Aayushman
POLITICAL STRATEGY

THE 360° PRACTITIONER RESIDENCY

From Sansad to Sangathan

संसद से संगठन तक

Public Policy · Legislative Strategy · War Room Execution

Learn how a leader's office, a campaign and a war room really work. Prove it with work due every week. Put that work in front of the people who run them.

New Delhi, India

Aayushman
POLITICAL STRATEGY



THE ROAD SO FAR

2019–22 Prayagraj
B.Sc. in Mathematics and Electronics, Ewing Christian College (University of Allahabad). Built the quantitative and game-theoretic foundation.

2022–23 Prayagraj
Business Development Lead at an ed-tech venture. Scaled it from 1 classroom to 3 in 12 months on a zero-rupee marketing budget.

2023–25 Chittorgarh
Gandhi Fellow, Kaivalya Education Foundation. 125 government schools, 1,800+ students, 600+ teachers. CSR-funded solar and digital infrastructure, with the district administration.

2025–26 New Delhi and Chicago
Legislative Associate to a Rajya Sabha MP (2025 Winter Session). PGP in Policy Design and Management, ISPP, New Delhi, with coursework in Public Policy and International Development at the Harris School of Public Policy, University of Chicago.

2026–now New Delhi
Principal Lead, IYC National War Room, managing 30 associates and 8 vertical leads. Founder, Aayushman Political Strategy.

Check it yourself.
linkedin.com/in/aayushmantripathi

01 · FROM THE FOUNDER

A message to the person reading this.

> **"Policy matters where it meets the district office and the campaign floor. That's where I work."**

I did not start in politics. I started with one classroom in Prayagraj and no budget, trying to fill it. Then I spent two years in Chittorgarh as a Gandhi Fellow, working with district officers, principals and state officials until 125 government schools had the digital tools to teach with. Nobody there asked about my degree. They asked whether the work would get done.

In the 2025 Winter Session I worked as a Legislative Associate to a Rajya Sabha MP. That is where Weekends 1 and 2 come from: how an MP's office really runs, and how a draft becomes a question in the House. Today I lead execution in a political war room in Delhi, with 30 associates and 8 vertical leads. From inside, one thing is clear. Political work runs on capable people, and the road to becoming one is poorly marked.

I trained in mathematics, so I read politics as a game of incentives: who gains, who loses, who moves first. Each weekend trains one such question, and the Residency is built the same way: work comes before access.

The rhythm is fixed: class on Saturday, a seminar on Sunday, work due on Thursday night. You always know what is expected and what it unlocks. Do the work and the doors open one by one. Skip it and they stay shut. I think that is fair.

I will also be plain about what this is. It is not a passive mass-market course. It asks for commitment from both sides: you put in the work, and every month my team puts hard hours into twenty people, because the best of them are the people we want to work with. If your work is strong, I will take it to the leaders' offices and war rooms I know, and where there is a fit, offer you project work under our consultancy. I cannot promise you a job. No one honest can.

My aim for every batch is the same: that you leave knowing how political work is really done, and with proof that you can do it.

Aayushman Tripathi
Founder, Aayushman Political Strategy
Principal Lead, IYC (Indian Youth Congress) National War Room, New Delhi.
Roles as of October 2026.

02 · THE MOMENT

Politics runs on trained people. Nobody tells you how to get in.

Every legislature and every election in India runs on drafters, analysts, organisers and managers. Most of them learned the job through a contact or a lucky internship, so talent with no one to open the door stays outside. This Residency replaces luck with a method.

788

Members of Parliament: 543 in the Lok Sabha and 245 in the Rajya Sabha. Each one runs an office.

ELECTION COMMISSION OF INDIA; RAJYA SABHA

4,000+

MLAs across 31 state and Union Territory assemblies. Each one runs an office too.

ADR ANALYSIS OF 4,033 SITTING MLAS

73

recognised national and state parties (6 and 67), each with campaigns and a ground organisation to staff.

ELECTION COMMISSION OF INDIA, AS REPORTED AUG 2025

₹1 lakh crore+

estimated cost of the 2024 general election, the most expensive yet.

CMS MEDIA LAB ESTIMATES, AS REPORTED

Replace the reference with a record.

You do not ask anyone to vouch for you. You hand in real work every week, on a real leader, and it builds into a portfolio. A leader's office can read it, judge it and act on it.

Who this is for

- Students and recent graduates
- Young professionals changing lanes
- Party and youth-wing workers
- Aspirants for any election: ward to Parliament
- Researchers, writers and communicators

Sources: Election Commission of India (543 parliamentary constituencies; 6 national and 67 state parties, as reported in August 2025). Rajya Sabha (245 members). Association for Democratic Reforms, analysis of 4,033 sitting MLAs; India has 31 state and Union Territory legislative assemblies. CMS Media Lab estimates for the 2024 Lok Sabha election, reported between ₹1 lakh crore and ₹1.35 lakh crore.

03 · THE POLITICAL WORLD

Where political work happens.

Four places, each with its own way of hiring, training and promoting. The Residency teaches the work of all four, then matches you to the track your final pitch fits.

The leader's office
Where an MP or MLA's questions, speeches and briefs are prepared.

LEGISLATIVE AIDE

The war room
The command centre: one morning plan, one narrative, rapid response.

WAR ROOM STRATEGIST

The sangathan
Booths, volunteers, padyatras and youth campaigns on the ground.

CONSTITUENCY / SANGATHAN ASSOCIATE

The consulting firm
Strategy, research and communication for leaders, project by project. Our model.

PROJECT TEAM MEMBER

Everyone says politics needs fresh talent. Then comes the checklist.

THE FINE PRINT ON MOST ROUTES IN	YOUR ROUTE HERE
A tier 1 college, ideally one that sounds impressive at dinner.	**Any college, any city. We read the work, not the letterhead.**
Polished, high-profile English. Ideas in other accents may watch from the gallery.	**Clear thinking, shown in writing and in the pitch. Clarity beats accent.**
A well-placed reference. Merit helps, but a phone call is faster.	**A record: real work, handed in every week, on a real leader.**
Months of full-time availability, one intake a year. Set a reminder and wait to be chosen.	**Four weekends, a new batch every month. Keep your job, your studies and your city.**

Do not wait to be picked. Start here.

Nobody in political work was handed a seat. Everyone started in some office, campaign or war room. The network is built by doing work in the room, and the people there help you reach the next one. Start with your own batch, the one before you and the practitioners who teach you.

What we can assure on careers

Practitioners in the room
Working professionals from political space, including fellows doing good work on the ground, teach, review and mentor. Line-up varies by batch.

A chance to take part
Where your work is strong, we try to bring you into real work with the consultancy. A chance to take part, not a promise of a post.

Your work, forwarded
Everyone who meets the requirements gets CV and career guidance, and a portfolio sent to the offices and war rooms we know.

No job, placement or contract is guaranteed to anyone. We assure access to people doing the work, and a fair chance to show yours.

04 · THE PROGRAMME

Four weekends. One clear rhythm.

Saturdays are pure classes. Sundays are seminars with people who do this work. Live on Google Meet. The last Sunday is in person in New Delhi.

WEEKEND 1	WEEKEND 2	WEEKEND 3	WEEKEND 4
The system	**Policy to politics**	**The war room**	**The pitch and the story**
SAT · CLASS Auditing a constituency and a leader 8:00 PM to 10:00 PM	SAT · CLASS Manifesto, chargesheet and coalitions 8:00 PM to 10:00 PM	SAT · CLASS Narrative, speeches and sangathan 8:00 PM to 10:00 PM	SAT · PITCH DAY Live pitch panels 8:00 PM to 11:00 PM
SUN · SEMINAR Inside the leader's office 11:00 AM to 1:30 PM	SUN · SEMINAR The parliamentary toolkit 11:00 AM to 1:30 PM	SUN · SEMINAR Media and crisis 11:00 AM to 1:30 PM	SUN · IN PERSON, DELHI Delhi: the Story Circle 5:00 PM onwards

The monthly cycle

Enrolment opens — A new form each month

Orientation — On the Delhi Sunday of the ongoing batch. In the room or live online

Four weekends — Classes and seminars, live

Convocation — Delhi gathering. The next batch is oriented the same day

By the end you can

- Audit a constituency and a leader as a dossier.
- Turn a policy idea into a promise voters understand.
- Draft for Parliament: questions, notices, a brief.
- Plan 30 days of war-room and ground work. Write a rally speech.
- Handle a media crisis in the first 60 minutes.
- Pitch yourself to a leader, with a CV and portfolio.
- Read any political situation as a game of incentives: who gains, who loses, who moves first.

The game lens

Each weekend trains one question you can ask of any political situation.

WEEKEND 1	WEEKEND 2	WEEKEND 3	WEEKEND 4
Who holds the power, and who needs whom?	What does each side gain by saying yes?	What will the other side do next?	Why you, out of twenty?

05 · HOW APS TEACHES

One method. Many practitioners.

The teaching capacity of the firm, in plain numbers.

20
residents in every batch, each known by name and heard

240
seats a year, with a batch every month

19 hours
of live teaching across four weekends

8
live sessions: four Saturday classes and four Sunday sessions

4
pieces of assessed work, each one part of your leader dossier

1
day in person in New Delhi, built around storytelling

One lead teacher. A practitioner every Sunday.

Aayushman leads all four Saturdays, so the method is consistent. Sunday sessions bring in practitioners from leaders' offices, legislative work, party media and journalism. Line-up varies by batch.

How it is built

- **Small on purpose.** Twenty people. Everyone is known by name and heard.
- **Live, every weekend.** Live on Google Meet: Saturday 8:00 to 10:00 PM and Sunday 11:00 AM to 1:30 PM. The Weekend 4 Saturday runs three hours, for the live pitch panels.
- **Work due every week.** Handed in by Thursday night. Each piece becomes a part of your leader dossier.
- **Tested by an outsider.** You pitch the finished dossier to a panel with a guest evaluator.

Who teaches what

WEEKEND	SATURDAY CLASS	SUNDAY SESSION
Weekend 1	Aayushman	**Working legislative fellow or senior political secretary**
Weekend 2	Aayushman	**Working legislative fellow or legislative specialist**
Weekend 3	Aayushman	**Communications strategist, party media coordinator or journalist**
Weekend 4	Aayushman and guest evaluators	**Practitioners from a leader's office, a war room and the ground**

06 · YOUR FOUR WEEKS

What you will learn, week by week.

Two live sessions a weekend and one piece of work each week. The full session-by-session curriculum is in the Curriculum Dossier, shared when you enrol.

WEEKEND
1
The system

YOU WILL LEARN
- Explain how party high commands, war rooms, legislative offices and consulting firms divide power and work.
- Profile a constituency: demographics, caste arithmetic, past margins and local pressure groups.
- Audit a leader's public image, legislative record and grip on the organisation.

YOU WILL PRODUCE
The first part of your 360° leader dossier: a leader and constituency audit.

WEEKEND
2
Policy to politics

YOU WILL LEARN
- Turn a policy problem into a short, affordable promise that voters understand.
- Build a chargesheet from official data: CAG reports, budgets, ministers' replies and RTI.
- Draft a parliamentary question and a two-page brief an MP can use.

YOU WILL PRODUCE
A 2-page manifesto and chargesheet, plus questions drafted for the House.

WEEKEND
3
The war room

YOU WILL LEARN
- Run a day in a war room: the morning grid, one narrative and opposition tracking.
- Write a rally speech for the ear, and plan padyatras and booth-level drives.
- Respond to a media crisis in the first 60 minutes.

YOU WILL PRODUCE
A 30-day war-room and ground calendar, and a rally speech.

WEEKEND
4
The pitch and the story

YOU WILL LEARN
- Pitch a finished dossier in six minutes and defend it under questions.
- Match your strengths to a career track, and know how political consulting works as a career.
- Tell your own political story in three minutes, to people who decide who gets noticed.

YOU WILL PRODUCE
Your dossier pitched live, your career track, and your three-minute story.

07 · THE LAST SUNDAY

In Delhi, the story is the lesson.

On the last Sunday of the month, residents, practitioners and the next batch meet in New Delhi for an evening built around storytelling.

Anyone can say "I am good". A story shows why.

Every manifesto, speech and war-room plan you build is a story told in another form. The Story Circle is where you tell yours aloud, to people who decide who gets noticed.

How the evening runs

- **Open the circle**
  No slides, no recording.
- **Practitioner stories**
  Three true stories from the room, the war room and the ground.
- **Story rounds**
  Circles of five. Three minutes each, then honest response.
- **The best stories to the room**
  One from every circle.
- **Placement desk and convocation**
  Dossiers reviewed, certificates handed over, the next batch oriented.

Bring one story, in three beats

1
Where I come from
The place, the people and the moment that pulled you towards politics.

2
What I saw in my leader's seat
One thing your dossier taught you that a headline never would.

3
What I will do next
The work you will take on, and who you want to do it with.

What you take away

A three-minute story you can tell in a leader's office, a feel for how practitioners explain real decisions, and people who now know your name.

Not in Delhi?

Your Saturday pitch already carries your story, and you can join the orientation online. Coming in person is highly recommended: the room is where the introductions happen.

08 · HOW YOU EARN YOUR WAY IN

One rhythm. One door at a time.

Class and seminar fill the weekend. The work is due on Thursday night. Hand it in and the next weekend opens for you. Miss it and it stays shut.

SAT	SUN	MON TO WED	THU	FRI
Class	**Seminar**	**Build**	**Hand in**	**1:1**
The week's assignment is set.	A guest who does this work.	Do the assignment. It becomes part of your dossier.	By 11:59 PM. This opens the next weekend.	Inner Circle: 30 minutes with the founder on your work.

Weekend 4 is the exception: your assembled dossier is due the Thursday before, and the live pitch is the final assignment.

What your portfolio holds, week by week

WEEKEND 1

YOU CAN SHOW

A leader and constituency audit

A 360° read of a real MP, MLA or youth leader: record, seat and organisation.

Inner Circle: a 1:1 on your strongest angle.

WEEKEND 2

YOU CAN SHOW

A manifesto, a chargesheet and House drafts

Promises and attack lines for that leader's seat, and questions and notices drafted for Parliament.

Inner Circle: a 1:1 on your drafts.

WEEKEND 3

YOU CAN SHOW

A 30-day war-room plan and a rally speech

A day-by-day plan for the war room and the ground, and a speech written for the ear.

Inner Circle: a 1:1 to rehearse the pitch.

WEEKEND 4

YOU CAN SHOW

A dossier defended live, and your track

Pitched to a panel as if to that leader. Matched to a track and forwarded.

Inner Circle: your LinkedIn and political CV rebuilt around it.

Why the rules are strict

COMMITMENT

Work before access

The next weekend opens only when the work is in. Effort is visible, so the room fills with people who do the work.

SIGNAL

Earned, never sold

A certificate that cannot be bought means something to an office reading it. A signal only counts if it is hard to fake.

REPEATED GAME

Your name travels

Twenty people, then the next twenty. Every group meets the one before it, so how you work now is remembered later.

The requirements

The certificate and career support are earned, not bought. Meet all three, and both are yours. No job, placement or contract is guaranteed to anyone: we try our best, and we guarantee the work you will have to show.

- **Hand in every weekly assignment**
- **Attend all four Saturday classes**
- **Attend at least two Sunday seminars**

09 · TWO WAYS IN

Twenty seats. Two ways in.

15 SEATS PER BATCH

Batch Seat

₹6,000 one-time, per person

Everything you need to learn, build the dossier and earn the certificate and career support.

5 SEATS PER BATCH

Inner Circle

₹10,000 one-time, per person

Everything in the Batch Seat, plus ₹4,000 more of closer guidance: profile work and four 1:1s with the founder.

WHAT IS INCLUDED	BATCH SEAT	INNER CIRCLE
4 live Saturday classes	✓	✓
3 Sunday seminars with guest practitioners	✓	✓
The Delhi gathering, convocation and certificate*	✓	✓
Weekly assignments and live critique	✓	✓
Your own leader dossier and portfolio	✓	✓
CV and career support*	✓	✓
Best-effort placement support with MPs' offices and war rooms*	✓	✓
Direct access to the director and senior leaders	✓	✓
Consideration for project work with the firm	✓	✓
LinkedIn and political CV overhaul	—	✓
Four 1:1s with the founder	—	✓
First look when APS shortlists for consulting projects	—	✓

* Earned by meeting the three requirements: every assignment, all four Saturday classes, at least two Sunday seminars. No placement is guaranteed to anyone. Fees are per person, per batch.

What the extra ₹4,000 buys

Profile you can show

Your LinkedIn and your political CV rebuilt around the work you did here, so an office reads proof, not adjectives.

Four 1:1s with the founder

Thirty minutes each, one a week: three dossier reviews, then a career-mapping call after Delhi.

First look at projects

When APS shortlists for consulting projects, Inner Circle residents who have met the requirements are looked at first.

10 · RESERVE YOUR SEAT

A new window opens every month. Miss one, take the next.

BATCH	CODE	CLASS SATURDAYS	ORIENTATION	DELHI GATHERING
December 2026 NEXT BATCH	**APS–122026**	**5 · 12 · 19 · 26 Dec**	**Online · date shared on enrolment**	**Sun 27 Dec**
January 2027	APS–012027	2 · 9 · 16 · 23 Jan	Sun 27 Dec · Delhi or live online	Sun 24 Jan
February 2027	APS–022027	6 · 13 · 20 · 27 Feb	Sun 24 Jan · Delhi or live online	Sun 28 Feb
March 2027	APS–032027	6 · 13 · 20 · 27 Mar	Sun 28 Feb · Delhi or live online	Sun 28 Mar

Classes run on the first four Saturdays of the month, with the seminar the next day. The fourth Sunday is the Delhi gathering, and the next batch is oriented at it. The batch code is APS, a hyphen, then the month and the year.

01
Watch for the window. A new enrolment form opens every month.

02
Choose your seat. Batch Seat or Inner Circle.

03
Fill the form and reserve it. A batch closes when its 20 seats are taken.

04
Come to orientation. It is held on the Delhi Sunday of the batch before yours.

How orientation works

It is held on the Delhi Sunday of the batch before yours, so you meet the people one month ahead of you. Sit in the room in Delhi or join live online: it is the same session on the same day. Missed it? A short online catch-up runs on the Friday before Weekend 1.

If Delhi is far from you

You do not need to travel to earn the certificate. You pitch live online on Saturday, your certificate reaches you digitally and by courier, and your dossier is forwarded either way. Coming to Delhi is highly recommended: it is where the next doors open in person.

The cost of waiting is a month.

A seat costs ₹6,000 and four weekends. Each batch that fills puts twenty more portfolios before the same offices you want to reach.

11 · QUESTIONS, ANSWERED

The questions people ask first.

Do I need political experience?

No. You need curiosity and four free weekends. Weekend 1 starts from how the system works.

Is it online or in person?

Classes and seminars are live online on Google Meet. The last Sunday of every batch is an in-person gathering in New Delhi. The venue is announced for each batch.

Will I get a job?

No one is promised a job. Every participant who meets the requirements gets career support and our best effort at placement. Strong work may lead to project contracts with the firm.

What does the Inner Circle add?

A LinkedIn and political CV overhaul, four 30-minute 1:1s with the founder, and a first look when we shortlist for consulting projects. Everything else is the same.

Why "Residency"?

Like a medical residency, you learn by doing the real work, with practitioners watching, until you can do it alone. It is training, not employment, and it carries no stipend.

What if I live outside Delhi and cannot attend the final Sunday in person?

You still pitch live on Saturday. You receive your certificate digitally and by courier, and your dossier is forwarded all the same. Coming in person is highly recommended, but it is not required.

What if I miss a Saturday?

The certificate needs all four Saturday classes. If the month does not suit you, the next enrolment window opens a month later.

Can an office check my certificate?

Yes. Every certificate carries the batch code, a certificate number and a QR code that opens its record on our website.

Your seat is one form away.

Seats are limited to 20 a month. If this batch is full, the next enrolment window opens a month later.

WEBSITE aayushman-political-strategy.vercel.app
LINKEDIN linkedin.com/in/aayushmantripathi

YOUR BATCH CODE

APS–MMYYYY

APS-122026 is December 2026

Aayushman Political Strategy provides training and advisory services. The Residency is a training programme, not employment: no stipend or salary is paid to residents, and no job, placement, project or contract is guaranteed to anyone. Nothing here is a promise of electoral outcomes. Dates follow the schedule above and may move with notice. Batch calendar as printed on 29 October 2026; the website shows the current window. Statistics and sources are listed on page 3. Founder's roles are stated as of October 2026.