislature.

One such technique consisted in locating castes and subcastes that had not previously been a part of the power structure and distributing tickets to members of those groups. In addition to this, the party attempted to court members of economically and socially disadvantaged groups. It is expected that the party's recruitment of non-Yadav castes from other backward castes and non-Jatav Dalits from among the Dalits in UP will pay off handsomely in terms of electoral support. In a same fashion, it established an alliance with tribal groups in Tripura that have been wanting a separate statehood and won by a landslide in the election that took place in 2018.

Table 2: BJP Growth in Indian States and Union Territories, 2013-18

Year	State	Total Seats	Results		
			Contested	Won	% of Voters Polled
2013	Rajasthan	200	200	163	45.2
2013	Madhya Pradesh	230	230	165	44.88
2013	Chhattisgarh	90	90	49	41.04
2013	Mizoram	40	17	0	0.37
2014	Andhra Pradesh	175	15	4	2.2
2014	Telangana	119	47	5	7
2014	Arunachal Pradesh	60	42	11	18
2014	Odisha	147	57	10	18
2014	Sikkim	32	13	0	0.7
2014	Maharashtra	288	280	122	27.8
2014	Haryana	90	90	47	33.2
2014	J & K	87	87	25	23.0
2014	Jharkhand	81	77	37	31.26
2015	Delhi	70	69	3	32.19
2015	Bihar	243	157	53	24.42
2016	Assam	126	89	60	29.5
2016	Kerala	140	98	1	10.6
2016	Puducherry	30	30	0	2.4
2016	Tamil Nadu	232	232	0	2.86
2016	West Bengal	294	291	3	5.6
2017	Goa	40	36	13	32.5
2017	Gujarat	182	182	99	49.1
2017	Himachal Pradesh	68	68	44	48.8
2017	Manipur	60	60	21	36.3
2017	Punjab	117	23	3	5.4
2017	Uttarakhand	70	70	57	46.5
2017	Uttar Pradesh	403	384	312	39.7
2018	Karnataka	224	224	104	36.2

2018	Meghalaya	60	47	2	9.6
2018	Nagaland	60	20	12	15.3
2018	Tripura	60	51	36	43.0

Source: *Election Commission of India.*

There are a great number of additional crucial variables that contributed to the BJP's success in achieving electoral dominance as well as regional spread. In the next paragraphs, we will address several of these in turn.

Financial Resources

The BJP is well aware that financial resources play a significant part in electoral politics in India. In the years that have passed since Modi assumed the role of Prime Minister at the national level, the party has been successful in significantly boosting the amount of financial resources at its disposal.

According to a report by the Association for Democratic Reforms (ADR), the income of the BJP between 2013-14 and 2014-15, within one year of its coming to power at the centre, skyrocketed from INR 673.81 crore in 2013-14 to INR 970.43 crore in 2014-15 – an increase of 44.02 percent or by INR 296.62 crore, which is the highest for any political party. This was within one year of the BJP coming to power at the centre. It topped the list of income, with the Congress coming in a distant second, with an income of INR 598.06 crore in 2013-14, which fell down to INR 593.31 crore in 2014-15. It topped the list of income since it had an income of INR 598.06 crore in 2013-14. The difference in total income between the leading two parties was 377.12 crores of Indian rupees. In point of fact, the BJP's income of 970.43 crore was equivalent to 51.92 percent of the total incomes earned by the six national parties (BJP, Congress, BSP, NCP, CPI(M), and CPI).

When it came to expenditures in 2014-2015, the BJP spent the most money overall with INR 913.01 crore, while the Congress spent the second-most money overall with INR 765.02 crore, leaving a disparity of INR 148 crore between the two parties. The Bharatiya Janata Party (BJP) spent the most on advertising and publicity (a total of INR 471.89 crore, or 51.9 percent), followed by travel expenses (INR 209.57 crore or 22.95 percent). The Bharatiya Janata Party (BJP) racked up election and general publicity costs totaling 606.04 crore Indian Rupees in 2016–2017.

According to the data that ADR compiled for 2016-17, the amount of money that the BJP made jumped by 81.18 percent, going from INR 570.86 crore in 2015-16 to INR 1034. crore in 2016-17. The entire income of the seven national parties (BJP, Congress, BSP, NCP, CPI(M), CPI, and Trinamool Congress) combined was INR 1034 crore. The BJP's income of INR 1034 crore was 66.33 percent of that total. The income of the Congress fell within the same time period by 14 percent, going from INR 261.56 crore in 2015-16 to INR 225.36 crore in 2016-17. When it comes to expenditures, the BJP claimed the highest amount of INR 710.057 crore during the 2016-17 election year, while its closest competitor, the Congress, declared an expenditure of INR 321.66 crore, which is less than half of the BJP's total.

If we take into account all of the national political parties' donations (worth more than 20,000 INR) in 2016–17, we find that the Bharatiya Janata Party (BJP) received a total of INR 532.27 crore from 1194 donations. This amount was more than nine times the aggregate that was declared by the other national parties during the same time period.

The Bharatiya Janata Party (BJP) has been more successful in its outreach programmes than its competitors thanks to a far higher revenue and larger expenditures on publicity and electoral propaganda. The party's considerable outreach to the electorate has benefited from the financial resources that have been made available.

Expansion of Mass Base

The party, which had previously been driven by its cadre, was transformed into one that is supported by the general populace thanks to the leadership of Modi and Shah. The Bhartiya Janata Party (BJP) kicked off its membership campaign by requesting that residents who were interested in joining the party leave a missed call on a certain phone number. Those citizens were then enrolled as members and their personal and professional information was collected from them. By the year 2015, the Bharatiya Janata Party (BJP) had grown to become the largest political party not just in India but also in the entire world. It had surpassed the Communist Party of China in membership when it reached the 8.8-crore mark. In a short amount of time, the number of members surpassed 10 billion.

The Bharatiya Janata Party (BJP) also started to make inroads into rural areas, with the goal of reaching out to lower social castes and disadvantaged people. The party made an effort to reach out to many social groups, castes, and subcastes that had been ignored by previous political parties. For example, the political strategists of the BJP picked non-Yadav backward castes and non-Jatav Dalits to support their party. In a similar fashion, participants from many tribal communities were included in its election campaign. In addition, the Bharatiya Janata Party (BJP) reaped benefits from the persistent labour put in over the course of several decades by organisations supported by the RSS in distant tribal areas. The Vanvasi Kalyan Ashram, Ekal Vidalays, Sewashram, and Sewa Baharti are some of the organisations that fall under this category. After making the announcement to demonetize in November 2016, the prime minister stated that the programme was intended to assist those who were economically disadvantaged. Earlier on, many had the impression that the party represented the wealthy metropolitan middle class.

Centralised Decision-Making

The relationship between Narendra Modi and Amit Shah has also brought about significant shifts in the way that the Bharatiya Janata Party (BJP) conducts its business and makes decisions. In the past, every significant decision about the party's policies was made via extensive consultation between the senior leaders, a process that was referred to as the "core group idea." The process of making decisions is now centralised, and all of the significant decisions are taken at the level of Modi and Shah. These decisions are then communicated to the other members of the party at the relevant forums. In the older system, there were more than six key leaders who were part in the discussions and decisions that were made. In the past, significant state leaders were confided in regarding topics that pertained to their respective states; nevertheless, today decisions are only communicated to them.

This ushers in an intriguing shift in the way leadership is exercised within the larger Sangh Parivar, which is the organisation that the BJP is a part of. KB Hedgewar was the founder of the RSS, the parent ideological organisation of the Sangh Parivar. The RSS was founded on the premise of "ek chalak anuvartitva," which translates to "follow one leader." This principle was continued by MS Golwalkar, Hedgewar's successor. After some time had passed, the third chief of the RSS, Balasaheb Deoras, presented the ideas of "sah chalak anuvartitva" (which translates to "follow many leaders") and "sarv samaveshak" (which translates to

"inclusive leadership"). It would appear that Modi and Shah lean more towards the Hedgewar and Golwalkar approach of leadership and decision-making.

Under the condition of anonymity, a couple of senior leaders who have been a part of the party and party-led governments informed this author that in the past, the party was a family (parivar), but "that feeling is gone now." Workers and local leaders have the impression that they have been neglected. The party used to take pride in saying that it was a "party of workers;" however, in recent years, it has transitioned towards becoming a "party of leaders." One such instance is the selection of candidates for the Rajya Sabha. Neither the state leaderships nor the names of candidates are discussed in the party's Parliamentary Board, which was the standard practise in the past. Neither of these things are done. The practise of engaging in heated debates and discussions about a variety of topics that the party or the party-led administration is currently facing at various party fora and gatherings has been replaced with sermons from the top. In this environment, inquiring or expressing scepticism is not encouraged in any way.

Emphasis on Young and Hindutva Hardliners

The party places a significant emphasis on emerging young leaders. The Bharatiya Janata Party (BJP) has nominated relatively obscure and low-profile candidates to serve as chief ministers in the states where it has won elections for the state assembly. The majority of them were chosen personally by the Prime Minister, so it is reasonable to expect them to remain loyal to him. Manohar Lal Khattar in the state of Haryana, Devendra Fadnavis in the state of Maharashtra, Raghubar Das in the state of Jharkhand, and Biplab Dasgupta in the state of Tripura are some instances of politicians who have a background in RSS. These new leaders, whether they are in the administration or in the party, are all staunch adherents of the Hindutva ideology. During the time of Vajpayee and Advani, members of the party who did not come from an RSS background were actively excluded from leadership positions or ignored. Yashwant Sinha, Arun Shourie, Varun Gandhi, and Sunil Shastri are few examples of these individuals.

The top leadership of the party is tightening its hold on the party's organisation by elevating Hindutva to the status of the party's driving ideology and promoting its adherents to critical posts within the party as well as inside the governments of the individual states. The decisions that are being made at the highest levels of leadership are being carried out in an efficient manner. In the meantime, the new leadership is proving helpful in keeping alive the momentum of militant nationalism and the underlying narrative of protecting the primary interests of the majority community, which is assisting the party in its efforts to win elections.

CONCLUSION

Over the past five years, the Bharatiya Janata Party (BJP) has undergone a remarkable transformation, developing into a political machine that is difficult, if not impossible, to recognise. The fast development of the party, which has led to its current presence over the entirety of India, has also resulted in the emergence of a new set of obstacles. A potential electoral loss on the national level may provoke inquiries into the party's current strategy, which was essential in the party's rise to power at the federal level as well as in 20 individual states.

REFERENCES

[1].   Statistical report of general election, 2014, of legislative assembly of Delhi, Election Commission of India.

[2].   Ajoy Ashirwad Mahaprashasta, Six charts that show the BJP's goal of a 'Congress –free India' is a distant dream, The Wire, 26 May 2016.

[3].   'Puducherry election results 2016: Congress-DMK combine wrests power', Financial Express, 19 May 2016.

[4].   West Bengal general legislative election 2016, Election Commission of India, 2016.

[5].   Goa assembly election results, Statistics Times, 11 March 2017.

[6].   Manipur assembly election results, Statistical Times, 12 March 2017.

[7].   Himachal Pradesh Legislative assembly election statistics 2017, Himachal Pradesh general studies.

[8].   State Election, 2017, to the Legislative Assembly Of Uttarakhand, Election Commission of India, 2017.

[9].   State Election, 2017 to the Legislative Assembly Of Uttar Pradesh, Election Commission of India, 2017.

[10].   Karnataka state results, General election to vidhan sabha trends and results, Election Commission of India, 2018.

[11].   'Winning at Any Cost the New Normal in Indian Politics: Election Commissioner', The Wire, 18 August 2017.

[12].   'Himanta & BJP ready to hug – Move for personal benefit, says Gogo is turning a new leaf', The Telegraph, 24 August 2015.