

How Chanakya helps an MLA or MP candidate to prepare for the next election

We, at Chanakya, manage the constituency at 3 Level.

Phase 1 : Secondary Research Data

Duration : 7 Days

At Secondary Research Data, We analysed the following things:

1. Booth wise Past Voting Pattern. For the State of Karnataka, We analyse booth wise voting pattern of 2013 Assembly, 2014 Parliament, 2018 Assembly and 2019 Parliament Election results. The Data will be available in simple excel format. It will be also available in Chanakya mobile APP.

Parliament 2019				Assembly 2018				Parliament 2014				Assembly 2013			
Candidate	Party	Votes polled	% Votes	Candidate	Party	Votes polled	% Votes	Candidate	Party	Votes polled	% Votes	Candidate	Party	Votes polled	% Votes
DR. UMESH G JADHAV	BJP	325	59.96	Kedarlingiya	JD(S)	239	38.49	Mallikarjun Kharge	INC	253	51.95	Dr.Ajay Singh	INC	226	39.44
MALLIKARJUN KHARGE	INC	193	35.61	Dr.Ajay Singh	INC	224	36.07	Revunaik Belamgi	BJP	206	42.30	Kedarlingiya	JD(S)	212	37.00
NOTA	NOTA	9	1.66	Doddappa Gouda S. Patil Naribola	BJP	139	22.38	D.G Sagar	JD(S)	8	1.64	Doddappa Gouda S. Patil Naribola	BJP	93	16.23
												Mallikarjun Dundappa Gouda	KJP	10	1.75
												Baillappa M Nelogi	BSR	2	0.35

2. From the 4 voting pattern, we can identify the strong and weak booths for any particular party. Once the Strong and Weak Booths are identified then actions can be taken to improve it.

Strong Booths	Weak Booths				
Booth Name		2013 Assembly	2014 Parliament	2018 Assembly	2019 Parliament
	Bakthampalli	50.3%	59.3%	60.8%	63.4%
	Bedagapalli	54.2%	67.5%	63.8%	56.8%
	Bondemapalli	39.5%	68.5%	63.3%	56.3%
	D K E B Colony	24.6%	48.8%	73.9%	81%
	Eragapalli	50.7%	59.7%	66%	63.8%
	Gangaravalapalli	54.2%	77.6%	41.7%	55.7%
	Government Chap Etkala-1A	0%	0%	52%	61%
	Government Employees Bhavan Sedam	0%	66.8%	58%	65%
	Government Higher Primary School (East)Gadikeshwara	52%	82%	77.9%	85.7%
	Government Higher Primary School (Left)Gadikeshwara	0%	72.4%	53.7%	60.2%
	Government Higher Primary School (Right) Nidagunda	49.7%	71.2%	60.6%	69.5%
	Government Lower Primary School Etkala	53.2%	72.9%	65%	55%
	Habala (T)	44.9%	63.7%	57%	62.4%
	Hanganahalli Booth-1A	0%	0%	67%	72.7%
	Harijanavada Booth No1A	0%	0%	52.1%	65.1%
	Harijanavada Booth No2	40.3%	68.8%	57.1%	68.1%

Example : Strong Booths of Congress at Sedam

3. We can identify the floating votes for any constituency. The floating vote means that there are some voters who did not vote for main parties like Congress or BJP in some particular booths. We need to identify these booths where voters voted for Parties other than Congress/BJP. We

need to understand the reason behind it. We need to convert the floating vote in the candidate's favour in the next election

State		Assembly Constituency		Polling Booth	
Karnataka		Basavakalyan		KOTMAL Booth No1	

Parliament 2019				Assembly 2018				Parliament 2014				Assembly 2013			
Candidate	Party	Votes polled	% Votes	Candidate	Party	Votes polled	% Votes	Candidate	Party	Votes polled	% Votes	Candidate	Party	Votes polled	% Votes
BHAGWANTH KHUBA	BJP	369	65.89	P.G.R. Sindhia	JD(S)	356	60.85	BHAGWANTH KHUBA	BJP	384	73.42	SANJAY D PATWARI	BJP	397	42.60
ESHWAR B. KHANDRE	INC	166	29.64	Malikarjun S/o. Sidramappa Khuba	BJP	88	15.04	N DHARAM SINGH	INC	51	9.75	MG Muley	BSR	336	36.05
BABA BUKHARI	BSP	13	2.32	B. Narayanrao	INC	80	13.68	BANDEPPA KHASHEMPUR	JD(S)	35	6.69	B. NARAYANRAO	INC	104	11.16
NOTA	NOTA	1	0.18	Ram S/o. Indrajeet	NCP	2	0.34	SHANKAR BHAYYA	BSP	25	4.78	Malikarjun S Khuba	JDS	36	3.86
												ABDUL RAZAQ	BSP	9	0.97
												ATTUR MALLAMMA PATIL	KJP	8	0.86

Example : At Kotmal Village, Booth No-1, BSR polled 36% vote in 2013 Assembly election and JDS polled 61% vote in 2018 Assembly Election. This is floating vote. If we understand the reason behind it then we can optimize the voting for next assembly election

- We understand that the voting is happening village wise rather than booth wise. For Karnataka, village wise SC, ST, Muslim and Christian data will be calculated. SC and ST data will be calculated from the census data. Muslim and Christian data will be calculated from the voter list. From the village level data, the overall SC, ST, Muslim and Christian voters of any constituency will be calculated.

Village/ward	SC voter	ST voter	Muslim voter	Total voters
Mittimalkapur village	267	418	115	1263
Yegnur Village	468	47	283	1776
RAJALABANDA Village	53	134	11	663
SIDDARAMPUR Village	126	113	104	731
WADVATI Village	511	986	107	2145

Sample : This is real data for some villages under Raichur Assembly segment

Phase -2 : Visit to all the villages

Duration : 1 Month

After doing the Phase-1, We visit all the villages. We want to meet the workers in the villages. Workers are the backbone of any political party. But political leaderships sometimes do not interact with them. The workers have the best intelligence. We will have an interaction with the workers.

We will seek the following information from the workers :

1. Village wise Caste Equation (Please note, we already had SC,ST,Muslim and Christian data). We need approximately the rest of the caste. The workers especially who contested Gram Panchayat election can say it.
2. Caste and Community wise Organization – We will document the workers name and contact number – Community wise. It will help the MLA candidate to stay in touch. It will also help the MLA candidate to understand the gap analysis in the organization at village level
3. We will discuss the past voting pattern of the village with the workers and we will find out the best possible way to optimize the future election

<p>Village Name : GUNDUR</p> <p>Number of Booths -2</p> <p>It includes Village and Tanda</p> <p>Caste Equation at GUNDUR village:</p> <p>ST(Kuruba)- 300</p> <p>ST(Koli)-400</p> <p>SC(Right)-150</p> <p>Lambani-200</p> <p>Maratha-150</p> <p>Lingayat-250</p> <p>Muslim-50</p> <p>Wader-20</p> <p>Past Election results at GUNDUR Village:</p> <p>In 2018 Assembly Election, From Booth No-1,</p> <p>Congress polled 309 votes</p> <p>BJP polled 191 votes</p> <p>JDS polled 113 votes</p> <p>From Booth No-2,</p> <p>Congress polled 247 votes</p> <p>BJP polled 175 votes</p> <p>JDS polled 61 votes</p>

<p>Maratha Leadership of Congress at GUNDUR.:</p> <p>Pappu Patil (968844486)</p> <p>Govind Machnale (988276894)</p> <p>Indrajeet Karvadi (Ex GP Member) (761911204)</p> <p>Note: Mr. Hanumanth Patil (Director DCC Bank) (Contact Number -990203524) is suspended from BJP now. If he joins Congress, then Maratha vote will consolidate in favour of Congress.</p> <p>ST(Koli) Leadership of Congress at GUNDUR :</p> <p>Tukaram Kakte (988692188)</p> <p>Balhim Darda (990130394)</p> <p>ST(Kuruba) Leadership of Congress at GUNDUR :</p> <p>Gyaneshwar Harkude (96113334)</p> <p>Shivaji Biranna (96204328)</p> <p>SC(Right) Leadership of Congress at GUNDUR :</p> <p>Jaganath Jairam (900889008). He is an Ex-GP President</p> <p>Ashok Shetty (974103943)</p> <p>Lambani Leadership of Congress at GUNDUR.:</p> <p>Suresh Chauhan (91633637)</p> <p>Nilkanth (77602712)</p> <p>Govind (988033018)</p> <p>Muslim Leadership of Congress at GUNDUR.:</p> <p>Ibrahim (99028811)</p> <p>Lingayat Leadership of Congress at GUNDUR.:</p> <p>Basavraj Biradar (998804426)</p> <p>Ambaraj Pagade (96113385)</p>
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This is the real life sample for one village of Northern Karnataka.

4. From the village level Caste Equation, We will derive the Assembly level caste Equation.
5. At the same time, the entire village level workers name along with their caste and phone number will be available.
6. A village level action plan will be available to improve the votes in next election will be available. Please note: the action plan will be available at the most micro level.

The most important part is that the candidate will be battle ready will all the relevant information after Phase-2.

Phase 3 : Managing the Election

Duration: 3 Months

Divide the constituency in different parts and put the best person to maintain it :

Once all the relevant information is available, it is required to devise the action plan. It is required to divide the constituency in different parts. Sometimes it is divided based upon Gram Panchayat level/Zila Parishad level or Ward Level. A person or a team will be responsible to improve the vote share in their respective area. All the relevant information will be shared with the person/team.

Review once in a Month, Follow P-D-C-A cycle (Plan-Do-Check-Act)

We should have a review mechanism once in a month to check the status. If the progress is not satisfactory then we need to change the plan and act.

Identify the segment and create a positive Narrative for them:

We don't need 100% votes to win the election. We need to identify the segments whom to target. It can be a caste/Age Profile/Gender or some occupation groups. We need to talk regarding them continuously. We need to create a positive story for them if the candidate will be voted to power.