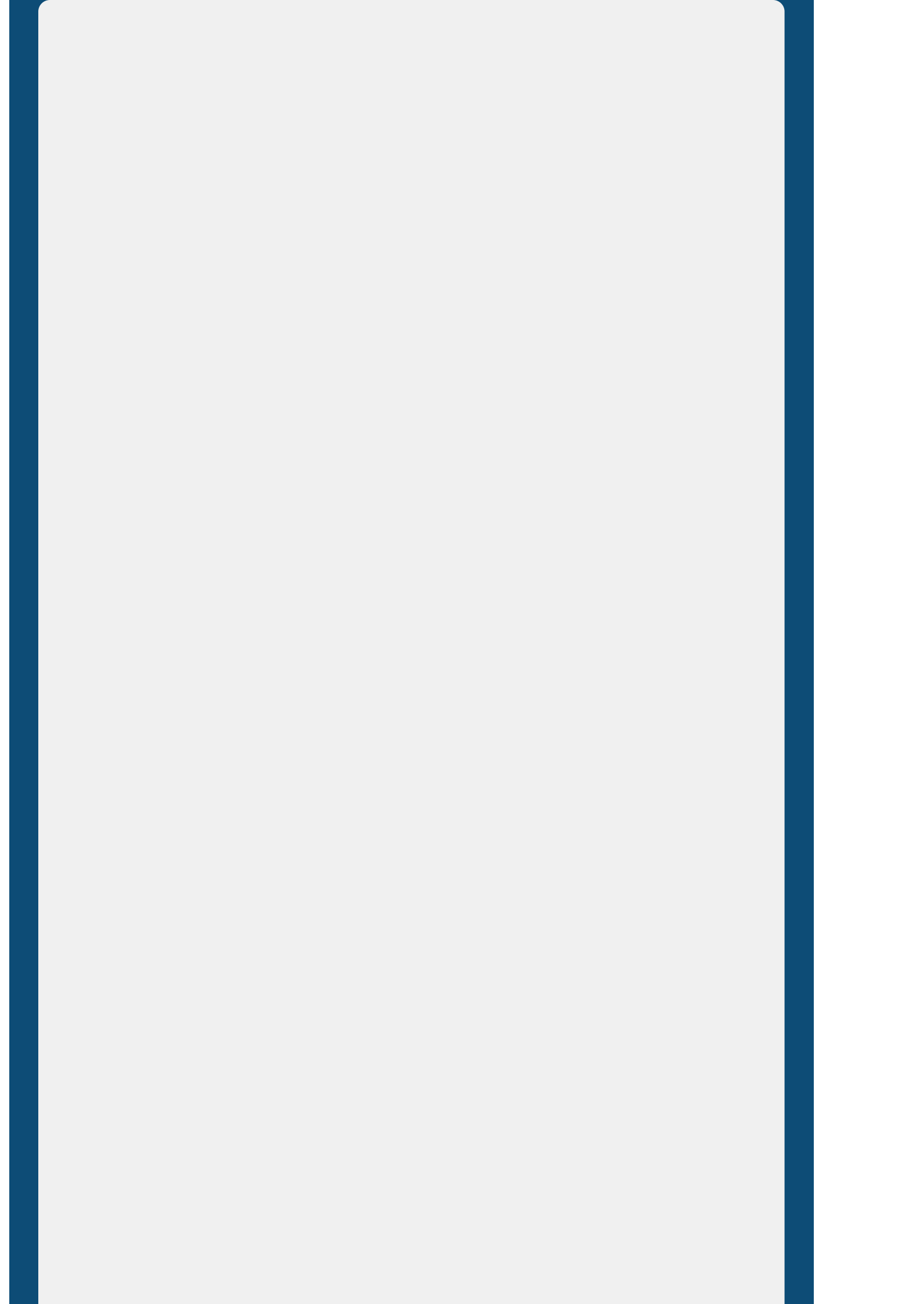








**VOTER AWARENESS INITIATIVES:
ON-GROUND**



Panel Discussion, Electoral Awareness Workshop, and Voter Registration Drives

We orchestrated electoral awareness workshops and a panel discussion, aiming to inform, raise awareness, and foster participation in elections. Our primary focus centred on delineating the key responsibilities of voters:

- a) Ensuring registration and verifying their presence on the electoral list.
- b) Engaging in self-education to make informed choices.
- c) Supporting visionary candidates with substantive ideas over empty promises.

Additionally, participants in our voter registration drives received guidance on utilising the 'Voters Helpline App,' a resource developed by the Election Commission of India to facilitate voter registration.



Given

Bengalureans' penchant for long weekends, and the ironic scheduling of the Lok Sabha election on a Friday in Bengaluru, there was a significant risk that citizens might prioritise vacations over voting. To counter this trend, we initiated the 'Ee Election, No Vacation' campaign, to urge the citizens to prioritise voting over vacationing, to not take a break from their civic duty.

This campaign comprised a blend of on-the-ground and online initiatives, targeting diverse demographics throughout Bengaluru, including tech campuses, colleges, residential areas, and public spaces. B.CLIP civic leaders and volunteers strategically displayed placards bearing slogans like 'Ee Election, No Vacation' in bustling areas across Bengaluru. During IPL matches in the city, B.PAC distributed specially designed placards to spectators, with campaign messages visible to those seated behind.

Similar efforts were undertaken at educational institutions such as National College, Maharani Lakshmi Ammani College, and BMS College of Legal Studies, as well as at over 70 micro-locations across Bengaluru, including RPC Layout, Vijayanagar, KR Puram, and



others.

Let's Vote Ride

To inspire citizens to vote on April 26th, we organised the 'Let's Vote Ride' on April 24th in collaboration with Namma Nimma Cycle Foundation, ELCITA, and ELCIA. This awareness campaign involved a bicycle ride through the streets of Electronic City, featuring encouraging banners to promote voter participation. Over 80 cyclists and more than 15 corporate heads participated in the event. Commissioner Ms. Ramya S, from the Office of the CEO, Bengaluru Urban Zilla Panchayat, led the inauguration and administered the oath-taking ceremony.



**VOTER AWARENESS INITIATIVES:
ONLINE**

Know Your Parliamentary Constituency

The 'Know Your Parliamentary Constituency' social media campaign aimed to enhance citizen awareness and involvement with their respective parliamentary constituencies. It offers detailed information including constituency demographics, assembly constituencies, voter turnout statistics, polling station counts, and total registered voters, empowering citizens with a deeper understanding of their electoral landscape.



Legislative Participation of MPs

B.PAC compiled and shared data concerning the three MPs representing Bengaluru Urban- Bengaluru North, Bengaluru South, and Bengaluru Central- specifically focusing on their attendance records and the number of questions raised during the 17th Lok Sabha session. This initiative is designed to offer citizens transparent insights into their MPs' levels of engagement and performance.



Know Your Candidates

The aim of this campaign was to raise awareness among citizens about the candidates vying for seats in the Lok Sabha Elections 2024 within their respective parliamentary constituencies. Essential information about politically relevant candidates was presented in a straightforward manner, empowering constituents to familiarise themselves with the candidates and make informed decisions at the ballot box. This information encompassed basic details, educational background, profession, assets, liabilities, criminal records, and social media handles, sourced from affidavits filed with the Election Commission of India.



Social Media Engagement Campaigns

B.PAC ensured that citizens were well-informed, engaged, and ready to exercise their democratic right through three distinct social media campaigns:

Technical Insights into Elections

Provided detailed technical information about the election processes, demystifying complexities, and making it accessible to all.



Incredible Indian Election Facts

Offered interesting trivia to keep readers engaged, and enlighten them about various aspects of the electoral process.



Stories from 'Belief in the Ballot'

Unveiled heartwarming stories from the book 'Belief in the Ballot' by the Election Commission of India, shedding light on untold narratives around elections.



Educational Blog Series

Our commitment to electoral awareness extended to our blogs, covering a range of topics such as

[Electoral Literacy](#),

[Model Code of Conduct](#),

[cVIGIL Mobile App](#),

[National Voters' Day](#),

[A Resolution to Vote in 2024](#),

[Fostering Civic Engagement in the Youth](#),

[Technology's Role in Shaping Good Governance](#).

Vote Maadi

Bengaluru's historically low voter turnout prompted us to launch a hyperlocal awareness campaign at the assembly constituency level. We crafted personalised messages and individualised creatives, targeting constituents within each assembly constituency falling under their respective parliamentary constituencies. Our goal was to encourage every voter to cast their ballot and strive for a record-breaking turnout in the upcoming



elections.

Your Vote, Your Voice

To cultivate a deeper sense of electoral awareness within the dynamic Gen Z community of Bengaluru and ignite fervent engagement in the democratic process, we forged a collaborative partnership with the Rotary Club to launch a pioneering endeavour known as 'Your Vote, Your Voice.' This campaign was meticulously crafted to resonate with the discerning sensibilities of Generation Z, employing a tone of language and communication strategies tailored to their unique preferences and interests. Through this visionary initiative, we endeavoured to empower the next generation of leaders to recognize the profound impact of their voices and choices in shaping the future of our democratic society.

Final Countdown

Under the Social Media Countdown Campaign, we initiated the dissemination of creatives one week prior to the voting day. These creatives were strategically designed to instil a sense of responsibility and urgency among citizens regarding the impending voting day. By starting the campaign early, we aimed to create anticipation and awareness, ensuring that citizens were well-prepared and motivated to fulfil their civic duty on election day.



Proud Mathadara

On April 26th, the day of the elections, we launched the Proud Matadhara campaign, urging citizens to share photos of their inked fingers on various social media platforms, using the hashtag #ProudMatadhara. This initiative was designed to highlight the concrete effect of citizen engagement and participation in the electoral process.

Panel Discussion

On 3rd May, we conducted a virtual [panel discussion](#) on 'Low Polling Percentage in Bengaluru during the Lok Sabha General Election 2024: What are the Root Causes?' The discussion attempted to understand the reasons behind the average voter turnout during the last five elections (AC Elections - 2013, 2018, and 2023; LS Elections 2014 and 2019) in Bengaluru Urban constituencies, which was approximately 55.26%. During the Lok Sabha General Election 2024, the polling percentage in Bengaluru Urban was recorded at approximately 53.89%, a dip of 0.18% compared to the Lok Sabha General Election 2019. The discussion also yielded possible solutions to increase the polling percentage in future elections.

Looking Forward

We congratulate the newly elected MPs, Shobha Karandlaje, P. C. Mohan, and Tejasvi Surya, on their victory in the 2024 Lok Sabha elections. We look forward to collaborating with them to build a better Bengaluru, addressing the city's challenges and harnessing its potential for sustainable growth. Together, we can implement innovative solutions and create a brighter future for all Bengalureans.



Bangalore Political Action Committee B.PAC

NO. 4/6, GROUND FLOOR, MILLERS ROAD, OPP MANIPAL HOSPITAL, 560052,BENGALURU

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