



WHAT CONGRESS NEEDS TO DO TO BRING BACK ITS LOST GLORY? A POLITICAL MARKETING PERSPECTIVE

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Introduction

Indian national congress a grand old party founded way back in 1885 and ruled India for many years after India got its independence in 1947. In 2014 Congress lost general election and from then struggling to get back on track, Congress has lost few elections before that also but congress never lost their ground like this ever before. In 2014 general elections congress won only 44 seats out of 543 seats in the loksabha and in 2019 congress managed to get only 52 seats and failed to become official opposition party in the loksabha failing to get 10 percent of the seats. We all know congress has become weak but the question is why congress need to get stronger ? congress need to get stronger because India needs a strong opposition party for a healthy democracy and to strengthen our multi party electoral system in India, congress is the only opposition party which has got strength in all the 543 constituencies in India. If the opposition parties become weaker the government might become more autocratic in nature which can be dangerous for our great democracy, considering the above factors congress needs to come back stronger. These are few things congress needs to do in the marketing perspective to bring back its lost glory.

- Focus on one charismatic leader – this is the generation where many people vote based on the credibility of the Prime ministerial candidate when it comes to general elections and when it comes to assembly elections people consider the credibility of chief ministerial candidate rather than supporting the party's ideology . congress needs to focus on one charismatic leader for the general elections throughout the country and congress should focus on one charismatic leader in each state throughout the country for the assembly elections, congress should not be reluctant to announce the CM or PM face before elections and should focus the entire campaign around that person. This is not the generation of collective leadership because BJP is focussing all out on one person that is our prime minister Mr.NarendraModi, if congress doesn't declare their candidate in advance BJP will project it as Modivs Who in the national level.
- Focus on winning assembly elections - Congress at present is ruling in only 3 states on its own and 3 other states in coalition with other parties. Keeping 2024 general election in view it is very important for congress to win in upcoming Madhya Pradesh, Karnataka and Rajasthan assembly elections. If congress can form state governments in these states it will benefit congress in the upcoming 2024 elections.
- Focus on real development – congress should focus more on health , education and providing world class infrastructure to the people in the states wherever they are in power and by doing this they can project their model nation-wide like how AamAadmi Party has projected delhi model in the recent years . Positive marketing will definitely help the party.



- Focus on nationalism – nationalism in India is at its all time high and BJP always tries to project as a nationalistic party which has given advantage for the BJP so congress party should also project itself a party which stands for nationalism and should market on these lines.
- Run election on local issues – it is very important for the congress party to highlight local problems wherever BJP is ruling instead of targeting Prime minister for everything, by doing this congress can be benefited because then we can draw public attention towards development rather than the Modi factor.
- Should focus on more youth and women candidates – congress should make sure they field more young candidates who can address the issues today's youth are facing which will help congress to get more votes. Fielding more women candidates will also help congress in a big way because women voters are the deciding factor in many elections.
- Congress should attract new members – congress can market their party in crowded places like festival gatherings and appeal people to join congress party and can they spot membership. By doing this congress can become a cadre based party and will have more volunteers for them.
- Overcome the anti Hindu image – BJP has projected congress as a anti Hindu party and projected BJP as a flag bearers of Hindu religion. It is very important for congress party to overcome this image and show people that the party is really secular and stands with all the section of the society.
- Congress party should do more programs like Bharat jodoyatra and try and connect with people in the grass root level which will benefit the party in the long run and improve the party's image .
- Alliances – Congress should get in alliance with opposition parties who want to take on the mighty BJP, congress can stop splitting of votes by doing this. When the voter is having too many options to decide who is the key challenger for the BJP the vote will definitely get split therefore the alliance is very very important.
- Show people that all the leaders in congress party are united and believe in one leadership. When the party is united the supporters of leaders in the lower level will be united which is a key to win election. If the infighting is seen in the congress party then it is advantage BJP.

Conclusion

Indian national congress can definitely bring back those grand old days and can be a principal challenger to BJP in the pan India level provided they think and act fast and make the most needed changes and market their ideas in a right way. Congress party should first decide who is their PM face in the national level and CM face in all the states before they start their election campaign which will help the party to do campaigning in a better way.



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