

DG PEOPLE



PAVING
THE PATH OF
VICTORY



ABOUT US

Founded in 2015, DG Media has grown persistently over the years through the referrals of satisfied clients and the quality of services provided to them, thus leading now with the name of "Devout Growth Media Pvt Ltd." The passion with which it has helped clients in tapping the opportunities of rapidly evolving branding practices has made it acquire the status of the most trusted Election Management Agency in Patna, Bangalore, Hyderabad, Guwahati, Mumbai

We are one of the best PR agencies in India. At present, the agency entails a prestigious list of clientele that includes some of the prominent individual political leaders/ public figures, the national running parties like – Congress, BJP, JAP(L), LJP (Lok Janshakti Party), and many more.

A team of promising talents and well known political analyst & enthusiast works meticulously to leave no stone unturned to enhance client's reputation and make them accomplish PR goals. The agency with the unflinching dedication of team members towards client's goals creates and effectively implements customized strategies to establish firms as a leader in their respective domain. The firm by leveraging its strong relationship with leading media houses in Bihar, Jharkhand and Delhi is committed to deliver best-in-class political management services to clients. Its esteemed expertise in placing even the start-ups in leading publications has made it the first choice of companies operating in Patna, Ranchi & Delhi when they look for PR partners.

We have helped political candidates at all levels effectively refine and convey their platforms, get voters excited about their candidacies, and have been instrumental in helping them raise their brand awareness. We are simply dedicated to help good candidates run successful campaigns that leads them to victory.

We provide comprehensive Election Campaign Management for any candidate. The services we provide are →

Strategy Development: Advise the candidate on winning strategy. Provide valuable inputs from top veterans in different fields to assist and guide a candidate to victory. To maintain candidate's base and also influence floating voters by skilful media and message management. Opposition research into opponent's record and use of such research to wean away opponent's voters.

Media Management: We manage the perceptions of the audience by enabling strategic management, procurement management, and marketing via media enterprises. The aim is to manipulate the audience's thought process in regular or in the time of crisis for the respective individuals/party.

Political Survey: Complete and in-depth survey of any constituency through a questionnaire. Analysis of response and preparation of reports and summary related to voter mood.

Volunteer Management: To engage more and more people in building the mindset of common people along with giving the volunteers a sense of responsibility towards the governing and the governed.

Door to Door Survey: To undertake an exhaustive survey of every locality to understand the voters' concern. Conversion of voters' promise into actual votes by persuasion and reaching out.

Grass- Root Level Campaign: A grassroots movement is one that involves the people in a given district, region, or community and lead a political, social or economic movement bringing awareness at the same.

Opinion Poll: To lead a political campaign, It is important to know what and how their public is thinking. Thus, making it an indispensable tool for you. We have the expertise to use a sample size of no more than a few hundred to predict a constituency.

Management of Social Media: Complete management of social media (Facebook, Twitter, etc), Online interaction with the electorate, use of blogs and bulk message service to reach voters. The main aim is to get you interact with your audience via daily post update.

Management of Campaign Material: Design of leaflets, banners, hoardings, a manifesto to maximize publicity. To reach out to voters by use of recorded messages on mobile.

Rally Management: From stage setup to following up with the Press releases, we provide an integrated and complete end-to-end solution to political party rally.

WAR-Room Setup: We set up a WAR to analyse every situation during election and give a TIT for TAT.

Leader/Party Perception Management: Planning a strategical approach to create a perception amongst people, directing the air towards the respective candidate.

Influencer Management: Endorsing the party/individual message to the wider audience by 'Influencer marketing' that is gathering influencers support to manipulate the mindset of the people via audio/visual mediums.

Digital Marketing: The propaganda behind digital marketing shall be solely marking the presence of the party/individual aiding social media handles (Facebook, Twitter, etc.)

PR Team: Formulating strategic communication, our PR team shapes narratives, builds public perception, and enhances the candidate's image to connect with voters effectively.

Election Survey: Conducting thorough election surveys to analyze public sentiment, identify key issues, and craft informed strategies for a targeted and impactful campaign.

Booth Management: Ensuring seamless execution on the ground, our booth management team maximizes voter turnout, coordinates volunteers, and optimizes logistics for a smooth election day.

Election Narrative Marketing: Crafting compelling narratives that resonate with the electorate, our marketing approach focuses on conveying the candidate's vision and solutions for a brighter future.

Election Branding: From logos to campaign materials, our branding efforts create a distinctive and memorable identity, establishing a strong presence that sets the candidate apart.

Slogans: Crafting succinct yet impactful slogans that encapsulate the candidate's values and resonate with voters, leaving a lasting impression.

Creative Designs: Our creative team produces visually compelling designs for campaign materials, social media, and advertisements, ensuring a cohesive and visually appealing brand presence.

Candidate Selection Criteria: Implementing a meticulous process, we select candidates based on leadership qualities, integrity, and alignment with the party's vision to ensure effective representation.

Assembly Wise Data: Utilizing data analytics, we gather and analyze assembly-wise information, understanding local dynamics to tailor campaign strategies and messages for maximum impact.

OUR MARKED FOOTPRINTS:

01

JAN ADHIKAR PARTY BIHAR ASSEMBLY ELECTION : 2015

Issue:

Being very new political party, the name of the party was not popular among the audience of Bihar as the party was listed just 45 days prior to the election. Also, the naming party had a tough struggle between 2 Gathbandhan – NDA & Mahagathbandhan. Even establishing the image of party patron – Pappu Yadav as People's Person was the toughest task for the season.

Intervention:

Getting our on-ground volunteers dispersed all-over Bihar in order to note and gather every weak/negative aspect about the 2 established parties. We spread our research over both on-line as well as off-line mediums. We ran a campaign "Re-Imagine Bihar" focussing on Health and Employment generation in Bihar.

Impact:

Running an effective campaign, we achieved success in capturing votes and gaining people's faith from all over Bihar during the Assembly Election. In a bipolar election scenario between NDA and MAHAGATHBANDHAN, our innovative campaign strategically positioned Jan Adhikar Party as a formidable third pole, resonating with the people.

02

IMAGE BUILDING SUMIT KUMAR SINGH (2015- PRESENT)

Issue:

Majorly there were 3 challenges that led to his failure in Assembly Election, 2015 – first was the sympathetic vote to the opponent, second in Chakai, Rajput caste take very less % of the region thus no caste supporting votes and the third was his father’s political credibility which was considered non-trustworthy.

Intervention:

We, gathering all the factors of the failure in Assembly Election, 2015 worked more and more in establishment of his image via offline activities, gathering loop-holes of the current MLA’s work, socializing at all events, and publishing research related journals to help Chakai audience understand the depth of the current module of the ruling government.



Impact:

After working with same approach, we gained an audience base among Youth of Jamui and reflected as – “Sumit Singh, Man of development” and thus made him win the Bihar Assembly Election, 2020 as the only independent candidate.



03

RAHUL GANDHI RALLY 3 FEB 2019

Issue:

After 2 decades, congress first time has individually organised Rally in Gandhi Maidan, Patna Bihar; thus it was the major task to gather audience to the rally and making the event successful.

Intervention:

Though we got the notice just a week prior the event, still we managed to organise all our offline vendors for the designing and the proper-set up of the stage. We worked on all minors of the event to make it a complete successful Individual Congress Rally.



Result:

The event resulted as one of the best Rally in Bihar, even better in comparison with Nitish Kumar & Modi's Rally, as we managed to gather around 1 Lac+ audience at Gandhi Maidan, Patna, Bihar.



04

RAHUL GANDHI ROAD SHOW 16 MAY 2019

Issue:

The major challenge during the time was its comparison with 'Amit Shah's' Road show that took place just 4 days ago. Would anyone will gather to witness Congress's road show after the flow of Modi's name in the air?

Intervention:

In just 2 days of prior notice, we gathered the proper ground executives for min-to-min broadcasting of the event with clear sound and display quality.

Impact:

The event came out as the memorable Road show and even better in comparison to Shah's Road show and many congress genuine followers supported the event with full zeal.



05

ELECTION CAMPAIGN MANAGEMENT For INDIVIDUAL CANDIDATES FROM DIFFERENT PARTIES

Chandeshwar Prasad Chandravanshi, Jehanabad:

Won with a margin of 1751 Votes in Lok Sabha Election from JDU.

Veena Devi, Viashali:

Won with a margin of 234584 Votes Lok Sabha Election from Lok Jan Shakti Party.

Many More...

06

PATNA FLOOD CAMPAIGN For PAPPU YADAV

PAPPU YADAV – MUSCLE MAN TO PEOPLE’S MAN



07

CONGRESS VIRTUAL RALLY & BROADCASTING MANAGEMENT:



08

JDU VIRTUAL RALLY & BROADCASTING MANAGEMENT

JDU VIRTUAL RALLY
& BROADCASTING MANAGEMENT



08

JDU ELECTION CAMPAIGN MANAGEMENT-BIHAR VIDHANSABHA- 2020

Issue:

JDU facing following major challenges in this election –

- ① Massive anti-incumbency
- ① Intra- party factionalism
- ① Back-stabbing by alliance partner, esp. BJP and LJP
- ① Poor selection of candidates

Intervention:

We set-up a campaign with one mission –

“Else than NITISH KUMAR, Bihar has no other worthy candidate”.

The campaign was being spread even in the remotest areas consisting of backward class, women, Dalits, Mahadalit, etc. Through our LED services, we focused in highlighting the best of Nitish Kumar and his governance over the years.

Although, another team was also a part of JDU campaigns which turned out to be extremely fragile and also inappropriate in various manners, but we overcame with our suitable and appropriate strategy starting with an effective slogan –

“निश्चय नीतीश निश्चित विकास”

Impact:

All the campaigns led to the victory of Nitish Kumar. Our initiatives helped the CM build his reputation and guard it as well. Our team is associated with Nitish Kumar for the long run (relating to upcoming elections), as we hold the responsibility of creating a better perspective of the CM among the Youth voters of Bihar.

09

STATE LEGISLATIVE ASSEMBLY ELECTIONS CONGRESS 2022 (Himachal Pradesh)

Issue:

Ever since the Congress party was relegated to opposition benches nearly a decade back by the Modi juggernaut, the grand old party has been accused of not pulling its weight as the country's primary opposition party. In such a situation, it's quite tough for Congress to make a comeback in Himachal Pradesh and unite its voters in UP, where BJP is already in power. Moreover, the party faces the additional hurdle of lacking a significant ground presence in Himachal Pradesh.

Intervention:

In 2022 state assembly elections in Himachal Pradesh was challenging decades-long tradition of not voting an incumbent government to power. BJP is self proclaiming and igniting people to vote on a single factor of Hindutva. Cadre voters of Congress party and entire media was in the situation of doubt that no one can say history will repeat in the state. Here we came into action and worked religiously to study the caste equation, social justice and number game with researched documents.

Based upon the same we formulated the agendas for congress party. In which we majorly highlighted the points like OPS, Bagwaan, Agneeveer, women empowerment and others. In addition to formulating strategic agendas and running impactful campaigns, our intervention extended to the crucial realm of ground presence in Himachal Pradesh. Recognizing the significance of connecting with voters at the grassroots level, we spearheaded a robust ground campaign.

We started and rigorously runned our major positive campaigns to promote and spread congress message very loud and clear

कांग्रेस है तो गारंटी है, हम ने किया था हम ही करेंगे, वीरभद्र का हिमाचल, जीत रही है कांग्रेस, नहीं रहेगी टेंशन कांग्रेस देगी ओल्ड पेंशन. For direct attack on BJP and revealing the real face of BJP Ministers we runned campaigns -

भ्रष्ट मंत्री नाकारा मंत्री, डबल टूबल, कांग्रेस साठ भाजपा आठ, वीरभद्र मॉडल V/S कठपुतली मॉडल, जोड़या मामा सुनदा नहीं, जवाब दो जयराम.

These campaigns gained the attention of national print and electronic media, also influenced the people of Himachal. In Uttar pradesh we worked on promoting the essential issues to influence youth and women raised by congress secretary honb. Priyanka Gandhi ji.



Impact:

- In Himachal Pradesh Congress won 40 seats and regained it's glory
- Gained one of the highest vote share in capital city Shimla 60.2%
- All the seats won by the Congress were secured with a higher victory margin.
- In Uttar Pradesh campaigns runned by our team gained the national media coverage like - गमचबभत (कांग्रेस को यूपी पर गवहै, भाजपा को शमहै)- after the controversial
- statement of Nirmala sitaraman u.p type

10

STATE LEGISLATIVE ASSEMBLY ELECTIONS CONGRESS 2023 (Madhya Pradesh)

Issue:

In the context of the Madhya Pradesh state elections, the Congress party faced the challenge of effectively reaching and mobilizing voters in a dynamic political landscape. The need for a compelling and resonant social media strategy was critical to counter opposition narratives and engage the electorate.

Intervention:

Understanding the power of social media in shaping public opinion, we launched an extensive campaign in Madhya Pradesh. Leveraging platforms such as Facebook, Instagram, and Twitter, we crafted engaging content that highlighted the party's vision, key initiatives, and addressed pressing issues. Our strategy involved regular updates, live sessions with party leaders, and interactive content to foster a sense of connection with the voters.

Impact:

The impact of these interventions was substantial. In Madhya Pradesh, the Congress party secured an impressive 66 seats, showcasing the effectiveness of our social media strategy in influencing voter sentiment and garnering support.

The strategic integration of social media in the political campaign played a pivotal role in disseminating the party's narrative, connecting with the electorate, and ultimately contributing to electoral success in Madhya Pradesh.

11

State Legislative Assembly Elections

Telangana & Karnataka 2023

Issue:

In the lead-up to the 2023 State Legislative Assembly Elections in Telangana and Karnataka, the Congress party faced the challenge of effectively reaching and mobilizing voters in these dynamic political landscapes. Recognizing the diverse demographics and communication preferences in each state, the need for a strategic social media approach became paramount.

Intervention:

With an understanding of the influential role social media plays in shaping public opinion, we launched a comprehensive campaign in both Telangana and Karnataka. Collaborating with Inclusive Minds, our approach focused on Twitter trends and WhatsApp propagation management. On Twitter, we engaged with trending hashtags, interacted with the online community, and disseminated key party messages. Simultaneously, on WhatsApp, we initiated targeted messaging, sharing concise and impactful campaign updates directly with voters.

Crucially, we played a pivotal role in creating a robust landscape for Congress in media, digital platforms, and on-ground campaigns, enhancing the party's presence across diverse channels.

Impact:

Congress won in Telangana (64 seats) and Karnataka (135 seats).

Our strategic interventions significantly influenced the media, digital media landscape, and ground presence of Congress, reinforcing the party's overall impact.

Direct engagement on Twitter and targeted WhatsApp messaging connected with voters.

Partnership with Inclusive Minds enhanced inclusivity in campaign outreach.

12

हाथ से हाथ जोड़ अभियान

27 January 2023 (An initiative under Congress Bharat Jodo Yatra)

Issue:

The major challenge is time, logistics and preparatory management for this rally. Just 2 days prior we got the info regarding the same.

Intervention:

In just 2 days of prior notice we gathered our ground support team to line up the logistic and other requirements. We started working on making pamphlets, promotional artwork creatives, banners and posters. In limited number of hours we have given quality outcomes through our creative design and content. Event should gain hype in public and become talk of the town, we reached to media management with press release determining the objective behind this initiative.

Impact:

The event came out as the memorable and also properly disseminated in print, digital and electronic media.



13

Bharat Jodo Yatra

Grounding our efforts in Bihar, we conducted a impactful campaign for the Bharat Jodo Yatra – Fostering connections and resonating with the spirit of the people.



14

Bharat Nyay Yatra - North East Region (HSB)

Focused on grassroots engagement, we directed our efforts towards the public in the Hindi-speaking regions of the North East during the 'Bharat Nyay Yatra.' Through face-to-face interactions and community outreach, we cultivated a direct connection with the people, aligning Congress highly ambitious Bharat Nyay Yatra with their aspirations and concerns.



Media Coverage

BBC & ZEE MEDIA



विश्व पत्रिका के 20 साल के अंतर्गत से जिन्हें आज तक चीजों में विश्वास एक कदम का अंतरिक्ष बना दिया, अंतर्गत आज हमारा जगत से अंतरिक्ष तक फैला करती करती है।

सोशल मीडिया जैसे इन चीजों और दो दोस्तों मुझसे और जगत के साथ में कदम का अंतरिक्ष और अब जगत में हम रहे हैं।

पत्रिका जीव में अब 74 चीजें हैं जिन्हें मुझे पसंद है। और आज जगत अंतरिक्ष के साथ अंतरिक्ष तक फैला करती है।

नया बहारा

अंतरिक्ष की सबसे बेहतरीन चीजें हैं। और आज जगत अंतरिक्ष तक फैला करती है। और आज जगत अंतरिक्ष तक फैला करती है।



बिहार चुनाव में विपक्ष 22 मतदाताओं में उन्हें अपने प्रचार प्रचार का काम सौंप रखा है।

अंतर्गत के अनुसार, "कमिटी अपनी जगहों वतने हैं, हमारा काम उनके केन्द्रों को उनके विचार से बेहतर करना है। अब जगत जगत अंतरिक्ष रहा है उनके मुताबिक नेता किसी भी पार्टी के हैं, वह नकली चीजें पर कब्जा होते हैं, हमारा काम अपनी राजनीतिक ताकत और तकनीकी इच्छितारों में ताकत बनाना है।"

दरअसल आज में अब चुनावों में एक जगह का बाजार बनने आ रहा है। तकनीक से बीजकालों को इन चुनावों का जगत पर कब्जा करने का मौका दिया है तो पारदर्शिक धरती में अब जीवितान चीजें हैं।

News Network 18



ETV Bharat & Network 18 Bihar

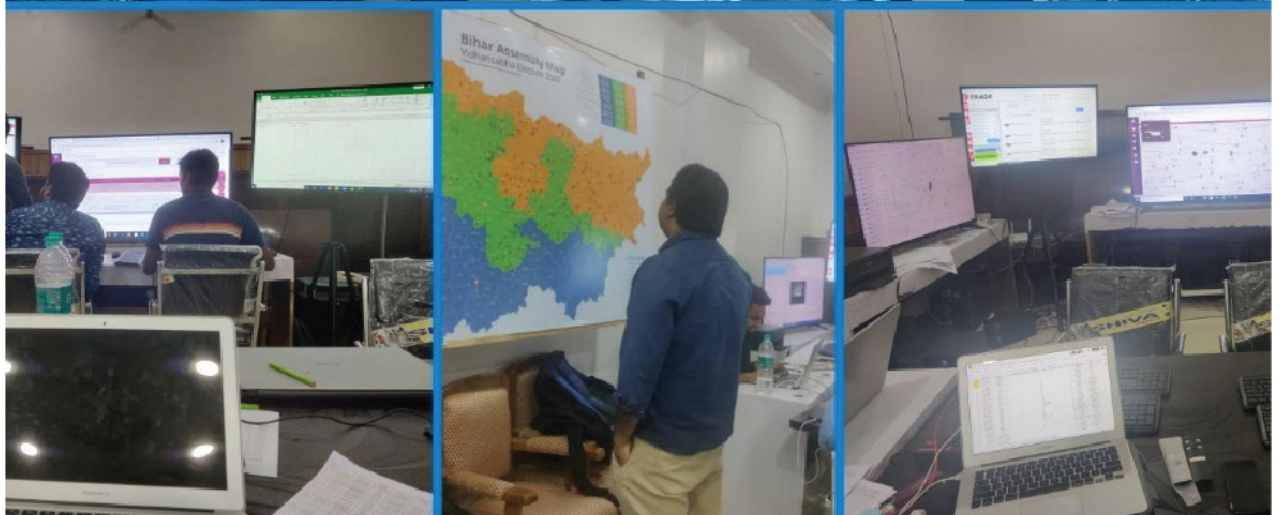
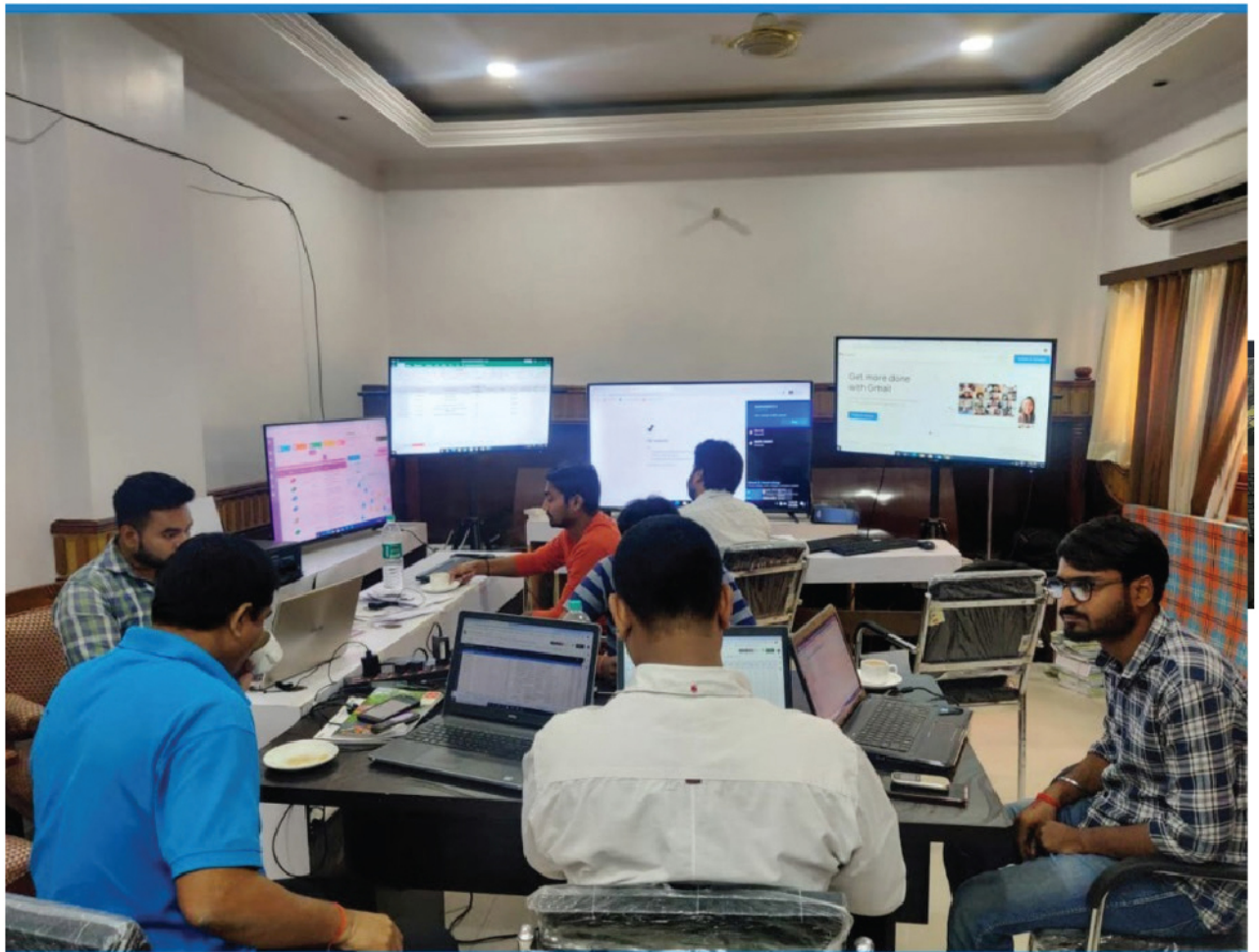


LED GROUND TEAM



GLIMPSES OF LED VAN IN BIHAR VIDHAN SABHA ELECTION 2020

Central Monitoring Team



OUR CORE TEAM



AMIT KUMAR

- 15+ Years of experience in Media Industry Masters (Mass Communication)
- Senior Political Analyst cum Strategist



KUNAL PARASHAR

- 10+ Years of experience in PR Masters (Mass Communication)
- Political Relations Strategist




MONIKA PRIYA JHA

- 9+ Years of experience in Corporate Communication
- Bachelors (Electronics and Communication)
- Political Digital Strategist



GAURAV PRAKASH

- 12+ Years of experience in PR
- MBA (Marketing)
- Political Campaign Operation Head



ANKIT PANDEY

- 5 years (Ex- I-PAC)
- Data Science and Machine Learning Diploma, IIT Madras (Pursuing)
- Election Ground Campaign Head



YOGESH CHAUDHARY

- 5+ years (Ex- I-PAC)
- B.Tech in Computer Science
- Political Intelligence Invader



SURYA PRAKASH

- 2+ years (Ex- I-PAC)
- Graduate
- Political Relations Executive



SHWETA SHRIVASTRI

- Gold Medalist (PR & Advertising Diploma)
- M. Phil (Media Studies) & PG diploma (Advertising and Public Relation)
- Political Research- Operation Head



UTTAM ANANDRAO KETE

- 4+ Years of Experience in Political Researcher
- PhD Pursuing
- M.Phil



VIKRAM PAL

- 5+ years of experience in advertising
- Bachelors (Psychology) & Diploma in Computer Science
- Political Advertising Manager



ANURAG RAN JAN

- 3+ Years of Experience in optimizing Social Media Channels with Ad Creation & Monitoring
- Bachelors in Political science
- Social Media Expert



RAHUL RAJ

- PG Diploma- Advertising and Public Relations (IMC), New Delhi.
- Experience- 3 years
- Role- Content Writer



AMIT KUMAR

- Head - Productions
- 6+ Years of Experience
- Graduate



ADITYA KUMAR

- 2+ Years of Experience in Political Video editor
- Graduate



KAUSHLENDRA KUMAR

- Senior Content Writer
- 5+ Yrs. Experience
- Graduation- Social Science



BINIT KUMAR

- 12+ Years of experience in PR
- Masters (Mass Communication)
- Political Relations coordinator



RANJEET KUMAR

- Gold Medalist (PR & Advertising Diploma)
- Ph.D. (Viral Communication) & M.Phil in Media Studies
- Political Research Coordinator



MIRNAL SINGH

- 25+ Years of Experience in Content Creation (Both Hindi & English for Social Media Advertising & PR)
- Masters in Advertising & Public Relation
- Content Developer

OUR APPROACH TOWARDS SUCCESS:

- ➔ Research
- ➔ Planning
- ➔ Booth-Level Analysis
- ➔ Influencers Strategies & Development
- ➔ Viral Strategies
- ➔ Content Creation
- ➔ Digital Marketing
- ➔ Execution
- ➔ Result



Contact us

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