

Work of Viplav for Biju Janta Dal

Biju Janata Dal (BJD) of Orissa led by Sh. Naveen Patnaik engaged Viplav Communications Pvt. Ltd. to identify the candidates in four constituencies for contesting Parliamentary election of 2009.

The company advised them to re-negotiate the alliance with the BJP since they there being twice as many seats as their actual vote share. In the process of re-negotiation the alliance broke. The company also helped the party identify candidates in the constituencies which were with the BJD earlier and the ones whose reservation status changed during the delimitation.

The company has suggested the names of Mohan Jena, Bhartuhari Mehtab, Baijayant Panda and Kalikesh Singh Deo in given constituencies. In the process of ticket distribution, the names suggested by the company were approved finally by the Party. Now thanks to the approval of Party, all four suggested candidates have won the election. Details are given in the Table below:

Parliamentary Constituency	Name Suggested by Viplav	2009 Result	Votes	Margin of Victory
Jajpur	Mohan Jena	Won	433350	127747
Cuttack	Bhartuhari Mehtab	Won	465089	236292
Kendrapada	Baijayant Panda	Won	503075	127547
Bolangir	Kalikesh Narayan Singh Deo	Won	430150	90835

Company put forward the unbiased input suggesting that the sitting MP from Kendrapara – Archana Naik should not be given the ticket as she is facing huge anti-incumbency in her constituency. Archana Naik, rebelled fought the parliament election from BJP from Bhubneshwar and lost.

During the election campaign period, more than five lakh telephone calls were made through state-of-art software technology in voice of Sh. Kalikesh to voters of Bolangir and Sh. Baijayant Panda to voters in Kendrapara. Sh. Naveen Patnaik himself called to more than 50 Lac voters through voice broadcast service provided by the company.

Company is very grateful to the leadership of BJD for being receptive to suggestions.