



ELECTION 2019

# Andhra Pradesh

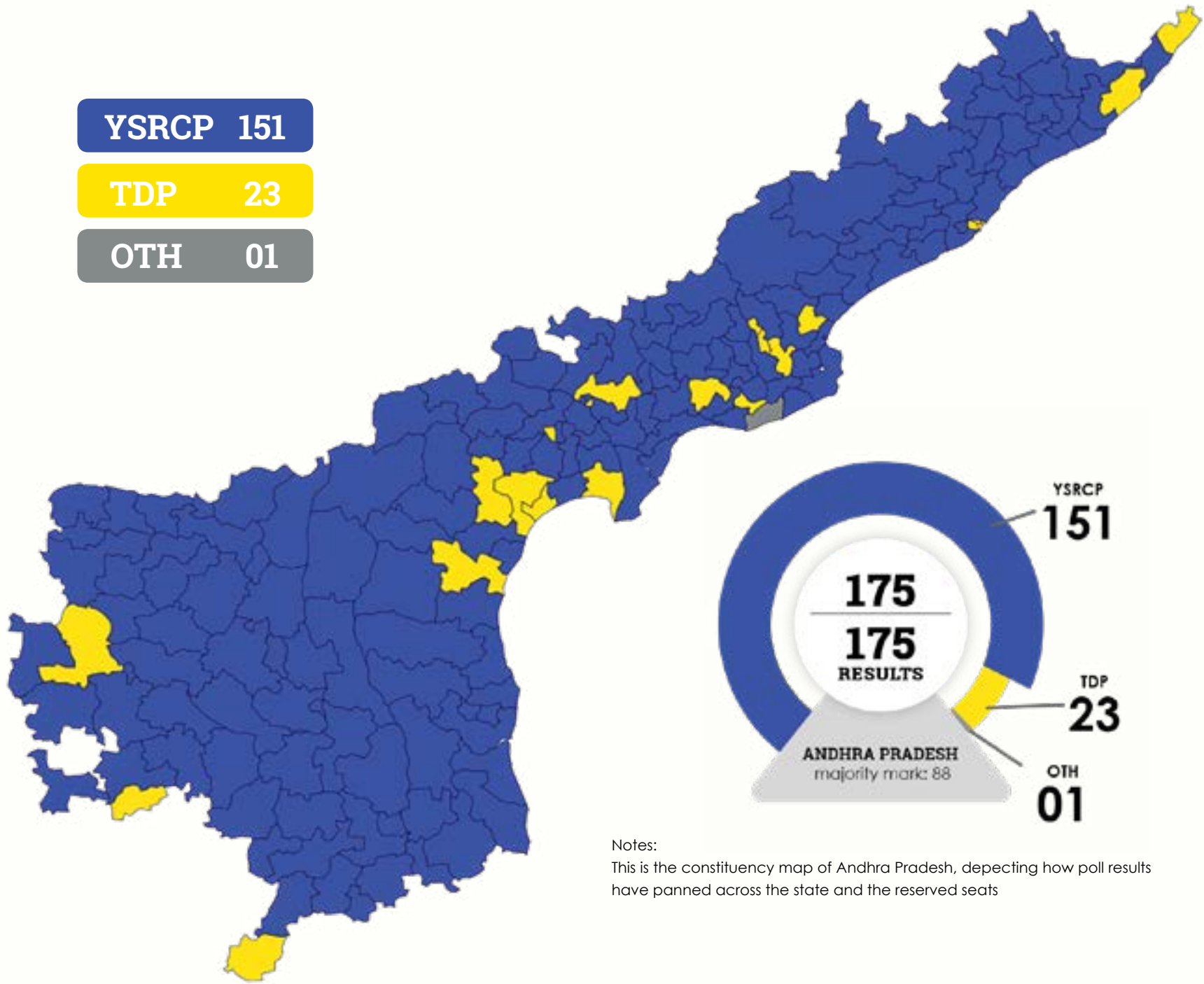
Unprecedented Campaign, Historic Mandate



**YSRCP 151**

**TDP 23**

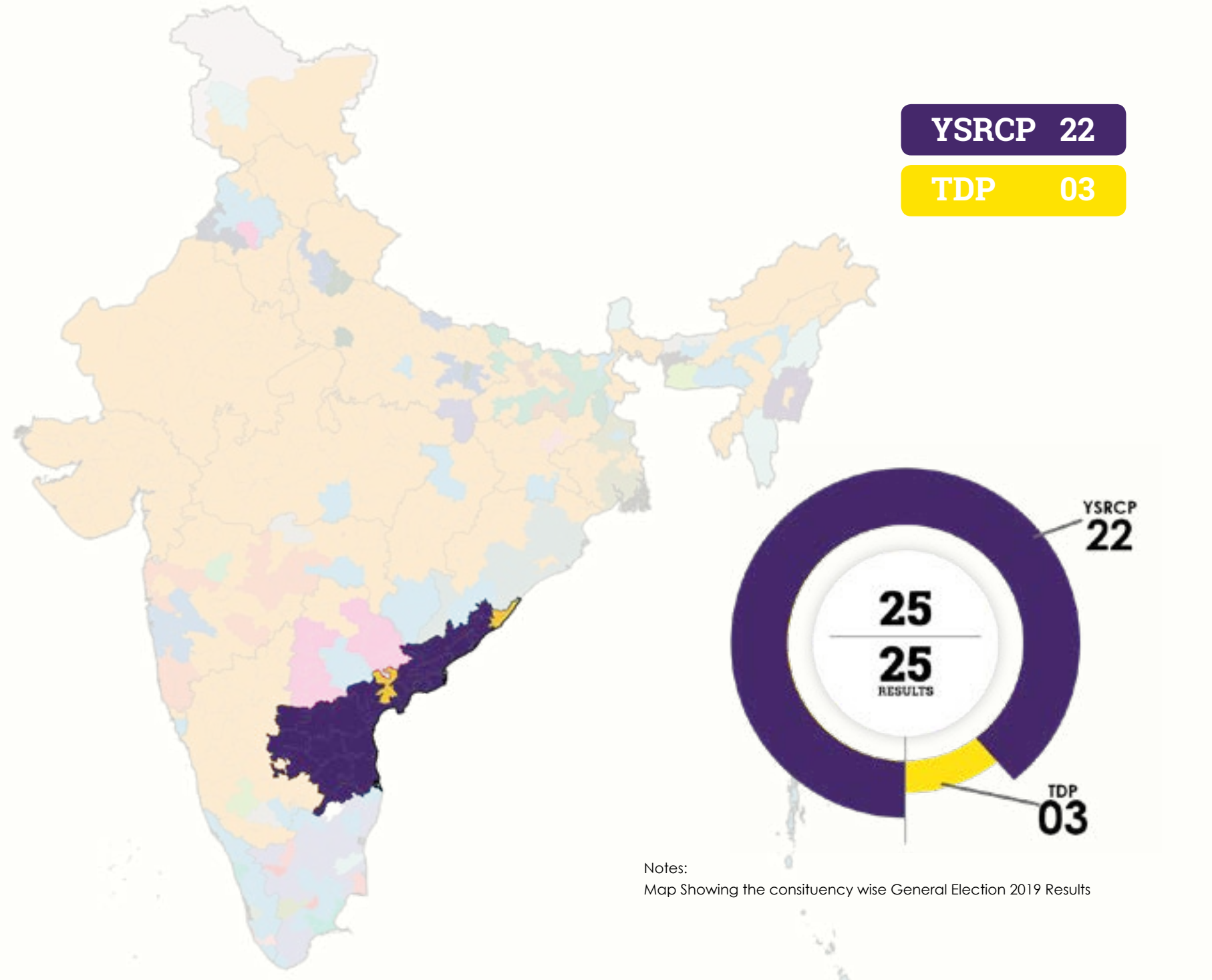
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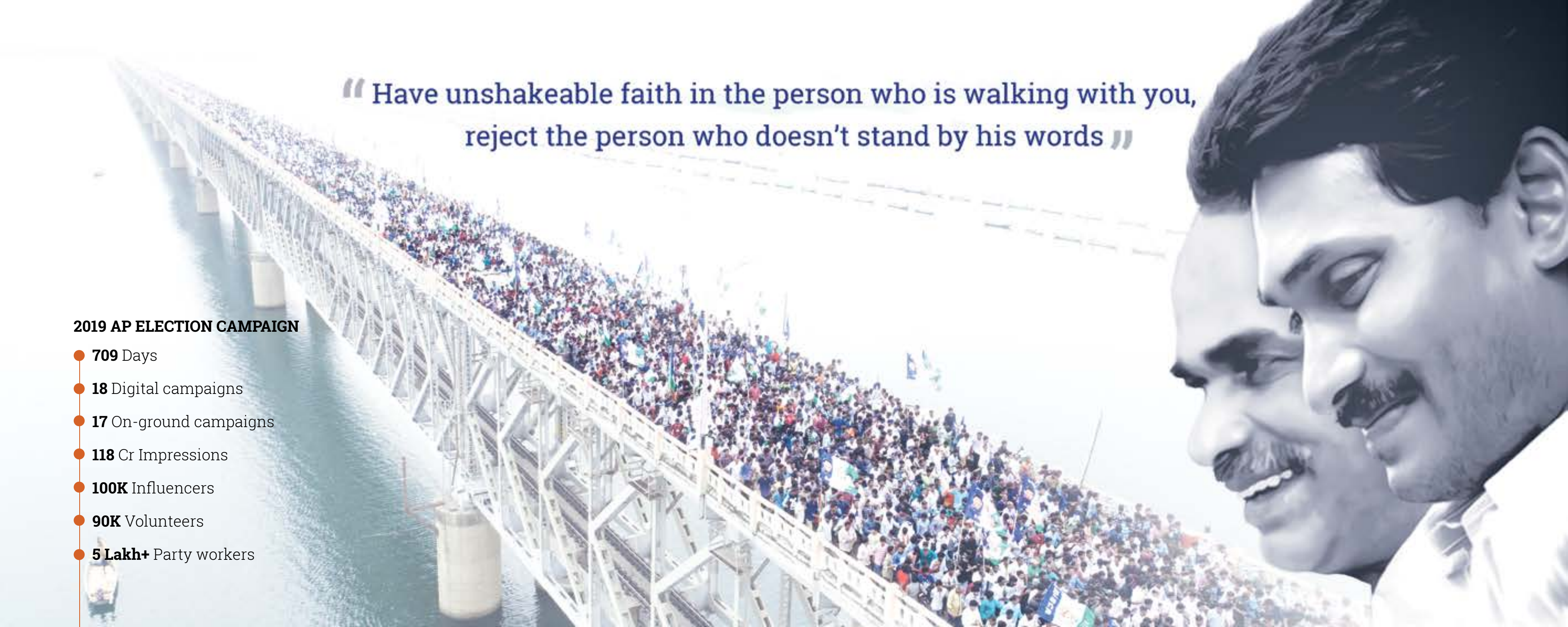
Notes:  
This is the constituency map of Andhra Pradesh, depicting how poll results have panned across the state and the reserved seats

**YSRCP 22**

**TDP 03**



Notes:  
Map Showing the constituency wise General Election 2019 Results



“ Have unshakeable faith in the person who is walking with you,  
reject the person who doesn't stand by his words ”

#### 2019 AP ELECTION CAMPAIGN

- **709** Days
- **18** Digital campaigns
- **17** On-ground campaigns
- **118** Cr Impressions
- **100K** Influencers
- **90K** Volunteers
- **5 Lakh+** Party workers

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# Introduction

I-PAC works with visionary leaders with a proven track record. In the process, we help leaders set a citizen-centric agenda and partner with them to conceptualise and implement the most effective methods of taking their vision to the public and gather mass support.

Each political campaign brings with itself a challenge to reinvent the wheel and push the boundaries of what campaigns and leaders are made of. The Andhra Pradesh Assembly Election Campaign 2019 pushed those boundaries and set a new benchmark for what we expect out of ourselves. Starting May 2017 for 709 days, this was I-PAC's longest political campaign till date. It was our first foray into politics of southern India. With more than 17 on-ground and 18 online campaign formats, this journey provided unprecedented learning experience at every step.

We would like to thank YS Jagan Mohan Reddy, the entire YSRCP family especially the party workers who allowed us this chance to spend two years with the YSR Congress Party. Thank you for your constant guidance, support for our work and our numerous ideas across multiple occasions. We dare say, we understand the great deal of patience it may have required.

This campaign would not have been possible without the perseverance and the relentless effort of our team of close to 700 professionals who worked incessantly throughout the streets of Andhra Pradesh and Hyderabad, to make this grand plan a success. A special thanks also goes to the 90,000 volunteers who worked with us visiting villages in AP with a singular agenda to work for YS Jagan and turning his vision into a reality.

Alongside the party, we hope that we were able to participate in a campaign which people of Andhra Pradesh will not forget for times to come.

## Navaratnalu Sabhalu

YS Jagan Mohan Reddy's Campaign for Assembly Elections 2019 was kicked off with the launch of "Navyaandhraku Navaratnalu", introducing his vision to bring back Rajanna's Rajyam in the form of 9 definitive and tangible promises to the people of Andhra.

Launched at the state-level plenary of YSRCP party workers, the vision was declared to party booth workers with an aim to share the vision with each household of the state. With 171 Assembly level meetings conducted by party members across AP, more than 40k booth were visited across the state.



171 - AC wise Meetings Conducted



40K Booth visited



15 Lakh+ Pamphlets Distributed



Prakasam



Guntur



Prakasam

## YSR Kutumbam

Post declaration of his vision, 'YSR Kutumbam', a mass-connect outreach programme, was launched by YS Jagan Mohan Reddy, humbly inviting the people of Andhra Pradesh to be a part of YSR's extended family. Kutumbam offered the people a direct connect with their leader and a platform to share their suggestions and grievances with him. To be part of this initiative, any citizen of the state could give a 'missed call' to the dedicated hotline number. Once enrolled, they received a call and direct message from YS Jagan Mohan Reddy's Office. Through the Kutumbam Campaign, the leader sought to provide assurance to the people that he would take care of them as a family member and resolve their issues once elected to power. 65Lakh+ became a part of the 'Kutumbam' as a mark of support for their 'Anna' and his vision.

SEP  
2017



30 Days



65 Lakh+ People enrolled in YSR Kutumbam



20 Lakh+ People called to register grievances



1 Lakh+ party workers involved



Prakasam



YSR Kadapa



YSR Kadapa

NOV 2017 - JAN 2019

# Praja Sankalpa Yatra

When it comes to politics in AP, 'padyatras' have always played an important, almost sacramental role. Following the footsteps of his father, YS Jagan embarked on a state-wide padyatra in November of 2017. "Praja Sankalpa Yatra" saw people across Andhra Pradesh become a part of his record-making 3,648 km journey that took more than a year to culminate. As someone who aspires to be a people's leader, YS Jagan Mohan Reddy further honed his vision by visiting people at their own homes to hear and gain a direct understanding about their dreams, aspirations and grievances.

Over the course of the unprecedented padyatra, YS Jagan met more than 2 crore people and engaged with people from all walks of life such as - journalists, party workers, people of influence, students, women, senior citizens, farmers and most importantly the common citizen of the state.

Undeterred by extreme weather conditions, violent illnesses or threats to his life, YS Jagan Mohan Reddy marched with the people to set the agenda to build the Andhra Pradesh of his father's dream.

Those who could not be by his side celebrated by conducting walks across the world. With the completion of the first milestone 1,000 KM of the Yatra, 386 walkathons took place across the world, with events in 10 countries. A total of 5.5 Lakh+ people participated in these events.

YS Jagan Mohan Reddy started his journey from Idupulpaya in Kadapa - his father's resting place and culminated at Ichchapuram, Srikakulum. The entire state echoed with the message that people of Andhra had begun to mistrust Chandra Babu Naidu.



Kurnool



341 Days Spent



3,648 Km Distance Walked



134/175 ACs covered



2516 Villages Visited



1000+ Community Specific Interactions organized



2500+ Influencers engaged



-2Crore People engaged



YSR Kadapa



East Godavari



Anantapur



Nellore

“ Every day of this journey has taught me more about your aspirations & needs; I saw your broken confidence & dismay with the govt and it has only strengthened my resolve to work towards a better society. ”

-YS Jagan



Chittoor



Prakasam





Guntur



Krishna



West Godavari



West Godavari



East Godavari



East Godavari

“ True development is achieved, when we see an everlasting smile on people's faces ”  
-YS Jagan



Vizianagaram



West Godavari



Srikakulam

“ Now the time has come for us to walk together into a new era of governance where welfare for all and common good, will characterise every aspect of society. ”

-YS Jagan



Vishakapatnam



West Godavari



Vizianagaram



Visakhapatnam



Anantapur



Chittoor



Guntur



Kadappa



Srikakulam



Visakhapatnam



Prakasam



East Godavari



Nellore

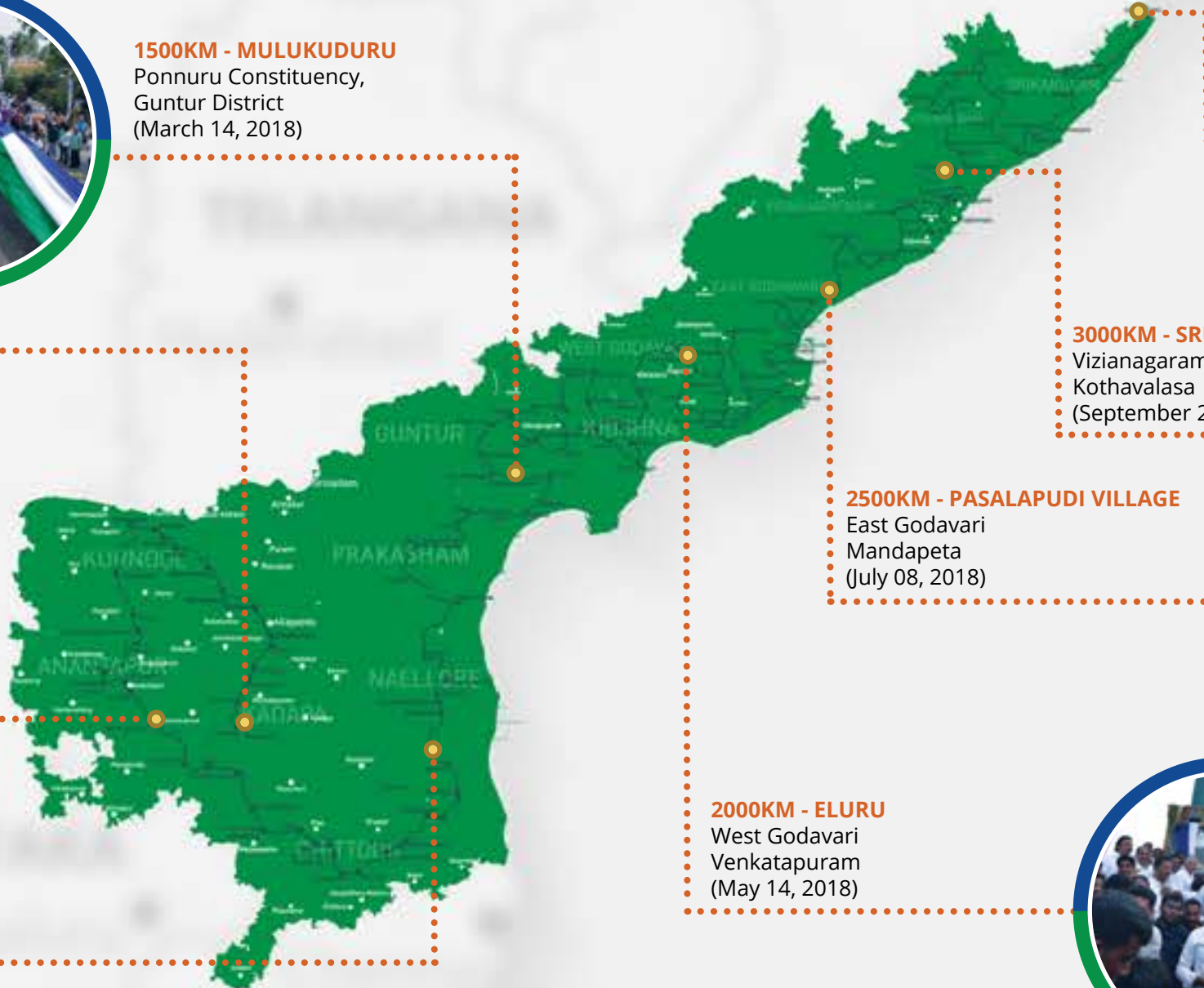


Kurnool



Krishna

“ I thank God and each one of you for this unprecedented victory. This mandate has put upon me a huge responsibility. I will live upto your expectations. I will bring upon good governance that will make the nation stand and look up to Andhra Pradesh! ”  
-YS Jagan



**0KM - IDUPULAPAYA**  
Pulivendala constituency  
YSR district  
(November 6, 2017)



**1500KM - MULUKUDURU**  
Ponnuru Constituency,  
Guntur District  
(March 14, 2018)



**3648KM - ICHCHAPURAM**  
Srikakulam  
(January 9 2019)



**500KM - GOTLURU**  
Dharamavaram Constituency,  
Ananthpur District  
(December 24, 2017)

**3000KM - SRUNGAVARAPU KOTA**  
Vizianagaram  
Kothavalasa  
(September 24, 2018)



**2500KM - PASALAPUDI VILLAGE**  
East Godavari  
Mandapeta  
(July 08, 2018)



**1000KM - SAIDAPURAM**  
Venkatagiri Constituency,  
Nellore District  
(January 29, 2018)

**2000KM - ELURU**  
West Godavari  
Venkatapuram  
(May 14, 2018)





I-PACERS WITH  
YS JAGAN



NOV  
2017

## Rachabanda Pallenidra

While YS Jagan Mohan Reddy's was walking across the state, the Party Leaders visited the villages that could not be touched during the Praja Sankalp Yatra with their leader's message in the form of a traditional "Rachabanda" meeting. The Party Leaders would visit the citizens in order to understand their aspirations, grievances and to discuss the need for the state to be granted the Special Category Status. Leaders would spend the night at the villages with the people as a part of "Pallenidra" so that they could truly connect with their constituents. This effort by YSRCP Leaders resulted in a strong display of solidarity by more than 50 lakh people who submitted their signatures to solidify YSRCP's demand for a special category status for the state.



5k Village Meetings Conducted



50 Lakh Signatures Received



25K Influencers Engaged



2 Lakh Party Workers Involved



1 Crore People Reached



## SCS - Protests and Agitations

YSRCP has been the only party that has not changed its stance on the demand for Special Category Status (SCS) for AP since its inception. Various agitations and protests were organised across the state by YSRCP leaders between March and April 2018 highlighting the betrayal of both the central and state governments in their promise to deliver the SCS. A No-Confidence Motion was put up in Parliament by YSRCP MPs, who subsequently resigned enmasse and went on indefinite hunger strikes.

No stone was left unturned to claim Andhra Pradesh's right to Special Category Status; several novel protests by universities and agitations across the state by major leaders and cadre ensured that AP's roar SCS reached the right ears.



1.5 Lakh Participants  
in demonstrations



148 ACs  
Candle Marches organised



88 ACs  
Prayer Meets Held



168 ACs  
Relay Hunger Strikes conducted



Krishna



Visakhapatnam



Visakhapatnam



Krishna

# Ravali Jagan Kavali Jagan

During the Praja Sankalpa Yatra, the echo of “AP wants Jagan, AP needs Jagan” reverberated across the state and was subsequently adopted as the official campaign slogan - “Ravali Jagan, Kavali Jagan”. Taking this message to the villages - a month long door to door exercise was conducted by all the 175 assembly co-ordinators of the YSR Congress.



30 Days



175 ACs Covered



3,948 Public Addresses



80 Lakh Housholds

SEP 2018



Kurnool



Anantapur



Chittoor



Kurnool



# Ravali Jagan Kavali Jagan ...mana Jagan

THE SONG THAT CREATED HISTORY...  
MOST VIEWED POLITICAL  
CAMPAIGN SONG EVER

## Campaign Song

The official campaign song with the same name was released. With over 20 million views on YouTube, the song is the most watched political campaign song in the world. The campaign not only aimed to strengthen YSRCP's victory at the booth level but also generate a feeling of unity and belongingness among the ever-growing YSRCP's Kutumbam.

**100 CRORE +**

Impressions across  
Social Media Platforms

**2.2 CRORE VIEWS**

Most viewed political campaign  
song in ever

**13 CRORE +**

Reach across digital platforms

**27 LAKH+**

RJKJ Song Downloads

## Organizational Strengthening

### BOOTH COMMITTEE FORMATION

The foundation of any political party is its workers who go above and beyond to support the party, its principles, its leaders and their vision for the state. These unnamed workers live across the state and become the eyes and ears for the party keeping them informed about citizen's aspirations and grievances. The YSR Congress held a year long exercise to identify, enrol, train and engage booth level workers across the state. A new Booth Committee structure was established with people at the Regional, Parliamentary Constituency, Assembly Constituency, Mandal and Booth level. At the booth, additional 10 people other than a booth in-charge, were enrolled to form booth committees. were enrolled to form booth committees.



### STRENGTHENING FRONTS

Frontals are the foundation of any party. It was imperative to strengthen further the NRI wing, Student Wing and BC wing of YSRCP. Together with I-PAC, the frontals units organised Student Parliaments and Panel Discussions on their vision of a better Andhra Pradesh.

### STUDENT PARLIAMENTS

Over 15000 students participated in 105 Student Parliaments across 25 Parliamentary Constituencies of Andhra Pradesh to discuss the current political scenario and formulate on the top 10 priority works to be undertaken.

### NRI TOWNHALLS

Under the ambit of 'Why AP needs Change' Campaign, 14 town-halls across the state were organised. The town-halls consisted of a panel of NRIs, big leaders, Retd. IAS officers, senior journalists, and caste/community based intellectuals who addressed neutral intellectual influencers (from diverse professions) of the Parliament Constituency. 1,400 such individuals participated from 25 Parliamentary Constituencies across the state.



### CONSOLIDATING BACKWARD CASTE VOICE IN THE STATE

Various stakeholders such as ex-MLAs, Ministers, Retd Govt employees were brought together to form the BC Adhyayana (Steering) Committee. The committee was responsible for interacting with BC sub-castes and communities to gain insights on the problems faced by the said communities. The leaders conducted 29 meetings across the state, consolidating the voice of the BC Community and providing them with a platform for raising a unified voice. This campaign culminated in a meeting at Eluru Constituency, in West Godavari where YS Jagan Mohan Reddy announced the 'BC Declaration' as his promise to improve their conditions once elected to power.



Nellore

## Ninnu Nammam Babu

After more than a year Praja Sankalpa Yatra culminated at Icchapuram, Srikakulam District. Wherever the Yatra reached, people spoke about their suffering under the misrule of the current government. On 9th January, YSR Congress and its leaders visited villages across the state protesting against the numerous u-turns of TDP government since it came to power and consolidating the voice of people that collectively declared “Ninnu Nammam Babu” (We don't trust you Chandra Babu).



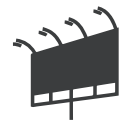
Anakapalli



Visakhapatnam



3.5K  
Villages involved



40K  
NNB Flexes installed



500 Fully  
Branded Cars launched



15K+ NNB Stickers pasted on  
back windshield of cars

175 YSRCP AC Coordinators visited 20 villages each, in fully branded vehicles, and conducted village-level meetings focusing on Chandrababu Naidu's failures. Upon completion of the meeting, the AC-Coordinators with the permission of the residents put hoardings in each village highlighting key failures and the villages' declaration of 'no confidence' in Chandrababu Naidu and his government.

The call to action was given by the people of the state who actively campaigned against the incumbent government's misrule. They put up stickers on their car windows openly declaring “Ninnu Nammam Babu”.



Prakasam

JAN  
2019

## Jagananna Pilupu

Over 60,000+ neutral village-level influencers were meticulously identified village-wise, they were further profiled on the basis of their achievements and sent personalized letters with the signature of YS Jagan Mohan Reddy, recognizing their specific contributions and appreciating them for playing a crucial role in the state's development. They were given a direct number to reach YS Jagan's office and asked to share their inputs and suggestions for the development of their region as well as their state. Subsequently, specialized meetings were organized across the state giving them an opportunity to interact with YS Jagan Mohan Reddy directly. During the Anna Pilupu meetings, YS Jagan addressed these influencers and conveyed his vision for AP followed by an open discussion and interaction. The campaign sought to create a network of village-level influencers who can function as the link between YSRCP party and the people of Andhra Pradesh at the grass-roots level.



60K+ Letters  
dispatched



4 Meetings  
held



Tirupati



YSR Kadapa



Anantapur

## Samara Shankaravam

Through "Samara Shankaravam", YS Jagan Mohan Reddy met and interacted with booth-level workers across Andhra Pradesh. This was the first ever two-way interaction between a leader and party cadre conducted by any political leader in Andhra Pradesh, on such a massive scale. During the interaction, the booth-level workers put forward their questions to the leader or provided suggestions to the party. The unique stage set-up of the meetings included a ramp for YS Jagan to walk into to the public and meet the workers in the venue in an up-close and personal manner. Chits were distributed to party workers, collected and answered at the interaction. Motivated by this personal interactions the booth workers would leave with door stickers and other collaterals to be spread the vision of their leader at every booth.



505,120  
Booth Workers engaged



5 Meetings held

JAN  
2019



## NRI Bus Yatra

Non Resident Indians traced their roots back to Andhra Pradesh offered their support to the YSRCP and temporarily left their jobs and families behind to campaign for YS Jagan. They participated in a bus yatra across 30 assembly constituencies. Through this unprecedented yatra, they visited villages and went door to door to convince people to support YSRCP.



300+ - Village level meetings



6 - Branded buses



30 - ACs covered



250+ - NRIs involved



Visakhapatnam



Visakhapatnam



Vizianagaram



Adoni



Kappatala

## Jagananna Kanuka

Realising that the public rage was increasing by the day, the TDP government began releasing money in garb of schemes to lure voters. On the contrary, YS Jagan launched the “Jagananna Kanuka (Jagananna’s Gift)” programme reinforcing his vision for AP. Under this, party leaders, workers and volunteers conducted the campaign’s largest door to door exercise to deliver Jagananna’s gift of Navaratnalu to each and every household in the state; explaining his 9 promises to the people and highlighting that if elected to power, every family would receive benefits ranging between a minimum of rupees 1 Lakh to 5 Lakh each year. Each volunteer was equipped with innovative campaign material including branded bag which included a badge, 25 door stickers and 25 table calendars which enlisted the Navaratnalu.



80 Lakh Households



20k - Volunteers  
45k - Party Workers



1.6 Cr – door stickers and table calendars distributed

## Vijaya Shankaravam

YS Jagan Mohan Reddy, like his father, has an unparalleled mass appeal. With the padyatra, this only reached greater heights. With less than a month to go for elections, "Vijaya Shankaravam" was launched where YS Jagan addressed the public across various assembly constituencies. These addresses were held on the roads and were attended by throngs of people who came to catch a glimpse of YS Jagan and hear from him.

Unable to contain their feelings, they would often break into chants of CM, CM, CM asserting their resolve to vote for him during the elections. YS Jagan covered more than 67 assemblies covering 3-4 constituencies a day. The final push of campaigning was reinforced by the enigmatic presence of his mother, YS Vijayamma, the pillar of YSR family. With over a 100 mega-rallies the mother-son duo completed the last days of campaigning with high octane public rallies building the necessary momentum to seal their efforts towards a win.

MAR  
2019



30 Lakh+  
Reach



25 Days



94 Public Addresses  
by YS Jagan and YS Vijayamma



Visakhapatnam



Anantapur



Vijayanagram



Srikakulam



11 Days active



1553.5 Km travelled



ACs covered



3 Lakh+ Campaign material distributed



39 Public Address conducted



18 Community Interactions held



20K Autographed Caps distributed



West Godavari



Krishna



Guntur



East Godavari



Prakasam

## Praja Theerpu- Bye Bye Babu

### YS SHARMILA BUS YATRA

While YS Jagan Mohan Reddy showed the people of the state his new vision for AP, his sister YS Sharmila Reddy fortified the YSR family's efforts through an aggressive augmentation of people's mistrust in CBN. Speaking freely, she minced no words in highlighting the failures of TDP's misrule. From Ninnu Namam Babu to Bye-Bye Babu she resounded together with people's roar and verdict that they were finally tired of this government and are ready to bring back the AP of her father's dreams. YS Sharmila undertook an 11 day Bus Yatra across AP in branded buses with a Bye Bye Babu Timer clock - that displayed a countdown to the end of CBN's unruly governance. She handed out autographed caps, reinstating the message of Ravali Jagan Kavali Jagan. The rallies were nothing short of political rock concerts where YS Sharmila Reddy would ask "Praja Theerpu kavali! (We need people's verdict!)" to which the entire venue would roar "Bye-Bye Babu"



Krishna



Guntur



JUN - APR  
2017 - 2019

## MASS MEDIA CAMPAIGN

At the beginning of the campaign a set of informal media interactions were held at the residence of YS Jagan Mohan Reddy. The purpose of these interactions was to showcase a more personal side of the leader and lay a foundation for more open interactions in the future. A couple of months before the poll, another set of such meetings took place to further strengthen the dialogue with the media. Similar set of meeting were held by regional coordinators of the party with journalists of their respective districts. In addition to these meetings, YS Jagan gave a dozen interviews and held several press conferences.



DIGITAL CAMPAIGNS

## Team Jagananna App

The Team Jagananna mobile app was created to provide real-time updates on YS Jagan Mohan Reddy and the YSRCP Party, along with other curated political news. It was a platform that allowed people to participate in the election campaign sitting at their own homes. A robust mobile application, Team Jagananna App also served as a platform for a group of volunteers to spread the leader's vision amongst the people of Andhra Pradesh, through digital platforms.

	40,59,200 Retweets via app		43,392 Daily Re-logins
	67,905 Active Volunteers		1,11,05,200 Whatsapp shares via App
	70K+ App Downloads		1,03,68,500 FB Shares via App



MAR  
2018

MAR  
2019

## Young Leaders for Navya Andhra

Young Leaders for Navya Andhra is a niche platform to involve youth of Andhra Pradesh (aged 18-35 years) in active politics. It aims to lay the foundation of a new Andhra Pradesh, by increasing the participation of young leaders in framing the political discourse. In a short duration, more than 70,000 youth registered to show their interest in availing mentorship from YS Jagan Reddy himself.

**70K+ Youth Registrations**



MAR  
2019

## Bye Bye Babu Countdown Timers

A campaign directly targeting the incumbent Chief Minister, by keeping a track of the time left for his governance in Andhra Pradesh. Physically installed across the state and digitally on major websites, these countdown timers stated the people's verdict (Praja Theerpu) - Bye Bye Babu!



175 ACs



250+  
Timers Installed



6.5 Crore+  
Impressions



## Social Media Snapshot

### 18 - DIGITAL CAMPAIGNS RUN

**100 CRORE +**

- Impressions across Social Media Platforms

**13 CRORE +**

- Reach across digital platforms

**2.2 CRORE VIEWS**

- Most viewed political campaign song in ever

**27 LAKH+**

- RJKJ Song Downloads

JUN 2017 - APR 2019



7 Lakh Members on Whatsapp



~1.1 Crore views on Sharechat



4 Lakh Reach on Instagram



5 Lakh+ Views on Quora



81 Crore Impressions on Google



250+ Trends on Twitter



4.36 Crore+ Views on Tik Tok





# OUTDOOR BRANDING

JAN - APR  
2017 - 2019



APR  
2019



I-PAC Office, Hyderabad

## WAR ROOM

Weeks before polling date, a war room was set up at the I-PAC Hyderabad office. Fortified by senior YSRCP and I-PAC officials, the War Room was the central battalion of first responders to provide real-time solutions to issues faced by party during polling. War room must respond to any new information coming through mainstream or social media, centrally manage the final phase of door-to-door outreach (Jagan Anna Kanuka) for the party, as well as ensure proper booth management on the day of the polling.

Up until the polling date, the members of the Assembly War Rooms (special task force created towards the end of the campaign) contributed in strengthening YSRCP Cadre base with formalising joinings of influential individuals and leaders into the party. I-PAC team helped expand the YSRCP cadre base; more than 3.1k influential individuals joined the party.

On the day of the polling, the war room was instrumental in coordinating with YSRCP booth committees and ensuring that issues were sorted on the go.

Several issues crop up from across the state on the day of polling. On-ground support was managed by more than 2,600 professionals working 175 Assembly War Rooms that were created in every Assembly Constituency. Systematic mechanism to record and escalate issues to the State Election Commission was managed by the 100 member Central War Room at the I-PAC Hyderabad Office. Issues with EVMs, booth capturing, Voter Slips, bureaucratic corruption and others are methodically collated and pushed to the relevant authorities in person, across calls and over emails. Involving everyone from the CEO of SEC to the Presiding Officer in a constituency all election related issues were flagged and escalated as per urgency. War room is essential to ensuring the party does not fall prey to foul play at the hands of others.



Guntur



Prakasam



Anantapur



I-PAC Office, Hyderabad

Y S JAGANMOHAN REDDY

ANE NENU

INDIRA GANDHI MUNICIPAL STADIUM M.G. ROAD, VIJAYAWADA  
AT 12:23 P.M. ON THURSDAY 30TH MAY 2019







THE I-PAC TEAM



**I-PAC**

INDIAN POLITICAL ACTION COMMITTEE

[www.indianpac.com](http://www.indianpac.com)