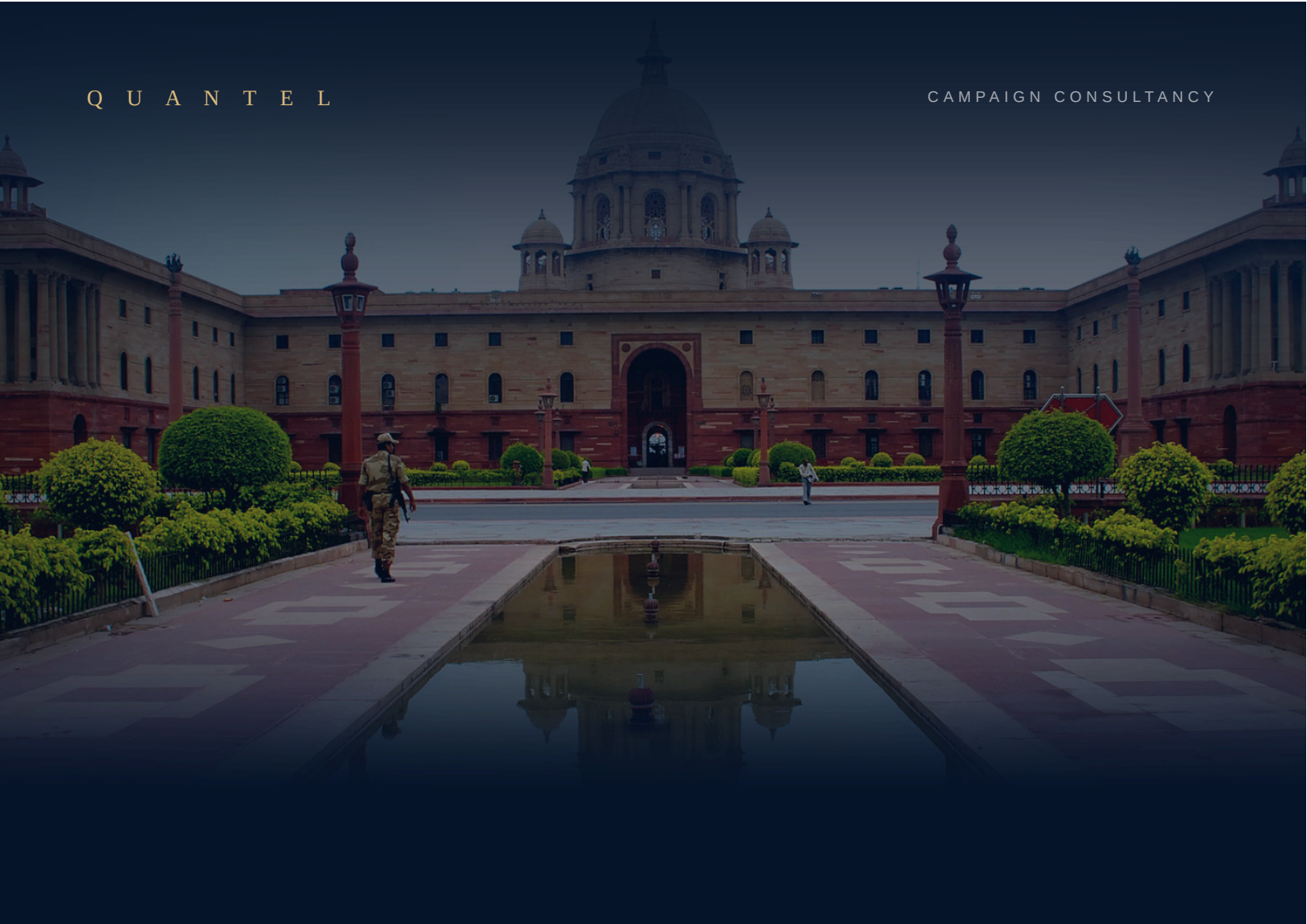




PEHCHAAN

Your Identity. Your Narrative. Your Victory.

A political and public affairs consultancy that runs the whole campaign engine under one contract — a permanent team on the ground, research that measures where a leader actually stands, and one narrative carried everywhere the voter already is.

SIX MONTHS

one rhythm, week one to the count

TEN WORKSTREAMS

running from the first week

ONE CHAIN OF COMMAND

a single manager, answerable to the leader

00

HOW THIS BROCHURE IS ORGANISED

What's in this document

01	The Pehchaan Advantage	Precision politics, and the 3Ps and 4Ms behind a mandate
02	The Six-Phase Framework	Every phase in sequence, from ground zero to the count
03	What We Do	Presence, evidence and story — the three parts of one engine
04	How We Engage	Three models, from narrative alone to a full mandate
05	The Core Team	Who is on the mandate full time, and what each one owns
06	Ground Operations	Ten workstreams that run from week one, not from the last six weeks
07	On the Ground	Door to door, a mobile screen, and events people attend anyway
08	Listening	IVR, sangathan survey work, and what reaches the leader when
09	The Live Dashboard	One screen, three audiences — including our own worklog
10	Narrative	Owned, borrowed and earned reach, off a single weekly brief
11	Preparing the Leader	Message, media training, and the briefing book behind every appearance
12	Positioning	Building public standing over a year, and the twelve-month arc
13	The War Room	Monitoring, verification and the escalation ladder
14	Polling & Counting	The last seventy-two hours, booth by booth and round by round
15	Who We Are	The advisory bench, and how an engagement starts
16	Why Choose Pehchaan	What a leader is actually buying, and the five things it rests on
17	Comparative Advantage	Where a specialist differs from a template
18	What We Will Not Do	The limits a mandate is run inside, and why they are in writing

01

THE PEHCHAAN ADVANTAGE

Micro-data, disciplined optics, execution

Elections are no longer won on intuition. They are won on micro-data, disciplined optics and flawless ground execution. Every recommendation in a mandate is traceable to a booth-level number or a field finding, and the whole engine runs on one chain of command — an end-to-end, scientifically validated path to a result.

The 3Ps — what the campaign builds

PROFILE

Profile

A leader profile that resonates with the masses — who the leader is, what has actually been delivered, and why it matters in this seat.

PERCEPTION

Perception

Public perception engineered through data-backed narrative rather than assertion, and measured every month against a recorded baseline.

POSITIONING

Positioning

Strategic positioning against the opponent, built on contrast in delivery rather than attack — a comparison nobody can call disloyalty.

The 4Ms — how it converts into votes

01

Manpower

The parallel cadre — a dedicated, loyal organisation of the leader’s own, working the ground every day.

02

Message

A hyper-local message, produced in the language and dialect of each ward rather than translated late.

03

Media

Digital and traditional media run off one weekly narrative brief, so every channel carries the same account.

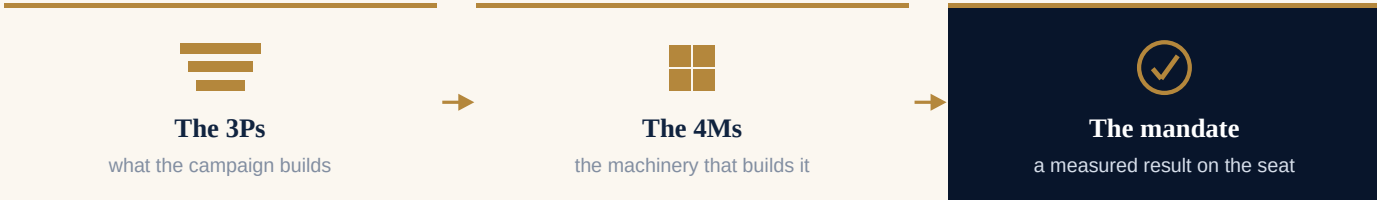
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Micro-management

Execution tracked down to the last voter on booth day, logged rather than reported upward.

The 3Ps set what is being built; the 4Ms are the machinery that builds it. Both run through every one of the six phases opposite.

HOW THE PIECES CONNECT



02 | THE SIX-PHASE FRAMEWORK

Six phases, ground zero to the count

The framework below is the whole mandate in sequence. Each phase has its own diagnostics, its own workstreams and its own test of whether it worked before the next one begins.



Phases overlap in practice — research from Phase 1 runs to polling day, and the cadre built in Phase 2 is what executes Phase 6. The sections that follow are organised by workstream, not by phase.

03

WHAT WE DO

One campaign engine, three moving parts

A campaign is won by presence, evidence and story — running at the same time, every day. Pehchaan supplies all three under one contract, one campaign manager and one weekly review with the leader.



PRESENCE

Seen where people gather

A permanent team in the constituency, door-to-door contact and a mobile screen that keep the leader visible.



EVIDENCE

Decisions taken on numbers

IVR rounds, survey work inside the sangathan and a live dashboard — what works is a measured figure.



STORY

One account, told everywhere

Handles, block groups, creators, podcasts and events — one narrative in the voter's own language.

Six months, one rhythm

WEEK 1	MONTH 1	MONTH 2–3	MONTH 4–5	MONTH 6
Team deployed, ground read	Baseline survey recorded	Narrative scale-up	Booth saturation	Polling day operations

The first thirty days

Offline and online run together from week one: associates across the blocks, meetings people attend in person, and daily publishing into the handles and groups they already read. The baseline is recorded at the start, so the change is a number rather than an impression.

Timelines are indicative and reset against the election calendar once it is announced.

Blocks with an active team	All, by day 30
Public engagements	Panchayat and intellectual sittings
Publishing	Daily, four handles
WhatsApp network	Every block, seeded
Name recall and sentiment	Read against baseline

04

HOW WE ENGAGE

Scoped to the contest, not to a template

Not every mandate needs the full engine. Each model is scoped against the requirement of the seat, the calendar and the existing organisation, and is agreed in writing before any work begins.

MODEL ONE  Narrative Only Positioning, media strategy, content and digital. The image and narrative programme alone — social handles, production, message discipline and weekly reporting.	MODEL TWO  Narrative & Research The above, with in-depth field interviews, IVR tracking and monthly sentiment reporting, so the message is chosen from evidence and revised when the evidence moves.	MODEL THREE  Full Mandate The complete engine in this brochure: positioning, research, digital, IVR, the ground force, seat-level support, the live dashboard and the war room, from signing through polling day.
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What holds across all three

- One consolidated scope. No per-deliverable billing, and no part of the agreed scope paused or renegotiated mid-campaign.
- One point of contact. A single campaign manager accountable to the leader, who signs off every decision before it reaches the ground.
- A dedicated pod. For the duration of an engagement, no role on the team is shared with another client.
- A written record. Reports are shared in writing, not narrated, so the leader can read what was done without having to ask.

What we ask of the office

REQUIREMENT	WHY IT MATTERS
Diary access	Touring days and listening sessions fixed months ahead rather than scheduled around events. Presence that is visibly routine persuades; presence that is visibly seasonal does the opposite.
A single decision-maker	One named person authorised to approve message and creative within 24 hours, so the war room operates at the speed the work requires.
Access to delivery data	Project and departmental records, so claims of delivery are documented and withstand scrutiny rather than being asserted.
Introductions	To allied candidates and to institutional contacts, where an introduction opens a door that cold outreach will not.
Message discipline	Prepared positions on provocative subjects, and no unscripted response to confrontation. This is the one deliverable no consultancy can supply on the leader's behalf.

05

THE CORE TEAM

Every name has a job on the seat

Every role on the mandate carries a defined daily responsibility, reporting into the dashboard so the leader can see what was done without asking.

ROLE	WHAT THEY OWN, DAY TO DAY
Campaign Manager	Owns strategy and the weekly review; single point of contact for the leader; signs off every decision before it reaches the ground.
Associate Campaign Manager	Runs daily execution — deployment of associates, event logistics, follow-ups — and holds the daily check-in.
Social Media Manager	Calendar, publishing and community across all four handles; moderates block-level groups and briefs local creators.
Videographer	Shoots every public engagement, ground story and meeting; feeds raw footage the same evening.
Video Editor	Same-day reels and shorts, long-form cuts, subtitles and thumbnails; keeps a running archive of usable footage.
Web Developer	Builds and maintains the live dashboard and public issue desk; keeps worker check-in and issue logging running.
Data Analyst	Reads IVR and survey rounds, tracks booth-level coverage and platform data; produces the weekly numbers.
Deployed Associates	One cluster of blocks each — door-to-door contact alongside the local team, forming booth committees, running panchayat and intellectual meetings, logging every complaint into the dashboard, and accompanying the leader on tours.
Local Associates	Hired from inside the constituency — house to house every day, explaining the candidate's record, recording the problem in each home, and running the word-of-mouth network, groups, hotspot watch and event mobilisation.

THE POD AT WORK

Team size is the standard full mandate and is scaled to the size and requirement of the seat. Boarding, lodging and local travel for deployed associates are arranged by the leader's office.



06 | GROUND OPERATIONS

Structure first, publicity second

Content wins attention; structure wins seats. Ten workstreams run continuously from the first week of a mandate — each owned by a named associate and tracked on the dashboard.

01 First week — ground status check

Before a rupee goes into messaging, the team spends the opening week reading the seat as it actually is. The rest of the plan is written against what that week finds.

03 Meetings with former PRI members

Ex-pradhans, mukhiyas and ward members carry standing long after their term ends. Bringing them in early converts networks that cannot be built from scratch.

05 Panchayat-level meetings

Village and panchayat meetings held with the backing of local party leaders, so the leader arrives with endorsement already in the room.

07 Training booth agents

Formal training on duties, paperwork, polling-day protocol and what to do when something goes wrong.

09 Merging local people and leaders

Structured outreach that brings local figures and their followings behind the candidate, publicly and on record.

02 Constituency issue assessment

Ward by ward and village by village — what people are angry about, what they want fixed, and which of those the leader can credibly own.

04 Intellectuals meeting

Teachers, doctors, lawyers, retired officers and traders — the people whose opinion others repeat. Structured sittings, not photo opportunities.

06 Booth committee formation

A named committee for every booth, with numbers, responsibilities and a reporting line — the structure the whole campaign runs on.

08 Hotspot search

Identifying the pockets that decide the seat — swing booths, low-turnout wards, hostile clusters — and concentrating effort there.

10 Word-of-mouth campaigning

An organised mouth-to-mouth network through the local associates — the channel that still decides rural seats, run deliberately rather than left to chance.

Every booth has a name on it

A committee, a contact number and a reporting line for each booth — recorded on the dashboard, not held in someone's head.

Every workstream has an owner

Each of the ten sits with a named deployed associate who answers for it at the weekly review.

Nothing waits for the campaign period

All ten run from month one. Structure built in the last six weeks is structure that does not hold.

STRUCTURED SITTINGS, NOT PHOTO OPPORTUNITIES



07 | ON THE GROUND

Where the voter already is

Digital work alone does not win a seat. Four assets keep the leader physically present across the constituency — a door-to-door force, a mobile screen, a monthly seat at the table with names people already follow, and events people turn up to for reasons of their own.



LOCAL ASSOCIATES, HOUSE TO HOUSE, BOOTH BY BOOTH



THE MOBILE SCREEN, ROUTED AGAINST FOOTFALL

Door to door

Local associates working booth by booth — listening, logging issues into the dashboard, and carrying the same narrative into every street.

LED van

A branded mobile screen touring markets, junctions and villages through the peak phase, routed against footfall and the event calendar.

Podcasts

Two conversations a month with well-known personalities — borrowed credibility, and long-form footage that cuts into a month of clips.

Sport, culture and prize distribution

Tournaments, school competitions and local cultural events organised through the season, with the leader present to hand the prizes himself. Families and teachers in one place, on a day that has nothing to do with politics — filmed, photographed and carried across every handle the same week. Where a region has its own living cultural form, support goes through the clubs, troupes and organisers, is credited to them, and is not converted into a photo opportunity. Patronage announced is patronage devalued.

Chosen on evidence, not instinct: which villages are toured, which clubs and festivals are supported and which messenger carries the message in each ward are selected from booth-level results and monthly tracking. Language follows the voter — content, IVR recordings and print are produced in the language and script of each area rather than translated late.

08

LISTENING

Knowing where you actually stand

Most campaigns run on what workers report upward, which is rarely the whole picture. A mandate measures sentiment outside the party and inside it, and puts both in front of the leader every week.

In-depth interviews

Structured interviews in the local languages, conducted by trained field researchers rather than party workers — unprompted preference, perceived competence, satisfaction with delivery, and what would change a view.

IVR calling

Short automated calls at scale, mapped to booth and block — leadership preference, issue priority, and how each moves month on month.

Manual survey calling

Human calls to party members and workers — how they read their own colleagues, where the sangathan is strong, and where it exists only on paper.



The weekly review with the leader

A single sitting each week: what was executed, what the numbers moved to, where the ground pushed back — and the plan for the coming week built directly on those findings. The report is shared in writing, not narrated.

What reaches the leader, and when

CADENCE	WHAT ARRIVES	WHAT IT ANSWERS
Daily	Dashboard entries — worker check-ins, issues raised, work published	What moved on the ground yesterday, without asking anyone
Weekly	A written report and a sitting with the leader	What was executed, what it changed, and the plan for the week ahead
Each round	IVR results mapped to booth and block, with manual survey findings from inside the sangathan	Where standing is rising and where it is flat, which issue is driving it, and which committees are working rather than existing on paper
Monthly	Consolidated read against the opening baseline	Whether the month's work moved the number it was meant to move

If a channel stops working, the budget moves: where IVR response falls below a usable threshold, spend shifts to closed messaging networks built ward by ward, because reach increasingly happens where no public dashboard can see it. IVR calling runs within TRAI rules and, in the election period, within Election Commission norms including the silence period. All survey work is conducted in confidence: individual responses are never attributed to a named respondent and are reported only in aggregate. Survey questions and outreach messaging are kept clearly distinguishable in the field.

09 | THE LIVE DASHBOARD

The campaign, visible in real time

A single live dashboard, built and maintained in-house, that the public, the leader and this consultancy all use — each seeing the part that belongs to them.



A · FOR THE PUBLIC

Anyone in the constituency can raise the problem they face and the solution they want — logged, routed and answered, not lost in a forwarded message.

B · FOR THE LEADER

A daily view of what every party worker actually did — visits made, meetings held, blocks covered — visible without asking anyone.

C · FOR ACCOUNTABILITY

What Pehchaan itself did that day — content published, calls run, events organised. The agency is measured on the same screen as everyone else.

Reporting the leader can act on

- Reach, engagement, sentiment and share of voice tracked weekly against likely challengers, with hostile content flagged for the war room within the hour.
- Standing seat by seat, with target constituencies reported separately rather than blended into a state average that a strong home base would flatter.
- Perception against the opening baseline, so the question at the end of each month is whether the number moved, not whether the team was busy.

THE PUBLIC ISSUE DESK, LIVE



10

NARRATIVE

Owned, borrowed and earned reach

The candidate's own channels carry the message; local voices make it credible; and events put the name in rooms where politics is not the reason people showed up.

01	Social media handles	Instagram, Facebook, YouTube and X run as one calendar — daily publishing, community management, and same-day coverage of everything on ground.
02	Block-level groups	A messaging group for every block, seeded and moderated by the team — the fastest route from a decision to the last worker, and back.
03	Local creators	Collaborations with the voices the constituency already follows, building the narrative in the voter's own language and dialect.
04	Support of local leaders	Structured outreach to influential local figures, converting standing into public endorsement.
05	Events with a reason	Sport and student prize distributions with the leader as chief guest — goodwill among families, on a stage that is not political.

The party worker is the highest-trust channel available

A worker known in his own ward carries more weight at a doorstep than any advertisement. Equipping that network with a consistent, factual account of the leader's record is the cheapest and most durable narrative instrument in the plan.

- Every survey wave doubles as an outreach wave. A worker who asks about a household's concerns and then explains what has been delivered has gathered intelligence and moved an opinion in one visit.
- Briefing packs, refreshed monthly. What has been delivered, what to say on the issue of the month, what to report back.
- Feedback closes the loop. What workers hear is logged and shapes the next month's messaging.

How a month runs	
Week 1	Briefing pack issued — one agreed account of the month's delivery, in every constituency
Week 2	Ground survey wave — booth-level standing gathered, and the account carried door to door
Week 3	IVR wave — a numeric read across every constituency, plus the leader's recorded message
Week 4	Consolidation — findings logged, next month's message shaped by what actually landed

One message, one voice. Every handle, group and collaborator works off the same weekly narrative brief.

11

PREPARING THE LEADER

The campaign's most-watched medium is the leader himself

Message discipline cannot be supplied on a leader's behalf — but it can be built, rehearsed and maintained. This workstream runs from month one to polling day.

MESSAGE What the leader is for

A single core proposition, three supporting proofs and the words to carry them — tested in field research rather than agreed in a room, and revised only when the evidence says so.

DELIVERY Media and interview training

Structured sessions on interviews, doorsteps and press conferences: bridging from a hostile question, pace, length, and the difference between answering and conceding — recorded and reviewed on playback.

PRESSURE The confrontation drill

Rehearsed hostile questioning on the subjects most likely to provoke, run until the composed answer is the automatic one. A leader who has heard the question before does not improvise.



The briefing book

SECTION	WHAT IT HOLDS
Core message	The proposition, the three proofs, and the two-sentence version for a doorstep or a passing camera.
Issue positions	A prepared position on every provocative subject in the seat, written before it is needed rather than improvised when it is.
Record and numbers	Delivery figures, project status and dates, sourced to departmental records so a claim survives being checked.
The do-not-say list	Phrases, comparisons and subjects that carry more risk than value — agreed with the leader, not imposed.
Local briefs and speech kit	For each tour: who is in the room, what was promised there last, the live grievance, the names to acknowledge — with openings and closes in the language of the area.

The rhythm

- A standing rule of no unscripted response to confrontation. The answer is always available; it is never invented at the microphone.
- Weekly playback. The week's footage reviewed with the leader — what landed, what read badly, what to drop.
- Briefing before every engagement, however routine, and the book reissued monthly as delivery, research findings and the opposition's attack lines change.

12

POSITIONING

The longer work, and how it is held

Beyond a single seat, a leader is judged on public stature and on how many colleagues regard him as central to their own result. Both are built over months, and neither can be built in the final six weeks.

REGISTER

Decisive, with evidence behind it

The answer to a reputation for volatility is not passivity — a leader seen only taking notes reads as diminished. The position is decisiveness on the facts: arriving with the data, resolving the issue in the room, and being seen to act rather than promise.

SUBJECT

Delivery, not positioning

Shift the register from politics to administration. Own a concrete, published plan on the portfolios and issues the leader actually controls, documented and attributable rather than asserted.

GEOGRAPHY

Present where he is thinly known

A recurring, expected presence in the areas outside the home base — routine rather than seasonal — with a standing local team and sentiment tracked separately for those areas.

METHOD

Contrast, never attack

Delivery makes the comparison without a word of criticism, and cannot be characterised as disloyalty by anyone. The message is what the leader delivers, not what anyone else fails to.

The twelve-month arc

QUARTER	WHAT IS BEING BUILT	HOW IT IS JUDGED
Months 1–3	Baseline, delivery record and a settled public register	A measured starting position, and visible projects that can be documented and attributed
Months 4–6	Geographic breadth — routine presence outside the home base	Recognition rising in the areas tracked separately, not in the state average
Months 7–9	Institutional standing and allied relationships	Invitations arriving unprompted; colleagues asking for support rather than being offered it
Months 10–12	Contribution to the wider campaign, and the case for it	An evidenced record of where the leader worked and what moved there

Every recommendation in a mandate is data-led. Which seats are worked, which communities are approached, which message is used and which channel carries it — each is selected from booth-level results, field research and monthly tracking, and each is revised when the evidence moves. Where a figure is a projection rather than a measurement, it is identified as such.

13 | THE WAR ROOM

One room, one voice, one hour

Most campaign damage is done by the response rather than the event. The war room makes the response single, prepared and fast — and answers nothing before it is verified.

WATCH What is monitored

Opposition handles, regional television and local press, block-level groups and closed networks — hostile clips flagged within the hour.

VERIFY Before anything is said

Every claim checked against the record first. A rebuttal that has to be corrected hands the story a second day.

ANSWER One line, one voice

A single position, approved by the decision-maker and delivered by one person. Nothing goes out until that line exists.



When something goes wrong

WINDOW	WHAT HAPPENS
First hour	Contain, do not respond. Nothing said until the facts are established, with a standing instruction to the ground team to stay silent.
Same day	A single agreed line, issued once, by one person. Multiple versions from multiple voices convert an incident into a story with legs.
Within 48 hours	Measure, do not assume. A tracking wave establishes whether the public has noticed at all — campaigns routinely over-react to stories that never left the newsroom.
Within the week	Replace, do not defend. The fastest way past a negative story is a larger, verifiable positive one.

The escalation ladder

LEVEL	WHAT IT LOOKS LIKE	WHO HANDLES IT, AND HOW
01	Local chatter — a rumour in a ward or a group	Logged by the associate, answered face to face off the weekly brief. No public post.
02	Local press, or a clip circulating	Campaign manager decides; correction issued once, through the leader's own channels.
03	State television or an opposition press conference	Agreed line cleared by the decision-maker within the hour, plus a positive story the same day.
04	A legal or Election Commission matter	Nothing said publicly. Referred at once to the leader's counsel and the advisory bench.

Staffed through campaign hours and on standby outside them. The war room never briefs anonymously, never responds to a colleague, and puts nothing in writing that could not be read aloud.

14 | POLLING & COUNTING

Polling day is an operation, not a campaign

Persuasion ends when the silence period begins. What decides the seat after that is whether the right voters reach the booth, and whether the count is watched properly.

- 01 T - 72 HRS Slips distributed, agents briefed
- 02 T - 48 HRS Transport and duty rosters fixed
- 03 T - 24 HRS Silence period, final mobilisation
- 04 POLL DAY Hourly turnout, booth by booth
- 05 COUNT DAY Agents in every hall, round by round



What runs, and who owns it

WORKSTREAM	WHAT IT INVOLVES
Voter slip distribution	Slips prepared from the final roll and delivered house to house, so every supporter knows their booth, part number and serial before the day.
Booth agent deployment	A named, trained agent and a reserve for every booth, with timings, documents and a reporting number confirmed the previous evening.
Hourly turnout tracking	Booth-wise turnout logged to the dashboard through the day against the expected pattern, so effort moves to the booths running behind rather than being spread evenly.
Transport and mobilisation	Rosters for elderly, unwell and outstation voters, within the permitted rules and recorded against the expenditure register.
Hotspot watch and complaints	Known trouble pockets covered by senior associates, and a single channel for booth complaints — machines, missing names, agent obstruction — routed to the returning officer in writing rather than argued at the gate.
Form 17C reconciliation	Booth-wise votes recorded, collected from every agent at close of poll and reconciled the same night, so the picture is known before counting begins.
Counting-day agents	Trained agents for every table and round, round-wise tallies logged live, discrepancies raised immediately, and a designated person to request a recount if the numbers require it.

Rules that are not negotiable

- The silence period is observed absolutely — no calling, no publishing, no paid content from the moment campaigning closes.
- Nothing is done that the expenditure register cannot show, and every polling-day cost is documented as it is incurred.
- Agents are trained weeks ahead, not recruited on the day, and no victory is claimed before the count is complete.

15

WHO WE ARE

A dedicated pod, and an advisory bench behind it

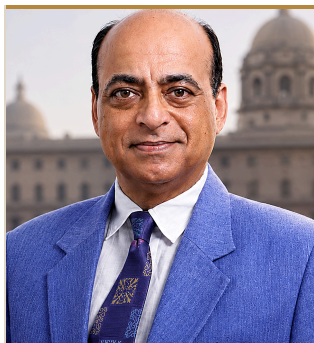
Pehchaan is the political and public affairs vertical of Quantel, one of several the firm already runs. Quantel is the brand of Vizibly Technologies Private Limited, the Delhi-based company that contracts every mandate, working at the intersection of governance, public policy and corporate strategy. Each engagement is staffed by a dedicated team with a single campaign director accountable to the client.

The advisors

**Kush Verma**

RETD. IAS

Former Commissioner,
NCR, Uttar Pradesh;
Former Principal Secretary,
Administrative Reforms,
Govt. of UP

**Jalaj Shrivastav**

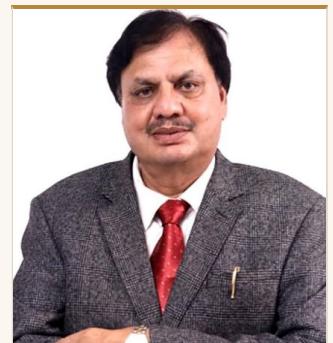
RETD. IAS

Former Secretary, Ministry of
Agriculture, Government of
India

**Desh Deepak Verma**

RETD. IAS

Formerly Secretary
General, Rajya Sabha,
Parliament of India

**Dr Dalip Singh**

RETD. IAS

Former State Election
Commissioner, Haryana
(2016–2021); IAS, Haryana
cadre

How an engagement starts

WEEK 1	WEEK 2–4	MONTH 2 ONWARD
Team deployed, ground status read, plan finalised with the leader	Baseline research, booth committees, first written review	Full cadence — content, events, outreach, weekly reads

Once a mandate is signed, deployment begins immediately: the campaign manager and associates move in, the dashboard build starts, and the first research round goes out inside the first fortnight — so the baseline is recorded before the campaign changes it.

16 | WHY CHOOSE PEHCHAAN

What a leader is actually buying

A seat is not won by rallies and generic posting. It is won by scientific precision, strategic control and disciplined ground execution. Five things separate a mandate of this kind from a retainer.

01 Bureaucratic rigour and mentorship



Strategy is formed under the direct guidance of retired senior bureaucrats — administrative depth, legal clarity and structural discipline, from people who have run the machinery a campaign has to work alongside.

02 An elite on-ground workforce



Field operations are executed by ex-UPSC aspirants and Tier-1 and Tier-2 graduates. Educated, professional execution, and no logistical gaps on the days where a gap cannot be recovered.

03 An end-to-end narrative engine



Daily cinema-grade production, pre-visit footfall generation, long-form podcasts and algorithmic distribution — one account of the leader, carried on the screen and on the street at the same time.

04 Data-backed micro-targeting



No guesswork. Every decision is drawn from Form 20 mathematical mapping, segmenting strong, weak, swing and low-turnout voters down to the exact booth, so resources go where they change a result.

05 A zero-leakage polling day



The mandate is protected from the first vote to the final tally: trained agents at every booth, Form 17C verification reconciled at close of poll, and a Form 20 audit through every counting round.

Rigour, not intuition

Every recommendation is traceable to a booth-level number or a field finding, and is revised when the evidence moves.

Execution, not intent

A fixed, named team on the seat, with every role carrying a defined daily responsibility logged on the dashboard.

Protection, not hope

The count is watched table by table and round by round, by agents trained weeks ahead rather than recruited on the day.

Each of the five is a workstream with an owner, a cadence and a line on the weekly report — not a claim made at the pitch.

WHAT DISCIPLINED EXECUTION LOOKS LIKE ON THE DAY



17

COMPARATIVE ADVANTAGE

Where a specialist differs from a template

Four kinds of provider work on Indian campaigns, and they are not substitutes for one another. The comparison below sets out what each category typically supplies, and where a single-seat mandate is built differently.

PARAMETER	NATIONAL AGENCIES	TECH PLATFORMS	LOCAL PR FIRMS	PEHCHAAN ADVISORY
Campaign focus	State-wide templates run across many seats	Tooling and bulk messaging only	Hoardings, printing and event logistics	Hyper-local — scoped to one seat, ward by ward
Strategic leadership	Central teams, at a distance from the seat	Automated; no strategic layer	Decided inside the inner circle	Direct mentorship from the advisory bench
Ground execution	Field teams contracted for the campaign period	No physical ground presence	Local volunteers, loosely organised	A named team on the seat, full time for the mandate
Cadre building	Works through the existing party cadre	Not offered	Relies on traditional party workers	An independent parallel cadre, loyal to the leader
Data and analytics	Macro, state-level statistical overviews	Voter-list search and lookup	Little to no analysis	Form 20 booth-wise segmentation — strong, weak, swing, low-turnout
Media and optics	Generalised mass campaigns	Template messaging at scale	Smartphone coverage, produced locally	Daily cinema-grade production and a pre-visit footfall engine
Polling day	Limited booth-level oversight	Not offered	Thin cover across booths	Full-day Form 17C audit and Form 20 reconciliation

Why the difference shows up in the result

- **A template cannot read a ward.** State-wide messaging is efficient across fifty seats and blunt in any one of them. A mandate scoped to a single constituency is written from that constituency's own numbers.
- **Software does not knock on doors.** Data tells you which booth is slipping; the local associates are what changes it. Neither instrument works without the other.
- **The last seventy-two hours are an operation.** Persuasion ends when the silence period begins. What decides a close seat after that is whether the slips went out, the agents were trained, and the count was watched.

What this comparison is not

These categories overlap, and they are not always alternatives. A national agency running a state campaign and a mandate scoped to a single seat are solving different problems. Where a party has already retained one, Pehchaan works underneath it on the seat rather than against it.

This comparison describes categories of provider, not any named firm, and reflects the scope each category typically offers rather than the capability of any individual supplier. Scope varies by provider and by mandate.

18

WHAT WE WILL NOT DO

What we will not do

A leader is entitled to know the limits a consultancy works inside before signing, not after something has gone wrong. These six are standing instructions to the team, briefed at deployment and enforced by the campaign manager.

01 No anonymous briefing

Nothing is said to a journalist that we would not say on the record, and no story is placed through an unnamed source. The war room answers once, in one voice, and puts its name to it.

02 No attack on a party colleague

The comparison is always delivery, never conduct. Nothing produced under a mandate can be characterised as disloyalty, because nothing in it is aimed at an ally.

03 No unverified rebuttal

Every claim is checked against the record before a word goes out. A correction that has to be corrected hands the story a second day, so we answer late rather than wrong.

04 Nothing during the silence period

No calling, no publishing and no paid content from the moment campaigning closes. Nothing is done at any stage that the expenditure register cannot show.

05 No work against an allied candidate

Where a seat is contested by a partner in the same alliance, the mandate is declined rather than run from both sides of it.

06 No claim we cannot document

Delivery figures are sourced to departmental records before they reach a speech. Where a number is a projection rather than a measurement, it is identified as such.

Why this is written down

A consultancy willing to say anything on a leader's behalf is a liability rather than an asset. Each limit above is recorded in the written scope agreed before any work begins, which makes it something the leader can hold us to rather than an assurance offered at the pitch. Where a situation is not covered by one of them, it goes to the leader before it goes anywhere else.

These limits hold across all three engagement models and are not varied by the closeness of a contest or the stage of the calendar.

P E H C H A A N

A CONVERSATION, THEN A PLAN

Structure built early holds. Structure built late does not.

Nothing in a campaign is decided in the final six weeks — it is decided by whether the organisation, the evidence and the story were built while there was still time to build them. We would welcome a working session on the specific contest: where we can walk through the seat, present the baseline we would establish, and scope a plan against the actual calendar.

01

A working session

A candid conversation on the position, the timeline and the objective.

02

A perception baseline

A first read on standing, preference and issue priority, before any work begins.

03

A scoped plan

A mandate built for this contest, not a template — with terms shared separately.

TO TAKE THIS FORWARD

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