



## **SIGNIFICANCE OF POLITICAL MARKETING IN INDIAN POLITICS WITH RESPECT TO PRASHANT KISHOR**

**P Vishnu\* Dr.Amulya M\*\***

*\*PhD Research Scholar, University of Mysore,*

*\*\*Associate professor, University of Mysore.*

### **Introduction**

Many political parties in India are hiring marketing experts for their poll campaigning nowadays and prashant kishor is the most sought political strategist in India from 2014 onwards. 2014 general election was the turning point for political marketing in India because of prashant kishor led I-PAC (Indian political action committee) successfully managed to help BJP win the general election with a very overwhelming mandate, this made sure all the political parties look for a political marketing specialist in the forthcoming elections.

Track record of political strategist prashant kishor is very good starting from 2012 Gujarat to Bengal assembly election in 2021 prashant Kishor has only lost one election till now. Prashant kishor has definitely changed the way political parties campaign for elections. Prashant kishor led I-PAC is responsible for starting whatsapp campaigning way back in 2012 and also aggressive facebook and instagram marketing was introduced in India by I-PAC.

Prashant kishor started doing person centric political marketing way back in 2012 Gujarat election and also 2014 general election for present Prime Minister of India Mr Narendra modi which created a new trend in Indian politics, people started believing in person rather than party or ideology, this was done before only by former prime minister Smt. Indira Gandhi and after that it was never tried again before 2012. The person centric marketing had an immense effect on Mr Narendra modi's charisma and he went on to overtake the senior leader of his own party Mr lal krishna advani and eventually became the prime minister of India in 2014.

### **Main Body**

After successfully marketing for BJP in 2012 Gujarat election and 2014 General election Mr Prashant kishor broke ties with BJP and started marketing for other political parties in various assembly elections. After that he campaigned for Bihar assembly elections and he was very successful in Bihar also he helped Mr Nitish kumar over anti-incumbency and become the Bihar chief minister for the third time. I-PAC designed a cycle carrying the message of the CM's seven commitments, with the slogan "Nitish ke Nishchay: vikas ki guarantee" (Nitish's vow: development guaranteed).

In 2017 Punjab assembly election also Mr Prashant kishor managed to be victorious and this time for Mr Amarinder singh led congress and before 2017 election Amarinder singh had lost two elections and had failed to create impact, but after Prashant kishor entered the fray the political game became different and congress went on to win 71 out of 117 seats and Amarinder singh became the chief minister of Punjab.

In Uttar Pradesh assembly election 2017 prashant kishor agreed to campaign for Congress and samajwadi party led alliance but here prashant kishor failed very badly and alliance won only 54 seats out of 403 seats and BJP came to power in Uttar Pradesh. It was alleged that coordination was missing in this election between congress party and the samajwadi party and hence Prashant kishor couldn't create an impact in this election.



2019 Andhra assembly election Kishor was appointed as political advisor to Y. S. Jaganmohan Reddy in May 2017. I-PAC designed and executed a series of electoral campaigns for YSRCP like 'Samara Sankharavam', 'Anna Pilupu', and the 'Praja Sankalpa Yatra' in an attempt to change the image of YSRCP.<sup>[29]</sup> YSRCP won with a large majority of 151 seats out of 175 seats.

In 2020 Delhi assembly elections kishor campaigned for Delhi chief minister Mr Arvind kejriwal led Aam Aadmi Party and successfully pulled off victory winning 62 seats out of 70 seats. In this election BJP wanted to win delhi very badly and they tried all the tricks but failed to beat the marketing strategy of Kishor . Almost all the cabinet ministers campaigned for BJP in that election and PM Modi himself did many rallies but failed to impress voters. Kishor managed to pull off again.

West Bengal assembly election 2021 – this was the test of prashant kishor’s ability as the political marketing strategist as he campaigned for TMC party led by Mamata Banerjee , because in this election BJP wanted to win west Bengal by any means and they started campaigning aggressively and pulled leader’s from TMC party . BJP tried all possible tricks by trying to play communal card and also by taking illegal immigration issues and also by Prime minister himself said “ DIDI O DIDI” addressing sitting chief minister in a very aggressive manner . When the results were out TMC party won the election and again prashant kishor proved he is the number one poll strategist and Mamata Banerjee became chief minister again for the third time in a row. Even before the election kishor told news channels that TMC will cross 200 seats out of 292 seats or else he will leave this space as a marketing expert, but he was right and TMC won 211 seats out of 292 seats.

In tamilnadu assembly election 2021 Kishor campaigned for DMK party and successfully won the election again bringing DMK and Congress alliance to power in Tamilnadu. DMK chief M. K. Stalin announced on 3 February 2020 that Kishor was signed up as a party strategist for the upcoming 2021 Tamil Nadu Legislative Assembly election as a result DMK wins the election with 159 seats and M.K.Stalin became the Chief Minister of Tamil Nadu for the first time.

### **Who is Prashant Kishor?**

- Prashant Kishor was born in 1977
- Engineering Graduate.
- Worked as a public health specialist officer at UN
- Founder of Citizens for Accountable Governance
- Founder of I-PAC ( Indian Political Action Committee ) where about 2000 people are working.
- Leading Political Marketing Specialist.

### **Conclusion**

Mr Prashant Kishor has undoubtedly changed the way of campaigning for Indian elections by bringing things like aggressive slogans , person centric poll campaign, use of digital media for elections, catchy banners, setting up professionals for each areas of work etc. Indian elections will never be the same again like before. Prasant kishor wants to unite opposition parties for 2024 General elections and want to defeat BJP led by Mr Narendra Modi , only time will tell us whether that is going to happen or not . People may hate prashant kishor or love prashant kishor but one thing is for sure “Prashant Kishor can’t be kept away from elections”.



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