

## VOTING BEHAVIOUR IN INDIA AFTER 2014

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### ABSTRACT

*India is largest democracy of the world and on the other hand America is oldest democracy of the world. According to Abraham Lincoln, "Democracy is a government of the people, by the people, and for the people". Which means all power is in hand of people. The people will decide whose government will be formed. In democracy it is suppose that every decision will be taken by people, either it be direct or indirect. In democracy voting is a method to showing the opinion of people. There is indirect democracy in India, every citizen of India who completes the age of 18 years has right to vote. The election of parliament and legislative assembly takes place after every five year in India. By voting People of India select their representative to represent them in government. Voting behaviour is a study of voter's behaviour in election, how they decide to vote? What were the issues for them? In this research paper there is a study of voting behaviour in India.*

**KEYWORDS:** Democracy, Voting Behaviour, Election, Respondent, Determinant

### INTRODUCTION

The Direct democracy, which is also called pure democracy forms direct participation of citizen in democratic decision making. In direct democracy the decision has been taken by assembly of people or citizens through means of referenda and initiatives, citizens vote on issues instead of for candidate or representative. If we see historical background of direct democracy then we found in ancient Greek city particularly in Athens, where decisions were taken by an Assembly of some 1000 male citizens. In Switzerland the citizens involves directly in policy making. The Indirect Democracy, also known as representative democracy is a type of democracy where people elect there representative by voting in election. The representative represents the people in government. For example United Kingdom, India, France and the United States of America etc. People elect their representative by voting; voting is method for people's group or electorate, in order to make a collective decision or expression of opinion in election. In India voting is a right of every citizen, here a citizen who complete the age of 18 has right to vote. Voting is one of the most commonly used term in contemporary age of democratic politics. Voting means for expressing his approval or disapproval of governmental decision, policies by adult citizens. According to Richaed Rose and Massavir , voting covers six important functions:-

1. It permits individuals to participate in a reciprocal and continuing exchange of influence with office- holders and candidates;
2. It involves individual's choice of governors or major governmental policies;

3. It contributes to the development or maintenance of an individual's allegiance to the existing constitutional regime;
4. It contributes to the development or maintenance of a voter's disaffection from existing constitutional regime;
5. It has emotional significance for individuals;
6. For some individuals it may be functionless that is devoid of any emotional or political significant consequences;

### VOTING BEHAVIOUR

According to Wikipedia- Voting behaviour is a form of electoral behaviour understanding voter's behaviour can explain how and why decision were made either by electorate. According to PLANO and RINGS, "how people do voting in public election study of this is known as voting behaviour". In voting behaviour there is study of public during voting in election, how they decide to vote? What were the main issues in their mind during voting? It involves a study of human political behaviour with respect to voting in election.

Election is a process of participation in democracy. In this process the people express their opinion and faith with some political people and parties. In election earlier the ballot paper were used upon which people shows their faith and express their opinion with respect to political parties and people. At present time EVM (Electronic voting machine) replaces the ballot paper, but some countries are using still ballot paper. At present time in India the election commission is using EVM for the voting in election.

There are many factor and determinant are available who affect and determine the voting behaviour of voter during voting.

The image of politician, candidate and party always affect the voter. Public issues like unemployment, inflation, poverty, education, good infrastructures, health system, development, etc. always affects the voting behaviour of the voters. Religion of candidates, cast, and language are also the determinant who determines the voting behaviour.

### VOTING BEHAVIOUR IN INDIA

If we study the voting behaviour with respect to India, then we find that there are many determinant who affect the voting in India like dominance of some people, cast, party, money, regional effect and many more. There are some public issues like unemployment, inflation, education system, development, health system, infrastructure, government schemes etc. who determines the voting behaviour. Here we discuss on every aspect of voting behaviour in India. The factor which affect the voting behaviour were is always changing according to time. There are many factor which affect the voting behaviour in India, some of them are discussed below-

(1). **Charisma:** If we see the meaning of Charisma then we find Charisma is a powerful personal quality that some people have to attract and influence other people. This factor is most important factor in India during election. If we see from the Independence to present time then we find that there are many important leaders in India, like Pt. Jawahar Lal Nehru, Indira Gandhi, Lal Bahadur Shastri, Atal Bihari Vajpayee, and Narendra Modi who affect the people by their powerful personality. The slogan of, "Garibi Hatao" work as miraclal in the election of 1971. After the India's miraculous victory in Bangladesh war the effect of Indira Gandhi became more effective in the election. The image of Jay Prakash Narayan had the same effect in the 1977 election. During 1984 election in the leadership of Rajiv Gandhi Congress party shows a glorious victory. In 1989 election V.P. Singh impact is dominant. During 2014 and 2019 election the image of Prime Minister Narendra Modi plays very important role. The slogan "har har Modi ghar ghar Modi" "abki bar Modi sarkar" shows very much effect.

(2). **Religion:** After Independence when the constituent assembly formed then it decided by our leader politician and law maker that India should be a secular state. India is state of diversity here people live of every religion. The Constitution of India gives right to freedom of religion for every citizen. For India every religion are equal and there is non-recognition of any religion as state religion. Except this religion of people is playing a very important role in election. At present time many political group as stand linked with particular religion like Shiv Sena, Muslim league, Hindu Mahasabha, Akali dal etc. There is always go impact of candidate religion on voters. At present time religion is playing a very important role in election and many political parties do not hesitate to playing religion card with voters.

(3). **Cast:** In Indian society the root of the cast is deep. In our constitution there are many provision available that clearly states that there will be no discrimination made on the basis of cast with every citizen of India. In spite of that provision in our constitution in India, every political parties makes their election strategy on the basis on cast. Cast is a very dominant factor to the voting behaviour either it be a cast of candidates in election or it be a cast of voter. Importance of this can be seen many group like Maurya samaj sabha, Brahaman Mahasabha, Kurmi Mahasabha, Jaat Sabha etc are be formed during the election on the of cast. These groups are being formed to attract particular cast voters during election. If we see the voting behaviour of voters then we found cast is important factor to the voters. Cast is also a factor in the selection of candidates for contesting an election from a constituency. It would be changed by making aware of voters, if they the voter understand the significance of their votes then they do not do voting based on cast.

(4). **Opinion of Political Parties:** Every political party has their own opinion and issues for the election, that determines the voting behaviour of the people. During election or voting a voter always pay attention on the issues and opinion of the political party. For example during the Lok Sabha Election of 2014 Nationalism, Corruption, Unemployment, and inflation were the main issues. In 2014 loksabha election the Bhartiya Janta Party was successful to realise the people that the Congress Party and their agenda not good for the people of India.

(5). **Money:** Money is also a very important factor in election and affect the voting behaviour of voter's. It is always found that during election a candidate who has more money and wealth wins the election easily. Due to illiteracy and lack of knowledge many people in election sell their vote for money. They do not know the power and value of vote.

(6). **Language:** India is Multilanguage country, here many languages are speaking. In Indian constitution there is provision of 22 language, the India is knowing for the unity in diversity. Either it is diversity in language or it be on the basis of food, culture, religion. Every people of India has affection with their own language. For example in the people of Tamil Nadu has affection with Shrilankan's Tamil and they support for their party and vote for them also.

(7). **Government Scheme:** The government schemes who are implemented by government for the people, affects the voting behaviour very much. Pradhan Mantri Awas Yojana, SGSY ( Swarnjayanti Gram Swarozgar Yojana), NREGA(National rural empolyement guarantee act), UJJWALA Yojana, Swach Bharat Abhiyan, UDAN scheme, Pradhan Mantri Jan Dhan Yojana, PM- JAY(Pradhan Mantri Jan Arogya Yojana etc. these are the some schems that determines the voting behaviour of the people.

(8). **Public Issues:** In every election there must be some public issues on which the people decide to vote. There are many public issues available who determines the voting behaviour. Public

issues like inflation, unemployment, health system, infrastructure, education system, sanitation, availability of water for everyone, law and order, development etc. are the some issues who determines the voting behaviour.

### VOTING BEHAVIOUR IN INDIA AFTER 2014

After long time in 2014 election the B.J.P.(Bhartiya Janta Party) becomes ruling party. From 2014 election the mind of people totally changed. From 2014 the role of social media in election is increasing day by day and media is also playing a very important role in election. The media and social media affect the voting behaviour of people very much. Now almost every working and non-working people are attached with social media and every person are up-to-date with current news and affairs. From 2014 election the name and image of Prime Minister Narendra Modi is playing very important role in election. He has very powerful impact among the people; he worked as C.M. of Gujarat from 2001 to 2014. Some people also see the dream to implement the Gujarat Model in India. Here are some factors which affect the voting behaviour of the people from 2014 election.

1. **Image of P.M. Narendra Modi:** The image of Prime Minister Narendra Modi shows very powerful effect on the voting behaviour of people from 2014. He has a very neat and clean effect among people as he worked as C.M. (Chief Minister) of Gujarat from 2001 to 2014. Many people see the dream of Gujarat Model to implement in India. The way of campaign in 2014 loksabha election was so dominating for people. The speech of P.M. Modi was so good and effective for people. The Prime Minister's Man Ki Baat initiative also so effective for the voting behaviour of the people.

2. **Role of Media:** From 2014 if notice then we found that the role of Media especially social media is increasing continuously in election. Present time every political party have started their election campaign on the social media platform, this affects the people voting behaviour because every person at present time is using the social media platform. Media either it be print media or it be visual media determines the voter behaviour of the people.

3. **Nationalism:** Nationalism is very important factor in the voting behaviour after 2014. In the leadership of PM Narendra Modi people of India feels safe on national security matter. After Pulvama Attack when Surgical Strike had done by Government then every people feels honoured. The slogan 'modi hain to mumkin hai' has good impact on the people.

4. **Hinduism:** Among hindu population Hinduism is also important factor at present time. The people are united on the matter of Ram Mandir at Ayodhya, and they vote for the issue of Ram Mandir. Major population of the India is Hindu therefore Hinduism is important determinant of the voting behaviour.

5. **Stray Animal Problem:** The problem of stray animal is an issue which play an important role in the voting behaviour of Uttar Pradesh assembly election 2022.

6. **Government Scheme:** In the 17<sup>th</sup> loksabha election, the government scheme like PM Kisan Samman Nidhi, Free Rasan Scheme, PM Health Card, Ujjwala Scheme, Swachh Bharat Misan, PM Awas Yojana, Gram Ujala Yojana, Beti Bachao Beti Padhao scheme, Suknya Samriddhi Yojana, Saubhgya Scheme( sahaj bijli har ghar yojana) etc. affect the voting behaviour of the people. The government was successful during election, to realize the people that these government schemes are so beneficial for them. All these government schemes are in favour of people.

7. **Kashmir Issues:** This issue is also a key factor to make victory in loksabha election 2019 for the BJP( Bhartiya Janta Party). On this factor the people were so satisfied with BJP government, so this is also a determinant of voting behaviour.

8. **Ram Mandir:** After many years the dispute of Ram mandir has short out during present government. This was also a determinant that determines the voting behaviour of the people both in assembly and loksabha election.

9. **Literacy:** Although we have high literacy rate in cities, but in village still many people live who are illiterate and do not know the importance and significance of vote. Many people do not participate in election due to lack of knowledge. So the people must be literate.

Here I want to include a survey report which was organised by CSSP Kanpur and is based on voting behaviour. The report and finding of my survey are given below:-

### SURVEY OF VOTING BEHAVIOUR U.P. ASSEMBLY ELECTION 2022 (SPECIALLY AMETHI CONSTITUENCY)

This survey was organised by CSSP Kanpur to find out the voting behaviour of people during Uttar Pradesh assembly election 2022. This was based on interview and questionnaire. The main objective of this survey was to find out that what are main issues for this election, what are the problems of people, are the people satisfied with present government, what they are expecting from future government. This survey was post poll election survey so we met the people after the election.

According to PLANO and RIGS, "How people do voting in public election, study of this is known as Voting Behaviour." This survey is based on voting behaviour of people during present U.P. Assembly election 2022 specially Amethi Constituency. Once I heard it that India's voter are silent voter there is not easy to know about their voting behaviours. In Uttar Pradesh During this survey when we met people on

ground level then found that almost every people were satisfied with present government but some issues were among them on which they were angry. Here we discuss on both terms. Reason for satisfaction of people with present government:- like Management of government during corona pandemic, Scheme of government like-Free rashan Scheme ,Ujjawala scheme, PM Awas Scheme, Swachh Bharat Scheme,Kisan Samman Nidhi Scheme, Nationalism, , Ram Mandir, Effect of P M Mr Narendra Modi and Issues among the people why they were angry are Stray animal problem, Unemployment, Inflation.

If we first discuss on issues on which people were angry then we can say problem of stray animal was most common problem in village. During survey almost every people were against of government on this issue. They tell that due to mismanagement of stray animal how they were affected, some people were injured by stray animal and the crops of farmer destroyed and eaten by stray animals. Other issues behind angriness of people with present government were unemployment and inflation. During survey people tell that the educations of children are being properly because school and college were often closed due to corona pandemic. People were unemployed during corona pandemic and the inflation is increasing continuously.

On the other hand if we discuss reason for satisfaction with present government then we find there are many reason behind this. People tell that they were fully satisfied with government scheme. Pradhan Mantri Kisan Samman Nidhi scheme is very beneficial for former. Ujjwala scheme is very good scheme in this scheme free gas connection is provided to BPL( below poverty line) family. Free Rasan Scheme is also very popular among people. During survey we also find that people were satisfied with government work on Corona pandemic. People were satisfied with free vaccination initiative of Corona. The effect of our Prime Minister Mr Narendra Modi is also very effective in this election. On nationalism some people tell it is Modi who make it possible that Wing Commander Abhinandan came alive from Pakistan. The surgical strike is also very impressive work of our Prime Minister. People tell that the Creation of Ram Mandir is also very impressive work of present Government. Some people also tell that the combination of Modi and Yogi is very good and effective. These are the some work on which people were with present Government.

These were some finding which come during survey. Most people were in favour of present government. It is interesting that most women of village gave their opinion

without any hesitation while men did not give their opinion easily. There is low literacy rate among the people of backward class, schedule cast and schedule tribe. Most people are labour in those area. During survey it seems that many people were telling lie. But overall we can say that mast people were in favour of present government and they want that present government come again in election on other hand it is low number of people that they want change on present government.

Here if we conclude then we can say the voting behaviour of India depends on many factors like Candidate effect, image of politician, regional effect, language, cultural effect, public issues, cast of the voter or candidates, religion of candidates and voters, money effect, political party effect and many more. If we see then we find that after 2014 the role of social media and media is so dominating to determine the voter behaviour of the voter. Some other issues are dominant after 2014 election like Kashmir issue, Hinduism, nationalism, and Ram Mandir etc. Another factor is so dominant that is Modi Factor, this so dominant factor among people. The way of election campaign has changed from 2014, from then the election campaign is organising by different method. The determinant like cast, community, religion, language, money, and regional effect of candidate, are so affecting for voting behaviour. At last use of these determinants should be avoided from the election and election should be conducted in a very free and fair manner. These will strengths the democracy of India and for the good and healthy democracy the People must have to be aware and literate, so that they know and realise the power of vote.

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