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Majoritarian State The

Modi Effect Inside
Narendra Modi's
Campaign to Transform
India

What's the secret of
Modi's mass appeal? How
does the RSS help at
election time? Does
communal incitement
actually win votes? Why
did Amit Shah's election
maths fail him in Bihar?
Prashant Jha answers
these questions and
more, dissecting the
BJP's election machine
with authority and insight

Where Power Lies

Routledge

For the first time, the
political story of India
from the mid-1980s to the
second decade of the
present century is
reconstructed through the
first-person narratives of
political leaders, revealing
their inmost thoughts in
their public utterances,
offering weak arguments
for their unforgivable
lapses, speaking in
eloquent terms of their
achievements and
sometimes showing
uncharacteristic humility

in what they said in their
public speeches, in the
Lok Sabha, in their blogs.
From Rajiv Gandhi's
confession about how and
why he came into politics,
Narendra Modi's graphic
description of his inner
agony during the Gujarat
riots, Vajpayee's
disarming confession
about Nehru, Narasimha
Rao's stoic stance in a
letter to his childhood
friend, Advani's
confessions in the Lok
Sabha about why
television was pressed
into service during the
Kargil War, what emerges
is a historical drama of
Shakespearean range and
an intensity which is more
than what brilliant
historians and acute
political analysts can hope
to achieve. The book
shows that the first draft
of history is found in the
words of politicians in
parliament and in the
government. It captures
the immediacy of history-
in-the-making, and the
palest platitudes of
politicians that acquire
rare poignancy.

A Burning Bloomsbury
Publishing

A riveting account of how
a popularly elected leader
has steered the world's
largest democracy toward
authoritarianism and

intolerance Over the past
two decades, thanks to
Narendra Modi, Hindu
nationalism has been
coupled with a form of
national-populism that
has ensured its success at
the polls, first in Gujarat
and then in India at large.
Modi managed to seduce
a substantial number of
citizens by promising
them development and
polarizing the electorate
along ethno-religious
lines. Both facets of this
national-populism found
expression in a highly
personalized political style
as Modi related directly to
the voters through all
kinds of channels of
communication in order to
saturate the public space.
Drawing on original
interviews conducted
across India, Christophe
Jaffrelot shows how Modi's
government has moved
India toward a new form
of democracy, an ethnic
democracy that equates
the majoritarian
community with the
nation and relegates
Muslims and Christians to
second-class citizens who
are harassed by vigilante
groups. He discusses how
the promotion of Hindu
nationalism has resulted
in attacks against
secularists, intellectuals,
universities, and NGOs.

Jaffrelot explains how the political system of India has acquired authoritarian features for other reasons, too. Eager to govern not only in New Delhi, but also in the states, the government has centralized power at the expense of federalism and undermined institutions that were part of the checks and balances, including India's Supreme Court. Modi's India is a sobering account of how a once-vibrant democracy can go wrong when a government backed by popular consent suppresses dissent while growing increasingly intolerant of ethnic and religious minorities.

Amit Shah and the March of BJP Prabhat Prakashan

The story of Amit Shah's political life, struggles, rise and triumph is little known. For a leader who is often referred to as the Chanakya of Indian politics, who has dominated India's fast-paced and complex political stage since 2014, has altered its electoral map by leading the Bharatiya Janata Party (BJP) to successive historic victories post the May 2014 general elections, there is very little that is recorded or

narrated. So, it's no surprise that the curiosity he evokes is ever on the rise. Most of what is written about Amit Shah is based on conjectures, hearsay, assumptions and biases. The real Amit Shah-the once booth-worker and now national president of the largest political party in the world, the master strategist who has pushed the BJP to an organisational pinnacle and yet talks of scaling peaks, a man who is unhesitant in his stand on nationalism and on anything which concerns India's national interest-has remained in the shadows, self-effaced, away from the limelight. The story of how he expanded the BJP into a pan-India party and the convergence of organisational science and ideology that has made the BJP a unique and formidable political entity is a story that needs to be told. The book narrates the personal and political journey of Amit Shah, captures the ideological world that shaped him and gives an account of the party that he is leading and shaping today. It is for the first time that his story is being told-an authentic,

no-holds-barred portrayal of one of the most influential leaders of our times. To the political worker, the observer and to anyone even remotely interested in Indian politics, irrespective of their profession or political leaning, especially since the unfolding of Indian politics in the summer of 2014, this is a captivating exploration of the political life and journey of one of its central characters.

How Hindu Nationalism Is Changing India

Tranquebar

Majoritarian State traces the ascendance of Hindu nationalism in contemporary India. Led by Prime Minister Narendra Modi, the BJP administration has established an ethno-religious and populist style of rule since 2014. Its agenda is also pursued beyond the formal branches of government, as the new dispensation portrays conventional social hierarchies as intrinsic to Indian culture while condoning communal and caste- and gender-based violence. The contributors explore how Hindutva ideology has permeated the state apparatus and formal institutions, and how Hindutva activists exert

control over civil society via vigilante groups, cultural policing and violence. Groups and regions portrayed as 'enemies' of the Indian state are the losers in a new order promoting the interests of the urban middle class and business elites. As this majoritarian ideology pervades the media and public discourse, it also affects the judiciary, universities and cultural institutions, increasingly captured by Hindu nationalists. Dissent and difference silenced and debate increasingly sidelined as the press is muzzled or intimidated in the courts. Internationally, the BJP government has emphasised hard power and a fast-expanding security state. This collection of essays offers rich empirical analysis and documentation to investigate the causes and consequences of the illiberal turn taken by the world's largest democracy.

2014 Melville House
 Namō mantra is the secret of Modi's success. Narendra Modi is that popular name who doesn't bend according to the situations but changes the situation according to him. Who knows how to reach the goal even by

walking on curved and twisted paths. His experiences are his mantra which every politician wants to use to gain the popularity that Narendra Modi has. Whether it is the matter of state-administration or industrial growth, of self employment or education— the all-round development of Gujarat speaks Narendra Modi's glory for itself. In his interview on TV Today Conclave, one thing that came in light was that — 'I (Narendra Modi) just do my work, whatever you think of me is your own opinion.' In FICCI, he addressed to female entrepreneurs, encouraging them that 'if women, that is half of the country's population, share responsibility in every area of development, and get equal opportunities, then it will become easier to change the nation.' As far as secularism is concerned, the affection of Muslims and Christians towards him during the Sadbhavna Yatra brings out his clean image. This book is full of his special characteristics...

Business and Politics in India Harper Collins

On 23 May 2019, when the results of the general elections were

announced, Narendra Modi and the BJP-led NDA coalition were voted back to power with an overwhelming majority. To some, the numbers of Modi's victory came as something of a surprise; for others, the BJP's triumph was a vindication of their belief in the government and its policies. Irrespective of one's political standpoint, one thing was beyond dispute: this was a landmark verdict, one that deserved to be reported and analysed with intelligence -- and without bias. Rajdeep Sardesai's new book, 2019: How Modi Won India, does just that. What was it that gave Modi an edge over the opposition for the second time in five years? How was the BJP able to trounce its rivals in states that were once Congress bastions? What was the core issue in the election: a development agenda or national pride? As he relives the excitement of the many twists and turns that took place over the last five years, culminating in the 2019 election results, Rajdeep helps the reader make sense of the contours and characteristics of a rapidly changing India, its politics and its newsmakers. If the

2014 elections changed India, 2019 may well have defined what 'new India' is likely to be all about.

2019: How Modi Won India takes a look at that fascinating story, which is still developing.

Narendra Modi and His India Oxford University Press

As India prepares to take its place in shaping the course of an 'Asian century', there are increasing debates about its 'grand strategy' and its role in a future world order. This timely and topical book presents a range of historical and contemporary interpretations and case studies on the theme. Drawing upon rich and diverse narratives that have informed India's strategic discourse, security and foreign policy, it charts a new agenda for strategic thinking on postcolonial India from a non-Western perspective.

Comprehensive and insightful, the work will prove indispensable to those in defence and strategic studies, foreign policy, political science, and modern Indian history. It will also interest policy-makers, think-tanks and diplomats.

A political Biography
Policy Press

In *Securing India the Modi way - Pathankot, Surgical strikes and More*, Nitin A. Gokhale provides the most intimate and sweeping account yet of Team Narendra Modi's approach to national security and foreign policy initiatives. Drawing on internal memos, as yet classified information, meeting notes and hundreds of hours of interviews with key players in the national security team, Gokhale brings alive inside stories of decision-making at the highest levels in the government.

Painstakingly researched, the book details hitherto unknown aspects of the planning and execution of the surgical strikes, revamping of New Delhi's policy towards China and Pakistan, India's renewed global policy focus on Middle East, Prime Minister Modi's attempt to leverage the Indian diaspora worldwide and his attention to smallest of details besides focusing on some small but far-reaching steps taken to secure India in every possible way -on land, space, cyber and maritime domains. SCB Distributors India is heralded as the world's largest democracy. Yet, there is

now growing alarm about its democratic health. *To Kill a Democracy* gets to the heart of the matter. Combining poignant life stories with sharp scholarly insight, it rejects the belief that India was once a beacon of democracy but is now being ruined by the destructive forces of Modi-style populism. The book details the much deeper historical roots of the present-day assaults on civil liberties and democratic institutions. Democracy, the authors also argue, is much more than elections and the separation of powers. It is a whole way of life lived in dignity, and that is why they pay special attention to the decaying social foundations of Indian democracy. In compelling fashion, the book describes daily struggles for survival and explains how lived social injustices and unfreedoms rob Indian elections of their meaning, while at the same time feeding the decadence and iron-fisted rule of its governing institutions. Much more than a book about India, *To Kill A Democracy* argues that what is happening in the country is globally important, and not just because every third person living in a

democracy is an Indian. It shows that when democracies rack and ruin their social foundations, they don't just kill off the spirit and substance of democracy. They lay the foundations for despotism.

My Country My Life

Simon and Schuster States today are far more engaged in diplomacy than ever before, actively building relations with other states to harness their mutual commercial and cultural strengths. Prime Minister Narendra Modi's outlook to global affairs is no different, yet there is a nuanced approach in linking India's foreign policy to domestic transformation. While on the one hand, his policies seek to attract foreign capital, technology and open foreign markets for Indian products, on the other, they are geared towards regional stability, peace and prosperity. All events are texts to be analysed and the authors in this volume do so but emphatically underline that India's diplomacy under Modi has got a go-getting edge, that it is no longer foreign anymore but a matter of public affairs and that with Modi at the helm, India is set to leverage its role and make itself a 'diplomatic

superpower'. The nuanced and thought-provoking essays, by some of the most well-respected analysts and practitioners of diplomacy, make this book a must-read for not just professionals and serious readers but for the uninitiated as well.

Prime Ministers v the Media Penguin Random House India Private Limited

How did a 'chai wallah' who sold tea on trains as a boy become Prime Minister of India? On May 16, 2014, Narendra Modi was declared the winner of the largest election ever conducted anywhere in the world, having fought a campaign unlike any before. Political parties in Britain, Australia and North America pride themselves on the sophistication of their election strategies, but Modi's campaign was a master-class in modern electioneering. His team created an election machine that broke new ground in the use of social media, the Internet, mobile phones and digital technologies. Modi took part in thousands of public events, but in such a vast country it was impossible to visit every town and village. The solution? A 'virtual Modi' - a life-size 3D hologram -

beamed to parts he could not reach in person.

These pioneering techniques brought millions of young people to the ballot box - the holy grail of election strategists everywhere - as Modi trounced the governing Congress Party led by the Gandhi dynasty. Former BBC correspondent and Downing Street communications expert Lance Price has been granted exclusive access to Prime Minister Narendra Modi and his team of advisers. With complete freedom to tell it as he finds it, he details Modi's rise to power, the extraordinary election victory and its aftermath. *The Modi Effect: Inside Narendra Modi's campaign to transform India lifts the lid on a whole new box of tricks, where message-management and IT wizardry combined to create a vote-winning colossus of awesome potency.*

The Modi Effect Penguin UK

India's Power Elite is a study of the nature of power and elitism in postcolonial India. Its point of departure is the political transition under way in twenty-first-century India, with the

marginalization of the Congress Party and the staging of a cultural revolution symbolized by the rise of Hindu majoritarianism. Baru deconstructs the morphology of the Indian power elite-comprising remnants of a feudal gentry, kulaks, a metropolitan business class, the civil services and a cultural elite of opinion-makers. He also examines the role of caste, class and culture in the emergence of a 'New India'. Aimed at the socially engaged reader, this book will interest both students as well as those who wield power.

History, Theory, Cases

Quercus

Narendra Modi has been a hundred years in the making. Vinay Sitapati's Jugalbandi provides this backstory to his current dominance in Indian politics. It begins with the creation of Hindu nationalism as a response to British-induced elections in the 1920s, moves on to the formation of the Bharatiya Janata Party (BJP) in 1980, and ends with its first national government, from 1998 to 2004. And it follows this journey through the entangled lives of its founding jugalbandi: Atal Bihari Vajpayee and Lal

Krishna Advani. Over their six-decade-long relationship, Vajpayee and Advani worked as a team despite differences in personality and beliefs. What kept them together was fraternal love and professional synergy, of course, but also, above all, an ideology that stressed on unity. Their partnership explains what the BJP before Modi was, and why it won. In supporting roles are a cast of characters-from the warden's wife who made room for Vajpayee in her family to the billionaire grandson of Pakistan's founder who happened to be a major early funder of the BJP. Based on private papers, party documents, newspapers and over two hundred interviews, this is a must-read for those interested in the ideology that now rules India.

India's Grand Strategy

Yale University Press

One of the truly enigmatic personalities on the contemporary Indian political canvas, Narendra Damodardas Modi is difficult to ignore. From his humble beginnings as a RSS pracharak to his rise in the Hindutva ranks, and from being Bharatiya Janata Party's master planner to one of the its most popular and

controversial state chief ministers, Modi's mantra of change and development is gradually finding many takers. Though he evokes vastly different reactions among the citizens for his alleged role during the Godhra aftermath, what is absolutely clear is that he indeed is racing towards the centre stage, making the 2014 General Elections look more like a Presidential system - where, you either vote for him or against him. And that, as they say, is the Modi effect. Kingshuk Nag paints the most vivid portrait of the extraordinary politician who is poised to take on a new role in the coming years.

Great Soul Harper Collins
Analysing Prime Minister Narendra Modi's foreign and military policies in the context of India's socio-political and economic milieu, which has evolved between 1991 and 2014, this book offers a critical perspective that helps to understand the country's present national security strategy.

India's Power Elite

Routledge

'War Room stands out as an example of real field work and rigorous research... Anyone who wants to understand how

decisions are made in India should read this brilliant study of the BJP.’ —Dr. Walter K. Andersen, Author of *The Brotherhood in Saffron: The Rashtriya Swayamsevak Sangh and Hindu Revivalism* ‘Ullekh NP has crafted a well-researched and gripping narrative of how the BJP seized the moment in 2014. Its penetrating analysis of the personalities, politics and methods of Modi and Amit Shah makes it a useful resource for answering the major question of India’s near-term political future: Will the BJP in the Modi era realize its ambition of building 2014 to emerge as the dominant party nationwide?’ —Sumantra Bose, Professor of International and Comparative Politics, London School of Economics, Author of *Transforming India: Challenges to the World’s largest Democracy* ‘Ullekh NP tells the story of Narendra Modi’s campaign to lead the world’s largest democracy. A man “destined to reign on his own terms”, Modi knew that being resilient was more important than being first and fast. Years after War Room is

published, people will refer to it as the book that told the story of India’s most spectacular election in May 2014 in all its subtle and magnificent details.’ —Chitra Subramaniam, Award-winning Journalist and Author *Open Embrace* Rupa Publications India A TODAY SHOW #ReadWithJenna BOOK CLUB PICK! A New York Times Notable Book For readers of Tommy Orange, Yaa Gyasi, and Jhumpa Lahiri, an electrifying debut novel about three unforgettable characters who seek to rise—to the middle class, to political power, to fame in the movies—and find their lives entangled in the wake of a catastrophe in contemporary India. In this National Book Award Longlist honoree and “gripping thriller with compassionate social commentary” (USA Today), Jivan is a Muslim girl from the slums, determined to move up in life, who is accused of executing a terrorist attack on a train because of a careless comment on Facebook. PT Sir is an opportunistic gym teacher who hitches his aspirations to a right-wing political party, and finds that his own ascent

becomes linked to Jivan’s fall. Lovely—an irresistible outcast whose exuberant voice and dreams of glory fill the novel with warmth and hope and humor—has the alibi that can set Jivan free, but it will cost her everything she holds dear. Taut, symphonic, propulsive, and riveting from its opening lines, *A Burning* has the force of an epic while being so masterfully compressed it can be read in a single sitting. Majumdar writes with dazzling assurance at a breakneck pace on complex themes that read here as the components of a thriller: class, fate, corruption, justice, and what it feels like to face profound obstacles and yet nurture big dreams in a country spinning toward extremism. An extraordinary debut. *A Novel* Juggernaut Books The first thorough study of the co-existence of crime and democratic processes in Indian politics In India, the world’s largest democracy, the symbiotic relationship between crime and politics raises complex questions. For instance, how can free and fair democratic processes exist alongside rampant criminality? Why do political parties recruit candidates with

reputations for wrongdoing? Why are one-third of state and national legislators elected--and often re-elected--in spite of criminal charges pending against them? In this eye-opening study, political scientist Milan Vaishnav mines a rich array of sources, including fieldwork on political

campaigns and interviews with candidates, party workers, and voters, large surveys, and an original database on politicians' backgrounds to offer the first comprehensive study of an issue that has implications for the study of democracy both within and beyond India's borders.

The Modi Effect

University of California Press

An analysis of Gandhi's accomplishments as a politician and civil rights advocate reveals his conflicted ideologies and feelings about his place in history, offering insight into his philosophies, social campaigns, and private disappointments.

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