

## **BEST PRACTICE-2**

### **1. Title of the Practice:**

#### ***VOTERS AWARENESS THROUGH SVEEP***

### **2. The Context that Required the Initiation of the Practice (100-120 words):**

The success of democracy for building a great nation rests on the awareness of voters and their commitment to elect a responsible government in the country. In India, after more than seventy years of democratic setup, the voters aren't yet motivated enough to cast their vote punctually and sincerely. The Government of India launched the programme called SVEEP to increase the participation of voters in the electoral process. The main objective of SVEEP or **Systematic Voters' Education and Electoral Participation Programme** is to inform and educate people about the significance of voting along with motivating them to vote for a participative and successful democracy. To achieve the objectives of SVEEP individual and group volunteers are mobilised from amongst Government bodies, corporate sector, media world and educational institutions. Celebrities are made icons to motivate large number of people for voting.

### **3. Objective of the Practice (50-60 words):**

The main objective to launch the SVEEP program is to instigate voter awareness campaign for a participative democracy. Hence, through various art and music based activities the volunteers tried to illustrate the picture of a country where politicians don't pay heed to people's need; and the people themselves are accountable for this setback which results from the voters' indifference to the electoral process. The main objective of the activities conducted under the SVEEP program has been to identify the target groups, bridge the gender gap, resolve urban apathy, decipher youth disconnect and adopt the motivational methods appropriate to the target to attain the desired results.

**4. The Practice (250-300 words):** The practise to celebrate the National Voters' Day on 25th January, initiated in 2011 by the Election Commission of India, is among the best initiatives ever taken to increase the enrolment of voters in the country. Among the most popular activities organised by the volunteers to enhance the number of voters are -drawing and debate competitions; local and folk songs and dances for rural

women; music competitions and street plays etc. The college organized various activities throughout the session to achieve the goals of the SVEEP initiative. Following major initiatives were taken in the session:

- On 28.08.2021 and 03.09.2021 the students were motivated to get their voter I.D. Card and cast their vote for strengthening democratic process. They were also made to take voter's pledge.
- On 07.09.2021 a group discussion was organised on the subject of need for impartial voting.
- On 07.09.2021 the students were enlightened by Astd. Prof. Sri Ravendra Kumar on the subject of need for wise use of voting rights for powerful democracy.
- On 09.09.2021 a poetry competition was organised to motivate the voters.
- On 10.09.2021 a speech competition was organised on the topic **The Role of Youth in Democracy**. Sakshi Verma, Piyush Priya, Rukmani and Palak expressed their views.
- On 11.09.2021 a Poster competition, on 13.09.2021 and 23.09.21 a Slogan competition and on 15.09.2021 an Essay competition on the topic **The Significance of Voter in Democracy** was organised.
- On 21.09.2021 a speech competition was organised on the topic **The Role of Women in Democracy**. Other related programmes were organised on 24.09.21, 27.09.21 and 30.09.21
- On 29.10.21 in an online Webinar Dr Neelam Gupta, Asso. Prof Political Science, Bareilly College, Bareilly enlightened the students on the **Democratic Responsibilities of Youth** for a strong nation
- On 16.12.21 a Poster Competition was conducted on the topic **Youth and Future Voters are the Recognizance of Democracy**. Other related activities like Poetry recitation, Pledge and others were carried out on 09.12.21, 15.12.21 and 27.12.21 till the observation of National Voters' Day on 25th January.

##### **5. Obstacles Faced if any and the Strategies to Overcome Them (150-200 words):**

As the main objective of the activities conducted under the SVEEP program has been to identify the target groups, bridge the gender gap, resolve urban apathy and decipher

youth disconnect, the difficulties were related to them. Most of the target groups showed apathy for vote cast and democratic process. However, the young energetic students served as a connecting link to motivate them and a large no. girls showed interest in getting their voter I D and democratic process. The cultural activities conducted to inspire the young voters proved to be of great significance.

#### **6. Impact of the Practice (100-120 words):**

The main objective of the SVEEP is to instigate voter awareness campaign for a participative democracy. Hence, through various art and music based activities the volunteers generally illustrated that the people themselves are accountable for the setback which results from the voters' indifference to the electoral process. The purpose of the SVEEP is to restore the power of the dwarfed voter by reminding him of his inherent potential in the democratic setup.

#### **7. Resources Required:**

For the success of any practice, the most required condition is the commitment of the faculty members and the participation of the learners. All the teachers put their best efforts to guide the students on the given topics and the learners responded as per expectation. We also required the constant help of the experts on different subjects.

#### **8. About the Institution**

*i. Name of the Institution:* V.R.A.L. Rajkiya Mahila Mahavidyalaya, Bareilly

*ii. Year of Accreditation:* 2016

*iii. Address:* Civil Lines, Opp. Anand Ashram Shyamganj Road Bareilly U.P. 243001

*iv. Grade Awarded by NAAC:* B+

*v. E-mail:* 2011abai@gmail.com

*vi. Contact person for further details:* Dr Manisha Rao, Principal (In-charge)

*vii. Website:* [www.ggpgcvral.org](http://www.ggpgcvral.org)

-----*NAAC for Quality and Excellence in Higher Education*

