

Elections Commission to Create Voters' Awareness

Introduction

The Election Commission of India is an autonomous, constitutionally established federal authority responsible for administering all the electoral processes in the Republic of India. Under the supervision of the commission, free and fair elections have been held in India at regular intervals as per the principles enshrine in the Constitution.

In democracy, it is not simply enough to inform voters about election dates. In order to help the electorates take an informed decision, it is quintessential to sensitise them about the importance of participating in the electoral process. Moreover, voters need to be educated about the process and made aware of the political parties, their manifestos, backgrounds of the contesting candidates and armed with several other information to help them cast an 'enlightened' vote.

❖ One of the recent efforts to motivate voters to exercise their right to vote and deliver information on the polling process, the Election Commission of India launched its internet channel – ‘Voter Education Channel’. The channel has a repository of video clips of eminent personalities from all walks of life encouraging the electorates to “go for the most important right of an Indian citizen – that of the vote.”

❖ The channel also contains the video clips of the speeches delivered by the state election offices asking voters to exercise their franchise. These videos, available on YouTube, have a wider reach. Some of the video clips of this channel also give details about the process of using the Electronic Voting Machine (EVM) and its functioning. It also contains links to videos that inform the voters about the NOTA option procedure.

❖ To sensitize the voters about the importance of participation in an

electoral process to ensure a responsive, accountable and democratically elected government. persuade minorities, the homeless disables person, and many others who lack to the vote for a variety of reasons including poverty, illiteracy. Intimidation or unfair election process.

- ❖ Educate the voter about the importance of vote for a suitable and right candidate. impart knowledge on voting procedure. educate them about the importance and use of election photo indentify card (EPIC). Encourage the voters to participate in democracy by enrolling themselves in the electoral roll and voting at the time of election.

- ❖ The voters should have the information and awareness by understanding the process of election and the process of costing votes. The voters must know the deep the political parties and their manifestoes. The back grounds of the person standing in elections. After knowing all the aspect of election a free

and fair election and be conducted in a nation.

Conclusion

Education of future voters, ideal states should be in school level and college level, electoral education should cover aspects like voter motivation and preparedness to participate in the electoral process, voting and electoral process, like between basic human beings rights and voting rights of voters, the relationship between election and democracy and the conditions necessary for democratic election secrecy of the ballot why each vote is important and its impact on public accountability and how votes translate into seats.

References :-

1. Basu, K and G. Palazzo, 2008/ "cooperate social responsibility: A process model of sense making" Academy of management review 33 (1) PP. 122-136
2. Paul Shrivastava/ Industrial/ Environmental Crises and cooperate

social responsibility, The Journal of
socio economics volume 24, issued 1,
spring 1995, page 211-227.

UNDER PEER REVIEW IN IJAR