

Ranneti Recognition



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Latest poll tool: Apps to micro manage drives

**'New Software
Like Fine-Toothed
Combs For Data'**

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Jalandhar: The 2017 Punjab assembly polls are set to witness major dose of technology with use of several new software and apps for election management.

Major political parties had inhouse software in 2014 parliamentary election but now availability of technolo-

ging services company.

The Congress has already hired Prashant Kishor's Indian Political Action Committee (IPAC), which has its own software for election management. Even Shiromani Akali Dal is adapting all latest tools for the election campaigning and management. "We have already gone aggressive on the social media and our party's presence there has already increased greatly. Now, poll management would also be fully backed by all technological advances," secretary and spokesperson Daljit Singh Cheema said.

gy is getting wider with more improvised features. It comes at a time when role of professional strategists has already increased in the election campaigning and they have replaced the political leaders and workers in the war rooms of the parties.

Sources associated with this backroom management of campaigning revealed that though voters' list-based data and software were used in 2014 election too but the levels of the capability of these new software is getting into the next orbit now.

A professional associated with campaigning and management of elections revealed that what appeared novel in 2014 election in terms of technology available, now appeared outdated as more software and apps become available in the 'election management market'.

"In the 2014 parliamentary election, the data available in electronic form was used mainly for campaigning and a few software were available for election management with use of this data but their use was quite limited. But now the software make management of election at micro level also possible," said Himanshu Pathak, who was in-charge of IT Cell of AAP during 2014 election.

He now runs his own internet marketing and brand-

Shirish Shukla of Indore-based group, which has introduced 'Ran-Neeti', a web and app-based digital political campaign management module, confirmed that some of the perspective candidates from different constituencies and different parties of Punjab had seen its demonstration and were already negotiating with them. This particular digital module consists of four parts—data analysis, voter's survey, 'karyakarta' (volunteer) and his relationship maneuvers, and polling day booth management.

With the software, finer details of any constituency can be made available on the click of a mouse, the campaigning and management at booth level can also be designed accordingly. For instance, app 'Ran-Neeti' has not only the entire voter database of a constituency along with their phone numbers but also offers help with the demography, down to age groups, caste and religion. Past political leanings of a family can also be made part of it.

"It provides a candidate, the complete insight into the campaigning details and situation at ground as it facilitates receiving and analyzing data from a large number of volunteers active in various segments simultaneously," Shukla said.



रणनीति

THE GAME CHANGER

MP
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MLA
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MAYOR
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COUNCILOR
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OTHER
ELECTED
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