

The Phoenix Rises from its Ashes: A Case Study of Aam Aadmi Party

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ABSTRACT

The historic win of the Aam Admi Party in Delhi Assembly elections 2015, after its serious debacle in General Elections 2014 has once again made it the subject of analysis in the political circle, media houses as well as academic arena. In an era of corporate politics where big giants parties are having unlimited and un-traced sources of funding and media rallying behind them, a barely 3 year old party has been successful in challenging the high and mighty established political parties. Taking the Indian political scenario by storm the Party won 2013 election with 29 seats and form the government with the support of Congress that lasted just for 49 days, witnessed massive defeat in Lok Sabha elections but came back in full force with land slide victory in re-election of Delhi Assembly. This case study explores the back end activities that propelled them to success. The right balance of management theories applied along with latest technologies used in the process has been emulated in this paper.

Keywords: Government, Corruption, Political Party, Election



INTRODUCTION

The party system in India dates back to the formation of Indian National Congress by A.O. Hume to allow Indian representation in the British Government and thus suppress the rising dissatisfaction among Indians. Kesalu(2013). Indian National Congress, that mobilized the masses against the British Raj and played a key role in getting independence enjoyed a monopoly on Indian political front in the post-independence era. It dominated the Indian political spectrum and ruled the country for four decades, forming governments with a coalition of other parties. India witnessed many scams rolling out of congress lead center and the state government closet Coal scam, 2G scam, Telecom Scam to name a few. The other major party that emerged in the Indian political system was the Bhartiya Janta Party(BJP) and it voiced its' concern against the corruption purported by congress. Kumar and Lone 2013 explain, that due to inner dispute and lack of secular orientation BJP could never provide a strong central government. Several other parties were formed based on ideological differences as well as personal idiosyncrasies that resulted in multiparty systems with 74 parties in 1952 to currently more than 364 in 2012.

Little did India know that within 63 years of independence the very Indian politicians from different political parties will plunder her more than the Britishers. A study by Mathias Willians 2011, suggested that corruption was a huge cost to the Indian economy and threatened to derail it's growth. Each and every single party seemed to be tainted with corruption, crimilization and arrogance along with a general apathy towards the common people.

The words said by Pundit Jawahar Lal Nehru, towards midnight on 14 August 1947, "A moment comes, which comes but rarely in history, when we step out from the old to the new, when an age ends, and when the soul of a nation, long suppressed, finds utterance." appeared apt for the current chaotic situation of the country and with this rose the movement called India against Corruption which created the backdrop of the birth of the Aam Aadmi Party.



TEPPING STONE-INDIA AGAINST CORRUPTION

During the last three decades of Congress government, people suffered from corruption, Inflation, external security threats, Internal Insecurity etc. and the simmering collective anger erupted as the movement India Against Corruption led by Anna Hazare. Putting up his demand for establishing Citizen's Ombudsman by passing Jan Lok Pal Bill, he went on indefinite hunger strike for 12 days in 2011. People came out in massive support to him, from common man to people like Justice Santhosh Hegede, Prashant Bhushan. Shashi Bhushan from Judiciary, Activist Medha Patekar, Former cop Kiran Bedi and Arvind Kejriwal from Indian Reveniew Services. The movement was called off by Anna Hazare when the Congress Government promised to pass the bill. However after sending the bill to a committee the Government never passed the bill. At this juncture the rift became wide between Anna and Kejriwal as later believed that

without active hold in government it would not be possible to fight against corruption.

Aam Aadmi Party (AAP) was formally launched on 26th November, 2012.

The man behind the formation of the party **Arvind Kejriwal**, an IIT alumnus, was a person connected to people. Leaving his post of Joint Commissioner in the Income Tax Department he started an NGO Parivartan that helped people get their official work done, using Right to information legislation. He also received the Magsaysay Award for his work in this field of social service. His experience of the problems faced by common man in day to day life made direct bond to people very fast and soon he got massive support from the masses. The underlying ideology of the party has been Purna Swaraj that advocates self governance, accountability of the government and power decentralization. (Kusum, 2014)

AAP led series of protests against rising electricity and water bills, rape, corruption and many others issues. All these protests were close to the masses who wholeheartedly supported the party in Delhi assembly and AAP became the second largest party after BJP to win the elections getting a total of 28 seats. Arvind Kejriwal defeated 3 times CM Sheela Dixit by 25,864 votes and it was clear that a new kind of politics had arrived on the Indian political scenario. Arvind Kejriwal became the media's most favourite figure and finally AAP formed the government with the support of Congress. The beginning of AAP government was impressive with announcement of free 20,000 liters of water, free electricity, determination to end corruption etc. but not without controversies due to behavior of AAP members and protests by CM on Rajpath. The praise as well as criticism was showered in equal measure on them. Within a short span of time Kejriwal resigned from the post of CM and dissolved the house as the Janlok Pal Bill proposed by him was not passed in the house. There was a pitch of sympathy as well as disappointment. Then they expanded at National Level with Lok Sabha Elections and this time Arvind Kejriwal took the fight against Narendra Modi. But, Modi wave washed his dreams and AAP lost in all seats except four.

The defeat in Lok Sabha Elections appeared to be an end of Aam Admi Party and political career of Arvind Kejriwal, but the party became a live wire when Delhi Assembly re-election was announced for February 2015. Though the party had lost badly in Lok Sabha, the ground work of AAP never lost it's track, and this became the success mantra for AAP in the fresh elections conducted in Delhi. In re-election AAP rose from its own ashes like Greek Phoenix and witnessed a landslide mandate from Delhi Citizens who wanted to see Arvind Kejrywal as CM. In the following sections, the paper explores how latest IT tools and technologies, Management principles and Entrepreneur skills were used by AAP to build the political castle brick by brick changing the very fabric of election campaigning.

Apolitical Entrepreneur

Established parties like Congress, BJP, JDU, Samajwadi Party have always believed in traditional politics, which manifest

itself into “unapproachable” high profile leaders with their corporate nexus generating funds, and huge money involvement during elections. Also leaders with criminal records were integral part of almost all the parties. They believed in visiting the constituency, only when elections are near.

In the total contrast AAP had to build the party brick by brick with limited means. What AAP had in its hand was people's support in their fight against corruption and the time was apt to mobilize this emotion to an asset for the party, which AAP aptly did by involving citizens in all decision making and governance of the party. This unique strategy was like a fresh breeze for the masses, because for the first time people were having a say in the policy making.

In the Indian Political market AAP arrived as a political entrepreneur and took the market by surprise by its ability to dismantle the political monopoly of two Giants Congress and BJP.

According to Dillhon et.al 2014, an entrepreneur needs to work smart and not just work hard. Entrepreneur visualizes goal and success, should be able to delegate tasks, manage time effectively using the latest technology and should be able to take risks.

AAP had visioned itself as a national party fighting against corruption and a mission to help people, and it started moving in the direction utilizing its resources wisely. Arvind Kejriwal risked his political career by standing in elections against three times CM Sheela Dixit and finally defeated her with a huge margin. The risk taken had paid rich dividend.

Manish Sabarwal (2013) in the Economist explains how AAP decided to break with the past practice of contesting the election; right from funding, volunteer model, to non-caste appeal every concept brought was 180 in opposition to what citizens had witnessed so far. Its mass appeal made other parties copy the model.

According to Harshdeep Raphael 2013, the startup companies can learn few lessons from AAP. Identifying the trend and moving along with it, the way AAP turned angst of masses against corruption and aligned the fundamentals of the party along it thus touching the right cord with the public. AAP also found the 'gap' in the market that 'common man' was missing link and no party included them. AAP brought the concept of Purna Swaraj where the government was accountable to common man and could be called back if it did not perform. The importance given to the masses brought citizens in full support of AAP.

A detailed preview of the strategies based on management principle and effective use of technology is discussed.



MARKET ANALYSIS

Two major competitors congress and Bhartiya Janta Party were closely studied. Congress, in power for the third term, with a series of corruption charges leveled against it, bearing

huge public angst, was already standing on the downhill slope where as BJP with better image and good governance in some states was riding high on a Narendra Modi wave. However, it was clear that BJP as such was not successful in stopping corruption. Further its' high profile people and political arrogance had completely alienated BJP from the common man where the power to change existed. This was the actual catch point. The huge support that IAC got from youth was a clear indication of the paradigm shift in the political arena and Arvind Kejriwal was quick to capitalize on this connect with the masses when the rest of the political parties were restricted to higher classes. Thus introducing the product in the market in such way that it instantly connected to target audience was essential and they began this process with coining an appropriate name.

Branding- Endorsing the Common Man

As the party was founded after the deep dissatisfaction and disappointment of common people the name had to represent the public and hence it was named Aam Admi Party. 'AAP' in Hindi, means 'You' and it clearly sent a message that the party was built by the common man, for the common man and was all concerned about the common man. Many established parties made fun out of this name without even realizing that the very name will derail their otherwise sure route to power in the forthcoming assembly elections.

As the movement of IAC had attracted intelligentsia and masses alike, the selection of the party symbol had to hold an appeal for both. The broom was selected as the symbol demonstrating the eagerness to clean the cesspool of Indian Politics and it connected well with the masses due to its ubiquitous presence in every household. Having established the connection the next step was to concentrate on the promise that the new product will carry.

USP-The Party Manifesto

The manifesto of a newly born party needed to have a new flavor different from the existing manifesto of other parties. Also it was essential to feel the pulse before finalizing the manifesto and make people aware that they were actually a part of it.

A lot of ground work and research went before writing the manifesto with personalities like Atishi Marlena, a Rhodes scholar from Oxford being apart of manifesto writing for AAP. 31 policy committee consisting of academicians, administrators and surveyors etc. worked upon different issues of public concern like economic, social, industry and welfare, taking inputs from colunters who were continuously visiting various constituencies. Even the figure of 700 liters of free water was decided after deep research based on consumption pattern of consumers and on the fact that it simply required proper redistribution of existing infrastructure and controlling water mafia. For the first time a party was considering electricity, water, roads and women safety as election issues and that too quoting a figure rather than giving ambiguous targets like “adequate” and “sufficient”.

Parties like Congress and BJP just modified their earlier manifesto hurriedly whereas AAP's volunteers interviewed people in all 70 constituencies and listened to their problems. Thus, AAP created 70 manifestoes one for each constituency

and one central manifesto. When all the three parties released their manifesto it was AAP's manifesto with which people identified with, A comparison of all the three are shown below

Table 1: Comparative study of Congress and AAP manifestos for Delhi

AAP	CONGRESS	BJP
Lokayukta bill will be passed in 15 days of AAP getting elected which will have the CM, ministers and MLAs under its purview.	Nothing on Jan lokpal bill but speaks of transparency through e-governance with an aim to cover 90 percent of government services.	The institution of lokayukta would be made effective powers and helplines would be set up for reporting corruption cases, public grievance cell shall be established in government offices for redressal of grievances in a time-bound manner.
Introduction of swaraj Bill Mohalla Sabhas to decide on local governance issues.	Already has Bagidari Scheme	To ensure good governance the party would promote e-governance to ensure transparent, responsive and corruption free administration, and form Accountability Commission to ensure efficient use of public money.
Full statehood to Delhi, police and law and order should come under Delhi government.	Demands full statehood and centralised command structure. Also Free Economics Zone across NCR so that business and traffic can move seamlessly.	Promised full statehood to the city
Electricity bills to be reduced by half, electricity distribution companies will be audited.	To set up fast track grievance cells to address complaints, increase power generation and promote solar power.	Promised to reduce electricity charges by 30 percent in a manifesto for the December 04 Delhi Assembly Elections.
700 litres of free water to every family. Those consuming more will pay more, opposes privatisation of Delhi Jal Board.	Will extend the subsidy to domestic consumers from current 30 Kilo litre per month to 40 Kilo litre per month, 3 new water treatment plants to be set up.	
Education in government schools to be as good as that in private schools, 500 new schools to be opened. New law would be introduced to control profiteering by private schools and colleges.	Introduce the option of second shift in all private schools to open second shift and thereby creating at least 25 per cent more seats, 150 new government schools 10000 new teachers.	
New colleges to be started for students specifically from Delhi.	More evening colleges to increase seats by 30 percent. University of Health Sciences with 5 medical colleges.	
Security for women. Citizens security Force will be established.	Push for police reforms, evolve mechanism for better cooperation with police, special training for police to handle crimes against women.	Emphasising on taking steps for safety of women, 24-hour call centres and a dedicated 'Women Security Force', construction of more hostels for working women and set up fast track courts for speedy trial in cases of violence against women
Ensure use of SC component plan for the welfare of scheduled castes and implementation of SC/ST and OBC reservation in Delhi Government. Zero or low interest loans for entrepreneurs.	Easy loans for self employment groups (SC/ST, OBC, Minority), rs 1800 per year for every child in school, scholarships.	
Ensure that false cases against Muslims are not registered Bring transparency in the functioning of Delhi of Delhi Waqf Board	Moderisation of Madrassa education, Haj house in Dwarka	Formation of madrasa board and expansion of Lal Dora area.

Source: Subhajit Sengupta, 2013

No doubt the final manifesto of AAP, with its' mass appeal made established party sit up with wonder.

· Resource Management

The election campaign by most of the parties have been a huge display of might and money. Huge billboards would spring up across the city, famous personality would be called to support parties, huge rallies would be conducted with crowd being bought and brought from far off places finally buying votes through money and liquor. This all has been a common practice.

In this regard AAP was standing on ground zero. As in any organization people are a greatest asset so was the case with AAP. AAP started requesting the citizen for donation of as small as 5Rs. and the process of donation was kept transparent by showing it on their website. With this the donor also became an member of AAP ,and this practice instilled a feeling of loyalty and belongingness in them. With this unique concept AAP not only raised the funds but also increased its' vote share. AAP further raised the bar of transparency by putting a cap on the donations as 20 crores beyond which they stopped accepting the donations impressing the masses with their integrity.

In second assembly election when it was little difficult to raise the fund initially some supporters of the party h started a Twitter campaign where they promise to donate money to AAP based on the number of retweets as shown below



Figure 1: AAP's Fund Raising Collection through Twitter

Bringing Youth to Booth

The best of middle class brains including engineers, doctors, academician as well as cobbler, small shop owner , cooks gave full support to AAP. AAP campaign had special message “ Ask your friends to vote” and AAP had succeeded in converting a generation averse to politics ,to passionate driving force working relentlessly for them. Even the Election Commission has acknowledged the AAP's contribution in creating awareness amongst people about the voting process and urging them to come out and vote. In a record voting of Assembly election the voting for the time went to 66% in Delhi. Not only this, AAP also discovered 72,000 fake voters in some areas of Delhi and informed the Delhi election commission. The volunteers kept bringing such anomalies to the notice of the election commission. One of the reasons for a higher percentage of voter turnout in Delhi has been this very weeding out of fake voter names- another step that ended up helping the Election Commission.



MAGIC WAND OF IT: LOWBUDGET, HIGHIMPACT CAMPAIGNING

Behind the AAP's land Slide victory was the magnificent use of technology that gave it an edge over the rest of the parties who could only use it marginally.

i) Use of Voice Telephony

According to Pranav Prateek ,2015, AAP was the first party to use cloud telephony in collaboration with Voice Tree Technologies that helped make any citizen agreeing with AAP ideology become a member of AAP. With the help of Cloud Telephony, a volunteer (who can be anyone) could call on a toll free number which was then mapped to a central server. This server then used to select a random number and make the volunteer connect to this number .After the call is made that number is dropped from the list. So at a given time, above 100 volunteers could simultaneously make the call to the citizens of Delhi. The campaign has been live since November 20th, 2013 and according to the data nearly 5,00,000 calls have been done in one week by more than 7,000 volunteers that could go 60,000 calls a day.

ii) Use of Google Hangout

With the use of Google Hangout ,AAP could persuade NRI's to adopt a constituency and help raise the fund for that constituency upto 1.5 million Rupees. NRIs also shared their higher experience on Google Hangout.

iii) Sentiment Analysis

Sentiment analysis concepts were applied to twitter handles and Facebook to record sentiments of people towards various issues. The campaign as well as the manifesto was changed in the direction of the trending sentiments like demand for free Wi-fi and education. This helped AAP get a strong public connect which other parties missed upon.

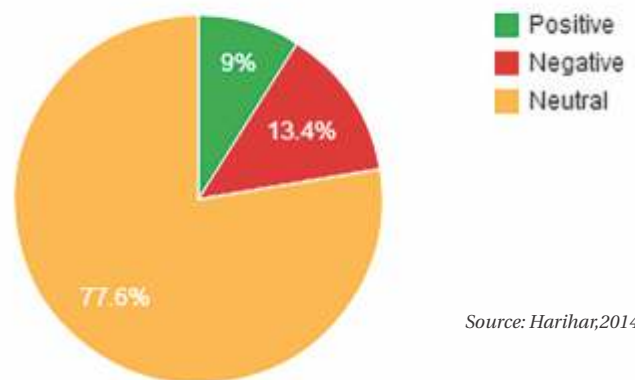


Figure 2: Sentiment Analysis

iv) Social Media Power

AAP Website was more interactive and it asked for donations, nomination for the upcoming Lok Sabha polls 2014, membership, suggestions through its website

<http://www.aamaadmiparty.org>. It also conducted opinion polls and asked for suggestions on important issues through its website. The followers of websites of three major parties are as under:

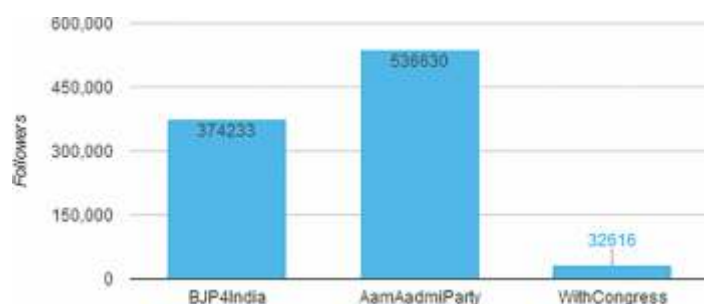


Figure 3: Website follower Graph

A unique concept of political internship #internship4AAP with the party was floated for youth-an offer no other party had given. The young voters who took the internship became loyal voter as well as volunteers and kept the social media pages updated and became a campaign led through word of mouth. Similarly a powerful message was sent across by #Donate4CleanPolitics where people donated whatever their capacity was and as every donation was kept transparent through their website it proved to be a successful way for fund raising.

There was also an application to promote the same. The donation trends on their website showed that the party is highly motivated to showcase each day's donation count and the breakup of the same. It is an intelligent idea to promote donations through social media especially because it was the best way to display to a common man each day's collection details, hence encouraging them to be a part of the collection.

Source: Harihar, 2014

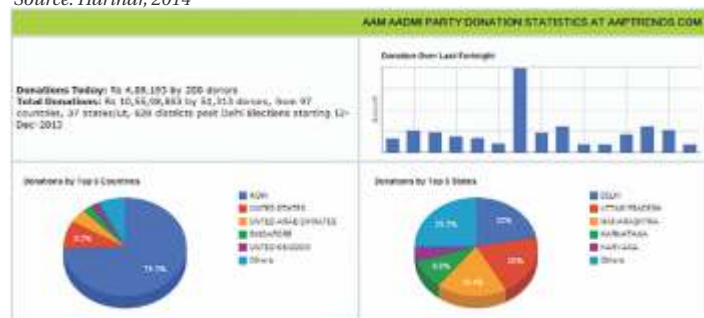


Figure 4: On line Donation Declaration by AAP

Maintaining a consistent communication led to no confusion among the minds of the masses. It was a great marketing strategy. It not only created a recall value but instilled in the minds of the public that the party stands for them and not for themselves.

At Twitter AAP had been hyperactive with approximately 40 tweets per day. Hash-tags like #Kejriwal At Kanpur was used brilliantly and ran a certain campaign for specific time periods to keep country updated about every move. Similarly, sharing of videos explained the work that AAP carried out across the city. The party had joined hands with Facebook Talks and News Laundry to talk live to stay within the public view.

Mohalla Sabha- Groundwork

At ground level AAP recruited thousands of volunteers with an aim to connect to common man one to one basis. The concept of Purna Swaraj was fulfilled through Moahalla Sabha that was attended by local people and AAP candidates. These were the platforms to know the basic needs and problems of people of that particular area. It helped AAP know the expectation of the people and incorporate it in their manifesto. People having a say in the governance also made people inclined towards AAP. AAP Model of transparent Citizen Empowered Governance seemed to be the epitome of governance.

IV Winning Streak

With the commendable preparation and hard work AAP contested Delhi Assembly election 2013 with Arvind Kejriwal fighting against the then Chief Minister Mrs Sheila Dixit. The 15-year rule of the Congress in Delhi came to an end with the results of the 2013 Delhi Assembly elections. No single party got a majority with BJP highest seats of 32 followed by AAP 28 and Congress just 8 seats. Like a David killing the Goliath, Arvind Kejriwal, defeated three times CM Sheila Dixit. AAP had taken the Voters imagination by storm, and became a game changer.

The resulting hung Parliament got a solution when AAP formed the Government with the support of Congress. The AAP government began with all the zeal and zest and took some initiatives like ending VIP, Red-light Culture, Cutting Electricity Bills for those consuming up to 400 units, Free Water for those consuming up to 20 KL per month stopping retail FDI, Surprise checking schools and hospitals, 'starting anti corruption help line etc. However controversies and method of working of AAP MLAs were criticized. On the issue of Passing Jan Lok Pal bill Arvind Kejriwal resigned from CM post thus dissolving the assembly.

However, AAP with an eye over National politics decided to fight General Elections.

V Debacle in General elections

AAP, riding high on its' success of Assembly elections decided to fight on 432 seats of the Lok Sabha. Depending upon the

Source: Gagan Jain, 2014

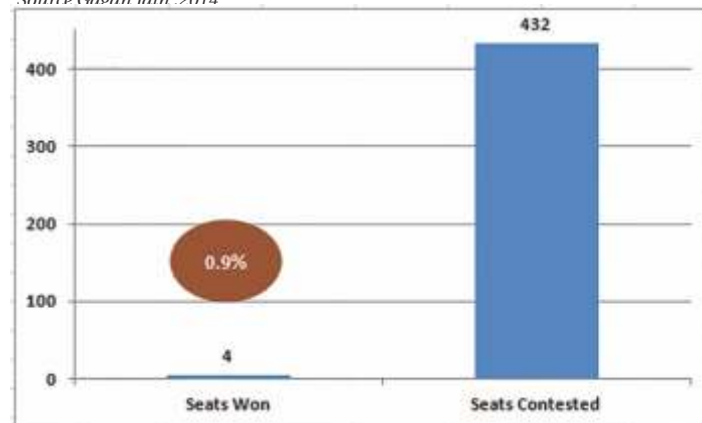


Fig 5 : Performance of AAP in Lok Sabha Elections

micro-financing and crowd magnetism is was difficult to scale the performance at national level. This time Arvind Kejriwal took on Narendra Modi, the prime ministerial Candidate of BJP without realizing that Modi was not Mrs Sheila Dixit. With Arvind Kejriwal losing in Varanasi against Narendra Modi AAP lost on all seats except four.

For a nascent party like this performance was not dismal, however, the rhetoric of AAP during elections made this number seem all the more less.

Crest Fallen: Lessons Learnt

The unprecedented popularity of AAP and its meteoric rise in Delhi tapered off at the national level. Like many startups , it showed a rise sharply initially only to bite the dust later.

Unscalability: At national level AAP could not scale up the structure, rather it showed complete lack of it with the decision power lying in the hands of few. The acute shortage of manpower at that level was not foreseen by the leaders of AAP, and further the volunteers also could not be as organized as they were in Delhi .

Non delivery: Running an office of CM stature with anarchy and humdrum had created a bad impression of non seriousness. Leaving Delhi in lurch after 49 days also seemed to be a major reason to have an impression that if one can not take care of state how he would take care of the country.

Underestimating the Competitor: AAP could not comprehend the Modi Wave. Modi had behind him the experience of starting from scratch and build an aura around him. To consider Modi at par with Mrs Sheila Dixit was biggest mistake as corporate style politics has been the forte of Modi and had not failed him yet.

However, the not so bad performance of AAP being the youngest party in the contestant had kept the fighting spirit of AAP high and they were rearing to go in Delhi Assembly re-election in February.

VI Resurrecting from ground Zero

The spirit of AAP was not dampened by the General election results and they continued with the same zeal to perform the ground work, meeting people and talking about the problems that faced, doing surveys to improve their manifest. Thus AAP remained connected with the masses while they were fighting the Loksabha elections and this was heart winning attempt.

When AAP was marketing just one Brand “the common man” that had an instant connect with the masses, BJP was still in searching for a local face, which finally resulted in the choice of Kiran Bedi. But BJP landed up confused with two brands to market –Modiji and Kiran Bediji. It further increased the inter party conflicts within BJP which certainly sent wrong signal to the masses.

BJP did not do much to improve their manifesto rather the BJP leaders indulged in name calling .Also lot of expectation of citizen was not being fulfilled by BJP. There were serious

mistakes in the Digital Vision purported by the BJP and had brought anguish the north Eastern students who were called “migrant”.

In stark contrast AAP delivered an improved manifesto that included genuine problems of Delhites like unauthorized colonies, Better facilities for slums, contractalization of labour, Justice for victims of 1984-Sikhs, sanitation, employment, opening of new colleges, women safety. The rigorous manifesto was a result of relentless research, continuous contacting the masses in person through mohalla Sabha as well as taking their suggestion on web site and monitoring social media.

For every negative advertisement thrown by opposing BJP and congress AAP had a humble message. Like for Arvind Kejriwal accepting his mistake for leaving after 49 days and asking forgiveness for the same showed the very humane side of a leader.

The excellent work done by AAP MLAs during those 49 days negated the feelings of “run away CM” as mocked by opposing parties proved to be a boon in disguise. The voters were totally inclined towards Arvind Kejriwal as CM even if they were not AAP supporters.

Apart from this the high headness of established parties with the display of power and money added woes to agony of Delhi citizen who remained unfazed by pomp and show of BJP and congress.

VII Creating History

It was clear that Delhi Assembly election 2015 would be neck to neck fight. Speculations were high that Delhi would give another chance to AAP to prove itself. Pre-election and post-election surveys intensified the heat in the political arena. BJP remained in the constant denial mode rebushing.

With each passing day as the battle intensified the inclination towards AAP became clear as is visible from pre poll and exit poll survey given under.

Table 2: Pre Poll and Exit Poll Counts

Surveyer	AAP		BJP		CONGRESS	
	Pre-Poll	Exit Poll	Pre-Poll	Exit Poll	Pre-Poll	Exit Poll
C-Voters	28	39	37	29	5	1
IBN7	27	36	36	33	7	1
ZEE Taleem	30-34	31-39	32-36	26	4	1
News Nation	30-34	39-43	31-35	25-29	5	1-3
ABP NEWS	35	43	29	26	6	1
Chankya	24	48	41	22	5	0

AAP's internal survey conducted by psychologist Yogendra Yadav predicted 15 seats to BJP and 51seats itself which was dismissed by BJP for its small sample and had predicted 43 seats for itself.

When the results were declared on 12th February 2015 it appeared as if the broom was sweeping entire Delhi,

constituency by constituency. Finally when the counting stopped AAP had not won but conquered Delhi with 67 seats out of 70, trouncing Congress and marginalizing BJP to just 3 seats.

Table 3: Result Of Assembly Elections 2015

Party	Seats Won	Vote Share
AAP	67	54.3
BJP	3	32.2
Congress	0	9.7
Others	0	3.8
Total	70	100

From 2013 to 2015 Delhi has witnessed 3 elections including two assembly and one general election. From the % vote share it is evident that it is only AAP whose vote shares has been increasing continuously. BJP's vote share has decreased after increasing in 2014 where as Congress has shown continuous decline throughout.

The massive victory of AAP has placed huge responsibilities on their shoulders. The win has been achieved riding high on the waves of huge promises made, which may not be easy to fulfill. With the center and the neighboring states being ruled by the opposition, it would be difficult to have their own way.

Further, it would be essential that the mistakes committed in the first short tenure are not repeated. In place of protests solutions should be found amicably following the code of conduct and the dignity of the post of CM is maintained. The arrogance should not follow the victory as they are all the more in the public eye.

Ambitions and ideologies of different fractions of the party

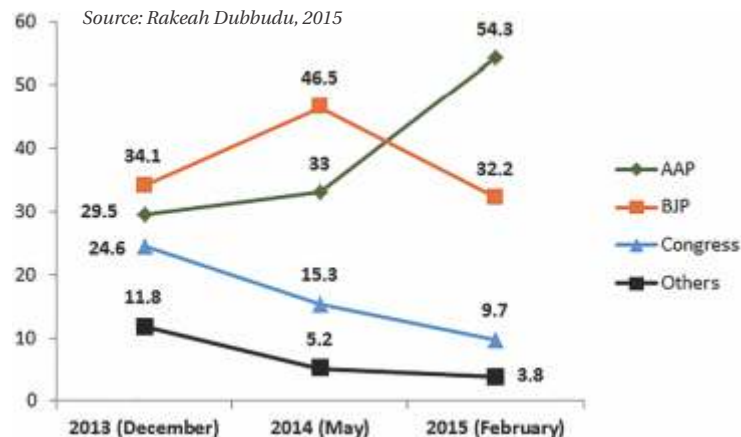


Figure 6: Vote Shares of Parties Challenges Ahead

have already started to arise and conflicts are intensifying. Before the elections 2015 party has seen descendants like Shaizia Illmi, Binni and many others who left the party and joined BJP. After the massive win the cracks have started appearing with Yogenda Yadav and Prashant Bhushan being removed from the core group. Arvind Kejriwal has been known to be dominating and the one who can sacrifice internal democracy if things don't go his way.

Thus, holding the party together, satisfying the hope of thousands of volunteers and motivating them to keep doing constructive work and steering the party to win in assembly elections of other state is not going to be easy. But as is rightly said "when the going gets tough the tough gets going..." Arvind Kejriwal might succeed and it will be in the best of the interest of Delhi which has placed so much faith in him.

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