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A SOCIO-LEGAL ANALYSIS OF ELECTORAL POLITICS IN INDIA

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Abstract

This analysis will precariously check the operation of legal organizations and supervisory bodies in guaranteeing free, fair, and see-through elections. From the Election Commission of India to the judges' interventions in electing disputes, the allowable framework encircling Indian elections plays a crucial act in sustaining the representative law of representation and responsibility. This analysis seeks to explain India's political process by examining the effects of money, power, social media, and technology. It goes athwart political presumption to examine fundamental socio-cultural and legal elements, contributing to a detailed conversation on the problems and anticipation of representative governance in India.

I. Introduction

The elected government in India is a vibrant tapestry spun accompanying the threads of justice, difference, and enthusiasm. As the world's best freedom, India's electoral systems are significant locally and represent a global representative governance standard. This electing exhibition hides a complicated combination of socio-educational action, legal foundations, and government plotting that shapes Indian independence. This socio-acceptable study inquires to inquire deep into the diverse environment of electing government in India, analyzing the complicated relationship between social buildings, permissible norms, and governmental practices. By exploring the nexus middle from two points' institution and standard inside the electing field, we attempt to unravel the fundamental systems that impact elector behavior, governmental approaches, and the overall functioning of democratic organizations. At the heart of this study lies the acknowledgment of India's diverse socio-enlightening cloth, characterized by a collage of styles, religions, castes, and ethnicities. These societal divisions regularly converge with electing movement, generating voter alternatives, contestant selection, and campaign plans. Understanding what these public aspects

converge on accompanying legal underpinnings in the way that electing legislation, antagonistic abandonment regulations, and campaign finance management are crucial for incorporating the complexities of Indian electoral campaigning.

II. Literature review

The book questions the theory that individuals rather than ideology lead Indian party politics. It contends that, like in other parts of the world, basic ideological divisions have an impact on the Indian party system. The book emphasizes the need of discussions on social standards, property redistribution, minority rights protection, and state control of society in a heterogeneous country like India. It makes clear that different socioeconomic groups are accommodated in Indian party politics. The 2014 16th Lok Sabha Elections saw a decline in young participation in Indian politics, as this study investigates. It looks into institutional obstacles, socioeconomic reasons, and the dearth of youthful Members of Parliament (MPs) fuelling the apathy in electoral politics. Democracy is threatened by the underrepresentation of young people, hence new forms of political participation spearheaded by the youth must be encouraged. A representative parliamentary democracy was the ideal system of governance that the founding fathers saw for India. They considered choosing representatives by free and fair elections as a gesture of trust in the populace of the nation and believed that all adults should participate equally in the democratic process. The mechanics of representative democracy—the campaign, voting, announcements of results, and establishment of governments—are the main emphasis of election studies. Existing at the nexus of science and politics, these studies have important ramifications in both the academic and political domains.

III. Democracy

Under a democracy, the people themselves have the authority, either directly or through representatives they elect. Greek terms for people and ruler, "Demos," and "Kratos," respectively, are the source of democracy. As such, demokratia in Greek refers to popular government. A democracy is a system that gives citizen involvement in decision-making procedures first priority. Operating on the tenet that everyone is entitled to specific rights and liberties, it embodies equality, freedom, and responsibility. The foundation of it is the agreement of the governed to have regular, free, and fair elections. Democracy respects accessibility, responsibility, and transparency in addition to the rule of law. It supports just power transfers, equality of opportunity, and peace. Democracy is resilient and flexible enough to change to satisfy the various demands of different societies all across the world. Involvement of citizens and decision-making are different in direct

and indirect democracies. Whereas elected officials make choices in indirect democracies, people vote on laws in direct democracies. Smaller nations do well with direct democracies; larger nations do well with indirect democracies. Under Indirect democracy people elect representatives to make decisions on their behalf, direct democracy ensures people making decisions directly.

IV. Elections in the sphere of democracy

India is regarded as one of the world's biggest democracies that still functions. In India, the Election Commission is a federal organisation. Its main duty is to oversee and manage all national elections to guarantee its impartiality, freedom, and fairness. The Supreme Court of India has ruled that the Election Commission has the constitutionally granted residuary powers to act effectively in cases when the enacted statutes are silent or do not contain sufficient measures to address a particular scenario involving the conduct of elections. Our Indian Constitution ensures that every person has the right to elect their own representatives. Elections are held at the following three levels to accomplish this:

1. National level: People choose their Representatives to the House of People, or Lok Sabha, for a five-year tenure. In Parliament, these chosen representatives stand for a certain region or constituency. Members of the state legislative assembly and the Lok Sabha indirectly elect the members of the Rajya Sabha, the Council of States.
2. State level: At the state level citizens choose their own delegates to the Vidhan Sabha, the state legislature, who serve five-year terms.
3. Local level: In the 1990s, Our Indian Constitution established local self-governing organizations for both in rural and urban regions, an additional layer of government to fulfill the goals of good governance at local level.

The Indian spirit of local democracy and local governance is honored in the 73 CAA and 74 CAA. Legal acceptance has been given to the Panchayat Raj System in rural districts and Municipal Governance in urban areas under the 73rd Amendment to the Indian Constitution. A framework for the establishment of independent urban local authorities to oversee urban regions locally was made available by the 74th Amendment Act. India now has the only three-tier federal democratic polity in the world thanks to these Acts, which expanded the federal framework of our government to include a third tier.

V. The Representation of the People Act 1950 and 1951

Following independence, the Representation of the People Act of 1950 and its 1951 revision played a significant role in forming India's democracy. These actions marked an important turning point in Indian democratic history by expanding the right to vote and laying the foundation for better administration. The Representation of the People Act of 1950 sought to create consistency in the electoral process by defining constituencies, regulating practices, and handling the complexities of voter registration. In an attempt to preserve the integrity of democratic administration in India, this Act established the requirements and disqualifications for legislative candidates, defining political representation in India. In order to increase public faith in the democratic process and guarantee the moral integrity of elected officials, the 1951 modification to the Act lowered the voting age to 18 and instituted severe eligibility standards. A pivotal point in India's democracy was reached with the adoption of the Representation of the People Act of 1950 and its revision in 1951, which formalized the electoral process and encouraged inclusive administration.

VI. Electoral politics in India and its evolution

India's electoral politics are complicated, influenced by institutional frameworks, identity politics, socioeconomic realities, and historical legacies. Examining its historical development, institutional structure, political parties, voting patterns, and contemporary issues is necessary to comprehend it. India became a democratic republic in 1950 after gaining independence from British colonial authority in 1947 and adopting its own constitution. Since its founding in 1950, the Election Commission of India has been in charge of elections and guarantees free and fair voting. Important regional parties, the Bharatiya Janata Party (BJP), and the Indian National Congress (INC) are among the major political parties in India. A number of variables like caste, religion, social and economic status, candidate appeal, and local issues and their ideology have an impact on India's voting habits. Money power, criminality, divisiveness, and electoral malpractices are among the problems plaguing India's electoral politics. The electoral process is compromised and an unequal playing field is created when money, power, and media influence are used during elections. Furthermore, identity-based politics threaten social cohesiveness and democratic norms by deepening divides along religion, caste, and ethnic lines.

VII. Change/Evolution in the electoral politics in India:

In India, electoral politics have developed to strengthen democracy and give voice to underprivileged people. India's Election Commission guarantees open, effective, and easily

accessible elections, therefore advancing cooperative federalism and political stability. Over the years, socioeconomic upheavals, technical developments, ideological changes, and shifting voter expectations have all contributed to the dramatic changes in Indian electoral politics. Election malpractices, money power, criminalization, polarization, and dynastic politics are among the drawbacks even if there have been positive developments including higher voter participation, more representation of underrepresented groups, and the strengthening of democratic institutions. Addressing these issues is essential to preserving India's democratic fabric and guaranteeing that election politics represent the interests of all citizens.

Electronic Voting Machines (EVMs) have improved accuracy and transparency while streamlining the process of voting and decreasing the malpractice rates, therefore completely changing India's election system. Even with occasional accusations, the Indian Election Commission has taken every necessary steps to improve accountability and openness. All things considered, electronic voting machines represent a dramatic advancement in election technology, allowing the biggest democracy in the world to hold fair, transparent, and effective elections.

It would take a constitutional amendment to replace India's present "First Past the Post" (FPTP) electoral system with a proportional representation (PR) system. Voters would choose political parties rather than particular candidates under PR, and parties would be assigned seats in the Lok Sabha according to the percentage of votes they earn either nationwide or in particular constituencies. Logistically, putting PR into practice would need updating voting infrastructure, voter education programs, and electoral rules. Campaigns for public awareness would be essential to guarantee voters knew about the new system and its ramifications. Even if PR may result in a more varied representation of independents and smaller parties in the Lok Sabha but its application in India would need vast analysis of political, legal, and practical issues as well as deep discussion and negotiation as well as understanding among stakeholders.

VIII. Classification of Political Parties in India

The National and Regional parties serve as the foundation for the political party classification. Recognized as a national party is any party that wins four seats in the Lok Sabha and at least six percent of the total votes in Assembly elections held in four States. For instance, the Indian National Congress, the Aam Aadmi Party, and the Bhartiya Janata Party.

Regionalist parties are a subgroup of regional parties that explicitly advocate for more autonomy

or independence in their territory. A Regional party is any political party having its base in a single region, regardless of its goals and platform. For instance, all of India All India Majlis-E-Ittehadul Muslimeen, All India N.R. Congress, Anna Dravida Munnetra Kazhagam, All India United Democratic Front, etc.

Link: ¹ (Singh H. , 2023)

IX. Emerging electoral competition between political parties

India, a country renowned for its thriving democracy, with a multi-party system and a dynamic political scene. There has been a discernible rise in the number of new and regional parties throughout time, which has had a big impact on the nation's electoral rivalry. The increased regionalization of Indian politics is one major reason behind the emergence of these parties. Regional parties find resonance with the local populace by emphasizing the unique needs and goals of their different regions. By organizing support, these parties have been able to challenge the dominance of conventional national parties. For instance, the Biju Janata Dal (BJD) in Odisha and the Telangana Rashtra Samithi (TRS) in Telangana have both made considerable gains in their home states. These parties' electoral success can be attributed to their support of regional development and goals. They have changed the political scene in their regions by forming governments and using their power.

Link: ² (Bharatee Bhusana Dash, 2019)

X. The Dominance of Congress after independence for several years

The national movement was thought to have been inherited by the Congress party. By the time of independence, the party had not only expanded over the entire nation but had established a local level organizational network. Since its founding, the Indian National Congress, also known as the Congress Party, has had a major influence on the country's political climate. It is one of the nation's oldest political parties, with a lengthy and illustrious past. Founded in 1885, the Congress party was instrumental in the Indian independence movement spearheaded by Jawaharlal Nehru and Mahatma Gandhi. Following India's 1947 declaration of independence, the Congress party rose to prominence as the nation's main political force. The National Congress party had a strong hold on power for a number of decades. Jawaharlal Nehru was India's first prime minister during the majority of the post-independence era, during which time it formed the government. Even after Nehru's term, the Congress party remained the dominant force in Indian politics. Both his

¹ (Singh H. , 2023)

² (Bharatee Bhusana Dash, 2019)

grandson Rajiv Gandhi and daughter Indira Gandhi held prime ministerial positions and made substantial contributions to the political and policy environments of their respective nations.

Link:³ (Unacademy, n.d.)

XI. Politics and Youth

- In one-third of nations, eligibility for national parliament begins at age 25 or older
- 1.65% of legislators worldwide are in their 20s, whereas 11.87% are in their 30s
- Globally, legislators have an average age of 53 (50 for women)
- Young people aged 15-25 make up about one-fifth of the global population.

They have demonstrated their ability to be a prolific source of invention and creativity throughout history. Made a substantial contribution to shifting political structures, power relationships, and economic opportunities. Adults have been frequently facing barriers to employment, discrimination, poverty, and difficulty in schools/colleges. Many young people in the region have maintained their political engagement through "political movements" since the Arab Awakening, as opposed to taking part in and joining political parties. Men and women have historically engaged in campus politics when allowed, albeit they are often left feeling let down by political leadership and institutions and not included in the process of creating public policy. For this reason, official groups do not form the framework of youth political engagement. A youth's ability to engage in politics, governance, and decision-making processes depends on political, social, and cultural factors. Social conventions give birth to different forms of discrimination against young women in many parts of the world. Formal and informal political participation are both necessary for a healthy and dynamic democracy and should be promoted. As a result, young people lose their right to vote, and the representativeness of the democratic system is questioned.

XII. Role of Media and Newspaper

With the average person tapping their phone approximately 2600 times a day—2.5 hours for moderate users and 3.75 hours for heavy users—the impact of social media is growing quickly. Indian smartphone users' screen time increased by 25% to 6.9 hours during the COVID-19 pandemic. Newspapers and the media have a significant influence on public opinion, political narratives, and public debate in India, the largest democracy in the world, particularly during election seasons. Social media offers advantages, too, such promoting learning and showcasing a

³ (Unacademy, n.d.)

range of viewpoints, despite its drawbacks, like stress and excessive screen time. With an emphasis on the media's influence, this legal study aims to investigate the social and legal aspects of Indian election politics. An article from the BBC showed how news can change people—it may impact risk assessment, dreams, and even heart attack fears. Stress, anxiety, and post-traumatic stress disorder (PTSD) can be exacerbated by media coverage of tragedies like the COVID-19 pandemic. Overconsumption of news can lead to yellow journalism and negativity bias, which can change people's perceptions of reality, economic behavior, and physical health, particularly cardiovascular issues. Avoiding the ramifications of the news is difficult due to its continuous stream. While staying informed is important, it's also important to understand the consequences of consuming too much media.

XIII. Political playing with citizen sentiments

Politicians in India frequently exploit people's feelings, such as pride in one's locality, religion, or patriotism, to win over supporters and influence. Because of its rich history and diverse culture, India may experience divides, conflicts, and damage to its democracy as a result of this. Let's use party symbols to help us grasp this subtopic. Let's first clarify what we mean when we talk about party insignia. To support the affiliated party, a voter should select the corresponding symbol on their voting form. These symbols are used by parties in their campaigns. One of their goals is to make voting easier for those who lack literacy and are unable to read the names of the candidates on the ballot. Symbols are important in elections even though more Indians are now literate, according to Dr. N. Bhaskara Rao of the Center for Media Studies in New Delhi.

XIV. Freebies culture

Referred to as revdi culture, freebie culture is a social or political environment in which freebies—gifts, subsidies, or free products—are expected or commonplace. Usually, political parties offer these gifts in order to increase support and win votes in elections. In 2006, the DMK offered free color TVs, laptops, mixers, grinders, and rice; currently, the Tamil Nadu Chief Minister offers retired temple priests 8-gram gold coins for marriage. In a same vein, the AIADMK has offered free rice, laptops, mixers, grinders, and bus passes; J. Jayalalithaa, the party leader, has given new brides four grams of gold. Not just Tamil Nadu is affected by this tendency. 2006 saw Nitish Kumar offer some organizations free cycles. Through Mukhyamantri Balika Cycle Yojana, Naveen Patnaik proposed in 2008 to giveaway free cycles to girls enrolled in class 10th. A similar program was launched by the CPI in 2011, and in 2014 JDU gave schoolgirls free sanitary napkins. The Aam Aadmi Party (AAP) recently launched a number of initiatives like providing free

healthcare through Pind clinics in Punjab, free education for all children in Gujarat, and monthly water deliveries of 20,000 liters to residential communities in New Delhi. While the Indian National Congress in Punjab abolished water prices and imposed fixed monthly fees of Rs. 50, Biju Janta Dal provided free drinking water to the urban poor in 2016. Furthermore offering free water was a BJP project in Goa. 2013 saw the filing of a petition to the Honorable Supreme Court alleging that the freebies provided by the Tamil Nadu government constituted an attempt to bribe citizens, it violates the 1951 Representation of the People Act, But it was not and the Supreme Court decided that it was not a case of bribery. There is a varied effect of freebies on people's decisions. Freebies have a psychological attraction for a lot of people. The word "free" makes a lot of people go for the later. Though nothing is really free, this represents human psychology. In a similar vein, a lot of websites seem free but actually employ cookies to gather user data that they then sell. Freebies are psychologically appealing since they are free, even though politically they are considered as gifts from taxpayers. As such, while some are persuaded by freebies, others are aware of the hidden expenses.

XV. Misuse of power

The matter of electoral bonds makes one wonder about openness and the possible sway of affluent people and businesses on Indian political parties. Information about electoral bonds before the Supreme Court forced them to do so, there is blatant lack of openness. The handling of information about electoral bonds is questioned by this lack of openness, which also compromises citizens' right to obtain crucial information about political funding. The State Bank of India was so chastised by the Respected Supreme Court, which ordered them to share the entire data set by March 21st and stated that they could not publish data in a selective manner. Remarkably, ten parties revealed their electoral bonds for reference; the DMK party received ₹ 656.5 crore, the JD party received ₹ 6.05 crore, and the AAP party received ₹ 5.75 crore. If the topic is raised, nevertheless, is there a single party that has never received electoral bonds? Yes, would be the response. The conviction and arrest of CM Arvind Kejriwal without financial trail. The prime minister chooses two of the three election commissioners. Though no crime was established against him in court, this is the first time in the history of independent India that a sitting chief minister has been detained. The Enforcement Directorate (ED) says that in return for favors pertaining to Delhi Excise policy, the Chief Minister of Delhi took a bribe of ₹1 billion. Political party member Atishi said, however, that despite 500 raids and the questioning of over 1000 witnesses during the ED and CBI's two-year investigation into the Delhi liquor scam, there was no evidence or money recovered indicating any wrongdoing by the Aam Aadmi Party (AAP) or

its leaders. The Prevention of Money Laundering Act (PMLA) is the explanation given for the lack of bail granted thus far. Bail requirements were altered and the ED was granted more authority by a statute amendment in 2018. Four people's statements—among them Sarath Chandra Reddy, the CEO of Aurobindo Company—led to Arvind Kejriwal's imprisonment. After serving six months in jail, he was appointed ED approver. Startling information concerning the donations made to his party and the buying of electoral bonds by his corporation surfaced.

XVI. Electoral Camping in India

India has very interesting election campaigns. All of them revolve on political parties and politicians vying for support from voters prior to the elections. These advertising are intensely exciting and energetic, much like a major concert. Political parties devote all of their resources to advancing the policy and candidates of their party during an election season. Many times, these gatherings feature fervent speakers, memorable catchphrases, and ardent attendees. Use of symbols in Indian election campaigns is one fascinating feature. Every political party has an elephant, lotus, or hand as its emblem. On banners and posters used in campaigns, these symbols help to establish the party's visual identity.

Official campaign dates are determined by the electoral calendar, which is published approximately one month before election day. Although candidates are free to begin their campaigns far earlier, advantages like public funding are only accessible during the formal campaign season. Parties have to take use of this opportunity to educate voters about their beliefs and win their important votes. Integrity of the election depends critically on the freedom to take part in it. Free movement of candidates among their followers and unrestricted publication of material by the media are prerequisites. A fair election procedure depends on election officials providing their services and carrying out their duties in an unbiased and nonpartisan manner. Political parties, politicians, and the media all employ public opinion polling to gauge voter support for certain candidates, parties, and positions. Voter messaging are developed and campaigns are targeted using polling. Most systems permit polling without unjustified limitations or political meddling. The methodology of the polls is also supplied when the polling results are made public so that users may assess the polling's correctness. Usually, this comprises the margin of error, sample size, and responders' demographics (age, place, gender, job, etc.).⁴

⁴ (Sharma R. , n.d.), (Pathak Sikha, 2015), (Herald D. , 2024), (Ace, n.d.).

XVII. Funding Behind Electoral Parties

Electoral bonds allow political parties to receive donations without revealing the identity of the donor. They can be purchased for anywhere from Rs 1,000 to Rs 10 lakhs. But this anonymity has sparked questions about openness. The right to obtain government information is guaranteed under Article 19(1)(a) of the Constitution, which is violated by these bonds, the Supreme Court decided. These bonds are issued by the State Bank of India, but the Election Commission of India (ECI) has demanded that their issuance be stopped and that information be made public. For the public to be aware, political financing must be transparent. Opponents contend that electoral bonds erode transparency by hiding the funding source. Corporate Fundings made through electoral bonds reached a total of Rs 3,299.85 crore in between 2017 and 2022. After spending Rs 2,917.84 crore, the Bharatiya Janata Party (BJP) was given the greatest share. The Nationalist Congress Party (NCP) (Rs 109.5 crore), The Communist Party of India (Marxist) (Rs 29.1 crore), the Congress Party (Rs 406.45 crore), and All India Trinamool Congress (AITC) (Rs 49.7 crore) were among the other recipients. Only 2.17% of the 2,858 political parties that have registered are recognized by the government, which raises questions about possible money laundering by non-participating parties. The largest annual amount in between 2017-2021 was achieved in 2019 with a record-breaking Rs 2,760.20 crore in unnamed donations made via electoral bonds. Nineteen parties redeemed bonds totaling around Rs 6.5 thousand crore during this time. From Rs 9,000 crore in 2014 to over Rs 55,000 crore in 2019, election expenditure increased by nearly six times. BJP received 57% of donations from 2018 to March 2022, while the Congress got only 10% of donations. Political financial transparency is still a delicate topic that needs change and close monitoring to guarantee responsibility and public confidence.

XVIII. Corporate Funding in Indian Politics

Over the past 20 years, corporate payments to political parties have surged dramatically. The corporate contribution environment has been altered by modifications to the Companies Act. For example, the Companies Act of 2013 increased the corporate gift cap from 5% to 7.5% of the net average earnings made in the three years prior. But corporate sponsorship has also sparked questions about accountability, transparency, and undue influence over policy decisions.

In India, corporate funding of political parties has a long history that begins with the independence movement. The Birla family was a prominent contributor to the Indian National Congress (INC). Additionally, the business community as a whole has always had some influence over the Congress government's economic policies mostly after independence. Large corporations like the

Tatas and Birlas contributed heavily to the Congress and the Swatantra Party during the 1960s; between 1962 and 1968, these two parties received about 34% of all industry contributions. To sever the link between politics and business, the Indira Gandhi administration abolished Section 293A of the Companies Act in 1969 and instituted a total ban on corporate fundraising. To avoid this prohibition, political parties started to make money by printing mementos that included commercials from corporate institutions. Political pressure, the fear of targeted raids, and nationalization also drove businesses to engage in tax evasion, black market operations, and other illicit means. During this time, briefcase politics also gained popularity, which allowed large sums of black money to be deposited into the Congress Party's account. This ushered in a period of license permit raj, which was advantageous for the enterprises. In 1985, the Rajiv Gandhi government made the critical decision to repeal the ban to put an end to this.

XIX. Recent changes in the legislation of corporate funding:

Corporate election expenditure has risen dramatically since the conclusion of the liberalization era. Contributing to this increase are both traditional direct donations to political parties and institutional innovations like electoral trusts. A strange shift came in 2013 when the Companies Act raised the corporate donation cap from 5% to 7.5% of a company's net average income for next three years. Sponsored by the National Democratic Alliance (NDA), the 2017 Finance Act totally removed this cap to provide political parties with more funding possibilities. The 2018 Finance Bill further changed the Foreign Contribution Regulation Act (FCRA), 2010 to permit contributions to political campaigns by foreign companies registered in India.

Another corporate finance trend are electoral bonds and trusts. The electoral trusts initiative was started by the Tata Group in 1996, but in 2013 Section 25 of the entities Act, 1956 gave these entities official recognition. The Finance Act of 2017 brought about the electoral bonds program, which allows anybody—including businesses—to anonymously finance political parties. A worrying tendency has been identified by data collected by the Association of Democratic Reforms (ADR): the increasing dependence on corporate finance may transform democratic and political institutions into plutocracies.

The nation is moving closer to plutocracy with recent legal changes like the removal of the 7.5% corporate donation cap, the FCRA amendment has permitted foreign businesses to get registered in India to make political donations, and the introduction of unnamed electoral bonds. Even more important and possibly serious issues are affecting India's democratic environment that are the

growing differences in the corporate support of the main political parties. There is strong evidence that money deforms election results in India and other nations, therefore endangering the integrity of democratic processes.

XX. Conclusion

Democracy sets itself out from monarchy and dictatorship by requiring frequent elections, upholding the rule of law, and defending individual rights. It ensures responsibility, representation, the voice of the people and it provides a medium for many viewpoints, checks and balances, and highlights inclusivity, openness, and individual freedoms. Politically speaking, India has changed dramatically. Regional parties and their new ideologies are among the new political participants that have replaced the historic dominance of the Congress party. In keeping with the fluidity of Indian politics, these parties now fiercely battle in elections for voter support and the ability to shape policy choices. Election results are greatly influenced by the media, social and traditional. Public opinion is formed by debates, social media conversations, and news coverage. Politicians create stories, sway voters, and forward their aims and objectives through media. Reality can be warped, nevertheless, by sensationalism, media biases, and false information. Examining the impact of the media enables us to comprehend how information distribution influences voting decisions. Throughout campaigns, politicians frequently take advantage of religious and cultural sensitivity. Voters may be influenced by populist, handout-promising, and authority-misusing promises. Knowing these methods enables one to critically analyse political plans and how they affect democracy. It is difficult to strike a compromise between electoral benefits and real concern for citizens. Elections are largely financial affairs; campaigns need large sums of money for outreach, rallies, and advertising. Important are corporate donations, legal fundraising plans, and openness in political funding. Level playing field is ensured by balancing corporate interests with democratic principles. Periodic review is necessary for funding laws to keep up with changing conditions. Young people involvement in politics is essential to a healthy democracy. Effective campaigns are created when one is aware of their issues and involvement patterns. Viewing India's voting procedures against those of other countries helps to identify areas for development. Electoral practices change along with technology; new developments include data analytics, personalised outreach, and digital campaigning, which call for a harmony between creativity and morality.

Additionally, addressing electoral violence, and misinformation, and ensuring voter confidence are ongoing tasks. The future of Indian democracy hinges on our ability to adapt, learn, and uphold

democratic ideals.

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