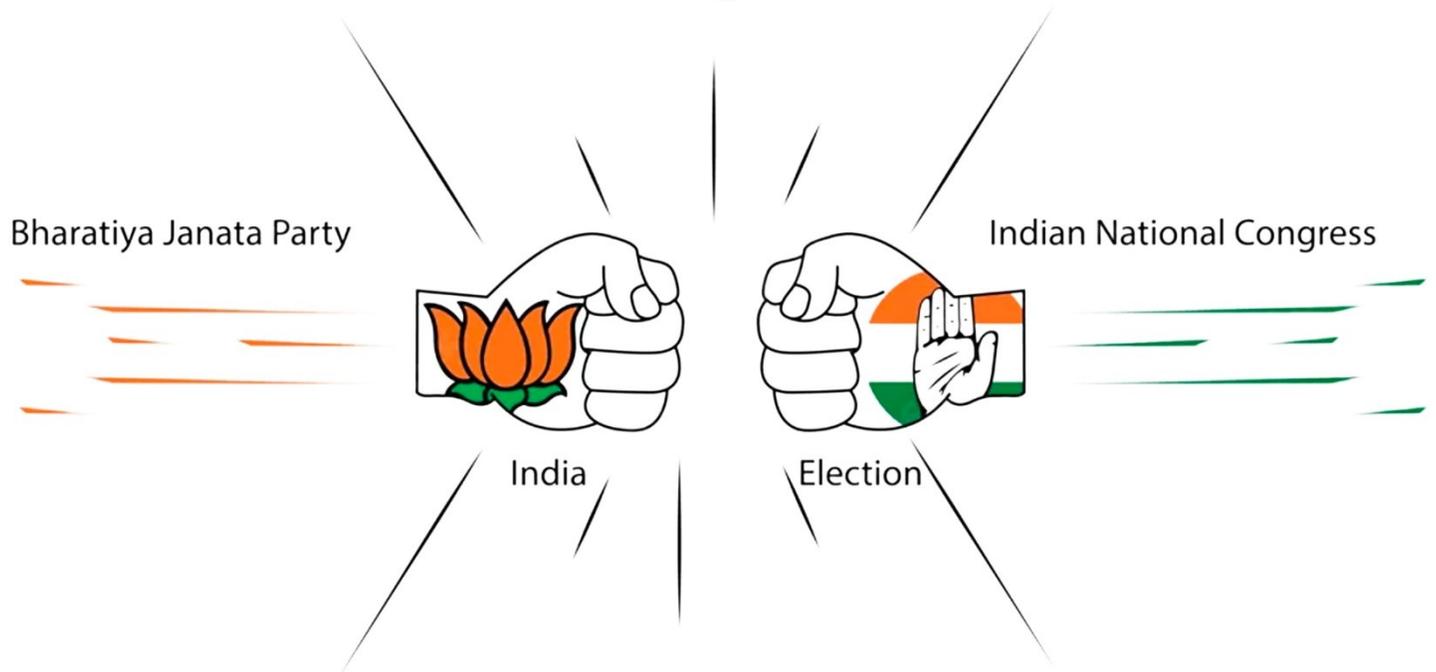


# STRATEGY GUIDE FOR WINNING THE BIHAR ELECTION

NDA vs Congress Alliance



**BJP vs INC**



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# Strategy Guide for Winning the Bihar Election 2025

## NDA vs Congress Alliance: Manifesto Promises and Vision



### **NDA Manifesto**

**(2025):** The BJP-led National Democratic Alliance has unveiled an ambitious “*Sankalp Patra*” for Bihar. Key pledges

include creating **1 crore jobs** (primarily through industrial growth, skill development and private investment) and a massive infrastructure boost[1][2]. The NDA plan emphasizes empowering women and youth, improving agriculture, and modernizing services.

### **Highlights of NDA promises:**

- **Employment:** 1 crore government **jobs and opportunities** for youth, with Mega Skill Centres in every district and special **Centers of Excellence** for sports[1]. The NDA favors a strategy of attracting private investment, setting up **10 new industrial**

**parks per district**, 100 MSME parks, and 50,000 cottage industries, rather than solely relying on state jobs[3][2]. For example, high-tech zones like chipset and semiconductor parks are promised to spur the IT sector[4].

- **Women's Empowerment:** A **“Lakhpati Didi”** scheme aims to enable *1 crore women* to earn at least ₹1 lakh annually through self-help groups and entrepreneurship[5][6]. The NDA will provide seed funding up to ₹2 lakh for women-led small businesses and launch *“Mission Crorepati”* to turn successful women entrepreneurs into crorepatis[5][7]. Rather than monthly stipends, the focus is on making women “growth drivers” through skills, credit and market linkages[8].
- **Agriculture and Welfare:** Increase the PM-Kisan cash support to ₹9,000/year (from ₹6,000)[9], double aid to fish farmers (₹9,000) and guarantee MSP for all crops[10]. The NDA promises to invest ₹9 lakh crore in infrastructure, build 50 lakh new pucca houses, give 125 units of electricity free, and continue free rations for the poor[11].
- **Education and Health:** Free **quality education “KG to PG”** for poor families, with fortified mid-day meals (and even breakfast) for children[11][12]. Plan to establish an *Education City*, new universities, and upgrade schools with ₹5,000 crore[13]. Every division will get residential schools for SC students; every district a medical college and a “Medical City” hub[11]. Bihar is promised four **international airports** (Patna,

Darbhanga, Purnia, Bhagalpur) and metro rail in four cities to improve connectivity[14][15].

- **Infrastructure:** Construction of **7 expressways** and 3,600 km of new railway tracks to boost connectivity[16]. A defense industrial corridor and a semiconductor manufacturing park are on the agenda[17]. The NDA also vows to make Bihar a textile and silk hub of South Asia[17].

**Congress/Grand Alliance Manifesto:** The opposition *Mahagathbandhan* (Congress, RJD, JD(U) etc.) released a manifesto called “**Tejashwi ka Prann**”, centered on expansive social guarantees. **Key promises of the Congress-RJD alliance:**

- **One Job per Family:** A legal guarantee of *at least one government job for every family* within 20 days of forming the government[18][19]. This bold pledge targets youth unemployment directly, though questions remain on fiscal feasibility[20].
- **Old Pension Scheme (OPS):** Restoration of the old pension scheme for state employees, replacing the contributory scheme[21]. Also, all **contractual government workers** (like teachers, Anganwadi staff) will be **regularized** into permanent jobs[22][23].
- **Women’s Aid:** Under a “*Mai-Behin Maan Yojana*”, women (18–60 years) would receive **₹2,500 per month** for 5 years as income support[21][24]. Additionally, the alliance promises

**200 units of free electricity** to every household[22][25] – a populist relief measure.

- **Social Welfare & Other Pledges:** Free universal health insurance up to ₹25 lakh per person (Jan Swasthya Suraksha)[26]. Repeal Bihar's failed liquor prohibition on *toddy* (palm wine) to help livelihoods[27]. Increase reservation quotas for OBC/SC/ST in local bodies (e.g. raise OBC quota from 20% to 30% in panchayats)[28]. Absorb **Jeevika (SHG) women workers** as govt employees with ₹30k monthly pay[29][30]. Reopen agricultural *mandis* by restoring the APMC Act and ensure MSP procurement for all crops[29]. Establish IT parks across the state to spur jobs in tech[31].

# BIHAR ELECTIONS

## NDA vs Magathbandhan manifesto



The Defender



The Challenger



- 1 crore "Lakpathi Didis" (women earning Rs1 lakh+)
- Rs 2 lakh aid under CM Women Employment Scheme
- Mission Crorepati to create women entrepreneurs

- Mai-Behin Maan Yojana: Rs2,500/month (Rs30,000 yearly)
- Jeevika Didis to get govt job status, Rs30,000/month
- Free 200 units of power per household



- 1 crore jobs & skill-based employment
- Skill Census and Mega Skill Centres in every district
- Global Skilling Centres for youth training

- 1 govt job per family within 20 days of forming govt
- Regularisation of contractual workers
- Employment Guarantee Scheme across Bihar in 20 months.



- PM Kisan aid up from Rs6,000 → Rs9,000/year
- Fishermen aid Rs4,500 → Rs9,000/year
- 50 lakh new pucca houses, free ration

- All crops to be bought at MSP
- Revival of Mandis & restoration of APMC Act
- 200 units free electricity for households



- Free education from KG to PG
- Rs 2,000/month for SC/ST students in higher ed
- Rs 10 lakh aid for EBC students
- Residential schools for SC/ST in every division

- Focus on govt job-oriented education
- Old Pension Scheme restored for teachers & staff
- IT parks and skill hubs across the state



- Rs 5 lakh free treatment under Panchamrit
- 1 medical college per district, world-class Medicity
- Free ration, 7 new airports, metro in 4 more cities

- Rs 25 lakh health cover under Jan Swasthya Suraksha Yojana
- Focus on welfare-based health and social safety nets



- Rs 10 lakh aid for EBC professional groups
- Emphasis on inclusion via development schemes

- Reservation hike: MBCs: 20% → 30%; SCs: 16% → 20%
- Waqf reform & Buddhist temple management to locals

**Comparing Approaches:** Both manifestos acknowledge Bihar's core issues – jobs, infrastructure, women's welfare, education, and rural development – but their philosophies differ. The Mahagathbandhan leans toward **state-led guarantees and direct benefits** (government jobs, stipends, OPS) for immediate relief. In contrast, the NDA emphasizes **growth-oriented empowerment** – attracting industry, improving skills, and encouraging entrepreneurship – to create opportunities[2]. For instance, on women's empowerment, the opposition offers *secure stipends and government posts* to existing workers, whereas NDA offers *seed capital and training* to make women self-reliant earners[32][33]. On jobs, the Grand Alliance promises mass *government recruitment*, while NDA banks on *private-sector expansion* plus filling existing vacancies (like teachers) to reach the employment targets[2]. These contrasting visions set the stage for the campaign narrative.

## The Last Five Years in Bihar: Progress, Gaps, and Opportunities

Over the past five years, Bihar has seen **some improvements** in development indicators, yet **major challenges persist**:

- **Poverty Reduction:** Bihar remained India's poorest state, but poverty levels have **declined significantly**. Between 2015–16 and 2019–21, the share of Bihar's population in multidimensional poverty dropped from 51.9% to 33.8%<sup>[34]</sup> – an *18 percentage point* improvement, meaning that now roughly one in three Biharis is poor instead of one in two. This was the steepest poverty reduction for any state, driven largely by better access to basic amenities<sup>[34][35]</sup>. **Central schemes** under PM Modi's tenure contributed greatly: for example, households without clean cooking fuel fell from 58% to 44%, those without toilets from ~52% to 30%, and those without electricity from 12% to just 3.3% in the five years up to 2021<sup>[36]</sup>. These improvements – LPG connections (Ujjwala), toilets (Swachh Bharat), rural electrification, bank accounts (Jan Dhan) – have uplifted living standards and *directly benefited Bihar's poor*, showcasing how the PM's initiatives helped Bihar **escape decades of stagnation**.
- **Economic Growth and Income:** Bihar's economy has grown but still lags in per capita terms. The Gross State Domestic

Product (GSDP) growth has been robust (often above 10% annually), yet **per capita income is only ~₹60,000**, which is **less than one-third** of India's average (~₹1.8 lakh)[37]. There is a stark urban-rural divide: Patna's per capita income is nearly 4 times higher than backward districts like Sheohar[38]. This points to *uneven development* – cities have benefited more, while rural Bihar and remote communities still await substantial upliftment. **New industries** remain few; agriculture employs the majority but is largely subsistence-level. Outmigration of workers continues, indicating local job creation hasn't kept pace with the population.

- **Employment and Migration:** Unemployment, especially among youth, has been a critical issue. The **good news** is that official data shows a remarkable drop in joblessness – the unemployment rate for ages 15–29 in Bihar fell from a high 30.9% in 2018–19 to about **9.9% in 2023–24**[39]. Overall unemployment is now around 3–4%, near the national average[40]. This improvement suggests that **job opportunities have increased**, and many youth either found work or moved to other states for work (lowering local unemployment figures). However, *underemployment* and low-quality jobs remain a concern. Bihar still sees **mass migration**: millions of workers leave for Mumbai, Delhi, and Punjab for lack of sufficient local jobs[41]. The **challenge** is to sustain job growth at home so that young Biharis can “earn

in Bihar” instead of having to migrate. Additionally, the state still has **huge vacancies in government jobs** that haven’t been filled. For instance, as of 2023–24 over **2.78 lakh teaching posts** in government schools are lying vacant[42] (Bihar accounts for a quarter of all missing teachers in India). The outgoing state government made some hires (nearly 2 lakh teachers over the past year, per reports), and announced plans to recruit 80,000 more teachers, but the process has lagged[43][44]. Filling such vacancies is *low-hanging fruit* for immediate employment and better public services[45].

- **Social Indicators – Women and Children:** Bihar’s social development remains *weak*, especially for women and children. Female literacy is only **~55%** (NFHS-5, 2019–21)[46], among the lowest in India – meaning nearly half of adult women cannot read basic text. This is a legacy of past neglect, and though literacy is rising, the gender gap is still wide (male literacy is 76%[46]). Child health is another worry: **43% of children under 5** in Bihar are *stunted* (chronically malnourished)[47], the highest rate in India, and 23% are acutely wasted. These figures underscore persistent poverty, food insecurity, and inadequate healthcare for mothers and infants. School education has improved in access (85% of 6–17 year-olds attend school), but the **dropout rate soars in high school** – attendance falls to just 69% at age 15–17[48]. Many teens, especially girls, leave studies due to early marriage,

work, or lack of schools. The past government continued schemes like uniforms, bicycles for girls, etc., but more comprehensive interventions are needed to keep children in school and learning well.

- **Governance and Welfare Delivery:** Politically, Bihar saw a realignment in 2022 when Chief Minister Nitish Kumar broke from the BJP and joined RJD and Congress to form a new government. In the last ~3 years under the RJD-JD(U) alliance, the government focused on measures like a **statewide caste-based survey** (to map socio-economic data of each caste group) and promised public sector job drives. They also pushed populist decisions such as OPS restoration (approved in Nov 2023 for state employees) and expanded social categories in local reservations. However, critics note that **implementation has lagged**. The promised “10 lakh government jobs” (from 2020) have not materialized at scale – aside from some hiring in police, health, and teaching, no comprehensive Job Act was passed. Development projects largely relied on ongoing central schemes and prior allocations. On law and order, incidents of gang wars and corruption allegations gave the NDA fodder to claim a return of “old misrule”. **What was done:** the current government did take positive steps like recruiting some teachers, reconstituting the Bihar Public Service Commission for faster exams, providing some fuel subsidy to ration card holders,

and completing the caste survey to guide future quotas. **What more could have been done:** faster filling of vacant posts, attracting outside investment (very few new factories came in last 3 years), and better utilization of central funds (some road and irrigation projects saw slow progress due to state-center friction).

**Opportunities for Improvement:** Looking ahead, the Prime Minister and BJP can identify *gaps to fill and do better*:

- **Fast-Track Job Creation:** Immediately launch a campaign to **fill all vacant government posts** (teachers, nurses, police, etc.) on a war footing[45]. This will quickly employ lakhs of youth and improve public services. Alongside, roll out the promised **skill census and district skill centers** to match training with industry needs[49]. Setting up the proposed industrial parks swiftly will attract private employers. The NDA can also pledge *incentives for businesses* that set up in Bihar (tax breaks, land, power) to create local jobs.
- **Focus on Women & Girls:** Intensify female literacy drives and prevent dropouts – e.g. expand the bicycle program, provide scholarships till 12th grade, and ensure every panchayat has a secondary school. The NDA’s plan to financially support women entrepreneurs should be coupled with mentorship and market linkages, so that lakhs of **“Lakhpati Didis”** emerge as envisaged[6]. For safety, strengthen women’s

helplines and fast-track courts for crimes against women. Emphasize that **empowering women** isn't just a promise but something NDA has delivered (like 8+ million LPG connections in Bihar under Ujjwala giving women smoke-free kitchens, etc.).

- **Combat Child Poverty and Malnutrition:** Announce a mission to make Bihar malnutrition-free. This could include providing **nutritious breakfast in schools** (NDA already promises breakfast with mid-day meals[50]), expanding Anganwadi services, and a special fund for treating severely malnourished kids. The PM can highlight central schemes like *Poshan Abhiyan* and how a double-engine government (Center+State both NDA) will ensure every child is healthy and educated. More **residential schools** for poor and backward areas (as NDA promised for SC/ST students[11]) will help break the cycle of poverty.



- **Infrastructure & Investment:** While Bihar has received big projects, execution is key. The next government should set strict timelines to complete expressways, highways, irrigation canals, and the new airports. The PM can propose a special

monitoring cell for the ₹4 lakh crore worth of ongoing projects[51] to ensure they finish on time – bringing visible development in roads, urban facilities, and connectivity. He can also announce new economic zones (food processing parks, textile parks as per manifesto) to leverage Bihar’s strengths (agriculture, skilled labor) for jobs.

- **Good Governance & Stability:** Present the NDA as the team that brings “*su-shasan*” (good governance) as opposed to the opposition’s alleged return to “*jungle raj*”. Without directly mudslinging, the PM can remind voters that **crime and corruption** had once held Bihar back, and assert that under his leadership Bihar has been **free of Naxalism and organized crime**[52][53]. Law and order improvements – like how kidnapping and banditry that were common decades ago are now largely curbed – can be highlighted with data. Also, promise further police modernization, CCTVs in cities, and an era of peace necessary for development. The message: *NDA delivers stability and development, not chaos.*

By frankly acknowledging current gaps and offering a positive, actionable roadmap, PM Modi can assure voters that an NDA government will **do more and do better** than the last regime, *without resorting to blame*. For each problem – jobs, education, health, security – the strategy is to outline what *concrete steps* NDA will take, rather than merely criticizing opponents.

## Key Strategies for PM Modi and BJP to Secure Victory



To conquer Bihar in this election, the Prime Minister's campaign should deploy a multi-pronged strategy:

1. **Project Unity and Teamwork:** Emphasize the strength of the **NDA alliance** – particularly the reunion of BJP and JD(U). Voters trust the combined leadership of PM Modi at the Center and CM Nitish Kumar in the state, which NDA leaders liken to the Pandavas' united front[54]. Highlight that this *double-engine government* (Center + State both NDA) will

bring maximum benefits to Bihar. The presence of veteran allies like Jitan Ram Manjhi and young partners like Chirag Paswan in the NDA fold (as seen during manifesto release) signifies a broad social coalition[55]. Unity in NDA stands in contrast to the opposition, which is a patchwork of parties prone to internal rifts. By showcasing NDA's cohesive leadership team, PM Modi can instill confidence that this alliance *can deliver on promises together*.

2. **Development Narrative – “Vikas” as the Core Message:**

Make *development and good governance* the central theme of every speech. Narendra Modi should recount how **Bihar has improved only due to his contribution** and will accelerate further under his continued leadership. Cite tangible **proof points** of development under Modi: for example, *“The Modi government increased Bihar’s railway budget tenfold, brought 20 modern Vande Bharat trains for the state, started Patna’s first metro, and is building a new airport at Darbhanga”*[56][57]. Also mention major highways completed, bridges over the Ganga, village electrification achieved in record time, etc. The **₹1.25 lakh crore special package** announced in 2015 has translated into highways, irrigation projects, and electric loco factories in Madhepura – remind people of these. CM Dharam Prasad recently noted that Bihar now has *projects worth over ₹4 lakh crore underway* and industries contribute 33% of state GDP, whereas earlier

investors shunned Bihar[51][52]. Modi can hammer home that *only NDA's rule has made these transformative investments possible*. Visual evidence (posters, slides in rallies) of new expressways, airports, AIIMS, etc., can reinforce this message visually to voters. The idea is to create a sense that **Bihar is on the cusp of a developed future, and voting NDA means continuing this progress.**

3. **Women as Changemakers:** Women voters are emerging as the **pivotal bloc** in Bihar[58], since many men migrate for work and women often decide the family's vote. PM Modi should directly address women's concerns and aspirations. He can point out how NDA's recent programs delivered for women: e.g. *12.1 million women in Bihar received direct cash transfers to support self-employment, totaling ₹12,100 crore*[59] – a reference to programs like livelihood grants to Self-Help Groups. He should contrast NDA's approach of **empowering women with opportunities** versus the opposition's cash dole promises. The manifesto promise to create one crore *Lakhpati Didis* can be a rallying cry – explaining that **NDA will make 1 crore Bihar women financially independent earners**[5][60]. Also, remind women of the **free gas connections, toilets, and housing** provided by Modi's government, which have made their lives easier. Citing that Bihar's poverty dropped partly because *women got cooking gas, toilets, electricity and bank accounts* under

NDA[35][36] connects policy to everyday improvement. Moreover, incorporate local cultural references – for instance, invoke **“Lakshmi of the household”** to refer to women and say NDA will increase their dignity and income. With the opposition also wooing women (₹2,500 monthly offer), Modi should gently question the realism of that promise (where will the money come from?) and instead assure *permanent upliftment* not temporary aids. Every rally in Bihar should prominently feature schemes for girls’ education, maternal health (like Ayushman Bharat’s maternity cover), and perhaps announce a new commitment – such as free bicycles or a special scholarship for every girl reaching class 12. Winning the trust of women by focusing on **security, health, and opportunity** will give NDA a decisive edge.

4. **Youth and Employment Focus:** Unemployment is a top pain point for Bihar’s large youth population, so the campaign must convince young voters that **NDA = Jobs and opportunity**. First, counter skepticism with data: acknowledge that *“in 2018, youth unemployment was nearly 31%, but under our governments it has fallen to under 10% by 2024”*[39] – a sign that things are improving. However, also empathize that too many youngsters still struggle to find good jobs. Outline the NDA’s detailed jobs plan: holding a *“skill census”* to map each youth’s abilities, setting up Global Skill Centers to train for industry-ready skills, and pledging to

connect every trained youth to employment[49]. The promise of **one crore jobs** should be broken down in realistic terms – e.g., *50 lakh via new industries and startups, 20 lakh via MSMEs and self-employment (with Mudra loans), and the rest through filling govt vacancies and expanding services.* By giving a credible roadmap, Modi can make the big number believable. Additionally, highlight entrepreneurial success stories (like a Bihar youth who returned to start a food processing unit with Mudra loan) to inspire others. BJP's manifesto emphasizes private sector growth, so reassure youths that NDA will create an environment where **every big company wants to invest in Bihar** (bringing jobs), and where young people can also start their own ventures with government support. The PM can also announce specific initiatives like a *startup incubation hub in Patna* or coding/IT training programs, to connect with the aspirations of educated youth. Finally, address the issue of migration: promise that in the next five years, **“our aim is that no Bihari will need to leave home for lack of work”**. If NDA wins, setting up factories (say, a textile park in Bhagalpur, a sugar mill revival in north Bihar, an IT park in Patna) will be top priority. By conveying a sincere, step-by-step plan on jobs, Modi can win the confidence of first-time and young voters who want a future in Bihar.

5. **Positive Campaign – Vision for New Bihar:** The tone of the strategy should remain **positive and aspirational**, as requested – avoid mudslinging or merely pointing out the incumbent government’s failures. PM Modi is most effective when he paints a grand vision. He can speak of making Bihar a **leading state by 2030**, of transforming historically backward regions into hubs of prosperity. For example, *“Bihar was once called BIMARU, but now it’s on track to becoming a growth engine of India”*. Use evidence like, *“Bihar’s GDP growth was over 14% recently, among the highest in India”*, to show potential. Then lay out a vision: a Bihar where **every village has 24x7 power, metalled roads, internet connectivity, and piped water**, every city has modern transport like Patna’s metro, and every youth has either a job or a business. Emphasize *pride in Bihar’s heritage and human capital* – its rich farmlands, hardworking people – and say NDA will turn that potential into reality. While staying positive, one can subtly contrast with opposition by saying *“We talk less, do more; others made slogans, we deliver results”*. (For instance: *“Congress gave ‘Garibi Hatao’ slogan 50 years ago but couldn’t remove poverty; under Modi’s governance, 30 crore people were lifted out of poverty nationwide in the last 5 years”*[61].) The idea is to keep the campaign upbeat, forward-looking, and

centered on **hope and development**, which resonates strongly with voters.



6. **Grassroots Outreach and Organization:** Leverage the BJP's formidable party machinery to translate popularity into votes. Under the guidance of election in-charge **Dharmendra Pradhan**, the campaign should micro-target constituencies and caste groups. Pradhan – a veteran with deep understanding of Bihar's caste dynamics – has been re-appointed to helm the Bihar campaign, reflecting BJP's confidence in his strategic acumen[62]. He was instrumental in **bringing Nitish Kumar back to NDA** in 2022 by managing alliance negotiations[63]. With him at the helm, BJP cadres are being energized through daily constituency reviews, and outreach strategies are being crafted for every

community[64]. The PMO and BJP President J.P. Nadda have also appointed co-incharges (like C.R. Patil and Keshav Maurya) to assist at regional levels[65]. Modi should frequently acknowledge the hard work of party workers, which boosts their morale. The state BJP unit, led by President **Samrat Choudhary** (a young OBC leader), is actively mobilizing rallies and booth-level campaigns. The strategy includes intensive **booth management** – ensuring NDA supporters turn out to vote in every village. Initiatives like the recent *SVEEP bike rallies* in Patna to raise voter awareness (aiming for 66% turnout)[66][67] complement BJP's own outreach. Higher voter turnout generally favors NDA when the narrative is pro-development. Pradhan and team are also focusing on caste equations: assuring non-Yadav OBCs and EBCs that NDA stands for their empowerment (e.g., citing how Modi gave constitutional status to the OBC Commission), and reaching out to Dalits and Mahadalits with targeted welfare promises (like residential schools for SC students, scholarships, etc.[71]). This meticulous organizational push, combined with Modi's personal appeal, will maximize NDA's vote harvest.

7. **Digital Media & IT Cell Blitz:** BJP's dominance in social media and digital outreach is a key strategic advantage. The **PM's New Media team**, led by *Dr. Hiren Joshi*, has been crucial in crafting Modi's image and messaging online[68].

Hiren Joshi – Modi’s longtime media advisor and OSD in PMO – runs a tech-savvy unit of 50–60 young professionals from offices in Delhi, ensuring Modi’s presence is omnipresent on Twitter, Facebook, Instagram and beyond[69]. In this Bihar campaign, the IT cell has been quick to set the narrative: for example, when opposition trended negative hashtags, Joshi’s team launched counter-campaigns like **#ModiEmpowersWomen**, which quickly topped trends[70]. The strategy is to flood social media with positive stories of Bihar’s development under NDA – short videos of new bridges, testimonials from women entrepreneurs, infographics comparing NDA vs opposition promises. The IT cell’s data analytics also micro-targets content: young voters see posts about startups and jobs, women see posts about Ujjwala gas and housing, farmers see posts on MSP hikes, etc. Additionally, the team monitors misinformation and promptly debunks rumors against BJP. This election, BJP’s digital war-room (guided by Joshi) is leveraging WhatsApp groups down to the booth level to disseminate the PM’s speeches and the manifesto highlights. **Hiren Joshi’s contribution** is also seen in the disciplined messaging – all BJP leaders amplify the same key points daily, keeping the focus on Modi’s vision. His close coordination with platforms (Facebook, WhatsApp) over the years[71][72] has given BJP an edge in harnessing social media’s reach. As a result, Modi’s

popularity online in Bihar far outstrips his rivals. The PMO should continue to utilize this digital might: live-stream all rallies, encourage voters to post their support (user-generated content), and run interactive campaigns (quizzes, NaMo app contests) to keep especially the youth engaged. A strong **IT and social media push** will complement on-ground efforts, ensuring the NDA's message reaches every smartphone-holding voter. This modern outreach – a domain where Congress lags far behind – could be a decisive factor in swaying undecided urban and young voters towards the BJP[73].

8. **Monitor and Counter the Opposition's Narrative:** While keeping a positive tone, the NDA must not let the opposition's attacks go unanswered. The Congress-RJD alliance will try to poke holes in NDA's promises (e.g., questioning the feasibility of 1 crore jobs, citing Bihar's ongoing issues). The BJP should prepare fact-based rebuttals. For instance, if the opposition says "1 crore jobs is a jumla (empty promise)", BJP can cite how **13.5 crore Indians exited poverty in 5 years** under Modi's government[74][34], implying that big targets have been met before. Also, deploy ministers and spokespersons to local media with data on how many houses, toilets, etc., were delivered in Bihar by NDA – to counter the "what did you do in 5 years" question. **Piyush Goyal and Nirmala Sitharaman** have already been

briefing press in Bihar, systematically dissecting the Mahagathbandhan's manifesto math (for example, cost of one job per family vs state budget)[75]. The PM can lightly satirize the opposition's promises as "*hawai fir promises*" (pipe dreams) while maintaining that "*NDA speaks after doing homework; we don't make false promises*". Whenever opposition leaders make controversial statements (such as invoking caste or communal angles), BJP's response should be measured, bringing focus back to development. Essentially, **set the agenda** so that the election is fought on NDA's strong turf (governance and development), not on the opposition's terms (which might be caste census politics or emotional issues).



By executing these strategies – a compelling development narrative, targeted outreach to key groups (women, youth, castes), strong on-ground cadre mobilization, and savvy use of digital media – PM Modi and the BJP can significantly bolster their prospects in Bihar. The overarching tone should be: **“Bihar has changed for the better under Modi, and together we will make it a leading state”**. This positive, inclusive message, backed by evidence and a clear plan, will appeal to voters’ hopes rather than fears.

## Addressing Core Issues: Women, Children, Poverty, and Jobs in Bihar

A winning strategy must zero in on the pressing issues ordinary Biharis face and offer credible solutions. Below are key focus areas and recommended talking points for PM Modi to demonstrate empathy and outline NDA's plans:

- **Women's Welfare and Empowerment:** Bihar's women often bear the brunt of poverty and social ills, but they are also emerging as agents of change. The NDA will launch a comprehensive **Nari Shakti Bihar initiative**, consolidating various promises:
- *Economic Empowerment:* As discussed, the goal of making **1 crore women Lakhpati Didis** is revolutionary[6]. Modi can explain that this means at least 1 crore families will have a woman earning ₹1 lakh a year – a huge boost to household income and female autonomy. The *Chief Minister's Women Employment Scheme* will provide up to ₹2 lakh capital to women-run businesses[76]. Additionally, self-help groups (SHGs) will get easier credit and marketing support, so their products (like Madhubani paintings, handlooms, pickles, etc.) can be sold across India. By focusing on entrepreneurship, *NDA wants women to be job creators, not just job seekers.* This contrasts with opposition's approach of giving a monthly

allowance; NDA argues that *skill + finance = permanent empowerment*.

- *Social Support*: Not all women can start businesses, so NDA will also strengthen social welfare for women. This includes continuing **free LPG refills** for Ujjwala beneficiaries (to ensure kitchens stay smoke-free), increasing the honorarium for Anganwadi and ASHA workers (who are mostly women), and providing maternal benefits. Healthcare is key: under Ayushman Bharat, lakhs of women in Bihar have received free treatment (including safe childbirth). Modi can pledge to ensure **every pregnant woman and child in Bihar gets nutrition support and medical care** – a nod to reducing maternal and infant mortality.
- *Safety and Dignity*: Women's safety is non-negotiable. The NDA government will deploy more women in police, set up women-only help desks at every thana, and fast-track courts for heinous crimes against women. Also, constructing girls' toilets in all schools and providing sanitary napkin support under central schemes will help adolescent girls (reducing dropouts). By highlighting such measures, Modi appeals to women not just as beneficiaries of doles, but as equal stakeholders in Bihar's progress.
- **Child Development and Education**: With such a young population, investing in children is investing in Bihar's future.

Modi should acknowledge issues like malnutrition and then outline NDA's child-centric plans:

- *Nutrition Mission:* Announce that NDA will make Bihar **malnutrition-free by 2030**. To do this, expand the ICDS program – more Anganwadi centers in remote hamlets, take-home ration for mothers, and community nutrition gardens. Schools will not only serve mid-day meals but also **morning breakfast** (as promised) to ensure kids get two meals at school[50]. Periodic health check-ups and deworming drives will be intensified. Modi can cite how **71% of Bihar's children now get basic vaccinations**[77] and promise to push it to 100%.
- *Education Reform:* **“Padhai pe pura zor”** (full emphasis on education) should be a catchphrase. NDA's manifesto to give **free education from Kindergarten to Post-Graduation** for all poor families is a game-changer[12]. This means no child should have to drop out because of fees or costs. Also, the plan to build an *Education City* and bring top university campuses to Bihar will excite aspirational voters[12]. For rural education, NDA will recruit the required teachers to fill vacancies (no more single-teacher schools) and use technology (smart classes, digital content via a possible Bihar Education App) to improve quality. Modi can also mention the successful **“Cycle Yojana”** (girls' bicycle scheme) introduced during NDA's earlier tenure with Nitish, and

promise to extend such schemes (maybe a free e-scooty for meritorious girl graduates as a new incentive). Stress that only a government that cares about the next generation (and not just next election) will invest so heavily in education.

- *Skill and Sports*: Not every child will be an academic – so NDA will open **Sports Schools and skill training from high school level**. Manifesto talks of Sports City and sports excellence centers[3] – tie this to the youth pride (perhaps mention recent Bihari athletes). Also, promise to set up vocational training in all high schools for trades like electrician, plumber, computer basics – so even if a student doesn't go to college, they have employable skills at 18.
- **Poverty Alleviation and Social Security**: While poverty has fallen, Bihar still has a long way to go. Modi can argue that **only NDA has a track record of lifting the poor at scale** – referencing that nationally, 13.5 crore people came out of multidimensional poverty in 5 years[74], with Bihar leading in the decline[34]. For Bihar, he should detail a multi-tier safety net:
- *Housing & Basic Needs*: Continue the **PM Awas Yojana** push – NDA promises 50 lakh more pucca houses[78], which will essentially cover all remaining homeless or kutcha households. Free housing gives dignity and asset to the poor. Also, reinforce that **free ration scheme** (5 kg grain per

person) will go on as long as needed – “*Humne kaha tha corona ke baad bhi ghar-ghar ration denge, aur hum ne karke dikhaya*”. This counters any fear that BJP might stop the free ration (which some opponents hint at). Electricity and water: mention how nearly 100% villages are electrified now and promise 24-hour power under the Saubhagya scheme extension. For drinking water, the Jal Jeevan Mission is giving tap water connections; commit to cover every Bihar household by 2024.

- *Direct Benefit Transfers:* Note that NDA prefers **direct transfers to bank accounts** to eliminate corruption. Bihar’s poor received thousands of crores via DBT – whether it’s PM-Kisan for farmers, scholarships for students, Jan Dhan account ex-gratia, or pension to elderly and widows. The opposition, when in power decades ago, relied on middlemen – Modi’s governance sends money straight to beneficiaries. This ensures every rupee reaches the poor. If any new social pensions or supports are planned (like the manifesto’s promise of social security pension under PM Awas Yojana or additional Kisan Nidhi of ₹3k<sup>[79]</sup>), highlight them.
- *Backward Communities Focus:* Bihar has many extremely backward castes (EBCs) and deprived communities. Modi should assure them that **NDA will ensure representation and opportunities** for all. Citing how his government gave

constitutional status to OBC Commission, or how scholarships for SC/ST were boosted, can build confidence. Also mention specific schemes: e.g., residential schools and ₹2,000 monthly stipend for SC/ST students in higher education[80] is in the manifesto – that’s a big promise to uplift Dalit youth through education. For the Mahadalit Musahar community, perhaps promise land for housing or special livelihood programs. Such targeted mentions show that NDA hasn’t forgotten the most marginalized.

- **Employment and Economic Growth:** (This overlaps with earlier strategy on youth, but we can reinforce in issue context.) The PM should connect the **dots between growth and jobs**: *“When we build highways and railways, it’s not just concrete, it creates thousands of jobs and brings industry. When we ensure law and order, businesses feel safe to open in Bihar, again jobs follow.”* Give examples: the upcoming **Darbhanga AIIMS and airport** will spur an economic ecosystem (hospitals, hotels, transport) in Mithilanchal; the **electrical locomotive factory** in Madhepura (a project under Modi) has already employed local youth and ancillary units. The **ethanol plants** being set up in Bihar (for biofuel from maize) will empower farmers and create local processing jobs. By listing concrete projects, Modi can make jobs promise tangible.

- The NDA's promise of one crore jobs, though grand, can be broken into smaller goals: "Our aim is 10 lakh new jobs each year through various means." Also highlight **startups and self-employment**: Bihar has seen a rise in startups in agritech, e-commerce etc. under a supportive ecosystem. NDA will give a fillip by perhaps creating a ₹1000 crore Bihar Startup Fund or ensuring all government procurements favor local entrepreneurs.
- For traditional employment, mention plans like **regularizing contract workers** in phases (the opposition also promised this, NDA can say we will also take care of contractual teachers, etc., but in a financially prudent way). And commit to **fair, timely recruitment** – i.e., BPSC exams annually, no cheating – to regain trust of those who prepare for government jobs.

In addressing these issues, **back up claims with proof** (as we did above with stats) to make the promises credible. The PM can cite sources or reports: e.g., mention the NITI Aayog's finding that Bihar saw the **largest drop in poverty** in recent years<sup>[34]</sup> – crediting both the people's hard work and government support. This not only provides authenticity but also subtly credits his government's role.

Importantly, **maintain a positive tone about what can be done**. Instead of harping on what the last government *didn't* do, frame it

as *“they tried but lacked the vision and momentum – we have the drive to do much better”*. For instance, rather than attacking the Grand Alliance for not fulfilling the 10 lakh jobs promise, say: *“We understand why youth are disheartened. Our strategy is different – we will create jobs not by government hiring alone (which is slow and limited), but by unleashing private sector and entrepreneurship – making the pie bigger for everyone.”* This way, voters see NDA as *solution-oriented and forward-looking*, not merely criticizing.

## Showcasing PM Modi's Impact on Bihar's Development



A key theme to highlight is that **Bihar's recent progress is largely due to Prime Minister Modi's special focus and contributions.**

The report should frankly assert – with evidence – that “*only because of PM's contribution, Bihar has improved*”. Here's how to substantiate that:

- **Record Central Investment:** Under PM Modi, Bihar received unprecedented central funds and projects. The **railway budget for Bihar increased over ten-fold** compared to a decade ago<sup>[56]</sup> – new trains (including 20 Vande Bharat expresses) were introduced, rail lines electrified, and historic projects like the Mahasetu rail-cum-road bridge were

completed. The central road scheme **Bharatmala** poured money into Bihar's highways (e.g. the state got a generous allocation for new expressways linking Patna to Kolkata and Patna to Ranchi). Chief Minister Dhami, campaigning for BJP, noted that **projects worth ₹4 lakh crore are ongoing in Bihar under Modi's leadership** – a scale never seen before<sup>[51]</sup>. These include highways, bridges (like the Kosi Mega Bridge inaugurated by Modi in 2020), irrigation schemes (the long-pending Eastern Kosi Canal project now funded<sup>[81]</sup>), and urban infrastructure in Patna and other cities. This infusion has not only created jobs during construction but will catalyze growth for years to come. By citing these figures and projects, the PMO can clearly show that **Modi did for Bihar in 9 years what previous regimes couldn't in 60.**

- **Direct Benefit Schemes Transforming Lives:** Many improvements at the grassroots can be directly tied to central schemes championed by Modi:
- **Electricity:** Bihar achieved near-universal electrification by 2018 under *Saubhagya Yojana*, whereas in 2014, nearly half the rural households lacked power. With electricity in every village, children can study at night and small businesses can thrive. This is a Modi-era achievement.
- **Toilets and Sanitation:** Over **1.25 crore toilets** were built in Bihar under *Swachh Bharat*, ending open defecation in most

areas by 2019. This has direct impact on women's dignity and family health. It's a success credited to Modi's push (and Nitish's cooperation in earlier NDA government). Today only ~39% households lack sanitation in Bihar, down from much higher figures[82] – a dramatic change due to this campaign.

- **LPG and Cooking Gas:** Before 2016, poor women in Bihar mostly cooked on firewood; today, **over 85 lakh Ujjwala connections** in Bihar have given them LPG stoves. The reduction in indoor air pollution is saving lives (respiratory diseases) and reducing drudgery for women. PM Modi often meets beneficiaries who call their LPG cylinder “*Modi gas*”. Emphasize that *this would not have happened without the PM's initiative*, as previous governments never thought of a free gas connection scheme.
- **Financial Inclusion:** Through **Jan Dhan Yojana**, over 4 crore bank accounts were opened in Bihar for the unbanked, especially women. Now all government aid (pensions, scholarships, MNREGA wages) goes straight to these accounts, eliminating middlemen. The PM can share a story of a poor mother who for the first time saw money directly credited to her account – thanks to Jan Dhan, linked with Aadhaar and mobile (the JAM trinity).
- **Health and Insurance:** The *Ayushman Bharat* scheme (PM-JAY) has provided **5 lakh rupees health insurance** to each poor family. In Bihar, lakhs of patients have availed free

treatments – major surgeries, cancer care, etc. – at no cost. This is a **game-changer for poor families** who earlier had to sell assets or forego treatment. Also mention the new AIIMS in Patna (operational) and one being constructed in Darbhanga with central funds[83], which are direct results of Modi's tenure aiming to improve healthcare access in Bihar.

- **COVID Management:** During the pandemic, PM Modi ensured **free vaccines** for all Biharis and free ration for 8 crore people in the state. Also, a ₹1,500 crore central package helped bolster Bihar's health infrastructure. This caring intervention by the PM during crisis further earned goodwill.
- **Improved Law & Order and Governance Climate:** Though law & order is a state subject, the indirect influence of a stable central leadership and cooperative federalism played a part. In Maoist-affected areas of Bihar (like Jamui, Gaya hills), central security operations under Modi's government weakened Naxal insurgency significantly – today Bihar is practically **free of Naxalite terror**[52], whereas a decade ago many districts were "red zones". This has opened up those areas for development projects (roads, schools which earlier were blown up). Modi can claim credit for creating a secure environment for growth. Additionally, central initiatives like *Direct Transfers*, *DBT* have curbed corruption in welfare delivery – aligning with Nitish's "*sushasan*" agenda when he was with NDA. So the message is: **Modi's governance model**

**cleaned up systemic issues and ushered in an era of good governance in Bihar**, in partnership with state efforts.

- **Recognition and Respect for Bihar:** A softer but emotionally resonant point – PM Modi has often praised Bihar’s contribution (from ancient Nalanda to the Champaran movement to sending laborers who build cities). He gave Bihar its due respect on the national stage. For example, the central government named important schemes after Bihar icons (the *Karpuri Thakur Kisan Samman Nidhi* in the manifesto is a nod to a Bihar leader[79]). Modi also ensured that **Bihari leaders hold key posts** at the Centre (e.g., making Rajnath Singh, though from UP but with Bihar connections, as Def. Minister; and giving Bihar ample cabinet representation). This sense that “Delhi cares for Bihar now” can be subtly conveyed.

In sum, the report should argue that *whenever Bihar progressed, the Prime Minister’s hand was guiding it*. Citing concrete improvements – poverty decline[34], infrastructure surge[56], welfare reach – and attributing them to Modi’s policies gives weight to the claim. It also sets up the logical conclusion: *therefore, to continue this trajectory, re-elect NDA*.



## Role of Key Players: Hiren Joshi's IT Cell and Election Management

Lastly, the strategy guide shines a light on behind-the-scenes contributors who bolster the campaign:

- **Hiren Joshi and the Digital Campaign:** As mentioned, Dr. Hiren Joshi, the PM's media adviser, is the architect of BJP's formidable **IT & social media machinery**[69]. By creating Modi's strong online presence, he has made the PM the unchallenged "king" of Indian social media. The guide can highlight how:
  - Joshi's team operates 24/7 to track the pulse online, enabling the campaign to respond instantly to any narrative. For instance, if a misleading claim about Bihar is trending, within minutes BJP's official handles (and an army of supporters) flood timelines with correct information or positive counter-narratives[70].
  - Under Joshi, Modi's social media accounts engage voters with inspirational and targeted content. His strategy of diversifying Modi's reach (the PM is active not just on Facebook/Twitter but also Instagram, LinkedIn, regional platforms) ensures **youth connectivity** that other leaders lack[73]. In Bihar, this means many first-time voters "know" Modi directly through his posts and Mann ki Baat, creating a personal bond.

- The IT cell also powers BJP's massive WhatsApp network in Bihar: lakhs of WhatsApp groups disseminate daily messages and fact-checks. Many Bihar voters will receive neat infographics (in Hindi/Maithili/Bhojpuri) on their phones summarizing NDA's promises vs opposition's track record – this micro-targeting is Joshi's forte, leveraging data analytics and Facebook's tools (which BJP got trained on since 2013)[84]. Such sophisticated use of data and propaganda (as some call it) has made BJP campaigns highly effective in shaping opinions.

By highlighting Hiren Joshi's contribution, the guide acknowledges that **modern elections are also won in the digital arena**, and BJP has a decisive advantage here due to its early investment in building an IT powerhouse around Modi[68]. This serves as a reminder to the PMO to continue prioritizing social media outreach in the final campaign stretch, given its proven impact.

- **Election In-Charge and State Leadership:** The guide should also credit the roles of those managing the on-ground campaign. **Dharmendra Pradhan**, as Bihar election in-charge, brings years of experience and a track record (he managed Bihar elections in 2010 and 2015 as well)[85]. His understanding of caste equations (being an OBC leader himself) and ability to handle alliances (he was key to

bridging gaps with Nitish) make him an invaluable asset[86]. Under his stewardship:

- The BJP has crafted nuanced strategies for each region of Bihar – e.g., focusing on different issues in Mithilanchal vs Seemanchal vs Magadh regions based on local needs.
- He ensures **Modi's welfare schemes reach grassroots** by coordinating between central and state units[64], so that the benefits are well-known to voters. He has directed every BJP worker to help beneficiaries get their due (like assisting villagers to get Ayushman Bharat cards or Kisan Nidhi payments). This both helps people and earns goodwill for NDA.
- Pradhan's daily war-room meetings cover everything from booth management to content for local WhatsApp groups. His meticulous planning – overseeing constituency-level surveys, candidate selection insights, caste alliance negotiations – keeps the campaign agile and effective[64]. The guide can mention that *“Pradhan's ability to energize cadres and manage content across platforms has made him indispensable to BJP's campaign machinery”*[64], reinforcing the trust in his leadership.

Similarly, mention **state BJP President Samrat Choudhary** rallying the cadre and **co-incharges** like C.R. Patil (known for his organizational skills in Gujarat) assisting. The presence of **popular campaigners** like UP CM Yogi Adityanath (star campaigner

attracting crowds)[87] also adds heft – though not directly asked, it's part of strategy to utilize star power.

By acknowledging these contributors, the report implicitly suggests that BJP's campaign is professionally run and has a strong “backroom to podium” synergy, which the opposition lacks. This gives the PM and BJP leadership confidence that all pieces are in place for victory, as long as the core message is delivered and voter turnout is maximized.

## Momentum of the Current Campaign and Voter Trends

As the campaign heads into the final stretch, the guide should note the **current momentum and how it can be converted into victory**:

- **PM Modi's Extensive Campaigning:** Narendra Modi has personally led from the front, holding numerous rallies across Bihar. His rallies have drawn massive crowds, often spilling over grounds – a sign of enthusiasm. For example, media reports show throngs attending his Madhubani rally[88]. The PM's charisma clearly remains a huge draw in Bihar. The guide can encourage him to continue hammering key points in these rallies (development, jobs, stability) and also use local dialect snippets or Bhojpuri/Maithili phrases to connect emotionally. Modi's campaign is so far **setting the agenda**, with the opposition mostly reacting. Keep it that way by introducing a new compelling theme each week (e.g., one day dedicate rally to women's issues, another to farmers, etc., which also garners specific media headlines).
- **Voter Sentiment and Polls:** Internal surveys and some public polls indicate a **close fight**, but with NDA having a slight edge currently. For instance, the Vote Vibe opinion poll gave NDA a 1.6% lead over the opposition alliance as of early

October[58]. While this edge is narrow, it shows NDA recovered ground in recent weeks – likely due to effective campaigning and programs like the women’s subsidy transfer boosting goodwill[59]. The guide should caution not to be complacent: a swing of a couple of percentage points can change the outcome in a tight race. Therefore, every effort must be made to **sustain and widen the lead** in voter preference. Target the fence-sitters and first-time voters aggressively in the final days. Fortunately, trends suggest many of the **undecided women voters are leaning NDA** after seeing the cash transfer and hearing Modi’s assurances, even though some voices say they also consider the opposition’s offer[41]. We must cement their support by reiterating that *NDA cares for them like family* and will ensure both security and prosperity.

- **Voter Turnout Initiatives:** Recognizing that higher turnout benefits NDA (due to its cadre’s ability to mobilize), various measures are in motion. The Patna administration’s innovative idea – giving **50% cinema ticket discounts to those who vote** – shows the emphasis on turnout[89][90]. BJP workers should amplify such messages: urge people to vote early, perhaps arrange transportation for women and elderly to polling booths. The Election Commission is running SVEEP, but party’s own GOTV (Get Out The Vote) effort should be intense on polling days. If turnout can be pushed

above 60-65% (last assembly election was ~57%), it likely means a lot of silent rural women and youth came out, who BJP believes are inclined towards NDA given the appeal of Modi and schemes. Thus, ground-level workers have a responsibility to translate Modi's popularity into actual votes cast. The guide can include a checklist for polling day: booth agents in place, ensure no supporter stays home, help ill or disabled voters, guard against any malpractice.

- **Framing the Final Choice to Voters:** Towards the end of the campaign, PM Modi and other leaders should frame the election as a **clear choice**: *“Do you want a stable government that delivers development (vikas) and good governance (su-shasan), or a shaky alliance that could bring back the problems of the past?”*. Modi already invoked this contrast in speeches, saying NDA is recognized by **‘Vikas’ (development), whereas Congress is known by ‘Vinash’ (destruction)**[91]. He even reminded voters, *“Your one vote brought Bihar out of jungle raj and gave it su-shasan raj”*, urging them not to let Bihar slip backward[92]. This message resonates because people remember the lawless 1990s and do see relative peace now. So, the final push should reinforce that **a vote for NDA is a vote for a brighter future for Bihar’s children**, while a vote for the opposition is a gamble on an unproven coalition with a mixed track record. It’s essentially hope vs nostalgia. And as Bihar’s demographic is

young, hope for future generally wins over nostalgia. Use that to NDA's advantage.

- **Visuals and Optics:** The strategy should also incorporate some visual storytelling. Incorporating a few **charts or infographics** in the PMO's internal presentations (or even public speeches) might help crystallize points:
  - For example, a simple bar chart of *poverty rate drop* in Bihar from 52% to 34%[\[34\]](#), labeled "Decline in Poverty 2016→2021", with a note "Source: NITI Aayog", could be used in discussions to drive home the improvement under NDA policies.
  - A before-after comparison picture: one of a dark village pre-2014 vs the same village lit up post-2018 due to electrification (with a caption about villages getting electricity[\[93\]](#)) – to show tangible change.
  - Photo evidence of development: e.g., an image of a new highway or a beneficiary receiving keys to a new PMAY house. *(If available, the PMO could use an image from recent news like crowds of women at Modi's rally or the manifesto release event with leaders holding the document, etc.)*

In this report, for illustration, we might embed an image of PM Modi addressing a large rally in Bihar or women participants with NDA flags to underscore campaign energy. (Visuals help the PMO presentation to the BJP leadership or in strategy meets, even if not directly used in public manifesto.)

*Uttarakhand CM Pushkar Dhami addresses a rally in East Champaran, Bihar, urging voters to support BJP and highlighting development under PM Modi. Massive public rallies, like this one on Oct 31, 2025, reflect the NDA campaign's outreach to voters across Bihar*[\[94\]](#)[\[56\]](#).

- **Hiren Joshi's online push** ensures that even on polling day, BJP will send out motivational messages (like urging people to vote for development, showing images of brave elderly voters). This integrated ground + online effort can make a difference in close contests.

Finally, the guide should conclude on an upbeat note: NDA's campaign is well on track, but it needs to keep its foot on the pedal until the last vote is cast. Bihar's electorate is responding positively to a message of hope and improvement. With meticulous execution of the above strategies, **the Prime Minister and BJP are well-poised to conquer Bihar in this election**, ensuring a stable government dedicated to the state's prosperity and pride.

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- Poverty and welfare improvements data from NITI Aayog and NFHS (poverty fell from ~52% to 34%[\[34\]](#); women literacy ~55%, child stunting 43%[\[46\]](#)[\[47\]](#)).
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- Hiren Joshi's leadership of PM's digital media team and BJP's social media dominance[\[69\]](#)[\[70\]](#).
- Voter awareness efforts and turnout goals in Bihar (bike rally, aiming 66% turnout in Patna)[\[66\]](#)[\[67\]](#).

By grounding recommendations in these facts and figures, the strategy guide provides a **credible, positive, and evidence-backed plan** for PM Narendra Modi and the BJP to win the hearts of Bihari voters and secure victory in the state election.

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