

Report on Election Awareness Campaign Organized by the Department of Management Studies, GGV

Date: 18th April 2024

Organized under the Young Managers Club, MBA Students & Faculty Participation

Location: Koni Area, Bilaspur

Introduction:

On 18th April 2024, the Department of Management Studies at Guru Ghasidas Vishwavidyalaya (GGV) conducted an impactful Election Awareness Campaign in the Koni area of Bilaspur. The event was organized under the aegis of the Young Managers Club, a student-driven initiative designed to engage young minds in social causes and foster leadership skills among the MBA students.

The primary objective of the campaign was to spread awareness about the importance of voting and encourage active participation in the electoral process. This initiative was a direct response to the need for increased voter literacy and a call to action for citizens to exercise their democratic rights.

Campaign Overview:

The campaign was attended by a substantial number of MBA students, along with faculty members from the Department of Management Studies. The students played an instrumental role in conducting the campaign, interacting with local residents, and disseminating valuable information related to voting rights, election procedures, and the significance of each vote in shaping the nation's future.

Key Highlights:

1. Slogans and Messaging:

- The students created and actively used several catchy slogans to spread the message of voting. Some of the slogans included:
 - *“Vote Karna Hai, Desh Ko Banana Hai!”* (To vote is to build the nation!)
 - *“Har Vote Ki Hai Kadr, Apna Haq Samajh!”* (Value every vote, Understand your right!)
 - *“Apne Vote Se Bane Desh Ki Taakat!”* (The strength of the nation lies in your vote!)
 - *“Vote Dalo, Apni Awaz Sunao!”* (Cast your vote, make your voice heard!)

These slogans were designed to resonate with the local population, making the concept of voting not just a civic duty but also a tool of empowerment.

2. Public Interaction:

- The students interacted with people from various walks of life in the Koni area, explaining the significance of the upcoming elections, the process of voter registration, and the procedures to follow on election day.
 - Handouts and pamphlets containing essential information about the voting process, voter ID registration, and the deadlines for the upcoming elections were distributed to residents.
3. **Faculty Involvement:**
- Faculty members from the Department of Management Studies played a guiding role during the campaign, supervising the activities and assisting in communication with local authorities. Their participation added credibility and depth to the initiative, ensuring a smooth execution of the event.
4. **Community Engagement:**
- The campaign witnessed active participation from the local community, with many individuals showing interest in understanding how they could ensure their participation in the electoral process. Some community members also shared their experiences of past elections and expressed their commitment to vote in future elections.

Objective Achieved:

The election awareness campaign successfully achieved its primary objective of educating the local population about the importance of voting. By addressing the community directly and using engaging slogans and visuals, the campaign highlighted that voting is not just a right, but also a civic responsibility. The campaign also fostered a sense of ownership and empowerment among the residents of Koni, urging them to actively participate in shaping the political future of the country.

Conclusion:

The Election Awareness Campaign organized by the Department of Management Studies, GGV, under the Young Managers Club, proved to be a highly successful event. It not only contributed to the awareness-building efforts surrounding the electoral process but also helped MBA students develop important leadership, communication, and social engagement skills. The active participation of the faculty and the local community added to the overall success of the campaign.

In the future, similar initiatives should be carried out in other areas, as this campaign serves as a reminder of the power of young minds in influencing positive social change. The Department of Management Studies is committed to continuing its role in promoting civic responsibility and democratic participation through such awareness programs.

