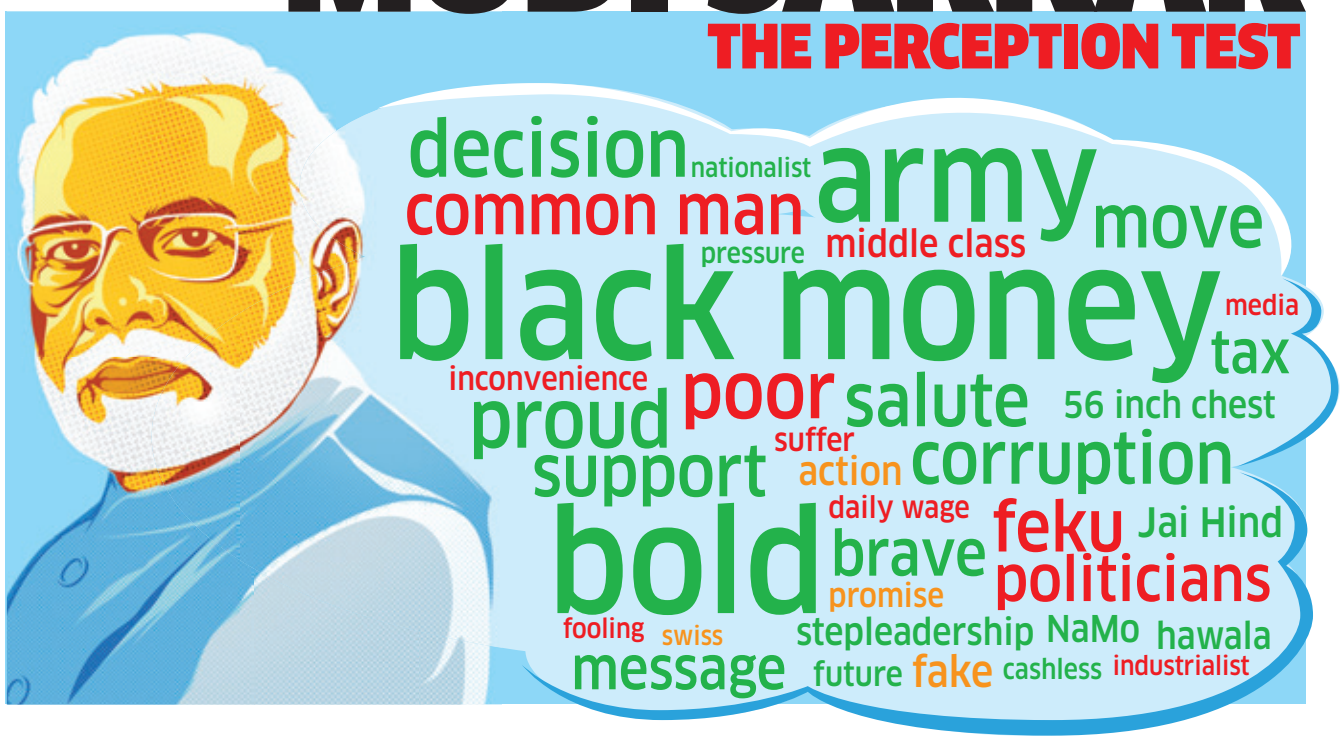
TWO AND A HALF YEARS OF MODI SARKAR

THE PERCEPTION TEST



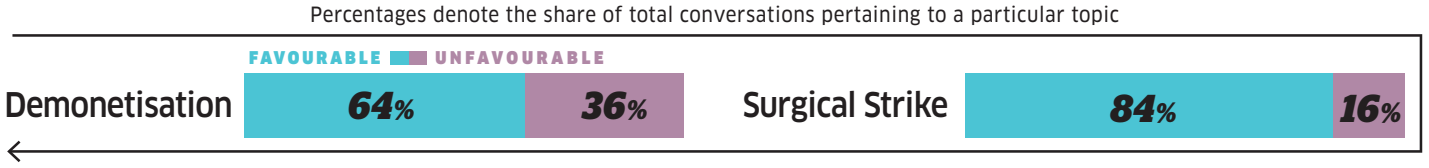
In the word cloud, the bigger the size of the word, the higher the impact the word has in the context of the brand. Words in green in the word cloud indicate positive perceptions, orange suggests a neutral or mixed outlook, and red indicates negativity

There's no gainsaying that PM Narendra Modi rules the India that inhabits the internet. Yet, in an earlier survey at the end of two years of the NDA government, there was disappointment in the air. In the May 2016 survey by *ET Magazine* and internet big data research firm MavenMagnet, there was a net negative buzz about the government. But with the surgical strikes across LoC on September 29, and the denotification of the ₹500 and ₹1,000 notes as a battle against black money, the government seems to have turned online opinion for it.

The third *ET Magazine* & MavenMagnet joint study on the Modi government in Delhi, at the end of two and a half years (May 26, 2014 - November 26, 2016), shows a net positive buzz about the government.

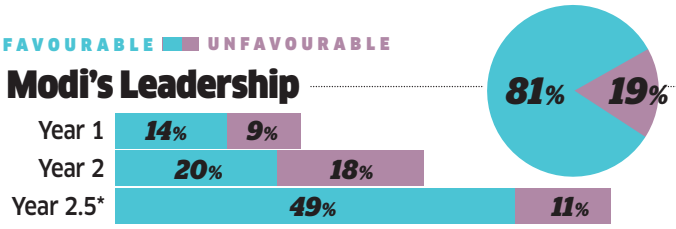
Sentiments Around Surgical Strike and Demonetisation

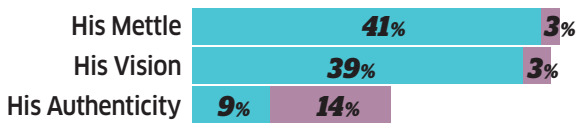
Percentages denote the share of total conversations pertaining to a particular topic



FAVOURABLE UNFAVOURABLE

Modi's Leadership



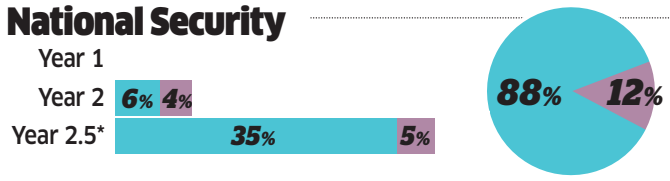


VERBATIM

"This is the transformation which a bold leader can only take"

"Modi is fooling everyone with this so-called war on black money"

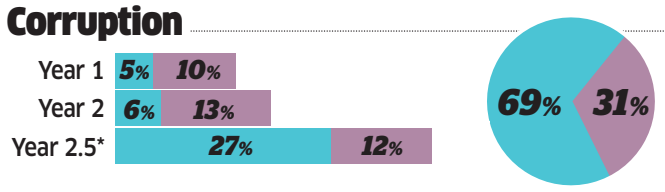
National Security



"This is the new India. Proud of Indian Army. Proud of PM Modi and all the decision-makers behind this surgical strike"

"Feku ka fake surgical strike. No proof, just false claims?"

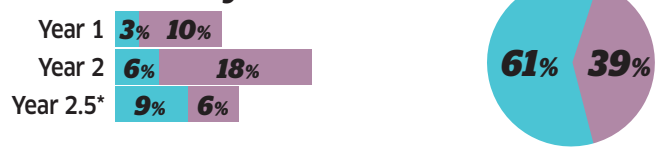
Corruption



"Demonetisation of currency will seriously affect fake currency"

"This is not the way to get black money. People will suffer"

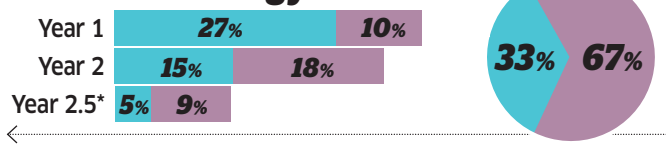
Accountability

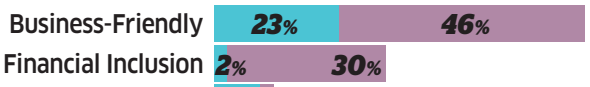


"Well done PM Modi and the government you lead. You have the backbone"

"This (demonetisation) is a gimmick to divert attention"

Economic Strategy





"There is lot of enthusiasm among the common men. Anyway, the poor rarely deal with ₹500 and ₹1,000"

"They have created a crisis without evaluating the poor of India who thrive on hard cash"

METHODOLOGY The survey uses a patented tool developed by MavenMagnet which uses public, online conversations on news media sites, blogs and social media platforms for its findings. The survey was restricted to conversations between September 29 and November 21, 2016, on two specific triggers, "surgical strikes" and "de-notification" of currency