



University Of Mysore
National Service Scheme
MMK & SDM MAHILA MAHAVIDYALYA
KRISHNAMURTHYPURAM MYSORE-570004
NSS Activity 20

Voting Awareness Jaatha

1. INTRODUCTION:

Voting is a fundamental pillar of democratic societies, empowering citizens to participate in the decision-making process and shape the future of their nation. It is a powerful tool that allows individuals to express their opinions and hold elected officials accountable. Despite its significance, voter turnout has been a concern in many countries around the world. Low voter participation can undermine the democratic process and lead to a lack of representation for various communities.

2. OBJECTIVE:

- **Increase Voter Turnout:** The primary objective of voting awareness is to boost voter turnout during elections. By educating people about the significance of their vote and the impact it can have on shaping their community and nation, more individuals are motivated to participate in the electoral process.
- **Empower Citizens:** Voting awareness aims to empower citizens with knowledge about their rights and responsibilities as voters. It helps them understand that their vote is a powerful tool to influence government decisions and policies.
- **Promote Inclusivity:** Voting awareness campaigns seek to reach out to all segments of society, including marginalized communities, youth, and other underrepresented groups. By making sure that every citizen feels included and valued, voting awareness contributes to a more diverse and representative democracy.
- **Combat Voter Apathy:** In some cases, voter apathy and disillusionment with the political process can lead to low voter turnout. Voting awareness initiatives aim to


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address these issues by demonstrating that every vote counts and that participation is crucial for effecting positive change.

- **Strengthen Democracy:** Ultimately, the overarching objective of voting awareness is to strengthen the democratic process itself. A well-informed and active electorate ensures that the government remains accountable to its citizens and that public policies align with the will of the people.

3. PROCEEDINGS OF THE PROGRAM:

- **Public Awareness Campaigns:** Launching public awareness campaigns through various media channels, such as television, radio, social media, and billboards. These campaigns often include messages emphasizing the importance of voting, key election dates, and information on how to register to vote.
- **Multilingual Outreach:** Ensuring that voting awareness materials and campaigns are accessible in multiple languages to reach diverse language-speaking communities effectively.
- **Volunteer and Youth Engagement:** Involving volunteers and young people in voting awareness initiatives, leveraging their energy and enthusiasm to reach out to their peers and communities.
- **Voting Pledges and Commitment Drives:** Encouraging individuals to make voting pledges or commitments, publicly declaring their intention to vote in upcoming elections.
- **Reaching Out to First-Time Voters:** Targeting first-time voters with tailored voting awareness materials and resources to make their first voting experience positive and empowering.

. Impact:

- **Enhanced Representation:** Voting awareness campaigns often target underrepresented and marginalized communities, leading to a more diverse and inclusive electorate. This results in improved representation of various perspectives and interests within the government.
- **Responsive Governance:** When a larger proportion of the population participates in elections, elected officials are more likely to be held accountable for their actions. This accountability leads to more responsive and responsible governance.
- **Addressing Voter Suppression:** Voting awareness campaigns can shed light on voter suppression tactics and barriers that prevent certain



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communities from accessing the voting process. By exposing these issues, steps can be taken to address and rectify them.

- **Economic and Social Progress:** A more engaged and informed citizenry leads to better policy decisions and governance, which can contribute to economic growth, social progress, and overall societal well-being.
- **Inspiration for Future Generations:** Voting awareness initiatives inspire and encourage younger generations to become active participants in the democratic process. This ensures a continuity of democratic values and engagement in the years to come.

4. NO OF STUDENTS ATTENDED

- 55 students

5. OUTCOME

- **Higher Voter Turnout:** One of the primary outcomes of voting awareness is an increase in voter turnout during elections. By educating and motivating citizens to vote, more people participate in the electoral process, leading to a broader representation of the population's views and preferences.
- **Increased Civic Engagement:** Voting awareness encourages citizens to become more actively engaged in civic activities beyond just voting. People who are aware of the importance of their role in the democratic process are more likely to participate in community activities, advocacy, and public discussions.
- **Informed Voting Decisions:** Educating citizens about candidates, party platforms, and ballot measures ensures that voters make more informed decisions during elections. This leads to a more thoughtful and considered electorate, promoting the selection of candidates who align with voters' values and priorities.
- **Positive Policy Impact:** When citizens are engaged and participate in the democratic process, their collective voice influences policy decisions. Higher voter turnout can lead to policy changes that better reflect the needs and interests of the broader population.


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6. TIMETABLE OF THE PROGRAM

DATE: 16th February, 2023

TIME: 10:30 AM.

NAME OF FACULTIES INVOLVED: Mr. Niranth M R (Coordinator), Mrs Anitha P Jayaram (Member), Ms. Nischitha M (Member), Ms. Vidya M R(Member) Sri Maruti Prasanna B N NSS Prog Officer

VENUE: COLLEGE PREMISES to Ramaswamy Cercal

7. PHOTO GALLERY



Hair
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