

National Conference

**POLITICAL CONSULTANCY IN INDIA
OPPORTUNITIES & CHALLENGES**

ORGANISED BY

DEPARTMENT OF POLITICAL SCIENCE

MAULANA AZAD NATIONAL URDU UNIVERSITY, HYDERABAD

&

BILLION CONNECT PRIVATE LTD

SHAIKPET, HYDERABAD



DATE

24-25 FEBRUARY, 2025

TIME

10.00 AM - 05.00 PM



**VENUE: SYED HAMID LIBRARY AUDITORIUM,
MANUU, HYDERABAD**

CONTACT US

**For registration,
scan the bar code:**



+91 7006584438

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CONCEPT NOTE

Political consultancy in India has transformed into a sophisticated industry integrating data analytics, behavioural science, and strategic communication. Technology, social media, and professional campaign management have reshaped the landscape, with consulting firms offering services such as voter profiling, sentiment analysis, campaign strategy, and crisis management.

The industry faces unique challenges due to India's diverse voter base of over 900 million, requiring consultants to navigate complex demographics while leveraging modern tools. The rise of smartphones and social media has opened new avenues for voter engagement but also raises concerns about data privacy and misinformation.

Political consulting has grown into a multi-billion-rupee market, with major parties relying on specialized firms for micro-planning and national strategies. AI and ML integration have further revolutionized the field, enabling predictive analytics, automated sentiment analysis, and personalized outreach, though raising ethical and governance concerns. This conference aims to connect industry practices with academic research by bringing together practitioners, consultants, and scholars to exchange knowledge, showcase innovations, and address challenges.

Sub-Themes

- Technological Innovations in Political Campaigning
- The Social Media Revolution in Political Consultancy
- Voter Engagement Strategies
- Comparative Practices in Global and Indian Political Consulting
- Consultancy Agencies in Regional and National Elections
- Political Communication Strategies
- Future Trends in Political Consultancy



CONFERENCE GUIDELINES

1

ABSTRACT SUBMISSION

- Length: 250-500 words
- Format: PDF or Word, Times New Roman, 12 Font, 1.5 Spacing
- Must Include: Title, Author (s) details, 4-5 Keywords, Methodology & Findings

2

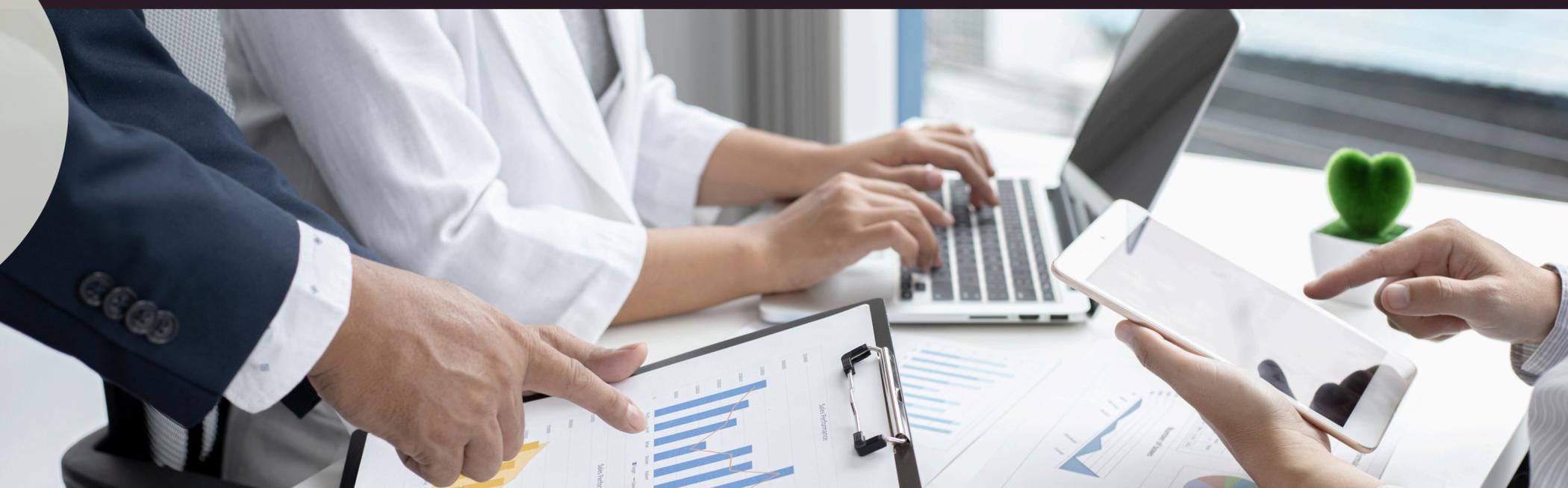
FULL PAPER SUBMISSION

- Length: 3000-5000 words (excluding references)
- Format: PDF or Word, Times New Roman, 12 Font, 1.5 Spacing
- Must Include: Title page with Author (s) details, Abstract, Introduction, Main body, Findings & Conclusion
- Citation Style: APA 7th Edition

3

IMPORTANT DEADLINES

- Abstract Submission: 07 February, 2025
- Abstract Acceptance Notification: 09 February, 2025
- Full Paper Submission: 20 February, 2025
- Conference Dates: 24-25 February, 2025



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ABOUT THE ORGANISERS

Maulana Azad National Urdu University

Maulana Azad National Urdu University (MANUU) was established by an Act of Parliament in 1998, driven by the noble intention of extending higher education opportunities to the remote corners of the country, particularly in Urdu Medium, through both regular and distance mode programmes. Over the years, the university has expanded its academic footprint, evolving into a comprehensive institution of higher learning. Presently, MANUU boasts an impressive infrastructure comprising 8 Schools of Studies, 19 Departments, and 9 academic, technical, professional training, and research centers. Furthermore, the university is fortified by 3 directorates and has established 18 satellite and off-campus across 11 states in India.

Department of Political Science, MANUU

The Department of Political Science, established in 2015, offers MA and Ph.D. programs with a focus on multidisciplinary learning and research. It aims to expand the boundaries of the discipline by integrating traditional, non-Western, and modern perspectives. Committed to academic excellence, the Department prepares students for diverse careers through updated curricula, seminars, and professional interactions.

Billion Connect

Billion Connect is a dynamic consultancy firm specializing in innovative solutions across diverse sectors. With a commitment to excellence, it offers tailored strategies to drive growth, efficiency, and impact. The firm's expertise spans electoral skill development policy analysis, and capacity building, making it a trusted partner for transformative development initiatives.

Organising Team

Patron: Prof. Syed Ainul Hasan, Vice-Chancellor, MANUU

Co-Patrons: Prof. Shahida, Dean, S&SS, MANUU
Prof. Sk Ishtiaque Ahmed, Registrar, MANUU

Seminar Coordinator: Prof. Afroz Alam, Department of Political Science, MANUU

Organising Team: Prof. A Nageshwar Rao, Dept. of Political Science
Dr. Md. Khurshid Alam, Asst. Professor, Dept. of Political Science
Dr. Shabana Farheen, Asst. Professor, Dept. of Political Science
Mr. Muzaffar Hussain, Asst. Professor, Dept. of Political Science
Dr. Md. Afroz, Asst. Professor, Dept. of Political Science
Dr. Mudasir Bashir, Asst. Professor, Dept. of Political Science
Dr. Faizan Sarwar, Billion Connect, Hyderabad
Dr. Iftekhar Hussain, Billion Connect, Hyderabad



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