



भारत निर्वाचन आयोग
Election Commission of India

CHIEF ELECTORAL OFFICER KARNATAKA
Electoral Assembly & Official Election

ELECTHON '23

A 30 Hour Hackathon For Securing The Electoral Future

Powered By 



Problem Statement:

Devise a solution that can boost voter turnout on election day at the polling stations by creation of election anthems, jingles, posters etc.



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Web Developer



Aryan Sharma
Data Scientist



Akshay Shenoy
Social Media Specialist



Pradyun P Rao
Business Analyst

Problem:

1

Lack of precise booth level turnout mapping



2

Scattered Social Media Insights



3

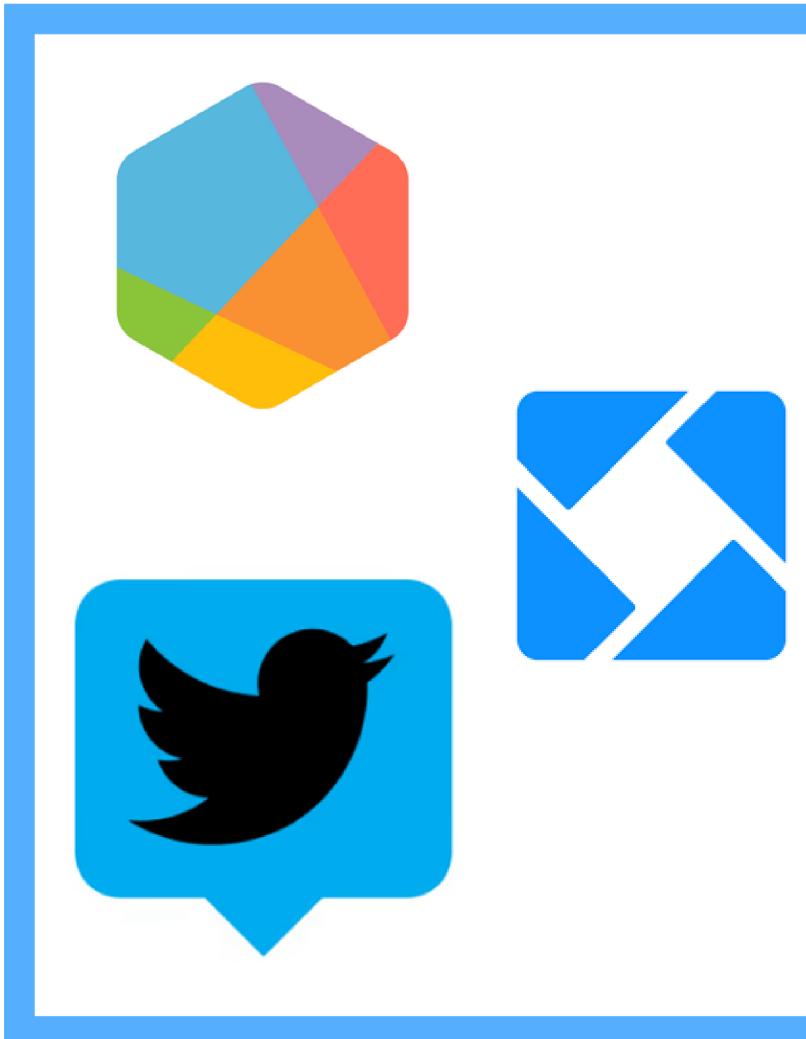
Multiple campaigns running on online/offline channels



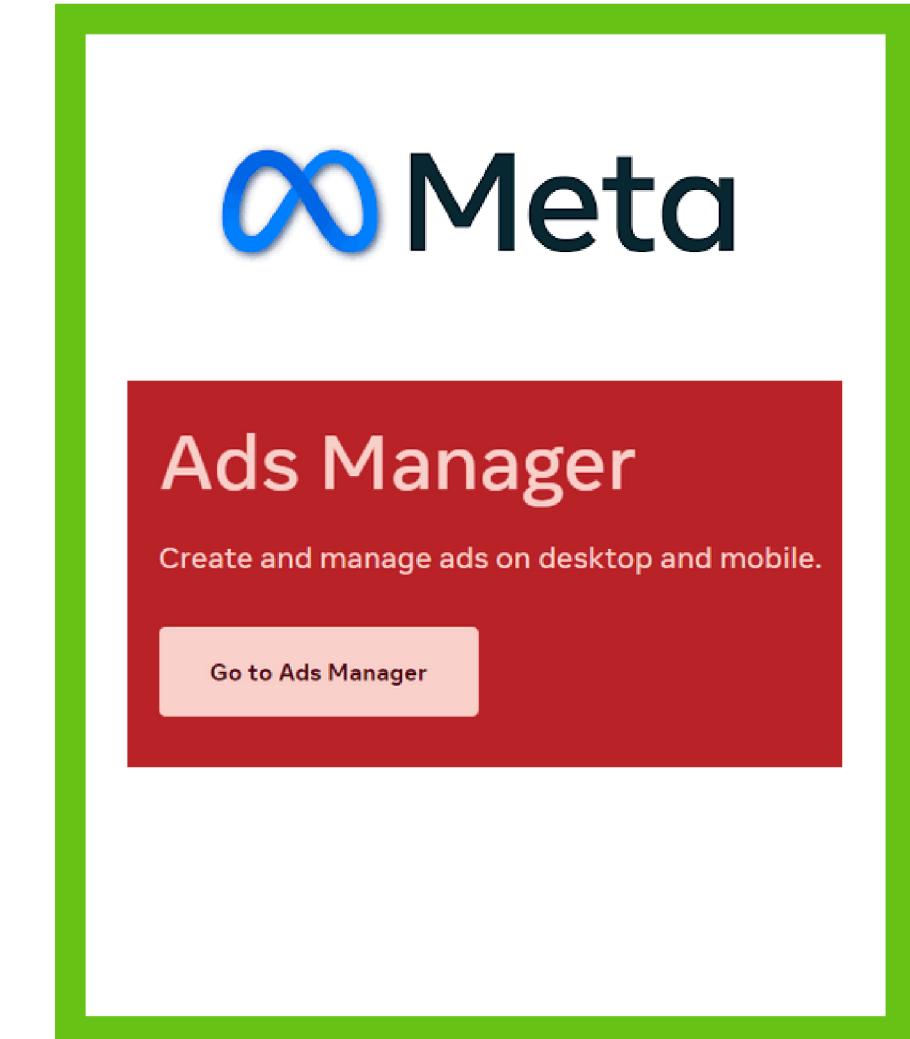
Existing Solutions:

ಕರ್ನಾಟಕ ಚುನಾವಣಾ
ಮಾಹಿತಿ ವೈದ್ಯಕೀಯ
**Karnataka Election
Information System**

Mapping tools



Tracking Tools



Campaign Tools

Our Solution:



“In God we trust, everybody else bring data to the table”

– Narayana Murthy



Data Driven

Easy to use

Accessible

Target Customers: Scalability:

1

ECI CEO office

1



2

UT/ State CEO office

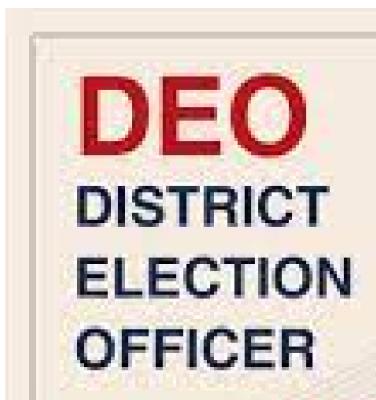
36



3

District Election office

~750

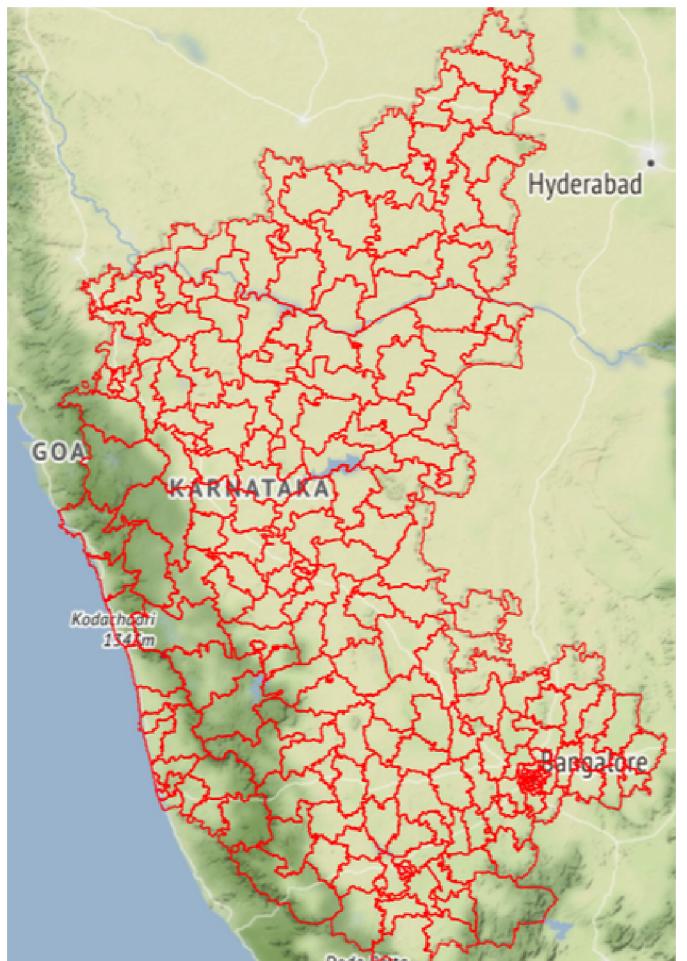


Salient Features:

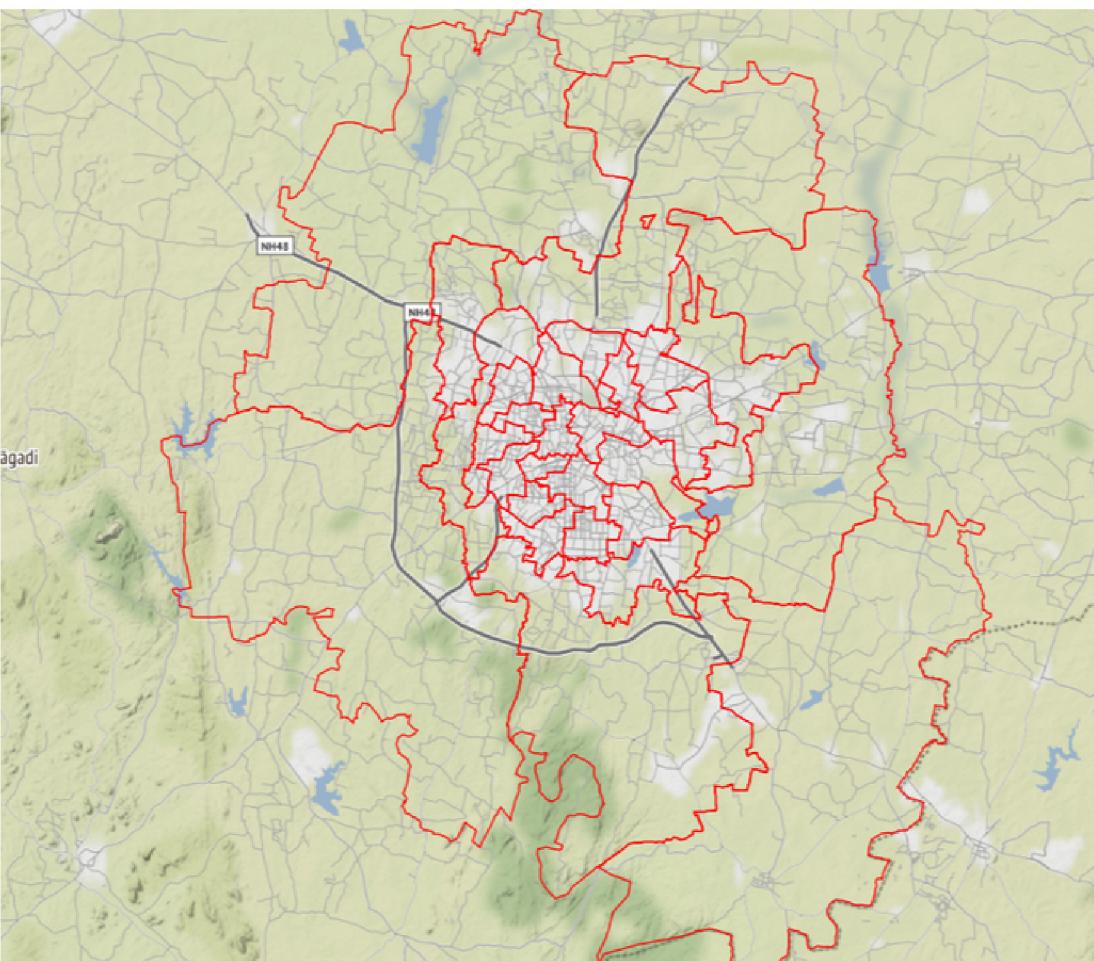
1

Heat Mapping

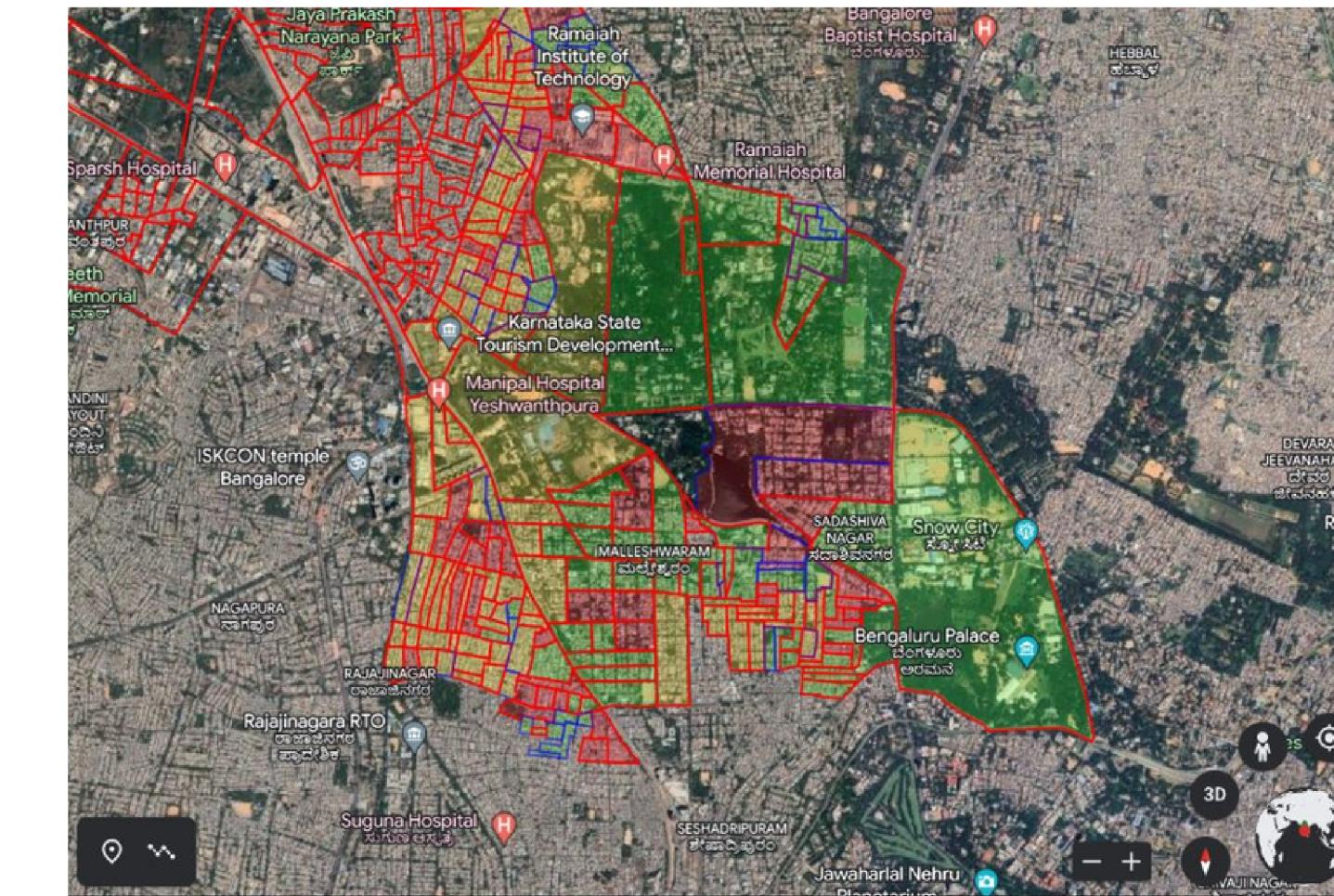
Granularity



State: Karnataka



City: Bengaluru



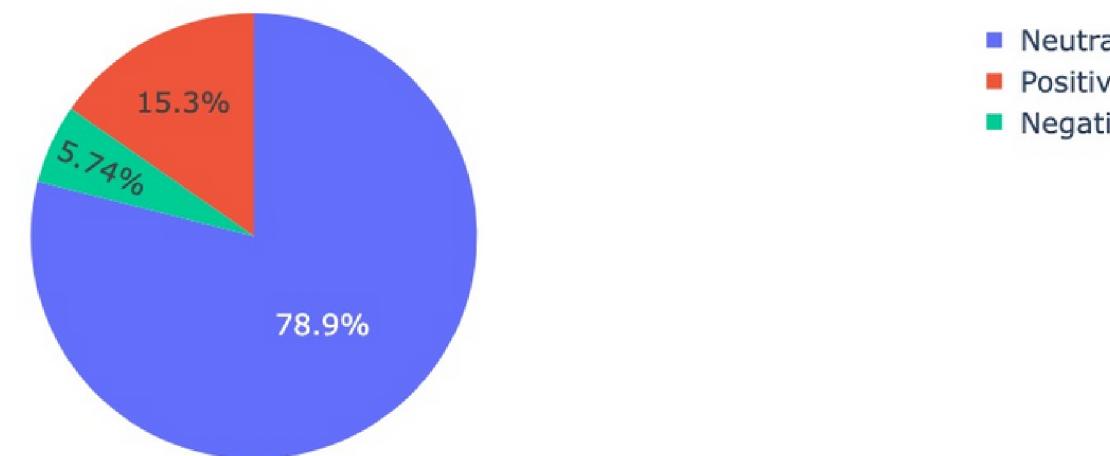
Constituency: Malleshwaram

Salient Features:

2

Social Media Analytics

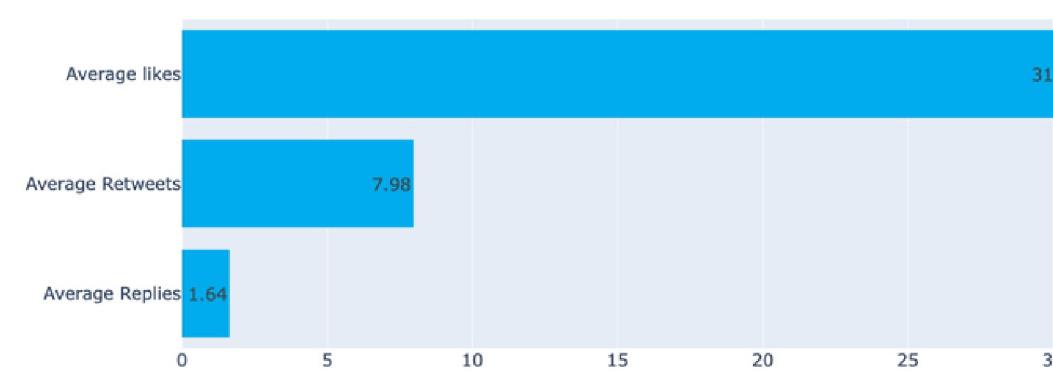
Sentiment Proportions for #KarnatakaElections



Highest Activity

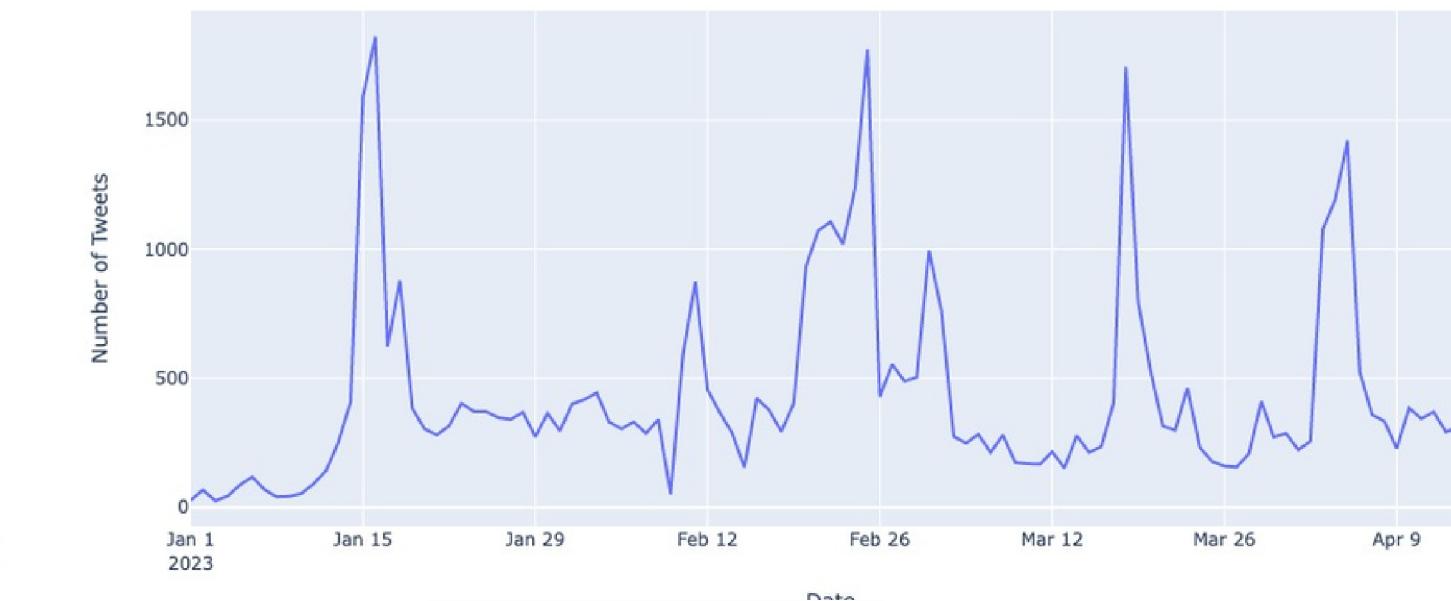
-  @rakshitshetty
-  @shetty_rishab
-  @dhananjayaka

Analysis on @ceo_karnataka

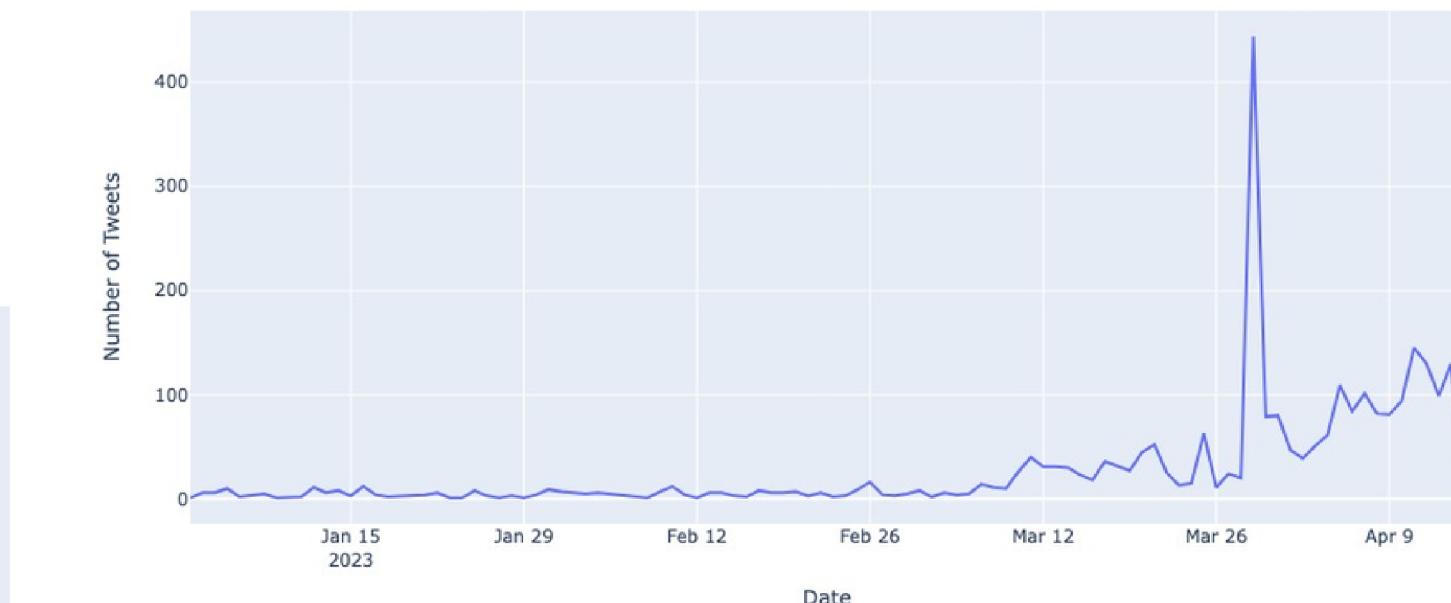


#Hashtag trends

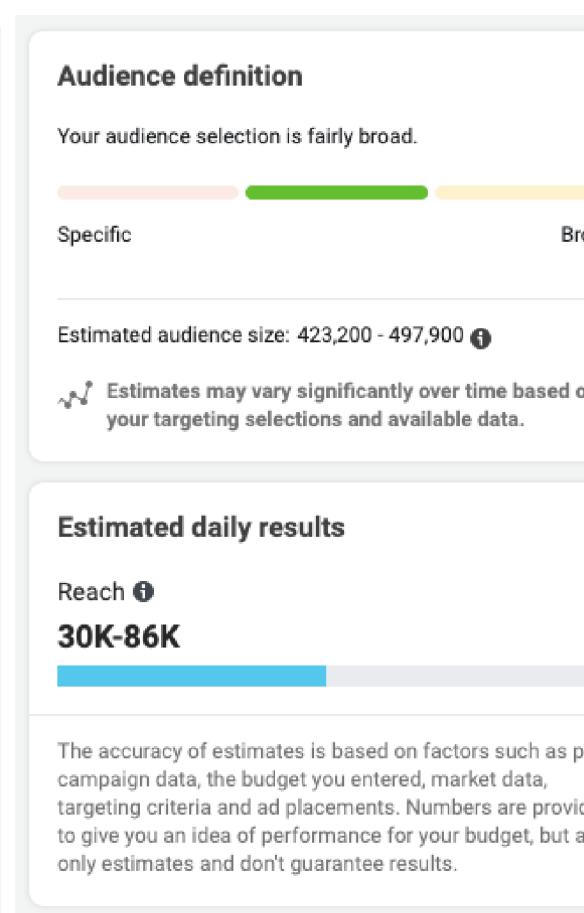
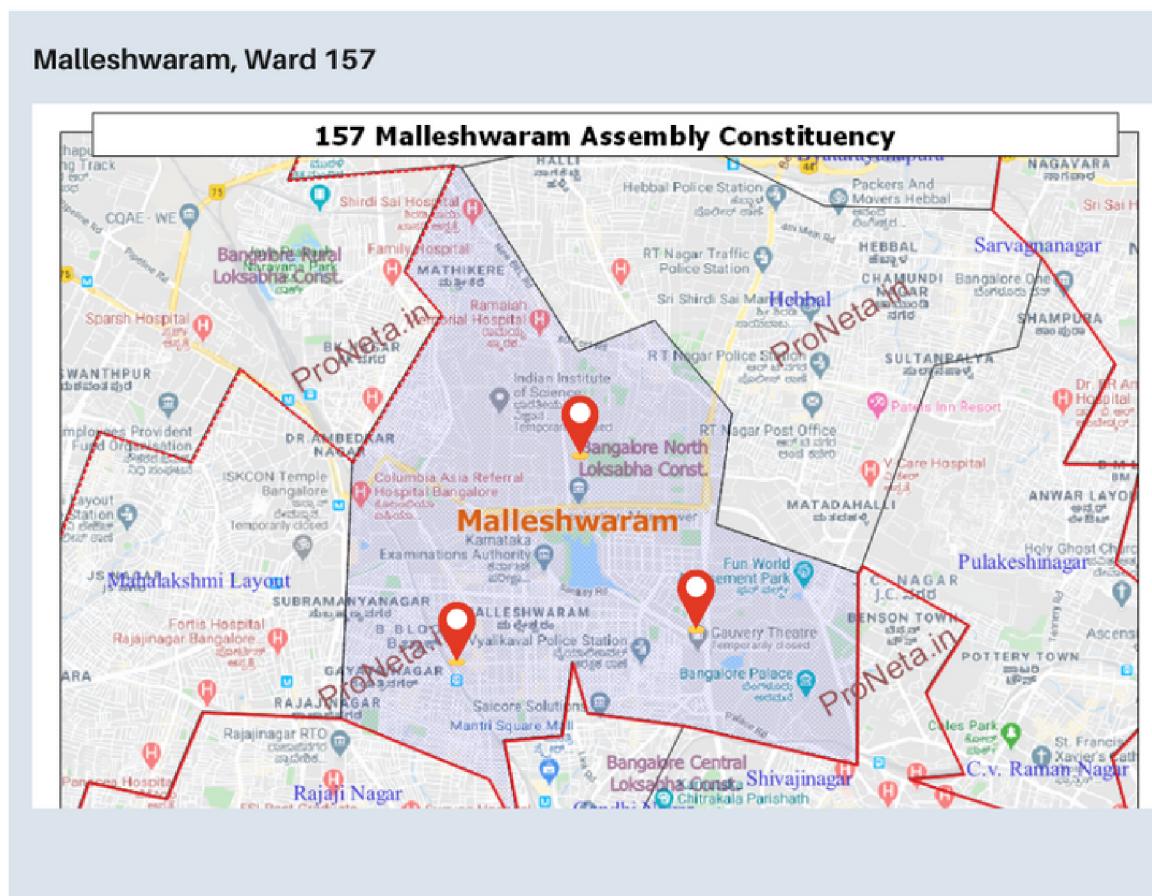
Tweet Trends for #Elections2023



Tweet Trends for #KarnatakaElections



Salient Features:



ceokarnataka • Follow

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भारत निर्वाचन आयोग

KYC
KNOW YOUR CANDIDATE

POLL DAY WEDNESDAY 10 MAY 2023

ECI bot

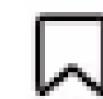
Scan this QR code to Know Your Candidate

1950 TOLL FREE 1800 42551950

Download Voter Helpline App

www.nvsp.in

#LetsVote
ceo.karnataka.gov.in



Business Viability:

Hosting:

For Karnataka elections 2023: 224 constituencies

1. Hosting on Vercel for the Pro plan is \$20/month which provides upto 1TB of bandwidth and unlimited function requests.
2. On-demand price for an instance on Google Cloud Platform is 0.037412/hr. Therefore the price for the 3 days in Karnataka would be $0.037412 \times 4 \times 24 \times 3 \times 45 = \484 .
3. Storage costs on MongoDB for Dedicated is \$57/month.

Technology=₹50,000

Running a Campaign:

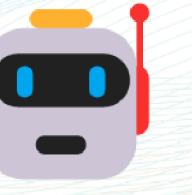


ceokarnataka • Follow





ECI bot

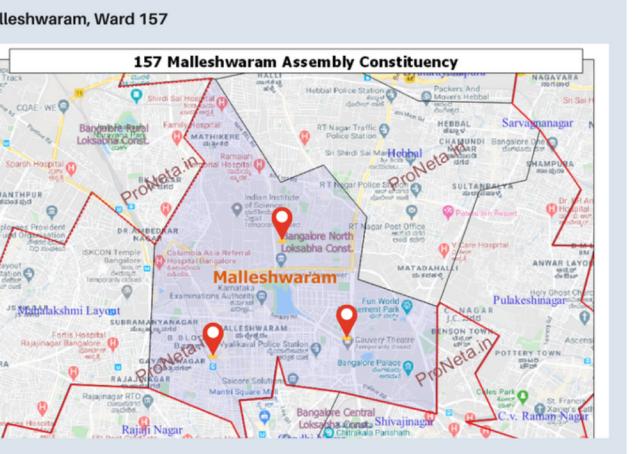



Scan this QR code to Know Your Candidate

1950 TOLL FREE 1800 42551950

Download Voter Helpline App www.nvsp.in #LetsVote ceo.karnataka.gov.in

Malleshwaram, Ward 157



157 Malleshwaram Assembly Constituency

Plan Cost:
1,000 INR

Date:
24th to 26th April

Estimated daily results

Reach 1
30K-86K

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Technology/ Other Tools used :

1. MERN stack to create the website
2. Scraping libraries such as PySocks, geoPy for data collection.
3. A variety of data science libraries to analyse the data such as PyTorch(CUDA), Pandas, Plotly, Transformers and BERT encoder-decoder architecture.
4. Open source data sets from Form 20 (ceokarnataka), opencity, etc.
5. Meta Ad Manager for online campaigns.

Future implementations:



Location wise
issues



Feedback
mechanism for
campaigns



Live booth
wise turnout
display



भारत निर्वाचन आयोग
Election Commission of India



ELECTHON '23



THANK YOU



The Psephologists

