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**Winning Gujarat: Insights into BJP's Campaign Tactics in the 2019
General Election**

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Abstract

This study examines the many facets of the Bharatiya Janata Party's (BJP) Gujarat General Election 2019 campaign strategy, providing a thorough examination of the major components that influenced the party's political platform and voter appeal. In light of Gujarat's political legacy and the BJP's sway over the state, this study delves into the complex dynamics that surfaced throughout the election campaign. By utilizing a combination of qualitative and quantitative approaches, such as speech content analysis and social media monitoring, the study explores the party's outreach initiatives, grassroots campaigns, and local socio-political environment. The results not only clarify the BJP's strategy's complexities but also provide insight into how it affects voter behavior and election results. With ramifications for wider conversations on political communication, grassroots mobilization, and electoral dynamics, this study offers insightful information about how political campaigns are changing in India.

Keywords:

BJP Campaign Strategy, 2019 Gujarat General Election, Political Landscape Analysis, Electoral Dynamics, Socio-political Context, Messaging Strategies, Ground-level Outreach, Social Media Presence, Voter Behavior, Electoral Impact.

Introduction

In the Indian state of Gujarat, the 2019 general election was a momentous occasion in political history. This election, which took place in two stages on April 23 and April 29, 2019, decided who would represent Gujarat in the Indian Parliament's 26 Lok Sabha seats.

The Indian National Congress and Prime Minister Narendra Modi's Bharatiya Janata Party (BJP) were the main competitors. The BJP has always had a stronghold in Gujarat, where they won all 26 seats in 2014. Given that the 2019 election fell on the same day as the general national elections, it was widely followed.

With 26 out of 26 seats won by the BJP, the election results confirmed the party's hegemony in Gujarat. The inability of the Congress to achieve any progress underscores the BJP's ongoing electoral dominance in the state.

The political climate in Gujarat in 2019, the impact of notable figures, and the larger patterns influencing Indian politics at the time were all highlighted by the state's general election.

Because of a number of historical, political, and economic circumstances, Gujarat has enormous political significance in India. Being one of the major states in India, it has a significant influence on the political climate of the country. Gujarat has economical powerhouse, political leadership by at different levels, such as national, regional, local, and within particular organizations, Electoral Significances by page leader to party leader, Advantage of Social and Cultural diversity, Strategic Geopolitical Location for trade and other relations.

This research study will critically analyse the Gujarat campaign strategy of the Bharatiya Janata Party (BJP), exploring its historical development, essential elements, and the effects of novel tactics such social media mobilisation, grassroots participation, and narrative framing. Through a critical analysis of the tactics employed by the party, this article seeks to shed light on the reasons behind the BJP's continued political dominance in the state and advance knowledge of modern Indian political campaign strategies.

Campaign Messaging

The Bharatiya Janata Party (BJP) developed a narrative around themes of development, nationalism, and leadership during the 2019 Gujarat election. The BJP highlighted its record in infrastructure development, industrial growth, and job creation, building on the image of Gujarat as a model of economic prosperity under Chief Minister Narendra Modi and his character as a decisive leader. The party presented itself as the defender of Gujarat's interests and the keeper of

its heritage, setting itself apart from the opposition, which it said lacked a clear direction and strong leadership. The BJP also made use of nationalist feelings by emphasising its position on national security and its initiatives to fight terrorism and protect India's borders.

The Bharatiya Janata Party (BJP) deliberately framed important topics in the 2019 Gujarat General Election to support their campaign strategy. The three primary focuses of the party were leadership, nationalism, and development. First, the BJP emphasised the tremendous strides made by Gujarat under the direction of Prime Minister Narendra Modi, highlighting the development of the state's infrastructure, its industrial sector, and the generation of jobs.

Second, the BJP's narrative placed a strong emphasis on nationalism, particularly in the wake of the Pulwama tragedy and increased tensions with Pakistan. By highlighting Modi's resolute leadership during the Balakot airstrikes and portraying him as a stalwart defender of India's interests, the party positioned itself at the forefront of national security.

Ultimately, the BJP's portrayal of Modi as a charming and capable leader who can guide Gujarat towards prosperity and protect the country's integrity abroad emerged as a prominent theme.

In order to win over voters in Gujarat, the BJP's overall campaign strategy focused on showcasing Modi's leadership abilities, highlighting nationalist feelings, and presenting a favourable picture of progress.

The Bharatiya Janata Party (BJP) deliberately used symbolism and cultural allusions in the 2019 Gujarat General Election to connect with voters and support its campaign platform. To appeal to voters, the party made use of a number of symbols and cultural themes that are strongly ingrained in Hindu nationalism and Gujarati culture.

One well-known symbol was the lotus, which served as the BJP's electoral emblem and had cultural and political importance. In Hindu mythology, the lotus represents purity, prosperity, and heavenly beauty; this fits with the BJP's narrative of growth and prosperity during its leadership. In addition, the lotus tapped into people's religious feelings by acting as a visual reminder of the party's beliefs and dedication to Hindutva (Hindu nationalism).

Cultural allusions were also a key component of the BJP's campaign plan. The party presented itself as the defender of Gujarati pride and identity, highlighting the state's rich cultural legacy and contributions to the country. Citations to historical personalities such as Gujarati-born Sardar Vallabhbhai Patel, a pivotal role in India's independence fight, were used to instill a sense of unity and patriotism among the electorate.

In order to appeal to the majority Hindu population, the BJP also frequently invoked Hindu rituals, festivals, and religious places as a means of rallying support. The BJP aimed to establish itself as the obvious choice for those who associated with Hindu values and customs by associating themselves with Hindu cultural symbols and traditions.

Overall, the BJP was able to reinforce its campaign narrative of progress, nationalism, and leadership while also generating a sense of pride, belonging, and religious identity among Gujarat's population through the deliberate use of symbols and cultural references.

Furthermore, the 2014 Indian general election campaign of Narendra Modi is noteworthy as a case study of effective political branding and messaging. Through his campaign, Modi positioned himself as a decisive leader who could turn around India's economic situation by emphasising themes of development, good governance, and economic change. Modi's team successfully presented his vision for a prosperous and vibrant India through enormous rallies, targeted messaging, and significant use of social media. This resonated with voters who were fed up with the perception of corruption and policy gridlock in the current government. The Bharatiya Janata Party (BJP) won handily and Modi was elevated to the position of prime minister as a result of the campaign's emphasis on his modest upbringing and great leadership abilities.

Regardless of the size or setting, these case studies emphasise the significance of strategic planning, persuasive communication, and grassroots mobilisation for the success of political campaigns.

Outreach and Mobilization

The Bharatiya Janata Party (BJP) ran a multipronged grassroots campaign in the 2019 Gujarat General Election with the goal of increasing voter outreach and mobilisation. The party employed a range of tactics in its grassroots efforts, each specifically designed to connect with certain voter demographics and bolster its platform.

The BJP's grassroots campaign included voter outreach and door-to-door canvassing as important components. In order to learn about voters' issues, distribute campaign materials, and elicit support for the BJP's candidates, party staffers and volunteers spread out throughout Gujarat's seats. By using a customised approach, the party was able to build a stronger base of support at the grassroots level by interacting directly with people and addressing their individual concerns and difficulties.

A number of large-scale demonstrations and open forums were also arranged by the BJP, at which senior party figures including as Prime Minister Narendra Modi and other federal and state officials spoke. The party used these rallies as forums to highlight its accomplishments, lay out its policy aims, and mobilise support for its candidates. In addition to igniting BJP followers, the high attendance at these gatherings attracted media attention, which expanded the party's message and audience.

In addition, the BJP made use of technology to support its grassroots campaigning. The party coordinated outreach initiatives, recruited volunteers, and sent campaign updates using

messaging applications, social media sites, and mobile apps. Through the effective use of digital platforms, the BJP was able to reach voters who were not familiar with traditional campaign tactics and engage them, especially young people and urban dwellers.

The Bharatiya Janata Party (BJP) planned a wide range of public events, rallies, and mobilisation tactics in the 2019 Gujarat General Election to establish a strong local presence. These endeavours were important in moulding the campaign's storyline, revitalising the party's core, and engaging a wide range of voters.

A key component of the BJP's campaign strategy was large-scale gatherings. The dynamic speaker and prime minister, Narendra Modi, was the main attraction at several rallies in Gujarat. In addition to providing opportunities for Modi to present the party's agenda, these events attracted sizable audiences, which stoked enthusiasm and momentum among the party's followers. The rallies' impact was increased and the party's dedication to interacting directly with voters was reinforced by their deliberate placement in important constituencies.

Public events now include a variety of activities in addition to traditional political speeches in order to reach a wider audience. Town hall meetings, cultural events, and regional celebrations are just a few of the activities that the BJP has carefully selected to appeal to particular demographics. With a clear overarching campaign message, the party was able to appeal to a broad spectrum of people by addressing local needs and preferences.

These events were deeply intertwined with mobilisation techniques. The BJP encouraged volunteers and party officials to organise supporters to attend rallies and take part in public events in an attempt to maximise attendance through intensive grassroots initiatives. The outward show of solidarity at these events not only enhanced the party's reputation but also gave participants a feeling of shared identity. A big part of it was digital mobilisation, with the BJP using social media to boost the effect of public events like rallies. These events were made more widely available by encouraging virtual involvement through live streaming, hashtag campaigns, and interactive content.

The Bharatiya Janata Party (BJP) showed a clever and calculated use of social media and technology in the 2019 Gujarat General Election to spread its message, energise followers, and interact with voters on a broad scale. The BJP coordinated outreach initiatives, mobilised support, and distributed campaign updates by utilising a range of digital platforms like as messaging services, social media, and mobile apps. The party was able to directly reach millions of followers and interact with voters in real time thanks to Prime Minister Narendra Modi's personal presence on social media sites like Facebook and Twitter.

The BJP's social media strategy was centred on producing interesting content, including as memes, infographics, and videos, to successfully convey its main points and appeal to a variety of demographics. Viral marketing strategies and hashtag campaigns were used to create buzz,

expand the party's campaign reach, encourage online dialogue, and rally support from voters who were tech-savvy.

Additionally, the BJP identified and micro-targeted particular voter demographics with customised messages and campaign materials by using data analytics and targeted advertising. The party was able to maximise the impact of its digital outreach efforts and make sure that the correct audiences were receiving its messaging at the right time by using a data-driven approach.

The BJP produced mobile apps that gave supporters ways to become involved in the campaign, such as organising volunteer drives, voter registration campaigns, and donation drives. With the use of these apps, supporters were able to coordinate and mobilise their support, which helped the party win elections.

The Bharatiya Janata Party (BJP) used a thorough grassroots engagement approach in the 2019 Gujarat General Election to build support across a variety of communities and establish local connections with voters.

Door-to-door canvassing was a crucial component of the BJP's grassroots involvement initiatives. Volunteers and party employees dispersed throughout Gujarat's constituencies, interacting with voters in local communities. With this tailored approach, the BJP was able to effectively express the party's platform and the promises made by candidates while also listening to the worries and problems of the electorate. The BJP laid the foundation for enduring connections and support with voters by developing face-to-face meetings that fostered rapport and trust.

To strengthen ties with voters, the BJP also planned a wide range of outreach initiatives and community-level events. These were small-scale get-togethers and neighbourhood meetings, as well as larger-scale activities like town hall meetings and volunteer work. The BJP demonstrated via these interactions its dedication to grassroots democracy and its comprehension of the distinct requirements and goals of various constituencies.

In addition, the BJP organised voter education initiatives, voter registration drives, and get-out-the-vote campaigns using its wide network of volunteers and party employees. Through granting local leaders and activists the authority to spearhead these projects, the BJP successfully dispersed its efforts towards grassroots engagement while guaranteeing that each initiative was customised to the unique circumstances and dynamics of each constituency.

The BJP used message services, social media sites, and mobile apps to reach voters on a large scale. This kind of digital grassroots participation was also very important. Through the use of these digital technologies, the party was able to contact voters who were tech-savvy and expand its reach beyond physical bounds by mobilising supporters, facilitating online discussions, and creating feedback loops.

Electoral Dynamics

A number of variables, like as political dynamics, cultural diversity, and economic development, had an impact on Gujarat's sociopolitical scene in 2019. Gujarat remained a major participant in Indian politics as the home state of Prime Minister Narendra Modi and a bastion of the Bharatiya Janata Party (BJP). In terms of the economy, Gujarat continued to be one of the most important industrial centres in India, thanks to its booming manufacturing industry, active commerce, and supportive entrepreneurial environment. The state's infrastructural development, especially in the areas of roads, ports, and electricity production, increased its economic strength and appeal to investors.

Gujarat's sociopolitical environment was not without difficulties, though. Protests and periodic disturbances were caused by persistent issues like social inequity, unemployment, and agrarian poverty. Gujarat's socio-political dynamics were further complicated by the state's closeness to foreign borders and strategic significance in talks about national security.

Urbanization is a key demographic factor. Gujarat's metropolitan centers, with their younger populations, greater levels of education, and easier access to information, tended to focus on infrastructure, job creation, and economic development issues. The BJP's focus on these subjects struck a chord with urban voters, who frequently give priority to matters like job prospects and the development of urban infrastructure.

Religion was another demographic component. Due to Gujarat's sizable Hindu majority, the BJP frequently used themes of cultural pride, national security, and the defence of Hindu interests in their campaign strategy, which played to Hindu nationalist feelings. A considerable portion of the electorate found resonance with this, especially in smaller towns and rural areas where Hindu identity is strongly held.

Furthermore, voting behaviour was influenced by caste dynamics. The caste system in Gujarat is varied, with groups like the Patels, OBCs (Other Backward Classes), and Dalits having a significant political impact. A key component of the BJP's campaign strategy was reaching out to these communities specifically, frequently with caste-specific message and assurances of representation and empowerment.

Demographics related to gender and age also mattered. Concerns about jobs, education, and technology access had an impact on younger voters, especially those who are tech-savvy and involved on social media. On the other hand, themes on social assistance programmes, women's empowerment, and safety and security were frequently directed towards female voters.

Regional attitudes and political ties significantly shaped the electoral environment and impacted the Bharatiya Janata Party's (BJP) campaign strategy in the 2019 Gujarat General Election.

Gujarat's history, culture, and socioeconomic dynamics all have a significant influence on the state's regional attitudes. The state is home to several regional identities and goals that are frequently shaped by linguistic, geographic, and historical legacies. By highlighting Gujarat's pride and accomplishments and highlighting the state's progress towards development under the direction of Prime Minister Narendra Modi, a native of the state, the BJP skillfully played on these sentiments of regional pride.

Another important factor was political coalitions, both nationally and at the state level. At the state level, the BJP used collaborations with local leaders and minor parties to strengthen its support base and increase its electoral reach, while at the federal level it forged alliances with regional groups like the Janata Dal (United) and the Shiv Sena. Through these partnerships, the BJP was able to better manage Gujarat's political environment and increase its chances of winning elections.

In addition, the BJP's campaign tactic included appealing to local emotions and addressing the particular issues that various Gujarati regions have. The BJP aimed to preserve its dominance in the state and increase its electoral foothold by customising its policies and message to appeal to the desires of various communities and regions.

The political landscape of Gujarat was shaped by a number of new developments and issues that informed the Bharatiya Janata Party's (BJP) campaign strategy in the 2019 general election.

The growing impact of social media and digital technologies on voter involvement and political communication was one noteworthy trend. The BJP took advantage of this trend by effectively targeting particular voter demographics, mobilising followers, and spreading its campaign message through the use of mobile apps, social media platforms, and data analytics. But this movement also brought with it difficulties like disinformation and the proliferation of fake news, which the BJP had to tread lightly on in order to keep people's confidence and trustworthiness.

The shifting makeup of the electorate—particularly the increasing sway of younger voters and urban populations—was another developing trend. In order to cater to these groups, the BJP modified their campaign approach and centered it around themes like job creation, economic development, and digital empowerment. But because younger and urban voters have different interests and expectations than traditional voter categories, meeting their hopes and concerns presented additional difficulties.

Moreover, the BJP faced both chances and challenges from regional dynamics and alliances. While the BJP was able to broaden its electoral base and strengthen its support base by creating strategic partnerships with regional parties and local leaders, managing the nuances of regional attitudes and ambitions necessitated careful planning of its campaign messaging and policies.

During the 2019 Gujarat State Election, the Bharatiya Janata Party (BJP) employed a campaign strategy that centered on development, nationalist sentiments, and Prime Minister Narendra Modi's leadership. Through the use of digital promotion, strategic alliances, grassroots

participation, and a solid track record of government, the BJP was able to successfully navigate the political terrain, win over a wide range of voters, and secure a decisive mandate. The campaign emphasised how crucial it is to have strong leadership, good administration, and an awareness of local dynamics in order to influence election results.

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