



POLITICAL MARKETING SCENARIO IN INDIA - WITH REFERENCE TO AAM AADMI PARTY

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Introduction

India's politics have frequently demonstrated how unpredictable the greatest democracy in the world can be. The resounding victory in the Delhi Assembly elections held in February 2020 can accurately be looked to as the beginning and culmination of the Aam Aadmi Party's (AAP) journey. It is true that the AAP did not develop in a vacuum, but more importantly, the AAP thrived on the aspirations of the populace, which are the cornerstone of every democracy. As a result, the impact and consequences of AAP on the political landscape of India might be viewed as the possibility of alternatives in a democracy that continues to be unfathomably diverse. Accountability, openness, and anti-corruption have been the main elements of the AAP's narrative, and in the previous five years, the AAP has succeeded in bringing about a sea change in social welfare and education. Additionally, AAP kept its pledge to cut electricity costs in half and to waive fees for customers whose usage is under 200 units. In spite of the party receiving harsh criticism for its free water proposal, the promise of receiving water was also successful. The AAP put its faith in its work, particularly in improving the healthcare and education industries. Even though the AAP was unable to deliver on its pledge to build 1000 Mohalla clinics, the public has accepted the party's efforts and has generally praised the improvements it has implemented. AAP started development as their main marketing agenda instead of caste and religion oriented politics, they started to highlight their development works like better education and better healthcare facilities and free electricity supply. AAP has definitely made political marketing in India shift towards development oriented marketing from caste and religion oriented marketing.

Their Promise on Education

In the past, people in Delhi and elsewhere have become interested in the Delhi model of education. There have been two distinct educational models in the nation for far too long: one for the classes and one for the general public. The Delhi AAP government worked to close this gap. It bases its strategy on the idea that high-quality education is a requirement, not a luxury. As a result, it created a model that, in essence, consists of five key elements and is funded by about 25% of the State Budget. The subsequent sets of reforms now have a path thanks to the validation of this paradigm.

The first part involves re - establishing school administration committees and interacting with the neighbourhood (SMC). Each SMC has a budget of 5-7 lakh every year. The SMCs are free to use this money for any kind of item or activity, including hiring temporary teachers. Mega parent-teacher sessions served as the starting point for ongoing communication between teachers and parents. There are instructions on how to interact with parents. Meeting invitations are distributed by FM radio, newspaper adverts, etc.



The modernization of school infrastructure makes up the second element of the education model. Lack of basic amenities and dilapidated school buildings not only show the government's indifference, but they also dramatically lower teacher and student motivation. By constructing brand-new, aesthetically pleasing classrooms with furniture, smart boards, staff rooms, auditoriums, laboratories, libraries, sports facilities, and other amenities, the AAP government aimed to change this.

The third element is principal and teacher preparation. Along with the forum that was established to promote peer learning, instructors were given numerous chances to advance their careers. They went to IIM Ahmedabad, Cambridge University, the National Institute of Education in Singapore, and other top institutions in India. Delhi was able to progressively transition away from a training paradigm that was the same for everyone and toward learning from the best practises in India and overseas thanks to the exposure to new pedagogy and leadership training.

After laying the groundwork for education, the emphasis will now turn to serving as the foundation, according to Manish Sisodia, the architect of the Delhi educational model. Along with building on past successes, there will be three major reforms in the coming years. To emphasise core learning skills, the "happiness curriculum," and the "deshbhakti" curriculum, the curriculum for Classes 1 through 8 will first undergo a review. Thus, in addition to making sure that all kids are proficient in reading, writing, and math, the emphasis will be on helping kids develop emotional resilience and make sure they have internalised our key constitutional values by the time they finish eight years of school. Additionally, through Anganwadi centres, early childhood care and education will be significantly developed.

Aam aadmi party is highlighting these steps in the field of education and made Delhi model of education as the benchmark in the field of education in India. It has also given positive image for the party as far as political marketing is concerned and other political parties are forced to follow Delhi model of education.

How they took Health schemes seriously

Prior to the 2015 assembly elections, AAP made a promise to overhaul the ailing healthcare system in the National Capital Territory (NCT) by injecting more money, enhancing the infrastructure for healthcare, hiring more healthcare professionals, and expanding primary healthcare in the neighbourhoods, among other things. The AAP government increased the funds for healthcare as soon as it came into power. The health sector budget has increased dramatically, going from a pitiful amount of Rs. 3,300 crore in 2015–16 to Rs. 7,484 crore in 2019–20. The overall amount spent on healthcare in Delhi is significantly more than the average for several large Indian states.

Beyond increased public spending, the AAP government made a number of pertinent actions to increase the number of healthcare institutions. The government created a number of programmes to offer free medications, examinations, and operations for serious ailments through its three-tiered network of Mohalla clinics, Polyclinics, and Hospitals. The Aam Aadmi Mohalla Clinic, however, is the AAP project that has received the most attention (AAMC). These clinics were created to offer residents of the neighbourhood's high-quality primary healthcare services at incredibly inexpensive prices. The mohalla clinics offer a variety of services, including first aid for wounds and burns, basic



medical care for conditions including fever, diarrhoea, and respiratory issues, as well as referral services. Several credible studies indicate that mohalla clinics are significantly reducing barriers to basic healthcare for people, particularly the urban poor. Additionally, these clinics have been crucial in helping persons with jhuggi jhopris spend less money out of their own pockets (slums or temporary housing colonies). As of right now, the AAP administration has opened 490 Mohalla clinics in Delhi, and according to an official report, these clinics have benefited more than 2 crore OPD patients.

In order to bolster the second tier of the healthcare system, the AAP government established multi-specialty polyclinics alongside mohalla clinics (mainly converting many existing dispensaries). The primary focus of polyclinics was secondary healthcare, which included diagnostics and OPD consultations with specialised physicians. The AAP established 26 polyclinics in Delhi as of October 2019. AAP made significant investments to develop the hospital system at the third tier. In order to facilitate 30 procedures for patients recommended by government hospitals in the city, the government has so far formed partnerships with 41 private hospitals in Delhi.

Aside from these, the AAP government worked to enhance the infrastructure of hospitals and has made small strides in bolstering Delhi's ageing healthcare sector. In an effort to alleviate the shortage of primary healthcare facilities, the government has made purposeful investments to increase the number of health clinics, polyclinics, nursing homes, and other facilities. However, it has also made efforts to increase the number of beds in government hospitals. The Department of Health reports that there are now 11,353 beds available, up from 10,959 in 2014-2015. In addition, three hospitals that are now under construction plan to add 2800 more beds in the upcoming six months, according to a government statement. The AAP government has engaged in a flurry of initiatives over the past five years to improve Delhi's public health system.

Very few people might have thought that bringing changes in health sector will bring huge advantage to Aam aadmi party but it has branded AAP as the party of change, also it is very important to note that political marketing in India is shifting towards marketing of these positive works done by the government which is the way forward for political parties in India.

Giving free Electricity

The Delhi administration introduced a programme offering a 50% rebate on electricity bills for up to 400 units after taking office in February 2015. 2019 saw the company make the announcement that customers whose usage was under 200 units will not be subject to any fees. According to a report in the Hindustan Times, 42 lakh users—or 80%—of Delhi's 52.27 lakh power consumers have used the city's power subsidy programme. The coverage under the programme reached as many as 47 lakh users throughout the winter, according to Delhi's power minister Satyender Jain, who spoke to the Hindustan Times. According to Jain, the scheme might cost as much as Rs 2,250 crore annually.

One of the AAP's key election campaign platforms has been the power subsidy, to which the Bharatiya Janata Party has responded politically. If voted to power, the BJP said in October of last year, it would not prolong the subsidies instead it would "create such an environment that electricity will be cheaper." In response, Kejriwal criticised BJP politicians for utilising government-provided power subsidies.



Manoj Tiwari, the head of the BJP in Delhi, has subsequently pledged that his organisation will provide "five times more assistance" to water and power users than the AAP. However, Tiwari's pledge is not included in the BJP's manifesto, which was published on January 31 of this year. In a promise card presented on January 19, the AAP assured Delhi voters that if the party won reelection in the state's February 8 election, the water and power advantages would still be available.

The billing cycle for electricity in Punjab is two months. This implies that starting on July 1, regular consumers will receive 600 free units of electricity spread out across a two-month billing cycle. However, if the usage surpasses 600 units in two months, a consumer from a general category is required to pay for the entire amount of power used. If a household falls under the categories of scheduled castes, backward castes, BPL, or freedom fighters and consumes more than 600 units in two months, they will only be charged for the excess units.

The Punjab State Power Corporation Ltd. estimates that there are 73.8 lakh home power users in Punjab (PSPCL). Approximately 62.25 lakh of them use up to 300 units of power monthly. The remaining 11.55 lakh homes will not be covered by the programme since they use more than 300 units per month. If the fixed charges are also dropped, this indicates that the AAP's free power policy will likely benefit roughly 84% of Punjab's household consumers who will not be paying any electricity bills.

According to reports, the programme will change Punjab's variable seasonal electricity use. Consumers who currently consume less than 300 units won't be concerned about costs beyond that point, leading them to increase consumption. Some houses that use more power may attempt to reduce it in order to receive the benefits of up to 300 units per month, which will result in a drop in consumption. What is yet unknown is how the government will handle the increased subsidy load. According to a recent report, the government already owes PSPCL nearly Rs 7,000 crore. In addition, the company has been borrowing money against its assets to cover its expenses. The company currently owes Rs 17,500 crore in debt.

Perhaps very few people knew that marketing of this scheme would help AAP come back to power in 2020 and also bring them to power in Punjab. People are shifting from away from mandir-masjid politics and looking towards development oriented politics thanks to Aam aadmi party for bringing these schemes and highlighting these schemes using positive political marketing. Going by the positive political marketing trend other political parties will also be forced to deliver such schemes and market their schemes in order to win elections.

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