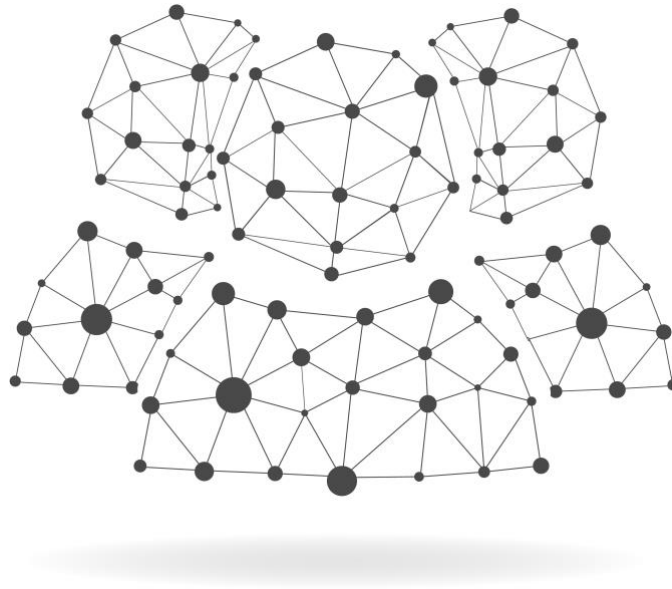# XYZ Company

Proposal

Certified ISO 9001:2015

SCOPE OF ENGAGEMENT

Prepared for: National Democratic Congress (NDC),

Ghana, West Africa

Prepared by: Co-founder.

25 August 2020 Proposal Number: SN/NDC/Ghana/WA/02

This Proposal describes a recommended framework for National Democratic Congress (NDC), Ghana West Africa based on the preliminary discussions on 17th August 2020 for Ghana, Election for President. Here the Pricing quoted is for One Sixty Five (165) Assembly Constituency, State Level Service.

The objective of this document is to share a potential framework of engagement of XYZ Company for National Democratic Congress (NDC) as a Technology Partner to NDC party Ghana.

"WE HELP IN EFFICIENCY & EFFECTIVITY"

<u>Table of Contents</u>

About US

XYZ Company ™ (www.XYZ.com) is an amalgamation of couple of tech companies, data scientist, political technologist, civic activist, social researchers, legal expert, digital marketing expert, public relation, image & branding expert, political analysts and profile team.

Objective

The objective of XYZ Company is to leverage on the data analytics to enhance the efficiency and effectivity of candidate in their constituency and during election campaign. We intend to collect most relevant, accurate and real-time via use of latest sensor based and cloud technologies . We deploy host of BI tools, data analysts to identify new trends and insight in the electorate. These trends and insights are translated into actionable knowledge by our host of political analysts and ex-legislators. The implementation of agreed actions is driven by the voter survey and profiling teams, public relation and digital marketing expert.
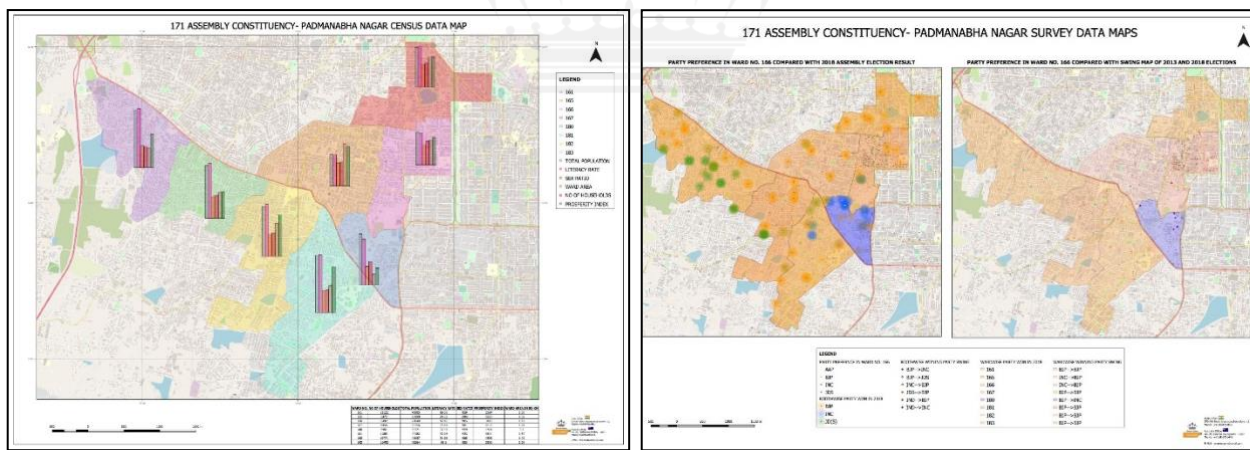
Scope of Offer

STANDARD OFF THE SHELF PLATFORMS

1. Geo Spatial Data Analytics
2. War Room Management System
3. Last Day Counting System
4. Constituency Management System

1. GEO SPATIAL DATA ANALYTICS

This is under patent technology and methodology, via which we analyse voter demographic profile, household income, past election tendencies, issues and sentiments, to advise political parties what to focus, where to focus and on whom to focus to ensure the minimum winnable vote margin is secured. We can combine primary*(Type 4, see Note below) and secondary data analysis: quantifiable, qualitative, satellite imagery, visual data and cognitive data. Our analysis is provided at a VoterID precision at booth level. It will help you draw a development plan based on a scientific research. It allows you to discover and communicate meaningful patterns from your data. Multiple data sets of constituency demography to help booth or ward level segmentation, which in turn will be easier and quicker in building strong booth level strategy. It will help you in finding the best location to make predictive analysis to optimize your decisions in the Elections.. This engagement is generally 3-12 months prior election.

Different types of Maps :

Type 1: Assembly constituency ward area map.

Type 2: Assembly constituency census data map.

Type 3: Assembly constituency polling booth turn out with past elections data.

Type 4*: Assembly constituency map with past election data and primary data.

(NOTE: Type 4 Only provided with product Not as stand-alone)

2. WAR ROOM MANAGEMENT SYSTEM

Product name is our flagship software platform that enables political parties to collect, process and analyse data related to voter sentiments & affiliations, volunteer team performance and last day polling.

- It can be used as an operational tool to manage large volunteer teams as well as assess sentiments and interact with over 200 million voters simultaneously.

- The team at XYZ Company defined the scope and functionality of this platform in discussions with various political party campaign strategists and volunteer teams.

- This platform is rich with deep analytical reports as well as supports processing big data. The user interface is kept very simple and easy to understand to ensure different types of volunteers can use it.
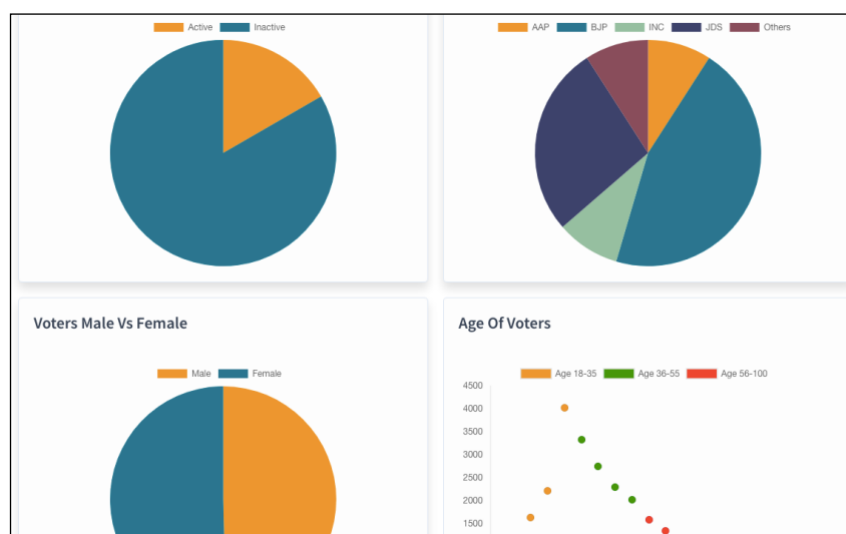 Benefits for Volunteer team:

- No more papers to carry: All relevant citizen data pre-fed in the mobile app, be it Voter ID or family name. No need to carry voter lists anymore

- No need to compile data to prepare reports: All data gets compiled into a common database, no need for any manual effort.
  Benefits for Party members:

- Quick snapshot of the voter segmentation: Overview of the ward/booth/assembly constituency by voter support for the party

- Build a database of mobile phone numbers of the voters

- Volunteer performance overview: Overview of the number of voters and houses surveyed from Assembly level to volunteer level

- Assess Voter sentiment via detailed analytical report

- Download detailed report as csv, excel & pdf files.

3. LAST DAY COUNTING SYSTEM

This module allows to get a live update of how many votes have been cast. It also shows how many votes have been cast for each party real time

- Based on the previous canvassing the report also give an overview of the total supporters for the party at ward, assembly constituency, parliamentary constituency as well as state well.

- This is a extremely powerful tool for the last day counting. It gives the party an idea of the current running speed, the quantum of voters to mobilize to ensure the desired results as well as which voter to mobilize.

Surveyed Data
Booth Report
Booth Number: 48

Last updated: Mar 17, 2020 8:06:04 AM

Sr. No	Booth #	Volunteer Mobile #	Voter Visited	Voters Responded	Willing volunteer	Supporter	Undecided	Opposition	AAP	BJP	INC	JDS	Others	Not disclosed
		Overall Result	27	27	1	0	1	0	1	0	1	2	1	22
1	48	9900962342	7	7	0	0	0	0	0	0	0	0	0	7
2	48	9448058720	6	6	0	0	0	0	0	0	0	0	1	5
3	48	9886072874	4	4	0	0	0	0	0	0	0	0	0	4
4	48	9845400888	4	4	0	0	0	0	0	0	0	0	0	4
5	48	6361620299	3	3	0	0	1	0	1	0	0	2	0	0
6	48	8884721529	1	1	0	0	0	0	0	0	0	0	0	1
7	48	9844202861	1	1	1	0	0	0	0	0	1	0	0	0

- We can Download detailed report as csv file, where the coordinates of voted and non voted with party preference can be used apart from the report of excel & pdf formats.We can further view report with relative primary data indicating booth wise voter with party inclination.

- Generally the engagement is limited to a week prior to the election day.

4. CONSTITUENCY MANAGEMENT SYSTEM

The objective of this module is to collect the various complaints the citizens have and work with the relevant authorities to resolve them. This module seamlessly and digitally connects the citizens to the relevant authorities/departments and visa versa. The authorities/ departments can interact/engage/update the citizens of the actions taken to the issues/ complaints raised digitally. It acts as a powerful tool to drive visible improvement in a ward/ constituency, improve the efficiency of the authorities/departments and make the citizen feel that a specific candidate is instrumental in alleviating them off their daily problems. This engagement is generally 6-12 months.

Benefits for citizens:

- Administration is only a click away, life is easy: citizens can submit their request/complaints as well as contact/ download/upload relevant officials /documents / application at their convenience. One location all information, updates and interactions

- I don't need to follow up, I see they are working : Citizens can view the status of their complaints/requests(optional). They can also view other complaints/requests submitted.

- I know what is happening in my locality & I can actively participate if I want: Citizens can read local news about immediate surroundings/locality/ward in the citizen portal. More information sharing, improves citizen lives in the ward.

Benefits for Corporator/Ward administration:

- More accessible, hence perceived to be dynamic & true intent to serve citizens: citizens can submit their request/complaints as well as contact/download/upload relevant officials/documents/application at their convenience.

Proposed Solutions

Sl no	Services	Products	Lead Time for Set up	Experts Involved
1	Geo Spatial Data Analytics	GIS	30 days	Geo Spatial Expert & GIS team,
2	War Room Management System • Issue based survey dashboard • Citizen Canvassing report • Volunteer Team Tracking • Type 4 GeoMap at House/Epic id with Party shift	Product name	30 days	Political Technologist, Survey Manager, Data Scientist, Geo Spatial Expert,
3	Last Day Counting System	Product name	7 days	Political Technologist, Data Scientist,

Phases of Implementation

Phase 1

- Consultation with Experts and client team.
- Geo Spatial Data Analytics
- Online Training to Campaign Manager

Phase 2

- Engagement training - Campaign Manager, War Room Team, Volunteers.
- - War Room Management System
- Issue based survey for better understanding of citizens & volunteers by the client.
- Review of all the activity & Report generation of all the activity by the client.

Phase 3

- Booth level strategy planning by Political Strategist with the help of Maps, issue/sentiments collected by the client.
- Report generation of all the activity & Candidate feedback.
- Training - Election Agents, Booth Agents, Booth volunteers.
- Last Day Counting System

Pricing Information

Sl no	Description of Product / Services	Lead Time	Nos	Unit price INR	Amount in INR
1	Geo Spatial Data Analytics Map Type 3 Booth level analytics with Swing data for one assembly constituency. Online Support/training 192 hours	4 weeks	165		
2	War Room Management System a platform for 3,00,000 voters in one assembly constituency, includes mobile app (Android & IOS) with Web Admin panel • Issue based survey dash board • Citizen Canvassed report • Volunteer Team Tracking • Geo spatial Live reporting dashboard • Type 4 GeoMap at House/Epic id with Party shift -1 no/month • Online Support/training 240 hour per month	4 weeks	165 * 2 months		
3	Last day Counting System for 3,00,000 voters in one assembly constituency. Online Support/training 120 hour per month	1 week	165 * 1 month		

Terms and Conditions

- 80% payment to be made 7 days before starting the work along with a Purchase Order remaining 20% before implementation.
- There is no refund on the payment once made.
- Any dispute arising will be addressed under the Bangalore Jurisdiction only.
- All the data security is the responsibility of the client.
- All communication & data provided by client must be in english only.
- Past election booth results with location coordinates in csv format by client.
- Voter list in csv format to be provided by client.
- War room infrastructure & team set up by the client.
- All our back-end operations will be carried out in our Bangalore office only.
- Flight travel, accommodation, food, safety and medical expenses for the traveling experts on-site to be borne by the client.
- Any additional hours of online support or training is Rs.850/- per hour.
- Validity of this Proposal is 14 days.
- All Taxes Extra.