





iTEAM

THINK | EXPLORE | ANALYSE | MANAGE



DRIVES YOU ON THE WINNING PATH

 **THINK**
 **EXPLORE**
 **ANALYSE**
 **MANAGE**



TRUSTED NAME IN THE LINE OF BUSINESS FOR YEARS.

ABOUT US

Inventive Cafe India Private Limited is a name you can trust blindly when it comes to web developing and digital marketing.

Along with this, based on our deep experience and understanding of the election process we will provide backend operations required to strengthen the possibilities of a candidature's ultimate goal – "Winning", through operational processes and management systems in place.

Being associated with political teams over the years, we observed that the expertise required for the Execution, Monitoring and Data Maintenance are missing. Our I-Team fills this gap by stepping in with the required personnel, knowledge and infrastructure

iTEAM is a venture of IC IPL which comprises of



SOCIAL MEDIA TEAM

Photo Editors, Video Editors, Proof Readers, Animators / Cartoonists, Content Writers & Idea Makers.



OPERATIONS TEAM

Data Researchers, Surveyors, Analysts, Field Staff, & Reporters.



DATA MAINTENANCE TEAM

Data Analyst, Data Entry Operators and Database Administrators.



LEADERSHIP TEAM

Political Strategists, Planners, Advisers & others.



APPLICATION TEAM

Web & Mobile Application Developers, GIS Engineers and Support Engineers.

SOCIAL MEDIA MANAGEMENT

- ✔ Daily Updates & Conceptual Flyers of Candidate in Social Media Channels like Facebook, Instagram, Twitter, WhatsApp & Website
- ✔ Making Professional Video Promos of Candidate and Promote in YouTube, Facebook, Instagram, Twitter, WhatsApp & Website
- ✔ Creating Ward/Division Official WhatsApp Groups & Provide Daily Updates of Candidate
- ✔ Engaging with Social Media Followers like Monitoring Comments, Messages and responding to them
- ✔ Measuring Candidate Performance in Social Media Channels - YouTube, Facebook, Instagram & Twitter by Analyzing Social Engagement
- ✔ Digital Marketing – Google AdWords, Facebook Ads, SEO and others
- ✔ Providing Weekly, Monthly and Yearly work reports



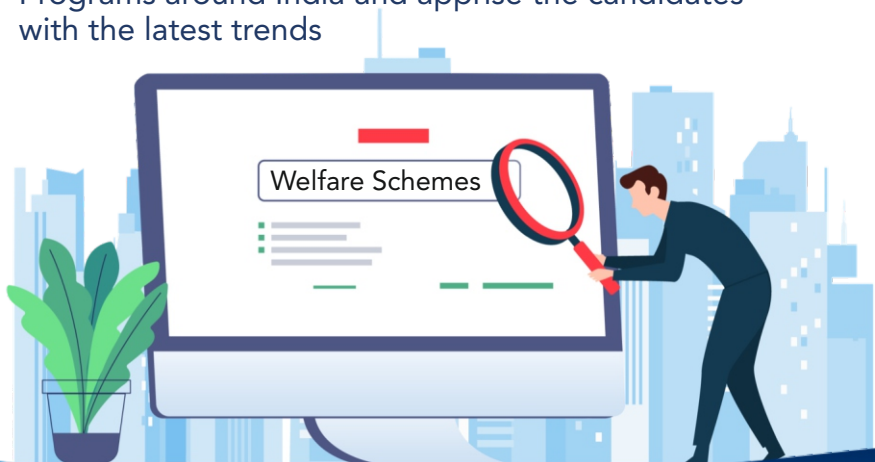
DATA MANAGEMENT

- ✔ Collaborate with Candidate's team members for content and daily schedules
- ✔ Data Maintenance of Candidate's Electronic, Print and Social Media Clippings Date-wise
- ✔ Maintenance of Beneficiary Data
- ✔ Candidate "Data Library" Maintenance– Everyday Activities
- ✔ Constituency "Data Library" Maintenance – Issues, Developments & Important updates and do follow- ups with respective persons
- ✔ Data Maintenance of Opponent Candidate & Important activities of Party



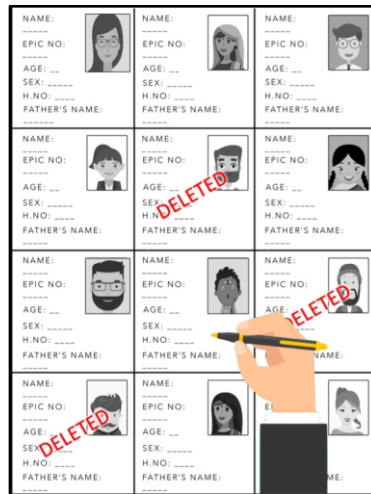
GOVERNANCE DATA

- ✔ Going through all Government Orders (GO) date-wise and keep for reference
- ✔ Tracking of State and Central Welfare Schemes and have documentation of parameters like eligibility criteria and how to apply for it
- ✔ Explore & Analyse State level Government Schemes and Programs around India and apprise the candidates with the latest trends



ELECTORS DATA MANAGEMENT

- ✓ Every Year Voter Verification & Enrolment Drives
- ✓ Tracking New enrolments, deleted, migrated and duplicate voters to restrain bogus voting
- ✓ Voters Categorisation – Gender | Age | House Number | Religion | Caste*
- ✓ Mapping House Numbers and their respective EPIC ids count, to identify missing votes*
- ✓ Collecting Phone Numbers of Every House Head* to identify their surrounding issues-via Tele Calling
- ✓ Having details of BLOs of each booth



* A major part of strategy and execution will be carried out by seamless help and coordination of party members

CAMPAIGN MANAGEMENT

- ✓ Explore & Analyse Innovative Campaigns around the globe, to strengthen the candidates
- ✓ Structure the Campaigns and make sure everything is executed well on-ground
- ✓ Complete Report on Campaign
- ✓ Tracking Campaign Vehicles (GPS-enabled campaign Vehicles are recommended)
- ✓ Helping in Applying for Permissions during Election Campaign like - Meetings, Rallies, Vehicles, Temporary Election Office, Loudspeakers



OTHER ACTIVITIES

- ✓ Working on Constituency level for all Govt. Department Organograms
- ✓ Research on Constituency History Data
- ✓ Taking Public Opinion on issues and developments - booth wise via Tele Calling
- ✓ Working on Ward, Village and Constituency Maps - Complete Streets
- ✓ Analysis on Election Results
- ✓ Study and documentation on Election Rules
- ✓ Digitalise the Process & Procedures related to Elections
- ✓ Developing Issue Tracker Application
- ✓ Developing Mobile App for Candidate's updates
- ✓ Developing other own applications which are useful for election related tasks



SURVEY/ PUBLIC OPINION

- ✔ We take samples in a systematic way like reaching the people based on Gender, Caste, Economy, Age, Education etc.
- ✔ We do survey on Image of Candidates, Image of the Parties, Local Issues, Development aspects and others
- ✔ We do survey digitally using tabs and applications by Field Surveyors
- ✔ Taking Public Opinion on issues and developments - via Tele Calling
- ✔ Detailed Survey Report



MIDDLE MANAGEMENT

- ✔ Providing Vendor Sources of any Campaign items
- ✔ Providing Vendor Sources of any application-related to elections
- ✔ Providing Vendor Sources of Manpower requirement
- ✔ Scheduling the Media Interviews and Articles
- ✔ Providing Vendor Sources of Bulk SMS, Voice Messages (IVR), Bulk WhatsApp, Mobile Numbers Data and many others

**NEWS
ARTICLES &
INTERVIEWS**



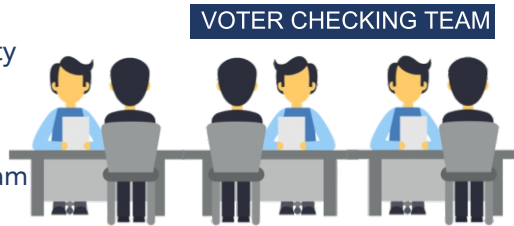
BOOTH MANAGEMENT

- ✔ Make sure that booth committee should have min **8-10 members** who have good knowledge on complete booth voters and booth boundaries
- ✔ Booth committee members should go individual's home, explain the manifesto, validate the voter ids and collect the phone numbers
- ✔ Mock Poll using dummy EVMs
- ✔ Identifying local issues
- ✔ Voters Categorisation, Mapping House numbers and Voter details
- ✔ Identifying Women Groups, Youth Associations, Apartments and other groups
- ✔ Make sure of voter slips reach every house
- ✔ Involvement in EVM Randomisation
- ✔ Helping the Booth/Polling Agent in filling the form – Form 10 (Appointment) & Form 11 (Revocation)
- ✔ Mock Training to booth agents on voting process
- ✔ Distribute the photo electoral copy to every booth agents
- ✔ Make sure of booth agents and relievers details are documented
- ✔ Identifying Postal Ballot Voters & Enrolments
- ✔ Daily report on booth activities to contested candidate & his core team
- ✔ Helping in Maintenance of Day-to-Day Accounts of Election Expenditure* (Auditor Required)
- ✔ Providing 2-Tier Monitoring of all above activities



POLL MANAGEMENT

- ✓ Prior Tracking of Voters availability with respect to booths on Election Day
- ✓ Make Sure of Voter Checking Team available at each booth
- ✓ Make sure of booth agents and relievers availability in-time at booths on Election Day
- ✓ Have complete phone numbers of RO, ARO, PO, SO, Collector & Police
- ✓ Facilitate Vigilance/Audit/Monitoring Team on Election Day
- ✓ Make sure of 🚗 **TRANSPORT & BASIC** facilities for Voters
- ✓ Facilitate 📞 **VOTER HELPLINE**
- ✓ Monitoring Booth Level Polling Percentage and do follow-up with booth managers and candidates from War room / Command room
- ✓ Monitoring Opponent Activities on Booth level, Identifying the issues and reporting to respective officials
- ✓ Have an extra copy of voter slips and electoral rolls with Monitoring Team to supplement the missing one's
- ✓ Report Non-Functioning EVMs to Technician and keep follow-up
- ✓ Final Voter turnout
- ✓ Helping the Counting Agent in filling the form
- Form 18 (Appointment) & Form 19 (Revocation)



- Expenditure Observer
- Police Observer
- RO - Returning Officer
- SO - Section Officer
- PO - Presiding Officer
- ARO - Assistant Returning Officer

DETAILS OF TWO TELUGU STATES' DOUBLE DIGIT MARGIN WINNERS

S.No	Year	Constituency	Winner-up and Party	Runner-up and Party	Margin
1	2019	VIJAYAWADA CENTRAL	VISHNU VARDHAN MALLADI (YSRCP - 70721)	BONDA UMAMAHESWARA RAO (TDP -70696)	25
2	2014	KALWAKURTHY	CHALLA VMCHICHAND REDDY (INC-42782)	ACHARY TALLOJU (BJP-42704)	78
3	2014	MANGALAGIRI	ALLA RAMA KRISHNA REDDY (RK) (YSRCP - 88977)	GANJI CHIRANJEEVI (TDP -88965)	12
4	2009	NELLORE CITY	MUNGAMURU SRIDHARA KRISHNA REDDY (PRP - 36103)	ANIL KUMAR POLUBOINA (INC -36013)	90
5	1999	POLAVARAM (ST)	SRINIVASA RAO VANKA (TDP - 47796)	BADISA DURGA RAO (INC - 47772)	24
6	1994	MYDUKUR	DUGGIREDDY LAKSHMI REDDIGARI RAVINDRA REDDY (INC - 47046)	RAGHURAMIREDDI SETTIPALLI (TDP - 47018)	28
7	1994	HIMAYATNAGAR	C. KRISHNA YADAV (TDP - 27778)	ALE NARENDRA (BJP - 27711)	67
8	1994	NARSAMPET	PRAKASH REDDY REVURI (TDP - 41344)	OMKAR MADDIKAYALA (MCPI -41257)	87
9	1989	BOBBILI	JAGAN MOHANA RAO PEDDINTI (INC - 41809)	CHINA APPALA NAIDU SAMBANGI VENKATA (TDP - 41711)	98
10	1989	KUCHINAPUDI	SEETHA RAMAMMA IVURI (TDP-39907)	MOPIDEVI VENKATA RAMANA RAO (INC -39851)	56
11	1985	SRI KALAHASTI	MUNIRAMAIAH SATRAVADA (TDP - 46721)	CHENCHU REDDY TATIPARTHI (INC -46641)	80
12	1985	GADWAL	N. GOPALA REDDY (TDP-38311)	D. K. SAMARASIMHA REDDY (INC - 38217)	94
13	1983	NAGARKURNOOL	V. N. GOUD (INC - 22342)	N. JANARDHAN REDDY (IND - 22290)	52
14	1983	PARGI	AHMED SHAREEF (INC - 25751)	KOPPALA HARISHWARA REDDY (IND 25695)	56
15	1983	MEDCHAL	UMA VENKATARAMA REDDY (INC - 34853)	THUMMALAPALLY PRATAP REDDY (IND-34789)	64
16	1978	KAIKALUR	KANUMURU BAPIRAJU (IND - 24669)	SUDABATHULA NAGESWARA RAO (INC(I) 24623)	46
17	1978	MARKAPUR	POOLA SUBBIAH (CPI - 28030)	VENNA VENKATA NARAYANAREDDY (JNP-27947)	83
18	1967	MACHERLA	L. VENNA (INC - 23277)	N. JULAKANTI (IND-23197)	80
19	1967	KAMALAPURAM	N. PULLAREDDY (IND - 27299)	V. V. REDDY (INC -27213)	86
20	1962	KANKIPADU	CHENNUPATI RAMAKOTAIAH (INC - 22092)	MYNENI LAKSHMANASWAMY (CPI -22008)	84

When victory margins are thin, the role played by data, social media and campaigns becomes crucial - it can change **electoral outcomes**



Dr. Sanjeev Kumar Singari, MP
YSR Congress Party
Kurnool Parliament Constituency (A.P.)



Mr. Nallapareddy Prasanna Kumar Reddy, MLA
YSR Congress Party,
Kovur Assembly Constituency, Nellore (A.P.)



Mr. Abdul Hafeez Khan, MLA
YSR Congress Party,
Kurnool Assembly Constituency (A.P.)



Mr. Silpa Ravi Chandra Kishore Reddy, MLA
YSR Congress Party,
Nandyal Assembly Constituency, Kurnool (A.P.)



Mr. Naveen Yadav Valalla
Jubilee Hills Assembly Constituency,
Hyderabad (Telangana)

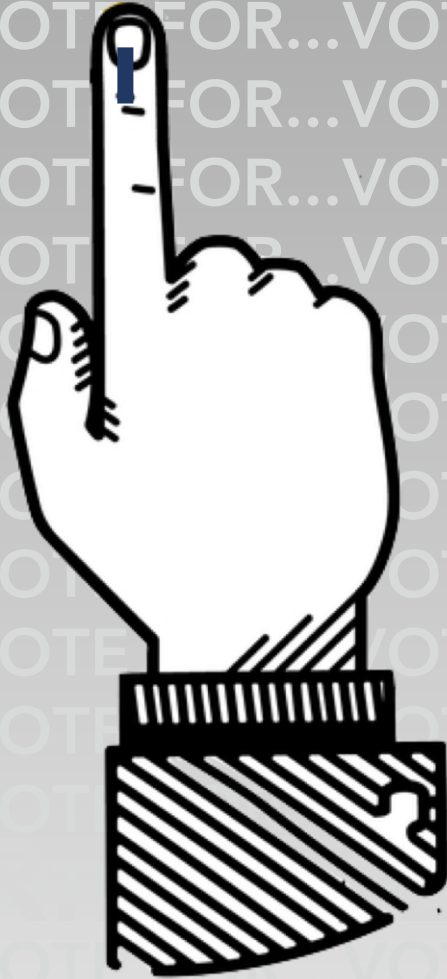


Mr. Alla Rama Krishna Reddy, MLA
YSR Congress Party
Mangalagiri Assembly Constituency, Guntur, A.P.

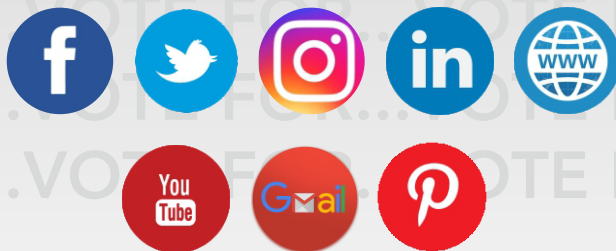


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