Indian Political Action Committee (I-PAC) (est. April 2015) is India's first cross party advocacy group, which endeavors to support the election of visionary, progressive and inclusive leaders to public offices. With our members previously organized under the banner of Citizens for Accountable Governance (CAG) (est. 2013), we have been operating in the socio-political domain for the last five years and have been lauded as the “Powerhouse that changed [election] campaigning in India forever”. Set up with the ambitious goal of re-inventing the socio-political space, I-PAC provides a platform for young professionals to meaningfully associate with electoral politics and contribute to policy making and governance by setting the agenda for incoming governments.

In recent years, Data analytics has established itself as an essential aspect of political campaigns. In I-PAC, data modelling to data visualization, various techniques are used for survey analysis, voter's behaviour analysis, campaign resource allocation etc. Data analytics team works closely with digital marketing team to monitor and analyse sentiments on digital media platforms.

Current members of this team come with a broad range of experience, from working in analytics domain at leading firms in data analytics and visualization field.

1.1 Past Projects

In the last four years, I-PAC (and previously CAG) has successfully managed National, State and International Election Campaigns

1.1.1 National

- Mr. Narendra Modi, General Elections, May 2014:

CAG was credited with steering the Narendra Modi-led Bhartiya Janata Party (BJP) towards an absolute majority in General Elections 2014. Some of its campaigns such as the 3D hologram rallies, Chai pe Charcha, Statue of Unity Movement, Run for Unity etc. were touted as the most successful components of the Modi campaign that created the eponymous wave

1.1.2 State

- Mr. Nitish Kumar, Bihar State Elections, October 2015:

I-PAC conceptualized and executed a range of public outreach and engagement campaigns such as Har Ghar Dastak, ShabdWapasi, Har Ghar Har Man, etc. As the ‘nerve centre’ of Bihar Chief Minister Nitish Kumar’s
9-month long election campaign, I-PAC enabled the Mahagathbandhan to rout the BJP alliance from Bihar 178–58.

● Capt. Amarinder Singh, Punjab State Elections, February 2017:

With several campaigns to establish the ‘Captain’ brand, such as Coffee with Captain, Halke Vich Captain (Captain in assembly segment), and Captain Smart Connect Scheme, etc., IPAC ensured that the rising AAP was left miles behind, the ruling SAD-BJP was subjugated to its worst-ever performance, and congress won a historical mandate – 77 out of 117 Seats.

● SP-INC Alliance, Uttar Pradesh State Elections, February 2017:

IPAC conceptualized and implemented Rahul Gandhi’s ‘Khat Sabha’ meetings, where he interacted with local farmers and farmer representatives, across the expanse of Uttar Pradesh. This exercise was run parallel to party workers reaching an unprecedented 50 lakh households across the state to raise the issue of farmer debts.

1.1.3 International

● Dr. John P. Magufuli, Tanzania Presidential Elections, October 2015:

As strategic advisor to Dr. Magufuli, I-PAC helped the incumbent Chama Cha Mapinduzi party of Tanzania win the 2015 Presidential Election as well as the Parliamentary Election with a thumping majority. The door-to-door campaign conceptualized by I-PAC which touched more than 2 million households and 6 million voters was the first of its kind, nation-wide participatory agenda setting exercise ever witnessed in the African Continent.

1.2 Team I-PAC

I-PAC is a group of young, spirited and like-minded individuals from diverse professional and academic backgrounds with an aim to secure an active voice in governance and policy making. In pursuit of this common goal its members have left their high-paying jobs and organized themselves as India’s first Political Action Committee.

I-PAC members have graduated from the finest institutions such as IIT, IIM, LSE, TISS, NLU, DU etc. and have worked at global organizations like McKinsey, BCG, ITC, Credit Suisse, Schlumberger, Deloitte, WTO, etc.

1.3 What does I-PAC do?

With its in-depth political proficiency and grassroots understanding, I-PAC designs and executes innovative public outreach and engagement campaigns using both conventional and new age methods. Its robust, often disruptive election campaigns are grounded in hard data and they regularly employ analytics as one of the inputs in electoral decision making. I-PAC’s 360 degree election campaign management is structured along the following domains:
Indian Political Action Committee (I-PAC)
Call for Applications, May 2017

Managing political campaigns end-to-end, I-PAC is driven by the passion its Core Team Members have for designing and managing innovative and large scale outreach exercises which connect to the masses at the grassroots.

2 WHO IS I-PAC LOOKING FOR?

- Use statistical methods to analyze data and generate useful reports
- Use data to create models that depict trends in the elections results, voter behaviors and survey results
- Proficient with social survey designing and analysis techniques.
- Developing and implementing databases, data collection systems, data analytics and other strategies that optimize statistical efficiency and quality
- Acquire data from primary or secondary data sources and maintain databases/data systems

2.1 EDUCATIONAL BACKGROUND & WORK EXPERIENCE

- Technical expertise regarding data models, database design development, data mining/scraping and segmentation techniques
- Proficient with effective data visualization techniques which can be implemented using R/Excel/SAS.
- Worked on shape files/dbf files and analysis tools (QGIS or any other tool)
- Understanding of social survey analysis techniques.
- Expertise and work experience related to Excel, VBA, SQLite and MySQL.
- Knowledge of statistics and experience using statistical packages for analyzing datasets (Excel, R, SAS etc)
- Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy
- A Bachelor or a Master’s degree (preferably in a related field)

2.2 EVALUATION PROCESS

Round 1: Resume Shortlisting
Round 2: Telephonic Interview
Round 3: Case-Study/Demo Project Submission
**2.3 COMPENSATION**

As per industry standards

**2.4 LOCATION**

Our head office is in Hyderabad and you can be expected to be deployed as per project requirements.