

SHRI TRIDEV

POLITICS

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ABOUT US

Shri Tridev Technologies, a dynamic force in India's strategic landscape, seamlessly blends media, content, advertising, and technology. Our innovative approach to political strategy resonates across diverse platforms, weaving a narrative that transcends conventional boundaries. **Embrace the future of holistic communication** with Shri Tridev Technologies – where creativity meets impactful execution.

Elite represantations for political leaders and **parties** dealing with premium audience. Our seasoned team ensures expert political communication, making us an indispensable ally for **impactful strategies** when it comes to winning.

Shri Tridev Technologies, a leader shaping political leaders and parties, has ideated and crafted transformative content. Our work transcends linguistic boundaries, shaping perspectives, unifying opinions, and exemplifying **professionalism** with a profound impact.

In the realm of political advertising, **Shri Tridev Technologies** excels as a **strategic powerhouse.** Whether engaging with grassroots campaigns or **premium audiences**, we stand ready to be the unwavering reinforcement that ensures victory in every political communication battle.

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OUR CLIENTS



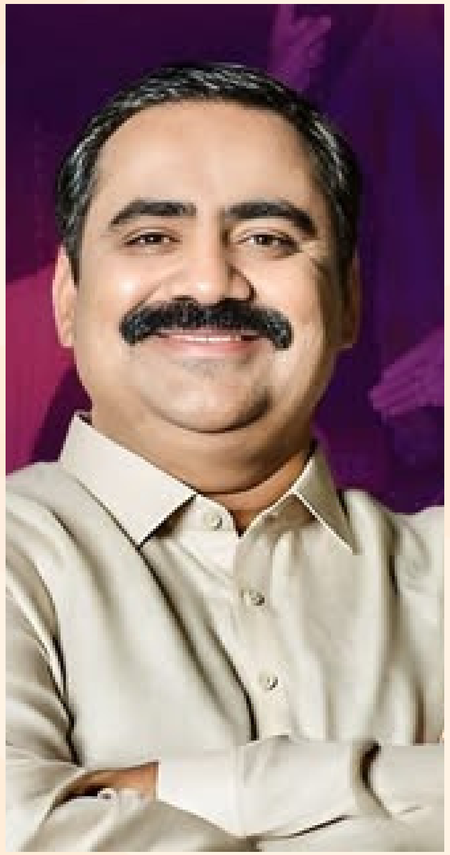
Samrat Choudhary
CM, Bihar



Kedar Prasad Gupta
(Tourism Minister)
Bihar



Parvesh Verma
Minister Delhi



Suhas Anna Kande
(MLA Nandgaon
Vidhansabha,
Maharashtra)

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OUR CLIENTS



Sachin Patil
(MLA, Phaltan Vidhansabha, Maharashtra)



Bimal Bora
Minister of Cultural Affairs of Assam



Hitendra Nath Goswami
MLA Assam



Rishiraj Hazarika
MLA Assam

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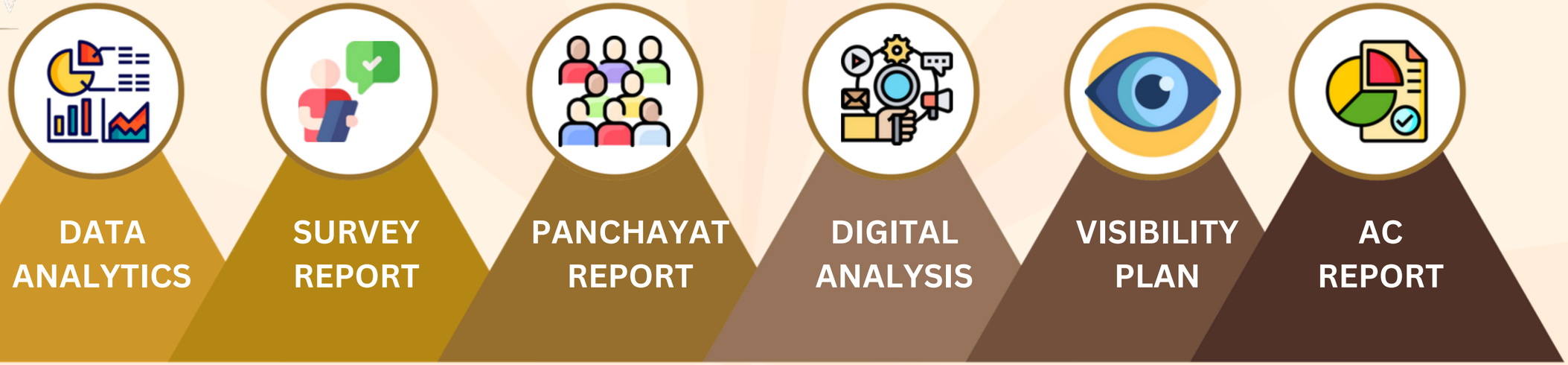
PRODUCT TO OFFER



- Understanding Landscape
- Research, Surveys & Analysis
- Organization Building
- Campaign Designing & Management
- Social Media
- Media Management
- Tech Assistance
- Telecommunication
- Election Monitoring
- Visibility & Advertising
- EventManagement

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UNDERSTANDING LANDSCAPE



WHAT

HOW



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DATA ANALYTICS



1

PAST ELECTION TRENDS



2

ONGROUND INTELLIGENCE



3

BOOTH CATEGORIZATION

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SURVEYS

KEY ISSUES



PARTY PREFERENCES



CANDIDATE PREFERENCES



SWING VOTE PATTERNS



DEMOGRAPHIC PREFERENCES

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SURVEYS



Team on ground



Data Collection



Data QC through call center



Data Analysis



Results

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PANCHAYAT REPORT



PANCHAYAT WISE ANALYSIS



CASTE DYNAMICS



VOTING PREFERENCES



PANCHAYAT LEVEL ACTIONABLES



INFLUENCER LISTING

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DIGITAL ANALYSIS



CONSTITUENCY WISE PENETRATION



LEADER PAGE SUPPORT GROUP ANALYSIS



ONLINE REPUTATION ANALYSIS



IDENTIFICATION OF COMMUNITY GROUPS



DIGITAL ACTION PLAN



REACH, ENGAGEMENT COMMUNITY ANALYSIS

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CONSTITUENCY ANALYSIS



OVERALL SENSE OF THE CONSTITUENCY



TOP CONTENDERS AND THEIR ANALYSIS



CASTE DYNAMICS & PREFERENCES



DEMOGRAPHIC PREFERENCES



KEY LOCAL ISSUES



WINNING BLUEPRINT

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ORGANISATION BUILDING

EXISTING PARTY WORKERS + NEW SUPPORTERS/ VOLUNTEERS

Organisationworkslikeveinworksinhuman body,ittakeseveryessentialstothe last cell, similarly organisation works for a party scientific approach would take the message last mile.

1

PRODUCTIVE ORGANIZATION UPTO BOOTH LEVEL

2

IDENTIFICATION OF RIGHT PERSON

3

MAINTAIN BALANCE OF ORGANIZATION

4

TRAINING

5

INTERACTIVE CHANNEL FOR VOLUNTEERS

6

APP FOR INFORMATION DATABASE, VOLUNTEER TASK MONITORING

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CAMPAIGN DESIGN APPROACH

CAMPAIGN CORE

1 NARRATIVE
1 MESSAGING
1 CONTEXT

SOCIAL MEDIA CAMPAIGNS

- FACEBOOK
- X
- WHATSAPP
- INSTAGRAM
- YOUTUBE CHANNEL

TRADITIONAL DIGITAL MEDIA CAMPAIGNS

- PRESS
- MOBILE APP
- SMS & IVRS
- WEBSITE
- CALL CENTRE

ONGROUND

- OUTDOOR BRANDING
- SCHEDULING
- RESOURCE MAPPING
- TRAIN PARTY WORKERS
- LOGISTICS
- REACH LOCAL PUBLIC

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CAMPAIGN MANAGEMENT

- DESIGNING
- PLANNING
- PILOTING A CAMPAIGN
- EXECUTION
- MONITORING
- REPORTING
- ANALYSIS
- FEEDBACK AT EVERY STAGE FROM DIFFERENT STAKEHOLDERS

Campaign management is the most **important phase** of any campaign which should be **monitored efficiently** and which is aligned with the vision of the political party and **demand of “Janta”.**

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EVENT MANAGEMENT



EVENT BRANDING

ROUTE BRANDING

ENGAGING EVENT SETUP

SOUNDS

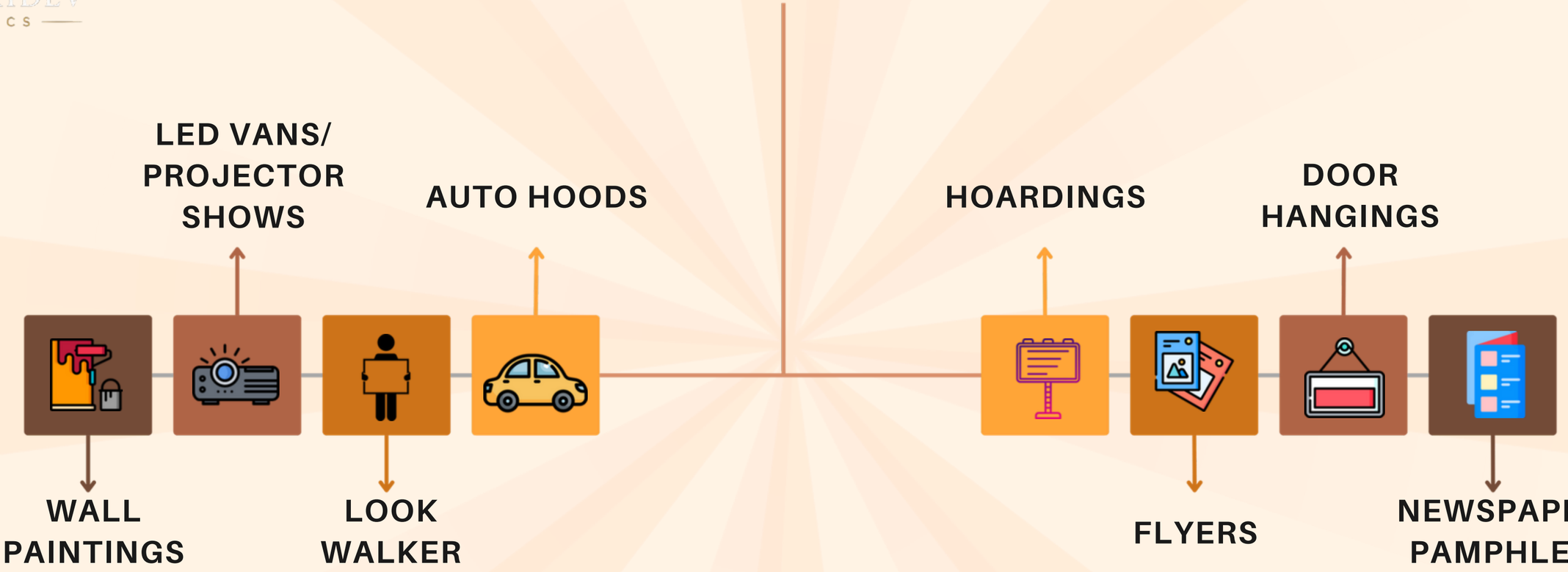
STAGE

TARGETED MOBILISATION

Events create the perception of, “**Yes they are the one who is going to win”**, for the ultimate satisfaction of voter starting from his home to event site comes with lots of bumps, we can make this a very smooth side with our expertise.

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EVENT MANAGEMENT



A common line **“jo dikhta hai vo bikta hai”**, so we will be doing every activity to make a mark on voter’s mind, The outlook/agenda set needs to be propagated to every nook and corner along with image building to build a movement of a campaign there comes PR and Advertising.

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EXAMPLE

DOOR TO DOOR: OUR SUPPORT



CONCEPTUALIZATION

- Freezing narrative and messaging
- Freezing collaterals
- Finalising designs of collaterals



PLANNING & SCHEDULING

- List of panchayat wise karyakarta available for D2D
- Dividing the entire AC into 100 units
- Creating itinerary for each team for 10 days
- Creating D2D kit for each team



TRANING

- Training karyakarta about the steps of D2D
- Key massages to be delivered during D2D
- Kit Distribution
- Itinerary
- Monitoring and Reporting Format
- FAQs



MONITORING

- Whatsapp group for photos
- Mapping the areas
- covered and areas missed

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EXAMPLE

BIKE YATRA OR CUSTOMISED CAMPAIGN

OUR SUPPORT

LOGISTICS: COLLATERALS

NARRATIVE BUILDING

DAY WISE SCHEDULE

MICRO ROUTE MAPPING

PRE EVENT PARTY
ACTIVITY PARTY
POC
BRANDING

FEEDBACK

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BRANDING

PLANNING, DESIGN, SUPPORT

M3 - MAXIMUMVISIBILITY-MINIMUMEXPENSES-MESSAGING CONSISTENT

BRAND

STRATEGY

1.Research

- Leader Audit
- Objective & Goals
- Demographic Analysis
- Sentiments Analysis
- Past Experiences

2.Strategy

- Refining the focus
- Messaging Finalize
- Postitioning Strategy
- Content Creation

3.Design

- Logotype + Tagline
- Color Scheme Final
- Overall Theme
- Rules Trial & Test

4.Touchpoints

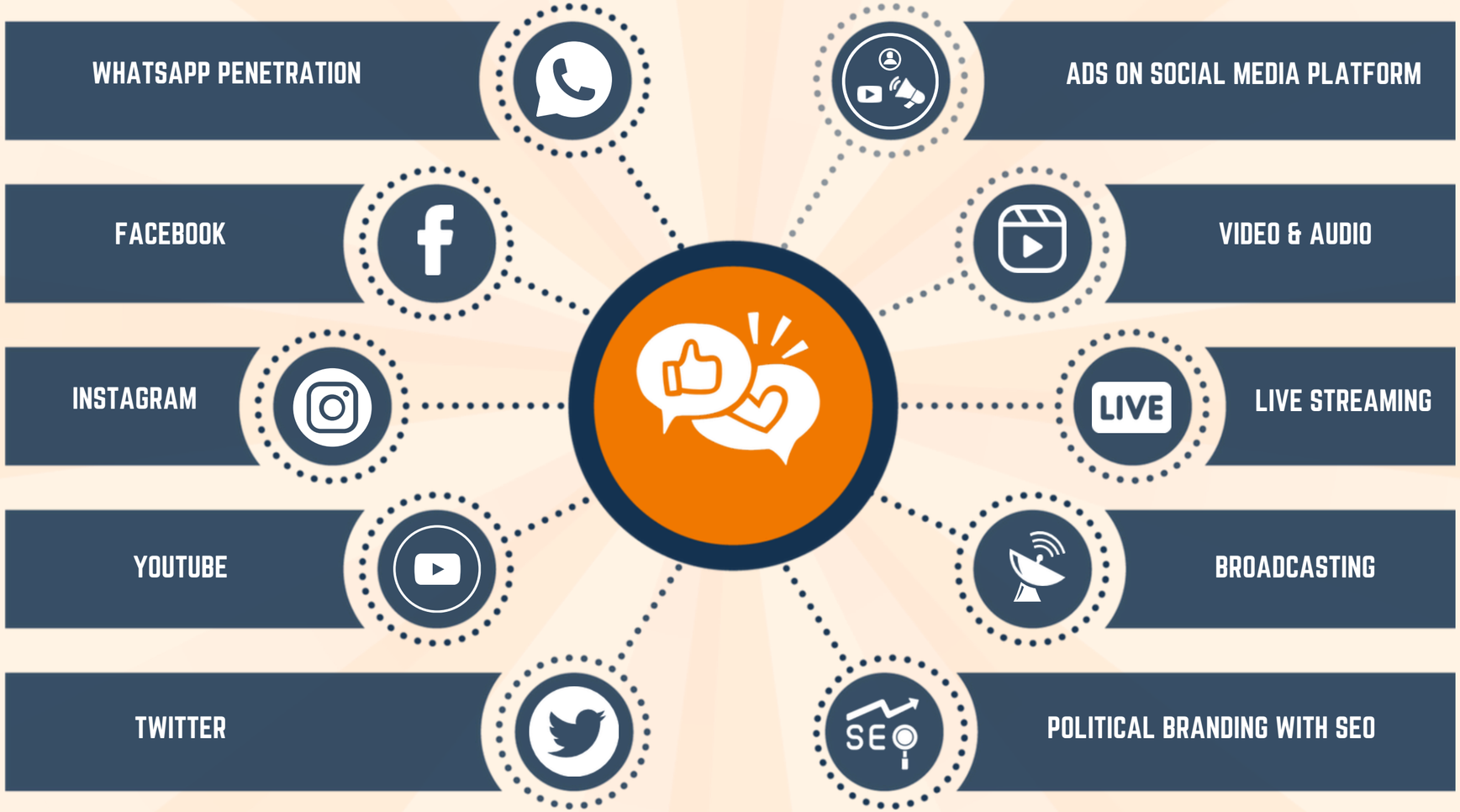
- Hoardings
- Wall-painting
- Posters & Flyers
- Vehicle & Shops
- Others...

5.Sustain

- Monitoring
- Regular Reporting
- Course Correction
- Public Feedback
- Re-inventing

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SOCIAL MEDIA



Social Media is **Less Effort Maximum output** tool, using it strategically will help you to make the narrative on daily basis and last push for the campaign. “**Content is the KING**”

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SETTING THE RIGHT CONTEXT, MAKING THE RIGHT CONTENT AND SPREADING THROUGH RIGHT CHANNELS

Via Campaigns

Past Decisions

PUBLICIZING THE GOOD WORK DONE BY THE LEADER OR HIS SUPPORTED ORGANISATIONS







Personal Stories

THE STORY FROM NOTHING TO SOMETING, FROM STRUGGLES TO SUCCESS ETC.

Future Visions

WHAT IS THE LEADER'S VISION & PLAN FOR ALL THE ISSUES AND THEIR SOLUTIONS



SOCIAL MEDIA STRATEGY



Daily Guesture

REGULAR UPDATES AND DAY TO DAY ACTIVITIES OF THE LEADER WILL BE SPICED UP AND SERVERD TO AUDIENCES

FACEBOOK

Fan page of leaders, a campaign page to push message

WHATSAPP

Groups-Party Workers; Pushing Short Videos, graphic content, 2-way communication

GOOGLE ADWORDS

Heavy digital branding with maximum visual captivation and maximum infographics will be done in multiple formats & forms

BLOGS

Neutral blogs will certify & speak in favor of the leader and it will be publicized very target focused

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MEDIA MANAGEMENT

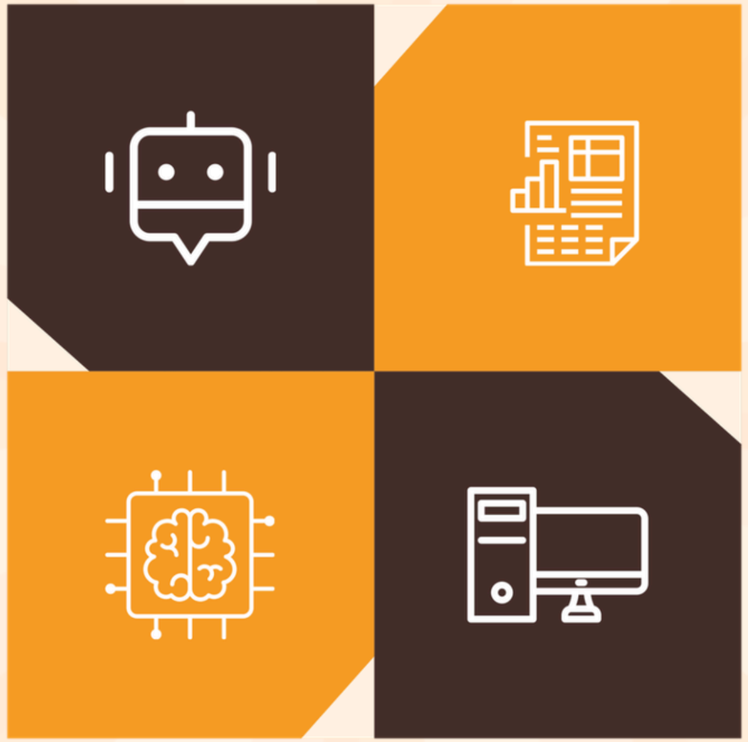


Media is **Maximum output tool** because of it's reach, strategic use will help to make the narrative on daily basis and last push for the campaign. Media influence a lot and **strong competition** to opposition here is a must.

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TECH ASSISTANCE

BOTS TO KEEP INTERACTION WITH SUPPORTERS



REPORTING OF **ACTIVITIES**

AI TOOLS TO INTERACT WITH SUPPORTERS

CAMPAIGN BASED **WEBSITES/APPS**

Data is gold, it's mining at right time is important during elections. Along with analysis the continuous implementation of solution via our **tech assists.**

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ELECTION WAR ROOM SET UP

SAFE & FAVORABLE BOOTHS

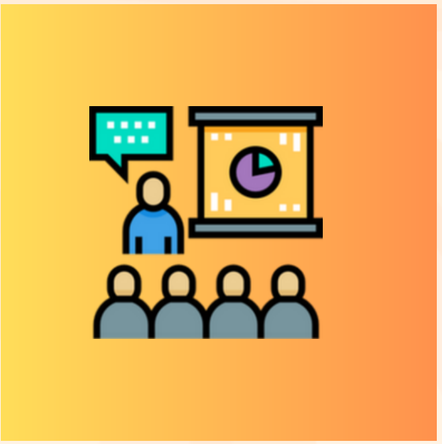
BATTLEGROUND & DIFFICULT BOOTHS

RESOLUTION DESK

- CALLING SECTION
- MAILING SECTION

BOOTH CALLING DESK

(TRACKING VOTER TURNOUT)



INCOMING ISSUE DESK

VERIFYING OF BOOTH LEVEL AGENTS

TRANING OF BOOTH LEVEL AGENTS

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ELECTION MONITORING



WAR ROOM SETUP



RESULT ANALYSIS

Election in neighbouring states or panchayat election of state gives vibes for upcoming election that needs to be **captured at right time** and plan to be created on the basis of analysis for understanding voter is what **Election Monitoring.**

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TELEPHONY

MESSAGING



MASS INFORMATION DISSEMINATION

- Passing information
- Customized and periodic broadcasting
- Pre-planned & scheduled messages

IVRS



BUILDING PERSONALIZED CONNECTION

- Let masses listen to you, Feeling of direct connection
- Anthem song, Periodic greetings annoucement

CALL CENTR



COLLECTION, FILTERATION, ENGAGEMENT

- Karyakarta Verification
- Profiling of numbers received
- Surveys
- Quick Surveys - Real time feedback
- Campaign Monitoring

- AUTOMATIC INTERACTION
- SENDING INFORMATION
- RECEIVING DATA
- REAL-TIME ANALYSIS
- MASS CONNECT

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DATA MANAGEMENT

EXISTING DATABASE



PAPER FORM

DIGITAL DATABASE



ONLINE FORM

NEW ADDITIONAL



DIGITIZATION

- FULL NAME
- GENDER
- MOBILE NUMBER
- WHATSAPP

DATABASE

PROFILING

PARTY WORKERS

SUPPORTERS

COMMON PEOPLE

DATABASE

ANALYSIS & MESSAGING STRATEGY

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THANK YOU

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