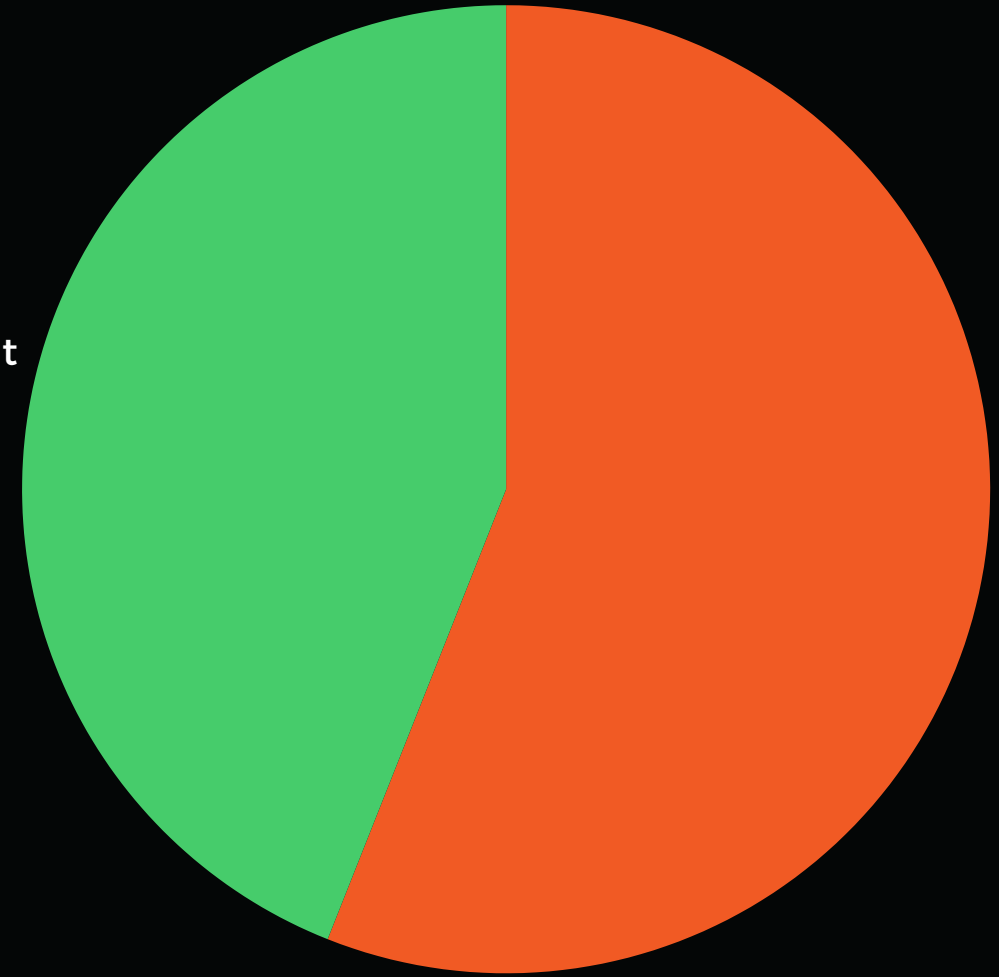


COMMON

PROPOSAL



Total Turnout
44%



Total Electors
56%

TIMELINE FOR THE PROJECT

AC profiling

To identify gaps in the Vidhan Sabha, the initial step involves conducting an assessment or survey of the parliamentary constituency



HOUSE MAPPING

To reach every voter within the PC and enlist them into our voter group.



BOOTH MANAGEMENT PROGRAM

To fortify the management at the booth level and organize committees for each booth.



INDOORS MEETING

Regular review meetings will be organized in Indore to monitor progress, evaluate performance, and refine strategies.



YATRA

Implementing a Jansampark program to engage a broader voter base.



Shakti samvad

Target female voters
Organize Gram Panchayat
Group meetings of
females.



Profiling

Building a strong booth-level network through ward mapping, street surveys, influencer identification, and voter outreach.



PROFILING METHODS



Ward Level Mapping

Identification of all wards and their complete geographical coverage.



Booth & Street Survey

Physical verification of every booth and mapping of all streets/localities.



Ward Level Mapping

Minimum 5 non-political influential persons identified from each street.



Booth Team Formation

Verified influencers integrated into booth teams for local coordination.

PROFILING METHOD STRUCTURE



MINIMUM 5 INFLUENCERS PER STREET

Our work will start with comprehensive ward mapping, followed by identification of all booths within each ward. Every booth will be covered through on-ground surveys to list all streets and residential clusters. From each street, a minimum of five influential and non-political individuals who hold social respect and local influence will be identified and verified. These individuals will be documented in a structured database to build a strong grassroots network and will later be engaged as part of booth management and community outreach activities.

BOOTH MANAGEMENT PROGRAM

Responsibilities for the Booth Management Program.



Booth Commitee

Prepare the booth commitee of 21 people on every booth



Engagement Strategies

Create engagement activities, such as Group meetings and,discussions, or interactive displays, to attract and engage voters.



Target Week Booths:

Target those booth where BJP did not perform well in last three assembly elections. Identify these booths and create a seperate stretegies for these booths.



Data Collection

Gather information about voter preferences and concerns to refine future strategies and understand the electorate.



Booth Level WhatsApp group

A micro-level, focusing on specific polling booths. This group facilitates instant communication, coordination, and information sharing for election-related activities.



Sankalp Shivir

Following the culmination of the aforementioned booth-level activities, arrange a 'Shaklap Shivir' to energize and equip party workers and volunteers in preparation for the upcoming elections.

HOUSE MAPPING

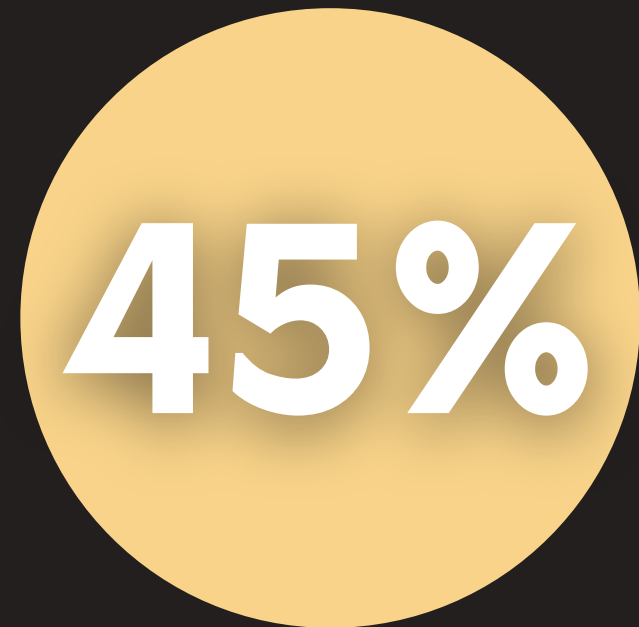


The house mapping exercise comprises four steps. Initially, we gather fundamental data on the local population, including details such as name, age, caste, gender, and profession. Subsequently, we identify the political leanings of the individuals. In the third step, we scrutinize the caste dynamics within the assembly, and based on this analysis, we establish local cadres.

SHAKTI SAMVAD

To target female voters Organize Group meetings of females

Target
Voters



Timeline



**TOTAL
MEETINGS-60**

ONE DAY EVENTS



1 भेंट मुलाक़ात युवाओं के साथ



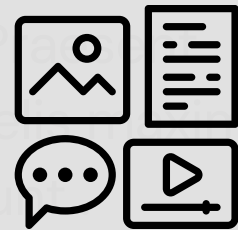
2 भरोसा सम्मेलन - Town hall with Neutral influencers



3 किसान महापंचायत

SOCIAL MEDIA

SOCIAL MEDIA MANAGEMENT



Improving Flow

Improving existing social media with flow of content



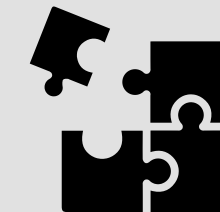
Content Creation

Creatives, videos, reels, motion graphics and graphical content



Live Interaction

Regular live interactions with voters via SM handles



Opinion Building

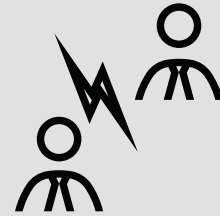
Opinion building via public bytes, catching local sentiments

SOCIAL MEDIA MANAGEMENT



Whatsapp

Area wise
whatsapp groups



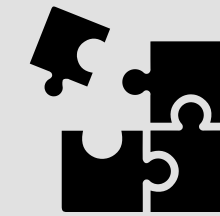
Opposition

Targeting
opposition through
customized digital
campaigns



Surrogate pages

Target different
voter groups
through surrogate
pages.



Fan Page

To appeal to a
wide audience and
engage with
opposition leaders
through dedicated
fan pages.

OUTDOOR BRANDING

BRANDING

DOOR TO DOOR

A D2D exercise will be carried out by candidates and volunteers to meet the ward people with their promises & distribute collaterals to people.

NEWSPAPER AD/INSERT

Party/Candidate manifesto and vote appeal pamphlets will be inserted in local newspapers for reaching out to electorates in an extensive and organized manner.

VEHCHILE
BRANDING
20%

NEWSPAPER
AD/INSERT
12%

HOARDING/BANNER
14%

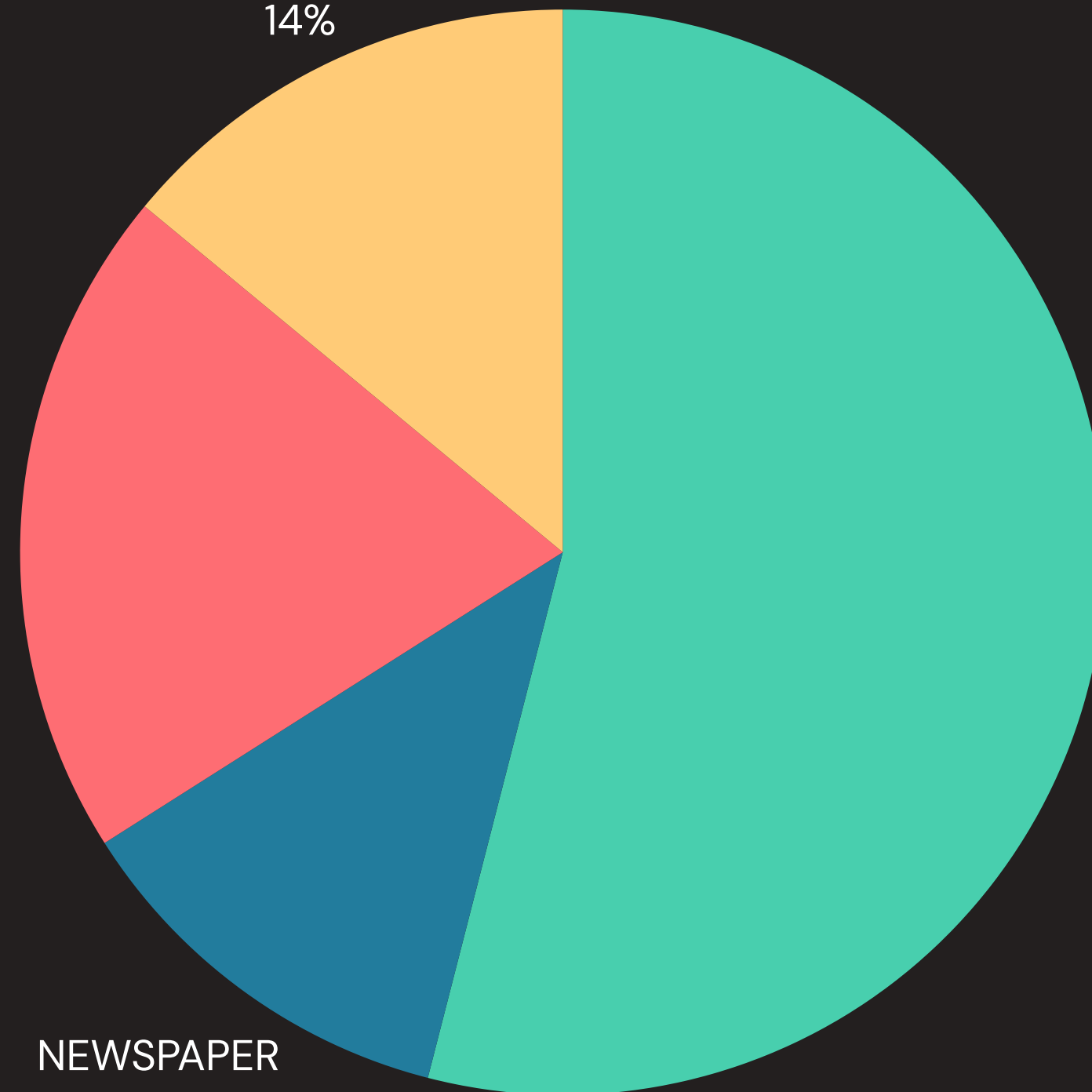
DOOR TO DOOR
54%

VEHCHILES BRANDING

Branded Vehicles like Vans, E – Rickshaw and Autos will conduct auto miking at identified major footfall locations for targeted outreach.

HOARDING/BANNER

Placing banners and hoardings at identified hotspots.



MENIFESTO PREPARATION

1

**PRIMARY RESEARCH
ON LOCAL ISSUES**

2

**FORMULATING A
CUSTOMIZED AND
RESEARCH BACKED
MANIFESTO
DOCUMENT FOR PC
/AC.**

3

**COMPREHENDING
THE LOCALLY
PERCEIVED
REQUIREMENTS.**

4

**MLAUNCHING THE
MANIFESTO AND
TAKING IT TO THE
PUBLIC THROUGH
OUTREACH EVENTS**

OBD AND CALL CENTER SUPPORT

OBD AND CALL CENTER SUPPORT



**IVR
CALLING**



**WHATSAPP
BLAST**



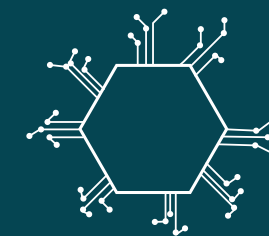
**BULK
MESSAGES**



**VERIFICATION
& DATA
COLLECTION**



**MISSED CALL
NUMBER**



**DATA
DIGITIZATION**



Other Services

IVRS Call	20 paise/ 15 Second
Booth Basta	Rs 350/ Basta
Booth Parchee App	Rs 1,00,000 + Rs 1500/Printer Rent
Docu Drama Advertising video	Rs 50,000
Nukkad Natak	6500/ Day

THANK

YOU