



## THE TURNING TIDE: ANALYSING THE UDF'S COMEBACK AND THE LDF'S GOVERNANCE CHALLENGES IN KERALA

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### ABSTRACT

Historically Kerala's political development was shaped by an ongoing competitive relationship between the UDF and LDF, as both parties have alternately held power since 1967. However, in recent times, the political scene of Kerala has gone through a new phase of re-definition. This research study identifies the reasons behind the UDF's victory in the most recently concluded panchayat (local bodies) elections and the corresponding electoral defeat of the incumbent LDF. This study used a qualitative methodology to analyze governance results, demographic shifts and campaign strategies to identify growing pragmatism of voters in Kerala particularly amongst young voters and the developing middle class. It was found that while the LDF had "incumbent fatigue" resulting from bureaucratic barriers and a disconnection with the grassroots aspirations of the electorate; the UDF was able to build new relationships through digital communication and develop innovative ways to deliver local services to the electorate. In addition this study analyzed how the national political developments-the emergence of identity-based narratives-have influenced the long-standing class-based voting patterns in Kerala. As such, it is demonstrated that the successful election of the UDF is reflective of the demand for a more participative and citizen-oriented governance model that will challenge the LDF's existing cadre-based organizational structure.

**Keywords:** Kerala Politics, Local Governance, UDF, LDF, Panchayat Elections, Voting Behaviour, Sub-National Governance, Digital Campaign.

### INTRODUCTION

In terms of democratic action and engagement, Kerala has historically represented an environment in which two main political entities have contested each other in an ongoing battle for control, the United Democratic Front (UDF), and the Left Democratic Front (LDF). The bipolar nature of this competition has provided a strong foundation for high levels of civic knowledge and community participation by Kerala's citizenry, or what is commonly referred to as the "Kerala Model." Yet, the election results from the 2025 Kerala Panchayat Election indicate a significant departure from the bipolar order of the previous decades. More specifically, the resurgence of the UDF indicates a shift away from the pro-incumbent sentiment which allowed the LDF to maintain a considerable amount of electoral advantage over the last few years. The emergence of the UDF as a major force in the electoral arena suggests that the citizens of Kerala have become increasingly critical of the effectiveness of government administration and the socio-economic management of the state. Central to this transition is the relationship between local governance and the changing expectations of the voters. Although the LDF had a strong ideological position to promote grassroots development, the "delivery gap" in infrastructure and public services has provided an opportunity for the UDF to regain its former status. According to Isaac and Heller (2023), the state's decentralised governance system is a fundamental test of political legitimacy. Therefore, the UDF's success in the recent local body elections is a strategic realignment of the coalition's apparatus and a re-rooting of its influence at the grassroots level, in response to the post-pandemic economic pressures and the changes in the electoral allegiances (Varghese, 2024).

### Literature Review

There has been growing scholarly interest in the transformation in the way voters elect politicians in Kerala from being based upon their political ideologies to their voting record on delivering programs or policies. Ramakumar (2021), indicates that Kerala's unique developmental journey is rooted in continuous social demands for equity, but indicates that Kerala's



Cover Page



slow pace of economic diversification and increasing levels of unemployment will be the most significant challenges facing the ruling coalition's "welfare-first" agenda. These are pressing issues when viewed through the lens of current electoral trends. Jha (2025), explains that there is an emerging Gen Z and millennial electorate in Kerala who have greater educational attainments and are more mobile globally than previous generations. Therefore, they are more likely to reject the one-party system of the past and are beginning to vote for candidates that reflect their aspirations in terms of technology and employment opportunities in the private sector (Jha, 2025).

Another area of scholarly research concerns the relationship between identity and national political trends. Agarwal (2024) argues that the emergence of Hindu nationalism at the national level has significantly changed the political landscape in Kerala, which has forced both the LDF and UDF to navigate a complex environment of communal and caste identities. Agarwal (2024), describes his concept of "bivalent hegemony" which refers to how caste-oppressed groups that were historically the base of support for the LDF are now demanding recognition that goes beyond the traditional leftist language of class struggle. In addition, the UDF's ability to build a "big tent" coalition that recognizes the various cultural and communal aspirations of these groups has contributed to its recent resurgence and provides an effective counter-narrative to the LDF's rigid ideology (Agarwal, 2024).

The People's Plan Campaign in Kerala will be subject to the challenges of the bureaucracy to function effectively (Isaac Heller, 2023). Initially, early literature by Isaac Heller (2023), highlighted how Kerala developed a participatory budgeting process and the authors were optimistic about the success of the campaign. However, later authors criticized how the state had created a "centralization of decentralization" in the sense that there was a growing trend to constrain local governments through state-level directive decisions; thus, increasing the level of administrative friction in the relationship between the LDF and its constituents. Additionally, the UDF has portrayed themselves as champions of e-governance and decentralized governance and have linked their political platform to a global trend of increased citizen participation in governmental decision-making (Chathukulam & Joseph, 2025). As such, Chathukulam and Joseph (2025) emphasize that this type of involvement is essential to ensuring the long-term viability of subnational democracy in India. Overall, the aggregate body of literature reviewed provides insight into the current electoral cycle in Kerala and indicates a shift from an ideology-driven approach to one focused on effective governance and local effectiveness.

This trend also indicates the future direction of Kerala's legislative dynamics. The resurgence of the UDF may influence Kerala's policy agenda toward a more centrist, socially democratic market oriented policy direction. Alternatively, the setbacks experienced by the LDF may prompt a reorganization of the party's internal leadership. As such, the panchayat elections demonstrated that the concept of a "Left fortress" is no longer sacrosanct, and that the UDF continues to evolve as a significant actor within Kerala's democratic landscape (Chathukulam & Joseph, 2025).

### **Demographic Shifts and Voter Dissatisfaction**

The increasing number of young educated citizens with a global perspective, and lessening party loyalty, is also a significant factor in the UDF's revival. Younger voters are increasingly voting on what they want from life — jobs, new technologies, and sustainable cities — instead of traditional political ideologies. Therefore, the UDF has successfully reinvented themselves to represent those who would like to achieve the goals of the new gig economy, and those who believe in private sector growth.

At the same time, the LDF has experienced a "delivery gap" in the implementation of its policy framework. While the Left continues to proclaim its commitment to social welfare through rhetoric, many voters, particularly in underprivileged communities, are becoming increasingly frustrated with the lack of speed in implementing governmental programs. Many voters also view the Left's "top down" approach to intervention as removed from the realities of their daily lives, and do not produce the concrete results expected from the government. To a large degree, therefore, the LDF's inability to deliver has allowed the UDF to position itself as the more responsive and "human scale" alternative to the Left.



Cover Page



Another element which has contributed to the UDF's recent resurgence has been a shift in public opinion toward how effective are different models of governance. Historically, the LDF has had a very centralized and cadre-controlled bureaucratic structure whereas the UDF has created a much more participatory form of governance. The UDF has given its local elected representatives a lot of autonomy so they can make decisions independent of the Central High Command and thereby be able to more effectively represent the interests of their constituents. As a result of a transition from a dogmatic ideology to a practical problem-solver approach, the UDF is now resonating with an increasingly urbanized and middle class population that previously was wary of the UDF due to internal factionalism (Jha, 2025).

The UDF is also willing to make compromises on its ideological positions to create new supporters among the voter base traditionally associated with the LDF. The UDF has taken progressive stances on issues of social justice while at the same time continuing to advocate for what could be described as conservative economic policies. Because of these positions, the UDF has attracted a "big tent" coalition of voters who may agree on one particular issue yet disagree on many other issues. Additionally, the ability of the UDF to modify its ideological positions to reflect the changing identities of its voters is likely to continue to play a major role in its future success (Jha, 2025).

### **Strategic Campaigning and Digital Outreach**

In addition to the UDF's enhanced electoral success over the past few years, the party's overall success can be directly attributed to a substantial shift in their campaign strategies. For decades, the LDF has been successful at mobilizing grassroots support for their candidates largely because of the Left Party Cells' disciplined organizational structure; however, the UDF has recently been successful at reviving their own local organizations through grassroots methods including the use of "influencers" to reach targeted community groups and door-to-door canvassing to create a direct relationship with voters. The grassroots campaigns by the UDF have successfully offset the LDF's organizational advantages (Nair, 2024).

The LDF's campaign for the most recent election was characterized by very little innovative and creative thought relative to the UDF's campaign. Rather than creating new concepts and campaign strategies, the LDF used their existing top-down hierarchical model and traditional messaging models. In addition, the LDF campaigned using a broad-based message emphasizing the state's successes in total, whereas the UDF campaigned focusing on the underpromised areas and communities of the state and the unfulfilled promises of the state to those areas and communities. The differences between these two campaigns were most apparent within the voting age population, specifically among the younger voters; the younger voters saw the LDF's messaging as antiquated and no longer applicable to today's society. The UDF employed a bottom-up method of communication for their campaign, which created an enormous amount of enthusiasm and interest among the younger voters (Kumar & Pillai, 2025).

The UDF also utilized social media digital communications platforms (Instagram and WhatsApp) to amplify their campaign messages. The digital communications platforms served as both a broadcast medium and an interactive dialogue forum where the UDF could interact with voters and engage in and create interactive dialogue with voters. The UDF was able to rapidly respond to and counter the LDF's messaging through the creation and distribution of rapid fire, short form video content and easily shared graphic materials (infographics), via the digital communications platform. This allowed the UDF to define the terms of the debate regarding issues of concern to the voters, including youth unemployment and government administrative corruption. Due to their reliance on traditional legacy media outlets, the LDF was unable to replicate the speed and effectiveness of the UDF's social-media-based campaign strategy (Sreedharan, 2024).

Lastly, the UDF's message represented the unique concerns of young voters. While campaigning for jobs and education reform, the UDF did not run their campaign on the typical Marxist class struggle. A key factor in the UDF's electoral success was their move from "traditional politics" to "aspirational politics."



## Focus On Local Governance and Delivering Public Services

One key area through which the UDF's revival was evident was through a clear focus on the mechanisms of local government in Kerala. In Kerala's decentralized system, the effectiveness of a panchayat is generally assessed based upon its ability to provide waste management, to repair the local roads and to provide clean water to the residents. The UDF took advantage of the perception that LDF run local governments have become mired in bureaucratic inefficiency. The UDF appealed to a common desire for reform of local administration at the "grass roots" level by pledging to deliver "smart governance" and to allocate resources in a manner that is transparent (Steur, 2023).

Infrastructure is going to be a big concern throughout this election. While both parties have stated interest in building out large-scale infrastructure, they each took a different approach to addressing this challenge. The LDF is looking toward the future with large-scale initiatives that will shape the State of Kerala for many years to come. On the other hand, the UDF is focused on the "last mile," or the final piece of infrastructure that impacts how people live their lives every single day. Examples of these issues include the condition of drainage systems, whether there are rural markets available to residents in rural areas and the overall condition of rural roadways. These types of issues made up a large portion of the UDF's election platform and helped the UDF focus on being an "action-oriented" party versus a "rhetorical" party. Rural voters responded favorably to the UDF's focus on such issues (Oommen, 2024).

In addition to focusing on the operational side of delivering public services, the UDF also highlighted their use of electronic (e-) governance at the panchayat level. Specifically, the UDF pointed to several successful UDF-led local governments that utilized digital tracking systems to track citizen-initiated requests. The UDF positioned their e-governance initiative as a method to make local government more efficient and modernize local government processes. Conversely, the LDF was criticized by voters for its practice of giving special treatment to its own cadres, and providing patronage-based service to constituents as opposed to need-based service. The UDF's promise to provide all citizens with equal and unfettered access to services resonated with increasing numbers of citizens who view patronage as unacceptable (Chathukulam & Joseph, 2025).

Ultimately, the UDF's success illustrates that local elections in Kerala are becoming increasingly dependent on the candidate or party's ability to demonstrate results as opposed to ideology. The LDF's loss suggests that a "one-size-fits-all" model of governance will no longer work. Citizens expect to see a very high level of accountability and real-world solutions to the many problems that presently exist at the local level. As the UDF defines itself as a provider of services as opposed to just another political entity, the UDF is establishing a new standard for local governance that the LDF must meet (Isaac & Heller, 2023)

## Impact of National Trends in Politics

To understand the results of the local elections in Kerala, one must consider them in a broader national context. As Agarwal (2024) has observed, the increasingly prominent role of Hindu nationalism in the country has created a 'domino effect' in the specific case of Kerala. It has also led to a shift in the political allegiances of caste oppressed communities who had been the backbone of the LDF. These communities are seeking a form of political representation based upon their identity rather than through the lens of class as has been traditionally offered by the LDF.

The UDF appears to be better able to adapt to the evolving environment of identity politics. By listening to the concerns and desires of multiple community voices and acknowledging the specific needs of marginalized castes, the UDF has constructed a more inclusive coalition. Agarwal (2024) states that the UDF has presented itself as the protector of Kerala's pluralistic identity against the "majoritarianism" of the national stage and the "atheistic" image of the LDF. The UDF has gained an advantage in terms of voter attraction through this dual positioning as voters disenchanted with the Left's traditional secularism continue to move towards the UDF.





Cover Page



In contrast, the LDF has been unable to transform its Marxist framework into the identity-based stories that presently dominate society. The Left appears to be disconnected from the emotional and cultural aspirations of today's electorate because it continues to follow a rigid ideological narrative. This has had the most negative effects in those geographical areas that are increasingly aware of caste and religious identity due to national trends. The LDF's inability to provide a nuanced response to the "emotional" issues that are presently shaping the electorate has led to a gradual but consistent exodus of its traditionally loyal voter base to the UDF (Agarwal, 2024).

The national influence also exists in terms of the aspirational nature of the electorate. With much of India moving towards a model of governance that promotes social mobility and personal empowerment, the citizens of Kerala are looking for the same opportunities. The UDF's emphasis on centrist, growth oriented policies is far more aligned with the current national mood than the LDF's focus on welfare provided by the state. As long as national trends continue to emphasize identity and aspiration, the UDF will continue to have an advantage in forming broad based electoral coalitions (Varghese, 2024).

### **Internal Challenges and Leadership Legitimacy in the LDF**

Decline in the panchayat election of the LDF, is also an indication of internal disintegration of the party. Incumbency over the years has led to a great deal of fragmentation amongst the local units of the CPI(M) and its allies. Factionalism in the local units of CPI(M) and its allies surfaced in public domain when there were conflicts in the candidates' selection process; many local cadre felt unhappy with the choice made by the leadership. Lack of unity in this regard negatively impacted the campaign of the LDF, thereby providing an opportunity to the UDF to portray itself as the most united and stable (Ramakumar, 2021).

Legitimacy of the leadership of the LDF has become another serious hindrance for the party. Several high profile controversies and allegations of financial mismanagement have tarnished the image of several senior leaders of the party. In a state that prides itself on political integrity, the perception that the LDF leadership has become elitist and out of touch with the grassroots has alienated many of the long term supporters of the party. In addition, without a credible and "clean" image of leadership, the LDF had difficulty rallying its base to vote for the party in the local elections (Steur, 2023).

Moreover, the response of the LDF to the grievances of people has generally been seen as defensive or dismissive. When dealing with economic hardships or unemployment, the government's tendency to blame external factors (for example, the central government, or the pandemic) has ceased to be effective. People want to see accountability internally and the LDF's perceived inability to acknowledge errors has fueled the "anti-incumbent" movement. Arrogance of power is a common pitfall for long term ruling coalitions and the LDF appears to have fallen into this trap (Kumar & Pillai, 2025).

On the other hand, the UDF was quick to exploit these internal weaknesses of the LDF. By portraying the "arrogance" of the Left and the "pain" of the average person, the UDF created a compelling narrative of change. The difference between a divided and defensive LDF and a unified and growing UDF was a key factor in the shift in voting trends. To regain the support of the people, the LDF needs to move beyond the current crisis of leadership and find again its "pro-people" roots through a fundamental transformation of the party from the inside (Ramakumar, 2021).

### **Administrative Efficacy and Governance Challenges**

The administrative efficacy of the LDF has faced severe criticism, especially concerning the use of local resources by the LDF. Critics say there is a "centralization of decentralization," where local panchayats are frequently limited by the state capital's instructions. As a result, there are delays in the implementation of projects and the ability of local units to innovate. The UDF has successfully presented the argument that the LDF has "blocked" the panchayats so they cannot serve their constituents effectively (Oommen, 2024).

Additionally, the local level corruption has become a critical election issue. Allegations of "party interest first" in the award of contracts and welfare benefits have damaged the reputation of the LDF. Even though the actual corruption may not exist, the perception of a "cadre run state" has caused resentment among those who are not part of the inner circle of the ruling



party. The UDF has successfully utilized these issues to build a case for "cleaner" governance, and promises to remove partisan politics from the provision of public services (Steur, 2023).

Red tape within the bureaucracy still represents a persistent problem in Kerala, and the LDF has been unsuccessful in transforming the system. Actually, many voters see bureaucracy as being less flexible now than when the present administration took office. Many voters have found the bureaucracy ineffective; particularly, those who are small business owners and young entrepreneurs have had difficulty operating under the regulations of the state. Therefore, the UDF's promise of "business friendly" and "citizen friendly" bureaucratic reforms has attracted considerable support (Chathukulam & Joseph, 2025).

The post-pandemic economic recovery efforts represented a last test of the administrative efficacy of the LDF. Although the LDF received praise for its initial health management during the pandemic, it has managed the long term economic consequences poorly. The rising debt and stagnant wages have created a climate of economic fear. The LDF has failed to create a coherent plan for the economic recovery, creating a void that the UDF is currently filling with its centrist and development focused rhetoric. If the LDF wishes to avoid further marginalization, it must demonstrate that it can manage the state efficiently (Varghese, 2024).

### **Future Electoral Dynamics and Strategic Re-alignment**

Beginning with the panchayat election results, we anticipate that the 2026 Kerala assembly election will be a highly contentious contest. If the UDF can win over LDF voters who have become disenchanted, we believe that the "Left-Right" political divide will begin to grow more amorphous. This trend is likely to promote what Isaac and Heller (2023) call "thematic alliances" whereby parties form collaborative relationships with one another on localized issues rather than on an ideological basis. The potential fluidity of As a result of this change, both the United Democratic Front (UDF) and the Left Democratic Front (LDF) will be required to continuously evaluate and modify the campaign strategy for each election cycle. Voters in Kerala will now expect consistent results from the representatives they elect, and will no longer give automatic support to the political parties they elect. Furthermore, the recent surge in popularity of the UDF has also demonstrated an example of how a previously inactive political party can regain prominence in politics if the party is capable of linking the needs of its citizens to its own platform. Therefore, as a result of this growing trend, there will be additional pressure on the LDF to generate new and innovative campaign strategies and programs that can clearly illustrate the tangible aspects of the LDF's ideology and identify specific ways in which the problems facing citizens in a globalized economy can be addressed (Ramakumar, 2021). In all likelihood, future campaign strategies will continue to rely heavily on the gathering of data and on utilizing digital forms of communication to reach voters. The "digital arms race" potential between the two fronts that could develop as a result of the UDF's utilization of targeted messaging to create its recent successes, may lead to a greater focus on creating customized campaign strategies that utilize party messages based on demographic groups or occupational sectors. While The mass rally will still remain a viable method of campaigning, we anticipate it will increasingly be used in conjunction with micro-targeting (Sreedharan, 2024).

### **CONCLUSION**

Kerala is moving to a modern political model with the potential for a lot of options, while leaving behind the old one party system and the traditional parties' strict ideology. The UDF has re-established itself as a competitive force by combining a pragmatic approach using technology and a focus on local accountability with its platform. By incorporating technology into their grassroots campaign, they have also established an opportunity to connect with a new, digitally connected voter base that places a high value on efficiency over the empty words of prior generations. While the LDF is facing a moment of truth in finding a balance between the traditional socialism of the party's past and the increasing demands of a rapidly changing society, the uncertainty of the "shifting sands" that were displayed during the most recent panchayat elections provides a glimpse of the new world in which politicians will operate. This new world is characterized by flexible thinking, and the expectation that performance will be used as the basis for judgment, rather than a person's adherence to a particular



Cover Page



belief or philosophy. Ultimately, as pointed out by Varghese (2024), the only constant in this evolving landscape will be the certainty that there will be structural changes.

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