



Job Description – Political Intelligence Unit

The Intelligence Team at I-PAC is an extremely important vertical within the organizational landscape of India's first and foremost political consultancy. It consists of highly driven and motivated individuals from diverse background such as Engineering (IITs), Management (IIMs), Humanities (TISS, JNU, DU) and Journalism (IIMC) who have taken upon themselves to understand and map the political ground realities and the ever-changing mind sets of the Indian Public/ Voters.

Work Responsibilities:

- Must have the ability to comprehend how the political system works and should be aware of major political events and leaders.
- Will be required to strategize, obtain and analyse first-hand insights into the workings of the political spectrum of India.
- Must have good research and analytical skills to be able to comprehend insights that are not overtly visible.
- Must possess advanced proficiency in excel and one of the core statistical software.
- Must be able to articulate these insights into proficient reports.

About Us

Indian Political Action Committee (I-PAC) (est. April 2015) is India's first cross party advocacy group, which endeavours to support the election of visionary, progressive and inclusive leaders to public offices. With our members previously organised under the banner of Citizens for Accountable Governance (CAG) (est. 2013), we have been operating in the socio-political domain for the last four 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 is 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.

What have we achieved?

Well, 4 victories out of 5 is a hard act to follow for anyone, especially when the complexity and efforts increase manifold for winning elections in the world's largest democracy. We are proud of our contributions to the five campaigns that we have been part of:

General Elections, May 2014: We focussed on getting Shri Narendra Modi interface with the maximum voter outreach winning 282 seats for BJP over 400 parliamentary constituencies in least time, using innovative tools to ensure that voter enthusiasm is generated, captured and converted into votes. Chai Pe Charcha, 3D Hologram Run For Unity, campaigns designed and run by us altered the methods of election campaigning in India.



Bihar State Elections, October 2015: The Bihar elections were an uphill task. Not only was the incumbent government facing two-time anti-incumbency, we were up against a very strong party ruling in the centre. By focusing on the local issues, culture and door to door campaign we re-engineered the message of the elections. Resultantly, Shri Nitish Kumar was elected as Chief Minister of Bihar for the third time with Grand Alliance securing two-third majority (178 seats), we campaigned across all the 243 assembly constituencies.

Tanzania Presidential Elections, October 2015: Designing and running a campaign in faraway African country of Tanzania, tested our capability and we didn't disappoint. 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. Resultantly, Dr. John P. Magufuli elected as President, helped the incumbent Chama Cha Mapinduzi party of Tanzania win the 2015 Presidential Election as well as the Parliamentary Election with a thumping majority.

Punjab State Elections, March 2017: When I-PAC landed in Punjab, the state was gripped under the wave of alternate politics with the Congress nowhere in sight of a victory. With all the odds stacked against it, I-PAC delivered a robust, micro-level election campaign propelling Captain Amarinder Singh & Indian National Congress to its biggest victory in Punjab ever since independence.

Uttar Pradesh State Elections, March 2017: You can say we have a penchant for taking difficult tasks, taking on Congress for the UP elections will be one of the most daunting one undertaken by I-PAC till now. With a series of disruptor campaigns, most important being the 2500 KMs Kisan Yatra led by Shri Rahul Gandhi, brought back the attention of nation to the farmer's issues again.

[What do we do to win an election?](#)

Political campaigns in India have lot of scope for technical modernization and advancement. There are various areas which can be streamlined using web technologies for efficient deliveries. In previous campaigns, our developers were able to make significant technical advancement in all components in political campaigns – Data Visualization, Volunteer Management System, Process Automation using Web Dashboards, Campaign Websites etc.

[How do we do so?](#)

Coming from various field and institutions, like IITs, IIMs, BCG, PRS, TISS among others, what binds us is impactful work we are doing. We are efficient and successful only because each of us driven by passion, enthusiasm, treat each other's as friends first and take pride in our work.

[Why should you apply?](#)

Apply if you are driven, passionate and zealous about bringing professionalism and meritocracy in our elections. In working with I-PAC you become part of the transformation being brought about in the traditional elections of the largest democracy in the world.