



## **Narendra Damodardas Modiji**

**Rakshitha M**

U11GT21C0878

I Year BCom, Second Semester

Government First Grade College, Tumkur, Karnataka, India-572104

[rakshitharakshitha418@gmail.com](mailto:rakshitharakshitha418@gmail.com)

Ph.no: 7899174820

Narendra Damodardas Modi (Gujarati: [ˈnəɾɛndrə d̪əmodərˈd̪as ˈmodiː] (listen); born 17 September 1950) is an Indian politician serving as the 14th and current prime minister of India since 2014. Modi was the chief minister of Gujarat from 2001 to 2014 and is the Member of Parliament from Varanasi. He is a member of the Bharatiya Janata Party (BJP) and of the Rashtriya Swayamsevak Sangh (RSS), a right-wing Hindu nationalist paramilitary volunteer organization. He is the longest serving prime minister from outside the Indian National Congress.

Modi was born and raised in Vadnagar in northeastern Gujarat, where he completed his secondary education. He was introduced to the RSS at age eight. He has discussed having to work as a child in his father's tea stall in the Vadnagar railway station, which has not been reliably corroborated. At age 18, Modi was married to Jashodaben Chimanlal Modi, whom he abandoned soon after. He first publicly acknowledged her as his wife more than four decades later when required to do so by Indian law, but has made no contact with her since. Modi has asserted he had travelled in northern India for two years after leaving his parental home, visiting a number of religious centres, but few details of his travels have emerged. Upon his return to Gujarat in 1971, he became a full-time worker for the RSS. After the state of emergency was declared by prime minister Indira Gandhi in 1975, Modi went into hiding. The RSS assigned him to the BJP in 1985 and he held several positions within the party hierarchy until 2001, rising to the rank of general secretary.



Modi was appointed Chief Minister of Gujarat in 2001 due to Keshubhai Patel's failing health and poor public image following the earthquake in Bhuj. Modi was elected to the legislative assembly soon after. His administration has been considered complicit in the 2002 Gujarat riots in which 1044 people were killed, three-quarters of whom were Muslim, or otherwise criticised for its management of the crisis. A Special Investigation Team appointed by the Supreme Court of India found no evidence to initiate prosecution proceedings against Modi personally. While his policies as chief minister—credited with encouraging economic growth—have received praise, his administration was criticised for failing to significantly improve health, poverty and education indices in the state.

Modi led the BJP in the 2014 general election which gave the party a majority in the lower house of Indian parliament, the Lok Sabha, the first time for any single party since 1984. Modi's administration has tried to raise foreign direct investment in the Indian economy and reduced spending on healthcare, education, and social welfare programmes. Modi centralised power by abolishing the Planning Commission. He began a high-profile sanitation campaign, controversially initiated a demonetisation of high-denomination banknotes and a transformation of the taxation regime, and weakened or abolished environmental and labour laws. He oversaw the country's response to the COVID-19 pandemic. Modi has received consistently high approval ratings during his tenure.

Under Modi's tenure, India has experienced democratic backsliding. Following his party's victory in the 2019 general election, his administration revoked the special status of Jammu and Kashmir, introduced the Citizenship Amendment Act and three controversial farm laws, which prompted widespread protests and sit-ins across the country, resulting in a formal repeal of the latter. Described as engineering a political realignment towards right-wing politics, Modi remains a figure of controversy domestically and internationally over his Hindu nationalist beliefs and his handling of the 2002 Gujarat riots, cited as evidence of an exclusionary social agenda.

## **PREMIERSHIP CAMPAIGNS**

### **2014 INDIAN GENERAL ELECTION**

Narendra Modi hands over his resignation as Maninagar MLA to the Speaker of the Gujarat Vidhan Sabha. In September 2013 Modi was named the BJP's candidate for prime minister ahead of the 2014 Lok Sabha election. Several BJP leaders expressed opposition to Modi's candidature, including BJP founding member L. K. Advani, who cited concern with leaders who were "concerned with their personal agendas". Modi played a dominant role in the BJP's election campaign. Several people who voted for the BJP stated that if Modi had not been the prime-ministerial candidate, they would have voted for another party. The focus on Modi as an individual was unusual for a BJP election campaign. The election was described as a referendum on Narendra Modi.

During the campaign, Modi focused on the corruption scandals under the previous INC government, and played on his image as a politician who had created a high rate of GDP growth in Gujarat. Modi projected himself as a person who could bring about "development," without focus on any specific policies. His message found support among young Indians and among middle-class citizens. The BJP under Modi was able to downplay concerns about the protection of religious minorities and Modi's commitment to secularism, areas in which he had previously received criticism. Prior to the election Modi's image in the media had centered around his role in the 2002 Gujarat riots, but during the campaign the BJP was able to shift this to a focus on Modi's neoliberal ideology and the Gujarat model of development. The BJP sought to identify itself with political leaders known to have opposed Hindu nationalism, including B. R. Ambedkar, Subhas Chandra Bose, and Ram Manohar Lohia. Hindutva remained a part of the campaign: BJP leaders used rhetoric based on Hindutva in several states. Communal tensions were played upon especially in Uttar Pradesh and the states of Northeast India. A proposal for the controversial Uniform Civil Code was a part of the BJP's election manifesto.

The BJP's campaign was assisted by its wide influence in the media. Modi's campaign blitz cost around ₹50 billion (US\$630 million) and the BJP received extensive financial support from corporate donors. In addition to more conventional campaign methods, Modi made extensive use of social media, and addressed more than 1000 rallies via hologram appearances.

The BJP won 31% of the vote, and more than doubled its tally in the Lok Sabha to 282, becoming the first party to win a majority of seats on its own since 1984. Voter dissatisfaction with the INC, as well as with regional parties in North India, was another reason for the success of the BJP, as was the support from the RSS. In states such as Uttar Pradesh in which the BJP performed well, it drew exceptionally high support from upper-caste Hindus, although the 10 percent of Muslim votes won was more than it had won before. It performed particularly well in parts of the country that had recently experienced violence between Hindus and Muslims. The magnitude of the BJP's victory led many commentators to say that the election constituted a political realignment away from progressive parties and towards the right-wing. Modi's tweet announcing his victory was described as being emblematic of the political realignment away from a secular, socialist state towards capitalism and Hindu cultural nationalism.

Modi himself was a candidate for the Lok Sabha in two constituencies: Varanasi and Vadodara. He won in both constituencies, defeating Aam Aadmi Party leader Arvind Kejriwal in Varanasi by 371,784 votes and Madhusudan Mistry of the INC in Vadodara by 570,128 votes. Modi, who was unanimously elected leader of the BJP, was appointed prime minister by India's president. To comply with the law that an MP cannot represent more than one constituency, he vacated the Vadodara seat.

## **2019 INDIAN GENERAL ELECTION**

On 13 October 2018, Modi was named the BJP candidate for prime minister for the 2019 general election. The chief campaigner for the party was BJP's president Amit Shah. Modi launched the Main Bhi Chowkidar campaign ahead of the general election, against Chowkidar Chor Hai campaign slogan of INC. In 2018, the Telugu Desam Party split from the NDA over the matter of special status for Andhra Pradesh.

The campaign was started by Amit Shah on 8 April 2019. In the campaign, Modi was targeted by the opposition on corruption allegations over Rafale deal with France government. Highlighting this controversy the campaign "Chowkidar Chor Hai" was started, which was contrary to "Main Bhi Chowkidar" slogan. Modi made defence and national security among the foremost topics for the election campaign, especially after Pulwama attack, and the retaliatory attack of Balakot airstrike was counted as an achievement of the Modi administration. Other topics in the campaign were development and good foreign relations in the first premiership.

Modi contested the Lok Sabha elections as a candidate from Varanasi. He won the seat by defeating Shalini Yadav of the Samajwadi Party, who fought on SP-BSP alliance by a margin of 479,505 votes. Modi was unanimously appointed the prime minister for a second time by the National Democratic Alliance, after the alliance won the election for the second time by securing 353 seats in the Lok Sabha with the BJP alone won 303 seats.