Increasing Urban and Youth Voter Participation in Election

Team **Acend** / Indian Institute of Technology Patna   Electhon '23

The Challenge

72%
State **average** turnout

55%
Urban districts turnover

Karnataka state assembly election 2018, Election Commission of India

Why don't the urban and youth vote?

- Disenfranchisement
- **Distrust** of the political system
- **Lack** of political representation

It is **not** a result of apathy or lack of interest in politics but rather due to structural and systemic issues such as **voter registration**, **accessibility**, and lack of **incentives**.

@Arnaud Jaegers on Unsplash

I wasn't aware of the voter registration process, and by the time I realized it, the deadline had already passed

Dinesh, 21, Gurgaon

I didn't find any candidate who I believed would represent my views and interests, so I decided not to vote at all.

Rishikesh, 24, Bangalore

The Opportunity

By using a combination of nudges, incentives, endowment, and awareness, our proposed solution aims to create a more engaging and accessible voting experience for youth and urban populations, ultimately leading to higher voter turnout and greater civic engagement.

The strategy is a addition to current ongoing efforts by the election commission, NGO's and support groups.

By tapping these essential human emotions and cognitive 'force' we aim to increase participation of youth through turnout and even registrations.

Nudge

A subtle or indirect suggestion designed to influence the behaviour or decisions of individuals in a predictable way

Endowment

The psychological tendency of individuals to overvalue the things they own, simply because they own them

Incentive

A reward or benefit offered to individuals in order to motivate or encourage them to take a particular action or behave in a certain way.

Awareness

Campaigns aim to educate individuals about the benefits of a particular behaviour or action.

4.1 % Increase in voting percentage through nudges [1]

2.4 % Monetary reward for voting increased turnout [2]

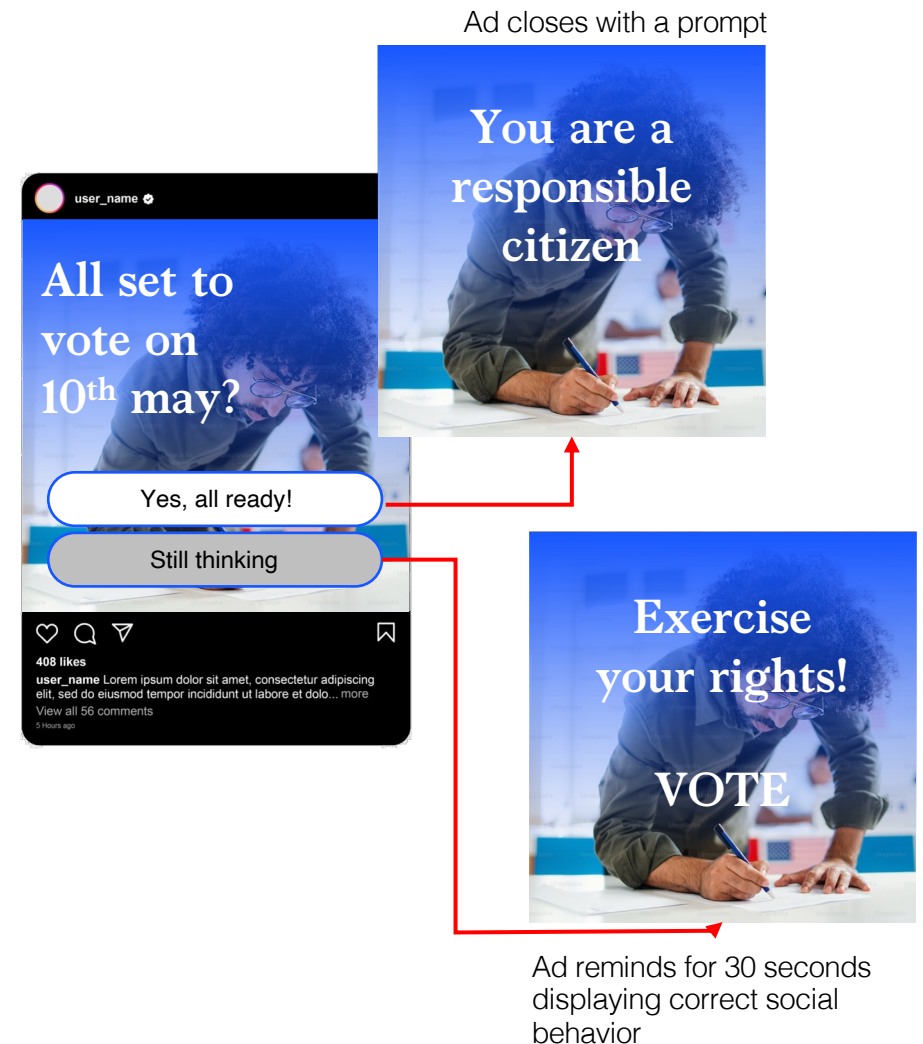[1]Behavioral Insights Team. [2] University of Zurich

The Idea

Intervention A is a digital campaign aimed at increasing urban and youth engagement. The campaign involves using targeted internet ads to nudge people towards voting.

The Nudge

1. The digital nudge involves displaying ads that ask basic questions related to attending the election, such as "Will you vote?"
2. When the user chooses "Yes," the ad closes with a prompt that the person is a responsible citizen.
3. However, when the person chooses the other option, the ad remains on the screen for 30 seconds displaying socially correct behaviour, that is, to vote.
4. The ad also displays links to various services provided by the Election Commission.

Success parameters of Intervention A

1. It targets people where they spend most of their time - on the internet.
2. Furthermore, the prompt displayed to those who choose not to vote can be refined to appeal to their sense of social obligation and encourage them to take part in the electoral process.
3. Research suggests that nudging people towards desirable behaviours can be an effective strategy for promoting positive social outcomes.

Ad closes with a prompt

You are a responsible citizen

All set to vote on 10th may?
Yes, all ready!
Still thinking

user_name
408 likes
user_name Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolo... more
View all 56 comments
5 Hours ago

Exercise your rights!
VOTE

Ad reminds for 30 seconds displaying correct social behavior

The Idea

The idea behind **Intervention B** is to address the perceived lack of incentives for urban and youth voters to vote in the elections. By providing a tangible reward for voting, individuals are more likely to overcome the barriers to voting that they may face, such as lack of time or resources.

Superimpose activities urban and youth participate with voting

Also fuel economy of urban business and tourism

Feature: lesser known city centres, cultural spots, parks and tourists deprived places will get influx.

#MyVoteIsMyTicket

Intervention B is a collaborative effort between various stakeholders and the Election Commission, aimed at increasing urban and youth engagement in the Karnataka elections. The intervention is based on the principle of rewards and involves a campaign called #MyVoteIsMyTicket.

The campaign is an innovative way to rethink election day in metropolitan areas. It incentivizes people to vote by offering free or discounted entry to not-so-known **cafes, bars, clubs, libraries, museums, parks, and other recreational spaces** in exchange for their voting slip.

The campaign aims to superimpose things that the youth likes, such as clubbing, cafes, and parks, with voting, encouraging them to utilize their voting day to also enjoy these spaces.

The campaign involves collaborating with these spaces for a fixed hour window, called the **"happy hour,"** or offering free or discounted entry in return for an influx of consumers on Election Day.

This approach is expected to incentivize urban and youth voters to participate in the electoral process by creating an enjoyable and rewarding experience for them.

The Idea

Intervention C is the awareness stage of the #MyVoteIsMyTicket campaign. It involves the participation of the collaborating spaces to promote the campaign through compliance posters and social media outreach. The Election Commission and participating spaces can also use malls, public places, traffic jam hotspots, and other instruments to display the campaign motive and offer.

This intervention aims to create awareness among the urban and youth voters about the campaign and encourage them to participate in the elections. By promoting the lesser-known public places like parks and government spots, the intervention can also boost local tourism and help the economy.

Possible collabs in Bangalore

- **Cafes**: Third Wave Coffee Roasters, The Ants Cafe and Store, Art Blend Cafe, Hatti Kaapi, Urban Solace, The Courtyard Café

- **Clubs/Bars**: The Tao Terraces, CloudNYN, The Black Rabbit, The Humming Tree, The Sugar Factory, The Local

- **Museums**: Visvesvaraya Industrial and Technological Museum, Government Museum, Kempegowda Museum, HAL Aerospace Museum, Karnataka Chitrakala Parishath

- **Parks**: Lalbagh Botanical Garden, Cubbon Park, JP Park, Bannerghatta National Park, Hebbal Lake

Collaboration with youth icons of urban Karnataka

Prakash Raj, Raghu Dixit, and Nandita Das Niharika Nm, Akash Banerjee, and Nikhil Kumar

Conventional advertisements in traffic jam hotspots, malls and billboards.

The collaborating spaces putting up their support to the #MyVoteIsMyTicket Campaign
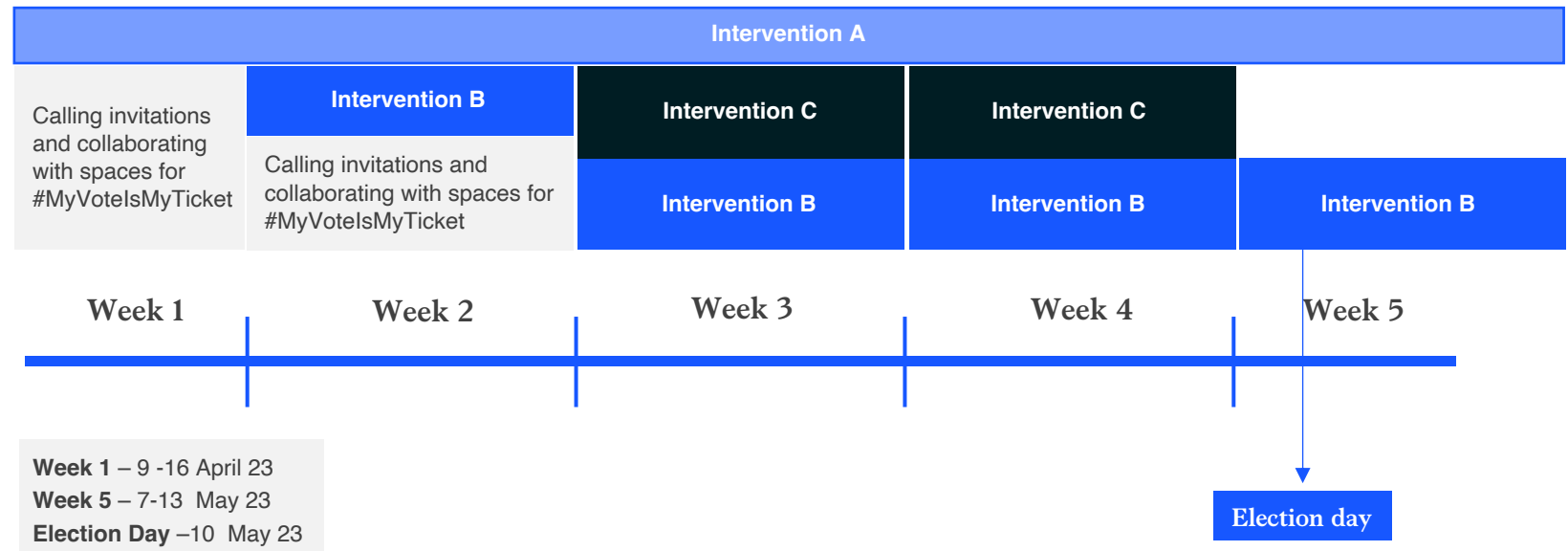
The Execution

Logistics of #MyVoteIsMyTicket

1. Contacting and collaborating with the selected cafes, clubs, bars, museums, parks, and other places in Bangalore/urban to participate in the campaign.

2. Providing necessary materials to the collaborators, such as posters, flyers, and stickers promoting the campaign

3. Planning and organizing events, such as live performances, panel discussions, or debates, to be held at the participating venues.

4. Managing the social media accounts and channels to promote the campaign and events

5. Monitoring the participation and impact of the campaign to measure its success

Timeline of the interventions

Karnataka state elections 23'

Intervention A				
Calling invitations and collaborating with spaces for #MyVoteIsMyTicket	Intervention B	Intervention C	Intervention C	
	Calling invitations and collaborating with spaces for #MyVoteIsMyTicket	Intervention B	Intervention B	Intervention B
Week 1	Week 2	Week 3	Week 4	Week 5

Week 1 – 9 -16 April 23
Week 5 – 7-13 May 23
Election Day –10 May 23

Election day

The Expense Of Operations

**The estimates of current market expenses were used
to calculate the estimated cost of operation**

Intervention A

Digital ad creation and placement
: Rs. 50,000

Social media management and analytics:
Rs. 30,000

Human resources for campaign
management: Rs. 50,000

Total cost (A): Rs. 1,50,000

Intervention B

Promotional materials (flyers, posters,
banners): Rs. 50,000

Human resources for event
management: Rs. 30,000

Collaboration with local cafes, clubs,
bars, museums, and parks: Rs. 20,000

Total cost (B): Rs. 1,00,000

Intervention C

Production of short films and videos: Rs.
75,000

Human resources for campaign
management: Rs. 50,000

Collaboration with local influencers and
media outlets: Rs. 65,000

Total cost C: Rs. 1,90,000

Total cost in one city is Rs. 4,40,000

There are **23** urban cities in Karnataka. Some of the major ones include Bangalore, Mysore,
Hubli-Dharwad, Mangalore, Belgaum, and Gulbarga.

Total estimated cost: Rs. 1,01,20,000

#MyVoteIsMyTicket

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