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Kanshu Ram et al. is said to have created a new ethnic category, the Bahujan which includes SC, STs and OBC and the converted minorities. This he deliberately kept in mind that the Schedule Castes alone cannot give him the much needed power because of their number which is around 15% of the population and 1/3 of the total electorate of the country.

It was well thought appeal to the ex-untouchables and with the appealing slogans of Brahmin, Bania, Thakur, Chokri, Baki (Sub DS4), the Bahujan Samaj Party made an immediate impact on the adult vote bank in North India.

Delhi in northern India had traditionally rallied behind the Congress party but soon it was found that the Bahujan Samaj Party was making inroads into the Congress vote bank.

In the Lok Sabha election which were held in December 1984 and the Assembly election in March 1985 though it lost all the seats in the state it contested, it was able to secure one million votes. Most significant was that it secured and enabled the Lok Dal to win 51 seats. It was able to repeat its performance in Punjab in the same year held after a few months.

It adversely affected the AKALI DAL in Punjab. In the period the BSP and DS4 campaigned throughout the country through naive means and could consolidate its support base further in Northern India. Some forms of campaign included the use of bi-cycles, organising hiccups and

other form of rallies and awareness
In these campaigns the BSP chose to
the domination of the upper caste in
society and the correlated conditions
Schedule Caste and other downgraded
in the country. This helped the
extended and consolidated its base
its first was the Allahabad Lok Sabha
bye election in 1987.

KANSHIRAM as the BSP candidate
was able to secure 18% of the popular
vote again 24% of Surekha Shastri and
of UP. And the whole in the
election, the Bahujan Samaj Party
its growing popularity among these
groups which were earlier with the
Congress. It was with this election
that the BSP emerged as a
central political force and Kanshiram
became a national figure.

The 1985 Lok Sabha elections
followed and the party fared equally
well by securing three seats with 2.4%
of the total vote for the 235 Lok Sabha
constituencies that it contested. With
this impressive performance, the BSP
was able to become the sixth all
India party in terms of votes polled.
It continued in general elections
and was successful in getting
registered itself as national party by
Electoral Commission in 1997. In
Uttar Pradesh it has been the
largest gain. Its seats went on
increase in the state assembly from
13 in 1985 to 66 in 1993.