

**B.PAC**   
Let's Be Better



# From The CEO's Desk



Dear Reader,

As we reflect on the recent elections in Bengaluru for the 18th Lok Sabha, it's with a mix of hope and determination that we share our endeavours and achievements through our Election Habba 2024 campaign. The journey to enhance voter turnout in Bengaluru Urban has been one of collective effort and resolute commitment.

Bengaluru, known for its vibrant spirit, has been unfortunate in its low voter turnout. The 2019 Lok Sabha elections recorded a 54.14% turnout, reflecting a concerning trend of voter apathy. Recognizing the urgency of the situation, B.PAC launched the Election Habba 2024 campaign on January 1st, 2024, with the aim of fostering electoral awareness and encouraging greater civic participation in the electoral process.

Our initiatives spanned across various platforms and demographics, aiming to engage citizens at every level of society. From on-ground voter awareness workshops and registration drives to innovative campaigns like 'Ee Election, No Vacation', we sought to instil the importance of voting as a civic duty that transcends personal agendas.

Our public campaigns, such as 'Know Your Parliamentary Constituency,' 'Legislative Participation of MPs,' and 'Know Your Candidates,' provided citizens with vital information to make informed decisions at the ballot box. Through these efforts, we aimed to empower voters with knowledge and transparency, essential pillars of a robust democracy.

Harnessing the power of social media, our campaigns delved into technical insights, incredible facts, and heartwarming election stories, ensuring that citizens were well-informed and engaged. Our educational blog series covered a spectrum of electoral topics, fostering electoral literacy and civic engagement among the youth.

We also launched the 'Vote Maadi' campaign, a hyperlocal initiative aimed at mobilising voters at the assembly constituency level. With personalised messages and creative content, we endeavoured to galvanise constituents to exercise their democratic right.

To foster electoral awareness among the vibrant youth of Bengaluru and inspire active participation in the voting process, we collaborated with the Rotary Club for an innovative initiative titled 'Your Vote, Your Voice.'

On election day in Bengaluru, we initiated the 'Proud Matadhara' campaign on April 26th to celebrate the tangible impact of citizen participation by sharing pictures of our inked fingers on social media platforms with the hashtag #ProudMatadhara, reaffirming our commitment to democracy.

While the resulting voter turnout from Bengaluru Urban was 53.46%, our collective efforts towards building a more engaged and empowered electorate will continue unabated. Moving forward, we will intensify our efforts, amplifying our endeavours to further strengthen civic participation and democratic engagement.

We extend our heartfelt gratitude to all our partners, stakeholders, and supporters whose unwavering dedication has been instrumental in driving forward this journey.

Together, let us strive to amplify our efforts to build electoral awareness in the citizens of Bengaluru for a brighter and more inclusive future for generations to come.

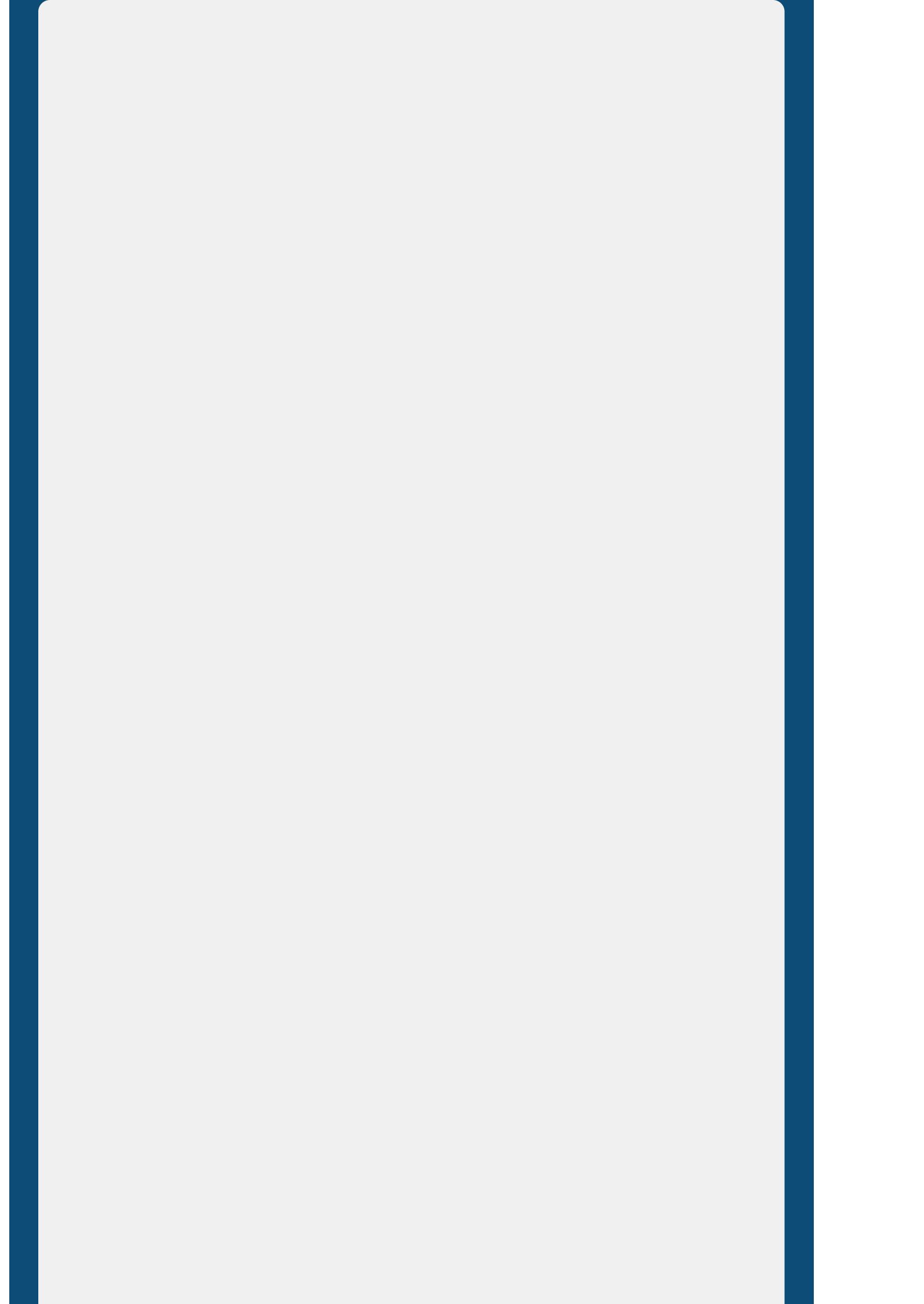
Warm Regards,

**Revathy Ashok**

Hon, Managing Trustee & CEO

Bangalore Political Action Committee (B.PAC)

# 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.

**ELECTION HABBA** **B.P.A.C** Let's Be Better

### KNOW YOUR PARLIAMENTARY CONSTITUENCY **BENGALURU NORTH (24)**

**No. of voters: 32,14,496** **Voter turnout: 54.76%**  
**No. of Polling Stations: 2,701**

MP 2019 : D. V. Sadananda Gowda (BJP)  
MP 2014 : D. V. Sadananda Gowda (BJP)  
MP 2009 : D. B. Chandre Gowda (BJP)

AC No.	AC Name
151	K R Pura
152	Byatarayanapura
153	Yeshwanthpura
155	Dasarahalli
156	Mahalakshmi Layout
157	Malleswara
158	Hebbal
159	Pulakeshi Nagar

Source: ECI, CEO Karnataka, BBMP | Source for Voter Turnout: 2019 Elections

#ElectionHabba2024 #KnowYourParliamentaryConstituency #LokSabha2024



## 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.

**ELECTION HABBAR**  
Bharat Kaam Chhodo Aur Apni Seva Karo

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### Member of Parliament (MP) Participation in the 17<sup>th</sup> Lok Sabha (2019-2024)

#### P. C. Mohan, MP, Bengaluru Central

17th Lok Sabha	Sessions (Month-Year)	Session Working Dates	No. of Days	No. of Days MP Signed Register	Attendance %	No. of Questions Asked
Session 1	Jun-19	Jun 17-Aug 6	37	37	100%	16
Session 2	Nov-19	Nov 18-Dec 13	20	7	35%	12
Session 3	Jan-20	Jan 31-Mar 23	23	23	100%	10
Session 4	Sep-20	Sept 14-Sept 23	10	10	100%	0
Session 5	Jan-21	Jan 29-Feb 15	24	13	54%	16
Session 6	Jul-21	July 19-Aug 11	17	14	82%	13
Session 7	Nov-21	Nov 29-Dec 22	18	14	78%	1
Session 8	Jan-22	Jan 31-Feb 11 & Mar 7-Mar 14	27	22	81%	17
Session 9	Jul-22	July 18-Aug 8	16	14	88%	8
Session 10	Dec-22	Dec 7-Dec 23	13	12	92%	10
Session 11	Jan-23	Jan 31-Feb 13 & Mar 13-Apr 6	24	16	67%	11
Session 12	Jul-23	July 20-Aug 11	17	15	88%	12
Session 13	Sep-23	Sept 18-Sept 21	4	4	100%	0
Session 14	Dec-23	Dec 4-Dec 22	14	14	100%	13
Session 15	Jan-24	Jan 31-Feb 10	9	9	100%	8
<b>Total</b>			<b>273</b>	<b>224</b>	<b>82%</b>	<b>147</b>

Source: <https://sansad.in/> | Data corresponds to 15 sessions (01-06-2019 - 10-02-2024)

\*MP was a Union Cabinet minister from May 03, 2019 to July 07, 2021. Ministers represent the government in debates, hence they do not sign the attendance register, ask questions, or introduce private member bills. Data corresponds to the period from 01-06-2019 to 22-12-2022.

#ElectionHabbar2024 #LokSabha2024



## 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.

The infographic features the logos of 'ELECTION HABBA' and 'B.PAC Let's Be Better'. The title 'KNOW YOUR CANDIDATE' is prominently displayed, followed by the constituency name 'Bengaluru North (24)'. Below this, two circular portraits of the candidates are shown. A table provides a side-by-side comparison of their details. At the bottom, social media icons for Facebook, X, Instagram, and WhatsApp are provided for both candidates. The source is cited as <https://affidavit.eci.gov.in>.

Name	Shobha Karandlaje	M. V. Rajeev Gowda
Political Party	BJP	INC
Age	57	61
Education	MA	PhD
Profession	Parliamentarian	Part-time Professor Management Consultant
Movable Assets	₹ 9.23 Cr	₹ 7.84 Cr
Immovable Assets	₹ 4.65 Cr	₹ 26.74 Cr
Liabilities	₹ 4.06 Cr	None
Legal cases	5	None
Social Medias		

www.bpac.in Source: <https://affidavit.eci.gov.in> forbangalore@bpac.in

## 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.



**ELECTION HABBA 2024**  
National Institute of Election Administration

**B.PAC**  
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Linking of your **Aadhaar card** with your **Voter ID card** is **not mandatory**

#ElectionHabba2024 #LokSabha2024

## Incredible Indian Election Facts

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

**INCREDIBLE** Indian Elections Facts

Bengaluru has a strong record of voter turnout in Lok Sabha elections. In the 2019 general election, the voter turnout in Bengaluru was over 65%.

Bangalore North: 50.51%	Bangalore Central: 49.75%
Bangalore South: 54.12%	Bangalore Rural: 64.09%

#ElectionHabba2024 #LokSabha2024 Source: Election Commission of India



## 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


**ELECTION HABBA 2024**  
District Election Campaign, K

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# #VoteMaadiKRPura

## ವೋಟ್ ಮಾಡಿ, ಕೆ ಆರ್ ಪುರ

**Parliamentary Constituency: Bengaluru North (24)**



- Only **51.80%** of K.R. Puram voted in 2019 Lok Sabha Elections.
- Let's exceed **75% voter turnout** in 2024 Lok Sabha elections!

**Mark Your Calendars:**  
**Friday, 26th April 2024**

Source: EC, CEO Karnataka, BBMP

#ElectionHabba2024 #VoteMaadiBengaluru #LokSabha2024

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.

**ELECTION HABBA 2024**  
Election Awareness Campaign on LinkedIn

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ONLY  
**1 WEEK TO GO**

**Mark Your Calendar**

**Lok Sabha Elections 2024**  
**On April 26th, 2024**

#VoteMaadiBengaluru

**DID YOU KNOW?**  
The highest voter turnout in the Lok Sabha election was recorded in 2019 (67.47%).

#ElectionHabba2024 #LokSabha2024

## Proud Mathadara

On April 26th, the day of the elections, we launched the Proud Mathadara campaign, urging citizens to share photos of their inked fingers on various social media platforms, using the hashtag #ProudMathadara. 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.

**ELECTION HABBA 2024**  
Electoral Awareness Campaign by B.PAC

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**CONGRATULATIONS**  
FOR WINNING THE 2024 LOK SABHA ELECTIONS

**SHOBHA KARANDLAJE (BJP)**  
BENGALURU NORTH

**PC MOHAN (BJP)**  
BENGALURU CENTRAL

**TEJASVI SURYA (BJP)**  
BENGALURU SOUTH

**WE LOOK FORWARD TO A BETTER BENGALURU**

#LokSabha2024 #ElectionHabba2024

## Bangalore Political Action Committee B.PAC

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