

LOK SABHA 2014, NARENDRA MODI AND SOCIAL SITES

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ABSTRACT

Since last few years the world is witnessing a new kind of revolution. A number of dictators have been exterminated from their roots. Mid-east Asian and Arab countries like Tunisia, Misra, Yaman, Seria, Bahrain, Saudi Arab, Kuwait, Jordan, Sudan were facing the terror of dictatorship for long but a new Arab revolution was formed in 2010 and successfully took out Arab from dictatorship. But in this war of freedom, people found a new power which was none other than VIRTUAL MEDIA which is commonly known as SOCIAL MEDIA. People used the power smartly using social sites like Facebook, Twitter and blogging who marked the new revolution. Not only the foreign countries used the power but for last few years, Virtual Media means Social Media has also make its reach in India and also registered its presence in Indian polity. This has been only the reason that the social media became first priority than listening to politicians addressing public being present among them. Even the Prime Minister of India Narendra Modi had assigned foreign experts for maintaining the social media. It was only social media campaign which helped Modi to connect people from metro cities to small villages. As a result, after 33 years India succeeded in making a stable government.

KEYWORD: Lok Sabha Election, Election 2014, Narendra Modi, Social Sites, Social Media.

MODI'S SOCIAL MEDIA GAME PLAN

It was not a sudden miracle that Modi got famous on social media. Behind this, there was whole team who had started working for the project before a year. The fact is also unhidden that Modi's social campaign was operated from Bangalore and Gandhi Nagar comprising of proper experts in the team. But the content plan which was formed was not a cake walk. Here, it's important to mention about Vivekananda Foundation. This think tank of New Delhi framed political draft for making Modi the prime minister of India. It does not only involve social media but also the

advertisement, appointments and interactions of Modi. The think tank adopted time bound strategy for the social media. It is notable thatfor the first time Narendra Modi was called "NaMo" only on social media. As per the determined target, humour was created for alluring young voters which included satirical humour on USA Government. This social humour not only told youngsters about the work of UPA and Congress but also told about "what else should be done". But none ask for the debate on most important thing "what we will do".

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Youth only wanted to enjoy straight forward speeches of Modi and they did too. As well as the social media was the right platform for this. How the context should get viral, it was easier through given tools on the social media. So, it reached to humour voters especially the youngsters. (Patel, 2015) In 2014 elections, the social media became the most active platform where the ideologies and advertisement world's promotion were the most prominent. Citing an example for this was the biggest interview on India TV "Aap ki Adalat", teaser was also released first only on social media. Dainik Bhaskar Bhopal's senior journalist Avinash Shrivastava also believes this social media campaign a milestone for Indian polity. According to him "actually, the credit of becoming the prime minister of India with a heavy difference should be equally given to social media users who uses the medium incorrect and proper way. They have done it with proper way and with peace. This is 21st century, where social media can say that it made a CM the PM of India and the oldest political party the weakest one".

SOCIAL MEDIA IMPACT IN LOK SABHA ELECTIONS- 2014

Social Media which means Facebook, Twitter, Google plus, Blog, YouTube, WhatsApp, Google Hangout where the world biggest population exist. Among 81 crore voters only in India, more than 20 crore voters are the one who are active users of social media. Almost 10 crores are so active on social media platforms like Facebook and Twitter. Internet and Mobile Association of India (IAMAI) recent research states that among 543 seats of Lok Sabha, 160 seats were the one where social media was very effective. In which, most effective seats were 21 from Maharashtra and 17 were from Gujarat. The high impact seats mean those seats where the winner candidate of last Lok Sabha elections has lowest difference of victory

in comparison to the Facebook users and the number of Facebook users on the seats is 10 per cent of the total voters. Such seats are 14 in state Uttar Pradesh, 12 in Karnataka, 12 in Tamil Nadu, 11 in Andhra Pradesh and 10 in Kerala. According to the study, in Madhya Pradesh such seats are 9 whereas it is 7 in New Delhi and Haryana, Punjab and Rajasthan had been evaluated with 05-05 seats. While, state Chhattisgarh, Bihar, Jammu and Kashmir, Jharkhand and West Bengal had 04-04 seats. In the Lok Sabha 2014 elections, around four to five hundred crores were spent only on internet for the promotion and public relation. All the big political parties were always ready in alluring these virtual media's NETIANS in the era of virtual media, all the parties have a long jump especially Bhartiya Janta Party has left no stone unturned in alluring these NETIANS. In its election campaign, Bhartiya Janta Party used such techniques which made the speech of Modi via mobile phone to each one. In last couple of years, the number of mobile phone users is on hike as well as the ratio also include the online users. In this context Milind Pathak from Mobile Marketing Firm One7 Communication says "In India, none other medium than mobile phone has reached to the higher scale and this has been the reason that Bhartiya Janta Party made its volunteer through this medium and the political party which came into existence a year before creates its members of thousands of people through a missed call.

VIRTUAL MEDIA IN INDIA

According to Internet America Defence Department, 1969, internet was brought by UCLA and Stanford Research Institute Computers' Networking. In 1979', British Post Office inaugurated the new technology creating first international computer network. In 1989, Tim Berner Lee created World Wide Web using browsers, pins and links for making communication easier. The internet stepped

into India in 80s, when ARNET (Educational and Research Network) was promoted by Government, Electronic Department and The United Nations Development Programme (UNDP). But for general use it was provided on 15th August, 1995, when Videsh Sanchar Nigam Limited (VSNL) started its gateway service and as the time lapsed the whole world got fit in a mouse click. But the real power of internet came into light when the internet makes its existence through virtual media including Facebook, Twitter, Blog, YouTube, Google, Plus, WhatsApp and many other such social sites. These sites provided platform to people.

POLITICS ON SOCIAL MEDIA IN LOK SABHA 2014

It would not be wrong if I say that the Lok Sabha 2014 is the first election which has not only been fought on the ground level but also on the Internet. It was the first time in the Indian politics when social sites were also taken care off while the preparations for election. No stone was left unturned to allure the social media users and knowing the real power of social media by the political parties. NaMo, Ragan or the recent existing Aam Aamir Party's Arvind Kejriwal (AK) tempted the netijans in every possible way. From volunteers of the party to the campaigns run for the membership were carried on the social media platform. In the Lok Sabha Elections where one side the BJP Facebook page owned over one million fans following along with the 85K followers on Twitter, on the other side Congress had over 75,000 fans on its Facebook page.

As per the senior journalist Sunil Tiwari who has great experience of television journalism for long and owns deep knowledge about political campaign believes that "the way Narendra Modi and his team used the social media platform in Lok Sabha 2014 Elections in its best possible way, it has never seen before the most effective and excellent use of change in the

particular medium. Modi and team targeted the youngsters and defeated Congress. By targeting the youth, Modi defeated the Congress from the Brahmastra, who once tried to take credit for computer revolution through Sam Pitroda. "

BJP ON VIRTUAL MEDIA

#BJP

After losing the Lok Sabha Elections of 2004 and 2009, Bhartiya Janta Party understood very well that if it has to regain the position and reach "Satta" so there is no other platform better than social media for directly connecting to the public via tools like mobile and Internet. For turning this concept into reality, BJP created its attractive website along with Google Hangout which allured large number of youngsters for direct conversation. Mobile App was the only kind of way which directly connected BJP members to BJP mobile app named Mission 272+ and India 272+. This proved successful for the party as over 12,000 people downloaded the app via Android platform whereas there were around one lakh Facebook users who got connected to its Facebook page "Ek Hi Vikalp". The most interesting thing was that the users connected to the page were of 18 to 24 years of age which means these were those users who were voting for the first time. At present, the figure offans on BJP Facebook Page are more than 5.1 million among which six lakh people are directly connected to BJP. (Bharatiya Janata Party (BJP), 2014)

VIRTUAL MEDIA AND MODI: #NAMO ON INTERNET

NaMo understood the power of social media and a whole team was working for virtual media. It was started initially from February 28, 2005 when domain www.narendramodi.in was created for the first time. The success of this website can be calculated on the basis of its ranking. In the whole world, NaMo's website is ranked on 6188 number whereas in out country

India it is at 296 ranks. This shows that it remained the most viewed site. The result of Namo's campaigning on social media was that it contacted people through this new way. NaMo succeeded in contacting various people from different corners of the world simultaneously being at a particular place and time. He addressed more than 50 rallies at the same time in different cities of the country. NaMo made his reach among public through 3D technique for the first time. During the complete elections, Modi covered three lakh kilometres of his journey in the country and with complete traditional and new way of advertising, he participated in 5827 programs. He addressed 437 general assembly's in 25 states and participated in 1350 3D rallies, where he holds discussion with public through video Conferencing. NaMo twitter account was created in January 2009, since then he has over 50 lakh followers. Till now, NaMo has tweeted 5290 tweets. (Modi, 2014). There are total 11.1 million tweets if BJP leaders addressing Name, which means among total tweets 20% has been only related to NaMo. As per the basis of figures of twitter, the total number of Popular Hash tags and the tweets done on these Hash tags are #NaMo 5422 #Modi 3233 #BJP 2461 #Narendra Modi 2144. (Meruki, 2014). While on the other side Narendra Damodar Das Modi stepped into Facebook in May 2009 and got famous pretty soon, since then till now NaMo has become the most favourite leader on Facebook. As per the figures, today he has over 18 million Facebook (Bharatiya Janata Party (BJP), 2014) The campaign for NaMo for the post of Prime Minister commenced from 2010 when for the first-time fb.com/narendra modi4pm was formed and when not only for the BJP but also for the whole nation Narendra Modi became the first choice. Similarly, "Abki Baar Modi Sarkar" campaign worked as a mouth publicity for NaMo. This campaign was launched in various other languages including Hindi and English. While during the Lok Sabha

Elections, over 72,000 posts were posted for NaMo on Facebook which were shared more than 83,000 times. Till March 2014 Popular Hash Tags Being Used with Narendra Modi: Modi 11490, #NaMo, 8036#, BJP 6930, #FEKU 6151

YouTube also has an official channel of NaMo whose total subscribers are 1,69,579 whereas his "Vijay Geet" on its official channel has been viewed for 2,68,206 times. Overall, the result of NaMo policy on social media states that after the victory of NaMo as a Prime Minister, tweets were back to back for continuous ten hours for congratulating the PM from all over the world. There were 76K tweets for wishing PM Narendra Modi on #CongratsNaMo.

CONCLUSION

The country has seen the real face of virtual media during the movement of Anna Hazare and Delhi Families gang rape case. At that time, it has been procrastinated that whosoever would run in the election will have plenty of profits waiting at their door steps. BJP and Narendra Modi followed the same criteria. If we keenly observe this then it can be seen in the campaign of their election manifestation. As he was quite sure about the people who had voted earlier in Gujarat was entirely on the social media and thus he started his campaign by making an official account on the social media where he received the replies instantly. We cannot say that social media is a mere time pass for youth because probably half of their time is being used by social networking which is not wrong in so many cases. This has taken some crucial years in India to make its valuable worth but this will be definitely going to help us in near future. Now all the ministers and their important communications are held on social media, virtual world is what they preferably choose to stay in the race, what more than extra use of social media would be in the politics of India.

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