

**DEMOCRATIC LEADERSHIP: A STUDY OF ITS IMPACT ON INDIAN YOUTH**

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**Abstract**

*In today's globalized world, it has become imperative to instill the qualities of leader to attain success. But the question still remains the same from the past few decades that whether the leaders are born or made? There are a number of leadership styles and each has its pros and cons; democratic leadership also known as the participative one is mostly used in present scenario. This paper seeks to analyze the impact of democratic leadership followed by our country's politician on its youth, the major factors contributing to be a successful leader and the mix of marketing and leadership strategies for publicizing the same. The research methodology used is both primary and secondary, a structured questionnaire; with a sample size of 104 respondents has been used to ascertain the impact of leadership on the mindset of Indian youth.*

**Keyword:** *Democratic, Leadership, Minister.*

**Introduction:**

Leadership is an old phenomenon; from the time of human existence it is imperative. Human being cannot work in isolation, according to Kellerman leadership is a systematic process between the leader and the followers which occurs at multiple levels in an organization and involves social influence and focuses on group goal. A democratic leader is the one which involves the followers in the decision making process but is responsible and accountable for the consequences. Certain qualities that are required in a leader that impact the youth are: understanding and empathizing with the followers, acting confidently and staying updated, being a visionary and expressing the ideas enthusiastically, setting an example and having charismatic personality as a leader.

India is a democratic country in which we elect our leader through votes and select our Prime Minister. The country has witnessed a range of successful leaders since independence in the year 1947. But the

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current scenario gives a totally different outlook to leadership style due to information technology up gradation and globalization at large.

Narendra Damodardas Modi is one of the successful and powerful leaders throughout the world. He has become a youth icon with his exemplary qualities which directs him to be a democratic leader. He even received the first ever Philip Kotler Presidential award for his leadership skills and digital revolution in India. Kotler mentioned that his leadership focuses on three aspects people, profit and planet. This paper seeks to understand whether the youth has the awareness about the democratic leadership style and the recent changes taking place in the political environment, which becomes one of the essential macro environment part.

During the past two decades various political parties have worked hard to uplift the country in a systematic manner. Schemes such as swachh bharat abhiyan for all round cleanliness, dirt and disease free nation, national skill development programme for preparing the youth for self-employment and development of heritage area for maintenance of the historic monuments and increasing tourism which in turn will increase the country's GDP. The work done is limitless, as since independence there is a need for our country to move from developing nation tag to developed nation.

With the advent of technology up gradation digitalization into paperless economy has taken place, with laws like GST (one nation one tax), Make in India to be self-reliant and reducing the deficit of balance of payment by increasing exports, adhaarcad identification and linkage with other documents, banning single use plastic etc. have paved a way towards sustainable development taking care of the environment at large.

What really is the question of concern that whether these leaders have the qualities of effective leadership, so that the country's youth is not misguided and works towards the betterment of the nation? Qualities such as being a visionary to foresight the consequences of any decision taken, to be a good communicator so that not even the country's public but the other nations also understand the procedure followed by the country. To have the analytical and empathetical qualities and better understanding of the followers and the problems from the grass root level. And to have a pleasing personality which connects each individual with the leader. A great influencer can help convert the negative thoughts of the people into positive, thus creating an impact on the country at large. Our constitution has four pillars legislative, executive, judiciary and press. Now a day's press is used as a promotional tool for marketing by the politician to highlight their work in progress and accomplishment. But what puts a debate is

whether they are working for the country or it is just a marketing gimmick to put an impact on the public is a big question.

**Review of Literature:**

According to **Peter Drucker (1989)**, leader is not born; leadership can be taught and learned. Therefore, it is essential to understand the characteristics that can be worked upon to be a successful leader. **Locke (1991)** observed and mentioned the traits that drive a leader such as honestly, integrity, confidence etc. **Boyett (2006)** believed that a leader should have the influencing power over its followers. Each individual is different from the other regarding their needs, wants to do a specific task.

**Objectives:**

- To understand the awareness and impact of democratic leadership
- To determine the factors influencing the success of leadership
- To understand the impact of effective leadership on sustainable development.

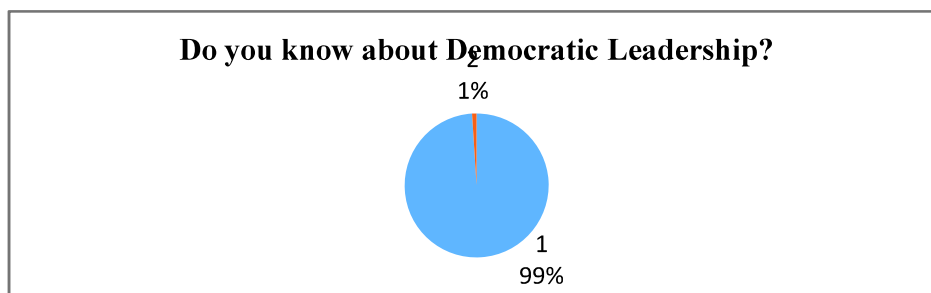
**Research Methodology:**

Primary data through survey of 104 respondents was done through structured questionnaire. The respondents were chosen on convenient random sampling basis. Due care was given that the respondents are exposed to this concept and technology so that a proper analysis can be done.

**Findings and Analysis:**

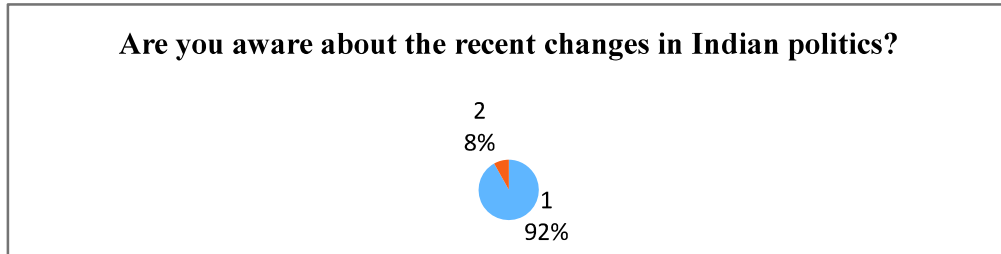
Following are the analysis and findings of the study-

**Table 1:**



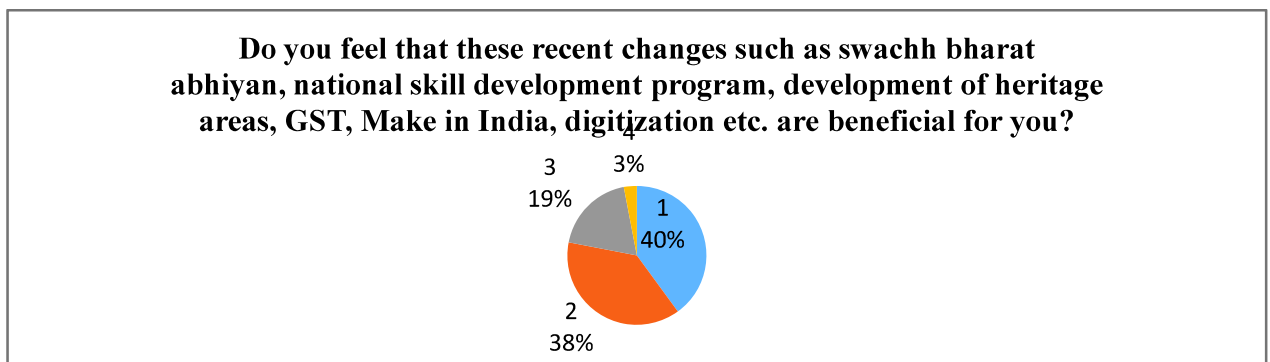
**Interpretation:** Above pie- chart depicts that almost all respondents know about Democratic Leadership.

**Table 2:**



**Interpretation:** Above pie- chart exhibits that most of the respondents are aware about the recent changes in Indian politics.

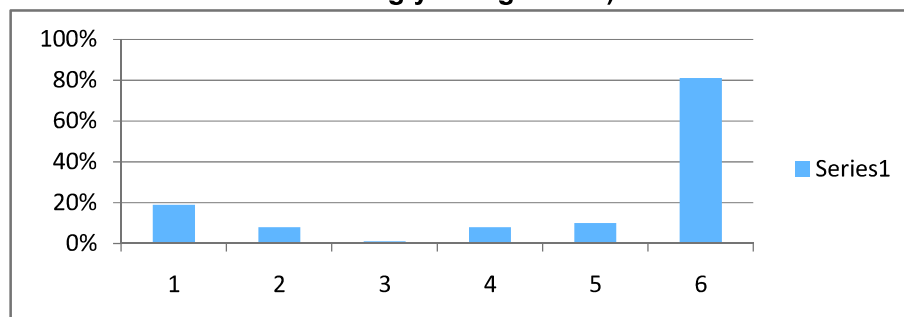
**Table 3:**



**Interpretation:** Above pie- chart shows that 40% of the respondents strongly agree and 38% agree upon the recent changes for the development of economy are beneficial to them. It shows that style of economic system and different programmes introduced by the Leaders of different parties have positive impact on the minds of youth generation.

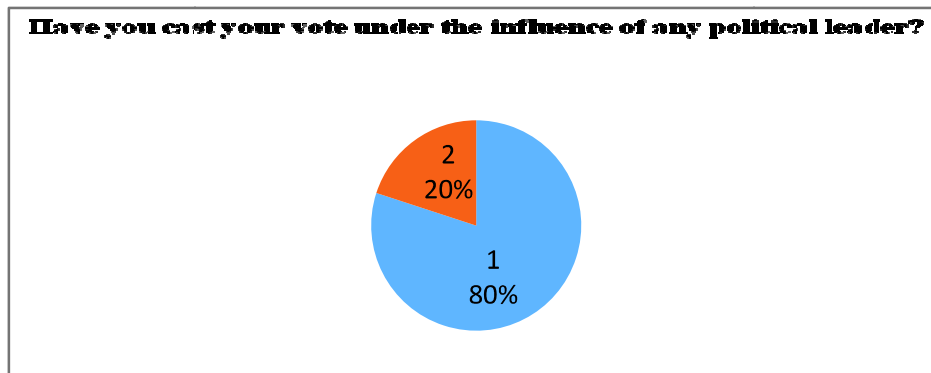
**Table 4:**

**What qualities do you feel contribute to a successful leader (politician)? (Strongly Agree= 5, Strongly Disagree = 1)**

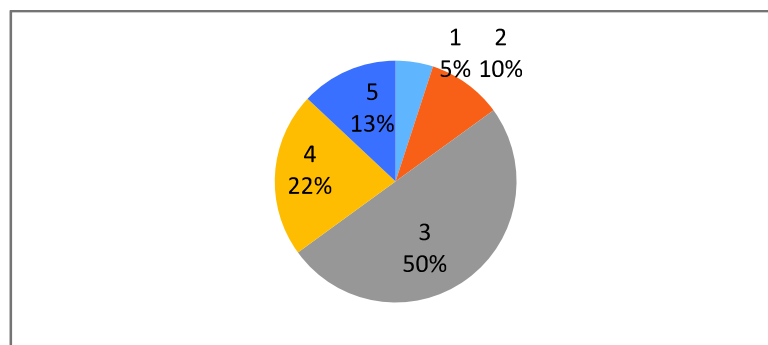


**Interpretation:** Above diagram reveals that a successful leaders posses all the qualities like problem solver, initiator, over all personality, visionary, good communicator. Maximum respondents i.e. 81% feel that all the qualities are necessary for becoming successful leaders. These are the various factors which may positively influence the working of successful leaders.

**Table 5:**



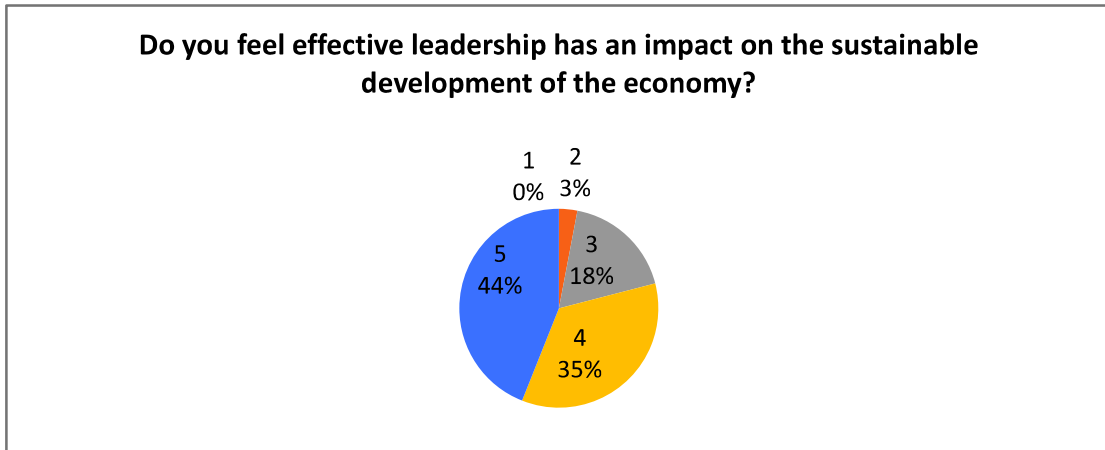
**Interpretation:** Above table shows that 80% of the respondents vote under the influence of political leaders as compare to 20% of the respondents do not vote under the influence of political leaders. It shows that those who are influenced, they might be aware about the different politic parties but some of them, due to their own reasons they are influenced to cast their vote.



**Interpretation:** Above pie-chart depicts that 50% of the respondents are neutral about whether they feel that the political leaders contribute for the development of the country or its just marketing gimmick. Very few of respondents are disagreeing with this statement. But 35% in total agree upon this that they

feel that the political leaders contribute for the development of the country and it is not just marketing gimmick.

**Table 7:**



**Interpretation:** Above pie- chart reveals that most of the respondents feel that leadership has an impact on the sustainable development of the economy as various measures have been taken to conserve the environment such as ban of single use plastics, afforestation.

**Conclusion:**

Young people aged between 15 and 25 make up a fifth of the world’s population – but have limited influence in national political institutions. Young people are often well-placed to help tackle the challenges they face – including poverty, discrimination, barriers to education and limited employment opportunities – but frequently have limited opportunities to meaningfully participate in democratic action. But to identify tailored solutions, political leaders must involve youth in democratic decision-making and build partnerships with them for the more and more development of an economy.

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