

# WE ARE **HIRING**

Atri Insights / Field Associate

THE FIELD IS WHERE THE REAL DATA LIVES



## Real Work. Real Places. Real People.

The most important data about how a state is run doesn't live in a spreadsheet. It lives in a village, a community meeting, a conversation with someone who's been waiting two years for a scheme to reach them. That's where you're going.

01

### Not a desk job

You're in communities, at gram sabhas, in conversations with people the official data forgot. Your observations reach ministerial desks directly.

02

### Not a survey monkey

You're not ticking boxes. You're understanding why a scheme works in one village and quietly disappears in the next one down the road.

03

### Not waiting in queue

Your field insight drives real decisions early. The ceiling here is the quality of your observations — not your batch year.

*"The problem isn't the policy.  
It's the 47 places between policy and people where things quietly fall apart."*

### ◆ WHO WE ARE

## Built By IITians. Rooted In The Field.

Atri Insights is a policy and governance consultancy embedded directly inside the Government of Andhra Pradesh — working with ministers and political leadership, not observing from outside.

Founded by alumni of IIT Kanpur and IIT Roorkee, including a Li Ka Shing Scholar from the Lee Kuan Yew School of Public Policy. We believe the most rigorous minds belong in the field — not just in front of a screen.

### ◆ WHAT YOU'LL DO

## Boots On The Ground. Eyes On The System.

- **Run structured field surveys.** Design and conduct surveys across constituencies — talk to beneficiaries, frontline workers, and local officials to understand what's actually happening.
- **Sit in the meetings.** Attend community interactions and leadership engagements — document what's said, what's avoided, and what it means for governance on the ground.
- **Map what people actually need.** Surface the demand — what communities are asking for, where schemes are falling short, and what the official data is quietly missing.
- **Find the breakdown points.** Identify exactly where implementation fails — administrative, logistical, political — and turn that into structured reports that reach the people who can fix it.
- **Write it up clearly.** Translate raw field observations into Constituency Feedback Logs, Scheme Delivery Notes, and Situation Reports for research and ministerial teams.

## ◆ WHAT YOU GAIN

# The perks are legitimately good!

### CM's Office Secondment

After 6 months, high performers are placed in the Chief Minister's Office or AP High Performance Units. The kind of access that normally takes a decade to earn.

### Saptharishi Tech Track

Selected associates move into Saptharishi across data science, computer vision, generative AI, or AI product deployment — translating ground insight into technology at scale.

### Founder Mentorship

Direct access to founders with IIT pedigrees, international policy credentials, and real experience in political strategy and enterprise technology. Not HR. Not a buddy system.

## ◆ WHO WE WANT

# Honestly? Someone Like You

We're not here for the highest GPA in the room. We want the person who reads footnotes for fun, argues with the textbook, and genuinely

wonders why that scheme never reached that village. Your background can be anywhere in this territory:

Engineering	Computer Science	Electrical Engineering	Mechanical Engineering	Mathematics	Statistics	Data Science	Economics
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Strong written communication. An ownership mindset — you don't wait to be told where to go next

Graduating 2024–2026. You want your first move to mean something — not just look good on a CV, but actually do something in the world.

### **The salary? Let's talk. There's no cap. That's not a line. That's the policy.**

Compensation is open and collaborative shaped, by your profile, your expectations, and what you bring. We'd rather meet you first.

Location: Hyderabad · Full-time · Rolling recruitment

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# WE ARE **HIRING**

Atri Insights / Media Associate

INFORMATION IS POWER - COME FEEL IT



## Manage The Message. Shape The Moment.

Public opinion is a signal. Media is the network it travels through. Political communication is what happens when you understand both — and build tools that make sense of them in real time.

01

### Not a dashboard jockey

You don't run sentiment scrapers nobody acts on. You architect the information environment around a sitting government — and brief ministers on what it means.

02

### Not a side project

Real media systems. Real political stakes. Real consequences. You shape how a state government understands and responds to public opinion.

03

### Not waiting in queue

High performers own strategy early. Your ceiling here is your output — not your batch year or your institution.

*"Every narrative has an origin point.  
Find it before it finds you."*

### ◆ WHO WE ARE

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### ◆ WHAT YOU'LL DO

## Map The Signal. Build The System.

→ **Monitor at scale.** Scrape and systematically analyse regional print, digital, and broadcast media — identify patterns, sentiment shifts, and emerging narratives before they escalate.

→ **Model the spread.** Build structured models of how political narratives propagate — track origin points, amplification patterns, and regional variation across the media ecosystem.

→ **Architect the network.** Design and manage a distributed stringer network across constituencies — build systems to aggregate, verify, and route intelligence to leadership teams.

→ **Build with Saptharishi.** Collaborate on Aldriven media monitoring systems, NLP-powered sentiment tools, and political signal intelligence platforms that scale beyond AP.

→ **Brief the room.** Translate media intelligence into crisp, actionable briefs for ministers — engagement strategy, issue response, proactive communication.

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# WE ARE **HIRING**

Atri Insights / Research Associate

RESEARCH WITH REAL CONSEQUENCE



## Governance Is The Hardest Research Problem. Come Solve It.

You've spent years learning how to break down complex problems. Here's one that actually needs breaking down — and millions of people on the other side waiting for the answer.

01

### Not a research assistant

You author briefs, governance snapshots, and performance notes that reach ministerial desks. Your name isn't in a footnote — it's on the work.

02

### Not sanitised datasets

Real government data. Constituency-level electoral records. Administrative gaps nobody's looked at. The messy, consequential kind.

03

### Not a two-year wait

High performers get research ownership and ministerial exposure early. Capability decides your ceiling, not your batch year.

*"You're good at solving hard problems.  
This one has millions of people waiting on the answer."*

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### ◆ WHAT YOU'LL DO

## Data, Policy And The Gap Between Them.

→ **Author real briefs.** Situational reports, reform trackers, department performance notes — written by you, used by ministers making actual decisions.

→ **Work with real data.** Government datasets, Form 20 electoral records, administrative data, development indicators — the kind that doesn't come precleaned.

→ **Support the legislature.** Help draft policy arguments, session briefs, and structured interventions for Assembly proceedings

→ **Build with Saptharishi.** Collaborate on AI powered governance dashboards, grievance analysis systems, and predictive policy tools at state scale.

→ **Brief the room.** Prepare structured recommendations and support high-stakes governance decisions in real time, directly with ministers.

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# WE ARE **HIRING**

Atri Insights / Social Media Associate



## Public Opinion Is A System. Come Engineer It.

Political communication at scale isn't instinct — it's architecture. What gets posted, when, in what format, aimed at which audience, tracked against which signal. You'll be the one who designs that — and watches it work in real time.

01

### **Not a content scheduler**

You architect political communication campaigns — content strategy, narrative structure, platform logic — that reach millions and actually move people.

02

### **Not a dashboard watcher**

You model how political narratives spread, identify origin points, track sentiment shifts — and brief ministers on what it all means before it becomes a problem.

03

### **Not waiting your turn**

High performers own communication strategy early. Your ceiling is your output — not your batch year or your institution.

*"Every viral moment has a structure.  
You'll be the one who builds it."*

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### ◆ **WHAT YOU'LL DO**

## Engineer The Information Environment.

→ **Design campaigns with intent.** Build content strategies and narrative frameworks for political leaders and governance initiatives — structured, measurable, and aimed at real audiences.

→ **Model how narratives spread.** Track origin points, amplification patterns, and sentiment shifts across platforms — build structured models of how political discourse moves.

→ **Monitor opposition discourse.** Understand how political stories are being constructed and contested online — flag emerging narratives before they become crises.

→ **Manage at scale.** Handle social media platforms of political leaders — consistent, responsive, and always strategically aware of what the moment requires.

→ **Brief the room.** Translate performance signals and platform data into structured communication recommendations for ministers and political leadership.

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