

Modiology – 2019: A Perspective



1. Determined, Decisive, Incorruptible, Uncompromising & Unapologetic Leadership.
2. People were finding reasons (excuses) to vote for Modi – No BJP, No NDA.
3. “Chowkidar Chor Hai” boomeranged. Accused enjoyed more credibility than accuser.
4. Not taking anything for granted – micromanagement (Shah visited Bengal 91 times in last 5 years, Modi did 145 “official rallies”), “Mera Booth Sabse Majboot”.
5. Decisive mandate across castes & geographies – Average victory margin increased from 2014 by ~32%. At ~45% seats, the winner secured 50% plus votes.
6. Caste took back seat (1st time) over Nationalism (rather Hinduism).
7. Leadership, Ideology, Innovation & Communication bankruptcy with opposition.
8. Pathbreaking Populism Properly Articulated – Congress miserably (in their signature Moun Style) failed to communicate Nyay or took credit of UPA schemes continued by NDA.
9. If 2014 was Black Swan for BJP, 2019 is Blacker Swan for Opposition posing existential crisis particularly for Congress, SP, BSP, AAP.
10. NOTA rechristened as MOTA (Modi Only Trusted Alternative); TINA as TIMO (There Is Modi Only).