

Your client, CaseJury, furnishes creative solutions and creates efficiencies for companies with relevant problem statements that challenge the status quo. However, owing to digitalisation, increased accessibility & availability of free resources and excessive competition in the market, CaseJury has seen a drastic fall in its market share. In order to cope with this setback, the company decides to pick up a trending issue and centre their social campaign around the same, so as to brandish their efficacious and innovative problem-solving abilities as well as gain traction in the market!

Upon conducting an extensive survey, the marketing team has discerned that the public is extremely interested in better comprehending the political landscape of India, owing to impending elections in several regions of the country. Furthermore, there is a dire need to reinvigorate awareness amongst the general public regarding the rights, policies and rules laid down by the regulatory entities of India. The stakes involved in this endeavour are very high as credibility is of utmost importance! As a result, CaseJury hires your team to come up with a presentation that makes use of **infographics, extensive research, current trends and sustainable solutions**. The specifics are outlined as follows:

#### **Background:**

The Representation of People's Act, 1951 along with the Election Commission of India ensures that elections conducted in the country remain free, fair, and impartial. The Act, as well as the Commission's 'Model Code of Conduct' lay down several regulations for a smooth election, which, if violated, can lead to disqualification of the guilty candidate.

However, despite these legal guidelines, the Election Commission of India recovers large quantities of prohibited materials in the run-up to the elections. Items ranging from liquor, drugs, cash, precious metals, and other freebies confiscated by the regulatory bodies indicate that contesting candidates often use their money power to influence eligible voters and buy their votes. The most recent General Elections of 2019 saw the Commission making the biggest seizure in the history of Indian elections – worth Rs. 3,465 crore (~US\$456 million).

#### **Problem Statement:**

Fabricate a prototype that ensures complete **transparency** and **accountability** in the seizure of monetary and non-monetary freebies (such as cash, liquor, precious metals, washing machines and other such household equipment etc..) by the Election Commission of India (ECI) during elections and highlight the actionable consequences for such defaulting political parties. Your solutions should ideally be at the confluence of technological and strategic vantage points.

#### **Key objectives of the prototype:**

1. Identify the major stakeholders involved and the communication channels that can be pursued for each.
2. Wield your analytical skills to gather pertinent information about such malpractices and quantify the impact via easily comprehensible infographics. All guesstimates need to have credible sources.
3. Draft methods that can be used to generate awareness amongst the electorate about
  - 3.1 Malpractices existing in electoral procedures.

- 3.2 Discouraging the practice of bribery and distribution of freebies during elections.
- 3.3 Encouraging voters to make well-informed and ethical choices.
- 3.4 Actionable consequences for partaking in such prohibited activities.
- 4. Elucidate the means that can be laid out to persuade the regulatory entities to undertake follow-up measures upon confiscation, against the defaulting political parties. This could further entail the budget required, resources involved and timeline of functioning.
- 5. Elucidate the steps that can be taken and outreach strategies that can be utilised to minimise the misuse of money, resources and money power by political parties in India. Come up with some out of the box ideas for this one after going through different RBI initiatives.