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## Role of Gen Z for Preferring a Specific Political Party in India: A Psychological Overview

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### ABSTRACT

Generation Z or Gen Z, born between 1997 and 2012, represents a rapidly growing group of informed, tech-savvy voters whose concerns shape the future. Political parties not only gain their support but also strengthen the country's long-term progress and stability. They are the upcoming voters of India. By 2029 every Gen Zers will be 18+ and eligible for casting vote. They form a major vote bank of our country. This research studies their psychology for choosing a certain party. It is not easy to deal with their motions, demands, well-beings and concerns as they differ from previous generations, hence, they are called the "digital natives". This study aims to decode the modern-youth-psychology behind their political perspective. Some case studies or literature reviews have been mentioned to compare more efficiently. Deeper psychological insights have been analyzed to understand the modern generation more precisely. After reading the entire text, one can easily point out the gaps and remedies of the current political scenario over the Gen Z issues. Studying this almost-unexplored area is important because their values and expectations will strongly influence how **Indian democracy** evolves in the coming years. Understanding this generation helps ensure policies and leadership remain responsive, inclusive, and future-focused.

**Introduction :**

India is a country with a population of 1.4 billion+. Gen Z covers roughly 25%-28% of them, which is almost 377 million. Generation Z reflects a huge role in this biggest democracy in the world. It is much more complex to deal with their voting psychology in such a massive secular and socialist country. Gen Z is emerging as a significant force in the Indian political sphere, shaping discussions through their digital awareness, critical thinking, and demand for transparency. They are highly issue-focused, paying close attention to matters like unemployment, education, climate change, and social justice. Psychologically, this generation values authenticity, fairness, and open communication, making them more likely to question traditional political narratives. Their behaviour often reflects a mix of online activism, independent research, and strong personal opinions. As a result, Gen Z is influencing political priorities, pushing leaders toward greater accountability, and playing an active role in strengthening India's democratic future.

Gen Z uses social media as their primary source of information, communication, and self-expression. Platforms like Instagram, YouTube, and X allow them to stay updated, share opinions, and engage with social and political issues in real time. They rely on digital content creators, short videos, and online discussions to form perspectives, making social media a powerful influence on their thinking and activism. Generation Z lacks patience, they are more likely to push away traditional approaches, they are tremendously intellectual and aware of practical experiences. They acts ultra modern.

It is challenging for political parties to handle India's Gen Z because this generation is highly informed, digitally aware, and quick to question outdated political narratives. They expect transparency, fairness, and real solutions rather than traditional speeches or symbolic promises. Gen Z also forms opinions rapidly through social media, making it harder for parties to control narratives or rely on older methods of outreach. Their focus on issues like jobs, education, and climate action demands genuine action, not superficial engagement.

**Case Studies**

Here, I've mentioned a few countries to make a relevant case study on this topic ----

**Kenya ( "Finance Bill Protest" ):**



In Kenya, a major youth-led uprising emerged in **2024** when Generation Z — young people born roughly between 1997 and 2012 — mobilised massive protests against the government’s **Finance Bill 2024**, which proposed higher taxes on essentials and digital services. The movement, driven by digital activism on platforms like TikTok and X, used the hashtag **#RejectFinanceBill2024** to organise and spread information. Their demonstrations began in June 2024 and spread nationwide, with young protestors challenging economic hardship, unemployment, corruption and rising living costs. Massive street protests at times turned confrontational, and the pressure helped force President William Ruto to withdraw the bill. Over the next year, Gen Z remained active, turning their focus to broader issues like police violence and accountability, sometimes facing intense pushback from authorities both offline and online. The uprising highlighted how digitally connected youth can reshape political engagement in Kenya’s democracy — not just through elections but through sustained public mobilisation and pressure.

### **Bulgaria** : (“Bulgarian Gen Z Protest”)

In late 2025, GenZ -led protest in Bulgaria forced the resignation of prime minister Rosen Zhelyazkov’s government. Sparked by a controversial 2026 budget proposal involving tax hikes amidst high inflation, demonstrations quickly expanded into a broader anti-corruption movement. They utilizes the slogan “you angered the wrong generation.” Platforms like TikTok and Instagram were crucial allowing activists to bypass traditional media. The sustained pressure resulted in the government’s withdrawal of budget, followed by its resignation in December 2025. Bulgaria became one of the 1<sup>st</sup> European nations to experience a government resignation prompted largely by Gen Z activism.

### **Indonesia** (“Dark Indonesia Protest”) :

The term “Gen Z uprising in Indonesia” generally refers to the growing wave of youth-led activism that became highly visible during major national protests, particularly the **2020 Omnibus Law demonstrations** and subsequent digital movements. Indonesian Gen Z, known for their strong online presence, played a central role in mobilizing large crowds through platforms such as **Instagram, TikTok, and Twitter**, using them to share information, organize peaceful gatherings, and express political concerns. Their activism focused on issues including labor rights, environmental protection, anti-corruption efforts, and demands for transparent governance.

Unlike traditional movements led by political groups or student organizations, Gen Z participation was more **decentralized and spontaneous**, reflecting frustration over economic pressures, employment challenges, and policy decisions affecting their future. Their creative protest methods—memes,



infographics, digital campaigns, and artistic expression—highlighted a modern form of civic engagement. While not a single unified uprising, Gen Z activism in Indonesia marks a significant shift toward youth-driven public advocacy in the digital era.

#### **Madagascar** ( “Gen Z Mada” ) :

The **Gen Z Mada** movement (also known as "Gen Z Madagascar") was a youth-led uprising in Madagascar that occurred between **September 25 and October 14, 2025**. It was primarily triggered by chronic water and electricity shortages, with outages often exceeding 12 hours a day, alongside deeper grievances over corruption, poverty, and unemployment.

Characterised as a "leaderless" and "digitally native" movement, activists utilised social media platforms like **Facebook**, **TikTok**, and **Discord** to coordinate protests and bypass traditional government controls. A defining feature of the movement was its use of the **One Piece pirate flag** (a straw-hat-wearing Jolly Roger) as a symbol of resistance against the ruling elite.

The unrest culminated in a significant political shift when the elite **CAPSAT army unit** defected to support the protesters. This led to President **Andry Rajoelina** fleeing the country and his subsequent impeachment by parliament on October 14, 2025. A military-led transitional government, headed by **Colonel Michael Randrianirina**, was subsequently established.

#### **Morocco** ( “Gen Z 212 Movement” ) :

The **2025 Moroccan Gen Z protests**, spearheaded by the anonymous collective **GenZ 212**, erupted on September 27 and lasted through October 18, 2025. Sparked by the deaths of eight women at an Agadir hospital, the movement targeted a failing healthcare system and deep social inequalities. Protesters criticized the government's multibillion-dollar spending on stadiums for the **2030 FIFA World Cup** while basic public services remained underfunded, popularizing the slogan: *"Stadiums are here, but where are the hospitals?"*.

The movement was notable for its **digital-first organization**, utilizing **Discord** to bypass police monitoring and coordinate decentralized nightly demonstrations. While initially peaceful, clashes with security forces resulted in **three deaths** in Lqliâa and hundreds of arrests nationwide. In response, the government pledged nearly **\$15 billion** for health and education in the 2026 budget and introduced reforms to encourage youth political participation.

#### **Peru** ( “March of Shame” ) :



The **Peru Gen Z protests** (September–October 2025) were ignited by a controversial pension reform requiring all adults over 18 to contribute to private funds. The movement quickly expanded into a "Gen Z March" against systemic corruption, rising crime, and the government of President Dina Boluarte.

Following Boluarte's impeachment on October 10, 2025, anger shifted toward interim President José Jerí. Protesters, often carrying the **One Piece pirate flag** as a symbol of rebellion, used TikTok and Discord to organize. Clashes with police resulted in over 100 injuries and the fatal shooting of hip-hop artist **Eduardo Ruiz**, further fueling demands for a "clean slate" in Peruvian politics.

### **Bangladesh ( The “July Uprising” ) :**

The **July Uprising** (or "Gen Z Revolution") in Bangladesh was a historic student-led movement that toppled the 15-year authoritarian regime of Prime Minister **Sheikh Hasina** on August 5, 2024.

### **Origins and Escalation**

The movement was ignited in early July 2024 by university students protesting a reinstated **quota system** that reserved 30% of high-level government jobs for descendants of 1971 war veterans. Public anger reached a boiling point after Hasina dismissively labelled the protesters as "grandchildren of **Razakars**" (a derogatory term for 1971 wartime collaborators). This sparked a shift from job-reform demands to a nationwide "one-point" movement calling for the government's resignation.

### **The Uprising and Aftermath**

- **Violence and Casualties:** The government responded with a brutal crackdown, including internet blackouts, curfews, and the use of live ammunition. Human rights groups estimate over **1,400 deaths** and 20,000 injuries. Figures like **Abu Sayed**, who stood unarmed before police fire, became martyrs and symbols of the resistance.
- **Success of Gen Z:** On August 5—a day protesters dubbed "36 July"—millions marched on the capital, forcing Hasina to flee to India. Nobel laureate Muhammad Yunus was subsequently appointed as the Chief Adviser of an interim government.
- **Political Shift:** The movement led to the formation of the **National Citizen Party (NCP)**, the world's first Gen Z political party. However, in the **February 12, 2026**, general elections, the



NCP struggled to gain seats, with the "old guard" **Bangladesh Nationalist Party (BNP)** winning a landslide victory.

**Nepal** ( The “Gen Z Revolt” ) :

The **2025 Gen Z Uprising in Nepal** (popularly known as the "**TikTok Revolution**" or the "**September Surge**") was a historic five-day youth-led movement that resulted in the total collapse of the K.P. Sharma Oli administration. Occurring between **September 8 and September 13, 2025**, the uprising is now cited globally as a premier example of "digital-to-street" political disruption.

### **The Spark: The Great Social Media Ban**

The immediate trigger was a sudden government decree on **September 7, 2025**, which banned 26 major social media platforms, including TikTok, Facebook, YouTube, and WhatsApp, citing "social harmony." For a generation that relied on these platforms for income (gig economy), education, and expression, the ban was viewed as a final act of authoritarianism by an aging political class.

### **Escalation and Symbolism**

Within 24 hours, tens of thousands of youths defied the ban using VPNs and encrypted apps like **Discord** to organize. On September 8, the protests turned violent in Kathmandu when police used live ammunition against student demonstrators. The deaths of several young activists ignited a nationwide fury. Protesters adopted the **Straw Hat Pirates' Jolly Roger** (from the anime *One Piece*) as their official flag, symbolizing a rebellion against a "corrupt marine-like" establishment.

### **Key Events and Political Collapse**

- **The "Siege of Singh Durbar"**: On September 10, over 200,000 protesters marched on the government secretariat. In a shocking turn of events, junior ranks of the **Nepal Police** refused to fire on the crowds, leading to a total security breakdown.
- **The Discord Vote**: In a world-first for digital democracy, a Discord server with over **145,000 verified members** held a snap poll to nominate an acceptable interim leader. They chose **Sushila Karki**, a former Chief Justice known for her integrity.
- **The Resignation**: Facing a military that refused to intervene and a parliament under siege, K.P. Sharma Oli resigned and fled to a secure location on **September 11**.



## Outcome and Legacy

The uprising resulted in **76 deaths** and over 2,100 injuries, but it successfully reset the nation's political trajectory. Sushila Karki was sworn in as the interim Prime Minister on **September 12, 2025**, with a mandate to oversee fresh elections. These elections, held on **March 5, 2026**, saw the **Rastriya Swatantra Party (RSP)**, led by the youth-icon and former Mayor **Balen Shah**, win a historic landslide victory. The movement effectively ended the decades-long dominance of traditional "big three" parties, establishing a new era of youth-led governance in the Himalayas.

## Who are these “Gen Zs”?

Generation Z or Gen Z is the demographic cohort that comes after Millennials. While the exact years vary slightly depending on the source, most researchers place Gen Z's birth years from roughly 1997 to 2012. That means people who are currently teens and young adults fall into this group.

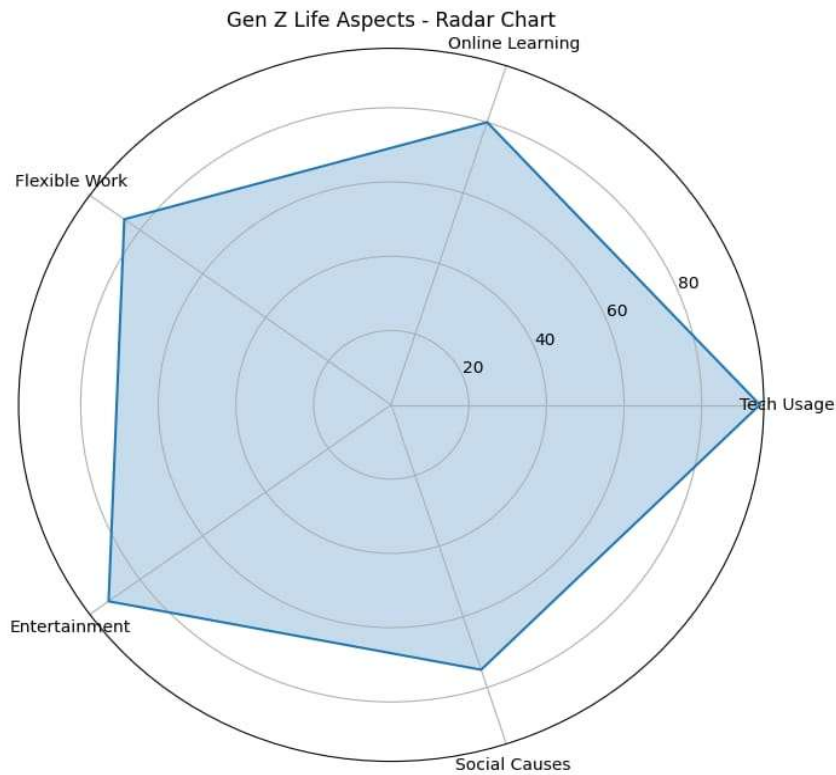
Also known as iGeneration, Zoomers or Centennials, this generation grew up with digital technologies the internet, social media, smartphones, Wi-Fi, or instant access to information.

## Psychological Aspects :

The constant connectivity with internet fosters a hyper-aware worldview but also fuels high levels of anxiety and FOMO (Fear Of Missing Out) due to perpetual social comparison.

Unlike the idealism of Millennials, Gen Z is psychologically pragmatic. They have witnessed global crisis like the 2008 recession and the COVID-19 pandemic. They prioritize authenticity over perfection. They viewed therapy and self-care as baseline requirements rather than luxuries. Their psychology is blend of deep-seated need for stability in an uncertain world, radical inclusivity and search for individual truth.

As the life-aspects of Gen Z vary in different ways, here is a Radar Chart provided below to make out a clearer concept about their life-style.



**Deep Psychological insights :**

- i. Gen Z views the internet as an extension of their physical reality rather than a separate tool.
- ii. Constant social media comparison and “doom-scrolling” fuel significant level of FOMO.
- iii. They reject rigid labels, viewing gender and personality as a spectrum rather than a fixed box.
- iv. They expect equality as a default, not a goal.
- v. Gen-Z brains are wired to filter vast amounts of data quickly through visual “snacking”.
- vi. They report the highest levels of subjective loneliness.
- vii. Short videos, memes, and short-form contents are more preferable for visual learning.
- viii. Gen Z talks about stress, anxiety and feelings more openly than past generations.
- ix. They tend to be more realistic about money, jobs and the future.

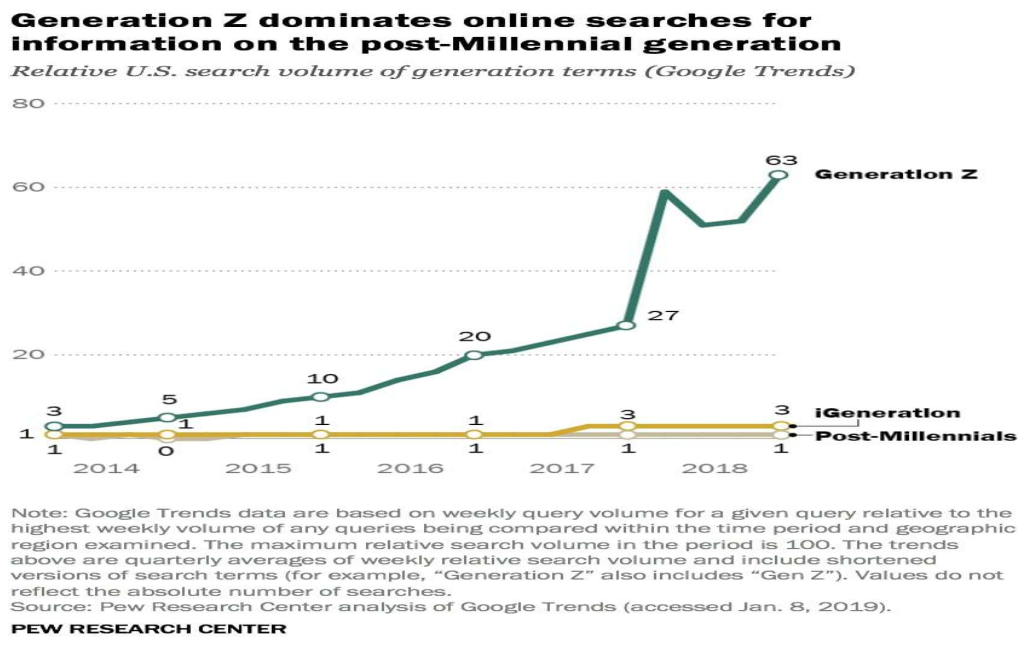
**Psychological Facts about Gen Z:**

- **Emotionally intuitive:** Gen Z can quickly pick up on tone, mood, and hidden meaning—especially online.



- **Motivated by purpose:** They work harder when they feel what they’re doing actually matters.
- **Sensitive to hypocrisy:** They lose trust fast if someone’s actions don’t match their words.
- **Self-expression = identity:** Fashion, music taste, and online presence all feel like pieces of who they are.
- **Comfortable with change:** New trends, new slang, new platforms—they adapt quickly.
- **Low tolerance for misinformation:** They fact-check more than previous generations.
- **Crave instant feedback:** Likes, comments, and quick responses shape their sense of connection.
- **Independent but connection-seeking:** They like freedom but still value supportive communities.
- **Outcome-focused:** They prefer practical steps instead of vague advice.
- **Noise-filtering minds:** They’re good at separating important information from background distraction.

The Gen Z almost totally rely on the internet to get any kind of information these days. Their lives exist in the virtual world rather than the real one. I, therefore, put a Graphical Representation on how Generation Z dominates online searches for information on the post-Millennial generation ----





## Gen Z and Indian Politics :

Generation Z in India is a massive, digitally native demographic of ~250 million, wielding significant influence as a swing vote in elections, roughly 50% of them showing interest in politics. Indian Gen Z, born roughly between the late 1990s and early 2010s, represents a significant, digitally native voting block (>22% of electors) that prioritizes development, transparency, and economic opportunities over traditional political ideologies. Young people in today's India engage with politics through platforms like Instagram, Facebook, X, YouTube where news, political commentary and activism spread in a blink of an eye. Gen Z is aware of topics such as mental health, gender equality, digital rights, climate change and employment opportunities.

Many members of this generation are becoming first time voters. They expect political leaders or figures to be accessible, relatable and transparent. Gen Z and young millennials are a rapidly growing force, projected to make up more than 50% of India's electorate by 2029.

### Political Perspective of Indian Gen Z and Their Nature:

Rather than adhering to left vs. Right ideologies, they prioritize concrete outcomes like job creation, mental health awareness, and digital rights. One can notice a growing skepticism of them towards traditional political parties and ideologies. Their engagement is driven by daily life experiences and they prefer personal autonomy rather than abstract political theories. Gen Z ranges from liberal to right-leaning and apolitical, showing that they are not a monolithic group. Gen Z is increasingly "post-ideological", meaning they are less loyal to specific party lineages and more likely to back any leader from any side who delivers measurable impact.

### How Will Gen Z Choose a Political Party in India?

Let's have a start with a contemporary example of our country. In state elections like Bihar and Tamil Nadu, new parties and younger leaders (e.g., the rise of TVK in Tamil Nadu) are gaining ground by filling the gap left by traditional parties. Why is it so?

In 2026, Indian Gen Z chooses political parties through a **"post-ideological" and transactional lens**, prioritizing immediate personal impact over traditional party loyalty or religious and caste-based mobilization.

As they become the dominant voting bloc, their selection process is increasingly defined by the following factors ----



- They trust local or social media influencers more than traditional news anchors. Parties now use influencers to “humanise” politicians and reach rural youth.
- The “look” of a leader really matters sometimes to them. Leader should appear authentic, well-dressed and digitally savvy.
- They become attracted to parties that provide explainers on Instagram or YouTube rather than catchy but hollow campaign slogans.
- Gen Z is more likely to switch allegiances, backing a pro-tech entrepreneur one day and a social activist the next, depending on who offers the most effective solution to their current issue or anxiety.

### **A Critical Analysis:**

One of the most increasing issues among Gen Z is the fear of loneliness. They even struggle to get access to their surroundings. 56% Gen Z (ages 18-29) are single in a relationship status today. They are afraid of love-proposal rejections. A Gen Z person is less skillful to start a conversation with an opposite sex than the previous generations. They stand on a risky zone as they forgot how to interact with others and the society. Almost 70% of their daily life exists in the virtual world. Although love-relationships still remain the most interesting area of culture in this generation. Today Gen Z is much more sensitive regarding their relationships and love activities. They act desperate in this area of self-choice and privacy. On the other hand, “ego” is one of the biggest psychological issues among them. They are very much aware about their “self-respect”.

If a political party in power, tries to interfere unwantedly in their personal choices like mentioned above, they rise their voice and a flame of dissatisfaction spread over them. For example, the Chief Minister of West Bengal, Mamata Banerjee has once stated, “My dear little brothers and sisters date in open society and parks, but unfortunately the cops intentionally harass them. If young people like them do not engage in love or express feelings to each other then who will do such sweet and natural things?” In the words of the Congress M.P., Shashi Tharoor, “India is the only country where you can piss in public but cannot kiss in public. Where people are afraid to talk to a stranger, but not afraid to marry a stranger.”

Statements like these make the modern generation emotionally overwhelmed. To be specific, they tend to vote for their supportive party, who pleads for them, who talks about their psychological gaps and advocate them. It leads to a healthy socio-political environment too.

Unlike western counterparts, so many Indian Gen Zers maintain close family bonds. Spiritually is being redefined as a personalized, less ritualistic experience. There is a strong call for better corporate wellness,



with a push against toxic, 24/7 work schedule. This generation is navigating a major shift from a duty-driven lifestyle, affecting India's overall social and economic landscape.

Surveys from early 2024 and 2026 indicate strong backing for the Bharatiya Janata Party (BJP) among Gen Z, with some reports citing up to 61-67% support. The BJP is increasingly seen as a proactive in promoting younger leaders (e.g., appointing a 45-year-old president) to solidify its connection with Gen Z voters.

On the other hand, some younger voters find Indian National Congress more sympathetic because of their disappointments with the party feel "abstract" or "historical" compared to the current. Rahul Gandhi's recent efforts to engage Gen Zers on constitutional issues and digital rights have gained traction.

Gen Z opinions on the CPI(M) are mixed and shaped by both current realities and the party's historical role. Some young people appreciate the party's emphasis on workers' rights, social equality, secularism, and its legacy in states like Kerala and West Bengal. They often view CPI(M) as a voice for marginalized groups and supportive of public education and healthcare.

However, others feel the party struggles to connect with modern youth concerns such as start-ups, technology, and new-age employment. Some see it as less visible nationally compared to larger parties. Overall, Gen Z perspectives combine respect for its ideology with expectations for modernization and clearer youth outreach.

If we talk about the regional parties, supporters of the Trinamool Congress (TMC) suggest that Gen Z should vote for the party based on its record of unique initiatives like "Banglar Yuba-Sathi" (Unemployment aid), "Student Credit Card", entrepreneurship loans or the "Bhabishyat Credit Card", "Utkarsh Bangla" scheme etc. Through the "Taruner Swapno" scheme it distributed free tabs/PCs among the class 11 and 12 students. Thus, the party led by Mamata Banerjee got an incredible craze among the Bengal youngsters.

Gen Z opinions on Aam Aadmi Party (AAP) vary but often focus on the party's emphasis on education, healthcare, and anti-corruption messaging. Many young people appreciate improvements in government schools, mohalla clinics, and the party's tech-friendly, accessible communication style. AAP's image as a relatively new, clean, and reform-oriented party appeals to some youth who want practical governance over traditional politics. At the same time, others question the party's consistency, political strategies, or



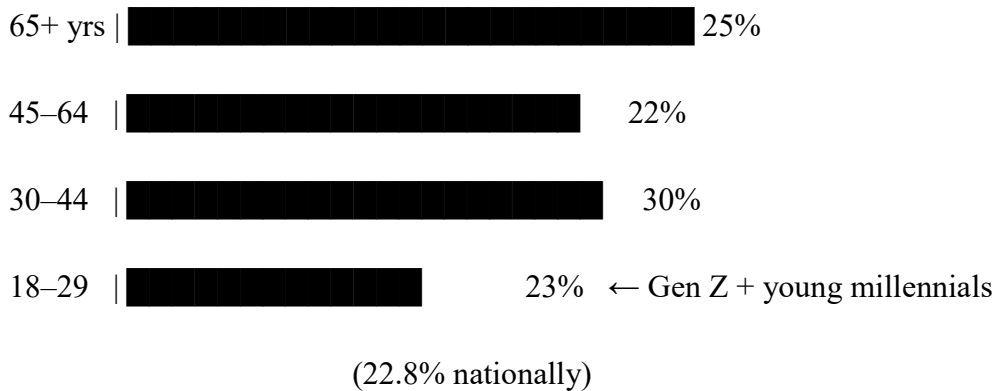
its expansion beyond Delhi. Gen Z sees AAP through a mix of optimism about its governance-focused approach and skepticism about its long-term national impact.

The Dravida Munnetra Kazhagam (DMK) reflects both modern expectations and the party’s long-standing cultural influence in Tamil Nadu. Many young people appreciate DMK’s focus on social justice, linguistic identity, women’s rights, and welfare schemes. Initiatives related to education, digital services, and urban development also appeal to some youth. However, others feel the party must address issues like job creation, transparency, and reducing political polarization. Some Gen Z voters also see DMK as rooted in older political traditions and want more innovative, youth-centered policies.

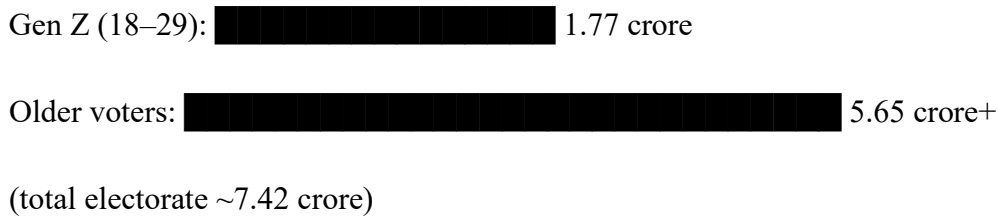
Electoral share of Gen Z, hence, the youth in Indian elections ----

**India General Election 2024 (approximate)**

% of Total Electorate by Age Group



**Count of Voters (Bihar Assembly 2025)**



**Conclusion:**

Indian political parties can avoid youth revolts like in other countries in recent times by building genuine trust with young people and addressing the issues that shape their everyday lives. The first step is consistent and meaningful engagement. Parties should meet students, young workers, and first-time



voters regularly, not only during elections and listen to their concerns without dismissing or politicizing them. Young people are especially affected by unemployment, rising education costs, exam irregularities, and uncertainty about the future. By improving job opportunities, ensuring transparent recruitment processes, and investing in skill development, parties can reduce frustration at its roots. Honest communication is equally important. When political leaders share accurate information, admit mistakes, and avoid polarizing messages, they show young citizens that their voices matter. Parties can also involve youth directly in decision-making by giving them roles in committees, advisory boards, and local leadership positions. When the government responds with respect instead of intimidation, it encourages cooperation instead of conflict.

Leaders have to understand the Gen Z psychology. Gen Z often chooses a political party based on practical issues that directly affect their lives, such as education, job opportunities, mental health, and climate change. They value honesty and prefer leaders who communicate clearly rather than using traditional political rhetoric. Social media plays a major role, as they closely watch how parties behave online and whether they spread reliable information. Gen Z also pays attention to a party's track record—what it has actually achieved, not just promised. Political figures should know that this generation is no more thinking like the previous ones, their psychology, unique habits, skills, perspectives are quite different. Most importantly, they look for inclusivity, fairness, and respect for young people's voices when deciding whom to support.

In the end, Gen Z's approach to choosing a political party is a positive sign for democracy. Their focus on honesty, real issues, and inclusive values encourages political parties to be more accountable and forward-thinking. By demanding transparency, fairness, and meaningful action, Gen Z is helping shape a more responsible and future-focused political environment. Their engagement shows that the next generation is not only aware but also ready to participate constructively, making the country's democratic future brighter and more hopeful.

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