



FIRST STEP TO POLITICS



Build 21st century skills

FOR POLITICAL SUCCESS

Start Date

30th October 2021

Course Coordinator

Kanksshi Agarwal

Fee Structure

Rs. 12,000

Rs. 10,000

(For woman associated with any political party)

Course Benefits:

- *Mentorship from politicians and experts*
- *Hard skills for politics*
- *Internship opportunities in Political Orgs*
- *Live Campaigns & Assignments*
- *Certificate of completion*
- *1:1 coaching on your political profile*
- *Graduation Ceremony*

About

NETRI FOUNDATION



NETRI is India's first incubator and aggregator for women in politics which delivers programs that equip women to run for elections, become political professionals or political entrepreneurs thereby increasing women's participation in decision-making. Working with a vision to engender politics & decision making, we are creating 21st-century female-leader icons who have the imagination and determination to transform Indian politics and governance.

Founded in 2019, **NETRI** is a non-partisan, for-impact organization with presence in 19 states. It has a community of 400 women political aspirants, political professionals, campaigners and changemakers. Since its inception, NETRI has been supported by women and male politicians across party lines from 6 major political parties. We have on our board esteemed members from the Social development space, business experts, organization builders, entrepreneurs, political experts. **NETRI** runs two short term training programs which have gained popularity- Pathways to Politics & Samaanta Ambassador Program.

Past Faculties & Speakers



Yashomati Thakur
WCD Minister,
Maharashtra



Sunita Duggal
Member of Parliament,
Haryana



Atishi Marlena
MLA, Delhi



Brinda Karat
Senior CPI
(M) Leader



Diya Kumari
Member of Parliament,
Rajasthan



Supriya Shrinete
Spokesperson and
Ex-Journalist



Ritu Kumar
Mukhiya, Bihar



Rahul Verma
Fellow, Centre for
Policy Research



Jothimani
Member of Parliament,
Tamil Nadu



Szarita Laitphlang
Political Leader,
AIPC

About

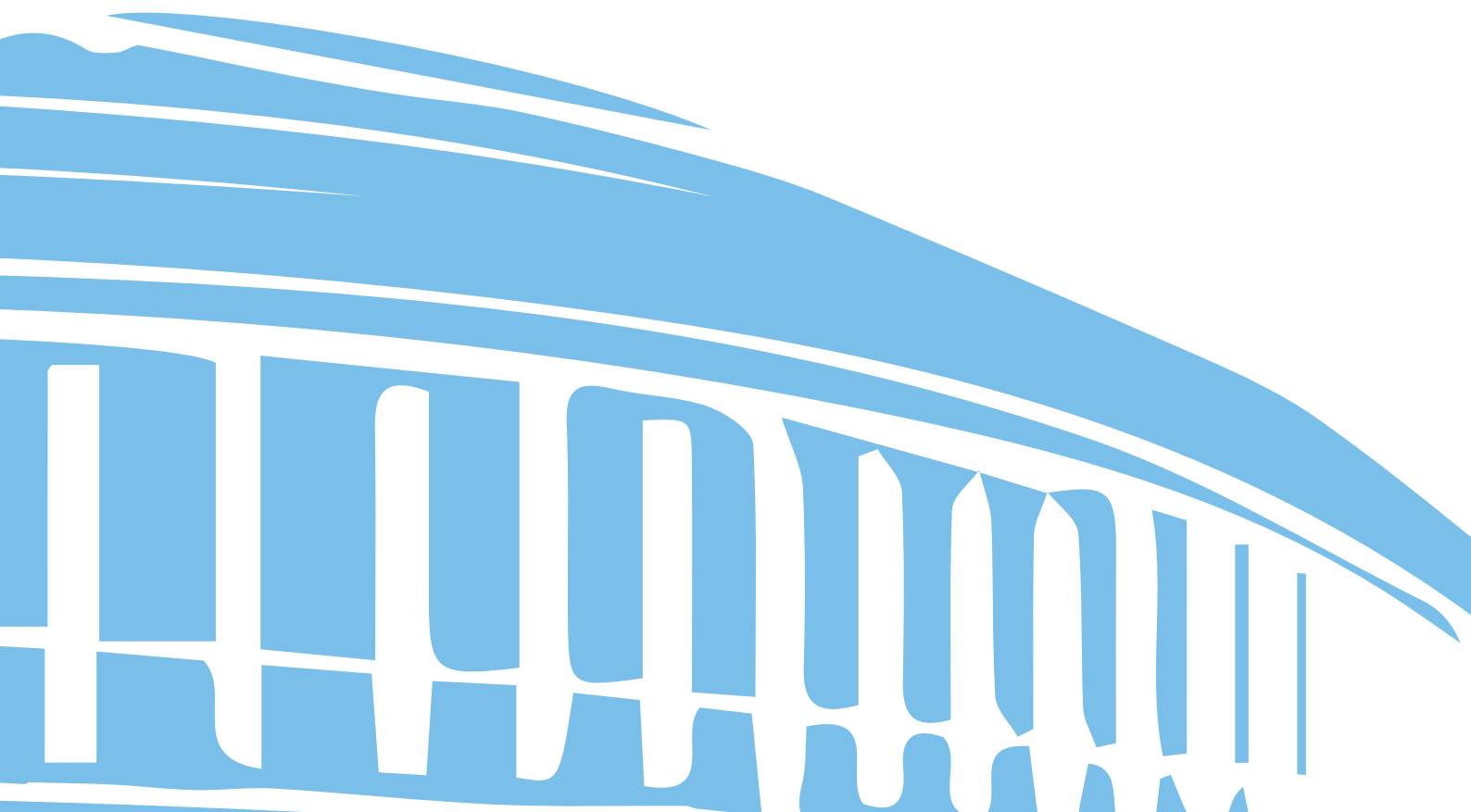
SUVEEKSHA

Suveeksha Eduskills Limited is an Edutech company that aims at developing indigenous platforms for online education. It envisages provision of educational content that is contextualised to Indian needs and opportunities. It contemplates the development of content by engaging leading Indian academics and professionals.



Introduction to the **COURSE**

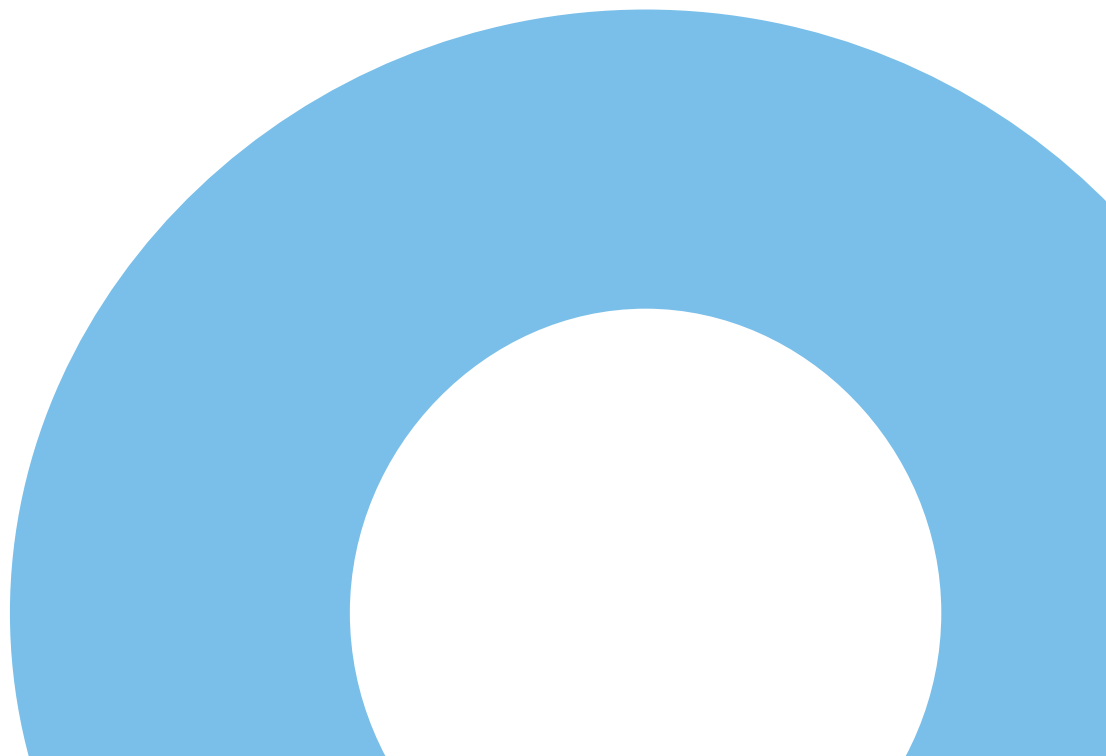
'First Step to Politics' is an exclusive programme designed for women aspiring to engage in the political system and build leadership skills. The program introduces the participants to the political domain through modules specifically designed to equip them with organizational techniques which are core to electoral politics in India. The program is facilitated and taught by top professionals including, prominent political analysts, political leaders, communication and organization specialists, and field experts with extensive experience in politics. Conducted over a period of 6-weeks, the program will be a collaboration between **NETRI Foundation**, India's first women's political incubator, and **Suveeksha**, an EdTech company focused on democratizing online education.



Course

OUTCOMES

At the end of the course, the participants will be equipped to understand the nuances of running electoral campaigns and effectively using organizational tools for political action. The participants will also learn the ropes of virtual campaigning and build crucial communication skills to network and engage with political leaders and experts in the field. The program is focused on political education through the lens of gender and intersectionality, which would help participants in emerging as efficient women leaders over the years. The interactive bend of the training modules, and a team of top professionals coming from varied backgrounds would provide the participants with necessary resources and practical skill-sets pertaining to the usage of public narrative, communication, tech and data in their political careers.



Over the course of 6-weeks, the course will cover five important thematic areas related to political participation and engagement. The themes covered are as:

MODULES

- **Intersectionality for Identity Politics**

The module covers the basics of intersectionality and approaches the question of privilege and marginalisation in politics. It builds a local understanding of politics and stakeholders through the rubric of intersectionalities such as gender, caste, class, language, race and religion.

- **Public Narratives and Communication**

An introductory session to building public communication and identifying audiences. The module is meant to equip the participants with an understanding of narrative-building methods and media strategies that they can practically use during electoral campaigns.

The public narrative framework adapted from Harvard would be taught to help build a public leadership narratives.

- **Basics of Fundraising**

Fundraising is a crucial tool of electoral politics, and this module covers the various means and methods of organizing funds through partnerships, collaboration and outreach activities.

- **Tech and Social Media Management**

Electoral campaigns and political action increasingly revolves around data and technology. This module explains the avenues of technology in politics and presents the use of data, tech and social media through case studies from Indian election campaigns over the years. It covers the meaning of data as an analytics tool, political asset and candidate profile-building.

- **Introduction to Booth-Management**

The module breaks down the structure of booth management during election campaigns and voting processes. It provides insights into the politics and organization that goes into booth management, and equips the participants with the knowledge of the usage of the booth in political elections and its effective functioning. The module also details the work profiles of booth workers and agents involved in booth management.

Course **BENEFITS***

- *20 Speakers & Experts*
- *6 Week*
- *6 Modules*
- *5 Webinars*
- *2 Campaigns*
- *Post-completion-Community membership*
- *Learn from _ Harvard Alumni, Global practitioners Mentorship from Political Leaders*

NETRI Foundation in MEDIA



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Registration link for the course

<https://rzp.io/l/yXHRjmS>

Webpage link for your reference

<https://suveeksha.com/courses/leadership/>



REGISTERED ADDRESS

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