

“Your vote is your voice. Make it count!”



COMPREHENSIVE REPORT OF EXCLUSIVE CAMPAIGN ON "VOTERS' DAY"
ORGANIZED ON 25th JANUARY, 2025

Article 326 of the Constitution of India states that the elections to the House of the People and to the Legislative Assembly in every State shall be on the basis of adult suffrage. Article 21 of the Constitution of India speaks that **right to vote is a fundamental right.**

National Voters' Day is celebrated annually in India on **25th January** to mark the foundation day of the **Election Commission of India (ECI)**. Established by the **Government of India in 2011**, this day aims to encourage greater participation of young and first-time voters in the electoral process. Through various awareness campaigns, voter registration drives, and educational programs, National Voters' Day reinforces the importance of voting in a democracy, empowering citizens to exercise their right to vote and contribute to nation-building.

In view of the aforesaid and as per directions of the Hon'ble Executive Chairman, Uttarakhand SLSA, Nainital, exclusive underlined programmes under the National Voters' Day was organized by the Legal Services Institutions across the State of Uttarakhand to aware the people at large in an effective manner, specially to encourage the youth to participate in the vote in the electoral process.

Such awareness campaign for National Voters' Day aims to educate and encourage the general public, especially first-time voters and marginalized communities, to actively participate in the electoral process. By organizing street plays, awareness rallies, and educational workshops, the campaign highlights the significance of voting in shaping a democratic future. Engaging schools, colleges, local leaders, and influencers helps amplify the message, ensuring that every eligible voter understands their rights and responsibilities.

Legal awareness camps and programs organized under the observation of National Voters' Day offer an excellent opportunity to engage common mass and students across the state, fostering enthusiasm and awareness about the importance of voting. By emphasizing the message that "Every Vote Counts," these initiatives not only educate people at large, youths and students on their rights and responsibilities but also encourage active participation in the democratic process. Through such programs, common mass, youths and students were sensitized about deeper understanding of the electoral system, cultivating a future generation that is more engaged and committed to strengthening democracy.

As per directions of the Hon'ble Executive Chairman, UKSLSA, Nainital, all the District Legal Services Authorities in the State have organized legal awareness camps/ programmes under the observation of **National Voters' Day** on 25.01.2025.

CONSOLIDATED REPORT ON OBSERVATION OF "VOTERS' DAY" ORGANIZED ON 25th JANUARY, 2025

S.N.	TOPIC	RESULT
1.	Total No. of awareness programmes, camps, etc. organized.	451
2.	Total No. of persons attended these programmes, camps etc.	61347
3.	Awareness Rallies organized.	05
4.	Total No. of Nukkad Natak organized.	03
5.	Total No. of persons benefitted by this Campaign.	309
6.	Brief summary about the awareness campaign.	Across the campaign drive the attendees were sensitized about the importance of voting by emphasizing the

		message that "Every Vote Counts" & sensitized students about their rights and responsibilities, electoral system, cultivating a future generation that is more engaged and committed to strengthening democracy.
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During the Observation/Campaign Drive of **National Voters' Day** focused on a variety of topics to educate and engage citizens in the electoral process. The attendees were informed about- **Importance of Voting**- as a fundamental democratic right and a powerful tool for citizens to influence governance and national development; **Voter Registration**- attended people were informed about how to register as a voter, eligibility criteria (e.g., being 18 or older), and the importance of updating voter details; **Electoral Participation**- gathering was asked for active participation, especially youth, women, and marginalized communities, to ensure a more inclusive democracy; **Voter Education**- the participants were sensitized on the voting process, including how to use Electronic Voting Machines (EVMs), Voter Verifiable Paper Audit Trail (VVPAT), and understanding ballot options; **Overcoming Barriers**- the participants were informed how to address challenges like apathy, misinformation, accessibility issues, or logistical difficulties that prevent people from voting; **Role of Technology**- during campaign participants were highlighted about tools like online voter registration, helplines, and apps to make the process easier and more transparent; **Ethical Voting** common mass were asked for promoting the idea of voting responsibly, free from influence, coercion, or inducements like bribes; **Combating Misinformation**- informed people at large on identifying fake news or propaganda that could sway electoral choices; **Celebrating Democracy** the aims to instill pride in the democratic process and reinforcing the message that every vote matters in shaping the future.

By organizing total 451 camps/programmes under the campaign **“National Voters’ Day”** approx. 61347 persons have attended the said campaign including men, women, girls, old persons, girls/boys students, adults and children and were sensitized about the importance of voting by emphasizing the message that "Every Vote Counts" & sensitized students about their rights and responsibilities, electoral system, cultivating a future generation. In order to boost the **“National Voters’ Day”** campaign 05 Awareness Rallies and 03 Nukkad Nataks were also conducted during the campaign to aware the common mass about the importance of casting their vote. Total 309 persons were get benefited in the campaign by addressing their relating problems.

The common mass and participants were also sensitized that: **Why Voting Matters- Voting is the heartbeat of democracy**, empowering citizens to choose leaders who address issues like cleanliness, healthcare, and education. Here’s why NVD matters:

Shapes India’s Future: Your vote influences policies on jobs, infrastructure, and sustainability, as seen in Swachh Bharat’s impact on sanitation.

Empowers Youth: With Millions of voters aged 18-29, young Indians can drive change, just as they lead community clean-ups.

Ensures Inclusivity: NVD promotes voting for all—regardless of gender, caste, or disability-mirroring Swachh Bharat’s universal call for cleanliness.

Strengthens Democracy: High voter turnout, like recent Lok Sabha Election record, ensures leaders reflect the people’s will.

ALMORA



BAGESHWAR



CHAMOLI



CHAMPAWAT



DEHRADUN



HARIDWAR



NAINITAL



PAURI GARHWAL



PITHORAGARH



RUDRAPRAYAG



TEHRI GARHWAL



UDHAM SINGH NAGAR



UTTARKASHI

