



UPCOMING 2024 LOKSABHA ELECTIONS- POLITICAL MARKETING PERSPECTIVE

P. Vishnu* Dr. Amulya.M**

**Research Scholar University of Mysore.*

*** Associate professor Dos in business administration University of Mysore.*

According to Congress leaders, there will be numerous similarities between the 2024 Lok Sabha election and the 2004 general election. Congress edged out the Bharatiya Janata Party (BJP) by seven seats, 145 to 138, defying Prime Minister Atal Bihari Vajpayee's Shining India campaign. The UPA-1 administration was put together by Congress with substantial assistance from the Left. It not only completed its five-year mandate but also won a second consecutive term in 2009 with 206 seats. But this time around in 2024 it will not be an easy task for opposition parties since Mr Narendra Modi is a very popular leader and he rarely put his foot wrong as far as political marketing and branding is concerned . So who is in the race to take on Mr Modi in 2024 and what opposition needs to do to put up a brave fight?

As far as congress party is concerned Mr Rahul Gandhi will lead the battle of congress against Modi but since the opposition is not united with Rahul Gandhi's name congress is not announcing his name as PM candidate . congress has to announce someone whether it is Rahul Gandhi or anyone else from congress party but it needs some name to take on Mr Modi it cannot be collective leadership. Congress might bank on Mr Gandhi's charisma after the recent success of Bharat jodo yatra but there are few negative aspects also attached to it such as Mr Rahul Gandhi failed to successfully to challenge Mr Modi few times in 2014 and 2019 lok sabha elections and few state elections also. If it is Rahul Gandhi who is going to take on Modi again then congress needs to come up with better ideas and better manifesto and better marketing and run the campaign differently this time around. Or if it is somebody else from congress then the party should start branding them and start their campaign against Mr Modi otherwise it will be too late and too little.

Ms Mamata Banerjee from Trinamool Congress – she recently gave a statement saying that Trinamool Congress to contest 2024 General Elections alone so that is an indication she is aiming to be an opposition face to take on Mr Modi TMC has 23 MPs in Lok Sabha and is the third-largest Opposition party after Congress (52) and DMK (24). But TMC party does not have their base throughout the country and it will be very difficult to establish base in the short period of time. If she tries to contest more seats outside west Bengal then it will play major role in splitting opposition votes and eventually help BJP , therefore TMC has to make alliance with congress atleast outside congress if Mamata Banerjee is serious about defeating Modi in 2024 otherwise in a democratic setup an party can contest in any number of seats but it will be less effective for the overall agenda. Mamata Banerjee has a good popularity among people who support opposition parties but if it Mamata Banerjee leading this election from the opposition side it has be officially told by all the opposition parties and seat sharing alliance has to be made by opposition parties then it will be a good fight.

Mr Arvind Kejriwal - Arvind Kejriwal presently CM of Delhi is currently promoting the "Delhi Model" to the entire nation, stating that the way the AAP has handled health, education, and electricity is deserving of replication in several states. Although he may not have explicitly stated it, he is currently preparing to run for prime minister. Workers for his party and fans are already promoting the concept. Arvind Kejriwal's ambition to be prime minister can be considered as more credible than any other opposition leader's because of his significant victory in Punjab this year. None of the vast array of

influential regional figures in the opposition camp is in charge of two states. Arvind Kejriwal is aware that there is space for him in a struggle between the PM and Rahul Gandhi despite the fact that Rahul Gandhi, the Congress' backseat leader, currently has a number of ministries. It is evident from AAP's statements that it wants to be recognised as the primary opposition force. Arvind Kejriwal declared recently that "the Congress is done". Kejriwal is immensely popular but it is not possible to take on Modi for Kejriwal without opposition parties help therefore if he takes on Modi without an alliance then it will benefit Modi rather than opposition parties.

Mr K Chandrashekhar Rao – currently Telangana CM is trying to take on Modi in 2024 and changed his party name from TRS to BRS so that it suits his national ambitions better. But his popularity outside Telangana is questionable and may not be able to win many seats outside the state. So again without an alliance it will be very difficult for BRS party to put up a fight against Modi in 2024.

Mr Sharad Pawar – former CM of Maharashtra is a game changer when it comes to stitching alliances and forming governments but it will be uphill task to defeat Modi in 2024. If he is shown as a face by opposition to defeat Modi in 2024 it can be challenging for BJP but it has to be a united opposition front with Pawar as a face can be effective but pre-poll alliance is mandatory.

Mr Chandrababu Naidu – Former Andhra CM also is aiming to be an opposition face in 2024 general elections but his popularity outside the state of Andhra Pradesh is very little therefore it cannot be a popular choice against Modi in 2024.

Mr Nitish Kumar – CM of Bihar also is aiming to test his luck in the 2024 election and has expressed his wish to take on Modi in 2024 and also has decided to stitch alliance against NDA Government. Nitish Kumar is popular leader in and around Bihar and has political connections throughout the country but it will be a difficult task for him to get Congress party on board accepting him as an opposition face.

Mr Akhilesh Yadav – Former UP CM is very eager to try his luck in taking on Modi because UP has got 80 Lok Sabha seats and if his party can win in the majority of the seats he can play an important role in forming the central government but at the moment his party is not in alliance with any party. He can be game changer but only with proper alliance he can create some impact.

Other leaders – Tamil Nadu CM Stalin has already told he is willing to support Congress party for an opposition front against Modi in 2024 so that will be a great addition for the opposition party since he is very popular in Tamil Nadu and willing to play as a junior partner in the alliance. On the other hand JDS in Karnataka is unsure of any alliance. BSP which used to be a major player in Uttar Pradesh lost now is not so popular anymore. YSR Congress is also not sure of any alliances and is neutral at the moment. Shashi Tharoor from UP is a very popular face and trying to counter Modi whenever he is getting an opportunity, other leaders from Congress such as Tharoor can also be good choice provided Congress backs him and makes him as an opposition face and declare him as a PM candidate for 2024 election and also Siddaramaiah a former CM of Karnataka who always takes on Modi and is having clean image can also be a PM candidate that will get lot of seats from South India for Congress and Siddaramaiah is in good terms with other opposition leaders across the country so they might accept him as PM candidate. Left parties are also important when it comes to opposition alliances because they have base in few states like West Bengal and Kerala. There are many other leaders across the country who want to take on Modi but opposition they lack unity.



Unless opposition come together and present a single face to take on Modi in the 2024 lok sabha election and stitch together a pre poll alliance with seat sharing throughout the country it will be very difficult to even compete against mighty Modi . Therefore it is very important to come up with a formula for opposition pre poll alliance and work towards projecting a face who can take on Modi if not BJP will ask Modi vs Who? .

References

1. <https://www.bloomberg.com/news/articles/2023-02-25/india-congress-to-form-alliance-to-take-on-modi-in-2024-election?leadSource=uverify%20wall>
2. <https://timesofindia.indiatimes.com/india/to-beat-modi-in-2024-opposition-has-a-plan/articleshow/97580654.cms?from=mdr>
3. <https://www.moneycontrol.com/news/business/economy/modi-govt-will-win-a-third-term-in-2024-predicts-panagariya-toilets-bank-accounts-water-connections-to-be-key-10175861.html>
4. <https://www.bqprime.com/opinion/narendra-modi-vs-rahul-gandhi-in-lok-sabha-reveals-bjps-pitch-for-2024>
5. <https://www.ndtv.com/india-news/rahul-gandhi-says-prime-minister-narendra-modi-can-be-defeated-in-2024-polls-if-3801814>
6. <https://www.outlookindia.com/national/trinamool-congress-to-contest-2024-general-elections-alone-tmc-chief-mamata-banerjee-news-266683>
7. <https://www.ndtv.com/opinion/will-2024-be-pm-modi-vs-arvind-kejriwal-what-doesnt-add-up-3357229>
8. <https://zeenews.india.com/india/pm-modi-will-go-home-in-2024-kcr-holds-mega-brs-rally-with-national-pitch-top-opposition-leaders-arvind-kejriwal-akhilesh-yadav-attend-2563140.html>
9. <https://www.ndtv.com/india-news/ncp-to-present-blueprint-for-opposition-unity-at-national-convention-on-sunday-3329366>
10. <https://timesofindia.indiatimes.com/india/karnataka-elections-2023-will-win-from-kolar-even-if-modi-shah-campaign-against-me-siddaramaiah-says/articleshow/97197987.cms>