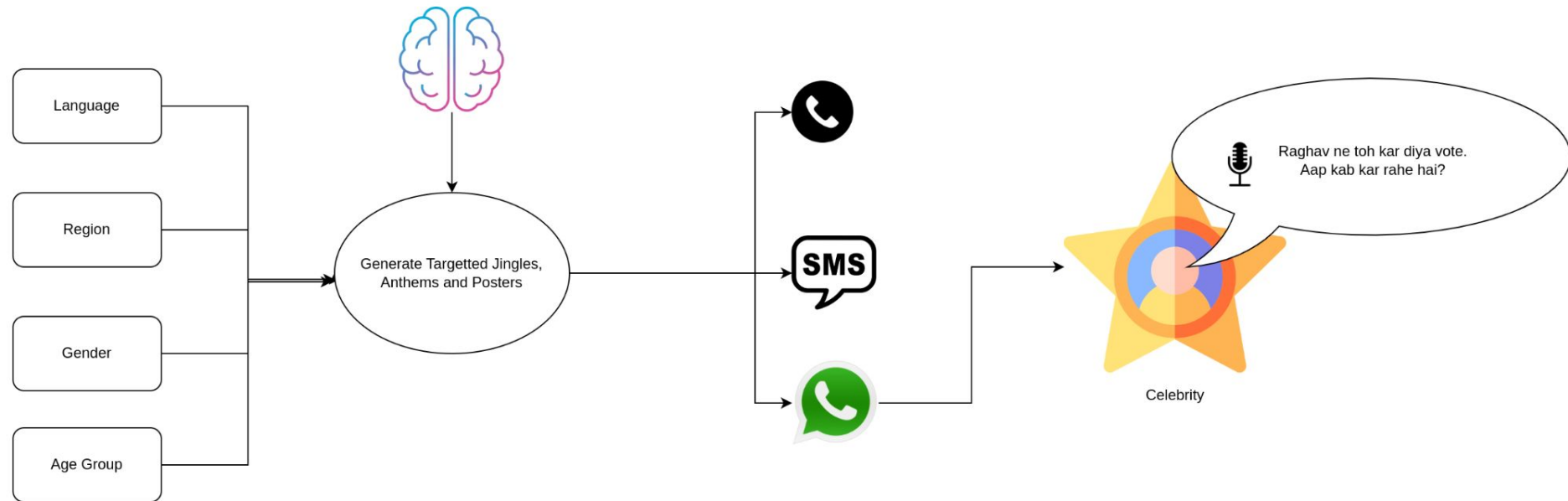
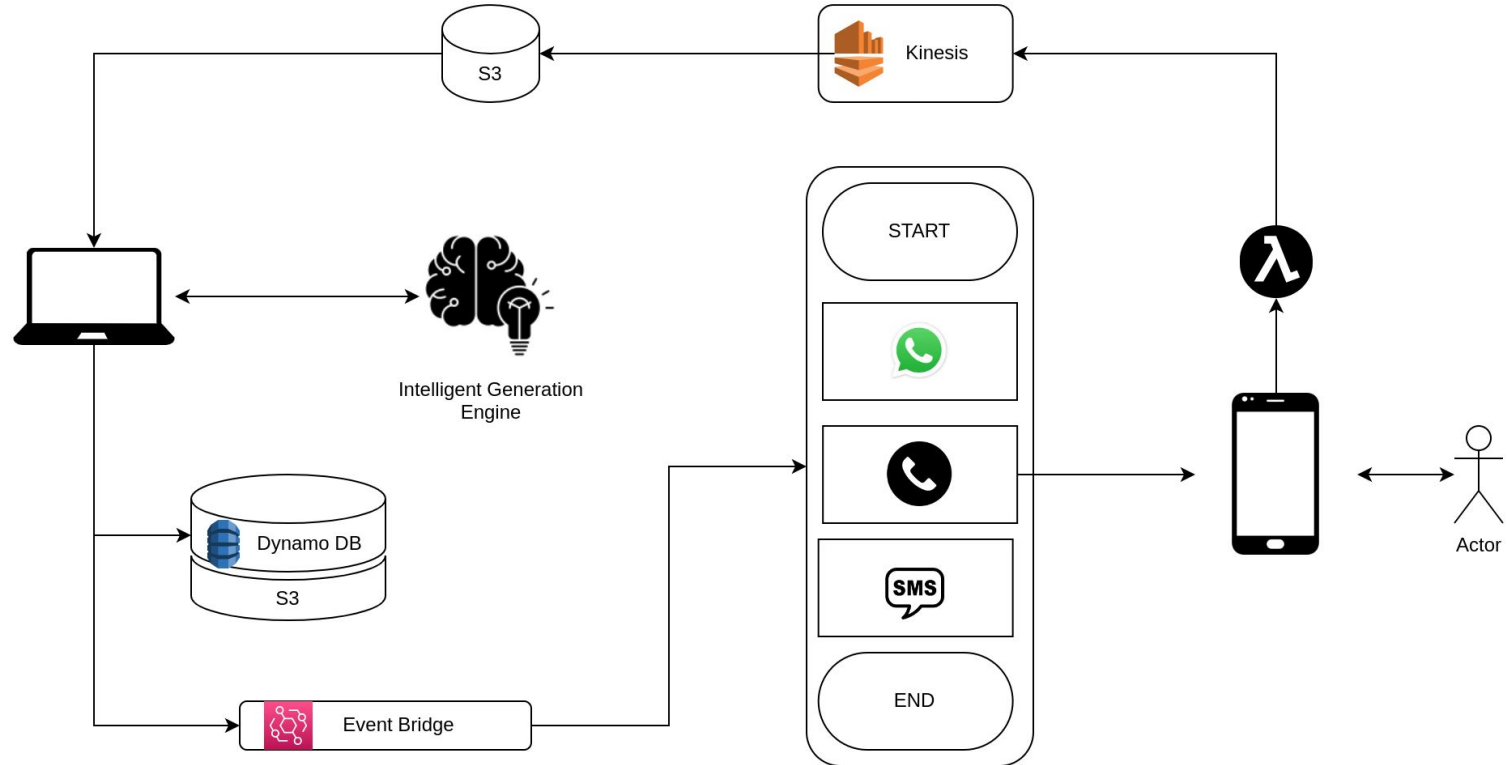


High Level Solution

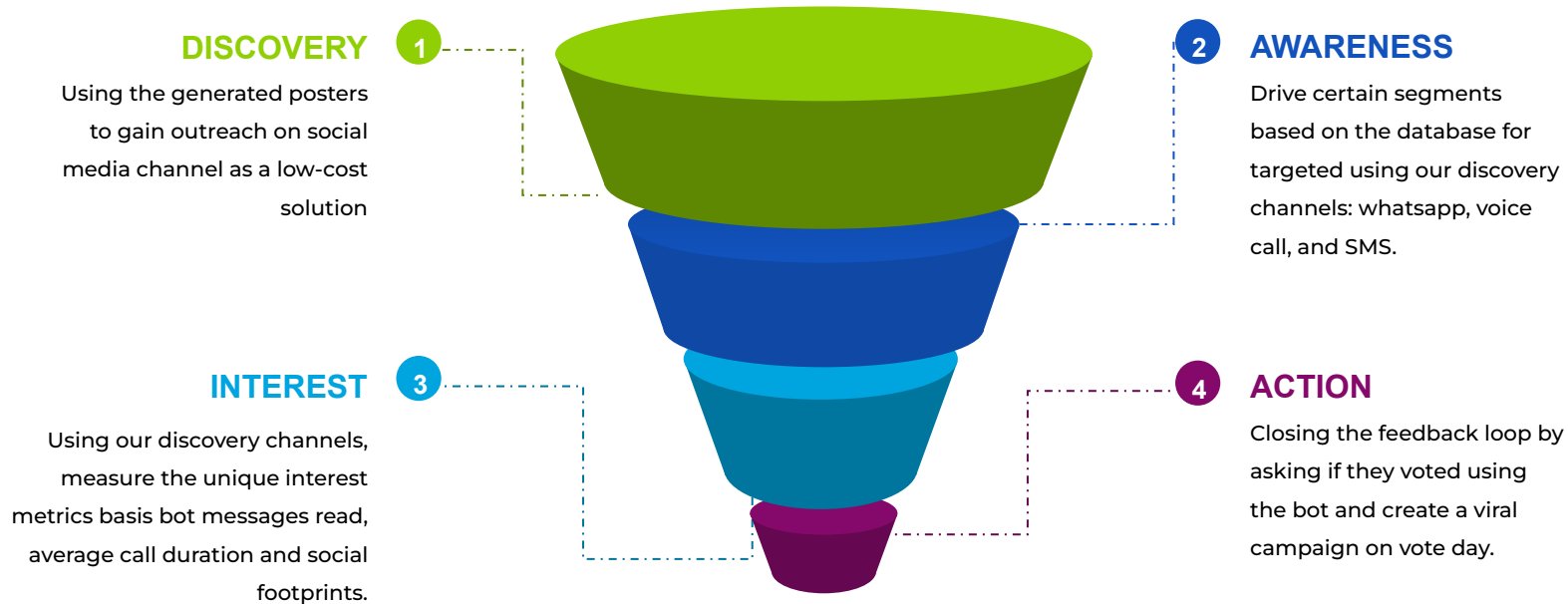


DEMO

Architecture Diagram



Funnel measurement metrics



Cost Estimation

Communication Channels:

- Twilio Voice: **Rs. 0.24 / minute**
- WhatsApp Business API: **Rs. 0.16 / message**

Average cost to target **1 lakh users** keeping in mind Government plans of these companies comes out to be **Rs. 20,000/-**

AWS Cloud:

- AWS Lambda
- DynamoDB and S3 storage
- AWS Elastic Container Service
- AWS Athena
- AWS Cloudfront

To serve a lakh users at scale, the approximate average cost comes out to be **Rs. 5,000/-**

- Our Text Generation models are based on Open Source technologies, and hence offer an affordable and highly cost effective solution to the Election Commission of India.
- Currently, to reach **1 Lakh potential voters**, the effective cost is **Rs. 25,000**. As we scale to impact more and more voters, the costs trickle down owing to economies of scale.