

Faculty of Design

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From Perception to Power: Unravelling the infamous Indian voter and the dynamics of democracy

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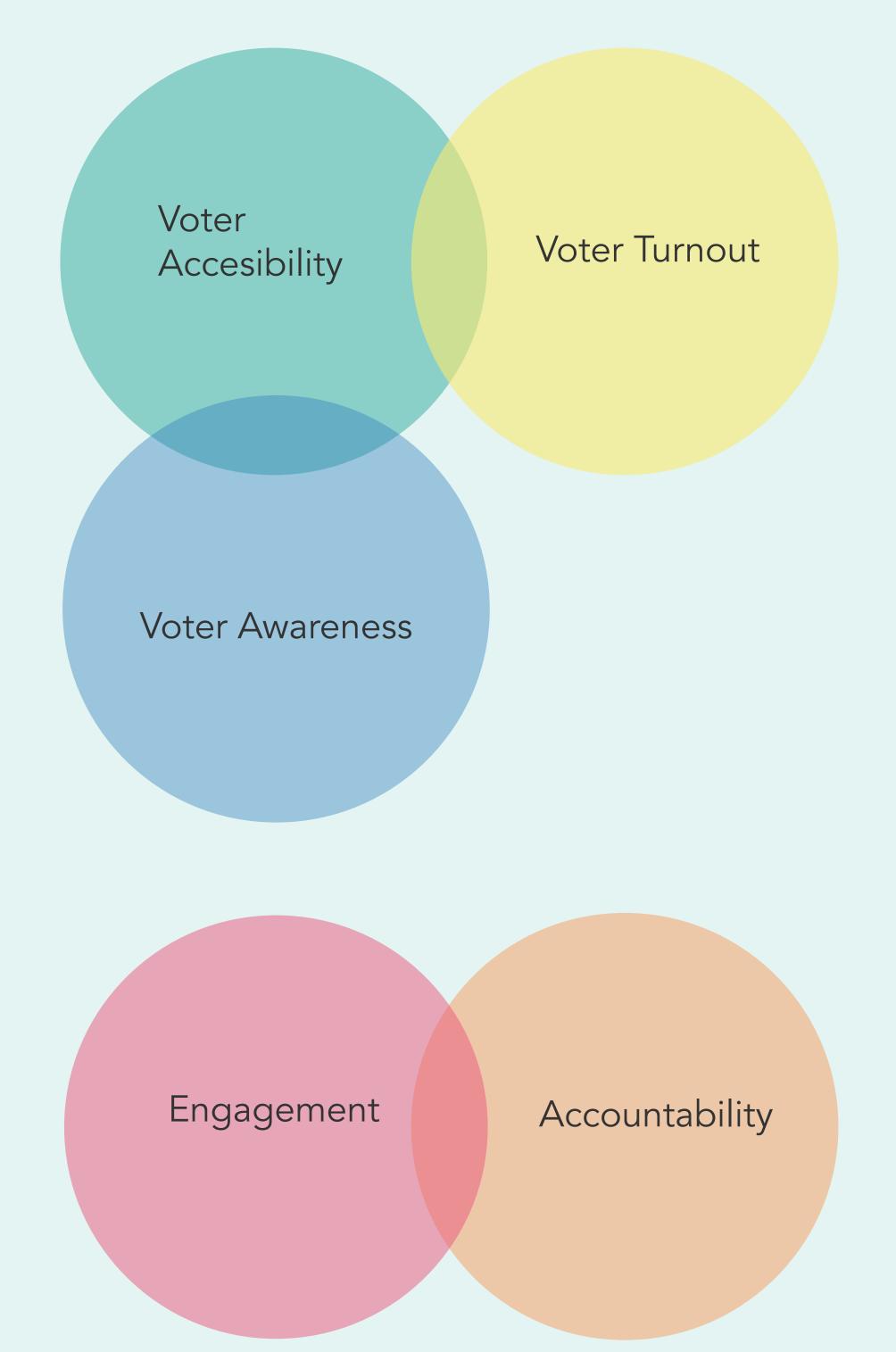
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THE GREAT INDIAN ELECTION

an unrealized phenomenon

World's Largest E voted Election, h constitutional aut	andled by a	Leade	Stake rship of the world t democracy and ation
The Nun	nbers	38	days
67.11%	voter turnout	900	million potential voters
8050	contesting candidates	10	million election officials
543	elected seats		States Union Territories
<650	contesting political partie	s	million polling booths

The Intervention Spaces



One of the most important findings of the study was that willing voters were unable to exercise their right to vote because they were not in the vicinity of their assigned polling booth.This impacts voter turnout and lowers the population's engagement in selecting the country's leadership.

A big chunk of the population including young, new voters who are oblivious of the litical climate of the country fall thro the cracks of the election system. Therefore, we identified the need to use unorthodox channels that intersect with their daily lives to reach groups disconnected from traditional media.

Governments all over the world are accused of being isolated and ignorant of the realities of the citizen's life. As expected, not only that is true for a vast country like India but the need is magnified to manage expectations of such a diverse group of people. This leads to voters feeling dissatisfaction and resentment towards their chosen government with no channel to express the We confirmed the need to bridge the gap between the current leadership and the voters to communicate concerns and their stance known.

Party Campaign analysis Bhartiya Janta Party M EMOTIONAL VARRATIVE 2019 2014 "Ab ki baar, modi sarkaar." "Phir ek baar, modi sarkaar." "Ek Bharat, Shreshth Bharat" "Aayega to modi hi!" "Acche din aayenge" "Main bhi chowkidaar" Mediums Print TV Digital Social Policy symbolism Swacch Bharat Abhiyan Skill India Make in India Stand Up India Start Up India Booth Setup Ensure smooth fucntioning Special case paperwork Share voting data with zonal officer Dispute Resolution Chief Election Commissioner Lodge an FIR in case of dispute Election ----- Election Commissioner Commissioner eputy Election – -- – Secretary Commissioner General Dividing Voters among booths Managing Logistics Coordinating with police and CAPF Allocating resources and teams to booths via randomisation rict Election Returning Officer Assitant Returning Officer Zonal Officer Presiding Officer -Polling Officer -Sourcing Material Arranging Security EVM Availability Personnel Availability NOTICE FOR NOMINATION ELECTION

DATES

litizen excitement


PRE


ELECTION

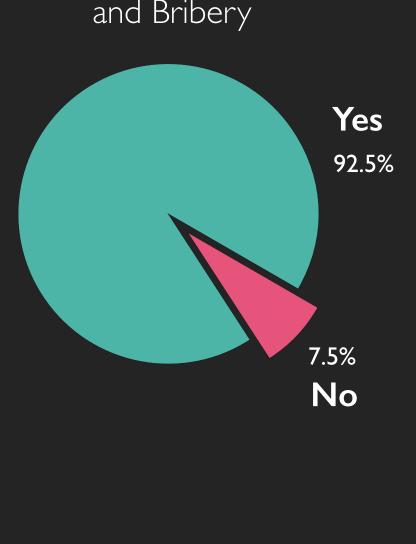
Judiciary

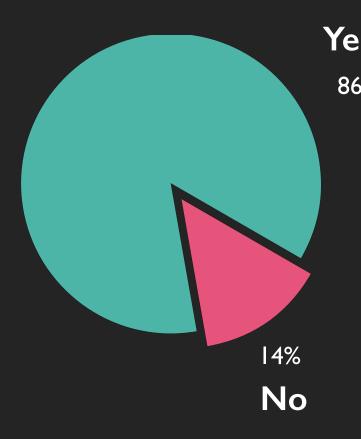
Legislature 🛑

Elections

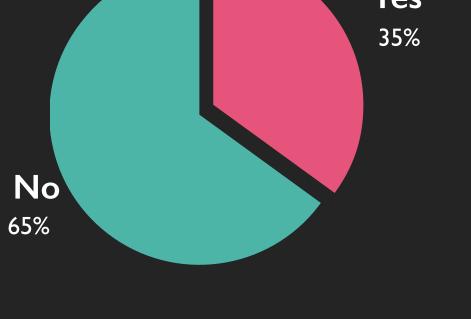


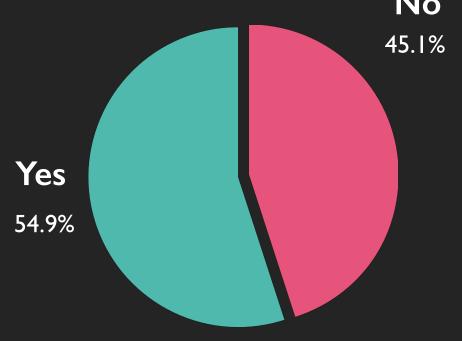















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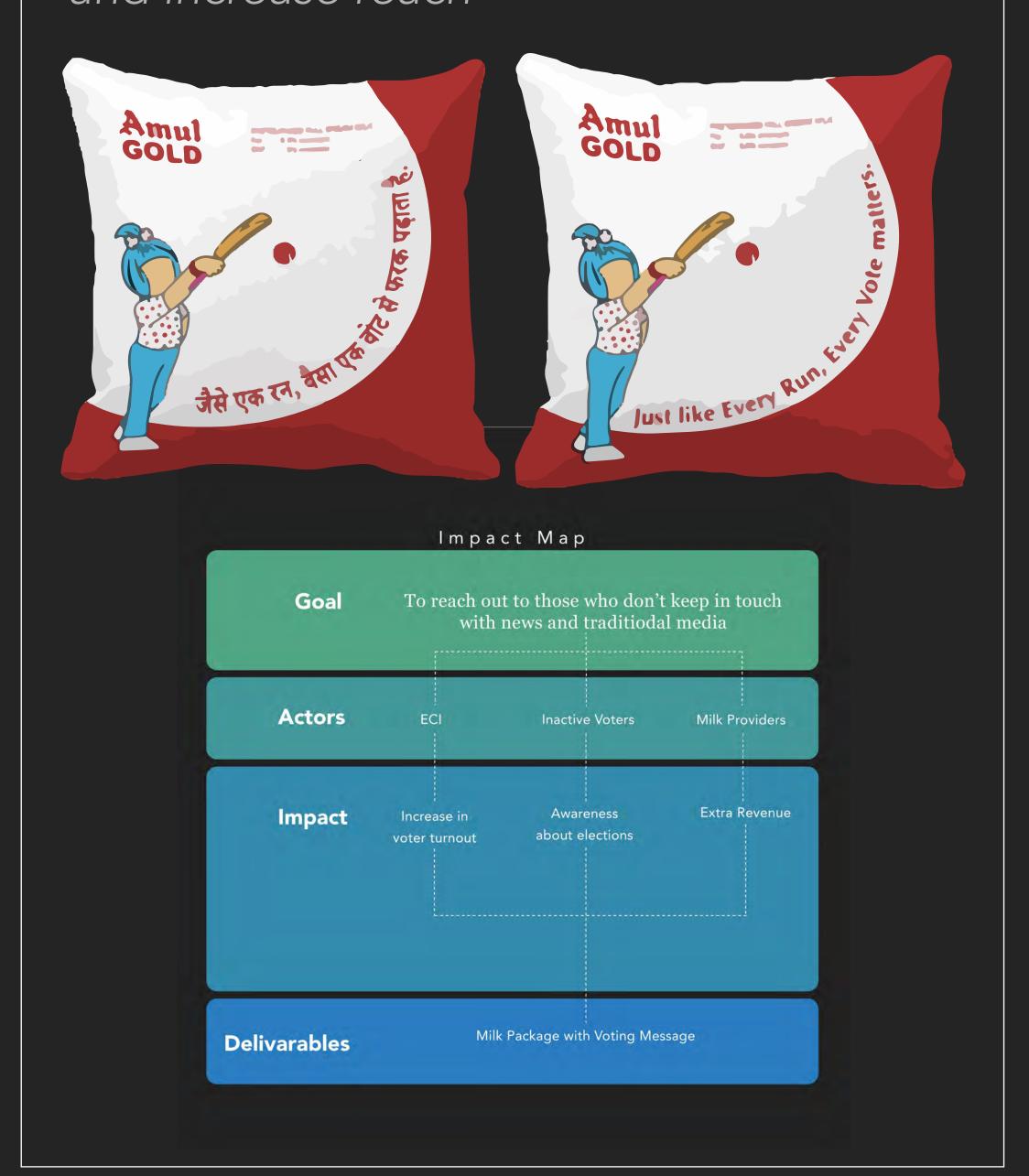
- Leadership in Nature
- Governance in the intelletual society
- The rise of democracy

Conceptual Interventions

White Campaign

Using India's most iconic and widespread milk brand Amul 's milk packets as voting awareness campaign

To reach out to those voters who don't keep in touch with news and traditional media by using items they use reguarly in local languages to bring awareness and increase reach



Ballotbox

Social Media Platform to share and discuss issues

To provide a platform for voters to share their issues and to make their voices heard by sharing their opinions with their representatives

