

# Exploring The Electoral Strategies of Major Political Parties In Jammu And Kashmir In The Post-2002 Era

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## ABSTRACT

The political landscape of Jammu and Kashmir (J&K) has undergone significant transformations since 2002, marked by shifts in voter demographics, evolving security dynamics, and broader national trends. This study explores the electoral strategies of major political parties in J&K, including the Jammu and Kashmir National Conference (NC), the Jammu and Kashmir Peoples Democratic Party (PDP), the Bharatiya Janata Party (BJP), and the Indian National Congress (INC). The research examines how these parties have adapted to changing political realities, voter expectations, and socio-economic conditions. Key findings highlight the PDP's focus on youth engagement and reconciliation, the BJP's emphasis on development and national integration, and the NC and INC's advocacy for regional autonomy and inclusive development. These strategies reflect the parties' efforts to navigate J&K's complex socio-political environment and secure electoral success.

**KEY WORDS:** Electoral Strategies, Political Parties, INC, BJP, PDP, NC

## INTRODUCTION

Jammu and Kashmir (J&K), a region of immense strategic and geopolitical significance, has long been at the epicentre of India-Pakistan relations. The political landscape of J&K is characterized by its complex interplay of regional autonomy, ethnic diversity, and geopolitical tension. Historically, the political dynamics of the region have been dominated by a few major parties, primarily the Jammu and Kashmir National Conference (NC) and the Indian National Congress (INC). The rise of the Jammu and Kashmir Peoples Democratic Party (PDP) in 1999 added a new dimension to the political scene, challenging the traditional hegemony of the NC and INC. Post-2002, the political scenario in J&K underwent significant transformations. This period marked the emergence of the PDP as a formidable political force, advocating for a "healing touch" policy and peacebuilding initiatives. Concurrently, the Bharatiya Janata Party (BJP) began to assert itself more vigorously in the region, particularly following its national electoral successes. The political strategies of these parties have since evolved, reflecting broader socio-political changes and the region's unique challenges.

The political dynamics of Jammu and Kashmir have been a subject of extensive academic inquiry. Scholars have explored various aspects, including the historical context of the conflict, the role of insurgency, and the impact of regional autonomy on political stability. While there is a wealth of literature on the historical and conflict-related aspects of J&K politics, there is a noticeable gap in research specifically addressing the electoral strategies of political parties in the post-2002 era. Existing studies tend to focus on broad political and security issues, often overlooking the nuances of party strategies and voter engagement techniques in recent elections. This gap is particularly significant given the transformative changes in J&K's political landscape since 2002. The rise of the PDP, the increasing influence of the BJP, and the evolving strategies of the NC and INC are critical developments that require in-depth analysis. Understanding how these parties have adapted to changing political realities, voter expectations, and socio-economic conditions is essential for a comprehensive understanding of J&K's electoral dynamics.

This study aims to explore the electoral strategies of major political parties in J&K during the post-2002 era. By examining the campaigns, policies, and socio-political maneuvers of the NC, PDP, BJP, and INC, the research

seeks to provide a comprehensive understanding of the factors influencing electoral outcomes in the region. The objectives of this study are as follows: to analyze the historical and contemporary electoral strategies of major political parties in J&K; to examine the impact of socio-political changes on these strategies; and to understand voter behavior and preferences in response to these strategies. The significance of this study lies in its potential to contribute to the broader field of electoral politics and conflict studies. By focusing on J&K, a region with unique political and historical contexts,

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this research can offer insights into how political parties navigate complex environments to secure electoral success. Furthermore, it can provide valuable lessons for policymakers and political analysts interested in conflict resolution and democratic processes in similarly contested regions.

## **HISTORICAL EVOLUTION OF POLITICAL PARTIES IN J&K**

The political landscape of Jammu and Kashmir (J&K) has been shaped by its unique historical, cultural, and geopolitical context. The evolution of political parties in J&K reflects the region's complex dynamics and the interplay of local, national, and international factors. The origins of modern political movements in J&K can be traced back to the early 20th century when the region was under the rule of the Maharaja of Kashmir. The oppressive policies and economic exploitation under the Dogra regime led to widespread discontent among the Muslim majority population. This discontent eventually gave rise to organized political activism. The formation of the All-Jammu and Kashmir Muslim Conference in 1932, led by Sheikh Abdullah, marked a significant milestone. The Muslim Conference initially aimed to address the grievances of the Muslim population and sought reforms from the Maharaja's administration (Rai, 2004).

In 1939, Sheikh Abdullah transformed the Muslim Conference into the Jammu and Kashmir National Conference (NC) to create a more inclusive platform for all communities in J&K. The NC's vision was to establish a secular and democratic state. This shift was symbolized by the adoption of the Naya Kashmir manifesto in 1944, which outlined a progressive agenda for the region, including land reforms and universal suffrage (Bamzai, 1994). The NC's secular stance and its alignment with the Indian National Congress (INC) played a crucial role in its political trajectory, especially during the crucial period leading up to and following India's independence in 1947. The political situation in J&K took a dramatic turn in 1947 when the region became a focal point of the India-Pakistan conflict. The accession of J&K to India, facilitated by Maharaja Hari Singh, was followed by the first India-Pakistan war over the region. In this tumultuous period, Sheikh Abdullah emerged as a pivotal figure, and his NC played a key role in the state's politics. Abdullah's imprisonment in 1953, due to his perceived shift towards seeking greater autonomy, led to significant political upheaval and the imposition of direct central rule from New Delhi (Noorani, 2011).

The political landscape of J&K witnessed significant changes in the following decades. In 1975, the Indira-Sheikh Accord marked Sheikh Abdullah's return to power as the Chief Minister of J&K, reaffirming the state's accession to India while granting it special autonomy under Article 370 of the Indian Constitution. However, this period also saw growing dissatisfaction among various sections of society, particularly due to issues of governance and allegations of electoral manipulation. The 1980s were marked by increasing political instability and the rise of insurgency. The controversial 1987 elections, which were widely perceived as rigged, exacerbated discontent and led to a full-blown insurgency against Indian rule. This period of turmoil significantly altered the political dynamics in J&K, with militant groups and separatist movements gaining prominence (Schofield, 2010).

In the 1990s, the political vacuum created by the insurgency and the subsequent central rule led to the emergence of new political players. The Jammu and Kashmir Peoples Democratic Party (PDP), founded by Mufti Mohammad Sayeed in 1999, was one such entity. The PDP positioned itself as a moderate alternative to the NC, advocating for a "healing touch" policy aimed at reconciliation and addressing the grievances of the local population (Noorani, 2011). The PDP's rise marked a significant shift in J&K's politics, challenging the NC's dominance and bringing new issues to the forefront, such as human rights and regional autonomy. The Bharatiya Janata Party (BJP), traditionally a minor player in J&K politics, began to assert itself more vigorously in the region post-2002. The BJP's focus on national integration and economic development, coupled with its strong stance on security issues, resonated with certain segments of the electorate. The party's influence grew significantly, particularly after its national electoral successes, culminating in its role in the J&K government through a coalition with the PDP in 2015.

The INC, which had historically been an influential force in J&K due to its association with the NC and its role in national politics, found itself navigating a more complex political terrain post-2002. The rise of regional parties like the PDP and the increasing assertion of the BJP presented significant challenges. The INC's strategy involved balancing its national priorities with the unique demands of J&K's electorate (Kumar, 2018). The abrogation of Article 370 in August 2019 by the BJP-led central government marked another watershed moment in J&K's political history. This move, which ended the special status of J&K, was met with widespread criticism from regional parties like the NC and PDP, who viewed it as an erosion of the region's identity and rights. The political ramifications of this decision continue to unfold, significantly impacting the region's political discourse and party.

## **ELECTORAL STRATEGIES AND VOTER ENGAGEMENT**

### **Campaign Strategies and Messaging**

The electoral strategies of major political parties in Jammu and Kashmir (J&K) have evolved significantly in the post-2002 era. These strategies have been shaped by the region's unique socio-political context, voter expectations, and broader

national trends. The National Conference (NC), Jammu and Kashmir Peoples Democratic Party (PDP), Bharatiya Janata Party (BJP), and Indian National Congress (INC) have all employed distinct approaches to campaigning and voter engagement, reflecting their respective political agendas and goals. The PDP's campaigns have focused on themes of peace, reconciliation, and development. The party has utilized a grassroots approach, engaging directly with voters through rallies, community meetings, and social media. This approach allows for direct interaction with the electorate, fostering a sense of inclusion and addressing specific local grievances. The PDP's messaging has emphasized its commitment to addressing these grievances and promoting regional autonomy. The "healing touch" policy introduced by Mufti Mohammad Sayeed aimed to provide a conciliatory approach towards conflict resolution and socio-economic development (Noorani, 2011).

The BJP's campaign strategy has been characterized by its emphasis on national integration and development. Leveraging its national leadership and resources, the BJP has conducted extensive campaigns in J&K. The party's messaging has highlighted its achievements at the national level and its vision for economic development and security in J&K. Narendra Modi's leadership has been a cornerstone of this strategy, emphasizing development projects, infrastructural improvements, and strong national security measures. The use of technology and social media has been a key component of the BJP's campaign strategy, allowing the party to reach a wider audience and mobilize support effectively (Jaffrelot & Therwath, 2012). The NC and INC have also adapted their campaign strategies in response to changing political dynamics. The NC's campaigns have emphasized its historical legacy and contributions to the region's development. The party has focused on promoting regional autonomy and protecting the interests of J&K's diverse communities. Farooq Abdullah and Omar Abdullah, key figures in the NC, have frequently underscored their party's long-standing commitment to the region's autonomy and socio-economic progress (Bose, 2003). The INC has highlighted its national experience and its commitment to inclusive development. Campaigns led by the INC have stressed the party's role in India's freedom struggle and its subsequent governance, portraying it as a party with a broad vision for the nation that includes J&K's development within the larger framework of national progress. The INC has also focused on protecting the interests of minorities and advocating for social justice (Kumar, 2018).

## **VOTING BEHAVIOUR AND PREFERENCES**

Understanding voting behaviour and preferences is crucial for analysing the electoral strategies of political parties in J&K. The region's electorate is diverse, with varying political aspirations and concerns. Factors such as regional identity, economic conditions, security issues, and social dynamics significantly influence voting behaviour in J&K. The PDP's emphasis on peace and reconciliation has resonated with voters who prioritize stability and development. The party's focus on addressing local grievances and promoting regional autonomy has garnered support from various ethnic and religious groups within J&K. The "healing touch" policy, aimed at rehabilitating former militants and ensuring socio-economic development, has particularly appealed to the Muslim-majority areas in the Kashmir Valley (Noorani, 2011).

The BJP's focus on national integration and economic development has appealed to voters who prioritize security and economic growth. The party's emphasis on combating insurgency and promoting development projects has attracted support from urban voters and those concerned with national security. The BJP's narrative of strong central governance and its development agenda have found resonance among the youth and first-time voters who see economic opportunities and infrastructural improvements as critical to their future (Jaffrelot & Therwath, 2012). The NC and INC have relied on their historical legacy and contributions to the region's development to attract voters. The NC's focus on regional autonomy has been a key factor in its appeal to voters who value the preservation of J&K's unique identity and its special status within the Indian Union. This approach has particularly resonated with the older generation and rural voters who have traditionally supported the party (Bose, 2003).

The INC's strategy has involved emphasizing its national role and experience in governance. By highlighting its contributions to India's overall development and its commitment to inclusive policies, the INC has aimed to attract a broad spectrum of voters. The party's focus on social justice, minority rights, and economic development has appealed to voters who prioritize inclusive growth and secular values (Kumar, 2018). Additionally, the socio-political changes in J&K, such as the abrogation of Article 370 in August 2019, have further influenced voting behaviour and preferences. The BJP's decision to revoke J&K's special status was met with mixed reactions, with some viewing it as a necessary step for national integration and development, while others saw it as an erosion of J&K's autonomy. This move has polarized the electorate, influencing the strategies of all major political parties as they navigate the new political landscape. The electoral strategies of major political parties in J&K reflect their efforts to address the region's unique socio-political context and evolving voter preferences. The PDP's grassroots engagement and focus on reconciliation, the BJP's emphasis on development and national integration, the NC's advocacy for regional autonomy, and the INC's commitment to inclusive growth each cater to different segments of the electorate. Understanding these strategies and voting behaviour provides valuable insights into the complex political dynamics of J&K.

## **SOCIO-POLITICAL CHANGES AND THEIR IMPACT**

The post-2002 era in Jammu and Kashmir (J&K) has been marked by significant socio-political changes that have influenced the electoral strategies of political parties. These changes include shifts in voter demographics, evolving security dynamics, and broader national trends. Each of these factors has played a crucial role in shaping how political parties engage with the electorate and position themselves within the complex political landscape of J&K.

### **DEMOGRAPHIC SHIFTS**

Demographic changes in J&K have been pivotal in shaping electoral strategies. The region has seen an increase in urbanization, coupled with a growing number of young voters. These shifts have influenced voter preferences and expectations, prompting political parties to adapt their strategies accordingly. The Jammu and Kashmir Peoples Democratic Party (PDP) has placed significant emphasis on youth engagement and development initiatives. Recognizing the importance of the younger demographic, the PDP has focused on addressing their aspirations and concerns, particularly issues related to education, employment, and entrepreneurship. This strategy is reflected in the party's policy initiatives aimed at creating job opportunities and improving educational infrastructure (Noorani, 2011).

Similarly, the Bharatiya Janata Party (BJP) has targeted young voters through its emphasis on economic development and job creation. The BJP's use of technology and social media has been particularly effective in engaging with the younger demographic. The party's digital campaigns, outreach programs, and the promotion of entrepreneurship have resonated with young voters who are looking for new opportunities and a better quality of life (Jaffrelot & Therwath, 2012). The National Conference (NC) and the Indian National Congress (INC) have sought to retain their traditional support base while also reaching out to young voters. Both parties have emphasized their historical contributions to the region's development and their commitment to addressing contemporary issues facing young voters. The NC, for instance, has highlighted its role in promoting regional autonomy and protecting the interests of J&K's diverse communities (Bose, 2003).

### **SECURITY DYNAMICS**

The security situation in J&K has had a significant impact on electoral strategies. The region has experienced periods of insurgency and unrest, which have influenced voting behaviour and party strategies. The PDP's "healing touch" policy and emphasis on peacebuilding have been central to its strategy. The party has sought to address the root causes of conflict and promote reconciliation, appealing to voters who prioritize stability and peace. By focusing on dialogue and understanding, the PDP has aimed to create an environment conducive to socio-economic development and political stability (Noorani, 2011).

The BJP's focus on national security and combating insurgency has resonated with voters concerned about security issues. The party's strong stance on security has been a key component of its strategy, particularly in regions affected by insurgency. The BJP's approach has involved stringent measures against insurgency, increased security forces' presence, and the promotion of policies aimed at integrating J&K more closely with the rest of India (Jaffrelot & Therwath, 2012). The NC and INC have also emphasized their commitment to peace and stability. Both parties have highlighted their efforts to promote regional autonomy and protect the interests of J&K's diverse communities. The NC, for example, has consistently advocated for the restoration of greater autonomy as a means to ensure peace and address the political aspirations of the people of J&K (Bose, 2003). Similarly, the INC has focused on dialogue and democratic processes as essential tools for conflict resolution and maintaining stability (Bose, 2003).

### **NATIONAL TRENDS**

National trends and political developments have significantly influenced the electoral strategies of political parties in J&K. The BJP's national electoral successes and its emphasis on development and security have had a profound impact on the region's political landscape. The PDP's strategy has been shaped by its response to the BJP's national influence. The party has sought to distinguish itself by emphasizing regional autonomy and peacebuilding, positioning itself as a regional alternative to the BJP. The PDP's focus on protecting the unique identity of J&K and advocating for greater local governance has aimed to appeal to voters who are wary of the BJP's centralizing policies. The NC and INC have also adapted their strategies in response to national trends. Both parties have emphasized their historical legacy and contributions to the region's development while addressing contemporary issues facing voters. The NC has reiterated its commitment to regional autonomy and socio-economic development, seeking to preserve the unique cultural and political identity of J&K (Bose, 2003). The INC, on the other hand, has focused on its long-standing commitment to secularism, inclusive development, and social justice, aiming to attract voters who are concerned about the BJP's majoritarian policies (Kumar, 2018). The abrogation of Article 370 in August 2019 by the BJP-led central government marked a watershed moment in J&K's political history. This move, which ended the special autonomous status of J&K, was met with widespread criticism from regional parties like the NC and PDP, who viewed it as an erosion of the region's identity and

rights. The BJP's decision was justified on the grounds of promoting national integration and economic development, arguing that the abrogation would lead to greater investment and growth in J&K.

The political ramifications of this decision continue to unfold, significantly impacting the region's political discourse and party dynamics. The BJP has framed the abrogation as a necessary step for integrating J&K into the national mainstream and addressing issues of development and security. Conversely, the NC and PDP have positioned themselves as defenders of J&K's autonomy and unique identity, arguing that the central government's actions undermine the region's special status and disregard the aspirations of its people. In conclusion, the socio-political changes in J&K post-2002 have played a crucial role in shaping the electoral strategies of political parties. Demographic shifts, evolving security dynamics, and broader national trends have all influenced how parties engage with voters and position themselves within the region's complex political landscape. The PDP's focus on youth engagement and reconciliation, the BJP's emphasis on development and security, and the NC and INC's advocacy for regional autonomy and inclusive development reflect the diverse strategies employed by these parties in response to the unique challenges and opportunities in J&K.

## CONCLUSION

The socio-political landscape of Jammu and Kashmir (J&K) has undergone significant changes post-2002, shaping the electoral strategies of major political parties. These changes, marked by shifts in voter demographics, evolving security dynamics, and broader national trends, have profoundly influenced how parties engage with the electorate. The Jammu and Kashmir Peoples Democratic Party (PDP) has focused on youth engagement and development initiatives, addressing issues such as education, employment, and entrepreneurship. This strategy has strengthened its support base among young voters. Similarly, the Bharatiya Janata Party (BJP) has leveraged technology and social media to connect with the younger demographic, emphasizing economic development and job creation. The BJP's digital campaigns have resonated with young voters seeking socio-economic stability.

The National Conference (NC) and the Indian National Congress (INC) have adapted by highlighting their historical contributions to J&K's development and addressing contemporary issues faced by young voters. Both parties have aimed to retain their traditional support base while reaching out to the younger electorate, promoting regional autonomy and inclusive development. Security dynamics have also played a crucial role in shaping electoral strategies. The PDP's "healing touch" policy and peacebuilding efforts aim to address conflict causes and promote reconciliation. The BJP's focus on national security and combating insurgency has appealed to voters concerned with security issues, emphasizing stringent measures and policies to integrate J&K with India. The NC and INC have stressed their commitment to peace and stability, advocating for greater autonomy and democratic processes.

National political developments, particularly the abrogation of Article 370 in 2019 by the BJP-led government, have significantly impacted J&K's political landscape. While the BJP framed this move as essential for national integration and development, regional parties like the NC and PDP viewed it as eroding J&K's identity and rights. In conclusion, demographic shifts, security concerns, and national trends have shaped the diverse electoral strategies of J&K's political parties. Understanding these strategies provides valuable insights into the region's complex political dynamics.

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