

ECI 360-degree outreach to Nudge Urban & Young Voters

Hon' ble Chief Election Commissioner Rajiv Kumar had expressed concern about Colaba constituency voting percentage. In response to concerned, state election machinery started targeted efforts. Colaba Constituency in Mumbai has recorded low voter turnout historically and hence, conscious efforts are being made to promote voters for voting. In the Lok Sabha Elections also, Election Commission of India had taken many initiatives all over India and better voting percentage was witnessed.

In the wake of Assembly Elections in Maharashtra State, the election machinery got geared to address urban apathy. A grand programme organised on 8th November on 2024 at Historical monument and pride of Mumbai Gateway of India proved a robust starting point for a state-wide camping for voter awareness.

The programme featured presence of Bollywood and Marathi Film Industry celebrities apart from high level officials from ECI. The event witnessed the participation of several prominent celebrities, including Rohit Shetty, Ananya Pandey, Ajinkya Rahane, Varsha Usgaonkar, Bharti Singh, and Harsh Limbachiya, who made special appeals to voters, encouraging citizens to cast their ballots. The event also saw the presence of Shreegauri Sawant (Transgender Rights Activist) and Nilesh Singit (Disability Rights Activist) as State Icons, highlighting the inclusivity of the campaign.

A performance based on the song specially created for voter awareness won the minds of the public and particularly of the youths being with catchy Rap part. Fifteen Audio visual vans for voter awareness got inaugurated at the behest of Central Bureau of Communication (Maharashtra & Goa) in addition to Release of the Postal Special Cover by Maharashtra Postal Circle.

As part of the comprehensive voter engagement efforts, the event featured a variety of dynamic activities designed to raise awareness among the citizens of Maharashtra. The program began with a musical performance by the Police Band, performing an election-themed song, followed by a voter pledge taken by dignitaries, urging eligible voters to participate in the upcoming elections. A key highlight of the evening was the flash mob dance performance, which energised the crowd with a vibrant and engaging display emphasizing the importance of voting in a fun, interactive way. The program also featured musical performances by Vaishali Made, Rahul Saxena, Milind Ingale, and Subodh Jadhav, who performed election-themed songs that urged the audience to actively participate in the electoral process. A voter pledge was taken, and a special voter awareness light display was set up on boats in the sea.

The evening culminated in a laser show at the Gateway of India, lighting up the iconic monument in celebration of voter engagement. This was followed by flash mobs, mascot interactions, and the creation of a selfie point for the public, further enhancing the interactive and festive atmosphere of the event. Following the event, a voter awareness rally was held from the Gateway of India to residential areas in Colaba to further engage citizens on the importance of their electoral participation.

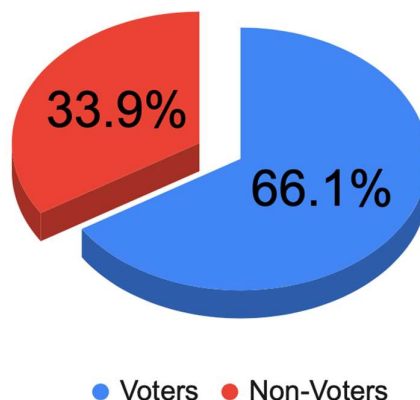
A meeting was hosted on 12th November Evening by the Cuffe Parade Residents Association (CPRA) at the Bayview Marina Garden at Cuffe Parade. The pricey Mumbai pocket had a turnout of around 40 per cent in the 2019 Assembly elections. Overall, one saw a 61.4 per cent turnout in the state in 2019. Now, there is a concerted push to up these numbers for the November 20 Maharashtra Assembly polls. The meet saw residents, mainly from the Tony area turn up to meet Dr Kiran Kulkarni, Additional Chief Electoral Officer, Maharashtra. The meet had a tagline: an exclusive meeting to learn more about your rights, new voter-friendly measures and the importance of voting. The organisers voluntarily assured to arrange for transport to polling station for the aged and persons in need. The reasons behind low voting percentage were discussed in detail and many solutions also emerged.

Colaba Constituency has many residence serving in Indian Navy. A meeting was called at the office of Chief Electoral Officer with the officers Indian Navy to discussed the issue of low voter turnout which ultimately resulted in plan of joint efforts. The Officers present from Indian Navy proactively offered to issue circulars and appeal to the voters residing in naval residential area to cast their vote on 20/11/2024. Further it was decided to jointly conduct door to door visits with the help of volunteers so that electors residing there will step out of their houses on Poll Day and cast their vote in upcoming Assembly Elections. It was decided to issue renewable temporary ID card of one-month duration to BLO.

Mumbai City Collector organised a discussion programme specially for families of the officers of Indian Navy on 16th November 2024 for voting appeal which was responded enthusiastically. The election machinery is hoping for better voting turnout in the upcoming Assembly Elections

India's General Elections 2024 set new records globally in democratic participation with over 620 million voters exercising their franchise. However, this impressive number also carries with it a less than impressive trend of voter apathy due to which over 332 million electors did not vote out of 978 million registered. This disengagement extends beyond merely low turnout; it is emblematic of a broader detachment from political discourse and civic responsibilities, particularly in urban areas and among the youth. Under the leadership of Chief Election Commissioner Shri Rajiv Kumar, the ECI has over the time launched a series of targeted initiatives aimed at reversing this trend and fostering a culture of electoral participation especially in urban areas.

Voting % in Lok Sabha GE 2024



Recognizing the gravity of the issue, the Election Commission of India spearheaded the several direct engagement initiatives to address urban voter apathy:

The nationwide launch of the Special Summary Revision 2023 took place in Pune—a city beset by an unfortunate trend of low voter turnout. Leading a 21-kilometre cycle rally on 9th November 2022, Shri Kumar sought to raise awareness and inspire voter participation. Following this high-profile event, similar outreach activities were carried out by State Chief Electoral Officers across the country to reinforce the importance of active electoral participation.



Shri Rajiv Kumar, Chief Election Commissioner Leading a Cycle Rally in Pune

In Hyderabad, Chief Election Commissioner of India, Rajiv Kumar flagged off a cyclothon and walkathon as part of a voter awareness campaign. Hundreds of people participated in the events launched at Cable Bridge, Durgam Cheruvu.



Shri Rajiv Kumar, Chief Election Commissioner flagging Cyclothon and Walkathon

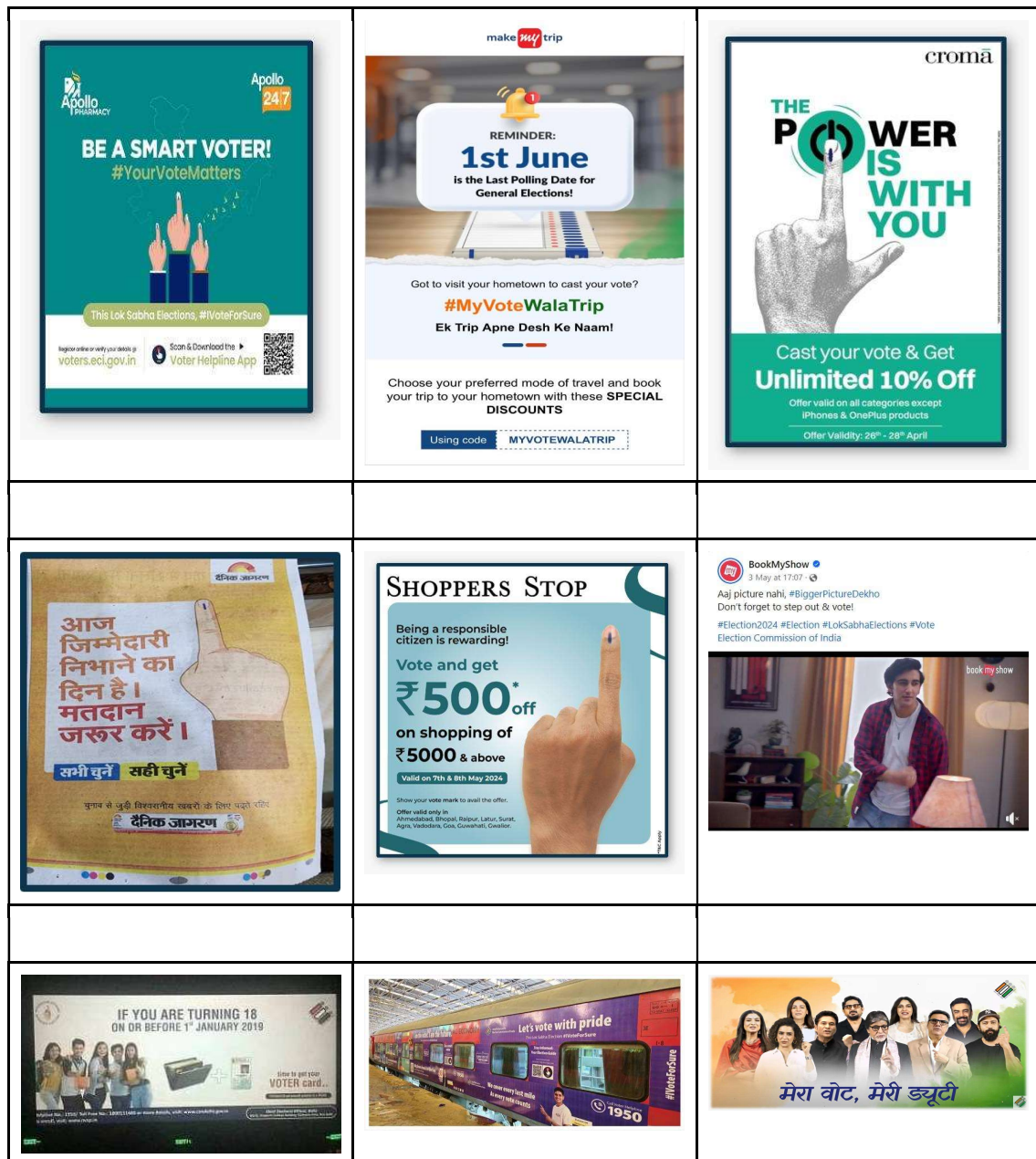
Similarly, in an attempt to address issues related to urban apathy and youth apathy, an election hackathon ‘Electhon 23’ was launched in Bengaluru in March 2023 ahead of the Karnataka Assembly Elections 2023. This was an endeavour to engage the young professionals and knowledge industry. The initiative has been to seek ideas and solutions on measures to increase the participation of urban and young voters in the elections, boost voter turnout on the election day and registration of voters in the electoral roll.

Ahead of the 2024 Lok Sabha elections, the Commission organised a meeting of Municipal Commissioners of Metro Cities and CEOs in April 2024 to address urban apathy and low voter turnout in metro cities for General Election to Lok Sabha 2024. Turnout Implementation Plans (TIPs) were devised to substantially improve voter turnout (VTR) through various means, including targeted communication efforts to remove voter apathy.

The Commission has promoted the establishment of Voter Awareness Forums (VAFs) within private and government organisations to engage urban working citizens. Ahead of the 2024 General Elections, over 200 VAF nodal officers from various industries convened in Pune to engage in a dialogue with the Commission's top leadership. These forums serve as platforms to highlight the significance of voting and motivate employees to participate actively in elections.

The Commission has taken several steps to raise awareness and motivate urban voters, such as spreading electoral awareness through platforms like Zomato and Swiggy, encouraging people to vote with the help of famous personalities from the sports and film industries, and making special appeals to participate in the 'festival of elections' through the online music platform Spotify.

ECI collaborated with celebrities for endorsements featuring national icon Sachin Tendulkar, Rajkummar Rao, as well as actors Ayushmann Khurrana and Vijay Varma, alongside non-celebrity TVCs. Short films and videos were also produced by DD for social media and its channels.



A notable initiative, ahead of the General Elections, 2024 involved sending a voting day alert to all Facebook users across India, raising awareness about the General Elections and nudging citizens to participate actively in the festival of democracy.

The ECI has also employed various channels to enhance voter awareness and encourage participation. Cinema theatres across the country were roped in as part of Election Commission of India's voter awareness drive. As public service announcements, these theatres screened specially crafted voter awareness films and the ECI anthem, **“Main Bharat Hoon, Hum Bharat Ke Matdata Hai.”**

Brands like AMUL and Mother Dairy have joined the initiative by branding their milk pouches with the slogan "Chunav Ka Parv, Desh ka Garv" and promoting voter engagement on social media platforms.



ECI leveraged power of social media to engage young and urban voters for enhanced participation in GE 2024. Unique campaigns like 'Turning 18' and 'You are the One' were launched on social media platforms, employing a tailored messaging strategy within the overarching theme of 'Chunav Ka Parv, Desh Ka Garv'.



सुनिश्चित करें कि आप मतदान करते हैं।
Whatever it takes!
 WE WALK THE EXTRA MILE
 SO YOU DON'T HAVE TO!

www.election.gov.in

सुनिश्चित करें कि आप मतदान करते हैं।
चाहे जो भी हो !
 हम आपकी सुविधा के लिए कदम-
 कदम पर आपके साथ हैं।

www.election.gov.in

सुनिश्चित करें कि आप मतदान करते हैं।
CHUNAVI कितसे
 इधियों की समया
 2014 में लोकसभा 328 चुनावी के दौरान, संसद के 54
 सभासद मतदान केर हे इधियों को दूर रहने के लिए
 गन अधिसूचना के अधिनियम के तहत 13
 मतदान केन्द्र की सुका के लिए इन कर्मियों की संघ में
 सेवा की, जहां इधियों के मतदान के



www.election.gov.in