



SOCIO MATRIX INFOCOM PRIVATE LIMITED

**Elevate Your Political Engagement with Mandate
– Where Digital Solutions Meet Political Strategy.**



www.mandate.info



ABOUT US



- SOCIO MATRIX INFOCOM PVT. LTD. is more than just a technology provider we have dedicated team of experts who understands the unique challenges and opportunities that political organization face in a digital - Realm. Our Diverse team brings together professionals from political science - digital strategy - Communications and technology enabling us to offer comprehensive solutions that cater to the multifaceted needs of the social & political landscape.
- This application make bridges the gap between citizens - politicians - Govt. Department and Empower volunteers and members.
- Create a Digital Socio Polity Media Platform, community builder and build high performance team of all individual, Political volunteers , politicians, and political Parties
- Our mission is to empower political organizations with advanced digital tools and strategies, enabling them to connect more effectively with their constituents, amplify their messages, and drive meaningful change. Our diverse team, with expertise spanning political science, digital strategy, and technology, crafts solutions that cater to the multifaceted needs of today s political landscape.



WHAT WE DO

1

Digital Engagement

Recognizing the importance of digital platforms in today's interconnected world, we specialize in developing digital strategies that foster meaningful interactions. Our focus is on mobilizing supporters and building a strong online presence that resonates with the electorate.

2

Campaign Management

We offer comprehensive campaign management solutions that are essential for everything from local elections to national campaigns. Our services streamline operations, manage volunteers, track progress, and optimize resources for maximum impact.

3

Targeted Messaging

Understanding the power of communication, we specialize in data-driven approaches to segment and target audiences effectively. This ensures that political messages are crafted precisely and reach the intended audience with maximum impact.

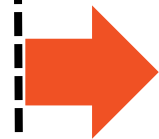
4

Data Analytics

In the realm of politics, data is a powerful ally. Our data analytics services provide political organizations with insights into voter behavior, preferences, and trends, enabling informed decision-making and strategic planning.

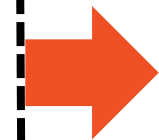
PROBLEM STATEMENT

Challenges Faced by Society & Citizens



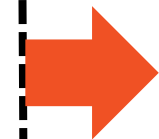
Inaccessibility and Communication Gap

There is a significant disconnect between politicians and citizens, leading to a lack of accessible channels for communication and engagement.



Lack of Grievance Redressal

Citizens often find themselves without a proper system to address their grievances or to present suggestions and demands for the welfare and betterment of their areas.

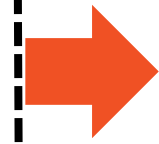


Limited Platforms for Expression

There is an absence of real-time surveys or polls that allow citizens to actively participate in the selection of suitable candidates for elections in their constituencies.

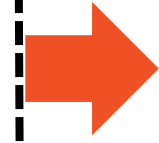
PROBLEM STATEMENT

Challenges Faced by Political Parties and Volunteers



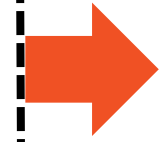
Identifying System Strengths and Weaknesses

Political parties struggle to effectively analyze their operational strengths and weaknesses.



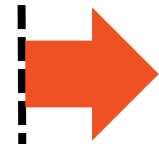
Candidate Selection Justification

There is a challenge in justifying the selection of the right candidates for the right prospects, often leading to internal conflicts.



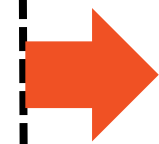
Managing Internal Negativity

Resolving negativity and dissatisfaction among supporters and members, especially those not selected for representation in elections, is a significant challenge.



Volunteer and Member Retention

Retaining volunteers, members, and supporters, and keeping them motivated and engaged, is a continual challenge.

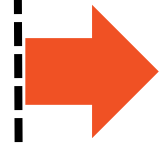


Measuring and Valuing Participation

Effectively measuring the activity of volunteers and members and demonstrating their value to the leadership is often problematic.

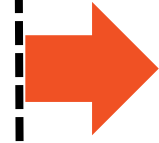
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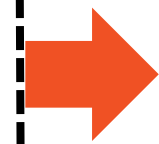
Streamlining Registration Processes

Accelerating and simplifying the registration process in political parties is a key operational challenge.



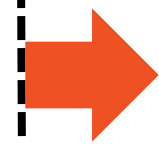
Addressing Social Divides

Coping with issues of casteism, class, and religion within the party structure is a sensitive and crucial challenge.



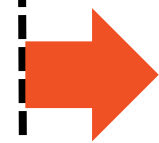
Conflict Resolution

Resolving conflicts between different levels of party members and volunteers, and managing real-time events at the local level, requires efficient strategies.



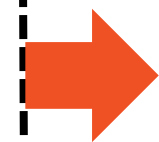
Effective Grievance Redressal

Establishing a proper system for resolving problems faced by the community, citizens, or specific areas is lacking.



Real-Time Voting and Survey Reports

There is a need for real-time voting and internal survey/poll reports to make informed decisions.



Bridging Communication Gaps

Overcoming the communication gap between cadre, volunteers, and politicians is essential for cohesive functioning.

SOLUTIONS

TEAMUP Module

Power House for Empowerment:

- **To Political Cadre and Volunteers:** Provides a platform for every level of political cadre and volunteers to build high-performing teams, enhancing grassroots mobilization and engagement.
- **Empowerment to Politicians and Political Parties:** Facilitates the creation of robust and dynamic teams, enabling politicians and parties to effectively manage and mobilize their volunteer base.

Strength Generation Plan:

- **Empowerment of Members:** Allows members to create their own teams of followers, fostering leadership and increasing the reach and influence of the political entity.

Club House – Leadership Dashboard:

- **Automate Rank Status:** Offers a leadership dashboard that automatically updates rank statuses, providing a clear and transparent view of the hierarchy and performance within the organization.

Performance Chart with Robust Analytics:

- **Analytics and Reporting Tools:** Equips political entities with advanced analytics and reporting tools to assess performance, strategize effectively, and make data-driven decisions.

SOLUTIONS

CIVIC Module

Civic Redressal System:

- **Complaint Upload and Tracking:** Allows citizens to upload complaints of any type, which are then automatically forwarded to the relevant department and local leader. The system includes tracking and automated reminders at stipulated intervals.
- **Follow-Up and Response:** Ensures that leaders follow up on complaints and provide timely responses to complainants, enhancing accountability and responsiveness.

Citizen Engagement:

- **Upload Suggestions and Demands:** Citizens can upload suggestions and demands for the welfare and betterment of their area, directly engaging with political entities and decision-makers.
- **Voting on Complaints:** Provides a feature for citizens to vote on complaints, influencing decision-making on critical matters and ensuring that the most pressing issues are addressed.

Community-Centric Features:

- **Sharing and Commenting:** Enables citizens to share complaints and suggestions with other concerned citizens and comment on the work being done, fostering community engagement and collaborative problem-solving.

PRODUCTS

SUBSCRIPTION BASED MODEL

MANDATE SOCIO: It is a white-labeled PHP socio polity networking Script This allowing you to create your own social political media app in just few simple clicks. This Customized app for Politicians, local leaders, Political parties, union, RWA, NGO's etc. wherever Globally democracy required

It has "PACT" progressively advancing community and team building mechanism along with Next generation public complaint redressal system along with CIVIC, microblogging, networking module with massaging services, much more everything you need to manage, moderate,engage and monetize your community-members/team in one powerful app – Android ,IOS, and web with your BRAND appearance under your NAME

Modules in Socio Mandate Script

- Socio
- Civic
- Manch
- Teamup
- Telecast
- Club
- Link & vlog
- Messaging

PRODUCTS

MANDATE APP – A Play-junction app:

An app-in-app feature, To create, Manage and displaying mandate socio SCRIPTED and Customized smartphone apps.

Mandate APP Helps Manage, Enhance, Regulate & Optimize the volunteers-members and communities with membership management tool and easily integrate with organizational system, having microblogging networking application

Modules in Mandate App

- Team building
- Video Conferencing
- Live Event broadcast
- Civic welfare association
- Civic redressal system
- Secure private social polity media microblogging networking application
- Donation module free for subscribers
- News app module paid for subscribers

SUB APP

SUB APP for civic welfare association(CWA, RWA, NGO'S), local leaders for (municipality and panchayat) along with web

Modules in CWA

- Socio
- Civic
- Munch
- Teamup
- Club
- Link & vlog

FEATURES

Socio: microblogging networking

Users can post byte and note with attachments (Audio-image-video attachments) in the socio module. Users can see all the socio posts in the mandate home screen so all the users can view-like-comment and share on particular posts.

Civic

All the users can raise a complaint in the civic module and there are many complaints like Road-electricity-water supply and many more. The aim of the civic module is to solve the complaints of the users so the rank of the TC also be promoted and TC gets more popularity. Also upload suggestion and demand of their area.

Manch

Politicians and members can connect with each other via video calling. TC is able to connect with one-to-one and one-to-many members in the video calling. TC also set the video call timer in the manch module. TC has the right to remove any members while the video call is ongoing.

Teamup

TC and members can see their downline members under him in the tree. TC and members can also add the members in the tree in the Teamup module. TC can view member's Rank-qualifications and Reports as well. TC can see the count of likes in any post of any members in the reports.

Telecast

TC and members can create their own channel and also upload the videos to their own channel. Uploaded video is displayed on the mandate home screen and inside the TC app as well so all the users can see uploaded video easily and other users can like-comment on the video as well.

Club

TC and all the members can chat with each other in the club module. In this module users can chat in the group as well as personal chat functionality is also there. Users can also share the attachments in club chat.

Link & vlog

Users can post videos in vlog and add links. Users can see all the vlog & link posts in the mandate home screen so all the users can view-like-comment and share on particular posts.

UNIQUE SELLING POINT

Comprehensive Engagement and Leadership Platform (TEAMUP):

SOCIO MATRIX INFOCOM excels in providing a dynamic platform for political parties to regulate, optimize, and advertise their agendas. TEAMUP uniquely enables the escalation and activation of existing workforces, attracting more followers, and establishing a hierarchy of influential leaders, thereby creating a robust leadership structure within political organizations.



Empowering Civic Engagement (CIVIC):

The CIVIC module bridges the gap between citizens, volunteers, political entities, and government departments. It not only facilitates civic redressal but also encourages suggestions and demands from citizens, fostering community engagement and ensuring that the democratic process is participatory and responsive to the needs of the community.




Advanced Performance Analytics (PERFORMANCE CHART):

The company offers an innovative PERFORMANCE CHART module, enabling precise measurement and scoring of volunteer/member activities. This tool is crucial for demonstrating the value and impact of each individual to leaders, ensuring recognition and strategic utilization of human resources.

COMPETITIVE ANALYSIS

Features / Companies	SOCIO MATRIX INFOCOM	TWITTER	OPEN SOCIAL
Target Audience	Primarily focused on voters political parties, politicians, volunteers, associations, and citizens interested in political and civic engagement.	Broad and diverse, encompassing individuals, public figures, organizations, and businesses across various sectors.	Organizations, associations, and enterprises looking to create community engagement platforms.
Primary Features	Micro blogging module Includes TEAMUP for political team building, video conferencing, live event broadcasting, civic redressal system, and community engagement tools and social networking tools.	Microblogging platform with features for posting tweets, following users, trends tracking, direct messaging, and live streaming.	Community management, social networking, content management, and engagement tools tailored for private communities.
Market Positioning	Positioned as a specialized platform for political and civic engagement, offering tools for communication, organization, and community involvement.	A global social media platform known for real-time news, social networking, and public discourse.	Positioned as a customizable platform for organizations to build and manage their own social communities.

TARGET MARKET

-  **Political Entities Globally:** This includes all political parties, individual politicians, and their volunteers across democratic countries, seeking digital tools for effective campaign management, engagement, and organization.
-  **Citizens and Voters Worldwide:** The platform targets citizens and voters in democratic nations, offering them a voice and tools for civic engagement and democratic participation.
-  **Government Departments and Civic Bodies:** The solutions cater to government departments and civic organizations looking to streamline communication and response to citizen needs and feedback.

MARKET SIZE

The global market size of digital platforms is expected to reach **USD 6.1 trillion by 2023**, up from **USD 4.6 trillion in 2021**. [🔗](#)

The Indian digital marketing market attained a value of **USD 5,118.55 million in 2023**. The market is further assessed to grow at a **CAGR of 30.3%** during 2024-2032 to reach a value of **USD 55,372.78 million by 2032**. [🔗](#)

SCALE UP PLAN

Enhanced User Engagement and Experience Optimization

Focus on refining the user interface and experience, ensuring mobile-friendliness and ease of use. Implement continuous feature enhancements based on user feedback, fostering a strong community through interactive features, discussions, and user-generated content.

Scalable and Secure Technical Infrastructure

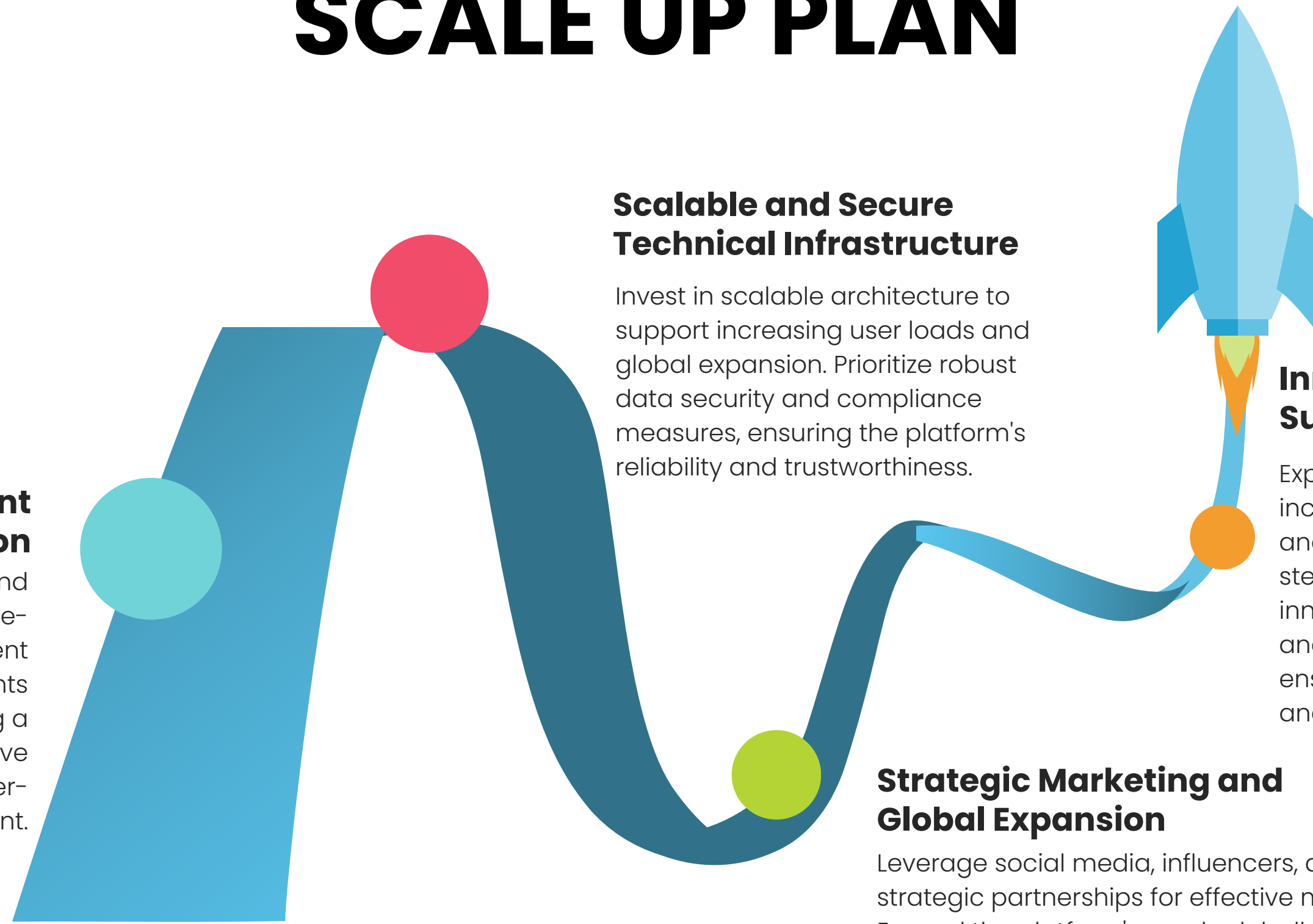
Invest in scalable architecture to support increasing user loads and global expansion. Prioritize robust data security and compliance measures, ensuring the platform's reliability and trustworthiness.

Strategic Marketing and Global Expansion

Leverage social media, influencers, and strategic partnerships for effective marketing. Expand the platform's reach globally, with a focus on language localization and understanding cultural nuances to cater to a diverse international audience.

Innovative Monetization and Sustainable Growth

Explore various monetization avenues, including subscriptions, advertisements, and premium features, to ensure a steady revenue stream. Embrace innovation and industry trends, utilizing analytics for informed decision-making, ensuring the platform remains relevant and ahead of the curve.



GO TO MARKET STRATEGY

Strategic Partnerships and Collaborations

Form alliances with political consultancies, advocacy groups, and civic organizations. These partnerships can provide valuable market entry points, credibility, and expanded reach.

Digital Marketing and Social Media Campaigns

Utilize digital marketing strategies, including SEO, content marketing, and targeted social media campaigns, to reach a broader audience. Leverage platforms like LinkedIn for B2B outreach and Twitter or Facebook for broader public engagement.



Targeted Market Segmentation

Focus on specific segments within the political and civic engagement sphere, such as political parties, individual politicians, civic organizations, and NGOs. Tailor marketing efforts to address the unique needs and pain points of these groups.

Demonstration and Education Initiatives

Conduct webinars, workshops, and live demonstrations to showcase the platform's capabilities. Educate potential users about the benefits and functionalities of the platform, emphasizing how it can streamline their political and civic activities.

REVENUE MODEL

Advertisement and Sponsorship

Generate revenue through targeted advertisements within the free version of the app. Additionally, explore sponsorship opportunities with local businesses or organizations that align with the app's community focus, offering them visibility through sponsored events or featured content within the app.

Freemium and In-App Purchases

Offer a basic free version of the app to attract users and provide options for premium upgrades or additional functionalities through in-app purchases. This model allows users to try the app and then invest in more advanced features as needed.

Transactional and Service Fees

For any transactions facilitated through the app, such as donations or community marketplace transactions, implement a small processing fee. Additionally, offer premium services like consultation, training workshops, or personalized support for a fee, catering to community leaders and organizations.

Subscription-Based Revenue

Implement tiered subscription plans offering different levels of access to features like advanced analytics, premium support, and ad-free experiences. This could include both individual user subscriptions and corporate/organization subscriptions tailored for businesses, community organizations, or government entities.

Data Analytics and Insights

Provide access to detailed analytics and insights for a fee, targeting community leaders, local authorities, or businesses interested in community trends and behaviors. This could include comprehensive data reports and market analysis.



OUR TEAM



Mr. Saransh Walia
Director, CEO

Mr. Saransh Walia, serving as the Director and CEO, brings a unique blend of expertise to SOCIO MATRIX INFOCOM PRIVATE LIMITED, combining his academic background in Bachelor of Architecture with financial acumen from CFA Level 1. His leadership is further enriched by a year of professional experience, driving innovative strategies and vision in the company.



Sangeeta Singh
Director, HR

Sangeeta Singh, the Director of Human Resources at SOCIO MATRIX INFOCOM PRIVATE LIMITED, leverages her extensive 13-year experience in the field, underpinned by her MBA. Her expertise plays a pivotal role in shaping the company's HR strategies, fostering a dynamic and productive work environment.

REACH OUT TO US



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Transform your organization into digital platform