



**SRI A B R GOVERNMENT DEGREE COLLEGE**

**Repalle, Bapatla Dt. 522 265**

Accredited by NAAC with 'B' Grade, Affiliated to Acharya Nagarjuna University



**DEPARTMENT OF POLITICAL SCIENCE**  
**BEST PRACTICES**  
**TITLE: VOTER AWARENESS PROGRAMME**

**OBJECTIVES:-**

1. The primary goal of Voter Awareness programme is to make students understand the importance of the right to vote.
2. Voter education programme helps the students understand that vote is an integral part of democracy and it is necessary for people to have a voice.
3. The students are made aware that by vote one can create change and make difference in the society.
4. To make students realize that voting is an important civic duty that can significantly impact the future of our country.
5. Voter awareness is vital among students as they understand that their voice is heard and representing the views of the people who don't have voice.
6. Awareness on voting helps to prevent politicians to be able to spend public money without being held accountable.

**CONTEXT:-**

Developing the best practice of voter awareness is crucial to the process of implementing electoral reforms as it increases the voter turnout significantly. In the present context of criminalization of politics, it is imperative that the voters make an informed decision in order to make our democracy at truly people's government.

Voter awareness programmes such as Systematic voters education and electoral participation (SVEEP) by the election commission of India educates voters to increase awareness and there by elect persons with integrity and honesty thus leading to the strengthening of democracy. In this context voter awareness assumes greater significance.



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1. In the year 2020-21 the department of political science as part of best practices conducted voter awareness programme and sensitized the students on the importance of the Right to vote. Students were given awareness on voter helpline App by Sri B. Vijaya Saradhi, Municipal Commissioner, Repalle Municipality, Repalle . The students and staff expressed satisfaction and received knowledge on voter helpline.



*Sri B.Vijaya Saradhi, Commissioner, Repalle Municipality and others enlightening the students about the importance of vote*



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- The political science department in the year 2021-22 observed National Voters day on 25<sup>th</sup> January 2022. All the staff and students were provided awareness on the Right to vote.





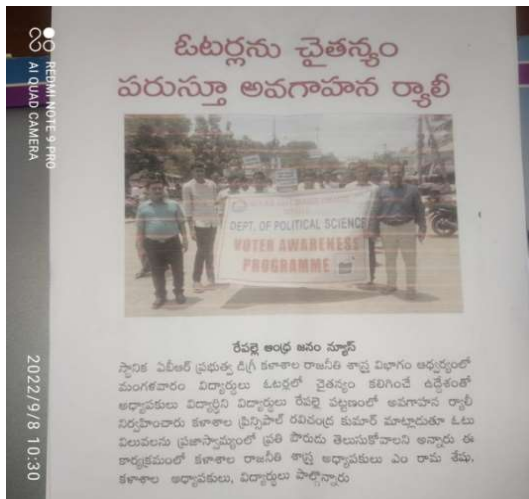
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- As part of the best practice, the department of political science a rally on voter awareness programme was conducted on 06-09-2022 and the people were provided awareness on the importance of Right to vote. Honorable Principal, Staff and Students actively participated in the programme and made it success.





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### THE PRACTICE:

In a democratic country like India, voter awareness is aimed for sensitizing voters about the importance of participating in electoral process as a way to ensure a responsive, accountable government. Therefore providing voters with information on electoral process, political parties and their manifestos, antecedents of the candidates creates better informed, more motivated citizenry and ultimately a more responsive, transparent and accountable government. Voter awareness can also help in prevention of electoral malpractices, corruption and violence during elections and there by leading to the conduct of free and fair elections.

### EVIDENCE OF SUCCESS:

- ❖ The department of Political science conducted a programme on voter awareness to all groups of students in the seminar hall of our college.
- ❖ The in-charge of Political Science Department and B.A students further elaborated on the importance of right to vote.
- ❖ The department of Political Science through its students has succeeded in creating voter awareness among the families of the students.

### PROBLEMS ENCOUNTERED:

- ❖ Voters lack information about the antecedents of the candidates contesting in election.
- ❖ Electors may be offered gifts and special privileges in exchange for votes by political parties.
- ❖ Despite the voter awareness campaign social factors like Religion, Caste are playing dominant role in voter behavior during elections.
- ❖ Poverty and Illiteracy are major challenges which need to be overcome in creating better society and to elect better candidates to legislature.
- ❖ Voter awareness forums are facing shift challenges in their campaign as the voters mindset is influenced by money and free gifts offered by political parties.

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