CHAPTER II
REVIEW OF LITERATURE

Stephen Stockwell and Paul Scott (2000): In my research paper the study of this article is very important. This is the guide for all media and the reporting of media. In this article on page no. 2 author trying to explain that for getting any story, media has to work very hard and need to cover detail of that matter. While getting that story, media has to face so many problems. This model code of conduct decides some rules and regulations while covering any story. Media cannot disobey those rules and regulations. Media has to be very careful not only in the matter of that story but in eyes of law. Before making any news, media has to go to the root of that story. They have to find out the main reason and the culprit of that matter. Also, media has to think that this story will give benefit or this news will give any problem to relate persons involves in that story. If suppose, because of this story any individual or any part of community suffers then the question arises on that story or news. With moral ethics media has to follow legal and ethical understanding of that news. If any personal interest of any person or group of persons is involved then media should choose the correct view. In second chapter of this article author has put functions of media. This code of conduct involves first accuracy, means whenever and wherever media covers any news then they have to check out the accuracy of that news. Each and every minor point has to be covered. If any error comes in that news by mistake of media then this news will not validate. While covering the news, media should be familiar with each and every aspect of that news and put the exact truth in front of society. In above discussion, I clarify that media is the pillar of society. Media keeps updated to society. Hence, media should be very careful and alert before giving any news. On page number six of this article author talks about ethical awareness. This code of conduct also talks about ethics. Media should be very honest with that news. Media should give fair news. Media should respect the society and should not give any wrong message to society. This article focuses on misuse of media. Sometimes media person uses their position, means journalistic position to cover the news. With the help of this Journalist position they misuse their powers. Sometimes they give wrong message to society. On page number ten authors discuss about the communication between media and society. While communication media should very
polite and soft language. Correct approach should be followed by media. In chapter ten on page number twenty-one author discuss about effective cross communication. This cross communication is also very important before giving any news. Media should keep open negotiation. Media should consider all possible angles. Media should represent correct news.

**NICALAS LAHUMAN (1996) REALITY OF MASS MEDIA;** In this research, as we know media is also playing very important role. In current research scope of media is very vast. It is not possible to give all aspects of media in this research. On page second page of this article author give the two-sided role of media in giving any news. In democratic country media is playing double role. From the side of truth and from the side of interest. Media should checkout with reality. Media should give truth to society. On the basis of assumption, no news should complete. All the news should be check out and cross verified in all possible contradiction. The experiment of giving correct news is everyday challenge before media. If media will fail in performing their role then the whole system of society should be disturbing. This research is trying to provide the reality of that news. Reality is depending upon system of operations followed by media. On page number seven the communication studies are explained. This chapter will help the journalist while making communication with concerned persons. The one more important skill is discussed and that is face reading. At the time of operation journalist should capable to read the face and find out the real story. Journalist should ask the relevant questions. While covering news or operation, journalist should observe each and every minute aspect. Second chapter gives some important references for proper coding and decoding of the news.

**TIMOTHY BASLEY (2002), MASS MEDIA AND的政治 ACCOUNTABILITY:** India is democratic country and media is the backbone of this nation. Media works as the agency for government and the society. Media is working for tall the sections and the problems of society. In this article author has put new scenario of media. In society major problems are covered by media. Political system is also explained in this paper in detail. Political parties are having so many working areas and those areas are covered by media. Political system is also having some problems and those problems are discussed in this research. On page number seven authors says, “Media can be powerful force” means media is the one who fight for right things. In other hand media is also one who rectify illegal and unjustified things. With the help
of media so many problems, scandals come in front of society. In this book author discuss about the voter’s problems in detail. Voter is having their own standing opinion because of their real experiences. At the time of election voter suffer from so many issues. These issues are not even come into the mind of any concern authority. With the help of this paper we are discussing possible aspects of voter’s problems. Election is the mechanism of Government. In this election system political parties plays important role same with as that of politicians. Politicians have their views for election and media. In the first chapter of this paper in third point on page number eight different angles of media is given. Media is a centre of society. Media is working for the interest of society. Here, author want to say that there is competition in delivering the news. If media work according to the interest of society then only they will secure their seat in this competition. In other hand if media is working against the society and interest then no one will listen them. Interest of audience is always matter. This interest pushes media to look only for interested news. In current time period this has become the trend of working media. Media will get reputation, image in society if they give only interested news. On page number eight effectiveness of such working method is elaborated indetail. In this research paper on page ten data is collected from different parts of India. Many evidences studied from India and different states of India.

**GAVIN DAVIS (2004), MEDIA COVERAGE AND ELECTON:** This article covers the elections of Africa in year 2004. On page number six of this article author has discuss media and how media played active role in this election. What procedure media has followed to cover this election? In time period of this election media was working for all the time. Media goes to each and every minute detail of election. All possible efforts are taken by media to give updated news of election in front of society. There were so many election campaigns organised by the political parties. These political campaigns are based on different scenario of the society. Political parties work on that particular area of that society. Media and election campaign was running on the same time. Both were working for the society. On page number nine authors has discussed about one more source of media. Television is also the one of themedia which helps the society to become update. Television also plays important in the coverage of election. The next option on which this paper works that is radio. Radio is having very old and historical position in the field of media. In this paper author gives so many things which cover the African election. On page number
seventeenth I studied that, how political parties are using media in this election. Political parties and media connections are given. On the basis of this connection author concluded on page number twenty second. In conclusion author says that media is important pillar in this election.

1. GRAHAM GLENN AND OTHERS (2004), ACT ELECTORAL COMMISSION, ANNUAL REPORT 2003 AND 2004, this paper is very close to my research topic so I took this paper for the study. In this paper the main role of Election Commission is discussed. The annual report for the year 2003 and 2004 is explained in detail. On page number eleven some major issues of electoral commission are given. In the study of this paper primary and secondariesources are collected. As we know Election Commission is the authority of election mechanism. Constitution has many provisions for Election Commission and election procedure. While performing the duties according to law, Election Commission have to face so many challenges. This is the only autonomous body who can deal with Election related things. This paper is the study of year 2003 and 2004 in which the report of Election Commission is given in detail. On page number twelve of this paper the outcome for upcoming elections is studied. These upcoming elections and the role of Election Commission in that election is roughly discussed. In the next point author has given the reference of electronic voting machines. Electronic voting is nothing but the procedure which is now a day most of countries are following. This voting system is new turning in democracy. According to changing pattern of the society this voting system is also need to update. Electronic voting makes easy counting of votes. This electronic voting system is giving many benefits to voter as well as election commission. We can save the time while counting the votes after election. Previously we required lots of staff and manual work for the counting of votes. This paper talks about implementation of rules and regulations. This is the responsibility of election commission to implement these rules and regulations properly. After the proper implementation peaceful election is possible. Democracy will get success when election gets success. On page 15 author talks about the corporate plan which can be used at the time election. With the help of this corporate plan and its execution, we can get the high-quality of elections. According to this plan the information relating to election is to be added as the part of education. At every possible step there is need to take advice from the expertise. Advice need to be in favour of law and society. Such advice should be regarding the election process. Advice on the
point of Election issues also important. On page number 28 authors gives the role of human resources. Proper management is the basic tool for every government. If Government is having good record of management then they can easily proceed further. With the help of proper management, we can prevent fraud in election system. In the whole paper Author discussed about the election and mechanism and concludes on the proper execution of rules and regulation with proper management. The study of frauds in election is also discussed with prevention remedies.

INGE AMUNDSEN (1999), POLITICAL CORRUPTION AN INTRODUCTION TO ISSUES: In the study of election one should understand the system of Government first. This paper is detail study of political parties. How political parties are the part of election mechanism. On the first page some definitions are given. As there is no specific definition of the corruption still author has tried to explain the corruption with the help of some previous definitions given by various philosophers and their work on corruption. It is not possible to eradicate corruption from society completely but still we need to take measures to prevent corruption from the system and society.

Political parties are mostly involved in corruption. On page seven in second points author has discussed about the corruption and how much state is also always involved in corruption at different level. Here author talks about the state means the Government authority that run this state. How Government staff is corrupted in following their duties in the eyes of law. On page number eight authors has discussed about political corruption. Political corruption means political parties or the members of that political party are corrupted. Here it is not necessary that this corruption should be related with only election. There can be any corruption. Government is the decision-making authority. Power has been given to run the state. There can be any kinds of corruption found in different sectors of this society and government. Corruption may be public or private. Private corruption is also problem of the society where private interest is involved. There is also collective corruption where collective interest is involved. This collective interest means the interest of political party or interest of group of individuals. On page number sixteen the concept of bribe is discussed. Bribe is also one kind of corruption. Embezzlement or fraud or extortion or favouritism etc. are comes in corruption. On page 22 causes of corruption in which political parties are involved. On page 30 for democratic control we have to implement of rules and regulation. In summary of this paper author talks about successful democracy. Political institution is the base of whole nation. Political
parties should not work for any other interest. Government is based on good work of the political parties. The first priority should be protection of national interest.

K.C. SURI (2002), DEMOCRATIC PROCESS AND ELECTORAL POLITICS: This research paper is his study of Andhra Pradesh. In this paper the election system is explained in detail at different level. Election is having four kinds. These four kinds are discussed in the introduction of my research. This paper discusses about the geographical profile of Andhra Pradesh and Telangana. These two states are the centre of this research paper. Area of work covers river Godavari and river Krishna. These two rivers are also the key point of this study. On page thirteen authors explain about the climate of these places. Sometimes monsoon type of climate is very famous for these places. Climate is only side of this topic on the second part on page fourteen populations of these places discussed. The combined study gives new turn to political history. Congress is the most powerful political in the history of politics. Congress ruled for many decades in various parts of country. History of Indian politics starts from congress. They won so many elections for so many times. there was a time when congress run so many states at a time with good faith. This paper has put the record from 1955. Page54 of this reseach talks about panchayat raj elections. Panchayat Raj is a local self-Government body. Local self-authority which includes Zilha-Parishad and Panchayat Samiti. The data is given with accurate figures of local self-election. Finally, author comes to conclude on the title of paper. These local authorities are also the part of democracy. The proper functioning of these bodies also works on election mechanism. Same rules and importance is given in Indian Constitution. In my introduction also, I took the references that these bodies are root level platform of our Government.

2. MANASI KULKARNI AND CHETANA ACHAR (2013), EVOTE: A REVOLUTIONARY APPROACH FOR SEAMLESS ELECTION APPROACH: as we all know today's world is the world of technology. This paper is written in year 2013 when BJP Government becomes ruling party. This paper is based on the common opinion of people. Election is working as the backbone of nation. To protect this national interest there is need to make this election system successful. This is not possible without Participation of all the sectors of society. There are so many reasons that most of working people cannot cast their vote. Because of education programmes or household responsibilities they are unable to come to polling booth. Today’s world is attached to internet or other source of media. It is more convenient
to them to give E-vote. From the very first stage this government is in favour of digitalisation. They want to make society with new, convenient and easy Information technology. As there are so many problems in our country. These problems are different from place to place and situation. To study the existing scenario of our society we need to adopt technology. In the next author has discussed the present voting process which we follow from the very early time period. We need to follow the election to make Government for state or society. But this voting process is not updated with time and society. This voting process is having so many drawbacks. There is no proper implementation of rules and regulations. This paper talks about software application. At the end paper work gives conclusion that digitalisation is today’s need.

3. Prof. CHARAN SINGH (2015), EFFECT OF ELECTIONS ON INDIAN ECONOMY: Title of this paper itself shows the role of government in election. Author has discussed about pre-election and post-election. India has three main important sections on which economy is based. The first one is cricket second acting profession and third is Election. Economy gets affected by these three things. In India we follow democratic form of Government. Government is nothing but political set up. Political parties have to follow certain rules and regulations given by Indian Constitution. These parties have to participate in election procedure. On the basis of voting result the decision of Governing party take place. In this study according, him Government is nothing but the business cycle. Now a day there are so many things on record which shows that as the circumstances changes there is need to change Government. Later on, author has discussed in detail and with his views the elections from 1971, 1977, 1980, 1984, 1989, 1991, 1999, 1998, 1999, 2004, 2009, 2014.

4. S. GOODWIN GILL (2006), FREE AND FAIR ELECTIONS: This is one of the famous authors who give so many researches on the Election. In most of his work he talks about justice and about free and fair elections. According to him election is the base of nation. In this paper he has given importance to right to Election. There are so many conventions and treaties on right to Election. These conventions are held on national and international level. Election is the part of voting system through which people choose their representative. In democracy election has its own importance. Without election it is not easy to run democracy in smooth manner. Election is the simple process. Whatever work done by representatives for the
welfare and development of society is checked through election. In this process citizen shows their interest towards that particular electorate. This representative has to work for society and law. Author focus about the importance of voting and election rights. These rights are enjoyed by common person. In the other hand common people misuse their right. Political parties arrange so many campaigns in which they communicate with peoples and try to find out the proper solution according to common interest. Political campaigning is the running trend of society. This campaign is the most powerful weapon in the hands of politician. Through this campaign of political party establish open communication with people. To understand the problems of people and to find out solution in favour of them this campaigning play important role. After the campaign the new target of political party and their working methodswill get decide. Later on, author talks about the responsibilities of Government. Responsibilities of United Nations organizations to maintain peace among their member states. Silent features of United Nations organizations in general assembly and secretariat are the most important. On page number 37the opinion of sovereignty is given. Every state should respect for national sovereignty. To protect the sovereignty Government has to take more efforts. Later on, I read on page 65 about the development in law and practice which is more required for free and fair election. Development means not only to make Laws or change the Law. On continues basis need to practice for fair proceeding. In election if there is no fairness maintained during election then this election is not fruitful. The most important aspect on page 67 about the election and that is accountability. Accountability makes the system transparent. Ultimately it is in favour of society. If government have all the answers for their decisions and they are ready to explain without any reason or excuse then accountability and national sovereignty will get success. On page 71 another important role of political parties explained. Representation of political parties in Assemblies and common societies will decide the position of political party in society. Political parties have to maintain their reputation with their good work and good faith. The election and election procedure arecommon for the entire citizen. To maintain this equality is the main function of election commission. Participationof women in election are the big scenario. New revolution in the world of election is taken place from last decades. Women’s participation at national and international level in election is required so equality will be maintained in actual manner. In all over election media coverage provide
information of election. In election the main thing is balloting which is given on page 165 of this paper. Ballot paper is very confidential information which needs to monitor very carefully to declare the result of election. On this Ballot paper citizen gives their confidential vote. This vote decides who will get majority votes in election. Which political party secure their seat in government?

5. **BIDYUT CHAKRABARTY (2008), INDIAN POLITICS AND SOCIETY SINCE INDEPENDENCE: BEFORE INDEPENDENCE: **

Society is nothing but the group of people and politics is nothing but study of political system. Political system in which political parties and their work out is studied. Political party should be registered with election commission. If parties are registered then only they are supposed to eligible to participate in election. The registered political parties have to work only for the welfare and the development of the society. Federalism theory is explained in this article. On page 71 the theory of Liberalism is explained. In democracy the theory of liberalism is very important. Theory of liberalism talks about liberty of society. Liberty means first and fore most we should protect individual interest secondly common interest should protect and later on national interest. This flexible concept is for the enjoyment of people. Political institution covers the study of working of political parties. Criminalisation is most common features of political institution. In India as we know caste is rooted from very ancient time period. Some Political parties still work for their particular caste. On page 76 authors has talked about the politician Rajiv Gandhi. He belongs to Congress and work from the same political party for so many years. In the period of congress, the old pattern of Government was followed. New concept of development and welfare was given by Rajiv Gandhi. Rajiv Gandhi was work for people in good faith. On page 81 the reference of Mandal Commission given. Mandal commission is very important landmark judgement. This is based on the backward class people of the society. This commission is based on the reservation policies for scheduled caste and schedule tribe and other backward class. This commission for the first time thinks about people and their rights. After the report of Mandal Commission many changes took place for the people of reserve category. For these people Rajiv Gandhi has made so many provisions. This policy works on many topics which includes Education, services, women’s etc so many areas focused. The basic principles of this report are framed on certain basic criteria like population. After the deep study of population secondly, we need to think about people actually economically backward. Then the people of scheduled class and
scheduled tribe. The proportion of this study will decide. Here in this paper has given opinion about these policies. To avail the facility of reservation people has to full fill the criteria. Non-creamy layer certificate is also one of the conditions to get benefit of reservation. This commission has put some criteria to get the benefit of reservation. In this certificate the annual income of that family should be clearly mentioned. The main object of this commission is to bring equality in society. The economically backward people should get opportunity to become part of society. In the field of education or government services and politics, new platform is created because of this commission. Most of political parties are taking this point for their political party reputation. In constitution of India also these provisions are clearly mentioned. All required work and need is taken in frame work of Indian Constitution.

6. STEVEN I. WILKINSON (2004), VOTE AND VIOLENCE: ELECTORAL COMPETITION AND ETHNIC RIOTS IN INDIA: Study of this paper is also giving benefit to study the new aspect of election in India. Election is the only one option to make government according to common interest. Citizen can enjoy their right to vote through election only. As this system is very old and we follow in twenty first century. The question arises weather the system has changed with the time and circumstances. Yes, the basic skeleton of election system is not changed but there are so many changes has been taken place. In election, political parties have major role. There are so many parties working for different areas and different problems. Now there is competition in between political parties. To get majority of votes in election, political parties need support from the citizen. In all this study author has tried to give different sides of political system. On record, there are most of politicians are involved in many offences. They are having Criminal background. To get vote they make violence in society on any minor and unnecessary issues. They create ethnic riots on different parts of society. Author gives different examples of ethnic violence in this paper. On page 12 the most common violence in our country is explained. Hindu and Muslim these two religions are all time involved in violence. There is no understanding between people of Hindu and Muslim religion. This violence is since 1950. This research paper also provides the data of dowry death. This issue of dowry death is taken by many political parties. On the next level author talks about the Parties who works for minority religion. In some areas Muslim religion is considered as minority religion. To prove this fact author has provided data on page six. This figure is explained that the point of religion is taken for publicity means
for getting votes from Minority religion people. Violence or riots is not good for the peaceful society and Government has to prevent the violence. Author also talks about when government is active in prevention of riots and when government is passive in prevention of riots. This difference affects society. This effect is explained with figure of many states to prove reality of society.

7. **PETRO GEORGIOU AO (2004), LOCAL GOVERNMENT ELECTORAL REVIEW**: This research paper is the study of Local Self-Government. At the very Root level or the first step towards the Government. In introduction author has explained about not only election process but also participation of voter and electorate candidate. Electoral representation is decided on the basis of vote. If people thinks that particular candidate is more capable to represent them in Government and work for welfare of society then citizen will cast their vote to him. On page number eleven authors discussed about new pattern which is adopted by the government for the convenience of people. As we are part of this society it is very difficult to manage the things according to time. With the help information technology world becomes very small. It is very easy helpful to use the sources in government proceeding. In executive summary of this paper author talks about public hearings. Public hearing, where issues or the problems of society get resolved by concern executive authorities. There are so many matters are pending because of many reasons. The procedure is also very time consuming and expensive. After this study, new system for getting justice and on time government has taken new step. Now these days most of public hearings are followed through telephone or mails. We can do any submission easily. If there is any objection raised by one of party or concern authority then also we can precede with the help of above mentioned sources. Page thirteen discuss about the voter's overview. Voter can easily give their opinion on different social networking sites or they can write directly to government. On next page, I studied many recommendations given by voters for new system of government. People can share their good and bad experiences with their matters. Election overview is discussed on page 22 with relevant recommendations. On the next page the eligibility criteria for voting is explained in detail. In election mechanism electorate is also play very main role hence on page forty-seven candidacy requirement is given. According to law, electorate candidate has to fill the nomination form within given prescribed form. This nomination process according law needs to follow. If any provision is not followed because of any reason
then there is penalty. Any activity against law will be considered as offencable activity. The behavior of electorate or the voter during elections is given with different sources. Before the election what need to follow and after election what are the provisions of law studied in this paper. The most common offense in recent time and that is most candidates create their fake document for nomination. Sometimes dummy voting or fake voting comes to know from news sources. On page sixty-nine these common practices are explained. Chapter four is discussed about election services and many complain regarding the same. Author concludes in very nice way about election scenario and good suggestion to control election offences.

8. **S. GOODWIN GILL (1998), CODE OF CONDUCT FOR ELECTION:** I have studied many editions of this author regarding my research topic. In this paper he has talks about universal declaration of human rights which was held in 1948. Human right also includes election rights. The member states of UNO have worked on many problems. On page number three, he focused on the purpose of code of election. In my research also, code of conduct is explained in detail. This code of conduct is required to conduct free and fair election. From the introduction I am talking about election and importance of election for democracy. This research paper is having study related references. Author has explained about promotion of peaceful elections on page number six. In Democracy on the basis of election whole country runs. To conduct Peaceful Election, we all need to follow the given code of conduct. In second chapter author discussed about the common election system practice which we follow before independence. Government spent lots of money on election. In Constitution there is provision about finance of political parties. In the second part of this paper role of media explained. At the time of election not only election commission but media also has to follow code of conduct. This is the responsibility of media to provide updated information for society. On page forty-four election and election campaign practice is studied. Election campaigning is most common strategy followed by political parties before election for their communication with common people. These campaigns will make publicity of that political party. To conduct election campaign there are certain restrictions given which need take care on giving political speech? Page number fifty-four talks studied the autonomous body of election system. In India election commission is only whole and sole authority deals with election all over country. Page sixty-nine is about election administration of polling booth. Administration is the systematic arrangement of election work. To
conduct peaceful election in free and fair manner is not easy task in this process need hard work from the beginning. Without co-operation of staff and society election will not successful. Before election need to check all the polling booths are properly working or not? If there is any problem with that system so need to solve before polling day. Then all polling booths should get arranged before time with efficient staff. This is the responsibility of electorate staff to resolve dispute related to election with proper resolution. Result of this election is one more big responsibility on election commission which need to finish within time and with proper due care. Disposition of complaints are also main function of concern authority appointed by appropriate government. If the decision is not justified and fare, then that political party can make appeal to election commission.

9. **DR. SANJEEV KUMAAR SINGH (2016), ELECTION CAMPAIGN MANAGEMENT SERVICES- A START OF NEW ERA IN INDIAN POLITICS:** this paper talks about the youth and their participation in election. Today’s young generation is very smart and technocracy. The main focus of this research is to understand the nature of youth. Political parties are now taking new face of corporate. In abstract of this paper author says that it is very difficult to manage and control election. Political parties are now well established and organised. In politics, there is no chance to make the mistake. There is no time to correct those mistakes. Election campaign is recently trend adopted by political parties. Everyone is known and interested to know about the election. In the beginning time period of election there were so many problems faced by election commission. No voter’s data was relevant. Quality of record and services also not good. They are very friendly with media. Most of political parties are in their election campaign management use media and young people. In keyword of this paper author talks about political parties and their campaign. In this paper author says political campaigning should start before six to twelve months before voting day. Campaign is based on so many things it includes population of that area. Presentation of that political party about the problems of that society is also make sense. What method they for proper and active communication? How this political party is serious about those problems? How they work on that and what is the result of their efforts. All these things effect on political image of that political party. It requires very serious management and serious candidate who are actually interested to work for society. Later on, author gives information about the general election campaign 2014. This is world’s biggest
campaign used for election. Narendra Modi and their work are given in detail. To explain their work references of different books taken. The book written by Mukupadhyay, and Vikas Purush and some other books also studied to publish the information in this paper. In next part of this paper I studied the Bihar assembly election campaign held in 2015. The work of Narendra Modi is very much supported with use of technology; hence he is called as man of technology. Different social networking sites like Facebook, twitter, media, you tube and many other sites Modiji is connected and communicate with people. Bihar Vikaasmission launched in 2016 is also one more work of this Government. After the detail study author conclude on the use of technology which is very low cost and now it is the choice of voter.

10. **SUBRAMANYA KAUSHIK R.S. (2002), DISCRIMINALISATION OF POLITICS:** This paper is the study of Indian Constitution. Preamble of Indian constitution starts with “we the people of India” here author wants to show the unity of our nation. India is having very big geographical area and second world’s largest population. Indian politics is witness of criminal background. The existing laws are not updated with problems. These laws are failed to control criminalisation in government. The statically data collected for this research among various candidates. The reference of many cases of supreme courts and other subordinate courts took for study. The spirit of democracy is based on role of common people. Free and fair election is the one step of successful Government. Government should be accountable to common people. Later on, author shows changing scenario of present electoral system. Nowa day, there is lots of change in electoral system level and executive system level. The suggestions given by Law commission are given here. Ruling party misuse their powers for their powers. Most of these changes are in negative manner and it is alarm that existing laws are failed to protect national sovereignty. Criminalisation is increasing in almost all the sectors of nation. Author gives the study of Vohra committee report which clearly shows the reality of criminal record in election and politics. There are so many cases pending cases in court of law or Judiciary. This reality is very dangerous to our democracy. The provisions of Constitution Art. 102 and Art 191 are discussed. These provisions talk about the disqualification of electorate candidate. After the detail study author ends in on importance of democracy. Because of some criminal politicians the whole definition of freedom and democracy is changed on which need to work. People have lost their faith on election system. Common tradition followed by political parties. Criminal
Behaviour of politician effect the whole system of society and government. Voter's behaviour also changes according to nature of politics. For the sake of their personal interest most of political parties involved in criminal activities. This personal interest depends upon many things. This criminalisation is not good for democracy. There is need to take effort to control this criminal behaviour of political party. In the recommendation, it is said that the persons who are convicted for serious offences like rape, gang rape, murder, sexual assault, decoi ty, etc. should not get entry in politics. This research paper is showing the real picture of politics. At the end of this paper scholar provide some relevant suggestions which will help to control this criminalisation.

11. **DR. L. MUHINDRO (2016), corruption and election in conflict in north east India**: This paper is one more study in changing pattern of corruption at different level. Corruption found in almost all parts of society. This problem has disturbed not only government but also common people of the society. Corruption is nothing but the most common behaviour. This behaviour is followed by persons for their requirement and interest. This corruption is found in administration, business, and high-level politics. All these professions are involved in high range of corruption. This research of corruption shows different faces of corruption. Society is now surrounded by corruption. Without corruption there is no work done in any government and private sectors. Election is also not different from corruption. There are so many conflicts relating to corruption pending in judiciary. The adverse effect of corruption is on development of the nation. The major issue of society at different parts of society changes the degree of corruption. There is no specific definition of corruption it is different at all the time and place. The reason for corruption is also different. Bribe or undue influence is not different from corruption. Author studied many literature reviews to explain corruption in different form and quantum. The data collected for this research shows different figures which will help to explain malpractices in election. Finally, author comes to conclusion that corruption in any form is not acceptable from any legal and moral point of view.

12. **RUCHITA DESHPANDE AND MUNMUN GHOSH (2016), COMMUNICATION STRATEGIES ADOPTED DURING LOK SABHA ELECTIONS 2014**: communication is required between government and common people. Without communication peaceful government cannot function peacefully. This paper is a study of major political party communications. This communication is held with
different parts of society and common people. For these communication political parties takes the help from mass and media. Today, Media is considered as a major source of information in all the societies. Most of political parties work more easily with the help of media. With the help of political parties can exchange their views and opinions on different topics or issues of society. Mr. Arvind Kejriwal is in favour of digital communication. He supports digitalisation in election held in 2014. Narendra Modi in Gujarat election works in favour of digital media. They tried to solve the many problems of common people with the help of media. Most of government services are now available on internet. In rural areas also, Modi government is in process of digital government. As it is known that our government procedure is very lengthy and time consuming. While following this procedure some other reasons also responsible for delay in delivery of justice. For a single document, citizen has to come to government office many times. Many times, government officer work very negligently. Common citizen suffers because of all these reasons. This scenario needs to study in detail. Modi ji trying to solve this issue with the help of digital media. In the field of politics media work is having importance from all aspects. Most of political parties are now involved in digitalisation. To maintain Political brand in society, there is need of political marketing. Every political party needs to take help of media sources. This becomes very common tradition in field of politics. Role of media is increasing very fast. From the study of this paper and recent updated information, it is now sure and confirm that media becomes the need of political parties. Without media political parties cannot stand in current scenario.

13. HARPREET KAUR (2015) A STUDY OF IMPACT OF RESULT OF GENERAL ELECTION 2014 ON NATIONAL STOCK INDEX: This paper deals with Modi Government and influence of Modi government. The strategy used by this government is based on mood and sentiments applicable in market. The study of general election and election commission of India in sixteenth general election is studied in nine phases. The data of election held on 7th April – 12th May 2014 is taken for study. Near about 814 million eligible for voting is on record in this time period. Different literature review taken for the reference in which stock market how get effected is explained. Stock Market and election effect on economy of nation. Election makes influential nature on this market. In this paper national stock exchange explained.
14. **ARNE TOSTENSEN (2004), ELECTION OBSERVATION AS AN INFORMAL MEANS OF ENFORCING POLITICAL RIGHTS:** There are so many international conventions held on civil and political rights. Art 25 of the Constitution is given for political rights. This paper is mainly based on the election observation. Election system is the mechanism to run the nation. According to this author, there is a need to observe the election process which we follow. On the basis of this observation, only we can make the future agenda for the next election. In the later part of this paper, fundamental rights are explained in rights to vote, freedom to enjoy is also studied. The Human Right Commission who deals with implementation of these rights. There are different nations, registered for complaints on different articles of election rights. To maintain the standard of civil and political rights with upcoming many challenges, these registered nations are working continuously. In next part of this paper, I study the observation of multi-party system and their consequences. This is not the work of one party or one nation here we need co-ordination and Technical assistance of different nations.

15. **MOHAMMAD MUSTASHRIQ KHAN, (2016), ELECTION COMMISSION OF INDIA- AT A GLANCE:** This recent work is new updated information of Election Commission. This paper is mainly based on working of Election Commission of India. It is the main responsibility of Election commission to conduct election in a peaceful manner. In this paper, the author talks for free and fair election and the importance of election. To explain the role of election commission, the reference of Art.324 of Indian Constitution and Representation of People Act 1950 is taken for study. In the next part, Art.327 says that state legislature can make laws for their state according to circumstances and they also can make the changes in any particular law or in specific provision of any Act. In next part of this paper, the author provides the data of Australia in case of voting registration. Voting is compulsory in that nation and government revise that data in each year. This provision shows the role of active government. Compulsory voting makes the voter aware about the government policies. Means voter cannot avoid his duty to vote. This is a very good decision of government. This will be helpful to election system. Voter can express his interest towards government. This compulsory voting provides accurate of voter. If because of any reason there are any changes in record, then election commission will revise it time to time. This study also helps to give accuracy and transparency in the system of voting and voters record. After the detail study, we can conclude in election
commission play very important role in election mechanism. Election commission always made efforts to halt the malpractices of polling booth.

16. **AKHIL KUMAR (2014), ELECTION LAWS AND CORRUPT PRACTICES IN INDIA:**

Election is nothing but the act of voter to choose an individual according to their requirement and interest to represent their society in front of Government. The elected representative makes the necessary rules to maintain law and order in society. The ruling government work for national interest. It is not sufficient to make Laws for society, there is need to understand the problem and accordingly make the changes in existing laws. Without proper implementation there is no use of these laws. The machinery working for execution should be active according. Law and order should work smoothly, if there is active participation and cooperation form voter. Then author spoke about the origin of the word “election” which is derived from the Latin word “legere” means to choose. The history of this word will make the concept clear. Election means public choice for public office. On this simple equation election runs this nation. Election is the process of selecting person through voting. The elected candidate work for welfare of that society. In this whole system, role of legal system is very substantial. There are certain set of election laws which are made for peaceful election. These election laws cover almost all the aspects of the election. To maintain the standard of this mechanism there should be healthy atmosphere. To maintain the confidential information of election, voter, some other important documents should keep in security. This data related to election and voting. Here the landmark judgement of “Indira Nehru Raj Narain” case is explained. This case is based on the corrupt practices. The 39th constitutional amendment is the main role of this case study. In this case justice Khanna says that basic structure of Indian Constitution is only democracy. In this case law the provisions of election commission of India discussed. The main focus of this judgement is to study election provisions. All three important sections of Government i.e. Executive, legislative and judicial are related to each other. The Government and election are related with each other. After the whole study, I understand the multiparty system is required to secure majority in parliament but because of increasing criminalisation in politics, killing rival candidate, merger and split in political parties to secure their seat in government and so many things include in all this. To reduce the burden of judiciary the provision of speedy trial is made. The court takes immediate decision. Before taking any decision, proper legal check and justice is required.
17. MR. ARUN PARDESHEI (2016), ELECTION SYSTEM IN INDIA, there are so many literatures on the study of election. This research paper shows one more side of this election system. In abstract of this paper election system working in positive manner since long time. Indian election system is having some drawbacks. Present election is based on many issues. The emerging trend of media also influences the election. Illiteracy and lack of awareness are the reasons to lose the importance of election. Here, the role of social media is given but in negative manner means how media is misused in the exploitation of democracy. Media plays some important programmes based on election. Media provides debate speech among politicians. Election is the way where people express their views and votes through election. Lawmaking authorities are also working to find out the reason through the existing records. Many times, Criminals has become Chief Minister or got some other position in government. In next study of this paper author shares some important suggestions. On page number five, required changes are given in which first importance given to education and social awareness about election. Secondly, he talks about NOTA provision and misuse of this NOTA button. Caste and class should be abolished from system and society. Here first require more participation of youngsters those who are educated and have capacity to run this democracy successfully.

18. BIMAL PRASAD SINGH (2013) ELECTORAL REFORMS IN INDIA ISSUES AND CHALLENGES: This paper shows the reality of democracysystem which is not working properly. The work of this paper is to find out the reasons why democracy is not successful. One more fact is given about government; it is not able to take tough decisions due to back flash. Most of issues in electoral system and politics are same they are related to money power, muscle power, misuse of those power from government authority, non-serious candidate, instability in parliament and assembly, lack of moral values in politics, election commission does not have their permanent staff, registration and recognition of political parties should be fair and strict, disqualification, data should be secret and revise after interval and many more. This paper is the study of major issues of the system.

19. NIHIL SHEKHAR TILWANI AND OTHERS (2013), FAIR ELECTION SYSTEM IN INDIA USING UID DATA AND BIOMETRIC TECHNOLOGY: This paper talks about voter’s eligibility in election. In abstract of this paper author discuss about rural and semi urban areas. At the time of election there are so many centers
working for the election booth. These centers have the list of eligible voters. That list is given by concern election authority. This research mainly focuses the main issue of strict checking at polling booth. Many times, it happens that voter list is not updated. Voter faces many problems to find out that center of that particular jurisdiction. Most of time it is noted that voter cast his vote on wrong identity. In India, there is no strict checking of voter id card and this is very common practice taken place in election. Most of time vote cast on behalf of someone else. The new system is now adopted. Electronic voting machines are in use for election voting system. In further time, it is noted that these electronic voting machines are not giving positive results. These electronic voting machines are manipulated by expert persons. Many offences come on record regarding electronic voting machine. To prevent such kind of practices in election system this new proposed system is given by this research. Now Aadhar card is most important document for voting because it has biometric data. This kind of data is useful to accurate voting. For the success of democracy, these offences of malpractices or mismanagement need to eradicate from society. Biometric information consists finger print, iris (eyes, blood veins), face, authentication procedure. This paper also covers the advantages and disadvantages of this system. As in today’s system, it is very difficult to manage the data of voter. The proposed system will help for accountability and transparency in election system.

20. MATHIAS A. FARDIGH (2012), FREE MEDIA AND QUALITY OF GOVERNMENT: Relationship of media and democracy is established in so many events. The basic argument of this research is based on freedom of media and corruption. The close connection of media with corruption is trying to explain here in this research. According to this paper quality of good government is based on public services and welfare policies. The measurement of government is studied with different states. Different nations have their own priorities and importance about Government. The government system can make best quality government if decentralisation is power is followed. This paper has given reference of Corruption which is the major problem of nation. Media circulation is also failed to maintain the accountability. Ultimately, the whole system remains weak in front of corruption. This issue is explained from different fields of society that is education, public, health. The study of Netherlands, Poland, United Kingdom, Denmark, France, Spain etc took for the reference to explain the level of corruption in system of government. There are
so many factors responsible for corruption which includes economic, political, environmental, political pressure, influence, and legal environment and so on. Political empowerment is discussed with different tables and figures from different nations and aspects.

21. **DR. M. BHASKAR RAJU (2015), INDIAN ELECTORAL SYSTEM MAJOR ISSUES AND REMEDIES:** This research once again talks about present election system and burning issues of the election system. This research work is divided into three parts. These three main parts are main objectives of this study. In the first part election commission and election system is studied, in second part main problems of the system are discussed and in last part the preventive measures are suggested. The main function of election commission is to conduct election after interval of time period. The importance of voting card for election is explained. There are many non-serious candidates in politics those are working for their personal interest. Election commission have to maintain the complete record of election. Different committees studied like V.M. Tarkunde Committee, Dinesh Goswami committee, Indrajeet Gupta committee. All these reports show that there are so many numerous defections. With the help of data and figure, I am trying to understand the nature of political parties those are spending huge money on election and their effective sources. Author has covered almost national parties. According to him, the expenditure of political parties should be studied and minutely revised. Election expenditure is different on record and different in reality. It is complete different from the fact. This error need to study. Political parties are giving fake receipts of expenditure. He also put the record of criminal matters pending on party and politicians.

22. **DR. VENKATESHWARA RAO (2015), REPRESENTATION OF WOMEN IN INDIAN POLITICS: ITS CONTINUITY OR EMPOWERMENT:** The study of this literature is one of the reports of national election commission 2014 in which scholar has explained how women are facing social and political problems. This research paper studied increased number of women representatives in politics. This is the analytical study of women role in representation. The recent data says, there are only few women participants in election or representation. The evolution has started from sixteen general elections. Women participation in parliament, state assemblies and political parties is the main area of this research. Women are having their own importance in politics. The life of women is discussed in this paper. In household activities or in education or at workplace women performing active role. Women
were suppressed from society from long time and with many reasons. They got very less opportunity in representation because of less inferior status in society, sex ratio, violence on record and many things responsible for women political empowerment. The increased emergence of women’s representation is studied. There are so many laws for women’s but on record only. The data of previous elections taken to show women’s participation in election. In suggestion of this paper scholar gives relevant points to increase the number of women participants in representation and decision-making authorities.

23. PROF. T. M. KODINARIA AND RAVI SETHA (2012), visual data mining in Indian election system: This scholar works on the principle of “good politician means good government and good democracy”. Good leader is the need of present government. The percentage of voting is seen in many elections on an average. This percentage of voting is calculated by the scholar with voting data. How to increase this average voting? Is the main object of this research? This scholar has proposed new concept of data technology. This system is explained on page number five. In this system five phases are explained for the proper functioning of data processing secondly of data wearhouse creation, thirdly relevant data extraction, fourth data mining and lastly visual data mining. The proposed technology is explained in very easy and simple figures. Step by step procedure is to understand this new version of vitong. To collect data then to maintain and revise or make suitable change depend on place and person and problems. Visual data is safe secure to update and maintain election data. With the help of different figures and tables scholar explain to prove the safety provisions of this system. Finally, after the detail study of this new technology I suggest, government should consider this proposed system and then take decision from law making authority for implementation.

24. SHIKHA PATHAK AND RAJ KISHORE PATRA (2015), EVOLUTION OF POLITICAL CAMPAIGN IN INDIA: Election campaign is working to establish new bonding of communication. Political party and political campaign in modern times are very considered as common. Campaigning is the need of political parties. The references of media and volunteers are taken here. The evolution in the field of political campaign is studied with the help of literature review. Political Campaigning is very important to create bond with society. Scholar studied general election held in 2014 and campaign expenses of the same election. This year of 2014, the election and campaign are second most expensive records in the world. To complete this
study Researcher took the history of many political campaign in which so many actors, cricketers, are working for political parties for publicity of their political party. Collected data shows that how political parties arrange different campaign and the manner of different parties in different campaign. They use so many logos and quotes for publicity.

25. KAREENA BHATIA KAKKAR (2014), ONLINE MARKETING OF INDIAN POLITICS: ROLE OF SOCIAL MEDIA: Politics and media relationship is explained in this research paper. The main intention behind this research is to find out whether media influencing voter towards politics. If yes, then whether this influence is in positive manner or in negative manner. The role of young voter and young politician is the main key role of this research. There is lot of contribution of young voters and young politicians in politics. Later on, scholar discussed how media influence the young voters towards politicians for taking decision for their political party. The study is conducted in three major cities of India. Primary and secondary data is collected from Delhi, Gurgaon, Faridabad cities. Then, marketing strategies adopted by political parties is also studied here. After the study of this data, it is come to know that young voters are now in favour of media. Social media isthe most powerful tool to influence voter and political parties. Media applies different social strategies to influence political parties. The role of Social networking sites also given in this entire scenario.

26. GAYATRI WANI AND NILESH ALONE (2014), a survey on social impact of social media on election system: This research is based on world biggest election held in 2014. According to her congress were in power for almost for ten years and this paper is mainly gives work of congress for this nation. Also, in this paper, I study two political parties congress verses BJP. Most of work is based Modi government and their work. Bhartiya Janata Party very nicely use media as a primary source for their political communication. With the help of media Bhartiya Janata Party got great achievement and success in election. In later part scholar explain the Impact of media during election. So many different channels of media like Google, Facebook, WhatsApp, twitter used to establish active communication and to make quick development inIndia. The result of this media usage gives India third rank in use of internet in the world. This system is always working to bring accuracy in Government and sharing of political activities for common man. Then researcher explained about Facebook, twitter, Instagram, WhatsApp and hike with previous
history during election and its impact. He has given the record of 2014 election. Election related news or update can easily available. People can share their opinion or can give their likes or reviews for election and other work of government. Media also useful in same manner in the election campaign. We can easily collect the data of social media sites during election and show how society is showing their interest by using media for any political party. The proposed system of the researcher saying that this media followers or messages or opinions will useful for getting new conclusion new solution or new trends in society. This networking is to be used in political system with new changes. Interaction and opinion will set involvement of young generation.

27. CATHARINA LINDSTEDT AND DANIEL NAURIN (2005), transparency and corruption: In the introduction of this paper the role of political institution is discussed. Present study is based on two opposite concepts of government. Most of political institution is now indulged in corruption. To bring Transparency in political institution and government is the main object of this research. The main argument of this research paper is based on interaction between freedom of press and the free and fair election. Freedom of press is the fundamental right. While enjoying this right need to take care that once fundamental right cannot violate others right. The previous research is based on corruption and democracy which failed to provide proper conclusion in present scenario. Publicity is one important element of politics which help in accuracy. Transparency will help to promote democracy. It is also helpful in development and growth of democracy. To conduct free and fair elections means to bring accountability in election system. The keyword of this work is based on Commonwisdom and corruption. Accountability, freedom of press, education so many things are explained in this paper. It is not easy to solve puzzle of government and society problems. Data collected from different sources and then put into the tables and figures to explain corruption. According to this scholar only transparency is not enough to change the circumstances. There is needed to make changes according to the circumstances. The major role is of civil servant to maintain accountability. Some previous examples of transparency and accountability given.

28. NARSIMHAMURTY N. (2014), USE AND RISE OF SOCIAL MEDIA AS ELECTION CAMPAIGN MEDIUM IN INDIA: This paper is on rising relationship between media and political parties. Media is essential in political campaign. Media took in this paper as important tool for the promotion of campaign. Therise of social
media in politics is studied in this research. Traditional media helps not only voter but also political parties to update themselves. In first part of this research rise of social media is studied. In second part election campaign using social media for their publicity is studied. At last, how media is responsible to change voter behaviour is taken from various views. In twenty first century it becomes very important to give proper attention to use and rise of social media. Media provide very quick recent and updated information of any concept of the world. This rapid use of media for political activism is very important and required as powerful source and tool. Audience are more responsive in use of media. Here is the vast coverage and opportunities for youngsters those are involved more in media.

29. **DR. NARSIMHAMURTHY N. (2014), USE, ADOPTION AND RISE OF WEB MEDIA AS TOOLS OF COMMUNICATION FOR ELECTION CAMPAIGN IN INDIA:**

Again, this paper focuses on the study of media in election campaign. More participation of voters and voting behaviour are the main points of this research. Young generation of 20th century is witness that media is very useful in different streams. Media can arrange live debate on burning issues of society. Voting decisions can easily share with society. Political parties can use internet increases day by day for effective communication. Meaningful changes in public and private sectors possible only with the help of Media is having great impact on new generation in their views and different aspects. Society is divided into different strata’s like middle class, upper class and super upper-class people those who use media according to their interest and need. Media provides platform to citizens. End of this study it is prove that we can empower the citizen through web media and technology. This is new revolution of twenty first century.

30. **PRAVEEN RAI (2017), women’s participation in electoral politics in India: silent feminisation:** The recent paper on women empowerment in politics. Scholar took some historical analysis of women’s participation in voting pattern. Political parties never mobilise the women participation in political parties, and in election. Political parties make the promise all the time to increase the level of women participation. Once election gets over, no one thinks about women or her participation. The rise of women participation in election is the development of democracy. The reference of Indian Constitution is taken here for Justice and equality. In legislative assembly, women’s reservation bill is having more importance. The women reservation bill is the fact telling testimony about lack of seriousness
among political parties. Gender injustice which is very common aspect in our society
from long time. In the preamble of Constitution of India, the importance of justice and
equality given. Women are politically less active than men. This research leads to
women participation in electoral process and campaigning. Author of this paper
collect data from different states to proves the real fact of society. The situation
discussed in figures is the detail. At the end it is clear that women are not yet
politically empowered. This conclusion is based on various figures and explanation
given by this author.

31. **RAHUL K. (2016), use of new media in Indian campaigning system:**
media is source of communication. Media is in process of communication and that is
still in evolution. The direct conversation between voter and politician is possible in
campaign.The history of this campaigning is discussed in this research paper. This
trend of political campaign starts from 2004. Campaign provides platform for political
debate also. Media is a tool for pre-election polls. Anna Hazare movement is one of
the example campaign. This proposed system is one to incorporate qualitative
approach. Previously it was one-way communication but now the situation is
changed. Now, this communication is very direct and fast. This research work is one
step towards electronic democracy form of government using media for welfare of
society. This proposed concept tried to prove with the help of different figures from
collected data to analyse the increasing use of media in society. Political awareness
through social networking sites possible today. It is used for negative advertising
also which result in negative effect. The negative use of electronic media may create
warfare in campaign carnival. In this study different opinions collected from different
people of the society about use of media in campaigning. Analyst also put their views
on the same and some politicians also gave their opinions for this kind of
campaigning. In very different manner author explained controlled content Vs free
content. This study is in urban areas and rural areas then the same study took in
different urban areas. After the study of all aspects it is clear that now audience
shifted from media to social media.

32. **SHABNOOR SIDDIQUI (2016), SOCIAL MEDIA IT’S IMPACT WITH
POSITIVE AND NEGATIVE ASPECTS:** The rise of media increasing day by day.
Social media is the platform for political parties and other people. This platform
discusses and debate on many points of social issues. Media is a powerful tool today
for society. Today, it will true to say that life is not possible without social media.
Mediaworks with the help of images, videos, opinions and we can share all those images, videos or opinions to society and other people. Media can be used in different fields like education system, business, different sections of society. Media can connect the people very quickly and easily. Because of easy access college students interest increasing in their academic lifestyle. Without media they cannot complete their practical work. Media is very helpful in academic study. For school and college level study it is now important to understand and use media for their session. While using media students should know about use and misuse of media. It is easy to use media but need to make sure that there is no misuse or misconduct of this media. Most of students are using media for making their social friends, or just for following unnecessary sites. As the age of school, students are not that much capable to understand the impacts of this media. It is responsibility of parents and teachers and all to teach them social media is for making work easy and on time or according to convenience and not for other unnecessary and unethical things. In the same way media is important in business. Business related information, or market news, mails everything is depend upon media. Negative speaking, most of business person use media for their benefit and interest. Many fake websites are launched to make their dummy business. For the promotion of their business they use media in unethical way. Society is also not different from media. Present culture and trend become update and change with media only. People follow those things very easily which are in focus of media. If the media is having more positive impact on society but then it also has some negative impacts. These impacts are not only on business or youngsters but on all over society.

33. **DR. RAJNI RATHI (2015), SOCIAL MEDIA IS BRINGING CHANGE IN REPORTING SOURCES:** My research is based on election system and in this research paper media is considered as the main pillar of the election. In this research paper political journalist and their working discussed. In the present world of media, everything is easy to access. Political journalist works only for the information of political parties. The sources of journalist should be very confidential. In any unpleasant situation they should not leak information of those sources. Present media and sources are become digital. Media is run by journalist and this noble profession is known as journalism. Certain code of conduct given which is necessary to be followed in the field of journalism. Journalist should keep the sources and information very confidential. Today media has become important
source of reporting and information. The Narendra Modi ji as politician use media for their political carrier with many advantages. Modi ji has created different blogs of Media where common people can read the Government activities and policies and give their comments. Political campaigning can work actively with media. In this research work our Prime Minister Mr. Narendra Modi ji and their work for betterment of society is studied. This study provides the data of different political parties who use media for their political party. Most of political parties has launched their own website to keep in touch with people. These websites provide the information of their work done and future work. This research study has given record that how many political parties using media for their political activities. Most of political parties have their own website for interaction with society. On these websites political party keeps updated current affair.

34. KATRIN VOLTMER AND HENDRIK KRAETZSHMAR (2015), INVESTIGATING THE MEDIA AND DEMOCRATISATION: This research paper is working on different political conflicts. This scholar trying to investigate the role of media in democracy. Media sources are on the track of revolution because media agents. Mediotechnologies are assumed to create conflict among different parts of society as well as for development of society. Here, the public gives more attentivetowards media. Government needs to understand the role of media as a voice of public. This communication should be based for peaceful settlement and maintenance of law and order. Next part of this study is focused on liberal democracy. According to him, public speech is the voice of nation. Common interest can be easily evaluating between right and wrong things. The government also make justice with fare and unfair things. Author took here the case study method for this research. Here many land mark cases taken with their comparision. The general election held between 2007 to 2013 is taken for reference.

35. RAVI B. K. AND VASUNDHARA PRIYA M. (2015), DIGITAL DEMOCRACY SOCIAL MEDIA IN POLITICAL CAMPAIGNS “THE 2014 LOKSABHA EXPERIENCE IN INDIA: In much literature, election held in year 2014 is studied in this research paper. In this election near about 65% electorate were from the age between 18yrs -35yrs. In the beginning phase of media, it was not having so much exposure in election system. Initially, social media did not take media rising wave of youth. Youth were just want this media to enjoy that holiday instead of voting. They were not interested in election or voting. Most of Peoplesworking in different sectors
and they did not get sufficient time to update themselves. This research took American scenario to explain the detail information of media. Media has changed the rules of the game of election. Detail information of political parties and media has given to prove media as pillar of society. Young people use Facebook and twitter on high range. With use of media participation and interest of youth increased. Objectives of the political party’s explained with using media in detail. Case study method followed in this study. How media change the face of one story is given in this research paper.

36. BHUVANESH KUMAR SHARMA AND DR. SWARNA PARMA (2016), impact of social media on voter’s behaviour

Media: In this paper role of media is given as marketing tool of government, corporate and different organisation. Data of eligible voter and new changing scenario of peoples is given in detail. Digital media has got tremendous response from common people in last many years. This information is given with updated data of other sources. The main object of this research is to determine the changing nature of voter behaviour. Descriptive study design is taken for the study. Research scholar has conducted survey about positive and negative information what media gives to society on various burning topics of society. It is working of media for promoting political parties, which is helpful to choose right candidate for election.

37. REKHA KG (2015), influence of social media in Indian Election 2014: In this research paper scholar studied the general election held in year 2014. The study of this election is taken in different manner. According to this research, for the first-time election campaign is planned in this election and this campaigning is properly executed. For getting proper conclusion general questions of election and voting asked to people. With the given answers the importance of election and campaign is discussed. 16th assembly elections held on 12th may in which 543 seats were allotted to 29 states. Different parts of society upper class, middle class and lower-class people of society studied here. Today mostly SMS and email services are used to connect and discuss with each other or to make friends and for many other purposes. The features of media here explained in detail according to perspective of author. How election mechanism involved in media like Facebook or twitter. Today, media is well organised and well planned running organisation. It is time saving instrument. In this research year wise data is collected and studied. In the conclusion
of this research it is come to know that proper awareness should be given at educational as well as personal institution.

38. **VINEET KAUL (2011), development communication in India:** development and communication are the two sides of single coin. There is history of typical and traditional method of communication of using pamphlet, poster, radio. India is one of the developing country in the world. This country is mostly based on Agriculture and now it is using technology, industry for the purpose of sustainable development and improvement. For active participation of people, here effective communication should be established. Development is possible only with proper communication. According to this scholar after communication some different and new innovative ideas will come. These ideas can make new version of discipline. Proper implementation of rules and regulations with effective discipline will make change in the behaviour of people to adopt new change. Modernisation is the need of society and so many examples of different countries collected for study. In this data, media has observed and explored the oldest method of communication. To study this situational change this research is helpful. Finally, development from all the possible aspects explained. Mass and media are indulged in the development of nation.

39. **S. BHAVANA (2014), impact on media and its effects on youth:** Till now, I have taken so many literatures for the study of media. At present almost all the relations are now surrounded by social media. From the message of good morning till good night everything is now on media. The scope of media is now spread all over the world. Different options of media now available to connect and to co-ordinate. All people of different age group are now very friendly with media. In this research impact of media is studied. Excess use of media effects on health and brain of person. To study the use of media among different age groups is main object of this research. The main assumption on which the whole study is based is positive and negative use of media with both positive and negative impact. Primary data collected for this research from different social media sources. Use of social networking sites with exact data is provided. For different purposes different media is useful. I choose this research is study is taken because it is not possible without broadcast to spread information in society. In the field of Education or entertainment and in our day to day life from the morning till end of the day and in every relation, family, home, everywhere media is become common need. Then the teenagers, older, and younger use media for their interest and requirement. Media ultimately change the
behaviour of society. Cyber bullying and violence of media is major issue discussed in this paper.

40. **DEBASTUTI DASGUPTA (2014), challenge before new Indian media:** Now, it is proved that percentage of using media network is increasing all over the world. The mode of communication is media. Present society established the market of social media. There are some restrictions on internet service provider that they should not give information for their business. The whole paper based on principle of “net neutrality”. Social networking sites should not make any discrimination of partiality regarding any news or any other interest. This neutral behaviour of media is required to maintain balance in democracy. Current status of different social networking sites in which media companies has violated the rules and regulations given in this research paper year wise. Media is very convenient and time saving. Also, we studied the media and their negative effects on society. The role of media cannot define in any specific area. Media is having certain code of conduct while performing their duties. This paper talks about the TRAI. Authority to deal with media is TRAI. It is liability of internet service providers to follow ethics. In their practice, it is their liability not to violate any provision of Information Technology Act 2000. Current status of media and their new challenges are discussed in detail. Use of technology is need but at the same time need to control the misuse of media and for that purpose implementation of laws should be strict.

41. **MANAVI SHARMA (2014), INDIAN MASS MEDIA, DEVELOPMENT GLOBALISATION:** Today’s world is global world. This is the study of past six decades. Different media channels are calculated according to their use. From the initial time period study is taken in this paper. Media is available in almost all regional language. Publicis divided into two different parts one is local and second is global. There is very fast development in the field of economic, technology and mass media. According to this Scholar, now the world has become global village. The history since 1950-1960 was studied to understand the initiative taken in this period. Radio was working as communicator and then the main function of press media was to aware the society. That time period was green revolution for agriculture, advertisement, press, all India cinema, print media, culture, etc. scholar explained development from all possible aspects of society. In the global world of technology India also now in the top most count.
42. MELIKA BEN M’ARBEK and others (2015), impact of social media on the behaviour of Tunisian voters: The study of election cannot complete without study of media. In this paper, scholar took the help of five hundred sixty-four voter’s survey. This survey tried to discuss that how media is changing the behaviour of voter. There is social impact of media on voter. The news or the information given by media is considered as real. In the other side political behaviour is also change because of media. Media works in different parts of culture, economics, religion and women. There are so many factors involved to change the original view of the information. In this research paper according to scholar most of political leaders or political party’s need media for their politics. There should be free environment for interaction between government and society. In previous study we conclude that now world is interrelated connected instantly. Politics also use this media their digital marketing in society. For their political and social reputation media is working constantly. In election also, media is very powerful tool. This study tried to prove that web can be powerful and they can make information for society they can change the real information. Society will take that information and react accordingly. More negative impacts of media now coming forward. It is very difficult for politicians to protect their public image. In this research study questionnaire method is followed and new suggestions given by voters. At the end voting is helpful in decision making. Vote is opinion and interest of voter.

43. ROSHAN KUMAR (2015), political marketing in India: The common concept of marketing is used here in this literature. Political marketing means nothing but promotions at different part of society. This public marketing covers advertisements. To maintain public relation, need to advertise. Campaign are nothing but one of the form of political marketing. This paper focus on political and commercial marketing. Here the definition of political marketing according to scholar is to amend any law or rule, or planning. Anything can be marketing even the execution procedure adopted for peaceful election is also marketing. Political promotion through different media with the help of different methods like the programmes “chai pe, real speeches”. Some innovative ideas or promises in favour of common will and their personality is new version of marketing.

44. AMIT KUMAR and others (2016), the changing paradigm of modern day politics: In this modern world different angles of politics are changing according to changing version of society. Political party have their own brand and area of work. In
these paper women participation is in focus. In second part of study so many literature reviews are given to understand the nature women participation. The other keywords like political marketing in elections, campaign for their political brand discussed. This study is about female participation with problems faced by them. How to increase the women participation in election is given in conclusion of this research and good suggestions given.

45. **MAKARAND UPADHAYAY and others (2012), political branding in India:** After the study of political marketing, now this is the study of voter choice. Voter has the right to choose their representative. It is not easy to gain voter’s trust. Knowledge and interest of political party should be only welfare of society. This research focuses on the influence of political party. Political trust has very strong influence on voter’s behaviour. Political party and their reaction towards candidate and their work will decide their image and reputation in voter’s behaviour. Political party have their political symbol and brand to create image and strength. The face working in that political party should be very confident and strong minded for their work. Most of political parties make discrimination between society and voter. This voter discrimination is the most powerful weapon used by political parties. They protect few voters right and interest with devotion to gain their trust and confidence. There are so many families having too high expectation and these expectations fulfilled by some politician to dominate in election and voting. There are only few families not under party domination.

46. **SUDHIR KUMAR, (2012), coaliaion Governments in India:** The research states that how coiliaion government works in India. According to this article the people who voted for congress in Lok Sabha election not necessary they should vote for same party in assembly election. In this way author want to say that it is not compulsory that voter will cast the for same party or for same candidate. Voter has their own choice to cast their vote. In research Coalition government in between Kerala and in between congress party explained. Praja is the socialist party. This the reason of coiliation of governments discussed in detail and their advantages and disadvantages. The next coiliation of some other states like Panjab, Andhra Pradesh also took for the detail understanding of proposed concept. The main intention of this research is to understand the nature of voter behaviour in election.

47. **MD. MOSTAFIZUR RAHMAN KHAN FARDAUS ARA (2006), women, participation and empowerment in local self-Government:** This article states that
union Parishad is the most important institution. This institution works at grass root level of the society. The area of this research is taken of Bangladesh. This place is suitable to study role of women in deep way. Participation of women takes place but only on paper record. In reality, the situation is quite different as compare to previous time period. In the preamble of this research it is clearly stated that women participation in government is not equal to that of men. The development of whole country is depending upon different major aspects. In these aspects women is also having equal position. It is more-clear that without women participation complete development is not possible. Women should get opportunity to participate in government activities. She also can take decision for society. According to this article these government deserves special attention and importance. In next part the role of government is discussed. Women should also get the equal opportunities to men in the system of government. Women also have the decision-making power. Her should get opportunity to run local self-government according to (union government) act 1977. She is not only the person for household activities but she can also manage the government activities. Many constitutional provisions are studied as reference in which art.27, art 28(1), art28 (2), art28(3), art65(3). All these constitutional provisions are talks about the women empowerment. After the study of all provisions and the data studied in this paper it is concluded that in local self-government women participation is not sufficient. There is need to work out on this problem. This research is done within the limitation but the situation is not different at other places. To go and study each and every minor aspect of women participation is not possible in one study. Lots of work is pending which need to work out. The question of equality is not sorted out.

48. MAMATA NARZARY (2013), women’s marginal role in politics with special reference to Asam: This research is again relevant to my research title. Complete Political empowerment of women is still not happened. Women are also a part of population. Political activities is based on many factors. Society is divided on gender discrimination. Democracy wills success only after abolition of this discrimination. In this paper historical reference of salt Satyagraha taken to explain the real picture of society. There are so many female political leaders explained with their work. Female role in many general elections and panchayat election is the main keyword of this work.
49. Dr. MEENU (2016), political empowerment of women: This research explains the new turn in the field of politics. The main points of this research are political representation and participation of women. The women participation in political parties and election below the mark of Reservation given to women. General Election and political activism are two sides of single coin. Right to vote and election held in 2014 discussed. There are many women friendly laws for empowerment and reforms of women. Data of this work is given of different elections which show women participation. At the end scholar has come to conclusion that women are not yet empowered.

50. PRASHANT KUMAR SRIVASTAVA & VIVEK KUMAR MISHRA (2016), efficacy of women’s participation in Indian politics: This research talks about women participation in political institution and election. This paper is based on 73rd and 74th constitutional amendment. These amendments are based on Panchayat raj system and Nagarpalika. According to seventy third amendment women has allotted 33% reservation. This reservation is still in process. History of women suffrage is unforgettable. Women were far away from right to vote. There are many conventions are on record at national and international level for women rights. In India the real situation is explained by this scholar. The factors illiterac, poverty, influence, had studied with different elections in which women candidate are elected.

51. CHORAAG ARORA and others (2017), distance online election system- a step towards secured digital voting: This research is the study of new proposed system. Election is the process of democracy. This system is suitable for maintenance of security and safety. Recently aadhar card consists biometric detail information of the citizen. The same system scholar wants to suggest for election system. Election starts with registration of voter phase, then authentication phase, thirdly voting phase and counting phase. In all this procedure efficient manpower is required. Government is spending huge money on election. Stillosences are going on in government. Youngsters are mostly involved in internet use. Aadhar card information now secured in central database. The main object of this research is to make voting process easy and simple. To increase voter’s participation in election system this proposed distance voting is explained in detail. Procedure with their advantages and disadvantages is also given to know whether this will successful or
not? Onlinedistance voting system with biometric fingerprint this new concept explained with figures and tables.

52. **DR. JYOTI SINGH BAGHEL and RAJARAM RAWAT (2016), analytical studies and effect of voting given issues by the political party in 2004 election in Madhya Pradesh**: This research is based on the election held in 2004. Indian society follows on lokniti. This system started with class, education and illiteracy. The main reason of this keyword to understand importance of voting. Different political parties and their working is discussed. Election system discussed in detail with their result. Due to urbanisation, how election gets adverse impact on society is the main conclusion of this paper.

53. **DR. JITENDRA SAHOO (2016), one nation one election**: This research work mainly works for making election for one time for one nation. According to Chief election commissioner Nasim Zaidi, the said proposed principle is in supported of whole nation. Modi ji also discussed the same concept in one interview. This research work is mainly based on one argument. So many simultaneous elections conducted at different level. Whole nation is now surrounded by elections. The person who actually interested to work for the welfare of society. Why common people feel that election process is manipulated? What are the reasons for these unforeseen circumstances? Scholar has taken the references of pre-electoral reforms from 2000. In recent elections VVPAT system is adopted. This system is more secure to reduce the manipulation from election.

54. **ANKIT ANAND and PALLAVI DIVYA (2012): An efficient online voting system**: This research is based on the voting system and the new reforms. This is the study of new software for online voting. For making the voting system more accurate, authenticated this proposed system is more beneficial. With this system voter can enjoy right to vote at any place. It not necessary to visit polling booth for casting vote. No need to wait in long ques. This system is more secure but challenging. In the advantages of this system scholar says it will easy to save database and it can be easy administer and discriminate according to requirement. In next part of this study, this software is explained with functions and steps to use properly and make voting easy.

55. **POOJA CHUGH and Pradeep Dimri (2015), review of existing Indian voting system and hybrid design**: This research talks about new system of voting with biometric system. Use of biometric system will helpful in voting authentication
process. This system is safe and secure for many purposes. Voting process is the decision-making mechanism. Scholar has proposed upgradation in the existing voting system. Features of this electronic voting discussed in detail with different aspects. There are different problems in current voting system. The data collected for this research from different parts of society to prove electronic system with figures. This proposed system will work on software application.

56. ARTATRANA GOCHCHAYAT (2013), POLITICAL PARTICIPATION OF WOMEN IN GRAM PANCHAYAT ELECTIONS IN ODISHA: This research is the study of Odisha state. In this research case study method is followed in hindol block in Dhenkanal district. In this work the people belong to scheduled caste, scheduled tribe and women discussed. Political participation of women is the main keyword. Bentham and Rousseau and many more philosophers work discussed. Participation in cultural and political activities discussed. In literature review also, role of women discussed. Research is done in limited area. In next part constitutional provisions for women discussed. Eighty forth and eighty fifth amendment based on election and participation. Data of different election with detail information studied from different aspects. Awareness is important to reduce obstacles of election.

57. KASHIF HASAN and DR. SANJAY M. JOHRI (2017), A STUDY ON THE ROLE OF NEW MEDIA IN THE 2014 LOK-SABHA ELECTIONS IN INDIA: This research paper talks about political campaigning. In this work scholar took the study of Bhartiya Janata Party won election with simple majority. Nature of society is studied here. Society is changed with the time and work of Bhartiya Janata Party government. This government is in favour of digitalisation. They are trying to make changes in existing government. Today, we have too lengthy and expensive laws. Whereas, Bhartiya Janata Party government gives rapid response to the issues and problems of normal person. At the end this government is digital government.

58. SAKSHIKAUL and SHRADHA SAHNI (2009), STUDY ON THE PARTICIPATION OF WOMEN IN PANCHAYAT RAJ INSTITUTION: This one more research is based on women empowerment. While collecting the data for this research it is found that there was no reservation rules followed for the presence of women. At the time of Panchayat election so many problems noted in women participation. Most of time women were excluded in election, even after seventy third amendments. In this study the Britishers view for women also studied. In the present study Jammu and Kathua and other places of different profiles at different age group
studied in detail to understand the quality of politician and women participation. So many problems faced by women at different level. She doesn’t have any co-operation from family or other sources. Insuggestion scholar provides factors for motivating women participation in Panchayat Raj Election and other aspects of women empowerment.

59. **ANIRUDH VITTHAL BABAR (2015), electoral reforms and democratic consolidation in India:** This research is study of Aristotle theory of democracy. The concept of democracy is explained in very nice manner. In democratic form of government, it is very important to give flexibility and freedom to common people. To conduct election in peaceful manner is one more criteria of democracy. Citizen should enjoy their fundamental rights. The reference of landmark judgement “Kehsvanand Bharti case” is studied to understand democracy in detail. This landmark judgement is in favour of democracy. The basic structure of Indian Constitution cannot be changed. The provisions of Indian Penal Code discussed in detail. Sec.171G, sec.171H, sec.171I, sec. 505, these penal provisions are related to election related offences. Nature of these offences explained in detail to know how these frauds are working against democracy. Judiciary plays important key Role in democracy. As of now, there are many cases relating to election offences pending in court of law. Electoral reforms are required in present democracy.

60. **NWOKEKE P. OSINAKACHUKWU and others (2011), THE ELECTORAL PROCESS AND DEMOCRATIC CONSOLIDATION IN NIGERIA:** This research is study of Nigeria. The election process in democratic form of government is the main keyword of study. Election rigging is given in detail. After the study of rigging it is clear that there is no stability in government. There is negative impact on democracy because of malpractices and other offences. In later part of this paper; it provides some historical reviews related to some illegal practices and manipulations. It is very important for the success of democracy to maintain accountability in government and need to work on participation of youth and women in government.

61. **SIMAN JACKMAN (2005), POOLING THE POLLS OVER THE ELECTION CAMPAIGN:** Title of this research is related with election and election campaign. This election system is main root of nation. This research study is detail discussion of poling polls. The main benefit of polling booth is explained with database. In this data, scholar has studied some examples about pooling. The system is explained by giving different figures and tables to make understand this system in mathematical
manner. The main purpose of this research is trying to solve the problems of polling booth.

62. **JAMIL AHMED SHAIKH and others (2012), VOTING BEHAVIOUR AND ELECTIONS IN PAKISTAN**: One more study of election but of Pakistan. This is the research of Pakistan voters and their changing scenario. This is the investigation of voter’s mindset. Due to any situation or circumstances the voter’s mindset can be changed. This is not permanent or constant concept. In society man is only a social element and in this society, there is no place for female. In this research sample size discussed on young generation, older citizen and elder peoples to understand the nature of voter’s mindset with respect to male and female frequency. Voting behaviour is also based on the class structure of the society. It includes upper class people, middle class and lower-class people. There are different reasons that voter cast their vote to any particular party. The responsible factors are family, caste, region and relation. After the whole discussion it comes that it is impossible to understand to voting behaviour. It is time and place changing depends upon many elements.

63. **CHI LEE and others (2013), SOVEREIGN RISKS, ELECTION AND CONTAGION**: Election is an effective mechanism. This research is depending upon pre-election and post-election result. This work is done with the reference of many philosophers and their philosophies on election system. The main object of this study is to understand election and sovereignty. Here, different formulas and different theoretic implications discussed. The effect of political activities at risk is adversely impact on the stability and instability of government.

64. **DR. JOSEPHINE ANYANGO OBONYO and others (2015), fait accompli**: legitimizing the legitimate in elections outcomes: this research paper is based on the legacy of election. It is very difficult to study democracy. According to this research work Election system is culture followed by democracy. This culture is depending upon the nomination of political parties. The election held 2013 discussed to prove nature of cultural democracy.

65. **MR. ABHISHEK RANA & Ms. Niyati patvardhan (2016): TO NOTA OR NOT TO NOTA?** This research is discussion of NOTA provision. The landmark judgement of “PUCL Vs Union of India” discussed in this research work. This paper is a question about the awareness of NOTA provision. Weather this provision is known to common person or not? In which manner they took this information right to vote or not to vote? This discussion is in what manner voter following this rule in election.
Chief election commissioner S.Y. Quraishi talks in one programme that out of hundred voter’s ninety votes is of nota. This is not correct approach of NOTA. This provision is not given to reject all. The study of criminal records of politicians increasing day by day is explained here. The reference of Colombia election held in year 2011 is used to explain blank or white note is the nothing but the political reformation. Data collected for this paper is from many other sources which include Public Interest Litigation for de-criminalisation. After the detail study scholar come to conclude that NOTA means not to reject.

66. **Shaikh Shaifiullah and TVV GOPAL KRISHANA (2016), DIGITAL INDIA AND FUTURE OF INDIA:** Modi ji won election in year 2014. The programme of Digital India launched on first July 2015. Modi government wants to provide online services to citizens for their convenience. Government trying to improve the services through digitalisation. In present society government services are very important but they are time consuming and expensive. In this research paper different programmes like digital locker, e-education, e-health etc. Are included. After this, scholar explained impact of these services on society.

67. **AZETA AMBROSE and others (2015), implementing E-democracy system in Nigeria:** This study is about Nigeria. In this country they follow E-democracy system. This research also focuses on the problems of democracy which includes insecurity, corruption, malpractice. In the next part of this research scholar explain the suggestion to reduce these problems from government. Citizen participation in public policy is the mainly important for proper functioning of government. Next part talks about proposed System design for the implementation of e-mail, e-petition, e-polls, e-campaign, e-forum. These digital services are not known to common citizen. They cannot use these services systematically. The basic problem of this government is not yet solved like poverty, unemployment, illiteracy but in the other hand this system wants digitalisation. Without basic training and implementation is not possible. With the help of different figures of data collection this paper discussed different system information. These figures show that how to use this technology. This technology and their benefits are given in this research paper.

68. **Eva-lotta E. Hedman (2010), THE POLITICS OF PUBLIC OPINION IN PHILLIPINES:** This research paper is about the public opinion towards government system. Public opinion is a social fact is tried to explain by scholar. These opinions
are based on work done by political parties for the welfare of society. There are so many elements responsible for this opinion and these opinions will change time to time. These changes are also discussed. The data collected for this paper is from last three general elections. Public opinion of three elections shows their different views in detail. After the explanation scholar conclude that public opinion has their own importance in government system.

69. **MD. MANUZURUL KARIM (2013), THE POLITICAL SYSTEM OF INDIA: AN EXAMPLE OF SUSTAINABLE DEMOCRACY:** India is the only nation of multi-language, multi-cultural, multi-regional. This research is about the Panchayat Raj system. British rules of our country explained in many different ways. The study of rules and regulation starts from colony. From The pattern of Colonism great social and political leaders comes out for freedom fighting. The fighting of political and social rights started even before independence. In the next part of this research scholar discuss about federalism. Electoral practice in democracy discussed with detail procedure. In India we follow the rules and regulation of written constitution. Research paper talks about independence of judiciary and role of judiciary on election system.

70. **MR. D. NARSIMHULU & DR. K. ESHWARA REDDY (2015), NEED TO CURB ELECTION EXPENDITURE:** This research paper talks about the election expenses. As there are certain rules for the election expenditure. Government spend huge amount of money for the election. Election commission is the authority to control and manage the expenses. According to the rule, amount decided for election and given expenditure is mismatching many times. There were no limits on the use of these funds on election. Unnecessary expenses also included by electorare in their bills. Misuse of election funds is on record since many years. But not strict action is taken by government to control and manage these election expenses practices. Election commission has put certain limits on the expenditure of the candidate. This limit are to be decided by concern authority and candidate. It should not go beyond that limit. If any candidate goes beyond this decided limit then those expenses will not consider in election expenses. At the time of election campaigning political parties make unnecessary things for making their image or reputation in society. Political parties use many other sources like print media, social networking sites to communicate with voter. Use of these sources at every possible level increases their bill amount. Most of time it also shows that these funds are
manipulated. Manipulation means to make changes in actual amount. According to scholar these types of practices are increasing since many elections and there is need to take efforts to curb this expense. It is very difficult to manage expenses of election and to look after this matter. It is also the main responsibility of election commission to make and maintain the records of each and every political party. The data collected for this research clearly shows that there is need to make strict rules for the election expenses. Only to make laws is not sufficient proper implementation of those rules makes certain obligation on this expenses. To improve the electoral process has to this step with the help of legal cell.

71. L. MUTHINDRO SINGH (2014), STATE OF ELECTORAL RIGHTS IN CONFLICT SITUATION: CASE OF MANIPUR, INDIA: Election and election rights are the main keyword of this research paper. Election practices followed in democratic countries in peaceful manner. But in recent time period different kind of malpractices are now becoming normal behaviour in many democratic countries. There was use of coercive electoral influence to violate electoral right of aspirant candidate. This is alarm that democracy will be in difficulty. Bullying is also one more common factor in election practices. Emerging electoral trend is discussed in this paper in detail. Kid-naping, torture, certain unethical political behaviour and different malpractices during election discussed here with real data of different places. All these offences are real face of election corruption and the reason of changes in voting behaviour.

72. ANIL PANDIT & R.C. GANGWAR (2017), E-VOTING FOR LARGE SCALE ELECTIONS USING SIMPLE NETWORK MANAGEMENT PROTOCOL: This new research paper is one more suggestion in the form of proposed system which is discussed in this paper. Election system and election procedure is depending upon the man power. As election is the backbone of democracy and it is important for the peaceful election to work in very efficient manner. In many studies, election problems explained in detail. It is very difficult to manage the things with proper control. Hence, this is the study to manage and monitor elections with secrecy. This research is based on mobile voting, e-voting. According to research work it is conclude that voting should be done on mobiles or laptops. This e-voting system Architecture needs proper implementation of software which is also given in this study. Security of this software will help to reduce corruption and increase interest and participation of citizen in election.
73. UMANG SHAH and others (2015), BIOMETRIC SECURED VOTING MACHINE TO AVOID BOGUS VOTING BASED ON AADHAR CARD: This research work based on frauds in voting system. This scholar has given new innovative ideas to make control on bogus voting. After the detail study, researcher makes suggestion for using biometric system in voting. Today, Aadhar card is having all biometric data of citizen. This card is very important for all government rules. Hence, this paper is proposing biometric voting machine for election. This machine will work for the development as well as correct approach in reducing bogus voting. Today, we follow very lengthy procedure for voting. This proposed system is discussed with figure and their explanation. There is a revolution in the field of election.

74. DR. KULBHUSHAN SHARMA (2016), INDIAN POLITICAL PROMOTION AND CAMPAIGN STRATEGIES: This is the paper about political promotion. This research mainly focuses about strategies followed by political parties. Promotion of political party works on election campaign. These campaign events will make stand in mind of voter. In election only, that political party will score majority votes who are in good relation with society and common people. Any party working for welfare should make their promotions so society will know more about them and their work. Promotion can be possible through many sources. Promotion is required to achieve the goal. Many political parties use the reference of Bollywood film actors to promote their political party. Promotion means nothing but the advertising of political party. To make reputation, brand, image, need to make behaviour in eyes of society. This political promotion effects on voter behaviour and role of that party in government.

75. BIRAJ HAZARIKA (2015), voting behaviour in India: This research is based on voting behaviour. Many factors responsible to change voting behaviour. There are different pressure groups working in society. These groups never participate in election. These groups work for society but without any means of personal interest. Citizen has one soft corner for these groups. Voter has faith on these working groups. Apart from these groups, some charismatic personality leaders also working in the same field. They also have influence on voter. Many responsible factors change voters mind. Study of these factors is main intention of this research. Study of voting behaviour is not easy and specific. It is the process which makes continue flow in the mind of citizen. This process is depending upon
many possibilities. It is like emotion which express through ballot paper. This study tried to cover many possible factors like religion, language, money power, performance of the party, and many more. In the field of politics all these factors decide the position of political party. Voting means where voter express their expression at ballot box. Free and fair election is demand of democracy.

76. LINU PAUL and Anil Kumar N. (2012), authentication for online voting using steganography and biometric: This research is based upon use of biometric information for voting. Todayin the world of technology people are more dependent on internet services. Election and technology are now two sides of single coin. Many changes are done in the election rules and regulation. With the benefit there are some disadvantages of this services. Proper authentication is required in this proposed technique. Research provide face identification, fingerprint in this system. For security purpose secret key and pin number extracted from image. This system will help to reduce fraud in election process. Today’s traditional voting is having so many loop holes. This traditional system does not match with present society pattern. There are many reasons because of which voter cannot cast their vote in election. Proposed system is explained in detail step by step with figures and explanation. In conclusion higher level of authentication is explained which is more benefited to election system.

77. ALAGUVEL R. And others (2013), BIOMETRICS USING ELECTRONIC VOTING SYSTEM WITH EMBEDDED SECURITY: This research paper talks about data security mechanism. The main object of this research is proper authentication and verification. E- Voting system is explained but in different form. E-voting means nothing but electronic system where record of voter is safely secured. To secure this data is the main challenge of election commission. There are many researches done on the same election system. Many research scholar’s have provided different alternative options to use internet media in different form. In this research author focus mainly on the verification and authentication of voter information. This information should keep in very strict security so no one take this information. According to this process voting will done online but in formal registration through administrator with the help of one-time password. Whereas, in offline voting process authentication is possible through Iris recognition. Iris recognition is nothing but the finger sense vein will activate the electronic ballot reset and then voter will allow casting his/her vote. E-voting system in the form of offline and online mode
explained. Different level of e-voting is the main keyword of research. Voting security should be very crucial and confidential. This security is for the benefit of voter. Proposed system is discussed in detail with proper diagrams and with explanation. This system also has some advantages and disadvantages. The simple steps to use this online voting are explained very nicely and minutely. At the end scholar concluded that this system will give new turn to the voting scenario.

78. ASHISH PEDGULWAR AND OTHERS (2015), AN EMPIRICAL STUDY FOR E-VOTING SYSTEM: This research paper is discussed about use of paper ballot system. Ballot paper is very much important where voter cast their vote in this box. This ballot box should be handles in very careful and secret manner. Any single mistake in all this process will disturb the vote counting. People have faith on election and they express their decision through voting. The discussion is about the use of electronic voting machine. These voting machines are now using at many general and state elections. This voting machine is made for the improvement and convenience of voter. But from last decades the offences relating to electronic voting machines come forward. Misuse of these voting machines is now become challenge for the government. There is needed to make strict provision for such kind of offences. Gujrat state is the first state to use internet voting. After the use of this system feedback from people for this new system taken. Voters are very happy and they enjoy it. In later part of this system scholar says that, other states also now thinking to use internet services at the time of election. This service is having advantages not only to voter but also to election authorities. This will help in maintaining updated data of the voter. This process is more accountable and transparent.

79. G. VALARMATHY (2017), SMART VOTING SYSTEM USING AADHAR: This research study is based on recent voting issues. At present we are following electronic voting machines. This machine is having many loopholes. Because of some manipulation whole voting process get disturbed. Many offences are happened because of these voting machines. It is easily concluded that this machine need to update or make changes with existing problems. Hence this research is proposed on Aadhar card details. Today Aadhar card is having more important document as compare to other identity proofs. This Aadhar card is having all the details of citizen in biometric form. This biometric information of citizen is very confidential and Government has made provisions to link Aadhar card to bank
account and mobile numbers. After the strong decision of demonetisation government take this step to link this biometric information with bank and mobile. The object of this decision is to control illegal activities. This Aadhar card has the detail of voter but in biometric form, so it is about to impossible that any person can make fraud with this information. Scanned face and all ten finger prints are saved in Aadhar card record. This detail information is for the security of voter so that in future no one can misuse this information. As far security concerned, this is one step to provide safety in election and many other government services. This Aadhar card consist fourteen digits number. There are alternative provisions to make changes in the given information. This research paper explained, if government use Aadhar card biometric system in election then how it will helpful.Aadhar card created with thumbnail so it will secure the system and then ultimately, it will be free from rigging. This system is discussed with design and explanation. In future time period government will adopt this research and proposed system of smart and safe voting.

80. SUNIL B. CHAPAITKAR (2013), BRIEF REVIEW ON CASTE AND POLITICS IN INDIA: This is the brief study of politics in India. In India, caste is very important. On the basis caste the role of that person in society decides. From very ancient time period this caste system is existing in India. There are no records to prove from where this caste system came to earth. This caste is decided by birth of that person. The caste only decides the functions of that person. This research study is based on upper class people. According to this study, most upper caste people do the leadership because of their economic wealth. In society they are having more wealth compare to other class people. Varna system is also one of the criteria to decide the caste. There are so many castes based on the basis of their functions and the Varna. This system is discussed in detail in this research. The process of socialisation is also based on the same principle. For the understanding of this study, reference of so many states given to politics. Dalit were no more considerable in society. They were treated in very ill manner. The condition of Dalit ere not stable in economically and socially. The politics shows how untouchables are not qualified or not capable to run government. Dalit were considered in lower class people. Lower class people are not allowed and consider even for the right to election or vote. They were supressed from almost all aspects. Then in modern Indian perspective, discussion in which the changes took place in rich and poor class. In conclusion
scholar said nothing is objectionable but battle should not be based on religion, language, race, etc.

81. **DR. T. K. PANDEY (2013), WOMEN EMPOWERMENT:** The most common topic of this research is discussed here. Before independence women were not considerable in any social activity. In very exceptional cases there are some records of women as a freedom fighter. There is no specific definition of women empowerment. Since independence, women participation is increasing in various movements and politics. This research work took struggle since 1980. Women were struggling for their self-respect and autonomy. Leadership is necessary to make changes in government. It is very difficult to make the changes in situation of women. The reference of art. 21 of Universal Declaration on Human Rights taken for study. According to this declaration, every-one has right to take part in government policies. Political empowerment of women is the main object of this research. There are so many different committees working on discrimination on the basis of gender is discussed in detail. Women is considered only for reproductive purpose. In most of states women role is not equal. Women empowerment in panchayat raj institution is studied. Reservation policy is also more benefited to provide place for women in government. Reality of women empowerment is not possible to explain in one research paper. In conclusion, it is clear that women are not yet empowered according to provisions of law.

82. **SUCHITRA DAS (2014), WOMEN PARTICIPATION IN PANCHAYAT RAJ, A CASE STUDY OF KARIMGANJ DISTRICT OF ASSAM:** This is the case study of women participation in Panchayat Raj. Previously, there are many work records talking about women participation. This research is also based on same but area of this research is Assam state. This research study is based on Balwant Raj Mehta committee. This committee is mainly appointed for the detail study of decentralisation of power. Decentralisation of power will help to perform in quality of work. Election system is also decentralised. The authority is one to control whole election system. Basic skeleton means procedure and law provision is same all over nation but we conduct election at different level. This research work is to give new opportunities to women at grass root level. In rural areas people face many problems at different level. These problems are not common for everyone. Authorities to deal these problems are not permanent staff of election and hence, these people are not specialised in their work. The rural area is taken for this research because, at this
level role of women is limited only for family. She cannot come forward and participate in social activities. This area is not developed. To understand the nature of this area the reference of Rig Veda is taken. This is the old Veda of our country. According to this Veda, women is not social animal. In next part of this research work, Mughals and their role in suppression of women taken place. In the time period of Mughal women were harassed at large. She was exploited not only from society but also from family members. There was no rule or law for protection of women. This area explained in geographical manner. Geography study knows the side boundaries of place. The whole study are based on previous worst history of women. After independence, women related laws were made. But these laws are only for paper work. In reality, the women of this area are not yet empowered. In panchayat Raj election women has no reservation policy. Other fundamental rights are not given to women. She is not enjoying her life. At the end, scholar has concluded that complete participation of women is not yet increased and there is need to take efforts to increase her participation in local self-government. Laws are on record but not followed in reality still women are suppressed. Women are not empowered.

83. PRIYANKA CHORDIA and others (2013), on-vote: online secured voting:

Title of this paper itself shows that this is for safe and secure voting. This research paper talks about security in voting process. In traditional voting all work is depend upon man power. This method is all paper work. It takes too much time to complete the process in time. Population of our nation increasing very fast but process of election is not developing with that speed. The gap between this process need to reduce. Government spend lots of money on election. This money need to utilise in proper manner. Present Election pattern need to take speed for their work. Proper authentication is required in voter record. Many offences relating to election is happen due to these things. For this research work previous relevant research is studied to understand the nature and problems of election. Since many years we are following the election system, which is given by British Government. In present society, there are now changes required with globalisation of society. People are using internet in various methods. The main object of this research is to understand the requirement why there is need to online voting? Government should make changes in the existing election process. To explain the importance of online voting different tables and images are given with proper explanation. How this online voting will help in maintaining security is also discussed with the help of data. This system
is explained with certain features and their benefits. In this research thumb impression of voter is used as secret pin. How this proposed system will work with this secret pin is explained with figures and images. This thumb information will save at the time of voter registration. This confidential information secures the voter and his valuable vote. This thumb or pin cannot be copied and ultimately, it will make accurate voting. This system will increase the performance of voter.

84. M. SUDHAKAR, B. DIVYA SOUNDARYA SAI (2015): Biometric system based electronic voting machine using ARM9 MICROCONTROLLER: This research is talk about voting system and the use of biometric pattern. Many simple and easy methods are discussed in this paper. This proposed software of this research article is very simple, time saving, and work very accurately. The structure of this hardware and software is explained. The need of this proposed system is given. Present electronic machines are not working properly. To make Election process smooth and updated this step is required. To control the offences related to electronic voting machines and to keep the voter data confidential this system is launched. The main objective of this research is to provide biometric pattern in voting system. Biometric system consists finger print sensor and ARM9 in small size. The study of this microcontroller is the main keys of this study. It is very important to bring uniformity in election. This uniqueness is required more efficient staff and manpower to control and manage election related issues. Without accuracy election pattern will not improve. To bring that accuracy need to adopt e-voting system. In the existing voting system there are many default those are discussed in this research. Because of these loop holes common person lost their faith from election. KY m6 consist finger print sensor given with detail features. Arm9 micro controller also explained here to understand security in election. With the help of so many images the steps to be followed in this proposed system is explained. This system will be requirement of future election.

85. TUEBULENT ELECTION HISTORY: AN APPRAISAL OF PARTICIPATING FACOTORS IN NIGERIA (2014): In this research election related violence explained. In preamble of this paper the importance of election in democratic form of government is explained. For any democracy election is first step towards success. On second page scholar has put up some information regarding election violence held in Nigeria. Electoral violence is the endless topic or easy to say that there is no face of electoral violence. It can be held in any place or manner.
This kind of violence is taken place for the gain of personal interest. On page no. 6 historical perspectives discussed, to understand how nature of these violence has changed time to time and place. This paper is talk on the violence which conducts in almost all the elections. Election related violence is very dangerous to democracy. To conduct free and fair elections need to control these offences from election. It is possible to establish good government with fair elections. In this paper study of the literature given, relating to election related offences. It’s very difficult to explain electoral violence. It is too vast. A There are no specific criterion of this offence. The reference of Pluralistic theory is studied. Electoral violence also explained with the responsible factors. Direct and indirect participation of electorate in such kind of offences affecting law machinery. Election and democracy both are for the welfare of society. Increasing ratio of election offences is the alarm to government. This research has covered most of electoral offences and suggested some important recommendation to control such kind of offences.

86. **AKSHAY AKHARE A. And others (2016), secure mobile based e-voting system:** This research is about mobile based voting system. Many time, it is proved that there is need to make changes in existing voting process. Android platform is required in today’s election process. In this research paper, researcher tried to discuss new system of mobile voting. Inthis new proposed system voter has to come to polling booth at once for registration later on no need to come on polling booth. Voter can follow this procedure at his own mobile number. In this process fourteen-digit Aadhar card number is registered. With the changing pattern of society election is now become very important tool in decision making process. E-voting system is favoured by many states and voter is also increasing their interest in voting. This new technique is one step of development in the field of election. This is the system of control unit and ballot unit. These two units explained with their use and misuse. Most of time voting is done through blind signature. There is no provision for verification or authorization. This kind of practices is now very common. In this research study, it is proved that many people are working at different places and timings. It is difficult for them to come polling booth and stand for long time in que. Hence, this proposed system will make strong changes in election process. In this system there is option of registration of mail id and mobile number. It will easy for working people to come for once for registration activity and later on do their voting at home. They can log in in their account and make the changes according to
requirement. All the things are discussed in very easy manner. In the world of technology, it is most easy option of voting.

87. DR. DILIP KUMAR & HARMEET KAUR KOCHCHAR (2015), impact of demonetisation on political parties in India: This research is the case study of Panjab and utter Pradesh,of 2017 legislative election. Demonetisation decision is some having positive and negative impacts on the society. In the beginning, this decision is not welcomed by opposition parties and common people. But later on, it is accepted not only by Indians but other countries also now talking about Modi ji and demonetisation. The main object of demonetisation is to ban Black money from society. The notes of Rs.500 and Rs.1000denominated. To curb black money this strong decision was necessary. Educated people from society supported this decision and Bhartia Janata Party government. This research paper deals with demonetisation and the effect of demonetisation on society. While implementing this new currency government announces that, person can withdraw only Rs.2000 in a day. Many problems of society are discussed like corruption, terrorism, black money harming peaceful democracy. On eight November 2016 the policy of demonetisation is implemented. The object behind demonetisation is to eradicate black money from society. Blackmoney is mostly used to secure political parties. In this research, electoral point of view behind this demonitisation is discussed. This black money is tackled by politician and common people. The decision taken by Modi ji government for demonetization is in favour of democracy. To control corruption and many other problems this is need of society. It was very difficult in the beginning time period to accept this decision but later on people also welcomed this decision. Modi ji want to make corruption free India. Because of this decision opposition parties come together against this decision. They united and oppose this decision of demonitisation.

88. TRISHALA SANVAL (2014), decriminalization of Indian politics: This paper is about Indian politics and the criminal behaviour of politician. This research is the critical analysis of criminal behaviour in politics. India follows representative form of government. The definitions given by many philosophers are discussed in this paper. Corrupt practices in house of parliament and state legislature are not good for democracy. The Representation of People Act 1951 amended so many times. Provisions of disqualification and corruption are connected to each other. Section 8 of this Act is the most important section and this section is always in controversy.
Section 8 talks about the disqualification grounds of politician. The conviction provision of this section is challenged in many times in many cases. The main object of this act is to prevent criminalisation in government. According to this research the person having criminal background and who is convicted many times for several offences should not give authority to make Law for nation. The person, who violates law and order of nation, cannot make the law for national sovereignty. The offences which come under the title of criminalisation and the offences which are not criminalisation is the main issue of this Act. Page no. 3 of this research is about the offences at polling station. The candidate while becoming MP or MLA is also new scenario of this paper. The study includes many writ petitions and public interest intigations relating to criminalisation in politics and election is mainly focused here. How this trend of criminalisation effects democracy and existing legislative provisions are not sufficient to control this decriminalisation. According to this research work author directly wants to ask why criminal should get entry in government. The law and order are same for criminal. On page number four the data collected for this research from different criminal offences is given. Law should check out such kind of criminal background in very minutely and should take action against them. This research paper has taken the reference of many political philosophers to understand the nature of criminals and politics. Politicians are playing the role of representative. The constitution of India in Art 192, and Art. 102 talks about the disqualification provisions. Representation of peoples act 1951 gives clear rules of representation. This paper took reference of some case laws in which criminal behaviour of politician given. Main focus of this research is criminal practices in politics. While studying criminality, certain public interest litigation filed in year 2005 regarding the disqualification of candidate. Election commission is one of the autonomous body to deal with election related matters. Most of politician are now involved in criminal activity. Present democracy is faithful but if this criminalisation is not reduced then free and fair election not possible. At the end government has to take strict action against criminalisation. Democracy should take this problem as alarm for national interest.

89. SNEHA PALLAV & others (2012), mobile voting using global system for mobile communication (GSM), technology and authentication using fingerprint biometrics and wireless networking: this research paper is the detail discussion of mobile voting. In preamble of this paper, the fact of election process
since independence is given. Election system criticised here in negative manner. Emergence of electronic voting machine and procedure of this ballot unit box is noted. Then the features of this ballot unit box are same as that of cell phones. The advantages of this cell phones in all aspects are discussed. This proposed system will provide accurate result. It will save time. Other errors like expenses, stationary, manpower, counting will also get resolved. Mobile is very common in today’s generation. In market cell phones are available at very cheap rates. Without mobile we cannot imagine any work. There are so many types of mobile available in market and their features are made in such way to become very friendly nature. From small child to old person, from school to office use, from government to private sector everywhere mobile is necessary. In the world of technology new versions always ready with better features. Voting started with ballot system. This history of ballot system is explained here to understand the nature of election. In present voting so many factors like stationary, staff, transportation, law and order, expenditure are important without which proper election functioning not possible. The main focus of this paper is voter privacy. This proposed mobile voting using global system for mobile communication is discussed. The use of technology for proper authentication and verification is tried to explained, in the other hand it is the time saving system. Voter data can be safely operated with updated changes. With the help of this simple method ballot paper and manpower will save. There are many miscounting at the time of vote counting. Ultimately, it will make delay in declaring results of election. Machinery lost many times. Election staff is not trained and expertise in their duties. Because of many reasons Voter are losing their interest in election. With the help of this mobile we can make the voting easy.

90. **MANPREET KAUR BRAR (2013), political participation and representation of women in state assemblies:** This research paper is about women participation in state assemblies. Women representation in legislative assemblies is emerged in much national and international level. In abstract of this research scholar says that, in India after regular time interval parliamentary elections held. The object of this research is to study inequality between men and women. Issues of this paper mainly based on role of women as voter, as electorate and as representatives. This work is carried out in five state assemblies. So many rules and regulations are framed nowadays for women empowerment. Constitution of India gives many provisions for equality or empowerment of women. Elections in India, is carried
out through constitution. The procedure followed by election commission is also based on constitution. Women in our society are considered as secondary part. In silent features of Indian Constitution importance of women is given in detail. Women never involved in political representation. She is not having any right to participate in social and election process. Women cannot represent themselves in social or political activities. Study in this research paper based on data which is explained in tables. The election held in year 2008, 2009, 2011, 2012 are taken in this paper. Different thirty states were the sample study of this research. The number of seats allotted to male and female candidates which shows clear picture. In next part Vidhan Sabha election data is given of five different states. This data clearly shows that women position is how much equal to men. Though women participation is not very low but still it is not equal to men. This is the scenario, is not of one state or one election but almost all states it is common at all level. Women is not empowered completely from all aspects of society. Government has made rules but not implemented properly. Women should be a part of law making body. The actual participation of women in decision making authority is the main suggestion of this research.

91. JEEVAN SINGH RAJAK (2013), corruption in India: nature, causes, consequences, and cure: This paper is one more face of corruption. It is very difficult to study the roots of corruption. There are so many research works on corruption. Corruption has no definite or specific criteria in nature. Corruption changes as the society changes. India is one of the most corrupt countries. It is completely out of mind to study all aspects of corruption. There are so many causes to increase corruption in society. In politics corruption is rooted in such way that now it is not possible to eradicate completely. Some definitions of corruption are given. Now; corruption is spread in almost all the sectors of society. This research explained three government machinery with their functions. Corruption directly affects government agencies and economy. This research study is divided into three parts, first to understand the nature of corruption, secondly to study the consequences of corruption and lastly measures to control corruption. Corruption means nothing but the misuse of power by political party. This misuse of power may be for any personal gain. Not only government servants but also people working in private sectors also involved in corruption. Political corruption is the main scenario of this research. There are different causes at different level responsible for political
corruption. This paper works on political corruption of different political parties. Most of political parties for their gain misuse their power. Political parties must work only for the welfare of society and not for any other interest. Corruption in politics affects election machinery in very bad manner. Here, the use of legitimate powers for the illegitimate object means corruption. Legitimate powers mean power given by government and law machinery. These legitimate powers should be used to maintain peaceful society. Law and order followed in proper manner. There are so many consequences of election corruption on society and on democracy.

92. **JAMES NDUNGU KABIRU (2015), THE EFFECT OF GENERAL ELECTIONS ON’s stock returns at the Nairobi securities exchange:** This paper is the study of effect of general elections on stock exchange. According to this paper, there is direct connection of political environment and stock market. Political institution works for welfare as well as it run the government. The study of this paper gives some impact in positive and negative manner. The general elections held periodically. There are four kinds of election we conduct in India. These elections have direct impact on political environment. Political business cycle discussed in this research. This cycle is always in the hand of ruling political party. The party who score majority votes in election will only become ruling party. The study includes some literature review regarding election and stock exchange in detail. One theory is explained here to understand the impact of election on stock exchange. In present research paper detail theory put up with data. After the detail study it is conclude that political environment is depend upon election.

93. **ANTHONY FOWLER (2013), electoral and policy consequences of voter turnout: evidence from compulsory voting from Australia:** This research paper is the one important evidence of compulsory voting. In this paper the direct question is on democracy. There should be compulsory voting for election. In this research work, new concept of compulsory voting is discussed. Compulsory voting is good from all the aspects. This kind of voting will definitely work for successful democracy. This new turn will change the existing election system. People are not having faith on political parties and election system. Common citizen is now losing their interest and faith from election and politician. There are so many factors responsible for these changes in voter’s behaviour. With the changing pattern of society so many social problems come forward. It is not easy to eradicate all those problems from society and government. The data of different countries where election is compulsory is
taken for study of this research work. The main object of this study is to know the percentage of voting of different countries. The effect of voting is divided between the people who cast their vote and the people who do not cast their vote. Both the sides are important to understand the nature of voting. This nature is also discussed in this work. Compulsory voting will decide the structure of government. Non-voting is the new homework or study for the government. The reasons behind non-voting need to be studied in detail. After the study of both the sides, it can easily understand the importance of compulsory voting as well as the reasons of non-voting. In this study the effect of compulsory voting is explained with figures and calculations.

94. MIT KUMAR AND OTHERS (2016), THE changing paradigm of modern day politics: This paper is about modern society. Modern society is based on modern concepts. New face of politics is covered in this research work. This work carried out with the help of many other things. This modernisation is based on culture, technology and development. Modern politics is based on new values and ethos system. Today, political parties having their own name and symbol. This name and symbol is political brand of that political party. This is called as political branding. In the same way there is emotional branding. Emotions of the voter and political parties are also changed with new pattern. Similarly, election and marketing play role in today’s politics. Women participation is discussed in this paper. Political party have to create their own image in society and this image is depending upon their social and political work. This work decides good political party and bad political party. Name and reputation of political party is depending upon this brand. The impact of this branding directly effects on voter behaviour. The literature relevant to the research is given in this paper. The previous research is based on political parties and their bonding with common people. Lots of hard work required to establish for this bonding. The relation between society and political parties are explained. Impact of this branding on voter and voting pattern may be in positive or negative manner.

95. D. SUNSHINE HILLYGUS, (2003) voter decision making in election 2000: campaign effects, partisan activation and the Clinton legacy: This research talk about election campaign held in year 2000 election. This study is based on survey of different areas with unique measures. It is difficult to examine individual views about election campaign and their response towards election. Main object of this survey
based on voting behaviour, how and when get changed due to election campaign? Several factors determined to how a campaign influence voter. Most of voter decides their vote on the basis of certain factors that may be the character of candidate or the social activities done by candidate. Individual sentiment is main parameter of his response towards campaign. Separate and singular panel is required to scrutinise their abstract opinions. With the help of different ideologies these reviews are collected. The questionnaire prepared on the groundwork of short survey. Ballotter make their decision on campaign events. Debate of political conventions is helpful to study and to revise the public opinion. Interviews of pre-election and post-election campaigns. Some voters are found stable on their decision in the other hand some voter change their preference on the basis of campaign. There is lots of competition in political Campaign events. This competition creates comparison between political parties and their candidates. Campaign environment confuse voter to take decide to whom vote should cast. These campaign events have strong effect on voting decision. The impact of these events may change voting behaviour.