

The Modi Effect Inside Narendra Modi's Campaign To Transform India

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Man Of Golden India "Narendra Modi" War Room: The People, Tactics and Technology behind Narendra Modi's 2014 Win
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How Modi Won it
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Modi's Miracle
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how did a chai wallah who sold tea on trains as a boy become prime minister of india on may 16 2014 narendra modi was declared the winner of the largest election ever conducted anywhere in the world having fought a campaign unlike any before political parties in britain australia and north america pride themselves on the sophistication of their election strategies but modi s campaign was a master class in modern electioneering his team created an election machine that broke new ground in the use of social media the internet mobile phones and digital technologies modi took part in thousands of public events but in such a vast country it was impossible to visit every town and village the solution a virtual modi a life size 3d hologram beamed to parts he could not reach in person these pioneering techniques brought millions of young people to the ballot box the holy grail of election strategists everywhere as modi trounced the governing congress party led by the gandhi dynasty former bbc correspondent and downing street communications expert lance price has been granted exclusive access to prime minister narendra modi and his team of advisers with complete freedom to tell it as he finds it he details modi s rise to power the extraordinary election victory and its aftermath the modi effect

inside narendra modi s campaign to transform india lifts the lid on a whole new box of tricks where message management and it wizardry combined to create a vote winning colossus of awesome potency

in golden period of india narendra modi embark on a compelling journey through the remarkable leadership and transformative era of one of india s most influential prime ministers this book offers a comprehensive exploration of narendra modi s tenure chronicling the monumental changes that have shaped india s destiny from his early life and rise in politics to his historic electoral victories the book delves into the dynamic and complex persona of narendra modi it examines his visionary economic reforms his diplomatic endeavors on the global stage and the social initiatives that have touched the lives of millions the book does not shy away from controversies and challenges offering a balanced perspective on the highs and lows of modi s leadership it provides insights into the impact of his policies on india s economy infrastructure and society and examines the legacy he leaves behind golden period of india narendra modi is an insightful and thought provoking exploration of a leader whose influence has left an indelible mark on the nation whether you are a student of politics an observer of india s transformation or a curious reader this book offers a comprehensive and engaging account of modi s leadership and its significance in india s history

war room stands out as an example of real field work and rigorous research anyone who wants to understand how decisions are made in india should read this brilliant study of the bjp dr walter k andersen author of the brotherhood in saffron the rashtriya swayamsevak sangh and hindu revivalism ullekh np has crafted a well researched and gripping narrative of how the bjp seized the moment in 2014 its penetrating analysis of the personalities politics and methods of modi and amit shah makes it a useful resource for answering the major question of india s near term political future will the bjp in the modi era realize its ambition of building 2014 to emerge as the dominant party nationwide sumantra bose professor of international and comparative politics london school of economics author of transforming india challenges to the world s largest democracy ullekh np tells the story of narendra modi s campaign to lead the world s largest democracy a man destined to reign on his own terms modi knew that being resilient was more important than being first and fast years after war room is published people will refer to it as the book that told the story of india s most spectacular election in may 2014 in all its subtle and magnificent details chitra subramaniam award winning journalist and author

this book is a worth reading prolific and insightful life sketch of the torch bearer of indians it is about common man s prime minister narendra modi who has become a ray of hope for 125 crore indians from a humble farmer to an ambitious industrialist having taken the route to good governance after being sworn as india s prime minister in may 2014 the game

changer of indian politics modi had taken the mesmeric hold over gujarat masses with three consecutive victories in the state assembly elections and was a senior campaign adviser drawing unprecedeted crowds for lok sabha 2014 elections after getting elected pm modi is often echoed in 24x7 breaking news on media channels and enjoys good rapport with the top world leaders whom he visited during his six months of prime minister ship the insightful leader led india at the india asean summit g 20 summit and had bilateral meetings with the leadership of countries like us japan china and other neighbouring countries of india he has launched new avenues of cooperation with the countries with which india has deep historical and cultural ties over centuries his initiatives like make in india and swachchha bharat abhiyan have been widely lauded modi has called for innovative effort to make renewable energy especially solar energy competitive with conventional energy and pitched for global cooperation on repatriation of black money

a riveting account of how a popularly elected leader has steered the world s largest democracy toward authoritarianism and intolerance over the past two decades thanks to narendra modi hindu nationalism has been coupled with a form of national populism that has ensured its success at the polls first in gujarat and then in india at large modi managed to seduce a substantial number of citizens by promising them development and polarizing the electorate along ethno religious lines both facets of this national populism found expression in a highly personalized political style as modi related directly to the voters through all kinds of channels of communication in order to saturate the public space drawing on original interviews conducted across india christophe jaffrelot shows how modi s government has moved india toward a new form of democracy an ethnic democracy that equates the majoritarian community with the nation and relegates muslims and christians to second class citizens who are harassed by vigilante groups he discusses how the promotion of hindu nationalism has resulted in attacks against secularists intellectuals universities and ngos jaffrelot explains how the political system of india has acquired authoritarian features for other reasons too eager to govern not only in new delhi but also in the states the government has centralized power at the expense of federalism and undermined institutions that were part of the checks and balances including india s supreme court modi s india is a sobering account of how a once vibrant democracy can go wrong when a government backed by popular consent suppresses dissent while growing increasingly intolerant of ethnic and religious minorities

3 00 000 km 5 200 events 10 million volunteers 814 million voters 282 seats the 2014 elections will be remembered for a campaign that captured the public imagination as never before at its heart was narendra modi 63 the feisty chief minister of gujarat for thirteen years bidding to be prime minister by the end of the campaign there was scarcely anyone who had not on television radio social media or at one of his rallies heard his message he too seemed to have grown from a

regional satrap to a leader with a national stature long before the results were out the outcome seemed a foregone conclusion behind the ascent to prime minister though is a story of tough politics and hard strategy in spite of his achievements minorities are wary of his hindu nationalist background and bureaucrats and party colleagues are jittery about his reputation as an autocrat most of all he has never fully been able to exorcize the ghosts of the riots that took place on his watch in gujarat in 2002 leading to doubts among his critics about how india s social fabric will fare during his term as he gets down to write a fresh chapter in the country s history modi demystified the making of a prime minister takes a close up look at his rollercoaster ride to power in the process senior journalist ramesh menon reveals a man of many dimensions who will lead this diverse nation

the modi government is in place the cabinet has been sworn in the responsibilities defined and it is now the time to implement the promises to the country modi 2 0 is about the implementation of the foundation stone laid down by the most successful prime minister india had ever witnessed this era as read out by hon ble president of india sh ram nath kovind in his parliamentary address will focus on national security and economic growth catering to all sections of society more or less in tune with the election campaign promises the election has clearly shown that the people of the country have implicit faith on the prime minister and have given him a mandate larger that he was given in 2014 it is now the time to prove modi hai to mumkin hai this book is beneficial for the readers to develop a broader knowledge of the policies and goals laid down by our hon ble prime minister of india sh narendra modi which have raised expectations of the indian citizens

splendid anyone who wants to understand indian politics or think they do should read it indian express delightfully written he has a sharp eye for details especially the actions of political leaders india today captures the drama of 2014 and the men who powered it open holds you to your seat often on the edge a procession of india s colourful political characters lalu yadav amit shah rahul gandhi narendra modi and many more come intimately close through the author s accounts the hindu candid and forthright and deliciously indiscreet hindustan times a racy narrative that goes beyond recording immediate political history tehelka the 2014 indian general elections has been regarded as the most important elections in indian history since 1977 it saw the decimation of the ruling congress party a spectacular victory for the bjp and a new style of campaigning that broke every rule in the political game but how and why in his riveting book rajdeep sardesai tracks the story of this pivotal election through all the key players and the big news stories beginning with 2012 when narendra modi won the state elections in gujarat for a third time but set his sights on a bigger prize to the scandals that crippled manmohan singh and upa ii and moving to the back room strategies of team modi the extraordinary

missteps of rahul gandhi and the political dramas of election year he draws a panoramic picture of the year that changed india

this book captures how electioneering has changed over the years and how media and marketing have assumed more significance than party manifestos on 16th may 2014 india witnessed the result of an intense political campaign those who were vanquished felt that this was due to the success of a marketing blitzkrieg which actually pollutes a democracy again for those who supported the eventual winner the narendra modi led bjp it was a great victory viewed either way india s national election for the 16th lok sabha in 2014 will remain a landmark in the annals of political campaigns the work is thus a study of campaign strategies how they are framed the role of local actors and to what extent individuals rule over ideologies and vice versa an important contribution to the study of india s 2014 general elections

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