Electronic Democracy: Potential and Challenges especially in the Context of Indian subcontinent

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Democracy is the worst form of government except all the other forms that have been tried from time to time'. Winston Churchill's speech, UK House of Commons (1947) The mass conversion of politicians and political thinkers to the cause of democracy has been one of. the most dramatic and significant events in political history . Even in Ancient Greece, often thought of as the cradle of the democratic idea, democracy tended to be viewed in negative terms. Thinkers such as Plato and Aristotle, for example, viewed democracy as a system of rule by the masses at the expense of wisdom and property. Well into the nineteenth century, the term continued to have pejorative implication, suggesting a system of ' mob rule'. Now however, we are all democrats. Liberals, conservatives, socialists, communists, anarchists and even fascists are eager to proclaim the virtues of democracy and to demonstrate their own democratic credentials, indeed as the major ideological systems faltered and collapsed in the late twentieth century, the flame of democracy appeared to burn yet more strongly. As the attractions of socialism have faded, and the merits of capitalism have been called into question, democracy emerged as perhaps the only stable and enduring principle in the postmodern political landscape. The legislative constituencies are comparatively larger especially in the Indian sub continent and it is really difficult for the candidates to personally contact the voters. Here electronic media can play a vital role and make things easy. Voters can be approached easily and in time. Voters can be convinced about the merits of the candidates with the help of electronic media. Electronic media is coming up in a big way and may revolutionise the voting pattern. Thanks to late Indian Prime Minister Rajiv Gandhi, who was largely responsible for making the electronic system effective in bringing things within the reach of the common man. However there is much more to be done. All these aspects will be discussed in this proposed research paper.