

Cracking the online ad game – the BJP outperforms the Congress

In the States where it swept all seats, the party was the biggest spender

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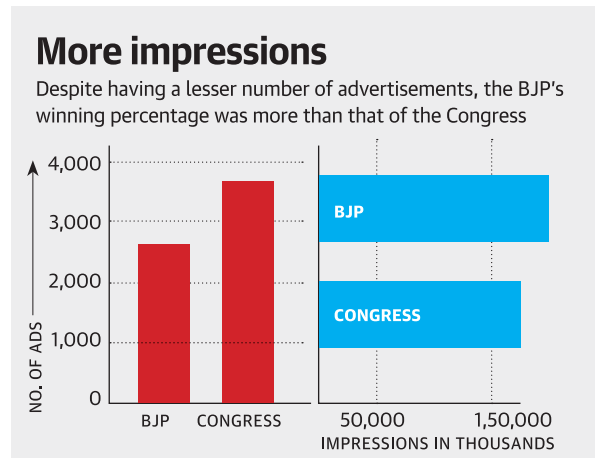
Data on online political advertisements on Facebook show that there is a direct correlation between electoral success and online ad spend. Facebook recently released an Ad Library and Ad Library API to make political advertising “more transparent”, which allows users to see who exactly posted a political ad and how much was spent on the campaign.

Data culled from the API by two researchers, Nayantra Ranganathan and Manuel

Beltran, on their website ad.watch offers good insights into the ad spending strategies of political parties and the efficacy of the ads.

Unsurprisingly, official pages of India's two largest parties, the BJP and the Congress, are its two biggest spenders.

Despite the BJP's 40% more expenditure than the Congress, the Congress has an additional 1,040 ads. Even so, the BJP's ad outreach, measured in “impressions”, is higher by 10%. In the States where the BJP won by sweeping all seats, the party was



the biggest spender on online ads. In New Delhi, for instance, the BJP won all seven seats and spent ₹35,058,591 on Facebook ads. In contrast, the Congress spent just ₹6,483,277 – one-fifth that of BJP. There were just three ex-

ceptions to this correlation of ad expenditure and electoral success – Kerala, Punjab and Odisha. The BJP, which drew a blank in Kerala, had spent ₹28,166,172.

The Congress that won 15 out of the 20 seats, on the other hand, had spent just ₹3,818,667, which is one-seventh of what the BJP spent.

Campaign strategies

The BJP ran 3 main campaigns: #MeinBhiChowkidar, #PhirEkBaarModiSarkar and #MyFirstVoteForModi. At least 1,500 of the 2,600 plus ads in 2019 from the BJP official page used the Chowkidar hashtag. ‘Here's how a doctor is also a chowkidar’, ‘Here's how the youth are

fighting corruption’, ‘Let's together build a clean India’ and ‘Giving up subsidy is an important contribution’ are some ways that this campaign generated traction.

Over 1,000 Phir Ek Baar ads and 30 My First Vote ads, in different formats were pushed. Most of the 3,700 plus ads by the Congress spoke of the party “delivering” on their 2019 manifesto promises. ‘We promise to reserve 33% of Central government jobs for women’, ‘We will provide 24 lakh private and public sector jobs’ and ‘A minimum yearly income of ₹72,000 to 5 crore poorest families’ formed the content of their creatives. #AbHogaNyay, which was

the Congress' war cry on other media, was used sparingly, in about 20 ads.

While the BJP pushed ads in English and Hindi, the Congress had at least 100 ads each in Kannada, Tamil, Telugu, Malayalam and Bengali.

The Congress thus spent lots of little money on lots of different ads and the BJP pumped in a lot of big money to make a few good ads.

The BJP having high impressions despite lesser number of ads, could imply one of three things, says Cyril Sam, co-author of The Real Face of Facebook in India. “The BJP has more followers than the Congress, so post receives high organic impressions and additional money

spent brings additional impressions; that the BJP's content is organically more engaging than the Congress'; that the Congress is optimising for impressions and the BJP for engagement.”

Number of impressions is the number of times an ad was displayed to users. While they were a measure of success of advertisements used in traditional media, impressions aren't telling on digital media. Someone browsing through their newsfeed without paying attention to the screen would still count as an impression. Actual engagements in the form of clicks, shares, comments, and reactions are better measures than plain impressions.



Bill Gates gives lifetime achievement awards

NEW DELHI
Bill Gates on Sunday presented Lifetime Achievement Awards to Cyrus S. Poonawalla, chairman and MD, Serum Institute of India; Kiran Mazumdar-Shaw, chairman and director, Biocon India and Prakash Baba Amte, director, Lok Biradari Prakalp. He also addressed the 108th Foundation day of the Indian Council of Medical Research.

Nirbhaya case: court admits parents' plea

NEW DELHI
A Delhi Court has admitted a plea filed by the parents of the 2012 gangrape victim seeking transfer of the case to another judge. They have sought a direction to Tihar Jail officials to expedite the execution of the convicts. PTI

Doctors demand revised CGHS consultation rates

NEW DELHI
Doctors across India, after a general body meeting held earlier this week, have argued that consultation charges under the Central Government Health Scheme (CGHS) are extremely low and demanded their urgent revision.

Up in flames



Violent blaze: A huge fire destroyed a century-old church and an adjoining house in Shillong on Sunday morning. An elderly couple was killed in the incident. *SPECIAL ARRANGEMENT

Drones scan CRPF camp in Naxal hub

Centre issues shoot-at-sight orders across States

PRESS TRUST OF INDIA

NEW DELHI
Shoot-at-sight orders have been issued to security forces across States affected by left-wing extremism after drones or unmanned aerial vehicles (UAVs) were seen hovering over a strategically important Central Reserve Police Force (CRPF) camp in the worst Naxal-violence af-

fecting district of Sukma in Chhattisgarh's south Bastar region.

The directive was issued by security and intelligence agencies at the Centre.

As per communication shared by ground forces, “small red and white light-emitting drones” were seen flying near the CRPF camp in Kistaram and Pallodi last

month at least four times in three days.

The drones emitted a “low whizzing sound” that drew attention of the guards, after which an alert was sounded across nearby camps, said sources. However, the mini-UAVs soon disappeared from the sky even before they could be aimed at and shot down.

Dam-hit families say they were caught unawares

Narmada flood victims struggle without amenities

STAFF REPORTER

BHOPAL
Families hit by the Sardar Sarovar dam project after the swelled up Narmada backwaters submerged 178 villages in August, took part in a public hearing in Bhopal on Sunday as the protests demanding rehabilitation entered the second day.

The hearing was conducted by journalist L.S. Harde-niya, Madhya Pradesh Kisan Sabha president Jasvinder Singh, Gandhian Dayaram Nameev and former Chief Secretary S.C. Behar outside the Narmada Bhavan and was led by the Narmada Bachao Andolan (NBA).

“Instead of following the Supreme Court orders in 2000, 2005, 2017 and the rehabilitation policy, the Narmada Valley Development Authority had led 178 villages submerge. This shows the government's callous attitude towards us,” said Kamla Yadav, a farmer



Seeking relief: Social activist Medha Patkar, right, at a sit-in with the displaced villagers in Bhopal on Sunday. *PTI

from Chhota Barda in Barwani district.

“While the affected in Maharashtra and Gujarat had got a fair share, those in Madhya Pradesh had to do with bread crumbs,” said Pema Bhilala, a farmer from Avalu village in the district.

No warning

The government had told the families that they would be alerted six months in advance.

“But we were caught unawares ... At sites of rehabilitation, drinking water and

electricity hasn't reached yet.”

Referring to several riverine islands that had come up after the waters rose, Dattu, of Ekalbara, said: “The way to our fields is blocked now. What was just a kilometre away is now at a distant 18-20 km.”

NBA leader Medha Patkar told *The Hindu* that members of the Prajapati community, who owned brick kilns in Dhar district, had returned to the relief camps as they were assured of a resolu-tion at the district-level.

Protests erupt after killing of Dalit man

SPECIAL CORRESPONDENT

CHANDIGARH

Villagers and activists staged a protest in Sangrur district on Sunday against the brutal killing of a 37-year-old Dalit man at Chhagaliwala village. Jagmail Singh, who was allegedly beaten and forced to drink urine, succumbed to his injuries on November 16, nine days after the incident. The police have arrested four people.

The Opposition parties hit out at the ruling Congress government for its failure to maintain law and order.

Several Dalit rights organisations and political outfits, along with family members of the victim blocked the main road at the village. They demanded a compensation of ₹50 lakh, a government job to a family member, and punishment for the accused.

Chief Minister Amarinder Singh has directed the State Chief Secretary and the Director General of Police to ensure time-bound investigation into the case and trial against the accused.

WEATHER WATCH

RAINFALL, TEMPERATURE & AIR QUALITY IN SELECT METROS YESTERDAY



TEMPERATURE DATA: IMD, POLLUTION DATA: CPCB, MAP: INSAT/IMD (TAKEN AT 17:00 HRS)

Forecast for Monday: Heavy Heavy rainfall likely at isolated places over Tamil Nadu, Puducherry and Karaikal.

CITY	RAIN	MAX	MIN	CITY	RAIN	MAX	MIN
Agartala.....	30.0	31.0	18.0	Kozhikode.....	22.4	33.0	24.0
Ahmedabad.....	33.0	33.0	20.0	Kurnool.....	32.0	32.0	22.0
Aizawl.....	26.0	34.0	14.0	Lucknow.....	30.0	30.0	16.0
Allahabad.....	31.0	36.0	16.0	Madurai.....	33.0	33.0	25.0
Bengaluru.....	29.0	29.0	18.0	Mangaluru.....	35.0	35.0	23.0
Bhopal.....	29.0	31.0	15.0	Mumbai.....	34.0	34.0	23.0
Bhubaneswar.....	32.0	32.0	20.0	Mysuru.....	30.0	30.0	21.0
Chandigarh.....	26.0	26.0	13.0	New Delhi.....	29.0	29.0	16.0
Chennai.....	2.9	32.0	25.0	Patna.....	30.0	30.0	16.0
Coimbatore.....	32.0	32.0	23.0	Port Blair.....	0.5	32.0	24.0
Dehradun.....	29.0	29.0	12.0	Puducherry.....	1.2	32.0	23.0
Gangtok.....	18.0	18.0	13.0	Pune.....	30.0	30.0	18.0
Goa.....	34.0	34.0	24.0	Raipur.....	31.0	31.0	19.0
Guwahati.....	28.0	28.0	19.0	Ranchi.....	29.0	29.0	13.0
Hubballi.....	29.0	29.0	21.0	Shillong.....	22.0	22.0	11.0
Hyderabad.....	32.0	32.0	19.0	Shimla.....	18.0	18.0	9.0
Imphal.....	26.0	26.0	11.0	Srinagar.....	26.0	26.0	11.0
Jaipur.....	29.0	29.0	18.0	Thiruvananthapuram.....	1.1	34.0	24.0
Kochi.....	2.6	31.0	25.0	Tiruchi.....	33.0	33.0	25.0
Kohima.....	24.0	24.0	13.0	Vijayawada.....	32.0	32.0	23.0
Kolkata.....	31.0	31.0	20.0	Visakhapatnam.....	32.0	32.0	25.0

(Rainfall data in mm; temperature in Celsius)

CITIES	SO ₂	NO ₂	CO	PM _{2.5}	PM ₁₀	CODE
Ahmedabad.....	154	37	118	86	86	1
Bengaluru.....	4	40	41	68	85	2
Chennai.....	12	16	35	117	117	3
Delhi.....	12	52	47	255	170	4
Hyderabad.....	3	54	36	154	124	5
Kolkata.....	10	81	31	241	154	6
Lucknow.....	11	48	28	297	119	7
Mumbai.....	72	37	31	173	119	8
Pune.....	75	13	54	159	119	9
Visakhapatnam	10	48	35	79	79	10

Air Quality Code: ■ Poor ■ Moderate ■ Good (Readings indicate average AQI)
SO₂: Sulphur Dioxide. Short-term exposure can harm the respiratory system, making breathing difficult. It can affect visibility by reacting with other air particles to form haze and stain culturally important objects such as statues and monuments.
NO₂: Nitrogen Dioxide. Aggravates respiratory illness, causes haze to form by reacting with other air particles, causes acid rain, pollutes coastal waters.
CO: Carbon monoxide. High concentration in air reduces oxygen supply to critical organs like the heart and brain. At very high levels, it can cause dizziness, confusion, unconsciousness and even death.
PM_{2.5} & PM₁₀: Particulate matter pollution can cause irritation of the eyes, nose and throat, coughing, chest tightness and shortness of breath, reduced lung function, irregular heartbeat, asthma attacks, heart attacks and premature death in people with heart or lung disease

SC discusses ‘voluntary code of conduct’ for Cabinet Ministers

The court is examining if additional restrictions should be put on public functionaries' right to free speech and expression

KRISHNADAS RAJAGOPAL

NEW DELHI

A Constitution Bench of the Supreme Court is hearing arguments on whether Cabinet Ministers at both the Central and State levels should have a “voluntary model code of conduct” which addresses their private and public activities.

The submissions about such a code were made before the five-judge Bench led by Justice Arun Mishra, which is examining if “greater

restrictions” should be imposed on the right of free speech and expression of high public functionaries to protect the citizen's fundamental right to lead a dignified life.

Two petitions

The question was framed after family members of the Bulandshahr rape case victim complained about former Uttar Pradesh Minister Azam Khan's public statements that the rape case was



The code will address the Ministers' private and public activities.

part of a political conspiracy against the then Akhilesh Yadav government. The Bench

is also hearing a separate petition filed by a Kerala-based man, Joseph Shine, represented by senior lawyer Kaleeswaram Raj, about the public comments made by State Minister M.M. Mani.

Both Attorney General K.K. Venugopal and Mr. Raj, who are assisting the Constitution Bench, were against introducing additional restrictions.

Mr. Venugopal argued that the SC has taken a consistent stand in the past against in-

terventions on free speech of citizens, and public men are no exception.

Mr. Raj asked the court to direct the government to frame the code of conduct for Cabinet Ministers, with the Cabinet head ensuring a collective responsibility for the activities of the individual Ministers.

“The code of conduct should reflect constitutional morality and values of good governance. The acts of the

persons holding public offices can be thus subjected to better and meaningful public scrutiny,” Mr. Raj argued before the Constitution Bench.

He said the Union Ministry of Home Affairs already has a code of conduct for Ministers, which is essentially concerned with financial discipline. “Nothing is emanating from the code which addresses the private and public activities of the Ministers in general. This is too narrow and inadequate,” he said.

‘Hotels liable for vehicle theft from parking area’

SC rejects appeal from Taj Mahal Hotel

LEGAL CORRESPONDENT

NEW DELHI

High-end hotels which offer valet parking cannot escape responsibility if a guest's vehicle is stolen or damaged even if the parking slip contains a non-liability clause, the Supreme Court has held.

“In a situation where the hotel actively undertakes to park the vehicle for the owner, keep it in safe custody and return it upon presentation of a parking slip in a manner such that the parking of the vehicle is beyond the control of the owner, a contract of bailment exists. Thus, the hotel would be liable as a bailee for returning the vehicle in the condition in which it was delivered,” a Bench of Justices Mohan M. Shantanagoudar and Ajay Rastogi observed in a recent judgment.

The verdict came after an appeal filed by the Taj Mahal Hotel on an incident which happened in 1998. A guest gave his Maruti car for valet

parking and returned to find that it was stolen. The hotel staff said a young man had flicked the car keys from the holder and driven off.

‘Implicit expectation’

“The guest has an implicit expectation that the repute and standards of five-star hotels would entail adequate safety of the vehicles handed over for valet parking... In our view, the standard of care required to be taken by the hotel is sacrosanct and cannot be contracted out of,” the court observed.

Once possession of the vehicle is handed to the hotel staff, there is an implied contractual obligation to return it in a safe condition upon the direction of the owner.

However, the hotel is not responsible for damage caused to a vehicle by an event outside their control like a natural disaster, it said.