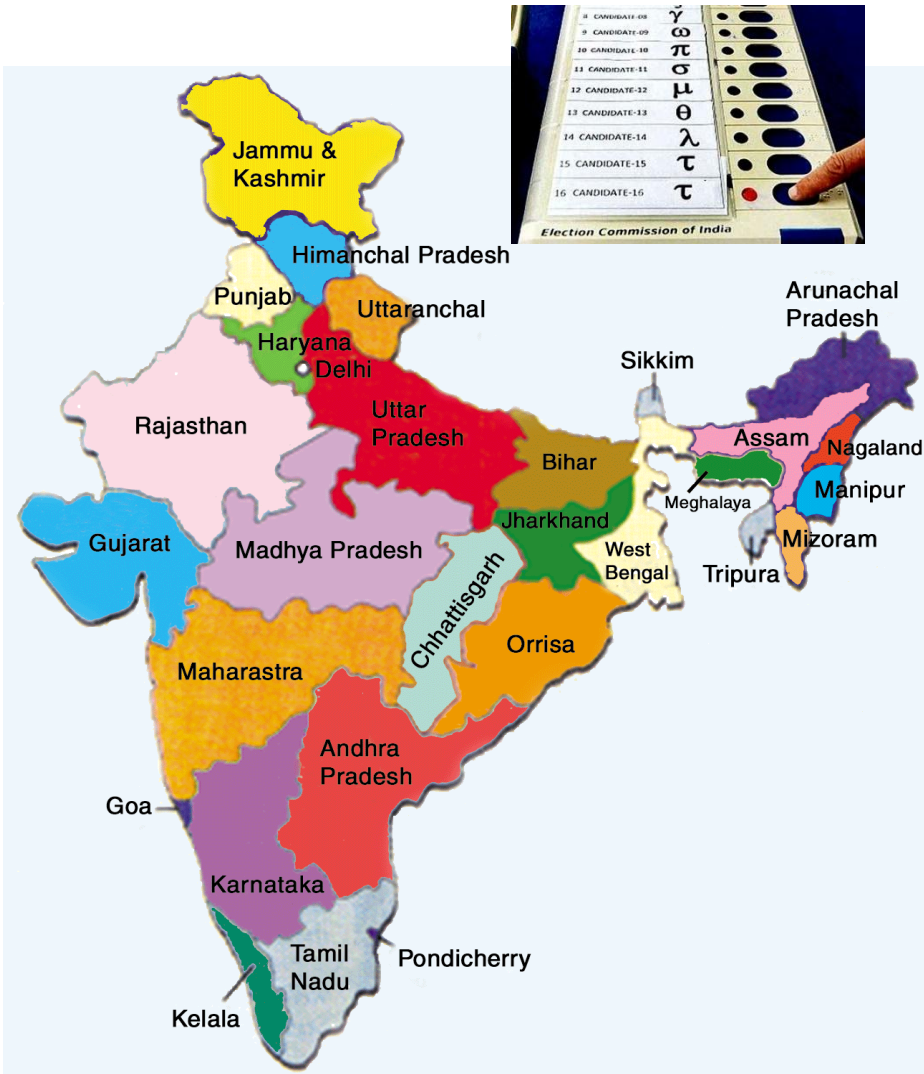# Election Management Solutions

To help in activities to win Elections

RESOURCE INFO SERVICES

Head Office: 173, Guru Nanak Market, Karol Bagh, New Delhi - 110005.
Reg. Office: 107, 8th Cross, 6th Main, Malleshwaram, Bengaluru-560003
Mobile : 8105213502, 7975538707.   Email: info@resourceinfoservices.com
http://resourceinfoservices.com

Objective

❖ **To Provide Party or Candidate with**
- ➢ **Data Analysis**
- ➢ **Technology**
- ➢ **Mobile Apps**
- ➢ **Websites**
- ➢ **Display Systems**

❖ **Provides the strength & merit to candidate**

❖ **To counter the opponents confidently and reach the door of the voter within the tie**

❖ **Offerings shall be in form of an Loksabha Constituency, Guide Map, Publicity Tools and Media Management.**

Part-1: Constituency Guide Map

❖ **Set of Digital Solutions and Tools for Constituencies with Analysis**

❖ **This guide map supports the Candidate with tools to promote quickly across the Constituency.**

This Guide Map comprises of

❖ **Data + Analysis**

❖ **Constituency Analysis Software**

❖ **Booth Manager**

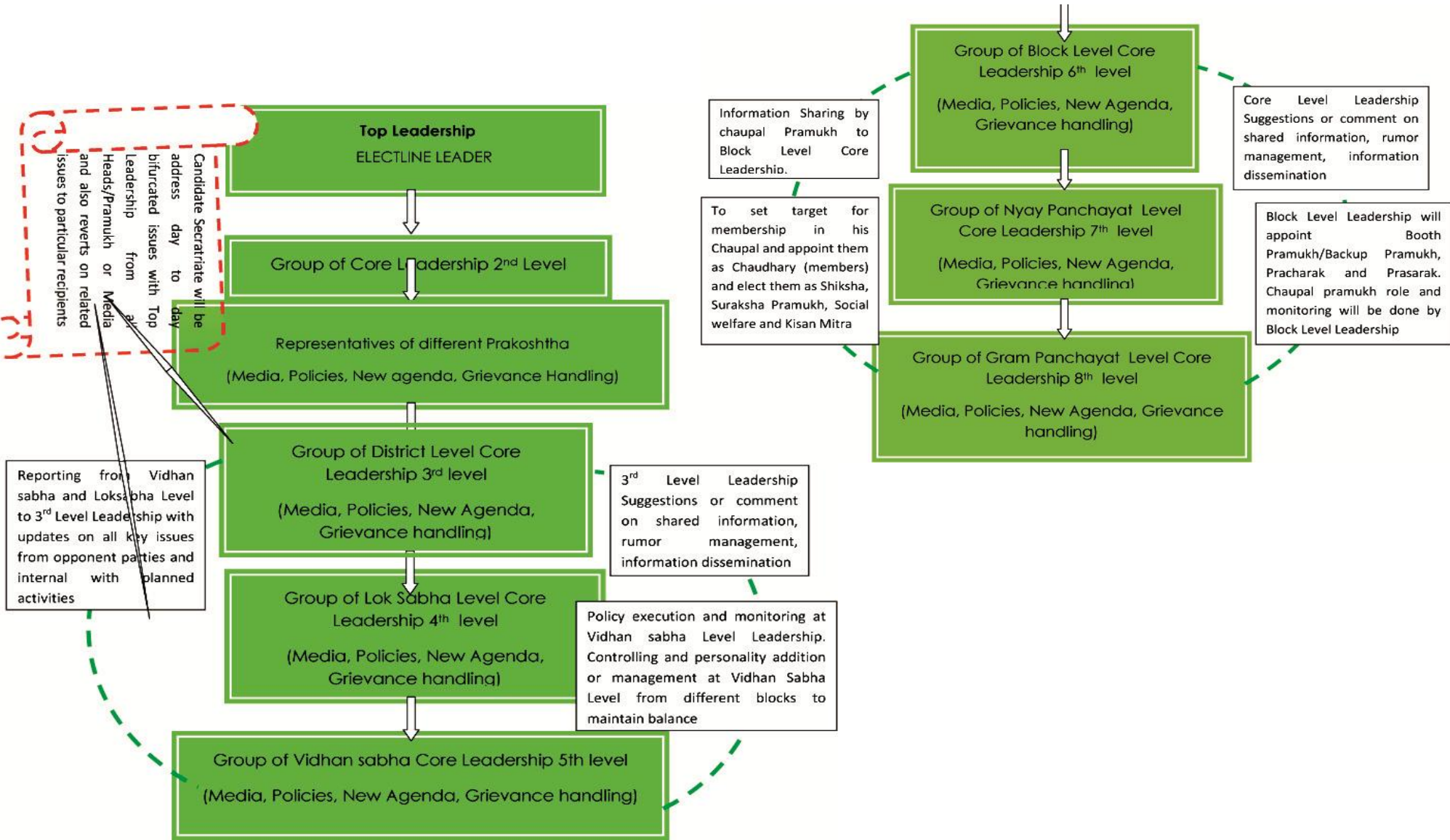❖ **Voter Connect App**

❖ **Last Day Election Execution App**

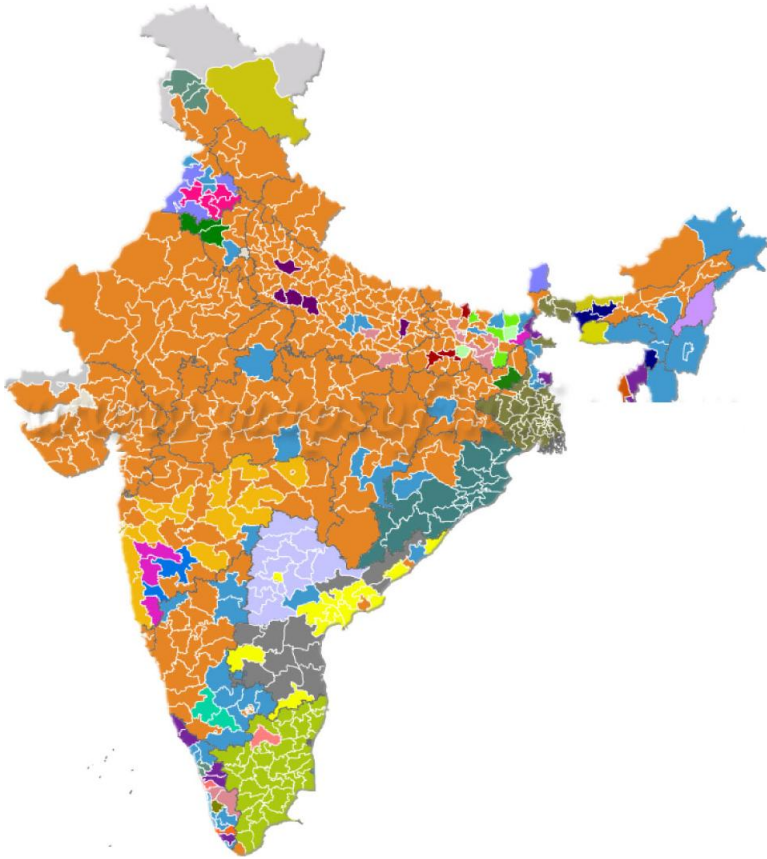# Data + Analysis

❖ **Data includes**

➢ **Voter Data updated with latest methods.**

➢ **Phone Number Information**

➢ **House wise voters**

➢ **Caste Data**

Top Leadership
ELECTLINE LEADER

Group of Core Leadership 2nd Level

Representatives of different Prakoshtha
(Media, Policies, New agenda, Grievance Handling)

Group of District Level Core
Leadership 3rd level
(Media, Policies, New Agenda,
Grievance handling)

Group of Lok Sabha Level Core
Leadership 4th level
(Media, Policies, New Agenda,
Grievance handling)

Group of Vidhan sabha Core Leadership 5th level
(Media, Policies, New Agenda, Grievance handling)

Candidate Secratriate will be address day to day bifurcated issues with Top Leadership from all Heads/Pramukh or Media and also reverts on related issues to particular recipients

Reporting from Vidhan sabha and Loksabha Level to 3rd Level Leadership with updates on all key issues from opponent parties and internal with planned activities

Group of Block Level Core
Leadership 6th level
(Media, Policies, New Agenda,
Grievance handling)

Information Sharing by chaupal Pramukh to Block Level Core Leadership.

Core Level Leadership Suggestions or comment on shared information, rumor management, information dissemination

Group of Nyay Panchayat Level
Core Leadership 7th level
(Media, Policies, New Agenda,
Grievance handling)

To set target for membership in his Chaupal and appoint them as Chaudhary (members) and elect them as Shiksha, Suraksha Pramukh, Social welfare and Kisan Mitra

Block Level Leadership will appoint Booth Pramukh/Backup Pramukh, Pracharak and Prasarak. Chaupal pramukh role and monitoring will be done by Block Level Leadership

Group of Gram Panchayat Level Core
Leadership 8th level
(Media, Policies, New Agenda, Grievance
handling)

3rd Level Leadership Suggestions or comment on shared information, rumor management, information dissemination

Policy execution and monitoring at Vidhan sabha Level Leadership. Controlling and personality addition or management at Vidhan Sabha Level from different blocks to maintain balance

Constituency Analysis Software

Constituency Level

❖ **Analysis Software that gives information of about the constituency on various aspects such as**
  - ➢ **Election Analysis**
  - ➢ **Geographical Details**
  - ➢ **Voter Division by Age, Sex and.**
  - ➢ **Top Wards/Villages.**

❖ **Information Can be fetched either from Constituency Level or sub levels such as Hobli, Gram Panchayat, Village / Ward, Booth or even Area Levels (for some constituencies).**

Constituency Analysis Software…

Booth Level

❖ **Booth Level gives Granular information based on Parameters**

❖ **Parameters**
- ➤ **Sub Area Level Voters**
- ➤ **Age Wise Voters (New Voters, Young Voters, Middle Age Voters, Senior**
- ➤ **Gender Wise**
- ➤ **House Numbers along with Number of voters in each house.**

Booth Manager App

Database of Voters

Activity of Voice/ Manual Reading and feeding of data

Proactive Response and Recovery Action

Reflection Captured

Tracked Movement and Execution of Opponent in same constituency

Spotting Negative Polarization of internal Forces

Measurement of Result after managing suggested elements (inner and environmental)

Factors of negative polarization

Voters response

Communication to Candidate planning team

Suggestion to manage negative polarization and strategies to design effective reaction

- ❖ **Display Exact information about the Candidate and Party along with Contact Details which helps Booth In-charge to disseminate information.**
- **Display All Booth Details attached to the Booth In-charge (Multiple Booths supported) using a display vehicle.**
- **Voter Information at booth levels (multiple booth supported)**
- **Instructions to Booth In-charge**
- **Share publicity materials to public by booth in-charge**
- **Document Booth level Issues**
- **Automatic Update latest information with the Server**
- **Secured app via a Passcode that can be updated at any time.**

Voter Connect App

Scan entire environmental elements which means for voters attention and diversion

Design strategy to address voters expectations and issues and set up candidate or party manifesto and offerings

ELECTLINE

Sense of Polling

Setup Booth wise volunteers and mobilizer to disseminate information flow from core leaders and also work as information key centers booth level

Backup setup at each level from upper circuit to booth level for each activity to track deviation on execution and strategies planned and reallocate resources based on demand

- ❖ **App for Voters to get to know about the candidates**
- ❖ **Display Exact information about the Candidate and Party along with Contact Details which helps Booth In-charge to disseminate information**
- ❖ **Receive All publicity Materials from Candidate which can be shared to their networks**
- ❖ **Raise complaints or give feedback related to their ward/village**
- ❖ **Connect with the Candidate for better interactions.**

Part 2: Publicity Tools
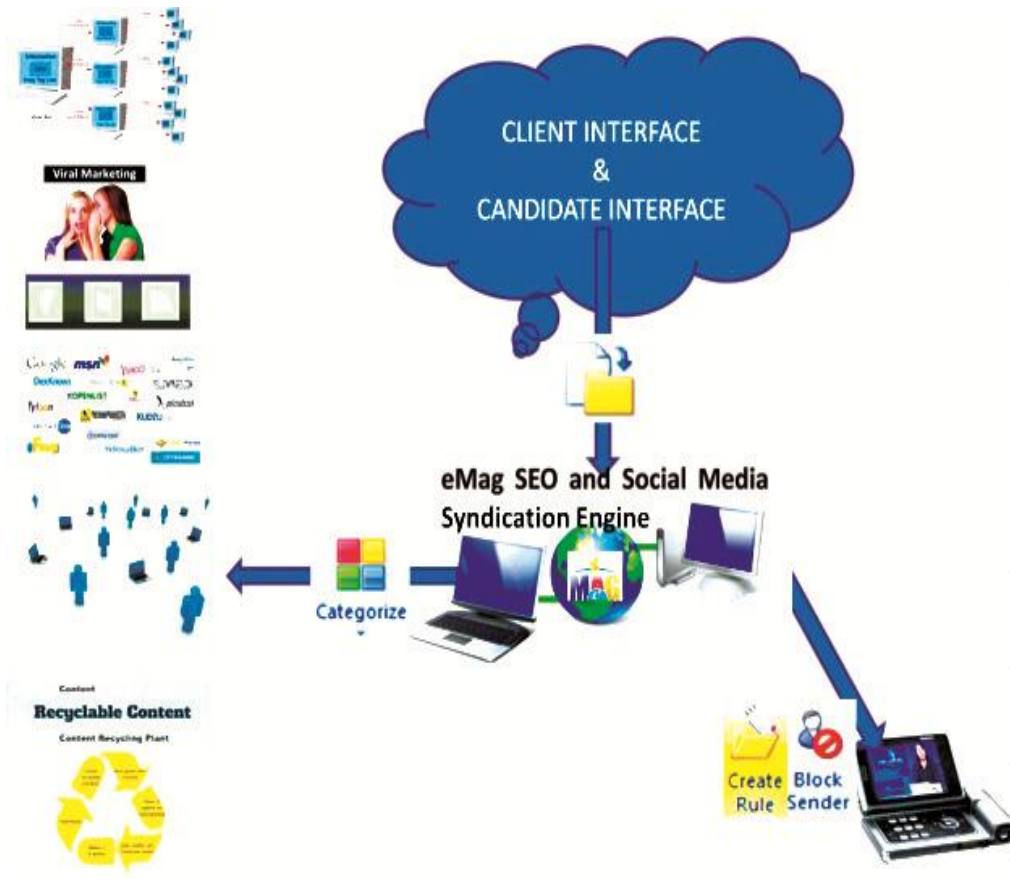
- ❖ **A set of Unique Technology based tools concentrated on directly marketing to voter**
- ❖ **Increased Publicity and Communication between Candidate & Voter.**
- ❖ **Ground Publicity materials.**
- ❖ **Songs & story writing.**
- ❖ **Shooting of Video & Audio clips.**
- ❖ **Display Vehicle.**

Social Media

❖ **Social Media Marketing through facebook twitter and Whats App**

❖ **One of the most popular ways of reaching out to people to ensure that the activities are propagated effectively and impactfully to highlight the day to day activities**

❖ **Twitter helps in short messaging services of 140 characters to be used for sharing views and thoughts**

❖ **Opinions are be expressed freely and these tools are widely followed and used by the new generation to showcase their activities**

❖ **Can be used for day to day updates and mentioning the activities including bi-directional communication with the public**

❖ **Whats App has become the most preferred way of communication with the public and its reach is also very huge**

Mobile Marketing Services

❖ **Bulk SMS Services**

❖ **Whatsapp Messages**

❖ **Voice Calling**

❖ **Flash SMS**

Ground Publicity Materials

❖ **Caps**

❖ **Flags**

❖ **Shawls**

❖ **T-Shirts**

Part 3: Media

News Agency
and
PR Service

- ❖ **We are the News Agency and PR Service Providers.**
- ❖ **We have capacity to acquire and deliver news all over India.**
- ❖ **We can promote about Party across the constituencies to reach voters.**
- ❖ **We are new media in journalism and can promote easily with advanced technology.**
- ❖ **We have a unique technological solution to promote the party and its Candidates.**
- ❖ **We can reach to a large population of voters in the country.**

Media Management

❖ **Media Get together**

❖ **Media handling in print, TV & Radio**

❖ **Campaign Management**

❖ **Press coverage, articles & interviews**

❖ **Panel discussions**

❖ **Publishing Positive Articles**

❖ **Covering Event Activities in News**

❖ **Interviews**

Thank You

News Agency & PR Service,

RESOURCE INFO SERVICES