

Haribhai V. Desai College, Pune

Department of Political Science

Certificate Course on Political Campaigns and Elections: Strategies and Analysis

NOTICE

Date: 20/09/2022

Dear Students,

The Department of Political Science has organized a "Certificate Course on Political Campaigns and Elections: Strategies and Analysis." This course promises to be an enlightening journey into the dynamic world of political campaigns and elections.

Resource Persons:

- 1) Dr. Neeta Bokil
- 2) Mr. Kabir Shaikh
- 3) Mr. Deepak Jadhav

Course Details:

- ❖ Duration: 03/10/2022 to 20/10/2022
- ❖ Eligibility: Open to all students
- ❖ Venue: Commerce Lab
- ❖ Time: Everyday 12.30 pm to 2.30 pm
- ❖ Registration Deadline: 30/09/2022
- ❖ The course is free of cost. Registration is mandatory. Students will be admitted on First Come First Basis.

Course Highlights:

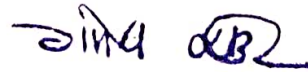
- ❖ Campaign Strategy and Planning: Crafting winning campaign strategies.
- ❖ Electoral Systems and Voting Behaviour: Understanding voter trends.
- ❖ Campaign Communication and Media Management: Harnessing media for impact.
- ❖ Data Analysis and Polling: Leveraging data for informed decision-making.
- ❖ Campaign Ethics and Legal Aspects: Navigating the ethical and legal landscape.

For registration, visit the Department of Political Science at earliest.



Dr. Neeta Bokil
Head

Department of Political Science
Haribhai V. Desai College, Pune-2
(Commerce, Arts & Science)



Dr. Ganesh Raut

Principal

H. V. Desai College,
(Commerce, Arts, Science)
Pune-2.



Certificate Course on Political Campaigns and Elections: Strategies and Analysis

Course Proposal

Introduction

The 'Certificate Course on Political Campaigns and Elections: Strategies and Analysis' offered by the Department of Political Science at Haribhai V. Desai College is a comprehensive and dynamic exploration of the critical facets that underpin the political world. This course delves into the strategies, complexities, and analytical dimensions of political campaigns and elections, providing students with a deep understanding of the pivotal processes that shape our democratic societies.

Significance of the Course

In today's fast-evolving political landscape, political campaigns and elections play a central role in shaping the future of nations. This course holds profound significance:

- **Political Literacy:** It equips students with the knowledge and analytical tools to navigate the complex world of political campaigns and elections.
- **Informed Decision-Making:** Participants gain the skills to critically analyse and evaluate campaign strategies, political messaging, and electoral processes, enabling them to make informed choices as voters.
- **Strategic Insights:** Students learn the intricacies of campaign planning, voter behavior analysis, and data-driven strategies that are instrumental in achieving electoral success.
- **Media and Communication:** The course sheds light on the role of media and communication in political campaigns, nurturing effective communication skills.
- **Ethical Understanding:** It explores the ethical dimensions of political campaigns and elections, emphasizing the importance of fairness and transparency in the political process.
- **Civic Engagement:** Empowering students to actively participate in political processes, advocate for change, and consider public office or campaign management.
- **Career Opportunities:** It opens up career avenues in political consulting, campaign management, policy analysis, and public affairs.
- **Understanding Democracy:** By comprehending the intricacies of elections, students gain a deeper appreciation of the foundations of democracy.
- **Data Analysis:** Equips participants with the skills to utilize data for effective campaign decision-making and voter engagement.
- **Global Perspective:** Encourages students to compare and contrast political campaign strategies and electoral systems on a global scale, fostering a broader worldview.

Course Outcomes

By the end of this course, participants will have achieved the following outcomes:

1. A comprehensive understanding of the strategies and planning involved in political campaigns.
2. The ability to analyze and predict voter behavior and electoral outcomes.
3. Proficiency in campaign communication and media management.
4. Skills to analyze and interpret political data and polling information.
5. A deep appreciation for the ethical dimensions of political campaigns.
6. Readiness to actively engage in political processes and advocate for change.
7. Career-ready knowledge in the field of political campaigns and elections.
8. An informed perspective on the role of elections in democratic societies.
9. Proficiency in data analysis for campaign and electoral decision-making.
10. A global perspective on political campaign strategies and electoral systems.

Syllabus of the Course

Module 1: Foundations of Political Campaigns and Elections

1. Introduction to Political Campaigns: An overview of campaign types, goals, and key players.
2. The Electoral Process: Understanding the journey from voter registration to ballot casting.
3. Electoral Systems and Voting Behaviour: Analysing different electoral systems and voter trends.
4. Campaign Strategy and Planning: Crafting effective campaign strategies.

Module 2: Campaign Communication and Media Management

1. The Role of Media in Political Campaigns: An exploration of the media's impact on political messaging.
2. Campaign Messaging and Content: Strategies for creating compelling campaign messages.
3. Media Outreach and Engagement: Leveraging media channels for effective campaign coverage.
4. Crisis Communication: Navigating challenging situations and managing campaign reputation.

Module 3: Data Analysis and Polling in Campaigns

1. Data-Driven Decision Making: The role of data in campaign strategies and tactics.
2. Voter Data Analysis: Utilizing voter data for targeting and outreach.
3. Campaign Polling and Surveys: Conducting and interpreting polls for informed decision-making.
4. Ethical Considerations in Data Usage: Understanding privacy and data ethics.

Module 4: Campaign Ethics, Legal Aspects, and Global Comparisons

1. Campaign Ethics and Accountability: The importance of ethical conduct in political campaigns.
2. Legal Framework for Political Campaigns: A study of campaign regulations and legal aspects.
3. Comparative Politics: Analysing political campaign strategies across different countries.
4. Course Conclusion and Project Presentation: Reflecting on course learnings and presenting campaign analysis projects.

Tentative Schedule

| Sr. No. | Particulars | Date | Resource Person |
|---------|--|------------|-----------------|
| 1 | Introduction to Political Campaigns | 03/10/2022 | Dr. Neeta Bokil |
| 2 | Types of Campaigns and Campaign Goals | 04/10/2022 | |
| 3 | The Electoral Process and Key Stages | 06/10/2022 | |
| 4 | Electoral Systems and Voting Behaviour | 07/10/2022 | |
| 5 | Campaign Strategy and Planning | 08/10/2022 | |
| 6 | The Role of Media in Political Campaigns | 10/10/2022 | |
| 7 | Campaign Messaging and Content | 11/10/2022 | |
| 8 | Media Outreach and Engagement | 12/10/2022 | |
| 9 | Crisis Communication in Campaigns | 13/10/2022 | |
| 10 | Data-Driven Decision Making | 14/10/2022 | |
| 11 | Voter Data Analysis and Targeting | 15/10/2022 | |

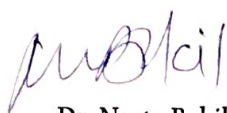
| Sr. No. | Particulars | Date | Resource Person |
|---------|--|------------|-------------------|
| 12 | Campaign Polling and Surveys | 17/10/2022 | Mr. Kabir Shaikh |
| 13 | Ethical Considerations in Political Campaigns | 18/10/2022 | Mr. Kabir Shaikh |
| 14 | Legal Aspects and Regulations in Campaigns | 18/10/2022 | |
| 15 | Comparative Politics: Campaign Strategies Across Nations | 19/10/2022 | Mr. Deepak Jadhav |
| 16 | Course Conclusion and Project Presentation | 20/10/2022 | |

Conclusion

In presenting this proposal for the 'Certificate Course on Political Campaigns and Elections: Strategies and Analysis,' the department emphasize the vital importance of understanding the intricacies and strategies that underlie political campaigns and elections. This course is not merely an academic pursuit; it is a gateway to fostering informed, responsible, and engaged citizens who play a significant role in the democratic processes that shape our world.

The significance of this course is profound:

1. **Political Empowerment:** It equips individuals with the knowledge and skills to navigate the complex world of political campaigns and elections.
2. **Informed Citizenship:** Participants will become informed voters who critically assess campaign messaging, electoral processes, and political strategies.
3. **Strategic Insight:** The course imparts the ability to plan and execute effective campaign strategies, drawing on data, communication, and media management.
4. **Ethical and Legal Foundations:** It emphasizes the ethical conduct and legal considerations that underpin democratic processes.
5. **Global Perspective:** This course broadens students' horizons by examining political campaign strategies across different nations.



Dr. Neeta Bokil

Head

Department of Political Science
Haribhai V. Desai College, Pune-2
(Commerce, Arts & Science)



THE POONA GUJARATI KELWANI MANDAL'S
HARIBHAI V. DESAI COLLEGE OF ARTS, SCIENCE & COMMERCE, PUNE
CERTIFICATE COURSE ON POLITICAL CAMPAIGNS & ELECTIONS: STRATEGIES &
ANALYSIS

Academic Year: 2022-23

Registration Sheet

Date: 30/09/2022

| Sr. No. | Name of the Student | Signature |
|---------|-------------------------------|-------------------|
| 1 | ALAPURE SHRAVAN GANPAT | <i>Shravan..</i> |
| 2 | ANGRE KANCHAN RAMESH | <i>Angre..</i> |
| 3 | BADAKH PRANJAL JANARDAN | <i>Badakh..</i> |
| 4 | GAIKWAD ADINATH SANJAY | <i>Gaikwad</i> |
| 5 | GAIKWAD KOMAL HARIDAS | <i>haridas..</i> |
| 6 | GAIKWAD SAHIL SANJAY | <i>gaikwad..</i> |
| 7 | KALEGURWAR ARYA MUKESH | <i>Arya..</i> |
| 8 | KAMBLE MAITRILI ANANT | <i>Mkamble..</i> |
| 9 | KAMBLE RAJDEEP RAHUL | <i>Rajdeep</i> |
| 10 | VIKAS PAL | <i>Pal..</i> |
| 11 | WAGHMARE ADITI DIGAMBAR | <i>Aditi</i> |
| 12 | WAGHMARE BHOOMIKA CHANDRAKANT | <i>Bhoomika..</i> |
| 13 | BHISE OM BAPURAO | <i>Bhise..</i> |
| 14 | BHOSALE PIYUSH RAJESH | <i>Bhosale..</i> |
| 15 | BORSE NITIN DAMU | <i>Nitin..</i> |
| 16 | CHABUKSWAR PRADNYA RAJENDRA | <i>Pradnya..</i> |
| 17 | JOSHI ABHISHEK ASHOK | <i>A Joshi..</i> |
| 18 | JUNI JAIDEVSING JAYSING | <i>Juni..</i> |
| 19 | KAMBLE SAKSHI GANGARAM | <i>Kamble..</i> |
| 20 | KAMBLE VICKY MADHUKAR | <i>Kamble..</i> |

| | | |
|----|-------------------------------|------------------------|
| 21 | MANKAR SAKSHI CHANDRAKANT | <u>Sakshi</u> |
| 22 | MOHITE SONALI PRAKASH | <u>M. Sonali</u> |
| 23 | CHAMBHARE ARYAN SITARAM | <u>ARYAN</u> |
| 24 | CHANDANE ABHINETRI VIDHYADHAR | <u>Abhinetai</u> |
| 25 | CHANDNE KOMAL SOMNATH | <u>K. Chandane</u> |
| 26 | DEVKAR MITALI GANESH | <u>Mitali</u> |
| 27 | GHODE SUDARSHAN DIGAMBAR | <u>B. Ghode</u> |
| 28 | GHORPADE ADITYA ANGAD | <u>Aditya</u> |
| 29 | GOVARDHAN VAISHNAVI BALASAHEB | <u>Vaishnavi</u> |
| 30 | KAMBLE DIMPAL VILAS | <u>Dimple</u> |
| 31 | KAMBLE SAYALI VILAS | <u>Sayali.</u> |
| 32 | KAMBLE SHRADDHA PRITAM | <u>Shraddha.</u> |
| 33 | KANHERKAR ROHAN AVINASH | <u>Rohan.</u> |
| 34 | SALUNKHE ANURADHA ANIL | <u>A. Salunkhe.</u> |
| 35 | SALUNKHE SANJIVANI GOPINATH | <u>S.S.</u> |
| 36 | SASANE TEJASWINI ANAND | <u>Tejas</u> |
| 37 | SATHE KUNAL DHANAJI | <u>Kunal.</u> |
| 38 | SHELGAVKAR SAMRUDHI PRASHANT | <u>S.P. Shelgarkar</u> |
| 39 | VANSHETE POOJA BALAJI | <u>Pooja</u> |
| 40 | VARMA GAURI AJIT | <u>G.V.</u> |
| 41 | VARPE ATHRVA GORAKSHNATH | <u>A. Varpe</u> |
| 42 | WAGHMARE PRATHMESH RAJU | <u>P. W.</u> |
| 43 | WAGHCHAUD BHUSHAN BANDU | <u>B.W.</u> |
| 44 | WAYKAR TUSHAR MARUTI | <u>T.M. Waykar</u> |
| 45 | YADAV MOHIT MURLIDHAR | <u>Y. Yadav</u> |

Dr. Neeta Bokil

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CERTIFICATE COURSE ON POLITICAL CAMPAIGNS & ELECTIONS: STRATEGIES & ANALYSIS

Academic Year: 2022-23


Attendance Sheet

| Sr. No, | Name of the Student | 03/10 | 04/10 | 06/10 | 07/10 | 08/10 | 10/10 | 11/10 | 12/10 | 13/10 | 14/10 |
|---------|-------------------------------|------------|------------|---------|------------|------------|------------|---------|------------|----------|----------|
| 1 | ALAPURE SHRAVAN GANPAT | Shravan | Shravan | | Shravan | Shravan | Shravan | Shravan | Shravan | | Shravan |
| 2 | ANGRE KANCHAN RAMESH | AK | AK | AK | AK | | AK | AK | AK | AK | |
| 3 | BADAKH PRANJAL JANARDAN | Pranjal | Pranjal | Pranjal | Pranjal | Pranjal | | Pranjal | Pranjal | | |
| 4 | GAIKWAD ADINATH SANJAY | ASG | ASG | ASG | ASG | ASG | ASG | | ASG | | ASG |
| 5 | GAIKWAD KOMAL HARIDAS | Komal | Komal | Komal | | Komal | Komal | | Komal | Komal | |
| 6 | GAIKWAD SAHIL SANJAY | SS | SS | SS | SS | SS | | SS | | SS | SS |
| 7 | KALEGURWAR ARYA MUKESH | Arya | | Arya | Arya | | Arya | | | Arya | Arya |
| 8 | KAMBLE MAITRILI ANANT | Kambl | | Kambl | Kambl | | Kambl | Kambl | Kambl | | Kambl |
| 9 | KAMBLE RAJDEEP RAHUL | Raj | Raj | | Raj | | Raj | Raj | | Raj | |
| 10 | VIKAS PAL | Vikas | Vikas | Vikas | | Vikas | Vikas | | Vikas | | Vikas |
| 11 | WAGHMARE ADITI DIGAMBAR | Aditi | | Aditi | | | | Aditi | | Aditi | Aditi |
| 12 | WAGHMARE BHOOMIKA CHANDRAKANT | Bhoomika | Bhoomika | | Bhoomika | Bhoomika | | | Bhoomika | Bhoomika | Bhoomika |
| 13 | BHISE OM BAPURAO | Om | Om | Om | Om | Om | | Om | | Om | |
| 14 | BHOSALE PIYUSH RAJESH | Bhosale | | Bhosale | Bhosale | | Bhosale | Bhosale | | Bhosale | |
| 15 | BORSE NITIN DAMU | Nitin | Nitin | | Nitin | | Nitin | Nitin | | Nitin | Nitin |
| 16 | CHABUKSWAR PRADNYA RAJENDRA | Chabukswar | Chabukswar | | Chabukswar | Chabukswar | Chabukswar | | Chabukswar | | |
| 17 | JOSHI ABHISHEK ASHOK | Joshi | Joshi | | | Joshi | | Joshi | | | Joshi |
| 18 | JUNI JAIDEVSING JAYSING | J.J.J. | J.J.J. | J.J.J. | | J.J.J. | J.J.J. | | J.J.J. | J.J.J. | |

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| 19 | KAMBLE SAKSHI GANGARAM | Kamble | Kamble | | Kamble | | Kamble | | Kamble | Kamble |
| 20 | KAMBLE VICKY MADHUKAR | Vicky | Vicky | | Vicky | | Vicky | | Vicky | Vicky |
| 21 | MANKAR SAKSHI CHANDRAKANT | S.C. Mankar | S.C. Mankar | S.C. Mankar | | | S.C. Mankar | S.C. Mankar | | S.C. Mankar |
| 22 | MOHITE SONALI PRAKASH | Sonali | Sonali | | Sonali | Sonali | Sonali | | Sonali | Sonali |
| 23 | CHAMBHARE ARYAN SITARAM | Aryan | Aryan | Aryan | | Aryan | | Aryan | Aryan | Aryan |
| 24 | CHANDANE ABHINETRI VIDHYADHAR | 3/V Chandane | 3/V Chandane | 3/V Chandane | 3/V Chandane | 3/V Chandane | 3/V Chandane | | | 3/V Chandane |
| 25 | CHANDNE KOMAL SOMNATH | Komal | | Komal | | Komal | | Komal | Komal | Komal |
| 26 | DEVKAR MITALI GANESH | Mitali | Mitali | Mitali | | Mitali | Mitali | Mitali | Mitali | Mitali |
| 27 | GHODE SUDARSHAN DIGAMBAR | Ghodes | Ghodes | | Ghodes | Ghodes | Ghodes | Ghodes | Ghodes | Ghodes |
| 28 | GHORPADE ADITYA ANGAD | Ghorpade | Ghorpade | | Ghorpade | Ghorpade | Ghorpade | Ghorpade | Ghorpade | Ghorpade |
| 29 | GOVARDHAN VAISHNAVI BALASAHEB | Vaishnavi | Vaishnavi | Vaishnavi | | Vaishnavi | | Vaishnavi | Vaishnavi | Vaishnavi |
| 30 | KAMBLE DIMPAL VILAS | D.V. Kamble | D.V. Kamble | D.V. Kamble | | D.V. Kamble | D.V. Kamble | D.V. Kamble | D.V. Kamble | D.V. Kamble |
| 31 | KAMBLE SAYALI VILAS | S.V.K. | S.V.K. | | S.V.K. | S.V.K. | | S.V.K. | S.V.K. | S.V.K. |
| 32 | KAMBLE SHRADDHA PRITAM | Pritam | Pritam | Pritam | | Pritam | Pritam | Pritam | Pritam | Pritam |
| 33 | KANHERKAR ROHAN AVINASH | Kanherkar | Kanherkar | Kanherkar | | Kanherkar | | Kanherkar | Kanherkar | Kanherkar |
| 34 | SALUNKHE ANURADHA ANIL | 3/Anni | 3/Anni | | 3/Anni | 3/Anni | 3/Anni | | 3/Anni | 3/Anni |
| 35 | SALUNKHE SANJIVANI GOPINATH | Sanju... | Sanju... | Sanju... | Sanju... | | Sanju... | Sanju... | | |
| 36 | SASANE TEJASWINI ANAND | Tejaswini | Tejaswini | Tejaswini | | Tejaswini | | Tejaswini | Tejaswini | Tejaswini |
| 37 | SATHE KUNAL DHANAJI | 2/18 | 2/18 | 2/18 | 2/18 | | 2/18 | | 2/18 | 2/18 |
| 38 | SHELGAVKAR SAMRUDHI PRASHANT | S.P.S. | S.P.S. | S.P.S. | S.P.S. | S.P.S. | | S.P.S. | S.P.S. | S.P.S. |
| 39 | VANSHETE POOJA BALAJI | Pooja | Pooja | | Pooja | Pooja | Pooja | Pooja | | Pooja |
| 40 | VARMA GAURI AJIT | Gauri | Gauri | Gauri | Gauri | | Gauri | | Gauri | Gauri |
| 41 | VARPE ATHRVA GORAKSHNATH | Atharva | Atharva | Atharva | | Atharva | Atharva | Atharva | | Atharva |
| 42 | WAGHMARE PRATHMESH RAJU | Ythamare | Ythamare | | Ythamare | Ythamare | | Ythamare | Ythamare | Ythamare |
| 43 | WAGHCHAUD BHUSHAN BANDU | Bhushan | | Bhushan | | Bhushan | Bhushan | Bhushan | Bhushan | Bhushan |
| 44 | WAYKAR TUSHAR MARUTI | Tushar | Tushar | Tushar | Tushar | Tushar | Tushar | Tushar | Tushar | Tushar |
| 45 | YADAV MOHIT MURLIDHAR | Yadav | Yadav | | Yadav | Yadav | Yadav | Yadav | Yadav | Yadav |

| Sr. No. | Name of the Student | 15/10 | 17/10 | 18/10 | 19/10 | 20/10 |
|---------|--------------------------------|--------------------|---------------------|--------------------|---------------------|--------------------|
| 1 | ALAPURE SHRAVAN GANPAT | <u>Shraavan</u> | | <u>Shraavan</u> | <u>Shraavan</u> | |
| 2 | ANGRE KANCHAN RAMESH | <u>AK</u> | <u>AK</u> | | <u>AK</u> | |
| 3 | BADAKH PRANJAL JANARDAN | <u>Pranjal</u> | <u>Pranjal</u> | | <u>Pranjal</u> | <u>Pranjal</u> |
| 4 | GAIKWAD ADINATH SANJAY | <u>ASG</u> | <u>ASG</u> | <u>ASG</u> | | <u>ASG</u> |
| 5 | GAIKWAD KOMAL HARIDAS | <u>Komal</u> | <u>Komal</u> | | | <u>Komal</u> |
| 6 | GAIKWAD SAHIL SANJAY | <u>SS</u> | <u>SS</u> | | | <u>SS</u> |
| 7 | KALEGURWAR ARYA MUKESH | <u>Arya</u> | <u>Arya</u> | <u>Arya</u> | <u>Arya</u> | |
| 8 | KAMBLE MAITRILI ANANT | <u>Kamblle</u> | | <u>Kamblle</u> | <u>Kamblle</u> | <u>Kamblle</u> |
| 9 | KAMBLE RAJDEEP RAHUL | <u>Raj</u> | <u>Raj</u> | | <u>Raj</u> | <u>Raj</u> |
| 10 | VIKAS PAL | <u>Vikas</u> | | | <u>Vikas</u> | <u>Vikas</u> |
| 11 | WAGHMARE ADITI DIGAMBAR | <u>Aditi</u> | <u>Aditi</u> | <u>Aditi</u> | | |
| 12 | WAGHMARE BHOO MIKA CHANDRAKANT | <u>Bhums</u> | <u>Bhums</u> | <u>Bhums</u> | <u>Bhums</u> | |
| 13 | BHISE OM BAPURAO | <u>Om</u> | | <u>Om</u> | <u>Om</u> | <u>Om</u> |
| 14 | BHOSALE PIYUSH RAJESH | <u>Bhosale</u> | <u>Bhosale</u> | <u>Bhosale</u> | <u>Bhosale</u> | <u>Bhosale</u> |
| 15 | BORSE NITIN DAMU | <u>Nitin</u> | <u>Nitin</u> | <u>Nitin</u> | | <u>Nitin</u> |
| 16 | CHABUKSWAR PRADNYA RAJENDRA | <u>Chabukswar</u> | <u>Chabukswar</u> | <u>Chabukswar</u> | | |
| 17 | JOSHI ABHISHEK ASHOK | <u>3-Joshi</u> | | <u>3-Joshi</u> | | <u>3-Joshi</u> |
| 18 | JUNI JAIDEVSING JAYSING | <u>J.J.J.</u> | | <u>J.J.J.</u> | <u>J.J.J.</u> | <u>J.J.J.</u> |
| 19 | KAMBLE SAKSHI GANGARAM | <u>Kamblle</u> | <u>Kamblle</u> | | <u>Kamblle</u> | |
| 20 | KAMBLE VICKY MADHUKAR | <u>Vicky</u> | | <u>Vicky</u> | <u>Vicky</u> | |
| 21 | MANKAR SAKSHI CHANDRAKANT | <u>S.C. Mankar</u> | <u>S.C. Mankar</u> | <u>S.C. Mankar</u> | | <u>S.C. Mankar</u> |
| 22 | MOHITE SONALI PRAKASH | <u>Sonali</u> | <u>Sonali</u> | | <u>Sonali</u> | <u>Sonali</u> |
| 23 | CHAMBHARE ARYAN SITARAM | <u>Aryan</u> | | <u>Aryan</u> | | <u>Aryan</u> |
| 24 | CHANDANE ABHINETRI VIDHYADHAR | | <u>3/V Chandane</u> | | <u>3/V Chandane</u> | |
| 25 | CHANDNE KOMAL SOMNATH | <u>Komal</u> | <u>Komal</u> | | <u>Komal</u> | |

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|----|-------------------------------|-------------|-------------|-----------|-------------|-------------|
| 26 | DEVKAR MITALI GANESH | | | | | |
| 27 | GHODE SUDARSHAN DIGAMBAR | Ghodes | | Ghodes | Ghodes | |
| 28 | GHORPADE ADITYA ANGAD | Ghorpade | Ghorpade | | Ghorpade | |
| 29 | GOVARDHAN VAISHNAVI BALASAHEB | Vaishnu | Vaishnu | | Vaishnu | Vaishnu |
| 30 | KAMBLE DIMPAL VILAS | D.V. Kamble | D.V. Kamble | | D.V. Kamble | D.V. Kamble |
| 31 | KAMBLE SAYALI VILAS | S.V.K | | S.V.K | S.V.K | S.V.K. |
| 32 | KAMBLE SHRADDHA PRITAM | Pritam | Pritam | | Pritam | Pritam |
| 33 | KANHERKAR ROHAN AVINASH | Kanherkar | Kanherkar | | Kanherkar | Kanherkar |
| 34 | SALUNKHE ANURADHA ANIL | 3 Anni | | 3 Anni | 3 Anni | 3 Anni |
| 35 | SALUNKHE SANJIVANI GOPINATH | Sanju | Sanju | | Sanju | |
| 36 | SASANE TEJASWINI ANAND | Tejaswini | Tejaswini | | Tejaswini | |
| 37 | SATHE KUNAL DHANAJI | 218 | 218 | | 218 | 218 |
| 38 | SHELGAVKAR SAMRUDHI PRASHANT | S.P.S. | S.P.S. | S.P.S | | |
| 39 | VANSHETE POOJA BALAJI | Pooja | | Pooja | Pooja | Pooja |
| 40 | VARMA GAURI AJIT | Gauri | Gauri | | Gauri | Gauri |
| 41 | VARPE ATHRVA GORAKSHNATH | Atharv | Atharv | Atharv | Atharv | |
| 42 | WAGHMARE PRATHMESH RAJU | Prathmesh | | Prathmesh | Prathmesh | |
| 43 | WAGHCHAUDE BHUSHAN BANDU | Bhushan | Bhushan | Bhushan | | Bhushan |
| 44 | WAYKAR TUSHAR MARUTI | Tushar | Tushar | Tushar | Tushar | Tushar |
| 45 | YADAV MOHIT MURLIDHAR | Yadav | Yadav | | Yadav | Yadav |


Head
 Department of Political Science
 Haribhai V. Desai College, Pune-2
 (Commerce, Arts & Science)



Haribhai V. Desai College, Pune

Department of Political Science

Certificate Course on Political Campaigns and Elections: Strategies and Analysis

Course Report

Duration: 03/10/2022 to 20/10/2022

Resource Persons: 1) Dr. Neeta Bokil 2) Mr. Kabir Shaikh 3) Mr. Deepak Jadhav

Introduction

The 'Certificate Course on Political Campaigns and Elections: Strategies and Analysis' has concluded successfully, marking a significant milestone in the academic journey of 45 dedicated students. This course offered an in-depth exploration of political campaigns, elections, and the strategies that underpin these vital democratic processes.

Assessment Method

Throughout the course, participants' performance was continuously assessed to ensure their active engagement and comprehension of the course material. The assessment criteria included the following:

- **Attendance:** Regular attendance and active participation were expected in all sessions.
- **Assignments:** Students were required to complete assignments to reinforce their understanding of course content.
- **Class Participation:** Active engagement in class discussions and group activities was encouraged.

Participant Performance

The performance of all 45 students throughout the course was commendable. Notably, they demonstrated:

- Consistent attendance and active participation in class sessions, fostering a dynamic learning environment.
- Dedication to completing assignments and a clear understanding of course concepts.
- Enthusiastic involvement in class discussions, demonstrating effective communication and critical thinking.
- Proficiency in the final project, showcasing the ability to apply acquired knowledge to practical scenarios.

Outcome and Certificates

All participants who met the course requirements, including attendance, assignment completion, active participation, and successful completion of the final project, will be awarded certificates. These certificates recognize their dedication to enhancing their understanding of political campaigns and elections, their commitment to active learning, and their readiness to contribute to the democratic process.

Conclusion

The 'Certificate Course on Political Campaigns and Elections: Strategies and Analysis' has successfully met its objectives by nurturing informed and engaged individuals. The dedication and commitment of the 45 students who participated in this course are commendable. They have demonstrated a strong understanding of political campaigns, electoral processes, and campaign strategies. These students are now equipped with the knowledge and skills necessary to engage effectively in political campaigns, evaluate election processes critically, and contribute to the democratic landscape. We celebrate their accomplishments in this course and look forward to their continued engagement in the world of politics.



Dr. Neeta Bokil

Head

**Department of Political Science
Haribhai V. Desai College, Pune-2
(Commerce, Arts & Science)**



Short-Term Course Assessment Methodology.

| | | |
|----|--|--|
| 1. | COURSE INFORMATION | |
| | Name of the Course: | Certificate Course on Political Campaigns and Elections: Strategies and Analysis |
| | Duration of the course: | 30 Hours |
| | Dates of Conduct of course (from – to) | From 03/10/2022 to 20/10/2022 |
| | Name of Department: | Political Science |
| | Course Coordinator | Dr. Neeta Bokil |
| 2. | OBJECTIVES OF COURSE: (2 TO 3) | <p>1. Understand the fundamentals of political campaigning, including strategy development and message crafting.</p> <p>2. Analyze the role of data analytics, social media, and traditional campaign methods in election strategies.</p> <p>3. Develop skills in assessing campaign effectiveness, voter behavior, and electoral outcomes through case studies and real-world examples.</p> |
| 3. | OBJECTIVES OF EVALUATION: | <ul style="list-style-type: none"> To assess the overall effectiveness of the course. To assess the skill/ values/ knowledge component understood by the students. To evaluate the relevance of the course understood by the student. |
| 4. | ASSESSMENT METHODOLOGY | |
| | Initial Assessment Method | Interview |
| | Date of final Assessment of the course: | 22/10/2022 |
| | Total Time for examination | 1.5 Hours |
| | Total marks: | 50 |
| | Total number of questions with weightage | Objective: 25 Questions for 25 Marks Subjective: 03 Question for 25 Marks Practical/ hands-on: - |
| | Passing marks | 20 |
| | Rating scale (for grades) | 45 & Above: O, 38-44: A+, 28-37: A, 25-28: B, 20-24: C, Below 20: F |
| | Date of declaration of result: | 27/10/2022 |

Neeta Bokil

Dr. Neeta Bokil

Head

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THE POONA GUJARATI KELVANI MANDAL'S
HARIBHAI V. DESAI COLLEGE OF ARTS, SCIENCE AND COMMERCE, PUNE

Certificate of Completion

This is to certify that TEJASWINI ANAND SASANE

Class: S.V.B.A. has successfully completed the Certificate Course on Political Campaigns and Elections conducted by the Department of Political Science.

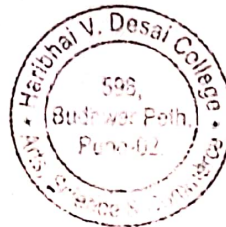
He/ She has secured 36/50 Marks and A Grade in the Exam conducted for this course.

Duration : 30 Hrs.

Date : 03/10/2022 to 20/10/2022

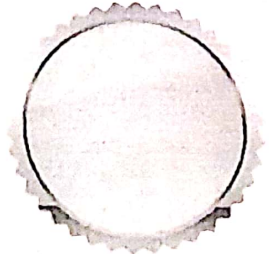
DR. NEETA BOKIL
Head

Department of Political Science
Haribhai V. Desai College, Pune-2
(Commerce, Arts & Science)



DR. GANESH RAUT
Principal

H. V. Desai College,
(Commerce, Arts, Science)
Pune-2.





THE POONA GUJARATI KELVANI MANDAL'S
HARIBHAI V. DESAI COLLEGE OF ARTS, SCIENCE AND COMMERCE, PUN

Certificate of Completion

This is to certify that BADAKH PRANTAL JANARDAN

Class: T.V.B.A. has successfully completed the Certificate Course on Political Campaigns and Elections conducted by the Department of Political Science.

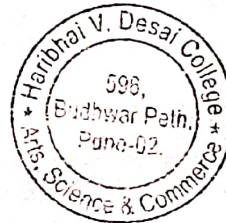
He/ She has secured 42/50 Marks and A+ Grade in the Exam conducted for this course.

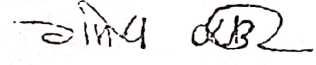
Duration : 30 Hrs.

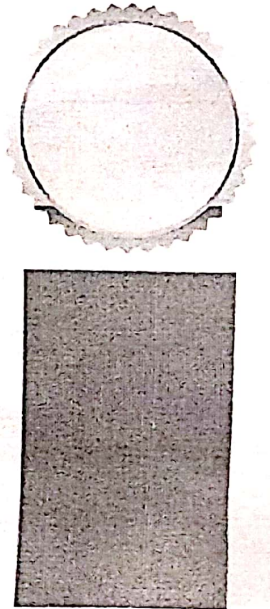
Date : 03/10/2022 to 20/10/2022


DR. NEETA BOKIL

Head
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DR. GANESH RAUT
Principal
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Pune-2.





THE POONA GUJARATI KELVANI MANDAL'S
HARIBHAI V. DESAI COLLEGE OF ARTS, SCIENCE AND COMMERCE, PUNE

Certificate of Completion

This is to certify that ROHAN AVINASH KANHEKAR.

Class: F.Y.B.A. has successfully completed the Certificate Course on Political Campaigns and Elections conducted by the Department of Political Science.

He/ ~~She~~ has secured 35/50 Marks and A Grade in the Exam conducted for this course.

Duration : 30 Hrs.

Date : 03/10/2022 to 20/10/2022

DR. NEETA BOKIL
Head

Department of Political Science
Haribhai V. Desai College, Pune-2
(Commerce, Arts & Science)



DR. GANESH RAUT
Principal

H. V. Desai College,
(Commerce, Arts, Science)
Pune-2.

