

Work of Viplav for Rashtriya Lok Dal

Viplav's milestone achievements for RLD in 2009 Parliamentary election:

In November 2007, Viplav had suggested the name of Jayant Chaudhary as a Party candidate in Mathura Constituency for 2009 Parliamentary election while Party wanted to know the effectiveness of Anuradha Chaudhary's leadership in Mathura. Now in 2009 election, the victory of Jayant Chaudhary has proved the very early suggestion of the company as fully scientific and effective.

In case of Jayant Chaudhary, 3 Lac Telephone calls in his voice through state-of-art software technology of the company have been made to voters of Mathura. On the wake of huge margin win of Sh. Chaudhary, the efficacy of tele-calling (www.supercaller.in) is once again proved.

For last one and half years, the company has been constantly engaged by the Party in Baghpat, Hathras, Bijnor, Nagina, Amroha, Mathura and Muzaffarnagar. Out of all these seven constituencies, RLD has won the election in five constituencies.

Viplav Communications has been doing "Voter Relationship Management" for RLD since 2005. The main works for the Party are as follows:

- Making constant better relationship with voters based on all possible micro and macro data of the constituencies of RLD interest.
- Suggesting winnable candidates for contesting elections.
- Keeping informed top leadership of party about present political positions and trends of support.
- Helping to know caste equations of constituencies in interest through accurate caste data and caste affiliations (Voter-wise).
- Helping in election management through identifying "Duplicate Voters", providing "Voter slip" and showing "weak and strong pockets" of support in constituencies.

The success of the company lies in the suggestions implemented by the Political Parties. In this perspective, the company is very grateful to the leadership of RLD as they have always been very receptive to suggestions provided.