

Who is star campaign? How status of star campaign is representative elections? Analyse the issues a suggest improvement.

A star campaigner is a leading public figure who campaigns for political parties. A star campaigner can be celebrities sports persons and even politicians.

Significance of star campaigners

Ground pullers

Star campaigners attract large crowd towards them which can make a cell in the competition.

Building image

The star campaigners can build a positive image of the manifesto of the party that are campaigning for.

The section 77 of Representation of People Act 1951 relates to the expenditure of star campaigners.

Issues

* Star campaigners are selected by political parties who often violate the model code of conduct.

* If prime minister is a star campaigner the security expenditure is borne by the government rather than political party.

* Expenditure around the star campaigner is difficult to demarcate whether campaigned for party or candidate.

Improvements

Amending the Representation of people act to empower Electoral Commission to regulate the star campaigner status.

The legal backing of model code of conduct is essential along with it, it should backing.

Star campaigners seems to add value to a party's work and at the same time the proceeds must follow due process of law.