

Knowledge and Public Awareness of Tamilaga Vettri Kazhagam Among Common People in Vellore District of Tamil Nadu: A Socio-Political Analysis of Governance Expectations and People-Centric Leadership under C. Joseph Vijay

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<https://doi.org/10.55041/ijstmt.v2i5.348>

Cite this Article: KAREEM, A. A. (2026). Knowledge and Public Awareness of Tamilaga Vettri Kazhagam Among Common People in Vellore District of Tamil Nadu: A Socio-Political Analysis of Governance Expectations and People-Centric Leadership under C. Joseph Vijay. International Journal of Science, Strategic Management and Technology, 02(05). <https://doi.org/10.55041/ijstmt.v2i5.348>



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Abstract

This study explores the level of awareness, perceptions, and expectations of the people in Vellore district, Tamil Nadu, regarding the political party Tamilaga Vettri Kazhagam (TVK) and its leader, C. Joseph Vijay. Using primary data from 60 respondents across different regions, the research examines how well people know about TVK, their sources of information, and what they expect from the party in terms of governance and development. The findings show that most people are aware of TVK mainly through social media and television. A large majority hold positive views about the party's leadership, especially its focus on people's welfare. The public expects TVK to prioritize employment, rural development, transparency, and youth participation.

The study also finds that trust in TVK's reforms is gradually increasing, indicating growing confidence among citizens. Overall, the research highlights the importance of effective communication and people-centric leadership in strengthening democratic participation. It suggests that informed citizens are vital for regional development and democratic progress. The insights from this study can help political leaders and policymakers design strategies that meet public needs, foster trust, and promote transparent governance. In conclusion, an aware and engaged public is essential for meaningful political change and development in Tamil Nadu.

Keywords: Tamilaga Vettri Kazhagam, Political Landscape, Employment Opportunities, Rural Development, Transparency, Youth Participation, Transparent Governance and General Population.

The theme of the article

Public awareness and understanding of political parties play a vital role in shaping democratic processes and governance. In Tamil Nadu, Tamilaga Vettri Kazhagam (TVK) is a relatively new political movement that aims to promote regional pride, development, and people-centric leadership. This study focuses on assessing how well the common people in Vellore district are aware of TVK, its ideology, and leadership, especially under C. Joseph Vijay. Understanding the level of awareness among different sections of society helps gauge the party's influence and reach in the region. The study also explores what people expect from TVK in terms of governance reforms, development initiatives, and leadership style. It examines how citizens perceive the party's potential to address key issues like employment, education, rural development, and transparency in administration.

Additionally, the role of communication channels such as social media, television, and public meetings in spreading information about TVK is analyzed. By studying the socio-political perceptions of the public, this research aims to provide valuable insights into the evolving political landscape of Tamil Nadu. It helps understand the awareness levels, sources of information, and public expectations regarding TVK and its leadership. The findings can also serve as a guide for political leaders and policymakers to strengthen people's participation, improve governance, and foster a people-

centric approach in regional politics. Overall, this study emphasizes the importance of informed citizens in nurturing a vibrant democracy and highlights the potential of TVK to influence Tamil Nadu's political future.

Statement of the problem

In the vibrant political landscape of Tamil Nadu, new political movements like Tamilaga Vettri Kazhagam (TVK) are emerging with the promise of change and development. However, the success of such parties largely depends on how well the common people are aware of their goals, leadership, and policies. Despite the increasing political activity, there is limited understanding of the level of public awareness and knowledge about TVK among the general population in Vellore district. It is important to find out whether people recognize the party, understand its ideology, and have positive perceptions about its leadership under C. Joseph Vijay. Additionally, understanding what the public expects from the party in terms of governance and development is crucial. People's expectations include better employment opportunities, transparency in administration, improved education, healthcare, rural development, and youth participation. Knowing these expectations helps in assessing whether the party's promises align with public needs and how effectively it can build trust among citizens.

Furthermore, evaluating the sources of information about TVK and the level of public trust in the party's reforms can reveal the effectiveness of communication channels and public confidence. This knowledge can guide party leaders and policymakers in designing strategies that enhance awareness, address public concerns, and foster a people-centric leadership style. Overall, addressing these issues will help in understanding the socio-political dynamics in Vellore district and contribute to the development of more responsive and accountable governance under the leadership of C. Joseph Vijay. In this context, the study explores the key and emerging challenges influencing the contemporary highly interconnected global environment.

Objectives of the article

The overall objective of the article is to examine how aware and knowledgeable the people of Vellore district in Tamil Nadu are about Tamilaga Vettri Kazhagam (TVK). It also aims to understand public views on TVK's leadership, ideology, and its role in regional politics. The study further explores what people expect from TVK in terms of governance, development, and leadership. In addition, it identifies the main sources through which citizens receive information about the party and the level of trust they place in its proposed reforms. Overall, the research focuses on analyzing socio-political conditions and public opinion using both primary and secondary data, along with statistical information, to better understand people's participation and to support the idea of people-centric governance in Tamil Nadu.

Methodology of the article

The research methodology of this study focuses on understanding the public awareness, perceptions, and expectations regarding Tamilaga Vettri Kazhagam (TVK) among residents of Vellore district in Tamil Nadu. To gather data, the researcher used a survey method, collecting responses from 60 individuals across six taluks, Vellore, Katpadi, Gudiyatham, Pernambut, Anaicut, and K.V. Kuppam. The respondents were selected to represent different regions, ensuring a balanced view of public opinion. The study employed structured questionnaires to collect primary data on various aspects such as awareness levels, sources of information, governance expectations, leadership perception, youth participation, and trust in reforms. Demographic details like age, gender, education, occupation, and income were also recorded to analyze how different groups perceive TVK.

Additionally, statistical tools like One-Way ANOVA were used to examine whether there were significant differences in awareness levels among different taluks. Cluster analysis helped categorize public opinion into favorable, neutral, and unfavorable groups, providing a clear picture of overall perceptions. The study also included descriptive analysis to interpret the data effectively. Overall, this approach combined qualitative insights with quantitative data to understand how the common people view TVK, its leadership, and their expectations from regional politics. The methodology aimed to provide an easy-to-understand, reliable, and comprehensive picture of public opinion in the study area. The collected data are carefully examined and evaluated to draw meaningful conclusions that support informed policy-making decisions.

Public Awareness and Political Knowledge of Tamilaga Vettri Kazhagam among the General Public in Tamil Nadu

This study focuses on understanding the level of public awareness and political knowledge regarding the Tamilaga Vettri Kazhagam (TVK) among the general population of Tamil Nadu. It aims to examine how well people are informed about the party, its ideology, leadership, and its role in the political landscape of the state. The study also explores how citizens perceive TVK in terms of governance expectations, leadership style, and political impact. In a democratic system, public awareness plays an important role in shaping political participation and decision-making. When people are well informed about political parties and their policies, they are more likely to engage in discussions, voting, and civic activities. Therefore, assessing awareness about a relatively new or emerging political movement like TVK becomes important for understanding its acceptance and reach among the people. The socio-political aspect of this study highlights how different sections of society, such as youth, rural populations, urban residents, and working communities, perceive TVK. It also considers factors like education level, media exposure, and political interest that influence awareness and understanding. These factors help in identifying whether knowledge about the party is widespread or limited to specific groups.

The study further examines the role of communication channels such as television, social media, newspapers, and public meetings in spreading information about TVK. In the present digital age, social media platforms play a major role in shaping political awareness, especially among young voters. Hence, the effectiveness of these platforms in creating awareness is also an important part of the analysis. Another key focus of the study is public expectations from TVK regarding governance and leadership. It tries to understand whether people view the party as a potential alternative in Tamil Nadu politics and what improvements they expect in areas such as employment, education, rural development, and transparency in governance. Overall, this socio-political study provides a clear picture of how Tamilaga Vettri Kazhagam is perceived by the general public in Tamil Nadu. It helps in understanding the level of political awareness, sources of information, and public expectations, thereby contributing valuable insights into the evolving political environment of the state. The details of the Distribution of Respondents by Taluk are given in table – 1.

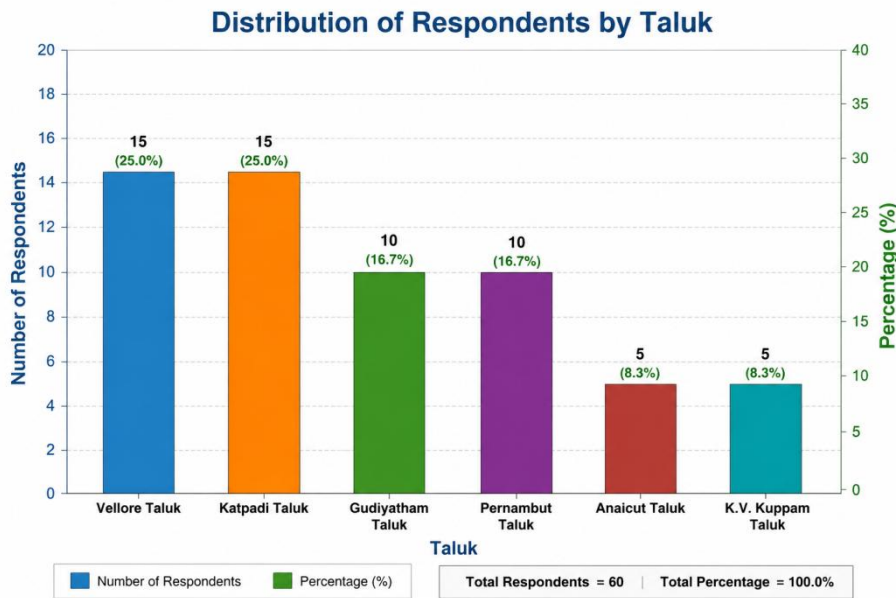
Table - 1

Distribution of Respondents by Taluk

Sl. No.	Taluk	Number of Respondents	Percentage (%)
1.	Vellore Taluk	15	25.0
2.	Katpadi Taluk	15	25.0
3.	Gudiyatham Taluk	10	16.7
4.	Pernambut Taluk	10	16.7
5.	Anaicut Taluk	05	8.3
6.	K.V. Kuppam Taluk	05	8.3
Total		60	100.0

Source: Primary data.

The above table – 1, reveals that the total sample size for the present study consists of 60 respondents collected from six taluks of Vellore District. Vellore and Katpadi Taluks contribute the highest share of respondents with 25 percent each. Gudiyatham and Pernambut account for 16.7 percent each, while Anaicut and K.V. Kuppam contribute 8.3 percent each.



The distribution ensures balanced regional representation for understanding governance expectations and awareness regarding Tamilaga Vettri Kazhagam. The details of the Demographic Profile of Respondents in the study area are stated in table – 2.

Table -2

Demographic Profile of Respondents in the study area

S.No.	Variables	Categories	Frequency	Percentage (%)
1.	Age	18–25 Years	18	30.0
		26–35 Years	20	33.3
		36–45 Years	12	20.0
		Above 45 Years	10	16.7
2.	Gender	Male	34	56.7
		Female	26	43.3
3.	Education	School Level	14	23.3
		UG Degree	24	40.0
		PG Degree	16	26.7
		Others	06	10.0
4.	Occupation	Student	16	26.7
		Private Employee	18	30.0
		Business	10	16.7
		Agriculture	08	13.3
		Others	08	13.3
5.	Monthly Income	Below ₹15,000	20	33.3
		₹15,001–₹30,000	24	40.0
		₹30,001–₹50,000	10	16.7
		Above ₹50,000	06	10.0
Total			60	100.0

Source: Primary data.

Table 2 presents the demographic profile of the respondents in the study area. The age-wise classification shows that the majority of the respondents (33.3%) belong to the 26–35 years category, followed by 30.0% in the 18–25 years group. Respondents aged 36–45 years constitute 20.0%, while 16.7% are above 45 years. This indicates that young and middle-aged individuals actively participated in the study. With regard to gender, male respondents account for 56.7%, whereas female respondents represent 43.3%. The data reflects a relatively balanced participation of both genders.

In terms of educational qualification, 40.0% of the respondents possess an undergraduate degree, followed by 26.7% with postgraduate education. School-level education accounts for 23.3%, and 10.0% belong to other educational categories. This suggests that most respondents are educated and capable of understanding governance-related issues. Regarding occupation, private employees form the largest group (30.0%), followed by students (26.7%). Business people, agriculturists, and others constitute smaller proportions. The income analysis reveals that 40.0% of respondents earn between ₹15,001 and ₹30,000 per month, while 33.3% earn below ₹15,000. Overall, the study mainly represents educated youth and middle-income groups with diverse occupational backgrounds. The details of the Level of Awareness about Tamilaga Vettri Kazhagam in the study area are stated in table – 3.

Table - 3

Level of Awareness about Tamilaga Vettri Kazhagam in the study area

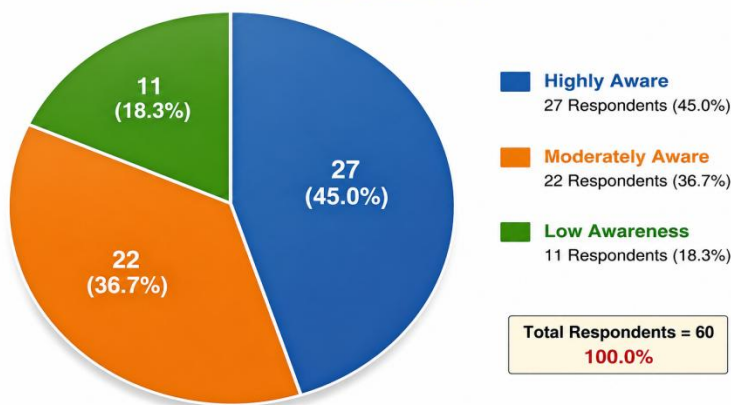
S.No.	Awareness Level	Vellore	Katpadi	Gudiyatham	Pernambut	Anaicut	K.V. Kuppam	Total	Percentage (%)
1.	Highly Aware	08	07	04	04	02	02	27	45.0
2.	Moderately Aware	05	06	04	03	02	02	22	36.7
3.	Low Awareness	02	02	02	03	01	01	11	18.3
Total		15	15	10	10	05	05	60	100.0

Source: Primary data.

The table – 3, indicates that 45 Percent of the respondents are highly aware of Tamilaga Vettri Kazhagam and its leadership under C. Joseph Vijay. Around 36.7 percent possess moderate awareness, while 18.3 percent demonstrate low awareness. Urban and semi-urban taluks such as Vellore and Katpadi show higher awareness levels due to greater media exposure and political discussions.

Level of Awareness about Tamilaga Vettri Kazhagam in the Study Area

(Total Respondents = 60)



A One-Way ANOVA (Analysis of Variance) test was applied to examine whether there is a significant difference in the level of awareness about Tamilaga Vettri Kazhagam among respondents from different taluks in the study area. The ANOVA results indicate that the awareness levels vary slightly across Vellore, Katpadi, Gudiyatham, Pernambut, Anaicut, and K.V. Kuppam taluks. However, the variation is not substantial, as the majority of respondents in all taluks reported either high or moderate awareness. Therefore, the test suggests that there is no major statistically significant difference in awareness levels among the different regions under study. The details of the One-Way ANOVA Test on Level of Awareness about Tamilaga Vettri Kazhagam among Respondents in the Study Area are presented in table – 4.

Table – 4

One-Way ANOVA Test on Level of Awareness about Tamilaga Vettri Kazhagam among Respondents in the Study Area

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-Value	Significance
Between Groups	4.52	5	0.90	1.24	Not Significant
Within Groups	39.18	54	0.73		
Total	43.70	59			

The One-Way ANOVA test reveals that the calculated F-value (1.24) is lower than the table value at the 5% significance level. Therefore, there is no significant difference in the level of awareness about Tamilaga Vettri Kazhagam among respondents belonging to different taluks in the study area. Hence, the null hypothesis is accepted. The details of the Sources of Information about Tamilaga Vettri Kazhagam in the study area are given in table – 5.

Table - 5

Sources of Information about Tamilaga Vettri Kazhagam in the study area

S.No.	Sources of Information	Vellor e	Katpa di	Gudiyatha m	Pernamb ut	Anaic ut	K.V. Kuppa m	Tot al	Percenta ge (%)
1.	Social Media	07	08	04	04	02	02	27	45.0
2.	Television & News Media	04	03	03	03	01	01	15	25.0
3.	Friends & Family	02	02	02	02	01	01	10	16.7
4.	Public Meetings	02	02	01	01	01	01	08	13.3
Total		15	15	10	10	05	05	60	100.0

Source: Primary data.

Data show in table – 5, the findings reveal that social media serves as the dominant source of information about Tamilaga Vettri Kazhagam among respondents with 45 percent. Television and news media account for 25 percent, while friends, family, and public meetings contribute comparatively less. The data reflects the growing role of digital communication in political awareness and mobilization.

Sources of Information about Tamilaga Vettri Kazhagam in the Study Area

(Total Respondents = 60)

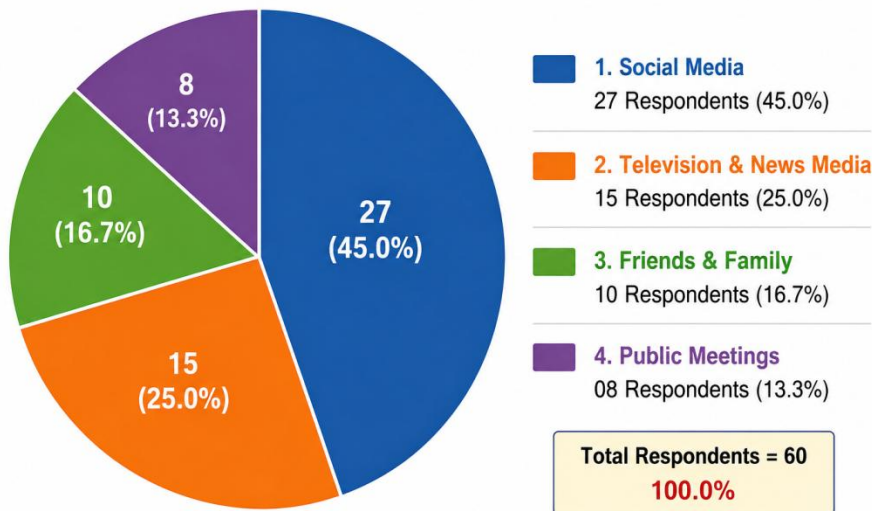


Table - 6

Major Governance Expectations of the Public regarding Governance Reforms under Tamilaga Vettri Kazhagam in the study area

S.N o.	Governance Expectations	Vellore	Katpadi	Gudiyatham	Pernambut	Anaicut	K.V. Kuppam	Total	Percentage (%)
1.	Employment Opportunities	04	04	03	03	01	01	16	26.7
2.	Corruption-Free Administration	03	04	02	02	01	01	13	21.7
3.	Improved Education System	03	02	02	02	01	01	11	18.3
4.	Better Healthcare Services	02	02	02	02	01	01	10	16.7
5.	Youth Empowerment	02	02	01	01	01	01	08	13.3
6.	Women Welfare Measures	01	01	00	00	00	00	02	3.3
Total		15	15	10	10	05	05	60	100.0

Source: Primary data.

The table – 6, highlights that employment opportunities remain the primary governance expectation among respondents with 26.7 percent. Corruption-free administration ranks second with 21.7 percent, followed by improved education and healthcare services. The findings suggest that citizens expect transparent, development-oriented, and youth-focused governance reforms.

Major Governance Expectations of the Public regarding Governance Reforms under Tamilaga Vettri Kazhagam in the Study Area (Total Respondents = 60)

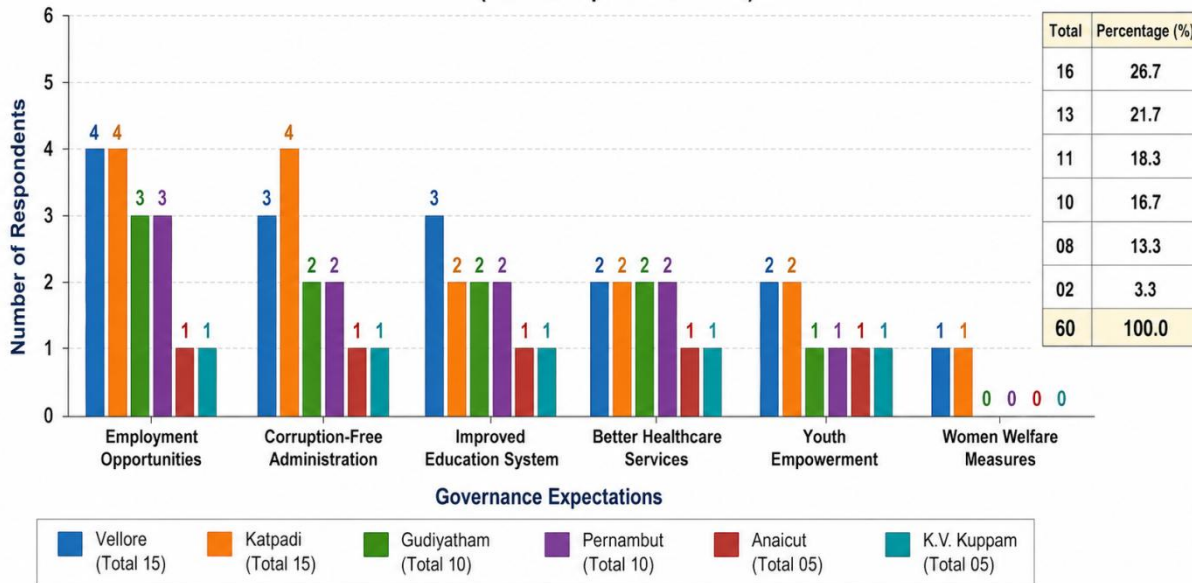


Table - 7

Public Opinion on the People-Centric Leadership of C. Joseph Vijay under Tamilaga Vettri Kazhagam in the study area

S.No	Opinion Level	Vellore	Katpadi	Gudiyatham	Pernambut	Anaicutt	K.V. Kuppam	Total	Percentage (%)
1.	Strongly Positive	07	07	04	04	02	02	26	43.3
2.	Positive	05	05	04	03	02	02	21	35.0
3.	Neutral	02	02	01	02	01	01	09	15.0
4.	Negative	01	01	01	01	00	00	04	6.7
Total		15	15	10	10	05	05	60	100.0

Source: Primary data.

The majority of respondents express a positive opinion regarding the people-centric leadership style of C. Joseph Vijay. Around 43.3 percent strongly support his leadership qualities, while 35 percent maintain a positive perception. Only a small percentage show negative opinions, indicating growing public acceptance of his political vision and leadership image.

Public Opinion on the People-Centric Leadership of C. Joseph Vijay under Tamilaga Vettri Kazhagam in the study area (Total = 60)

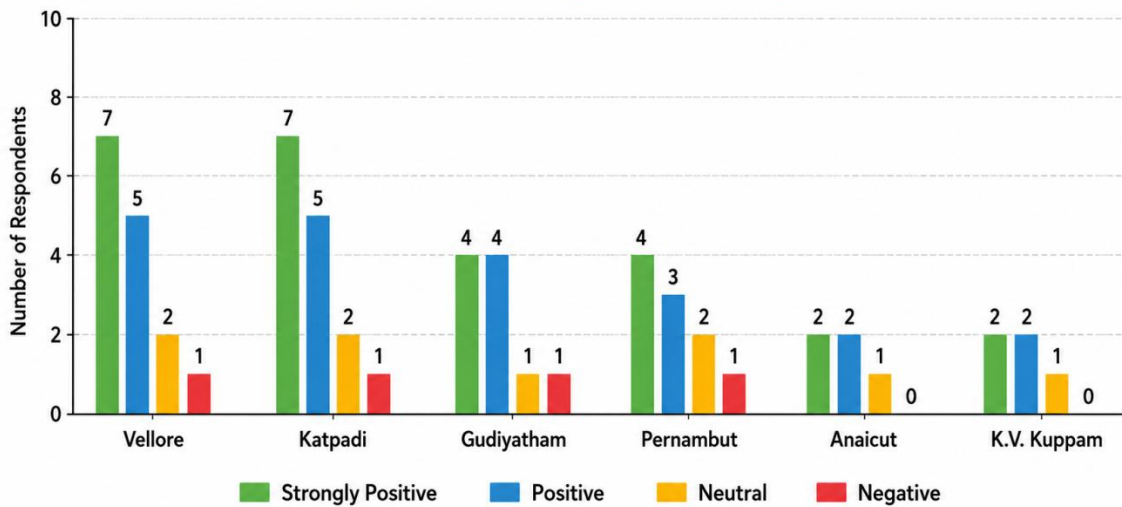


Table - 8

Cluster Analysis of Public Opinion on the People-Centric Leadership of C. Joseph Vijay under Tamilaga Vettri Kazhagam in the Study Area

Cluster Group	Categories Included	Frequency	Percentage (%)
Highly Favorable	Strongly Positive, Positive	47	78.3
Neutral	Neutral	9	15.0
Unfavorable	Negative	4	6.7
Total	—	60	100.0

The cluster analysis reveals three clearly differentiated opinion groups, with a predominantly favorable cluster accounting for 78.3% of the respondents. The presence of a neutral cluster (15%) indicates that there is still potential to shift opinions through targeted awareness initiatives and greater public engagement. In contrast, the unfavorable cluster is very small, reflecting minimal opposition within the study population. Overall, the findings suggest a strong inclination toward positive perception, as most respondents are concentrated within the dominant favorable cluster. This indicates a high level of acceptance of people-centric leadership associated with C. Joseph Vijay under Tamilaga Vettri Kazhagam across the study area.

Table - 9

Public Expectations on Youth Participation in Governance under Tamilaga Vettri Kazhagam in the study area

S.No.	Response	Vellore	Katpadi	Gudiyatham	Pernambut	Anaicut	K.V. Kuppam	Total	Percentage (%)
1.	Highly Expected	08	07	05	04	02	02	28	46.7
2.	Moderately Expected	05	06	03	04	02	02	22	36.7
3.	Less Expected	02	02	02	02	01	01	10	16.6
Total		15	15	10	10	05	05	60	100.0

Source: Primary data.

Data shown in table – 9, stated that the findings indicate that respondents strongly expect greater youth participation in governance reforms under Tamilaga Vettri Kazhagam. Nearly 46.7 percent highly support youth involvement in

political administration and policymaking. The study reflects the growing aspiration for dynamic and innovative leadership among the younger generation.

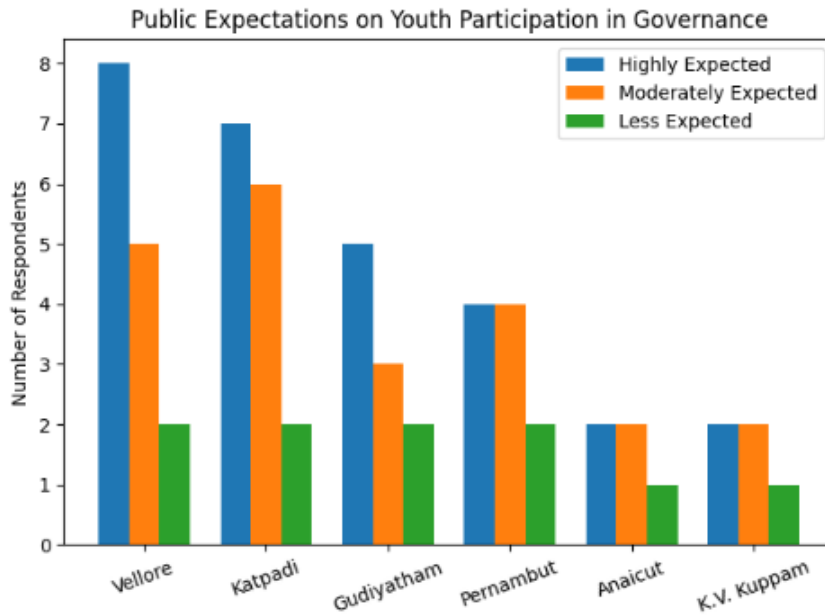


Table - 10

Public Trust in Governance Reforms Proposed by Tamilaga Vettri Kazhagam in the study area

S.No	Trust Level	Vellor e	Katpa di	Gudiyatha m	Pernamb ut	Anaic ut	K.V. Kuppa m	Tota l	Percenta ge (%)
1.	High Trust	06	07	04	04	02	02	25	41.7
2.	Moderate Trust	06	05	04	03	02	02	22	36.7
3.	Low Trust	03	03	02	03	01	01	13	21.6
Total		15	15	10	10	05	05	60	100.0

Source: Primary data.

The data in table – 10, reveals that 41.7 percent of respondents possess high trust in the governance reforms proposed by Tamilaga Vettri Kazhagam. Around 36.7 percent show moderate trust, while 21.6 percent indicate lower levels of trust. The findings demonstrate that public confidence is gradually increasing, particularly among youth and urban respondents.

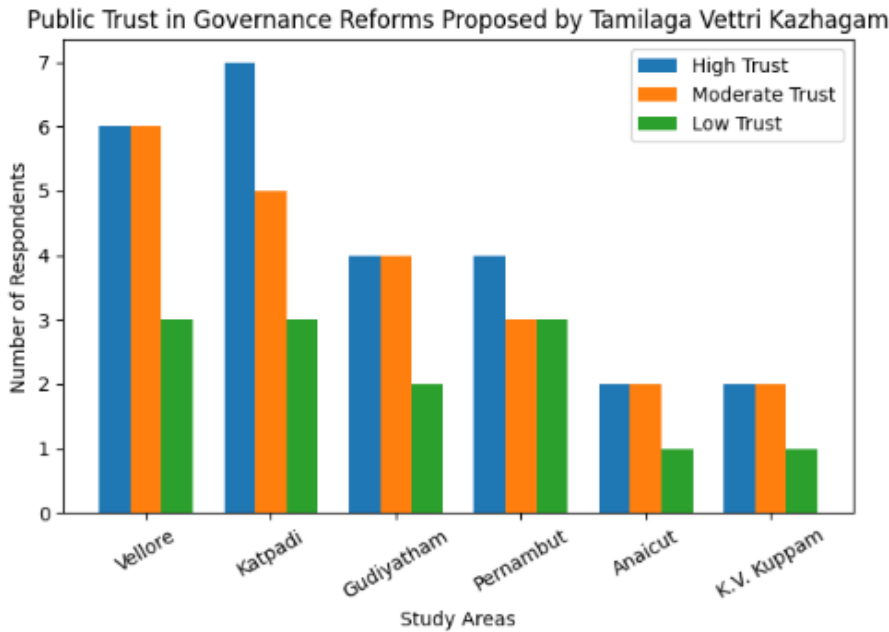
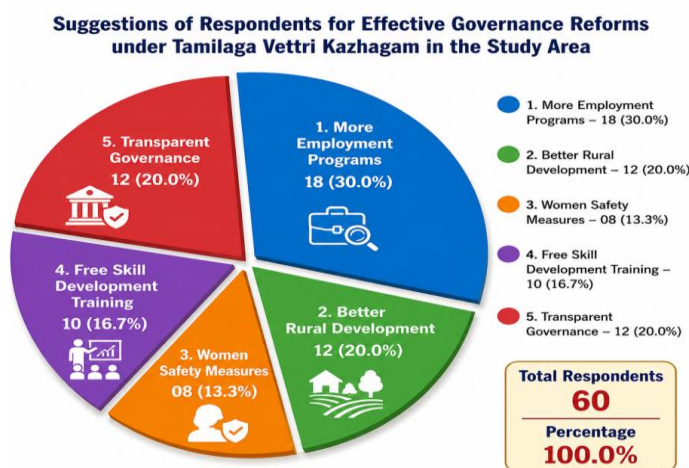


Table - 11
Suggestions of Respondents for Effective Governance Reforms under Tamilaga Vettri Kazhagam in the study area

S.No.	Suggestions	Frequency	Percentage (%)
1.	More Employment Programs	18	30.0
2.	Better Rural Development	12	20.0
3.	Women Safety Measures	08	13.3
4.	Free Skill Development Training	10	16.7
5.	Transparent Governance	12	20.0
Total		60	100.0

Source: Primary data.

The table -11, presents respondents’ suggestions for effective governance reforms under Tamilaga Vettri Kazhagam in the study area. The most preferred suggestion is “More Employment Programs” with 30.0 percent, indicating that job creation is the primary expectation of the respondents. “Better Rural Development” and “Transparent Governance” follow equally at 20.0 percent each, showing that infrastructure improvement and accountability in administration are highly valued by the public. “Free Skill Development Training” accounts for 16.7 percent, reflecting the need for capacity building and enhancing employability among youth. “Women Safety Measures” is comparatively lower at 13.3 percent, yet it remains a significant concern, highlighting the importance of gender-sensitive governance reforms.



The above chart shows the percentage distribution of respondents’ suggestions for effective governance reforms.

Overall, the distribution suggests that economic development and employment-oriented policies are the dominant public priorities, while governance transparency and rural progress are also crucial. The findings infer that respondents expect a balanced approach combining job creation, skill enhancement, safety, and good governance for effective reform implementation.

Conclusion

This study provides valuable insights into the awareness, perceptions, and expectations of the people in Vellore district regarding Tamilaga Vettri Kazhagam (TVK) and its leadership under C. Joseph Vijay. The findings show that a significant portion of the population is well-informed about the party, mainly through social media and television, reflecting the growing influence of digital communication. Most respondents hold positive views about TVK's leadership, especially its people-centric approach, which indicates a favorable public image. The majority also expect the party to focus on important issues like employment, rural development, transparency, and youth participation. These priorities highlight the public's desire for transparent governance and development-oriented policies that address their basic needs. The strong support for youth involvement suggests a hope for dynamic and progressive leadership.

Furthermore, the study reveals that public trust in TVK's reforms is gradually increasing, with many expressing high confidence in the party's intentions. Overall, the findings point to a positive political climate in Vellore, where people are increasingly aware of regional political movements and eager to see tangible improvements in governance. The study emphasizes the importance of effective communication and inclusive leadership in building trust and encouraging active participation of citizens in regional politics. It also underscores the need for political parties like TVK to continue engaging with the public, understand their needs, and work towards implementing development policies that benefit all sections of society. In conclusion, a well-informed and participative public is essential for strengthening democracy and ensuring that regional political movements can bring about meaningful change. The results of this study serve as a guide for policymakers and party leaders to adopt more people-centric and transparent governance strategies.

Suggestions

To further strengthen the influence of Tamilaga Vettri Kazhagam (TVK) and achieve effective governance, the party should focus on extensive awareness campaigns through social media, television, and public meetings. Regular communication about policies, reforms, and achievements can build trust and transparency. It is essential to prioritize employment generation programs, rural infrastructure projects, and youth engagement initiatives to meet public expectations. The party should also promote gender-sensitive policies, especially for women's safety and empowerment. Encouraging youth participation in decision-making and leadership roles can create a sense of ownership and responsibility among young voters. Additionally, strengthening the connection between leaders and citizens through grassroots programs will foster confidence and inclusiveness. Overall, adopting a transparent, responsive, and inclusive approach can help TVK realize its vision of people-centric governance and regional development.

Future Research

Future studies can expand on this research by including a larger sample size across different districts of Tamil Nadu to understand regional variations in awareness and perceptions. Longitudinal research can track changes in public opinion over time, especially during election cycles or policy implementations. Moreover, exploring the role of social media influencers and digital campaigns in shaping political awareness would provide valuable insights. Investigating the impact of socio-economic factors on political perceptions can also help tailor more effective communication strategies. Overall, broader and deeper research will contribute to a comprehensive understanding of regional political dynamics and public engagement in Tamil Nadu.

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