

Inside An Election War Room

Assignment

The **Aam Aadmi Party** is undoubtedly India's greatest start-up. The Party is now in power in 2 states/UTs, and won both with historic margins, thrashing all rivals. The Party now aims to spread its base across the country (which it did hastily in 2014 and failed), with a view to emerge as the only alternative to BJP and replacing the Congress as the principal Opposition.

The party wants to start this gruelling battle from the state of Gujarat, a place where the BJP and Congress lock horns.

A). Devise a detailed strategy for the party for the upcoming **Gujarat Assembly Elections 2022**. (This should include but not limited to Strategy, Message, Target Voters, Target Constituencies and Regions, Star Campaigners and their roles, Important Issues, Steps to create Cadre/Volunteers, Creative Campaign Ideas etc.)

B). Also draft a 5-point long-term plan, for the party to emerge as the official opposition in the Lok Sabha Elections of 2029.

The Submission will be a PPT presented by the team mates on 10th of July