

**10** YEARS

**OF UNIVERSITY  
RECOGNITION**

**20** YEARS OF  
ACADEMIC  
EXCELLENCE



**REVA**  
UNIVERSITY

Bengaluru, India



## **BEST PRACTICES- JAGRUTI**

## BEST PRACTICES

**Title of the practice: Jagruti – Towards Electoral Practice**

**Objectives of the practice:**

- Creating awareness of the electoral process of the country.
- Aiding voters' contribution through activities organized by students.
- Providing platforms for people to interact and expand on their knowledge of democratic processes.
- Encouragement of people's interaction with the political system.
- Promoting accountability towards civic responsibility.
- Helping citizens make informed choices.
- Introducing and enlightening citizens on Digital electoral procedures.
- A hands-on engagement with citizens of the constituency to take the cause forward by setting an example.

**The context:**

The volume of voting in Lok Sabha and State Assembly elections created a disquiet and was of concern in the last elections in Karnataka. The election of an efficient and loyal public representative for the administration mechanism is possible only when a large number of voters of this nation participate in the electoral process. REVA took a step forward from the line of booming Universities of the country to be one of the first to have taken the responsibility to make the country aware of its voting rights spearheaded by the leadership of its Chancellor Dr. P Shyama Raju. Under the aegis of REVA Electoral Literacy Association (RELA), the faculty and students conscientiously evoked in citizens the awareness, knowledge of, and need for ideally functioning democratic processes. RELA constituted Jagruti to counter this legacy of a non-participatory mindset in people. The essence and vision of RELA are aligned with the empowerment of the citizens for better participation in the electoral democracy by voluntarily registering and ethically voting in every election. 'Jagruti'- REVA's torch-bearing campaign blazed a trail in this regard. The campaign, an initiative of REVA Electoral Literacy Association (RELA) was inaugurated on 16th November 2018.

## **The Practice**

This initiative of the University was taken by our students and faculty to spread awareness of the electoral processes of our country. Jagruti was the flagship campaign of REVA Electoral Literacy Association (RELA), a movement planned and executed successfully by the joint effort of students, and faculty of the University, supported by BBMP officials, and encouraged by the State Election Commission. The 12-day event had students undertaking a survey to get a systematic deduction of the voting mindset of citizens. Encouraged by this massive response, Phase 2 of Jagruti forward, focused on creating voting awareness and reinstating civic belief in electoral practices through a planned array of activities. Students had to go in batches to the remotest villages possible and converse with them in the local dialect. Afternoons under the scorching heat were earmarked for these visits as the working women returned home in the afternoon. Evenings had the students put up street plays, talk to the Panchayat members, show them slides of ‘awareness building’ and engage them in a dialogue.

## **Evidence of success**

### **Phase 1**

In the first phase of Jagruti, the ‘Deeksha Vidhana Event’ was conducted wherein more than 800 students of REVA University and its allied educational institutions participated in this event as volunteers to spread the message of voting, beginning with conducting an awareness electoral-centric survey in Byatarayanapura Constituency of Bengaluru. Two-round workshops were conducted for students and faculty who were involved in this campaign. In these workshops, electoral officers participated to guide the group to a better understanding of the mission and its importance. BBMP officials were a crucial part of this door-to-door campaign.

### **Phase 2**

The campaign entered its second phase, a performative and participatory engagement with residents, where street plays, songs, cultural performances became the medium of imparting and spreading electoral awareness, for another segment of this journey. Phase 2 of Jagruti focused on creating voting awareness and reinstating civic belief in electoral practices through a planned array of activities:

### **Phase 3**

Jagruti Phase 3 was a digital platform where voting as a right was being endorsed hoping to capture modern social media aficionados. Phase 3 transformed the campaign with WhatsApp, Twitter, Website, Facebook, Vlogs, and blogs as the forums for communication.

The Jagruti Digital Campaign fashioned an incredible response from the forums, the fulcrum of this mission being a fused strong voice of the youth. Through the combined platform of Google, Facebook, Twitter, LinkedIn, Instagram, YouTube, and Slide share, the campaign was able to reach more than 30 lakh views and responses.

#### Problem Encountered

- Girl students especially hostellers had to take parent permissions and Mentors had to counsel them.
- Some villages had narrow lanes and walking paths only and hence students had to walk for hours to reach homes.
- Some people were very hostile and refused to cooperate.
- Authority permits were a challenge.

#### Resources Required

- Transport
- Mobile IT support
- Food and snacks
- Safety kits
- Presentations, costumes, placards, stationery
- Internet connectivity