



Indian Political Action Committee (I-PAC)

Call for Applications for **Strategy & Project Management Specialist**

www.indianpac.com/careers

1 ABOUT I-PAC

Indian Political Action Committee (I-PAC) is the platform of choice for students and young professionals to participate in and make a meaningful contribution to political affairs and governance of the country, without necessarily being part of a political party.

I-PAC started as Citizens for Accountable Governance (CAG) in 2013 and has been operating in the socio-political domain for the last 5 years. This group, founded by young professionals from renowned academic and professional backgrounds, is described as India's first and largest cross-party political advocacy group. I-PAC has transformed the way elections are fought in India by introducing professionalism and innovation at scale in campaigning.

I-PAC aims to bridge the gap between citizens' aspirations and the incoming Government's priorities in its endeavor to support the election of visionary, progressive and inclusive leaders to public offices. I-PAC has ensured that citizens' agenda becomes focal to its campaigns through 'Nitish ke Saat Nishchay' in Bihar and 'Captain de Nau Nukte' in Punjab. In UP, through the 'Kisan Yatra', I-PAC brought back the focus on the demand for farm loan waiver which found resonance across the country.

In the recently concluded campaign in Andhra Pradesh, where YS Jagan and YSRCP registered a resounding victory, I-PAC was instrumental in drafting the 'Navaratnalu' – YS Jagan's 9 welfare schemes to improve the living conditions of the people of Andhra Pradesh. Over the next 14 months, I-PAC executed YS Jagan's Praja Sankalpa Yatra, wherein he took the message of the Navratnalu to the people and refined it further by getting a better understanding of their issues and aspirations.

2 WHO IS I-PAC LOOKING FOR?

We are currently seeking professionals who can play a pivotal role in the election campaign for the upcoming Tamil Nadu Assembly Elections in 2021. These individuals as a part of the campaign team will be involved in **strategy and on-ground implementation** of the campaigns for the Tamil Nadu state assembly elections. The individual will:

- Plan, conceptualize, strategize, and execute high impact end-to-end on-ground campaigns;
- Facilitate liaising with various stakeholders including Party Leadership, Party Candidates, and Party Workers;
- Be a part of and lead large field teams, deployed in specific geographies; to administer the execution of campaigns and develop grassroots intelligence
- Get the experience to work and coordinate with various units across the organization, such as digital media, data analytics, strategic research, supply & procurement, research, etc

3 WHY YOU SHOULD APPLY?

- Mass-scale operations: Every campaign at I-PAC is crafted to engage millions of people, providing one a platform to interact, work and operate on a mass-scale
- Impact-oriented: I-PAC's campaigns are agenda-specific, based on direct feedback from millions of citizens, with an aim to bring about a real difference in their lives. Our previous flagship

initiatives across geographies such as Nitish Ke Saat Nischay, Captain De Nau Nukte, YS Jagan's Navaratnalu, Aditya Samvad, Didi Ke Bolo are a testament to this belief;

- Work with like-minded individuals: I-PAC's employees come from various backgrounds, offering one an opportunity to work in a diverse team;
- Work across various units: I-PAC's employees are offered the unique opportunity to indulge in a spectrum of activities with various units within the company;
- Grassroots experience: I-PAC provides a one-of-a-kind opportunity to experience the ground reality by involving its employees in strategizing, planning, and executing high impact on-ground campaigns;
- Political exposure: At I-PAC, one gets to experience and impact the political discourse; and attain knowledge and expertise in various processes associated with electioneering.

4 EDUCATIONAL BACKGROUND & WORK EXPERIENCE

- Strong academic record with graduation/post-graduation from a top-tier institution
- Professionals with 0-7 years of work experience
- Proficiency in Tamil and English is required
- Hands-on leadership or project management experience
- Willingness to travel extensively and work long hours

5 LOCATION

- Open to travel across Tamil Nadu state..