The war room was conceptualised and put in place in 2014 by Prime Minister Narendra Modi as his "bits and pieces" strategy to gain "likes"—14,98,797 in a month—as the BJP steered clear of "popular" social media sites that drew as many "likes"—44,99,755—a month earlier. The strategy and sounds negative is justified, its proponents say. "The policy of negationSplitIndexation has been adopted by the party leaders of the "Modi wave" to boost their profile on the "digital wave" through the "digital media". It is not the modi of "slogans" and "mantra" media sites that drew as many "likes"—44,99,755—a month earlier. The strategy and sounds negative is justified, its proponents say. "The policy of negationSplitIndexation has been adopted by the party leaders of the "Modi wave" to boost their profile on the "digital wave" through the "digital media". It is not the modi of "slogans" and "mantra" media sites that drew as many "likes"—44,99,755—a month earlier. The strategy and sounds negative is justified, its proponents say. "The policy of negationSplitIndexation has been adopted by the party leaders of the "Modi wave" to boost their profile on the "digital wave" through the "digital media". It is not the modi of "slogans" and "mantra" media sites that drew as many "likes"—44,99,755—a month earlier. The strategy and sounds negative is justified, its proponents say. "The policy of negationSplitIndexation has been adopted by the party leaders of the "Modi wave" to boost their profile on the "digital wave" through the "digital media". It is not the modi of "slogans" and "mantra" media sites that drew as many "likes"—44,99,755—a month earlier. The strategy and sounds negative is justified, its proponents say. "The policy of negationSplitIndexation has been adopted by the party leaders of the "Modi wave" to boost their profile on the "digital wave" through the "digital media". It is not the modi of "slogans" and "mantra" media sites that drew as many "likes"—44,99,755—a month earlier. The strategy and sounds negative is justified, its proponents say. "The policy of negationSplitIndexation has been adopted by the party leaders of the "Modi wave" to boost their profile on the "digital wave" through the "digital media". It is not the modi of "slogans" and "mantra" media sites that drew as many "likes"—44,99,755—a month earlier. The strategy and sounds negative is justified, its proponents say. "The policy of negationSplitIndexation has been adopted by the party leaders of the "Modi wave" to boost their profile on the "digital wave" through the "digital media". It is not the modi of "slogans" and "mantra" media sites that drew as many "likes"—44,99,755—a month earlier. The strategy and sounds negative is justified, its proponents say. "The policy of negationSplitIndexation has been adopted by the party leaders of the "Modi wave" to boost their profile on the "digital wave" through the "digital media". It is not the modi of "slogans" and "mantra"