

RESURGE OF A POLITICAL BRAND:

INDIAN NATIONAL CONGRESS

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What is the task at hand?

To resurge the Indian National Congress, a historical, iconic brand that is struggling for relevance today





How to go about it?

QUANTITATIVE RESEARCH

Sample Size: 100

Sampling Method:

Snowball Sampling

Methodology:

Online Survey Form

QUALITATIVE RESEARCH

Sample Size: 40

Sampling Method:

Stratified Progressive Sampling

Methodology:

In- depth Interviews



Whom are we looking at?

- NCCS: A, B & C
- Age: 18+
- Registered voters
- Non- voters
- People who have interest in Politics
- Regional political leaders of both the Indian National Congress & competition



Political Scenario

Pre - 2014

- **UPA** (United Progressive Alliance) was formed in 2004
- Coalition Government – 2 Major National Parties
- Less decision making power
- Growth of Regional Parties

No. of seat in Lok Sabha: 545

INC Government: 206/ 545



BJP Government: 116/ 545



Political Scenario

Post - 2014

- **NDA** (National Democratic Alliance) was formed in 1998
- Largest party in NDA – **BJP**
- **BJP** – Biggest election in 30 years

No. of seat in Lok Sabha: **545**

INC Government: **48/ 545**



— PARLIAMENT OF INDIA —

BJP Government: **273/ 545**





Bharatiya Janata Party

BJP a **right-wing** party

Ideology: **Hindu Nationalist**

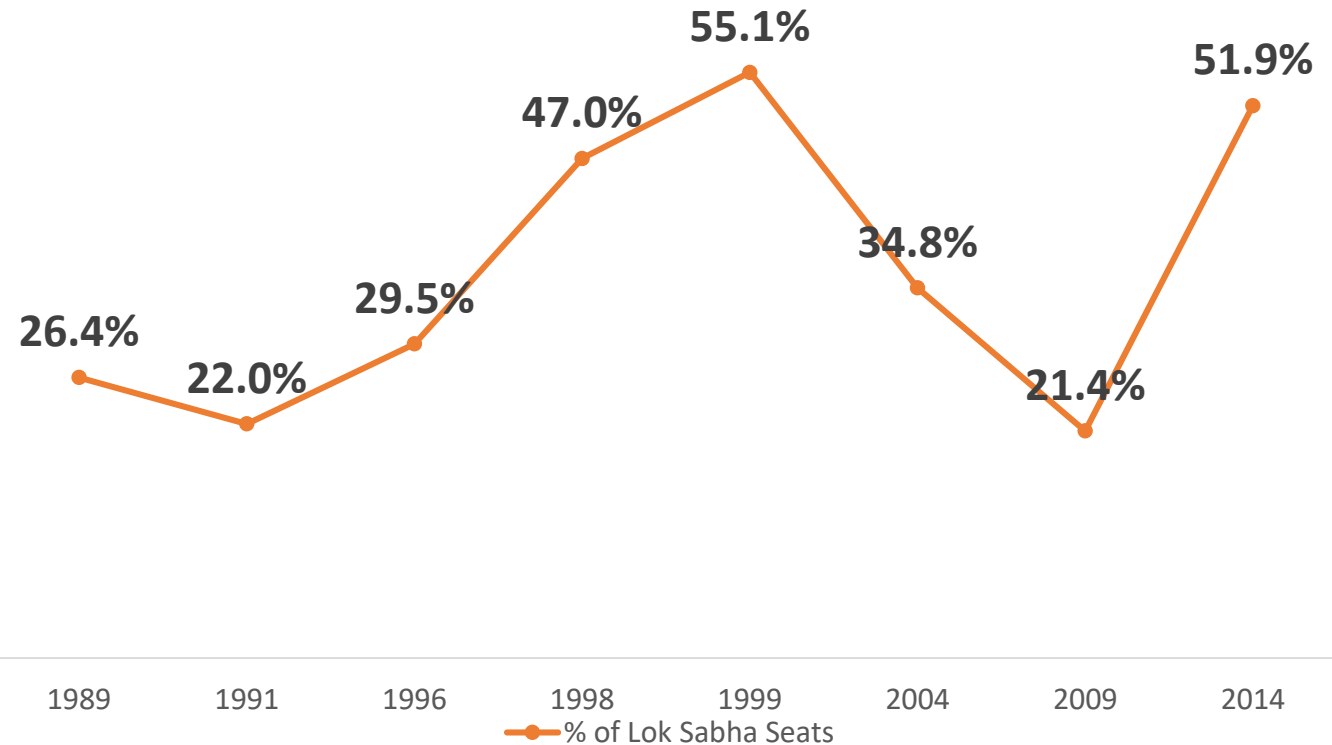
Strong organisational links with **RSS** (Rashtriya Swayamsevak Sangh)

Single largest party in the **NDA Government**

29 parties coalitions in NDA Government

BJP portrays: **Lust**

NDA Govt. % of Lok Sabha Seats

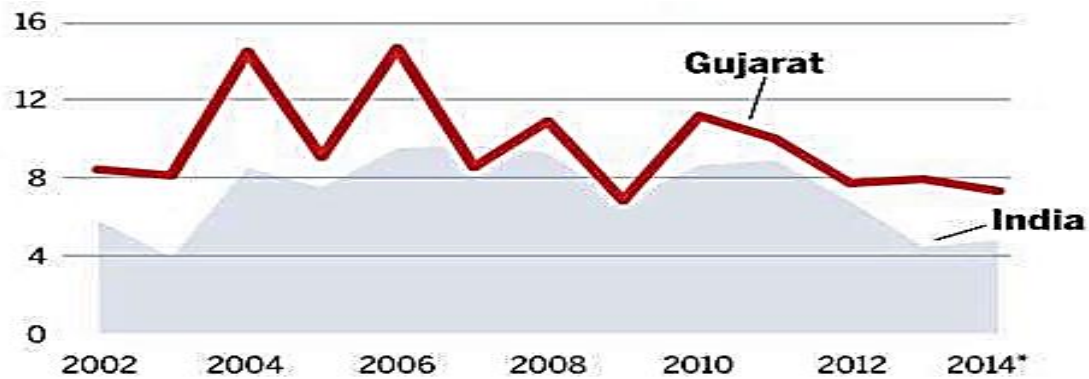




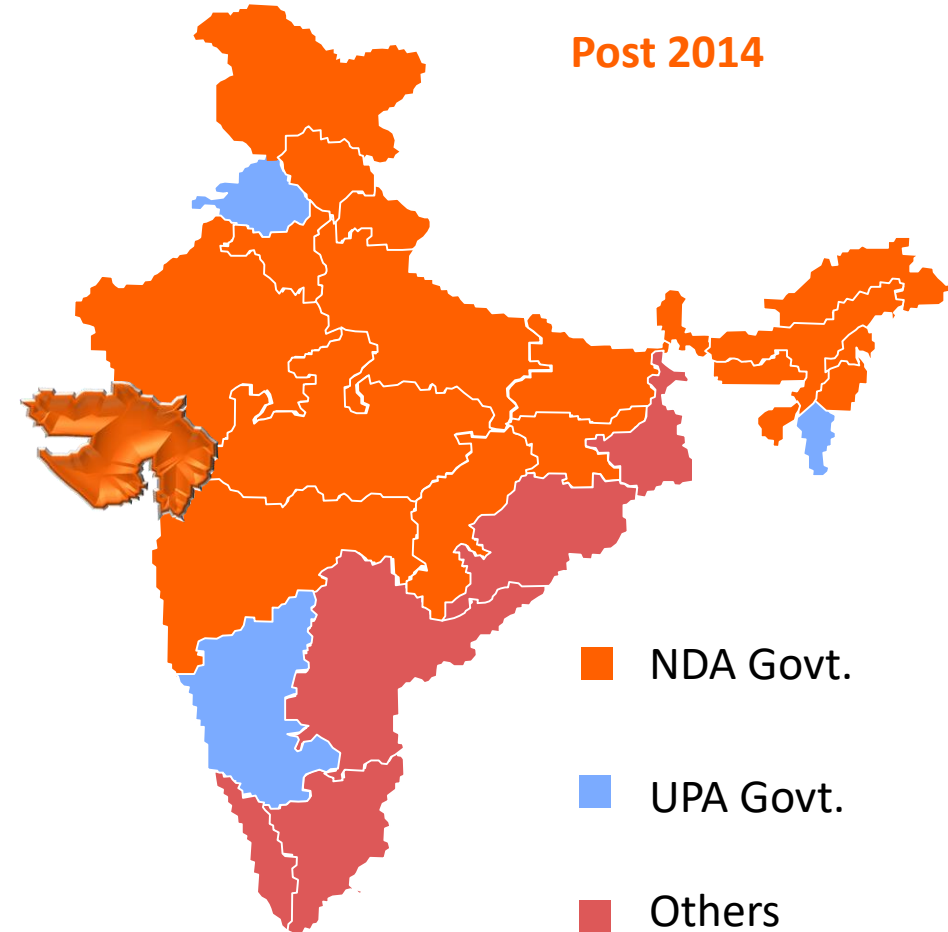
Bharatiya Janata Party

Narendra Modi sworn as Chief Minister of Gujarat in 2001
Prime Minister of India in 2014

Highway to growth of **Gujarat**:



**Estimate*





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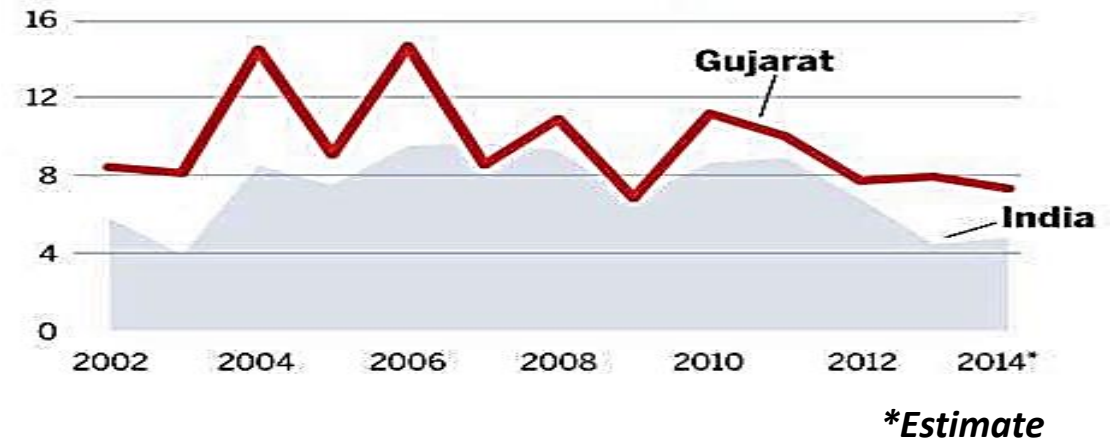
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Prime Minister of India in 2014

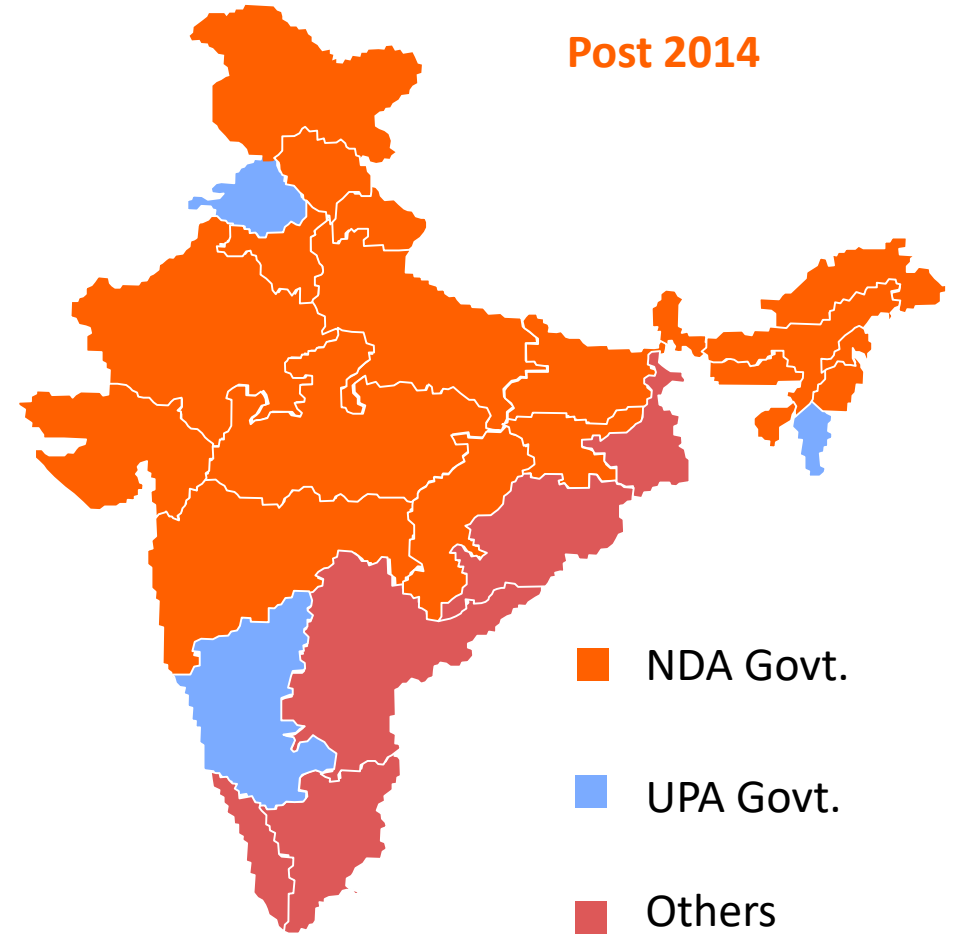
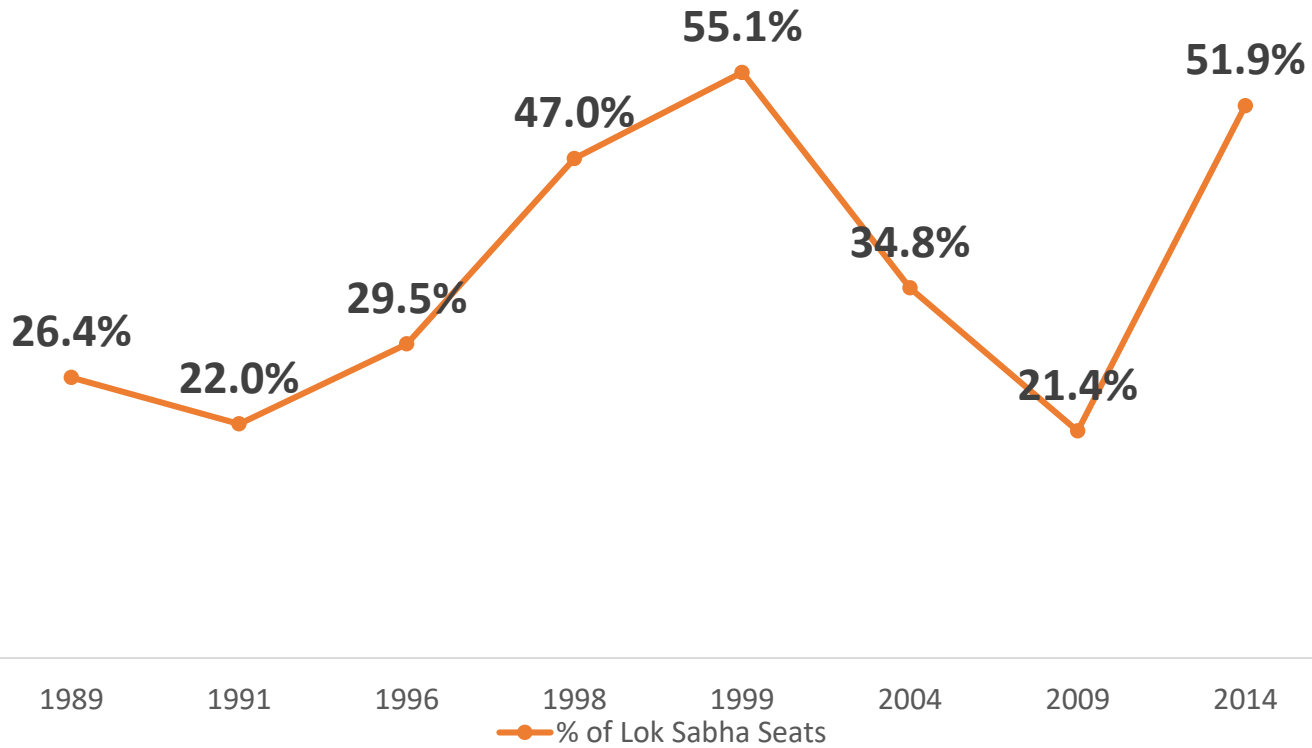
Highway to growth of **Gujarat**:





Bharatiya Janata Party

NDA Govt. % of Lok Sabha Seats





Bharatiya Janata Party

Abki Baar Modi Sarkar

Biggest election victory in 30 years

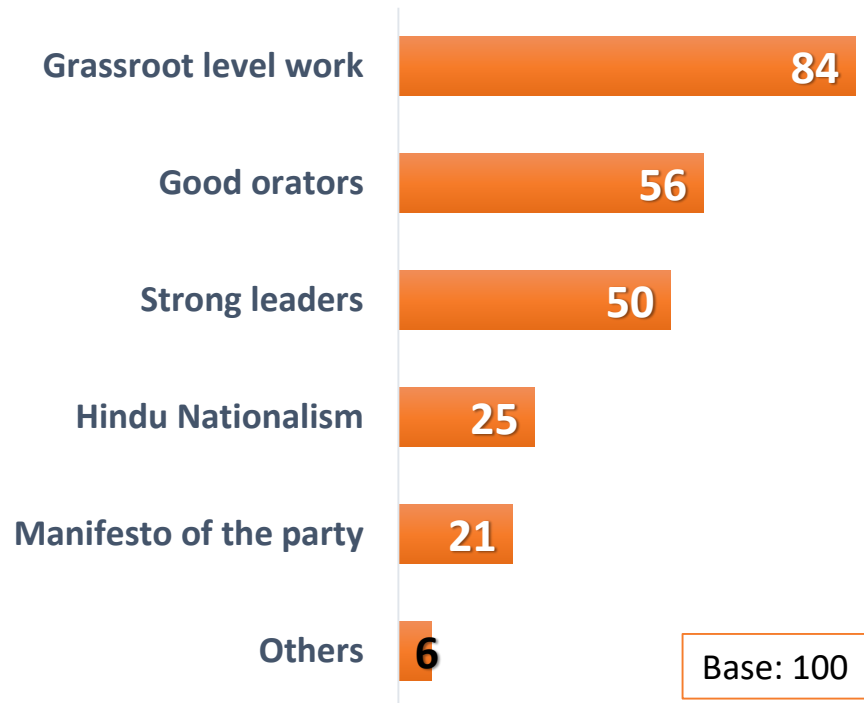
| | |
|---------------------|--------------------------------|
| Campaign | Indian General Elections, 2014 |
| PM Candidate | Narendra Modi |
| Affiliation | Bharatiya Janata Party |
| Slogan | Abki Baar Modi Sarkar |
| Chant | Achhe din aane waale hain! |





What do people think of BJP?

Strengths of BJP



“Modi Govt. came in power as they reached out to the youth through means of digital”
- SEC A, Male 25

“One leader (Modi) has a vision for the nation”
- SEC B, Female 34

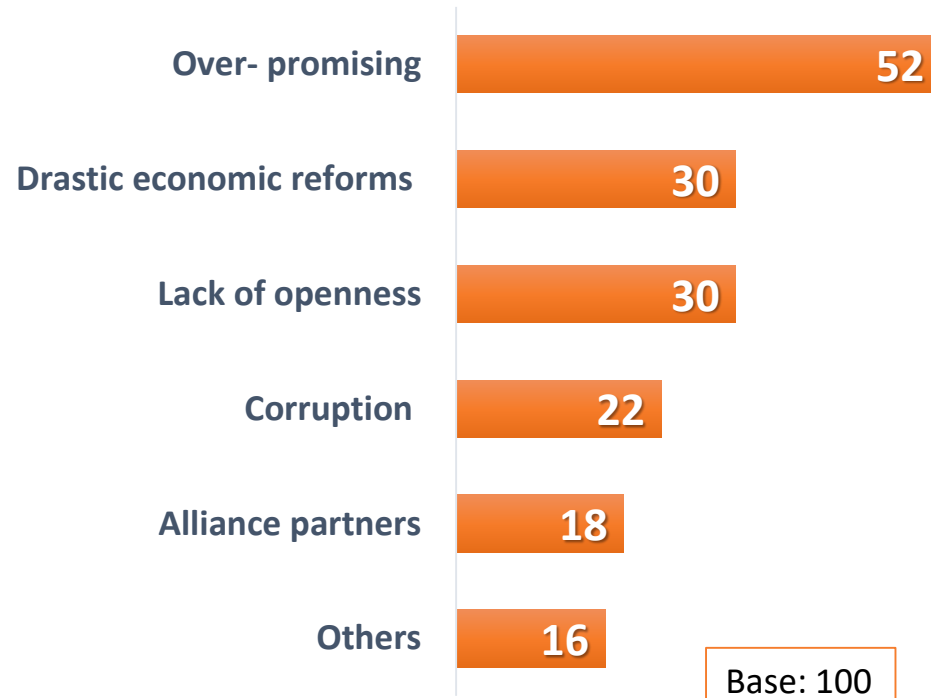
“Kisanko ke liye accha kaam kiya”
- SEC C, Male 45





What do people think of BJP?

Weakness of BJP



“Too much focus on developing a smart city – there are bigger issues”
- SEC A, Male 34

“Demonetisation was a failure – no eradication of black money”
- SEC A, Female 36

“Anti – secularism is their major weakness”
- SEC A, Male 58

“Humare pass sirf election ke time pe aaye, baad main madat nahi ki”
- SEC C, Female 42



Indian National Congress

Centre-left of the political system

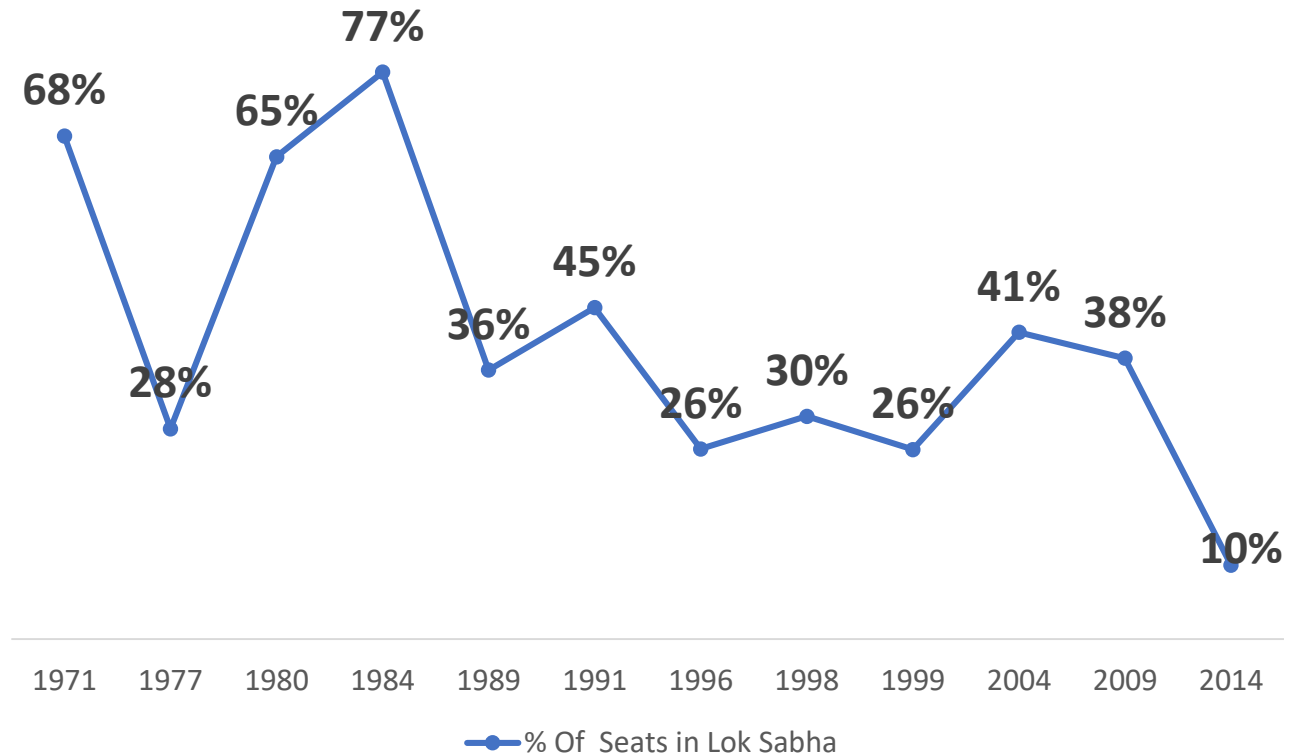
Party endorses: **Social Liberalism** – to seek individual liberty and social justice, and secularism

Headed the Central Government for **49 years**

United Progressive Alliance (UPA) Government – an INC lead coalition of 12 political parties

INC portrays: **Sloth**

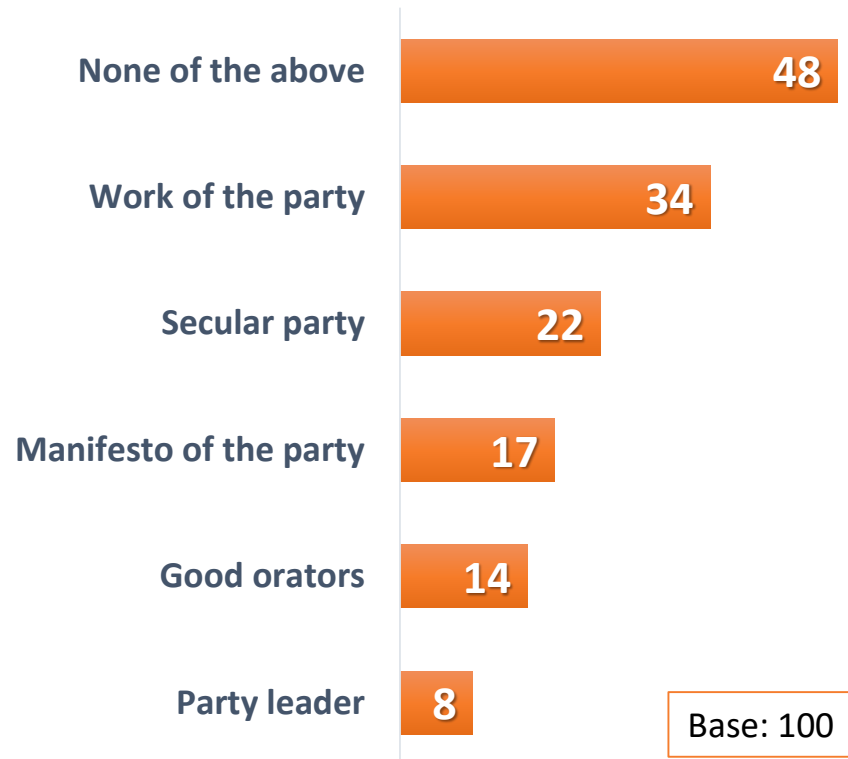
UPA Govt. % Of Seats in Lok Sabha





What do people think of INC?

Strengths of INC



“One word associated with Congress - experience”
- SEC A, Male 28

“Good work done for the lower level class”
- SEC B, Female 32

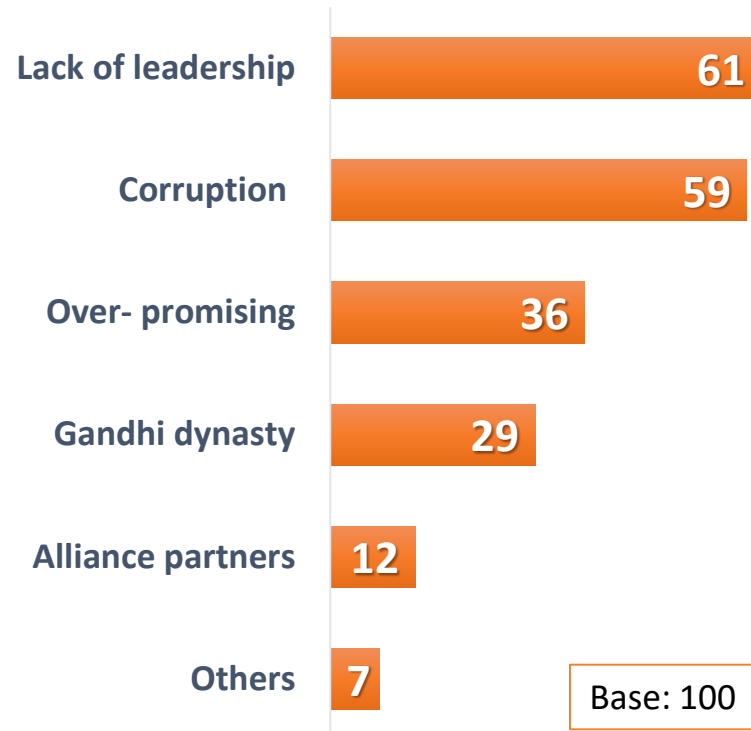
“Jab congress ki sarkar thi tab mehngayi kaam thi, ration sasta milta tha”
- SEC C, Male 42





What do people think of INC?

Weakness of INC



“Need to work on their set backs”
- SEC A, Female 23

“Rahul Gandhi ne ek mazak baneke raha hai”
- SEC B, Male 36

“Humare gaon main inhone pragati nahi ki”
- SEC C, Male 47



VOTERS PERCEPTION

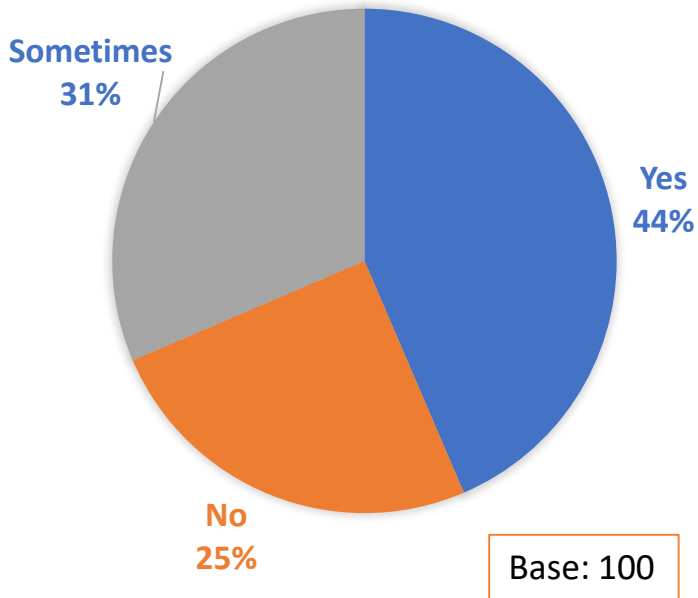




What influences a voters behaviour?

Highest ever voters turnout in 2014 – 66%

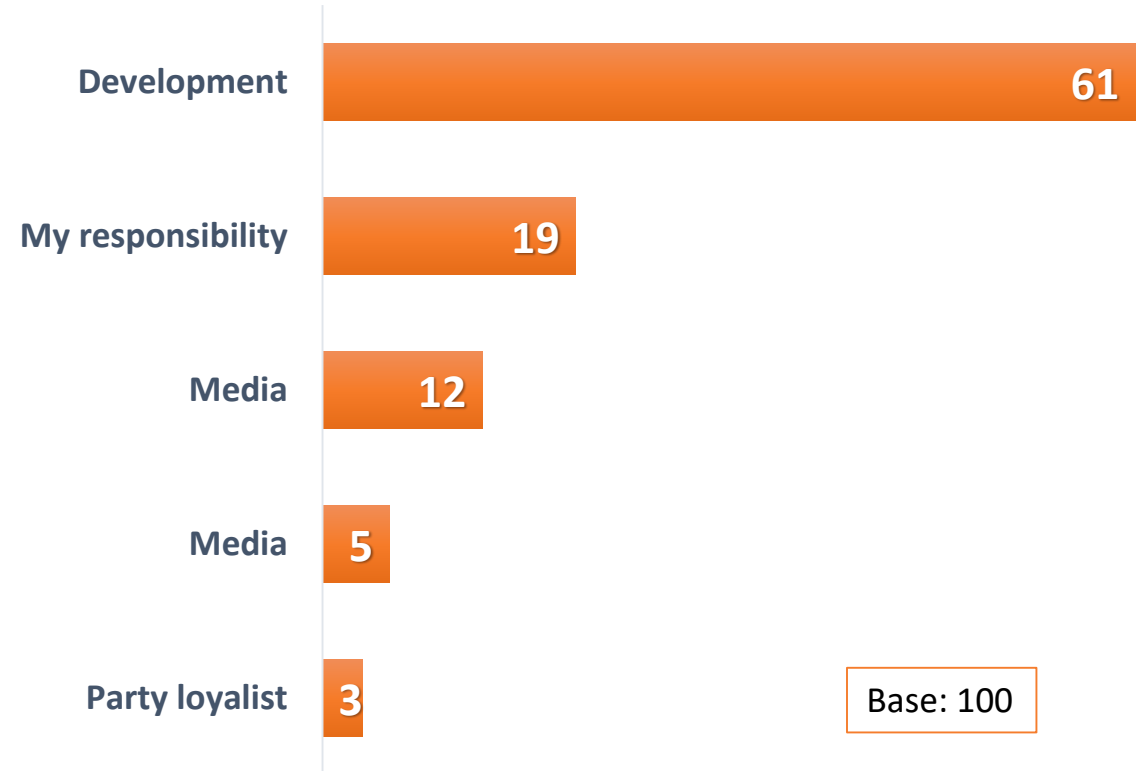
Voter Profile



"You need to be a regular voter to be a part of the system"

"Everyone should vote, every single vote matters"

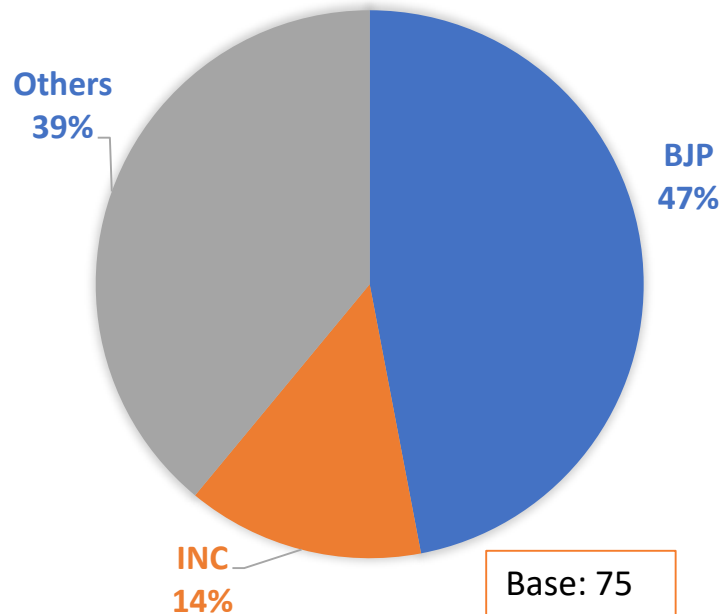
Why do you vote?



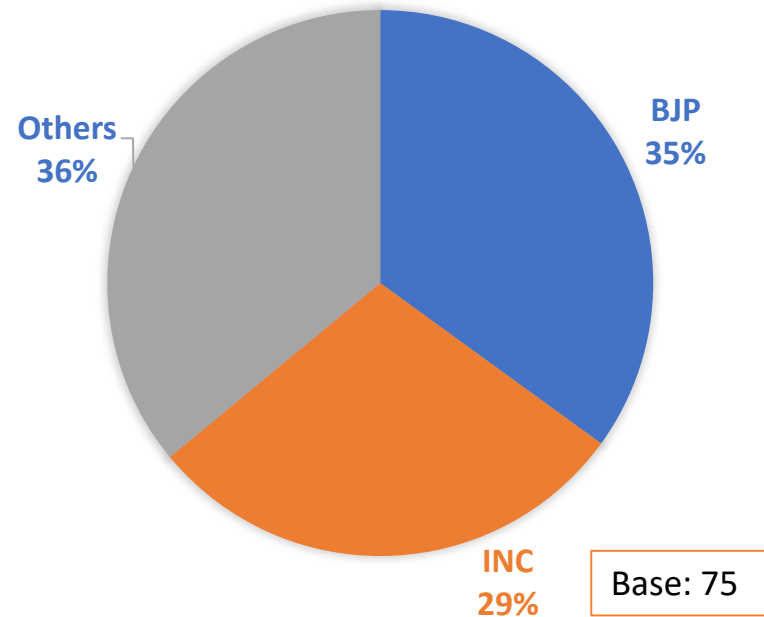


What are voters preferences?

Party voted for in 2014



Party preference for 2019



“Modi leher khatam ho chuki hai, Karnataka ne dikha diya”
- **SEC B, Male 45**

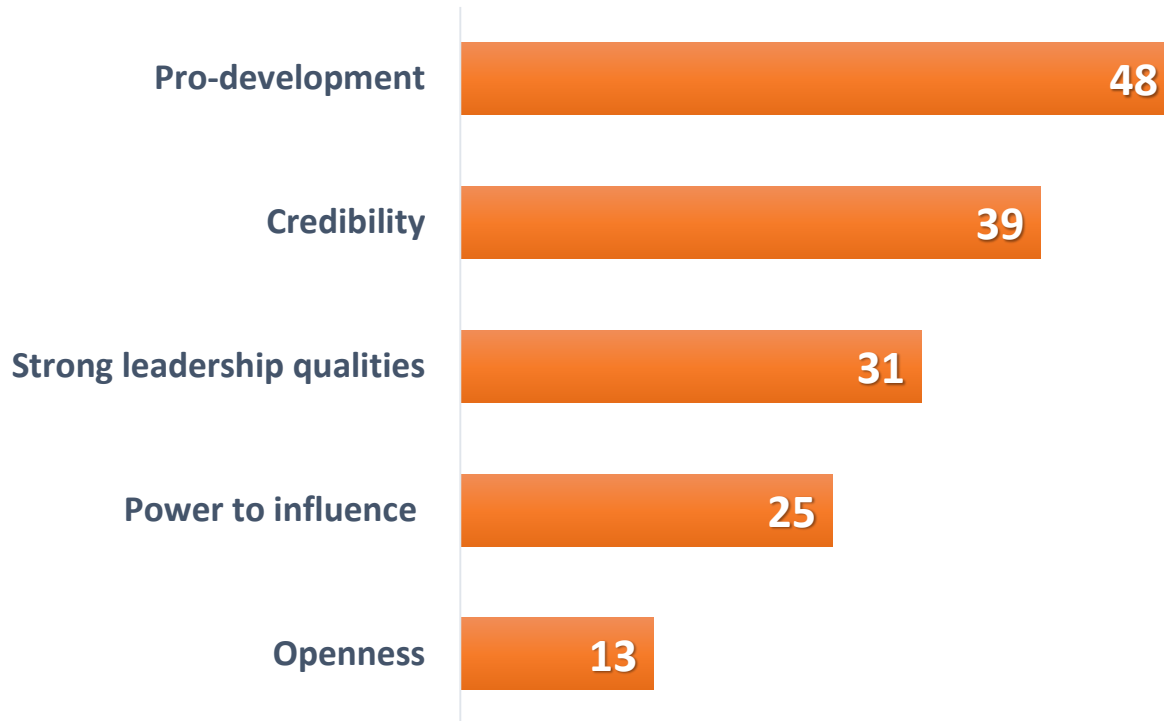
“I believe a change was necessary in Punjab”
- **SEC A, Female 29**





What makes a good leader?

Attributes of an Ideal Leader



Base: 100

"A person who believes in the development of the country than Politics"
- SEC A, Female 26

"Rahul Gandhi is better off as a follower than a leader"
- SEC A, Female 32

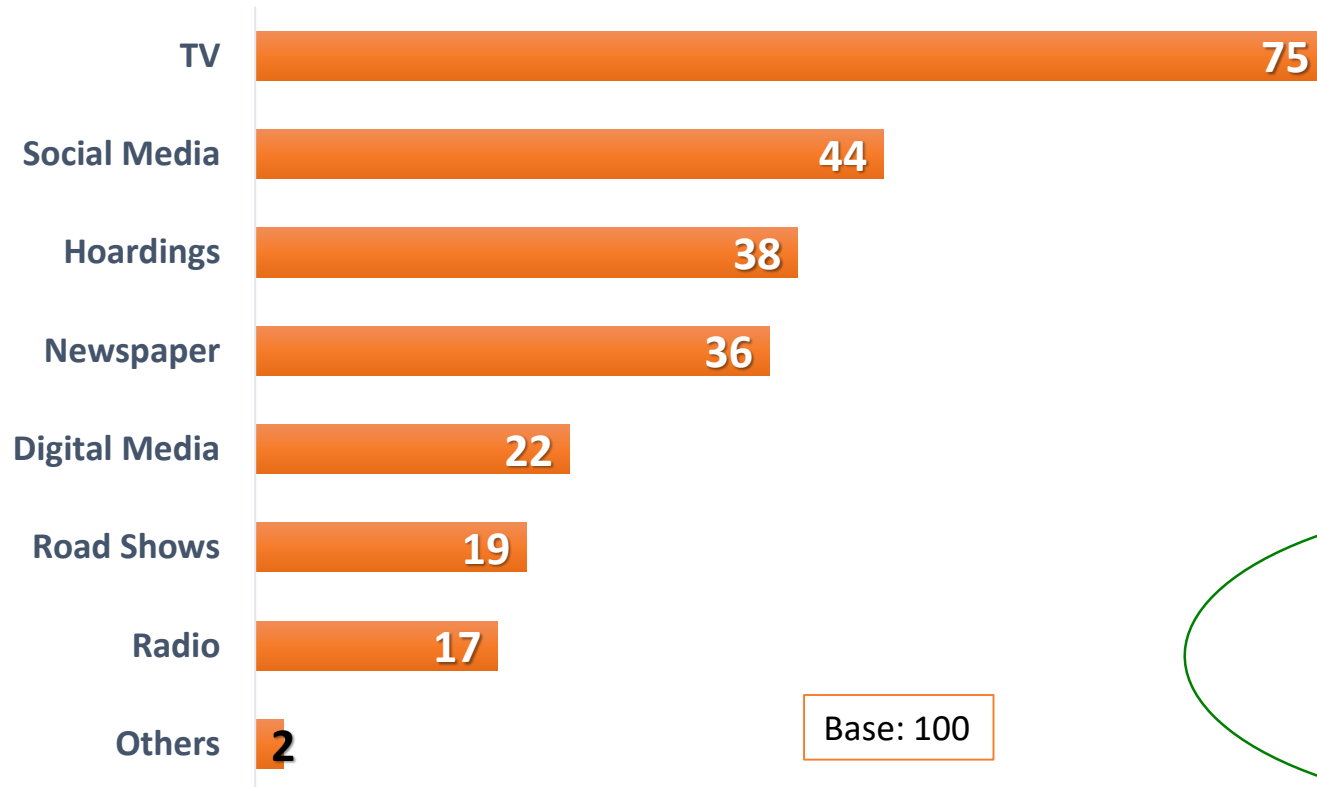
"Jo sabka pragati kare, chahe who gareeb ho ya amir"
- SEC C, Male 43





What are the awareness channel?

Seen/ heard of election campaigns



"TV pe sirf BJP ke baare main baat karte hai"
- SEC C, Female 36

"Social Media a propaganda tool"
- SEC A, Female 25

"Abki Baar Modi Sarkar! Yeh har bacha janta hai"
- SEC B, Male 44



Recommendations

- INC major focus on pro-development
- Re-structure their manifesto
- Focus on grassroot level development
- Encourage higher voter turnout
- Engage the media- Positive ORM & PR



HALTING THE JUGGERNAUT

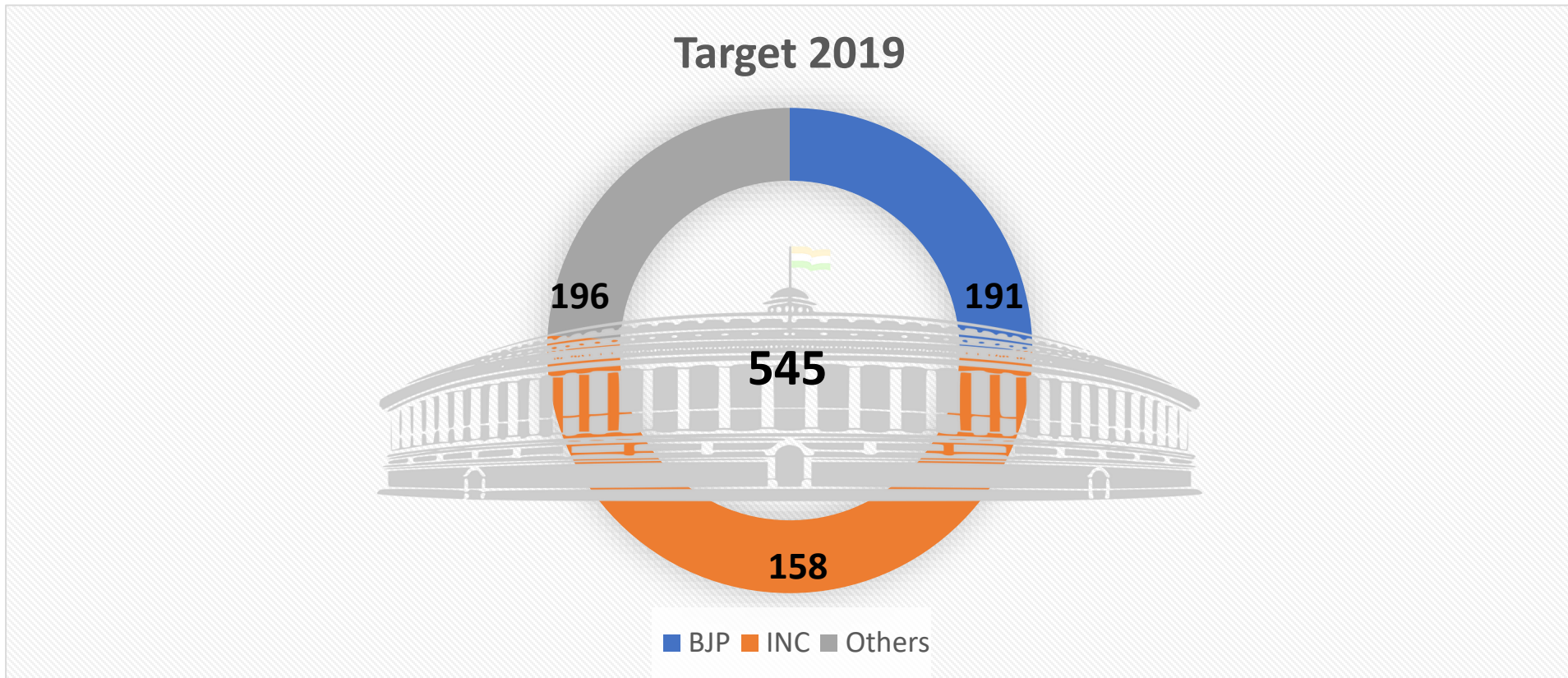




In the Immediate- Election 2019

Campaign : ***Paanch Ki Shakti; Desh Ki Unnati***

PM Candidate: ***Rahul Gandhi***





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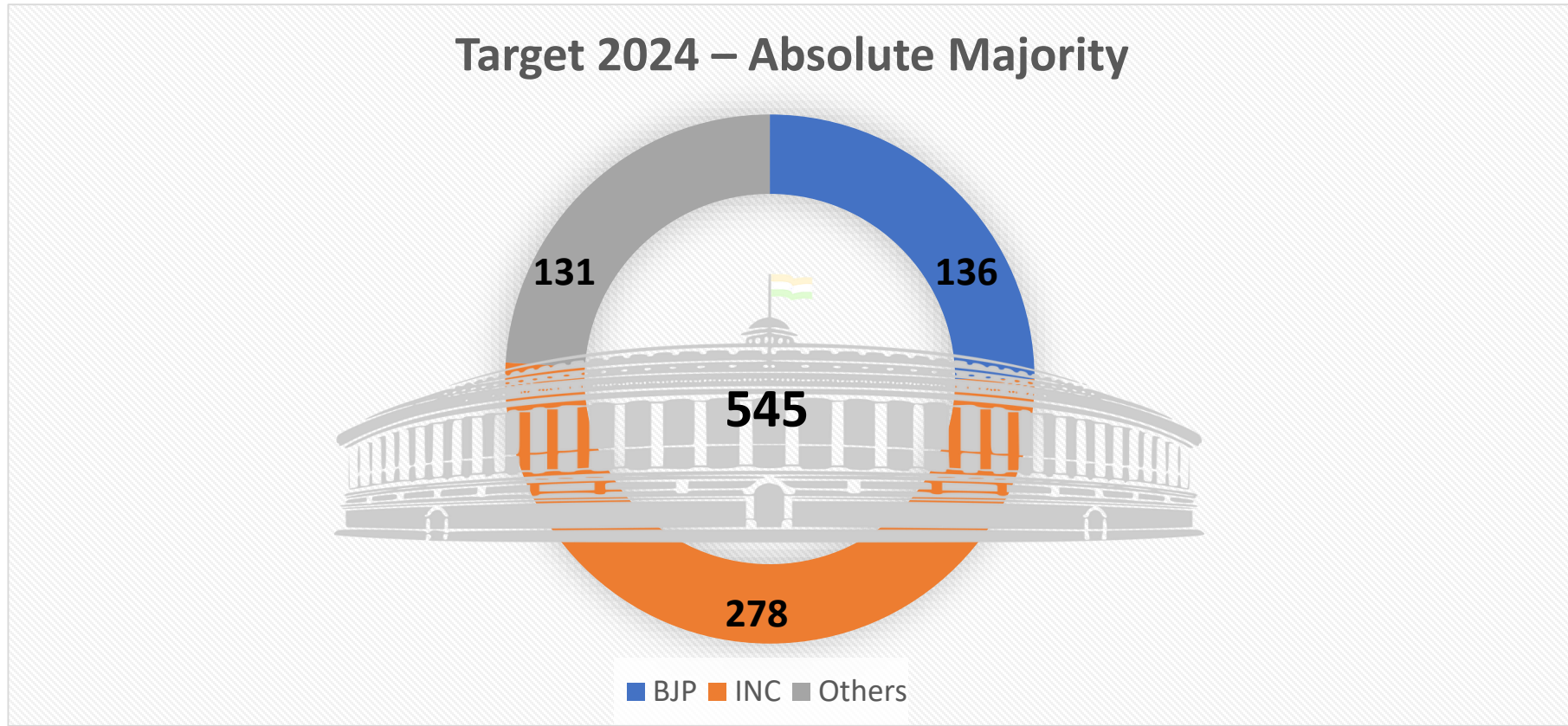
| Rural India | India Tier 2 Cities | Metro |
|-----------------------------------------------|------------------------------------------------------------|------------------------------------------------------------------|
| Reaching out to the grassroots- Road shows | Rally- Direct interface highlighting improved manifesto | Rally/ Public address |
| Public address | Television | Public Relation |
| 'Dial-in-Infoline' aka Khankhajura | Print/ Radio | Television- Debates & political dialogues (Panel discussions) |
| Print (Local papers) | Digital | Digital |



Long Term- Election 2024

Campaign : ***Paanch Ki Shakti; Desh Ki Unnati***

PM Candidate: ***Rahul Gandhi***





Long Term- Election 2024

Campaign : ***Paanch Ki Shakti; Desh Ki Unnati***

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| Rural India | India Tier 2 Cities | Metro |
|------------------------------------|------------------------------------------------------------------|---------------------------------------------------------------|
| Grassroot- Road shows | Rally- Direct interface highlighting development in last 5 years | Rally/ Public address |
| Public address | Television | Public Relation |
| 'Dial-in-Infoline' aka Khankhajura | Print/ Radio | Television- Debates & political dialogues (Panel discussions) |
| Print (Local papers) | Digital | Digital |



JAI HIND!

