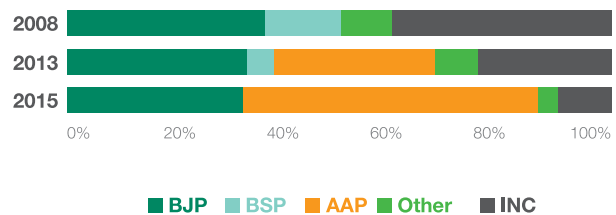Elections for the Dhaka North and Dhaka South City Corporations are expected to be held by mid-2015. In the run-up to the elections, National Democratic Institute (NDI) and Institute of Informatics and Development (IID) are hosting a **Policy Breakfast** on "Delhi Elections, Lessons for Dhaka City Corporations".

This infopage explores the recent Delhi Legislative Assembly (Vidhan Sabha) election to highlight the lessons and issues that can be learnt for the upcomming Dhaka City Corporation elections. It highlights the political and social contexts, and campaign strategies of the Delhi election and identifies issues for the Dhaka elections.
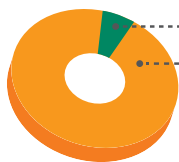
Delhi Election 2015

General Election to the Sixth Delhi Legislative Assembly was held on **7 February 2015**

Results were announced on **10 February 2015**

3 Seats Bharatiya Janata Party (**BJP**)

67 Seats Aam Aadmi Party (**AAP**)

0 Seats Indian National Congress (**INC**)

70 Seats Total

General Election to the Sixth Delhi Legislative Assembly was held on 7 February 2015 and results were announced on 10 February 2015. Aam Aadmi Party (AAP) won absolute majority by winning 67 of the 70 seats, while Bharatiya Janata Party (BJP) secured the rest 3 seats. Indian National Congress (INC) failed to win any seat in the election.

Delhi Election has been praised for the success of many political **campaign standards** and **strategies**, while at the same time highlighting the limitations of traditional negative campaigns.

▶ Share of vote for BJP remained nearly consistent with **0.8% decline** from previous election.

SHARE OF VOTE IN INDIAN GENERAL ELECTIONS 1951-2015

	0%	20%	40%	60%	80%	100%
2008						
2013						
2015						

■ **BJP** ■ **BSP** ■ **AAP** ■ **Other** ■ **INC**

▶ **AAP mostly secured the supports of non-BJP votes**, including from Congress that has been experiencing steep decline in support since 2003.

Campaign

For the **Delhi Election of 2015**, campaign strategy of the winning party AAP played a significant role worth replicating for our **upcoming DCC polls**:

Consultation for a Participatory manifesto

⌐ Delhi Dialogue was a policy-level intervention through which the general people, the '**Aam Aadmi**' of Delhi, came together to **draw an action plan for Delhi's future**.

⌐ **ICT was widely used** for these dialogues with video conferencing and mobile conversations.

- **Hundreds of citizens**' meetings, round tables were organized.

- **Thousands of feedback** forms, online comments, emailed suggestions, WhatsApp messages, Tweets and Facebook comments gathered.

- **Avoided making negative comments** on opponents and apologizing for previous mistakes.

Grassroots Participation

- With it's 40,000 volunteers AAP **reached** out to **middle class people** in Delhi **and promised** to address their concerns regarding governance, civic issues reflected **through their manifesto**.

Promotion

Low-cost innovations and campaign tricks for vibrant young volunteers-

- Placing AAP posters in Delhi autos.

- Auto drivers volunteered gave questionnaires of AAP to passengers **to get feedback** on important policies and issues.

- Invented the concept of **'Gully Prabhari'**, that is a volunteer in charge of a street.

- **'Metro Wave'** involved AAP volunteers hanging out at the entrance and exits of every metro station in groups, singing and playing music and intermittently asking people to vote for AAP.

- **'Human Banners'**: AAP volunteers formed a team of two to three and physically hold big banners from the bannisters of flyovers.

- **'Play for Change'** was a team doing flash mob kind of an act at the end which they asked for AAP vote.

- Roasting show/Talk show: The AAP chief Arvind Kejriwal has attended roasting show that was very critical for him. But it successfully presented the human part of the CM that was intended **for better connectivity** with his constituencies.

Social media Campaign

- AAP followed US President Barack Obama's **election campaign strategy** based on effective usage of **social media**.

- Tweets: Some supporters of the party started a **Twitter campaign** where they promised to donate money to AAP based on the number of retweets.

- Facebook campaign with #IAMAAP#: The hashtag campaign drawn through Facebook featured important volunteers of AAP among it **40000 volunteers** highlighting their educational and career strength depicting AAP as more credible.

Transparency of Funding

The donation information is updated in their site: **http://www.aamaadmi party.org/donation-list** on real time basis and consists of all the names of donors and transaction details supporting AAP's motto of **swiping away corruption** from politics and government.

What to avoid

Reactive strategies rather than long planned proactive campaign

Negative advertisement and **personal attacks** towards the opposition candidates.

Making politically **incorrect statements**.

Absence of a manifesto on time in contrast of the long researched one from the winning party.

Ignoring public demand of statehood in the **'vision document'**.

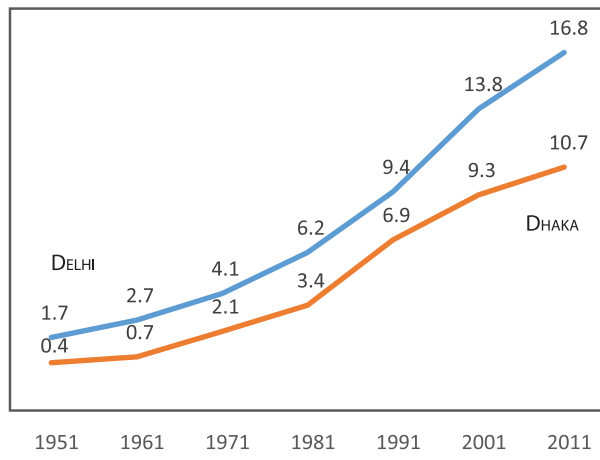Repeated questioning in the name of participation on already answered questions.

Making the Delhi development agenda overshadowed by **negative campaigns**.

Delhi's urbanization and internal-migration of poor people to the city has **trend similar** to that of Dhaka making the voter bank somewhat similar-

- Both Delhi and Dhaka are the **most populous urban agglomerations** in their countries.
- Both have **large portion of slum dwellers/voters**.
- Both cities are **highly centralized** fuelling high rural to urban migration.
- **Special campaign strategy** is needed for both cities which have too many people in a small, well-connected (via TV/media) city.

Population of Delhi and Dhaka (in million)

Delhi: 1.7, 2.7, 4.1, 6.2, 9.4, 13.8, 16.8
Dhaka: 0.4, 0.7, 2.1, 3.4, 6.9, 9.3, 10.7

1951   1961   1971   1981   1991   2001   2011

Dhaka Issues

Candidates participating in the **Dhaka City Corporation** election will have to address the following issues that city dwellers would **expect immediate action**:
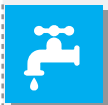
Clean water supply

- 31.43 percent households in Dhaka city **do not have access** to piped water connection.

- In the slums average user to water-point ratio is **1,000:1**.
- Still, DWASA water **needs to be purified before drinking**
- **98%** urban households and only 16% slum dwelling households in Dhaka **purify water before drinking**

Gas supply

- Within Dhaka city-
  - **Daily demand** of gas is 1,800 mm cfd [cubic feet/day approx.]
  - **Daily supply** 1,400 mm cfd
- **Illegal** connections:
  - More than **2 lakh**
  - consumption of **200 million cfd**

Sanitation and Hygiene

- Only **20 percent** of Dhaka city slum dwellers **have sanitary latrine facility**(Ahmed, 2006).
- Almost **two-thirds** of the Dhaka's sewerage **remains untreated**.
- As a result, **each year 50,000 children die** of waterborne diseases.

Waste Management

- Each day Dhaka produces **3000 tons** of household waste.
- About **37% of waste remains uncollected**.
- Recovery and recycling rate is **very poor.**
- The **four major rivers** near Dhaka receive about **1.5 million** cubic meters of untreated wastewater everyday (World Bank).

Traffic jam

- Traffic congestion in Dhaka city is causing **Tk 200 billion** economic loss every year -

  - **120 billion** for the delay the passengers suffer in traffic.
  - **Tk 40 billion** in the area of trade and exports.
  - **Tk 25 billion** for environmental causes.
  - **Tk 15 million** for the medical and other purposes.

- About **3.2 million business hours** are lost every day.

Air pollution

- The ambient air quality of **Dhaka city fails** to meet the WHO standards [1-4].

Noise pollution

- **146 out of 164** points of Dhaka city have sound level **exceeding** the WHO **tolerable limits** of 60-65dB.

Public Transportation

- Dhaka metropolitan consists of **8%** roadway which is **very low** (ADB 2002).

- Though number of private vehicles has **increased** dramatically, **public transport did not**.

- Public buses and **CNG autos charging higher** than the prescribed rate from the passengers.

Road Safety

- More than **48 percent** of reported road accidents and **72 percent** of reported fatalities were pedestrians in the context of Dhaka Metropolitan City.

- Study shows **57 percent women passengers** worry about **harassment and misbehave** while travelling by bus .

Housing

- Dhaka city **requires** additional **55,000-83,000** housing units each year.

- All public and private efforts together **can only produce 25,000** housing units a year .

- **Living conditions** in urban slums are often appalling and, in fact, much **worse** than those in most rural areas.

- **Very high population** density and room crowding-more than 1,000 persons per acre.

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