



OUR WORK

Introduction

National EMC is an organization where opportunities are given to ensure the presence of youth and experienced people in political and administrative work. We do a variety of tasks before and after elections. Holistic and inclusive development is possible only with the participation of youth in political administration, so active participation of youth in politics is our aim.

We want to create a system where there is direct accountability of the government to the people for government service, better health, all education, all round development. For this, it is necessary to make the access of public information accessible to the public and make the public aware through the youth. We are working with this vision to be creative and do better every day.

Objectives

In a democracy, the people are paramount and the participation of the people establishes the values of democracy.

For this, to create an easy and cheap medium for the access of positive propaganda of political parties and representatives, so that a healthy electoral system is maintained, the party leaders And to maintain the dialogue between the people and to implement their plans and works smoothly with the suggestions of the people, through the modern form of communication and technology to facilitate the electoral system with meaningful initiatives in all the dimensions of the elections, which will lead to a strong democracy. Along with giving a positive look to the electoral condition and direction by outlining all the dimensions of the policies and plans of the government, as well as planning with a local scenario in a planned manner for the participation of more and more youth in politics and to implement.



Rajasthan Election - 2023



Parivartan Sankalp Yatra

The 'Parivartan Yatra' successfully covered 51 constituencies in Jodhpur division, Nagaur, and Ajmer, spanning 2,574 km over 18 days. With 45 public meetings, the campaign, supported by our party sangathan, built a vital communication bridge between leaders and the public. Various programs with diverse communities facilitated effective propagation of the party's promises, fostering direct interaction and addressing public concerns. The yatra's success lies in not just constituency coverage but in establishing a strong connection between the party and the people, enhancing public engagement.

सुझाव आपका, संकल्प हमारा

We engaged in 20 days of outreach across villages and towns, collecting suggestions from various segments of society through small gatherings and multiple channels, including email, telephone, WhatsApp, and voice calls. The campaign featured suggestion boxes on vehicles, LED screens, and microphones. The Law Minister, Arjun Ram Meghwal, announced the inclusion of aspiration boxes on campaign vehicles, allowing written suggestions. This initiative aimed to gather diverse inputs for the BJP's resolution letter.



Uttar Pradesh Election

Pratigya Yatra

Team NEMC had successfully organised, planned, designed, executed, and mobilised this Yatra. It was a 12000 Km long mass outreach Yatra of the congress which covered almost every district of Uttar Pradesh. The basic objective of this Yatra was to propagate, circulate the promises of congress which they had announced for the Uttar Pradesh Vidhan sabha 2022 assembly elections. This Yatra was officially flagged off by Priyanka Gandhi Vadra Ji from the Barabanki district. Later many senior leaders of Congress had also joined in this Yatra. This Yatra had helped to gain momentum and buzz at the grass-root level and revive the block/Nyaya level organisation of the party.

Padyatra

NEMC has successfully executed the 10-day Mehangai Hatao Padyatra at 403 constituencies of Uttar Pradesh Vidhan sabha where the local unit leaders of congress had walked 5 Km each day at the major footfall locations of their constituencies. The leaders have also organised the NukkadSabha every day at the end of the padayatra. The main idea of this padayatra was to make the public aware of how the present BJP government policies created huge inflation and how badly it affected the common people's lives across the state. This padayatra helped to make the public aware of the government's failure governance model and also strengthened the local unit structure of the party.



Ladki Hu Lad Sakti Hu Marathon

The Marathon was the most important activity for the party to create a buzz and set the campaign agenda amongst the general crowd, especially the youths. We had organised, strategized, and executed the marathons at different cities like Lucknow, Jhansi, Bareilly, Meerut, and Mumbai. Where we had successfully managed to mobilise more than 30 thousand women participants throughout the marathon.

Rallies, Roadshows, and Karyakarta Sammelan

There were many events conducted by the NEMC where lacs of people mobilised at various cities of Uttar Pradesh like Lucknow, Banaras, Gorakhpur, Chitrakoot, Moradabad, Bulandshahar, etc. There was massive support at all events from the lacs of people across the states. These events helped the party to revamp the organisation at the grass-root level.

Ladki Hu Lad Sakti Hu Door2Door Campaign

We did an extensive D2D campaign at various constituencies across the state. The target behind this activity was to mobilise the voters towards the promises done by the party where we touched more than 50 lacs households across the state. In this whole exercise, our ground volunteers had collected more than 30 lacs database through household data and missed calls. This activity helped to make a communication channel for the circulation of party promises to the voters. We also launched a postcard campaign where the letter of Priyanka Gandhi Ji has been circulated to the maximum households in order to promote and be aware of the promises of the party.



Bihar Vidhan Sabha Elections

Bihar Vikas Mitra

The most discussed election strategy run by RJD in Bihar Vidhan Sabha Elections 2020 was prepared by us, in which about 2 lakh non Yadav, non Muslim Vikas Mitra were made in about 40000 booths. Due to which the traditional vote of the party increased by about 5 to 7%.

Bihar Vikas Samvad

Vikas Samvad was conducted with the help of Bihar Vikas Friends. Under Bihar Vikas Samvad, 70350 people were connected in about 4690 panchayats and their opinion was taken on the manifesto of the party. This was the most successful Panchayat level program run by RJD.

Badge Bihar Tejashwi Saath (Employment Dialogue)

Under this program, the manifesto of the party was reached to 43 lakh 60 thousand people of about 109 assemblies of Bihar through D2D. This was the biggest ever D2D program by any party in any election in Bihar.



Har Baat Booth Tak

Under this program, 4 to 5 whatsapp groups were formed from almost every Vidhan Sabha of Bihar, whose number was more than 500, in which about 1 lakh 25 thousand people were added. Due to which everything said by RJD leader Tejashwi Yadav in entire Bihar reached every booth of every Vidhan Sabha in a very short time.



Delhi Assembly Election

Together with their photos in support of their candidate's video of more than 3700 workers in support of their candidate, their whatsapp status FB status post and group share Through this, about 2,50,000 people were reached. Nearly 77,000 households were reached in an assembly through door to door and 28,000 with raw data to make regular contact with them and make them aware of their policies by talking on calls. Through memes and cartoons, a system was made to make 10,000 young voters between the ages of 18 and 22 years aware of the candidate and AAP's policies and connect with them every day in the assembly.

In the Delhi Assembly Elections 2020, 4 big leaders of Aam Aadmi Party, Deputy Chief Minister Honorable Manish Sisodia, Aam Aadmi Party's PAC member Atishi ji, Durgesh Pathak and Hon'ble MLA Sanjeev Jha, who won the most votes in Delhi, were digitally campaigned by us.



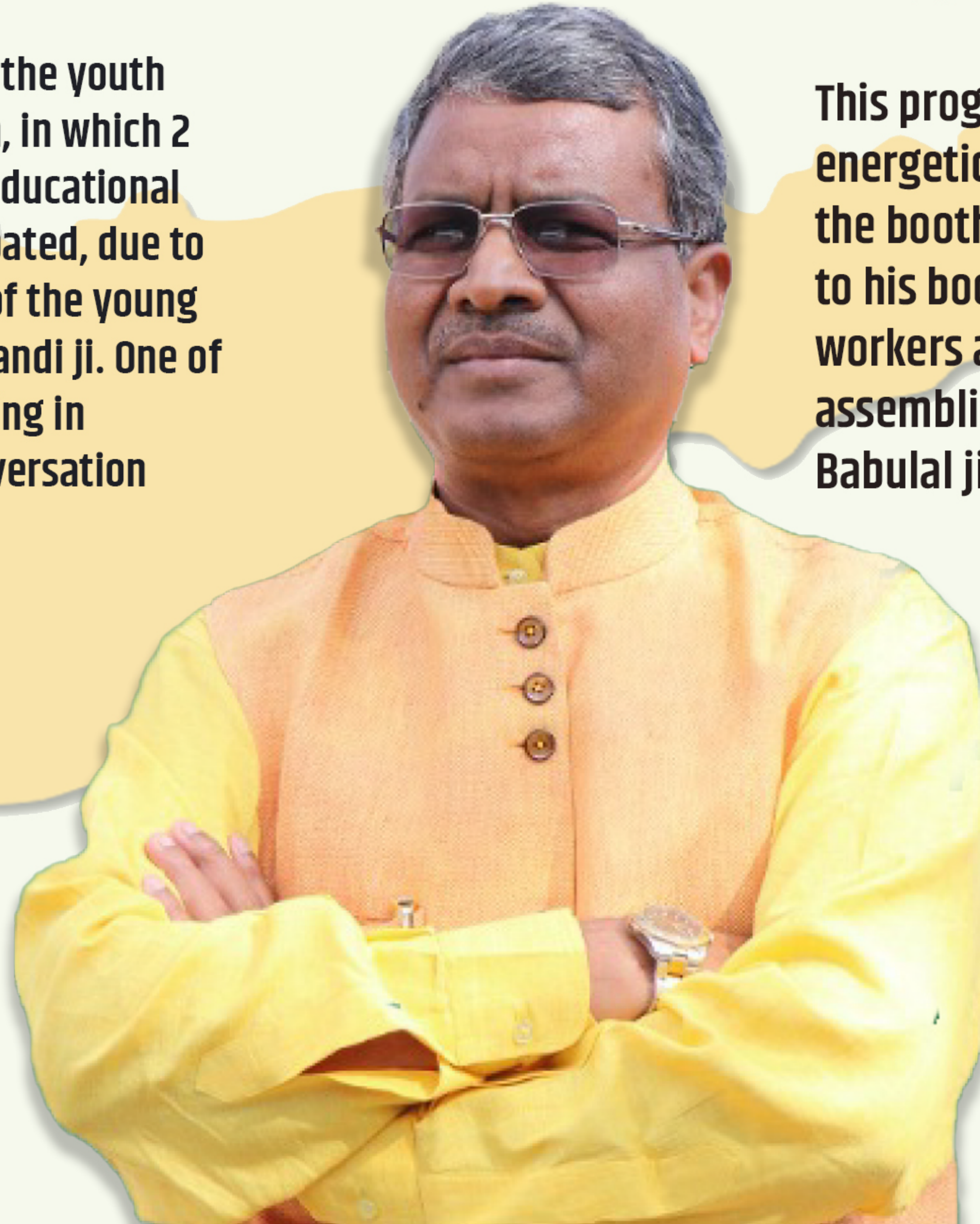
Jharkhand Elections

Conversation with Babulal

The campaign was done to reach the youth and connect the youth with them, in which 2 lakh students of more than 200 educational institutions of Jharkhand participated, due to which the trend and confidence of the young voters increased for Babulal Marandi ji. One of the most talked about campaigning in Jharkhand elections was the conversation with Babulal.

Digital rally

Technology about 1.50 lakh people were addressed simultaneously at 6455 places in 81 assemblies of Jharkhand at one time on burning issues of Jharkhand.



Vikas Mitra

This program was carried out to add energetic workers to the organization up to the booth level and to add a strong person to his booth, in which 2250 new energetic workers at 2250 booths of about 10 assemblies were organized to strengthen Babulal ji.

Mandate Yatra

Was held in 81 Vidhan Sabha within 28 days, in which a meeting was held with different communities in about 500 groups of women, farmers, business teachers, doctors and about 7 to 8 lakh people were directly interacted.

Lok Sabha Elections 2019

In Lok Sabha Elections 2019, we have given our services to 10 candidates of three major parties from 3 states.

Within 90 days, 7,000 people at 2,400 booths were connected with the organization and the candidate and their grievances were redressed by creating a real-time feedback system of Panchayat level workers. Direct communication of 3,500 Panchayat level workers was established with the candidate.

Videos of about 40,000 workers were made in support of the candidate and were made available to more than 6,50,000 first time voters.

According to the party line of all the candidates, more than 4,000 content was uploaded on all their social media handles.

Direct to about 4,00,000 voters in each Lok Sabha through call and message campaigns.



Rajasthan Vidhan Sabha Elections

"During the 2018 Rajasthan Assembly Elections, the key members of our team personally participated in the three Vidhan Sabha (Ajmer, Pushkar and Nagar (Bharatpur)) elections as a Team Leader, out of which in 2 Legislative Assemblies There was victory."

Our field

Digital Media / Social Media

"It is an essential aspect to reach out to the public in an effective and creative way through social media and to maintain activism and to continue our promotion continuously. Our organization works for this at every level and digital media organizes the promotion."

Survey / Survey Organizing

"Before preparing any campaign and election strategy, it is very important to understand the current opinion and opinion of the public because every person is being affected in some way or the other by the spread of internet, in this situation in the area It is very important to understand the prevailing opinion about the party and the individual."



Media Liaison/Management

By regularly engaging the local media at all levels of publicity and continuously informing the media of all programs and addressing their questions and suggestions, the media reaches as many people as possible, and with its proper contact, the publicity can be easily spread to the people.

Organizational Management / Cooperation

The entire preparation for the election is done on the basis of the organization itself, the role of the organization remains important from the campaign to the day of polling, so keeping the organization organized at all levels and strengthening the preparation of booth level, booth level But adding new voters and preparing them for voting is the most important task, our organization considers it necessary and effective to prepare for the polling day from day one, so we cooperate with the party or leader in this work.

Public Relations/Propaganda Organizations

"All leaders and parties use various methods of public relations for their campaigning in regular time, and try to strengthen their reach to the public if it is done smoothly and systematically with all the dimensions. If it is, then its reach is doubled. Our organization has organized public relations for the party and the leader according to the situation there.





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