

The Rise of Far-Right Party in India and Local Culture

Annie TUBADJI, Yashi JAIN

Swansea University

Abstract

The Bharatiya Janta Party (BJP) in India is a far-right Hindu nationalist and social conservative party in India that is ruling since 2014. This paper aims to reveal the links between the accumulation of local cultural capital and voting for the BJP. In particular, employing the Culture Based Development (CBD) paradigm we can differentiate between cultural heritage (CH) and living culture (LC) and sub-components of local cultural capital and quantifying the balance between them (by using the Cultural Entropy measures). Using voting data from 1951 till 2025 and Google Ngrams data to quantify culture we show that there is Keynesian socio-economic oscillation that is predicted by the levels of cultural entropy.

Keywords: cultural capital, voting, far-right, India, Culture Based development

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