



JAIN
DEEMED-TO-BE UNIVERSITY

CENTRE FOR
RESEARCH IN
SOCIAL SCIENCES
AND EDUCATION

THE SOCIAL SCIENCE PERSPECTIVE

NEWSLETTER FROM THE CENTRE FOR RESEARCH
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Voter Awareness Campaign: Empowering Every Vote

Date: April 22, 2024

Time: 12:30PM to 1:30PM

Venue: Auditorium, Ground Floor, JP Nagar Campus

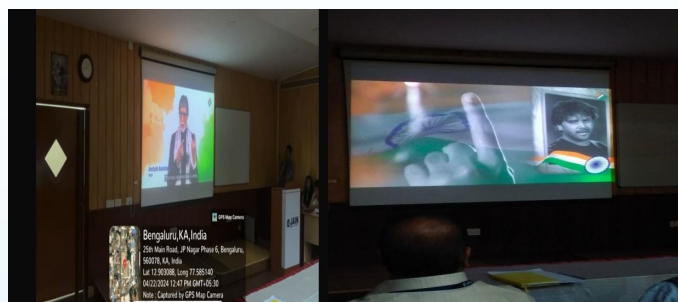
A Voter Awareness Campaign was organised by MA students of Political Science and International Relations of Centre for Research in Social Sciences and Education, JAIN (Deemed-to-be University) at the JP Nagar Campus on April 22, 2024. The event was entirely an initiative by the students to emphasise the importance of voter participation and create awareness among citizens, particularly focusing on the upcoming Lok Sabha elections in Bengaluru under the faculty coordination of Ms. Sneha Yadav, (UGC Activity Co-ordinator and Assistant Professor, CeRSSE). The campaign included a series of activities designed to educate, motivate, and engage participants on the theme of democratic participation and voting rights.



Students of Masters in Political Science and IR (MAPSIR) commencing the event

The event was taken forward by the M.A students with a compelling speech by Suman and Sowmyashree as the emcees of the event (Students of M.A Political Science and IR) in English and Kannada language respectively to reach a larger number of audience present including teaching, non-teaching staff highlighting the significance of India's democratic process. They emphasised the role of each citizen in shaping the nation's future through active participation in the electoral process.

A highlight of the campaign was the unveiling of a poignant song titled "Mein Bharat Hoon- Bharat hain Mujhme" (I am India - India is within me). This musical rendition beautifully depicted India's geographical diversity, rich cultural and spiritual heritage, and religious plurality. Sung by renowned legends of India's music industry, the song served as a powerful reminder of the significance of exercising the fundamental right to vote. Various short films/ videos were showcased to educate people on the importance of voting.



Poster: Voter Awareness Campaign: Empowering Every Vote

The event commenced with a warm welcome extended to all attendees, emphasising the importance of their presence in advocating for voter awareness. Directors, deputy directors, heads, and professors of all departments, along with students and non-teaching staff, were acknowledged for their crucial role in promoting civic engagement.

Songs, Short films/Videos were presented to educate people on importance of Vote

In addressing the issue of low voter turnout in Bengaluru, statistics from the 2019 Lok Sabha elections were presented. Despite numerous campaigns and initiatives aimed at improving voter participation, Bengaluru witnessed a continued trend of low turnout. All four parliamentary constituencies in the city recorded a decrease in voter turnout compared to the 2014 Lok Sabha elections. Bengaluru Rural, known for its relatively higher turnout, maintained its distinction with a turnout of 64.09 per cent. However, among the urban constituencies, Bengaluru South led with 54.2 per cent turnout, albeit experiencing a decrease of 2.36 per cent from 2014. Bengaluru Central recorded the lowest voter turnout at just 50.84 per cent, marking a significant decrease of 5.27 percentage points compared to the previous elections.

An insight was led into how Bengaluru, being India's Silicon Valley and an IT Hub, has grown in terms of infrastructure, population, economy, employment opportunities and also its important to understand the problems that city is facing including water scarcity, drainage issues, lake encroachments and many more. Thus it is very important for Bengaluru citizens to elect candidates who they think can work for "developing silicon valley" while retaining its title of being "Garden city". The students urged everyone to encourage people to vote on the 26th of April without fail. The presentation also aimed to shed light on the challenges of low voter participation in urban areas and the importance of increasing voter turnout. Another main highlight of the event was 'Every Vote Counts Campaign'.

The MA students shared insights into their on-going "Every Vote Counts" campaign. The campaign has been extensively taken out through social media everyday using hashtags such as #everyvotecounts, #govoteon26april, #ECISVEEP, #UGC_India to spread awareness as much possible. They discussed the campaign's objectives, which included gathering opinions from faculties and administrators of various centres across JAIN (Deemed-To-Be University) gathered in a span of 20 days campaign. Students queued up with posters highlighting questions why is it important to vote? What is the biggest challenge this election? And what will you advice the future government? Students read out views of different Professors, Academicians from various centres on the above questions. Every student highlighted comments given by various professors, heads and directors of the institution gathered during the 24 days every vote counts campaign in points thus educating on the importance of voting.



Poster: Every Vote Count Campaign



GPS Map Camera

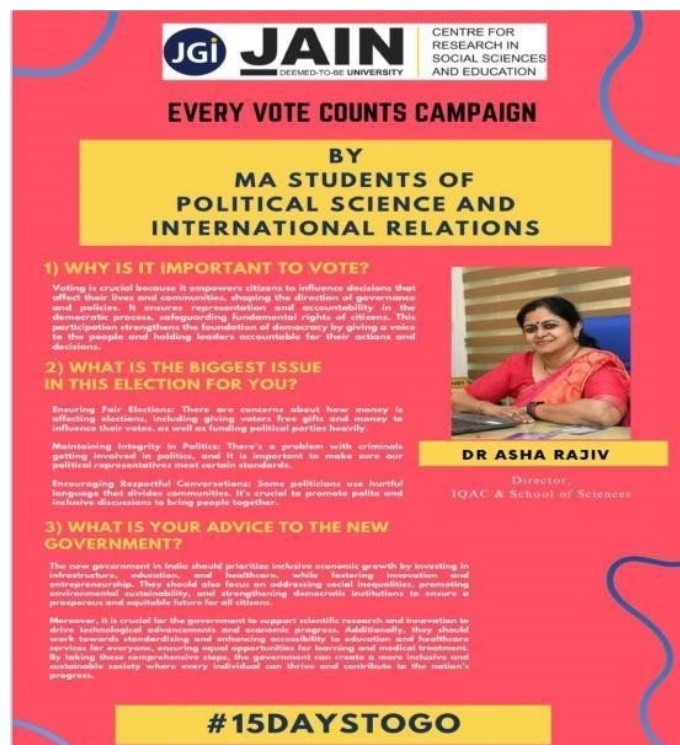
Bengaluru, Karnataka, India
6th Phase, 319, 25th Main Rd, KR Layout, JP Nagar Phase 6, J. P. Nagar, Bengaluru, Karnataka
560078, India
Lat 12.903072°
Long 77.585187°
22/04/24 12:52 PM GMT +05:30



Students highlighting comments from various opinions on why it is important to vote



Poster: Posters from Every Vote Counts Campaign



Poster: Campaign run by students 24 days to go for elections through social media

The awareness campaign was then followed by a solemn pledge ceremony both in English and Kannada it was a significant highlight of the event. The head of Centre for Research in Social Sciences and Education- Dr. Priyanca Mathur requested everyone to arise and take the pledge of voting fearlessly. The Pledge was taken in English and Kannada language, participants, including students, faculty members, and staff, took a pledge given by University Grants Commission official handle. The idea was to make people aware and reaffirming their commitment to democratic values, free and fair elections, and unbiased voting practices.

Voters Pledge:

"We, the citizens of India, having abiding faith in democracy, hereby pledge to uphold the democratic traditions of our country and the dignity of free, fair and peaceful elections, and to vote in every election fearlessly and without being influenced by considerations of religion, race, caste, community, language or any inducement"

The event further addressed the pressing issue of low voter turnout in Bengaluru and aimed to encourage active participation in the democratic process. The campaign saw the participation of directors, deputy directors, heads, professors, students, and non-teaching staff from JP Nagar campus.



Faculties, students, teaching and Non-teaching staff taking voters pledge

Inclusive Program: Event was attended by Faculties, Teaching and Non-Teaching Staff

Vote of Thanks: M.A. Political Science and IR Students Angel Roshni and Kanchan delivered a vote of thanks, expressing gratitude to all participants, faculty members, and organisers for their contributions to the event's success. They also encouraged everyone to continue promoting voter awareness beyond the event. The campaign concluded with a call to action, urging all attendees to actively engage in voter awareness efforts and to mobilize fellow citizens to exercise their democratic right. Participants were encouraged to become ambassadors of change, promoting voter awareness within their respective communities and workplaces.

The event lastly concluded with everyone singing the National Anthem together that instilled a sense of proud citizenship amongst all. Overall, the Voter Awareness Campaign, "Empowering Every Vote" successfully engaged participants through informative presentations, multimedia content, interactive discussions, and a symbolic pledge ceremony. The event effectively conveyed the importance of democratic participation and encouraged citizens to exercise their voting rights responsibly. It served as a platform for fostering civic responsibility and strengthening democratic values among the community.



Group Photo: M.A Political Science and IR Students and Faculties of Centre for Research in Social Sciences and Education (CeRSSE), JAIN (Deemed-to-be) University, Bengaluru.