

# Ranneeti Recognition



## 'Ranneeti 2.0' software to modernise election process



**Director of sales and marketing  
Jitendra Rajaram Verma**

• **TINA KHATRI**  
INDORE

In an attempt to modernise elections by providing requisite software, educationists, Jitendra Rajaram Verma, Shelendra Patel and Shrish Shukla created 'Ranneeti 2.0', software that guides politicians on how to work and speculate results of elections.

Software is being used by various candidates in Uttar Pradesh and Punjab assembly elections, which are tentatively scheduled in January 2017.

Talking about the software, Verma shared, "Software provides logical step-by-step data that can benefit contenders." He elabo-



**CEO Shelendra Patel**

rated that besides providing this kind of data, the software also guides candidates on how to work for elections.

Sharing the process flow of the software, Patel said, "It works in four phases: data analysis, voters' survey, volunteer relation management and polling day management."

Explaining the steps, he said that data analysis collects previous data of voters along with their details.

"The data is further categorised and presented in different forms that can help candidates understand their voters and target them on age, sex, locality, preferences, etc basis," Shukla said. Further, volunteers are expected to



**CTO Shrish Shukla**

survey voters in second step.

"Volunteer relation management works on managing competitions and connects all volunteers," Verma explained.

He added that the distinguishing feature of the software is polling day management.

"Based on voters' survey and live voting details, software generates tentative results every half an hour," Verma said. He explained that live results of each booth, ensures that absent voters participate too.

Talking about the need for software, Shukla said, "This is way to organise election campaigns, which would ultimately help the country."

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# रणनीति

THE GAME CHANGER

**MP**  
27

**MLA**  
86

**MAYOR**  
12

**COUNCILOR**  
211

**OTHER ELECTED**  
358