

# Request for Proposal (RFP) Document for Onboarding a Startup for Voter Participation Campaign

## 1. Introduction

The Chief Electoral Officer, Kerala seeks to partner with an innovative startup to design and implement a comprehensive campaign aimed at increasing voter participation among youth and urban populations. This initiative aligns with our ongoing SVEEP (Systematic Voters' Education and Electoral Participation) activities, which strive to bridge the gap between voter registration and turnout.

## 2. Objective

The primary goal of the campaign is to address voter apathy among youth (ages 18-30) and urban residents by employing innovative, technology-driven, and behaviorally informed strategies to encourage voter participation in elections.

## 3. Proposed Campaign Framework

The campaign will adopt the following strategies to meet its objectives:

### 3.1 Revitalizing Messaging

- **Slogan:** Develop fresh, relatable, and impactful slogans that resonate with the target audience. Example: "*Your Vote, Your Voice. Change Starts With You.*"
- **Targeted Communication:** Address common misconceptions about voting through videos, infographics, and testimonials showcasing the importance of individual votes.

### 3.2 Innovative Outreach

- **Influencer Collaborations:** Partner with youth icons and social media influencers to promote the importance of voting.
- **Gamification:** Introduce engaging digital tools such as pledges, voting badges, and certificates to attract young voters.
- **Digital Campaigns & Social Media Awareness:** Launch interactive campaigns on Instagram, YouTube, WhatsApp, Facebook and X to engage urban and youth audiences.
- **Online contests ( Election and Voting related Theme-based) -**
  1. Creative Writing Contest ( in the form of Short essays, poems, or stories.)
  2. Art and Photography Contest (Digital artwork, sketches, photography, or graphic design.)
  3. Video or Short Film Contest- Short films or video clips (2-5 minutes).

### 3.3 Overcoming Urban Apathy

- **Community Engagement:** Collaborate with RWAs (Resident Welfare Associations) and local organizations to conduct pre-election awareness drives.

### 3.4 Tackling Youth Apathy

- **Behavioral Nudges:** Use relatable stories and testimonials to emphasize the value of voting.
- **Interactive Platforms:** Create live forums and Q&A sessions for first-time voters.
- **Campus Drives:** Organize debates, mock elections, and quizzes in colleges to instill a voting culture.

### **3.5 Addressing Migration Issues**

- **Outreach for Migrants:** Run targeted campaigns educating migrant voters.
- **Reminder Systems:** Implement digital reminders (via SMS/email) for voters planning to migrate, urging them to cast their vote.

### **3.6 Leveraging Electoral Literacy Clubs (ELCs)**

- Expand the scope of ELC activities to include interactive workshops and peer-led initiatives emphasizing the importance of voting.

### **3.7 Measuring Impact**

- Monitor engagement metrics during the campaign and track improvements in voter turnout post-campaign.
- Conduct surveys to evaluate changes in voter attitudes and behaviors.

## **4. Scope of Work**

The selected startup will be responsible for implementing the proposed framework and will:

- Develop a comprehensive campaign strategy.
- Execute both online and offline activities to promote voter participation.
- Design and produce media content including Newspaper Advertisements, videos, graphics, and interactive tools.
- Collaborate with influencers, public figures, and organizations for maximum reach.
- Measure and report the impact of the campaign through pre-determined metrics.
- Translation of official documents from English to vernacular languages and vice-versa.

## **5. Terms and Conditions**

- The Office of the Chief Electoral Officer of Kerala reserves the right to accept or reject any proposal without assigning any reasons.
- The startup must adhere to government guidelines and confidentiality agreements.
- Terms of payment will be in accordance with the Administrative Sanction issued subsequently.
- The performance and the achievement of the objectives by the startup will be evaluated every six months and will be a parameter for considering the extension of agreement for further period.