




Where are the Kids?

Elections often face apathy from certain sections of society like women, the elderly etc. How would you increase youth participation in election?

CASE TYPE
Unconventional

COMPANY NAME
Nation with Namo

DIFFICULTY LEVEL
  

Where are the Kids?

Can we get the youth interested in elections?

Case Type	Company Name	Round	Difficulty Level
Unconventional Case	Nation with Namu	Partner	<div><div></div><div></div><div></div><div></div><div></div></div>

Problem Statement

Elections often face apathy from certain sections of society like women, the elderly etc. How would you increase youth participation in election?

An election can be divided into three phases. First, there is pre-campaign phase. Second is during the campaign. Finally, we can discuss the post-campaign phase.
I want to introduce the three A's : Awareness, Accessibility, and Assessment.

There is a nice use of alliteration. Please discuss what you would do in the pre-campaign phase?

AWARENESS : In the pre-campaign phase, awareness is crucial. Various organisations can conduct outreach programs, set up voter enrollment booths, and collaborate with influential media personalities. Connecting with individuals who resonate with the youth can provide compelling reasons to vote.

What initiatives would you suggest during the campaign to enhance accessibility?

ACCESSIBILITY : During the campaign, the focus should be on accessibility. Election timings play a significant role and conditions hindering participation should be addressed. Basic amenities like water and food supplies could be provided for those standing in line. Considering not all elections are on holidays, implementing holidays during election days is essential. Creating women-centric and student-centric booths, especially in areas like Malika Ganj and Kamala Market, could make a difference.

That makes sense. How do you propose evaluating the impact of these efforts in the post-campaign phase?

ASSESSMENT: In the post-campaign phase, it's crucial to assess the youth voter turnout. Collecting data on the number of youth who provides valuable insights for further planning and preparation.

Interesting. What are the potential uses for this data?

The data collected post-campaign helps in understanding the effectiveness of the initiatives. It allows for a detailed analysis of the youth voter turnout, enabling adjustments and improvement in future strategies.

To address urban apathy, targeted efforts should include engaging with urban communities through tailored campaigns, leveraging social media platforms, and collaborating with local influencers. Creating a sense of civic responsibility and emphasizing the impact of individual votes on local issues could resonate.

Are there specific measures you would recommend to address urban apathy?

All right, that was a good attempt.



**HERE'S
A TIP!**

This case is a very typical case asked by Nation with Namo. It is also a recurring case. Similar cases can be prepared for other non-active participants of elections. The strategies need to be tailored to that particular group.

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CASE FLOW

CASE FACTS

- 1 An election has three phases : pre-campaign, during the campaign and post.
- 2 We have to address the problem of youth apathy in elections.
- 3 The data collected post-campaign helps in understanding the effectiveness of the initiatives. It allows for a detailed analysis.
- 4 Targeted efforts should include engaging with urban communities through tailored campaigns, leveraging social media platforms, and collaborations.

