



ONLINE
EVENT

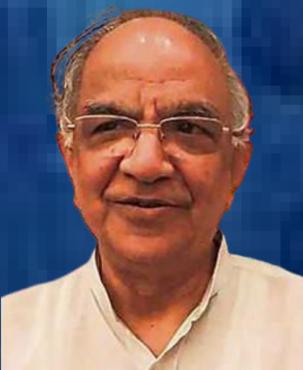
FORECASTING UNDER UNCERTAINTY

LESSONS FROM
POLL PREDICTIONS
FOR LEADERS AND
MANAGERS



FEB
14
2026

SATURDAY
6.00 PM - 7.30 PM



T.S. KRISHNAMURTHY



SRIRAM SESHADRI



PRIME POINT SRINIVASAN



V KUMARASWAMY

SYNOPSIS

Poll predictions are everywhere—and so are their surprises. As India heads into a high-stakes election year with multiple Assembly elections due in 2026—including Tamil Nadu, Kerala, West Bengal, Assam and Puducherry—polls will influence narratives, campaign strategies, media debates, and public sentiment.

Yet poll forecasting is a tough craft. Voters can change their mind late, responses are shaped by social cues and local factors, and field realities (coverage, cost, time, sampling constraints) can distort outcomes. This session will unpack how pollsters actually work: building samples, designing questions, running field operations, handling non-response, weighting data, and converting signals into seat and vote-share projections—along with the common reasons predictions diverge sharply or go wrong.

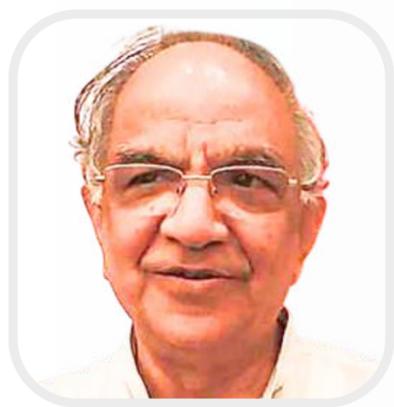
Just as importantly, we will explore what corporate leaders, management professionals and students can take away:

- how to separate signal from noise in surveys and market research
- how bias enters through question design, sampling and incentives
- how to interpret forecasts as probabilities and scenarios, not certainties
- why leaders often decide with “enough data” and then rely on judgment, experience and timing—and how to make that final call more disciplined
- how forecasts can shape sentiment and trigger reactions in markets and organisations, even when the underlying reality hasn't changed
- and an “image audit” lens: how reputation, trust and public perception can subtly alter what people say, what they believe—and what leaders decide.

PROGRAMME

- 5:45 PM **Login by Members/Invitees - Zoom**
Login ID: 871 6793 6056 | Password: 955955
- 6:00 PM **Welcome Address**
Gp Capt R Vijayakumar (Retd), VSM
Executive Director, MMA
- 6:05 PM **Opening Remarks**
Mr V Kumaraswamy
Author, Columnist and Consultant
- 6:10 PM **Special Address**
Mr T.S. Krishnamurthy
Former Chief Election Commissioner
Election Commission of India
- 6:20 PM **Address by the Speaker**
Mr Sriram Seshadri
Psephologist & Political Analyst
- 6:50 PM **Special Invitees in conversation with the Speaker**
Mr T.S. Krishnamurthy
Prime Point Srinivasan
Founder and Chairman
Prime Point Foundation and
Digital Journalists Association of India
- 7:15 PM **Q & A**
- 7:25 PM **Vote of Thanks**
Gp Capt R Vijayakumar (Retd), VSM
- 7:30 PM **End of the program**

PROFILE



Mr T.S. Krishnamurthy

*Former Chief Election Commissioner
Election Commission of India*

Mr T.S. Krishnamurthy is a former Indian Revenue Service officer who served as 13th Chief Election Commissioner of India (February 2004 - May 2005).

In his long and illustrious career he has served the government at various levels including as Secretary, Department of Company Affairs. As Secretary, he is credited with setting up Investor Education and Protection Fund set up from unclaimed dividends of companies. He was the first Indian Revenue Service officer to become a Secretary to the Government of India as well as the Chief Election Commissioner of India. Having served a number of ministries in New Delhi including Shipping and Finance, he was deputed as a Deputy General Manager with the Hindustan Shipyard Limited in Visakhapatnam. One of the key jobs he handled was that of Chief Commissioner of Income Tax in Bombay. He also served as an IMF advisor in Ethiopia and Georgia.

As Chief Election Commissioner he was an observer to the elections in Zimbabwe and the U.S Presidential Elections in 2004. In 2005, Krishnamurthy was appointed by the Supreme Court of India to conduct the elections to the Board of Control for Cricket in India (BCCI) in order to ensure free and fair polls amidst the different factions within the BCCI.

He has served as Chairman of Sriram Life Insurance, Hyderabad as well as been the Chairman of Repco Home Finance Limited, Chennai.

He is also the author of the book 'Miracles of Democracy', published in August, 2008.

Post his retirement, he is on the board of various corporate companies and NGOs, most notably, Chairman of Bhartiya Vidya Bhavan, Chennai Kendra; Director, DSP Investment Managers, Mumbai; Trustee, Hindu School and PSI School, Chennai; Patron, Robotics and Artificial Intelligence Foundation, Chennai.

PROFILE

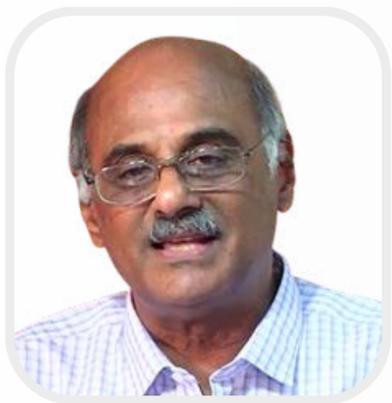


Mr Sriram Seshadri

Psephologist & Political Analyst

Mr Sriram is a Chartered Accountant, Cost & Management Accountant. Has over 30 years' experience in Business & risk advisory services and creating go to market strategy. Sriram is passionate about geo political evolutions, psephology. Sriram is also a political and economic analyst and interested teaching, coaching & mentoring. Sriram's hobbies include Indian Classical Percussion Instruments, reading fictions and cooking.

PROFILE



Prime Point Srinivasan

Founder and Chairman

Prime Point Foundation and

Digital Journalists Association of India

K. Srinivasan, popularly known as Prime Point Srinivasan, after serving banking industry for more than 25 years, took voluntary retirement in 1998 to start his own public relations and communication consultancy. He also founded Prime Point Foundation in 1999, for promoting communication awareness. On the suggestion of Dr Abdul Kalam, he started an eMagazine PreSense in 2006 for positive journalism and also Sansad Ratna Awards in 2010 to honour the outstanding Parliamentarians. He also founded other flagship initiatives like Digital Journalists Association of India (DiJAI) and Next Gen Political Leaders (NGPL). He is considered as one of the communication and perception management experts. He introduced the concept of Image Audit to study the hidden perception of stakeholders. He has authored several books and received several awards for his digital journalism.

PROFILE



Mr V Kumaraswamy

Author, Columnist and Consultant

Mr V. Kumaraswamy did his schooling in Chennai and later graduated from IIM Ahmedabad in the 1980s, where he studied under some of the leading economists of India. The institute encouraged freedom of thought by its unique system of pedagogy. Both the tutelage under illustrious teachers and the system have encouraged him to experiment boldly while writing his columns in economic news dailies.

He has been working with the industry since the mid-1980s. His corporate work in search of natural resources takes him to several remote rural areas in India and abroad. The unconventional ideas and insights in several parts are born out of first-hand experience during such sorties. He enjoys travelling and loves talking to people at various strata in remote areas here and elsewhere which has given him unique insights and helps him get into the core of some of the key issues affecting them.

He has been writing on reforms and economic policies in economic dailies such as Business Line and Business Standard for well over a decade which has honed his skills as a writer.

Written 3 books - Making Growth Happen in India (Sage Publications), Weird Adventures and Uncommon Lessons (Authors Point) & Unsung Heroes, Uplifting Stories (Leadstart). Over 100 articles and of late poems.

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MADRAS MANAGEMENT ASSOCIATION

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