

Role of Regional Issues in National Party Manifestos: Review of Indian General Elections 2024

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ABSTRACT

The general elections which took place in India in 2024 highlight the increased salience of regional issues in the politics of the nation. According to the recent political developments in India, the major political parties such as the Bharatiya Janata Party (BJP) and the Indian National Congress (INC) have begun revising their election platforms to include more regional priorities, especially in the states, which are facing problems like agrarian crisis, ethnic conflict, water-sharing issues, economic disparities and so on. They have also added regional policy propositions to their agendas by emphasizing certain aspects like infrastructural development, agricultural reform, and social services, all of which are specific to states. This evolution of campaigning addresses both the regional concerns and the national scope of the country's politics, revealing the increasing intricacy of political participation in a federal democracy like India.

Keywords: 2024 General Elections, Regional Issues, National Political Strategies, BJP, INC

INTRODUCTION

The Indian general elections 2024 illustrated the complicated relationship between regional issues and national party manifestos. As the regional issues come more and more to dictate the national policy spotlight, political parties such as the Bharatiya Janata Party (BJP) and the Indian National Congress (INC) would have to walk through these and evolve priorities of India's distinctive electorate. India's established regime and diversity of politics are hard for national parties to address the regionally transplanted issues while putting forward a supposedly coherent national vision. Issues, like agrarian distress, scarcity of water, ethnic identity, and local economic development unquestionably concern the voters in particular states (Pai, 2020). National parties should customize their manifesto to an even greater degree to build national support throughout the diverse dispersed regions-by incorporating

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regional priorities in order to tackle issues like the water-sharing disputes and socio-political identity throughout Northeast India (Verma, 2022).

The manifestos for the elections of 2024 of the BJP and INC state that regional issues have taken precedence over the national party platforms. The BJP emphasized infrastructure and further corrective measures for Jammu and Kashmir, Northeast connectivity, and economically-backward states, while the INC has the agenda of agricultural reform in Punjab and Maharashtra (Sridharan, 2023). Both have expressly admitted the importance of caste-based and ethnic identity issues relevant to them in certain regions, INC promises to tribal communities in Jharkhand and Chhattisgarh, while BJP emphasizes the outreach to communities like that of Uttar Pradesh and Madhya Pradesh.

REGIONAL ISSUES' PRESENCE IN NATIONAL PARTY MANIFESTOS

With general elections around the corner, there is a tendency among parties to stress regional issues in their manifestos. These regional-specific priorities—such as regional identity, economic problems, resource and environmental issues, border and security problems, autonomy and federalism as well as development—will universally be portrayed in national platforms on account of the above reasons. National parties frequently take into their fold state-specific problems to cater to pan Indian attractions for a larger number of voters. This strategy gives a glimpse into the changing face of Indian electoral politics, where a candidate is expected to address local needs alongside far-ranging generalizations. On the party erstwhile power equations in these states whereby regional parties have produced a side to their political strategies, if regional issues are incorporated, then the reach of that clout would be limited at bay.

DECENTRALIZED APPEAL: INTEGRATING REGIONAL IDENTITY INTO NATIONAL PLATFORMS

The variety of crucial politics in India provides national political parties with a range of decision-making challenges and opportunities, making regional identity an astute trick of integration into national agendas which better enables parties to touch upon local sentiments and depict cultural sensitivity. As Chhibber and Nooruddin (2004:535) pointed out, it is regional dynamics that conditions voter preferences since political affiliation is mostly tied to state-level concerns and cultural identity. National parties converge in such a way that the political message is accommodating to national unity and regional

autonomy by centering state-specific issues on an extended podium.

When dealing with regional issues such as water sharing discord, promoting local languages and cultural heritage, it is imperative for national political parties to adopt a decentralized perspective. For instance, in Tamil Nadu and Karnataka, the water-sharing disputes of rivers like Cauvery are not only political but also emotional to the masses (Mohan, 2020). Water resource disputes create concern in state elections, leading national parties to concern themselves with these issues at the national level. Tackling these issues indicates a commitment to fair distribution of resources and acknowledgment of the sentiments of the regional electorate, which increases their attractiveness to the voters of the state.

Encouraging the usage of local languages plays an important role in unifying regional sentiment, since the constitution of India recognizes 22 official languages and the linguistic fabric is an integral part of the country's culture (Rajagopal, 2017). In Tamil Nadu, national political parties advocate for approaches that reward regions with different languages and allow education in native languages to safeguard languages and meet the needs of people. However, from an ethnic perspective, the concerns about language are helpful in building respect for different regions and inclusivity among the people (Ramaswamy, 2014).

In India, the national parties are emphasizing on safeguarding regional cultural heritage, especially in the case of Punjab where the practice of Sikhism and its local heritage plays an important role in the identity of the people. They are putting up measures that will ensure that sites of historical importance are maintained and that cultural events are encouraged, which in turn fortifies the local identity and showcases the importance of diverse regional cultures in the nation as a whole (Singh, 2019). This strategy of incorporating the regional issue within the national agenda fosters greater democracy in that it accepts and acknowledges the existence of different states within one country while at the same time bringing about a united national level that speaks to each region's concerns. According to Varshney (2000), as quoted by Rajeev, a country like India characterized by pluralism needs both unity and diversity for democracy and peace to take root.

RESOLVING REGIONAL ECONOMIC ISSUES

This research looks into the critical economic and regional problems of India, especially looking at the economic problems identified and the assertions

of political parties such as BJP and INC in response to these issues. Such responses incorporate measures meant to address agrarian crises, measures to curb unemployment, development packages focused on specific regions, and the establishment of special economic zones (SEZ) in backward areas.

The Indian economy can be referred to as the ‘melting pot’ as all states differ in growth and problems faced. Some states like Gujarat and Maharashtra are highly industrialized, whereas backward states like Bihar and Jharkhand, have historical, geographical and political impacts. Agrarian crises in Punjab and Maharashtra are caused due to excessive dependence on agriculture, less water, growing debts and restricted access to credit. (Bhattacharya, 2020). Poverty and mass migration in Bihar and Jharkhand can be attributed to high unemployment and lack of any significant industrialization. (Kumar & Sinha, 2021) Further, they explain that discrepancies in development across the regions can be ascribed to uneven resources, infrastructural and industrial development. States that are more developed industrially attract higher levels of investment, serving to increase the economic disparity with the lesser developed states even more. However, the North Eastern regions of India found confined development due to lesser industrialisation and lack of good infrastructural development (Das, 2019). The existing variation in the level of regional development has compelled the union government and the national political parties to implement regionally distinct economic policies for the attainment of sustainable development.

Agriculture in India, which provides a means of sustenance for millions, is under siege as it is faced with problems of high volatility in income, limited irrigation service, inflationary pressure, and farm credit which is excessive, resulting in an ever-increasing agrarian crisis in the states of Maharashtra and Punjab (Sharma & Singh, 2018). In the state of Maharashtra, the twin problems of drought and indebtedness have resulted in a high incidence of suicide among the farming population (National Crime Records Bureau, 2021). Punjab, earlier dubbed the “Granary” of India, is facing the challenges of depletion of groundwater and extensive use of chemical fertilizers – a factor which has reduced the quality of land and productivity (Singh, 2019). National political parties like BJP and INC have also come out with programs like PM-KISAN to alleviate the burdens of the farmers on a national level.

Opportunities for employment for youth in the agricultural states of Bihar and Jharkhand, which do not feature any favorable industrial environment, are elusive, and in fact, are responsible for a high rate of out-migration (Kumar, 2021). The vicious cycle of poverty in Bihar and Jharkhand is compounded

by the lack of educational infrastructure, lack of skill development, and lack of development by the local industries. As a result, a high level of youth unemployment coupled with socio-economic instability is greatly hindering the realization of full development. In every region, both BJP and INC have put forward regional strategies to tackle the challenge presented by unemployment, one of which focuses on skills' enhancement for the young population besides promoting and establishing SMEs. The BJP has launched Pradhan Mantri Mudra Yojana in Bihar and Jharkhand to help young entrepreneurs in these backward regions, while the INC has offered state industrial policies for these territories with job creation provision while retaining skilled human resources from those areas. Both are concerned with employment generation and development of industries in the respective states. (Government of India, 2022).

In most cases, the focus of regional economic policies in India is aimed at inclusion of development packages for backward regions such as North Eastern India and Bundelkhand which are rich culturally and ecologically but have suffered economic deprivation because of remoteness and poor connectivity (Das, 2019). Bundelkhand, which comprises regions in both Uttar Pradesh and Madhya Pradesh, is also experiencing a hostile environment characterized by high levels of poverty, as well as scarcity and drought. Regional political parties are seeking to introduce development packages to enhance modern facilities such as transport, education and medical services in backward areas like the North East Frontier. These included the North East Special Infrastructure Development Scheme (NESIDs) by BJP and development grants of INC to encourage faster economic development and lessen the level of inequality across regions (Ministry of Development of North Eastern Region, 2021).

As industrialization and investment in the backward areas of UP and Rajasthan is the need of the hour, both BJP and INC embrace SEZs. They come with tax exemptions, facilities, and easy bureaucratic procedures, thus appealing to domestic or overseas investors (Jain & Gupta, 2020). SEZs in the country have experienced progress. Most of its controversies evoke land purchase issues and forced removal of the occupiers, especially in rural areas. Mukherjee and Sahoo (2021) BJP and INC are more focused towards ensuring proper implementation of SEZs in order to avoid environmental and societal consequences which are unavoidable if industrialization is concentrated only on the capital city. Balanced Regional Development is the only possible response to most of the issues of such centripetal economic growth tendencies.

Parties at the state level, like the Shiv Sena in Maharashtra and the Rashtriya Janata Dal in Bihar, are in a better position than national parties at grasping the economic issues and finding their solutions at local level. They seek specific measures for states, such as direct help to farmers in the form of subsidies or investment in local industries and protection of jobs (Rai & Singh, 2021). For economic policies to be effective, both the regional parties and national parties should work together, because local needs cannot be met by only one party.

RESTRICTIONS AND RISKS RELATED TO RESOURCES AND THE ENVIRONMENT: REGIONAL DYNAMICS AND RESPONSIBILITIES OF NATIONAL POLITICAL PARTIES IN POWER

The environment and the resources necessary for their practical use are important problems for India, since they affect people and ecosystems in particular regions. Issues endemic to certain regions such as floods, water deficiency, when one would think of Bihar, Assam, Tamil Nadu and even Delhi, there is very few national political parties that have not made regional environmental policies in their 2024 national conviction policy instruments addressing these issues. These policies are targeted towards specific regional challenges and seek to embrace the peculiar environmental realities of different regions.

The north-eastern Indian states of Assam and Bihar are under the threat of flooding due to heavy rainfall, geographical practices and the overflow of the Brahmaputra River. In these floods a lot of people drown or are rendered homeless and properties are destroyed. (Goswami, 2021). Similar situations are prone in the state of Bihar which strolls along the Indo-Ganges River basin. The area is prone to flooding and the inhabitants suffer, particularly when climate change aggravates the situation, increases rain and shifts the monsoon seasons.

In the southern part of India, Tamil Nadu, water scarcity is a serious issue because too much groundwater is being used, rain is unpredictable and most rivers such as Cauvery, which were mainly used for irrigation and drinking water, are dried up. (Vasudevan, 2020). The state is also facing recurring cycles of drought that are leading to crop failure and decreased food security. About pollution control, the national capital has become a serious health hazard to its inhabitants as it is one of the most polluted cities in the world. The key causes of these survival puzzles are waste gases, and solid particulates-producing

industries and burning of crops post-harvest (Sharma & Mandal, 2022) which cause smoke and dust which in turn cause respiratory and circulatory health complications. In the 2024 political situation, national political parties cannot afford to ignore such issues.

A COMPREHENSIVE UNDERSTANDING OF BORDER ISSUES AND REGIONAL SECURITY IN INDIA

Certain border states of India such as Jammu & Kashmir, Punjab, Arunachal Pradesh, and Assam experience specific types of security challenges due to their geographical position and geopolitical aspirations. Such areas are also confronted with issues such as infiltration, terrorism, and border management. The BJP has emphasized enhancing the security apparatus in these regions with special emphasis on effective regional security management in the year 2024.

Pakistan claims Jammu and Kashmir as its territory, which has made this region a hotspot for insurgent activities. The region is therefore prone to extremism and terrorism. The law enforcement agencies operational in the area have a duty to not only restore peace and order within the area but also protect the area from aggressors from outside (Chandran, 2020). Punjab, which shares a territorial boundary with Pakistan, has witnessed vices such as gun running, terror attacks and external sponsored insurgent activities. Even in the case of calm, the probability of chaos is very high and therefore, the government has to be on high alert for any possible threats (Singh, 2019). Another state, Arunachal Pradesh, a northeastern state, has its own problems with respect to the geography of the region where it is located next to China's territories, leading to infrequent standoffs and troop deployments. Assam is located in the northeastern part of the country, and it is also rife with militancy and ethnic strife, which further adds to the complexity of its security situation. Additionally, the state is faced with issues of illegal immigration, primarily from Bangladesh, which puts pressure on the local population and infrastructure and raises security issues (Bajpai, 2018).

Several national political parties, like BJP, are exploring region-focused strategic security initiatives in border areas such as Jammu & Kashmir and the Northeast, maintaining a focus on their safety as well as the preservation of national integrity ahead of the 2024 elections (Bhasin, 2021). The northeast unit of the BJP has been focusing on the enhancement of the border infrastructure systems, which includes construction of roads and installation of surveillance systems with the aim of quick mobilization of security forces

and prevention of infiltration. They further seek to neutralize ethnic conflicts through development initiatives and devolution of power to the local populace (Rai, 2020).

AUTONOMY AND FEDERALISM: A SHIFT IN POLITICAL DYNAMICS

The political argument in India is now based on autonomy and federalism, with the regional parties demanding an increase in the powers of the states. It is in national parties' manifesto for the elections of 2024 that importance of regional autonomy is being recognized. In most cases, the national interests do not outrun the regional interests, regional political parties are all more appealing. Federalism in India is a network of governance whereby power is distributed between the central government and states; however, spates of regional parties' developments have heightened tension. For instance, Trinamool Congress and Dravida Munnetra Kazhagam are pro-federalism political parties claiming that it will be easier to meet varied needs and aspirations of people in the different cultural, linguistic and ethnic regions of India through localized systems rather than a unitary government, even with the enormous size of the country (Chandhoke, 2015).

National parties change their platforms in order to appeal to the electorate's increasing demands, which in most cases include federalism and regional autonomy. The Indian National Congress (INC) that has always advocated for strong central leadership has advanced amendments for safeguarding the rights of the states and called for state governments to participate in the formulation of laws governing issues such as regional development, education, and culture (Congress Manifesto, 2024). The INC is no longer while promoting state control approaches as it embraces the goal of achieving national integration without compromising regional interests.

The Bharatiya Janata Party (BJP), historically an advocate for the central government, has cleverly addressed the rise of regional issues emphasizing regional self-rule in its 2024 election manifesto (BJP Manifesto, 2024). The BJP's vocal position on respecting regional languages, traditions and practices is considered an appeasement tactic directed to the discontented regional forces especially in the regions where ethnicity and language have a significant role in politics.

India's political and social dynamics are rapidly changing as federalism and regional autonomy appear to be gaining ground. This is evidenced by the

rise of regional parties in response to what is seen as the central authorities overextending themselves. Tamil Nadu and West Bengal, for instance, have raised alarms about certain policies that would be incompatible with the regional needs (Kochanek, 2019). Regional autonomy in India denotes that states can exercise the local control of their governance systems but choose to remain in the larger umbrella of the national policies. The call for reforms in this governance structure is in tandem with the changing face of democracy. This is because, with the changing political and societal contexts, there is a need for more regional leaders and other stakeholders to be involved in order to address issues more effectively and be accountable (Singh, 2018).

CONNECTIONS AMONG REGIONS AND INFRASTRUCTURE: ADDRESSING DISPARITIES WITHIN INDIA

There are disparities in regional infrastructure within the nation, and states such as Kerala, Tamil Nadu, and Karnataka seek better links, public transport, and infrastructure financing. Regional parties of India claim that national political parties always furnish regions with promises of infrastructural development within the regions in order to address the disparities and in accordance with the national economic development plans. Infrastructure in India's eastern and northeastern regions is relatively underdeveloped compared to the western and southern states that are otherwise fully developed. The economic development is also centered on western and southern regions, thus inhibiting growth of regions to the northeast and even the subsequent development of the nation (Sundaram, 2018).

Political parties in India are emphasizing on individual infrastructure projects to overcome the regional inequalities and encourage economic development. The undertaking of the project under Eastern Freight Corridor is that it will develop the transportation network in the eastern region, especially in Bihar, Odisha, West Bengal and so on, which in turn will reduce the costs and speed of movement of goods. The national basis focused on the construction of railroads, and the concept of "Dedicated Freight Corridors" focused on the construction of railroads in industrial states such as Maharashtra, Gujarat, and Uttar Pradesh. These are meant to enhance the logistics of the country and help the movement of goods in the country faster (Bhatia, 2019). Regional or local infrastructure development is considered very relevant towards the objective of national economic integration. Development of roads, railways and airports, for example, encourages the movement of people and goods, which is economic unification. This results in better access to markets,

creation of jobs, as well as industrial growth in the regions. New highways and expressways reduce the time taken to travel from one point to another, which greatly benefits the business and tourism industries in places like Tamil Nadu and Karnataka (Sundaram, 2018). Airport infrastructure investments planned in these areas will enhance connectivity to the international markets and help increase connectivity, export and trade opportunities with the international airports.

There are obstacles to the implementation of infrastructure projects such as limitations in funding, acquiring land, ecological issues, and political resistance. Most such large-scale projects will call for heavy financial backing and projects such as the Eastern Freight Corridor have suffered delays because of such factors. However, infrastructural development is still a very important objective for the successful utilisation of sustainable development activities (Bhatia, 2019). Many of these projects, due to their scope and size, require complex interactions between the state and the central government. As a result, inefficiencies and delays are commonplace.

ELECTORAL IMPACT OF REGIONAL FAVORITISM IN INDIA

Regional politics has become an important aspect of Indian electoral politics, affecting both national and state elections. In the past, national political parties advocated issues that were nation-based such as economic development, national defence and social development. This indicates a shift in ideology, where the campaigns tend to be more focused on the regions rather than the entire nation. This is due to the fact that country is politically and socio-economically different. It is becoming increasingly common among voters in India where several regions speak different languages, and have different cultures and economic activities. For this reason, regional issues are to be included in the Manifestos and campaigns of national political parties. It is possible to assist to regional party's appeal in the elections by localizing some aspects of the agenda of the national party. The more pronounced this change is witnessed in West Bengal, Tamil Nadu and Telangana, which are the states where voters are more inclined to support regional parties than the national parties (Chand, 2021).

To deal with the influence of powerful regional parties, national parties are now including more regional issues in their political discourses. These sociopolitical formations easily reach out to the voters since they cater for specific interests and needs within their respective regions. For example, in Tamil Nadu, the Bharatiya Janata Party (BJP) deals with agricultural issues,

while in Telangana, the Congress Party campaigns on issues of local self-governance and statehood (Chakrabarty, 2023). The interference of regional issues in national party campaigns may also help to neutralize the regional supremacy in the regions where regional parties have been predominant. In the case of West Bengal, regional dynamics were leveraged successfully by the Trinamool Congress (TMC) through the promotion of regionalism and local development which attracted a significant portion of the electorate. National parties such as the BJP have resorted to making region specific pledges to mitigate the TMC's grip over the region (Patnaik, 2022).

With the advent of coalition politics in India, national parties cannot afford to ignore state level politics. Where regional parties have a strong presence, partnerships between national and regional parties have become the norm. This enables national parties to remain active in local elections while regional parties fight for the national interests. For example, the BJP has forged alliances with several regional parties in Uttar Pradesh, which has been vital (Chakrabarty, 2023). Regionalism may enhance support at the state level, but it carries the risk of weakening national principles, which could lead to loss of authority. It is imperative for national parties to adopt a strategy aimed at effective management of regional and national level matters for them to avoid disjointed messaging.

THE ROLE OF REGIONAL ISSUES IN SHAPING POLITICAL MANIFESTOS OF POLITICAL PARTIES IN THE GENERAL ELECTIONS IN INDIA, 2024

The 2024 Indian General Elections depict the picture of regional matters being more incorporated into the political agendas of the country. Major political parties such as the BJP, INC are confronting such issues as agricultural wilt, inter and intra-state water conflicts, ethnic/national identity, among others, attempting to reconcile their national outlook with regionally sensitive policies, which is a new phenomenon in Indian politics.

The article underlines the importance of national parties making efforts to address regional identity and these concerns as respective parties will speak to and engage the voters to strengthen the structure of federalism and cultural diversity in India (Chhibber & Nooruddin, 2004). In their party manifesto, the BJP and INC have employed linguistic and cultural aspects to engage with water disputes in states such as Tamil Nadu and Karnataka. Particularly this is reflected in the new language policy in Tamil Nadu where speakers hold great values and pride in their language (Rajagopal, 2017). Regional culture

has always been incorporated into the national narratives in India to keep alive the spirit of federalism, plurality and democracy (Singh, 2019). Varshney (2000) supports this observation and claims that national societies usually balance both national and particular solidarity, which is vital for democratic continuity.

This piece scrutinizes the economic problems experienced in the case of many regions in India and how national parties have done regionalism to address the inequalities. Water scarcity in Punjab and Maharashtra leads to an agrarian crisis, with added factors such as debts and overdependence on agriculture, while Bihar and Jharkhand suffer from widespread unemployment (Bhattacharya, 2020; Kumar & Sinha, 2021). In Bihar and Jharkhand, for instance, the BJP and INC have brought forth economic initiatives such as Pradhan Mantri Mudra Yojana which addresses the issue of entrepreneurship in the region and industrial job policies (Government of India, 2022). The author argues that there is an urgent need for new policy measures. For example, the Special Economic Zones in Uttar Pradesh, which is among the least developed states in India, to assist in the development of industries and employment generation simultaneously (Jain & Gupta, 2020). There are also problems caused by the SEZs like relocation of people and environmental issues (Mukherjee & Sahoo, 2021). National parties are striving to ensure that there is fairness in the economic policies that are being used to encourage balanced economic development and increased development hardiness within regions.

The floods in Assam and Bihar, the water crisis in Tamil Nadu, and the air quality in Delhi are only some examples of regional environmental problems that have caused national concerns given their effects on the quality of life for the citizens (Goswami, 2021; Sharma & Mandal, 2022). Major national political parties like BJP and INC recommend environment-specific strategies for the states, such as watershed management, strategies for flood control, pollution abatement, and water harvesting measures to combat water shortage (Sarma, 2021; Vasudevan, 2020). Due to an acute problem of air quality, which Delhi experiences, there is the need for strict control of emissions, incorporation of clean technologies, all in the spirit of attaining development and also having an appreciation of the local environmental factors prevalent in a given country.

On the matter of security, border state regions of India, particularly Jammu & Kashmir and Assam, seem to draw conflicting responses, owing to their borders with other countries, and this is reflected in the beliefs of the ruling BJP party, whereby there will be heightened focus on border security

(Chandran, 2020; Rai, 2020). National parties tend to favour development of infrastructure and more militarised strategies to solve the challenges posed by regional insecurity. This road construction along borders is consistent with the BJP manifesto for the year 2024 that seeks to secure the periphery by building roads and surveillance systems and implementing other developmental activities that promote security and national integration.

The increasing emphasis on federalism and autonomy at the state level is underscored by the rise of regional parties that seek enhanced power for themselves, with parties like the INC in favor of even greater states' rights in some respects (Congress, 2024). It can be understood that the move towards regional autonomy instead of centralization is a response to petitions for a governing framework that is more proportionate to the regions of India (Chandhoke, 2015). The BJP and INC's manifestos have introduced concepts of regional identity and state-centric governance as a means of upholding the ideals of national integration and sub-nationalism in leadership appropriate to the social complexities of India.

Infrastructure development is the main agenda for national parties in a bid to solve the inequalities between regions. For example, Tamil Nadu and Karnataka have adequate infrastructure while the northeastern and eastern areas are poorly connected, access which is vital for poverty alleviation through projects such as the Eastern Freight Corridor (Bhatia, 2019). Improvements in the transportation and airport facilities help integrate the economies of the regions into the other parts of the country and the world, thus facilitating industrialization and creation of jobs. Although challenges such as land acquisition and ecology will limit returns, this plan will ensure balanced development of the economy.

The article evaluates the impact of some factors on the dynamics of national elections with particular emphasis on how national parties are beginning to adapt to local issues in order to neutralize the growth of regional parties or regionalism sphere, particularly in regions with developed regionalism (Chand, 2021; Patnaik, 2022). There is a trend among national parties to take on board policies specific to certain regions in order to be able to cope with regional strength and remain in political competition during state elections. The politics of coalitions, which include not just regional parties but also national parties for the purpose of dealing with the local issues properly while advancing a national ethos, is becoming important. Managing regional interests in the context of national positivism can often be rather difficult, which illustrates the nature of the political scene in India.

CONCLUSION

The 2024 Indian General Elections demonstrates a tactical turn in the management of national manifests by other competitors such as BJP and INC. This has incorporated the regional aspects. This is because the country under discussion is multifaceted in its socio-political and economic factors where the voter choices have a huge regional factor. The national political parties appreciate elements such as regionalism, poverty, pollution, border concerns and provision of services to the locals. This in turn acknowledges the comprehension of local issues. This mechanism promotes active citizenship, fosters a spirit of federalism and promotes growth which is all inclusive. The demarcation between the regional issues and the central unity is a very encouraging growth in the politics of elections in India and may have such implications on the internal democracy and development in the regions for a long time. With the increasing scope of regional issues in national manifests, their effect on voter comprehension is better affected which is also an indicator of the capacity of the political structures in the country's democracy to respond to the changes in the clientele.

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