



Faculty of Design

2022

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

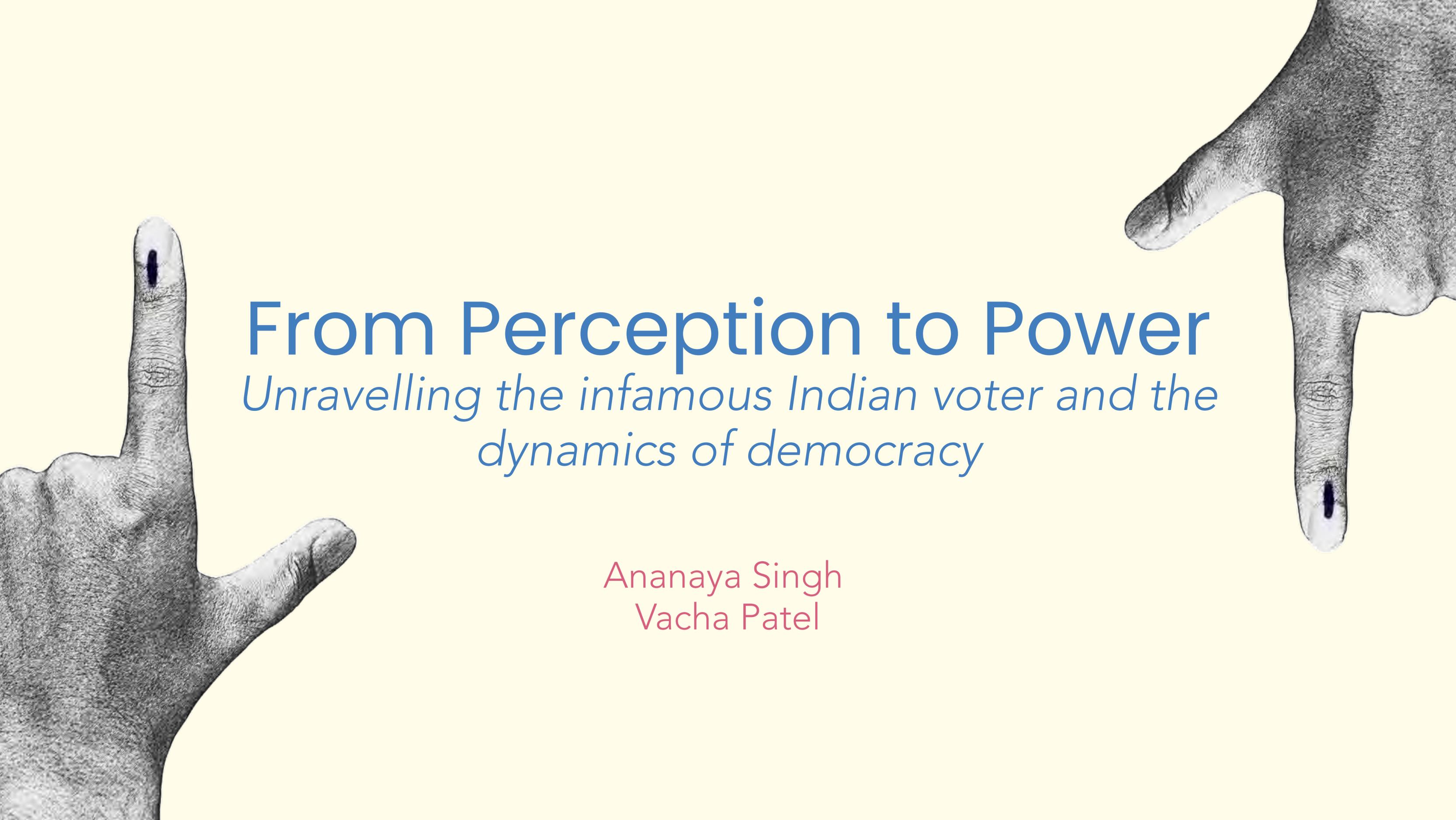
Singh, Ananaya, Barnabas, Neil and Patel, Vacha

Suggested citation:

Singh, Ananaya, Barnabas, Neil and Patel, Vacha (2022) From Perception to Power: Unravelling the infamous Indian voter and the dynamics of democracy. In: Proceedings of Relating Systems Thinking and Design, RSD11, 3-16 Oct 2022, Brighton, United Kingdom. Available at <https://openresearch.ocadu.ca/id/eprint/4328/>

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The image features two hands, one on the left and one on the right, rendered in a detailed, textured style. Both hands have a dark ink smudge on the tip of the index finger. The background is a plain, light color.

From Perception to Power

*Unravelling the infamous Indian voter and the
dynamics of democracy*

Ananaya Singh
Vacha Patel

38

38

days

days

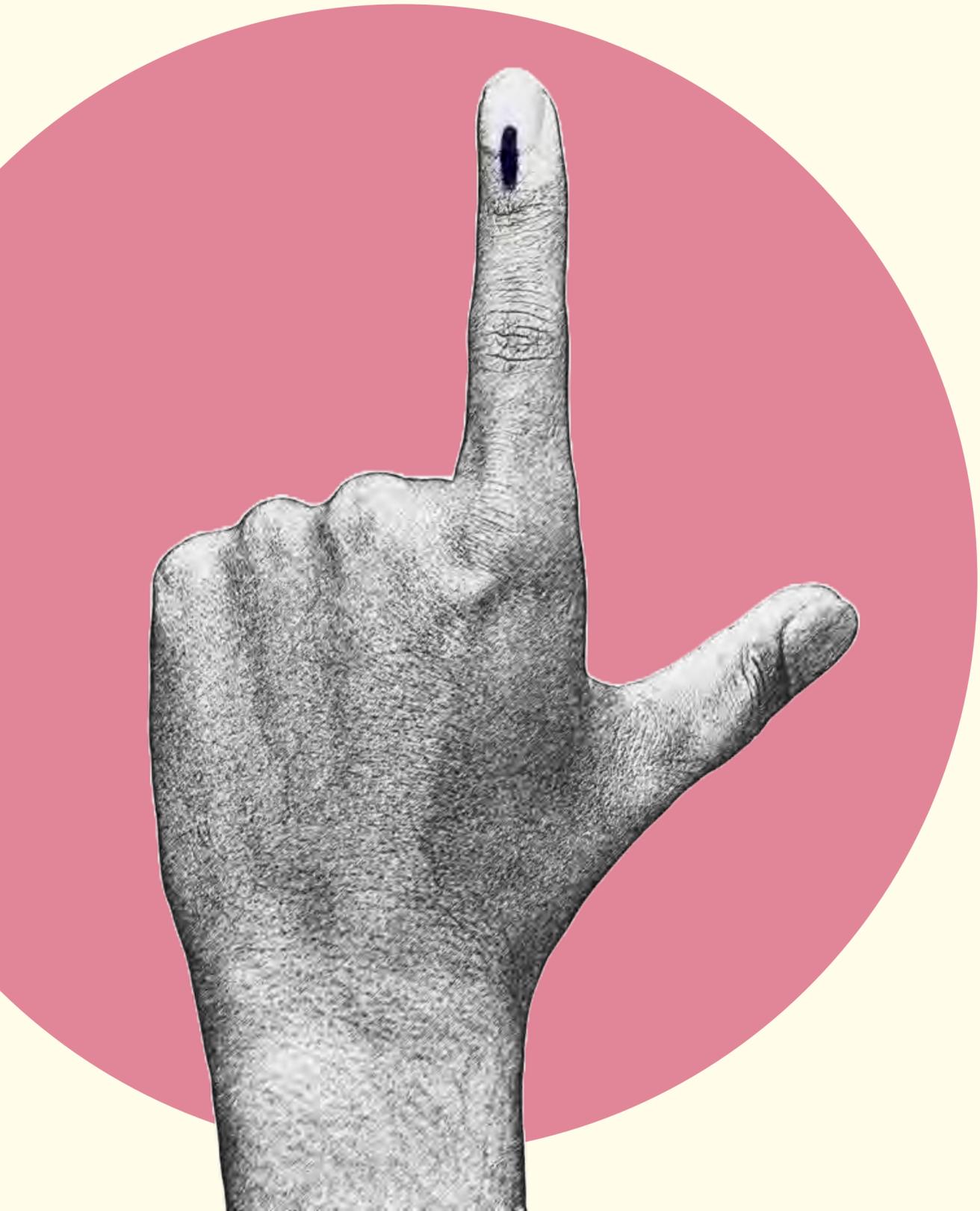
900 million

potential voters

Leadership

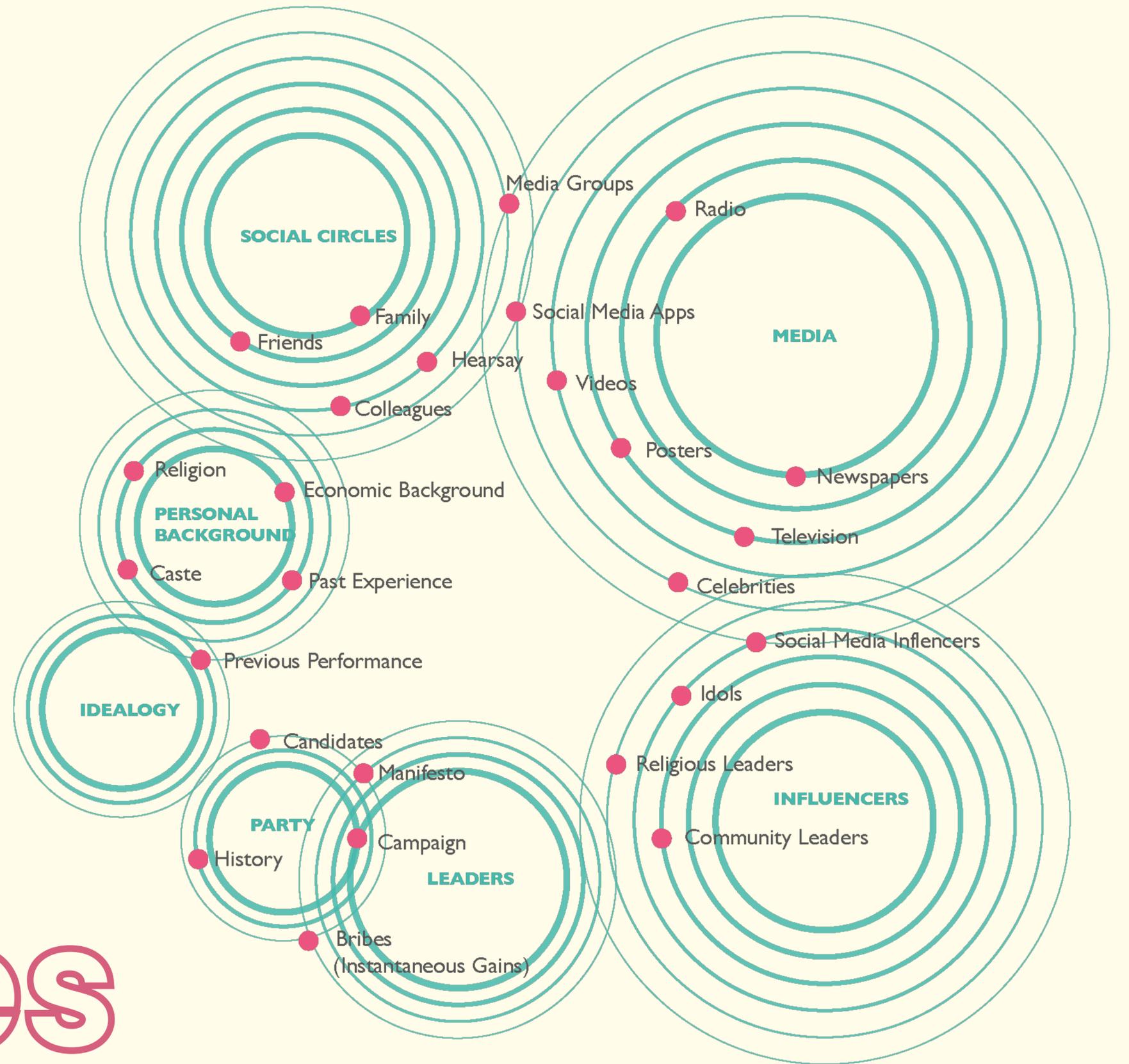
Democracy

Elections



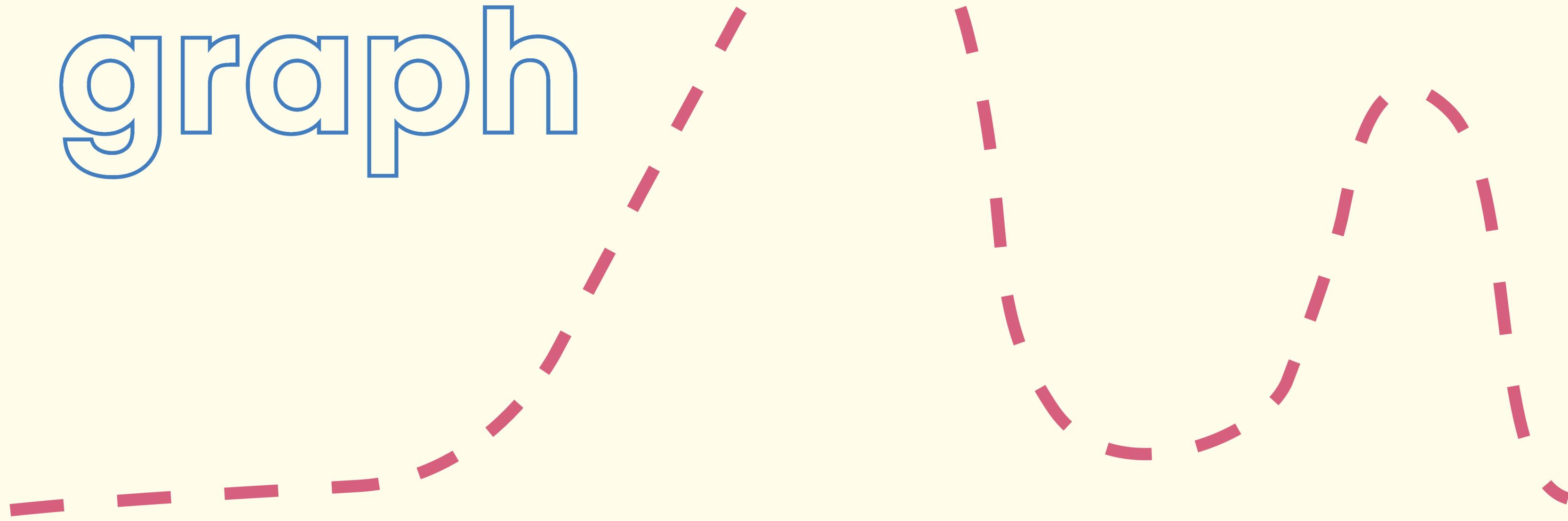
The Infamous Indian Voter

Voter Influences



excitement

graph



JANMBHOOMI
SECURITY
ZINDABAD
GUNDE
HINDUTVA
FARMERS
MANDIR-MASJID
PUBLIC
TERRORISM
TANASHAAH
DEFENCE
VOTE BANK
LYNCHING
CHAUKIDAR
PROMISES
VIKAAS
RAVAAN RAAJ
FASCISM
ROZGAARI
WOMEN
BRASHTACHAR
POLICY
ECONOMY
BHAKTS
EXIT POLLS

popular jargon

Electiions

=

Emotions



Keeping
emotions
in the
forefront

Where
are
we
lacking?

**Automatic
Polling
Booth**

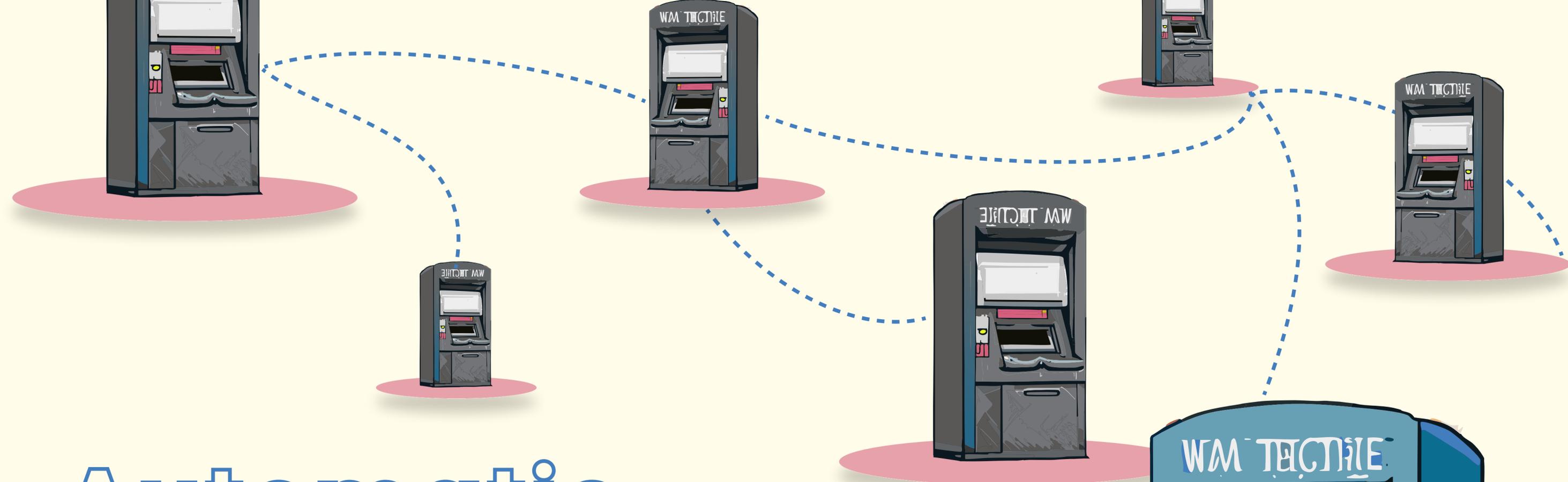
Voter
Accessibility

Voter Turnout

**White
Campaign**

Voter Awareness

**Intervention
spaces**



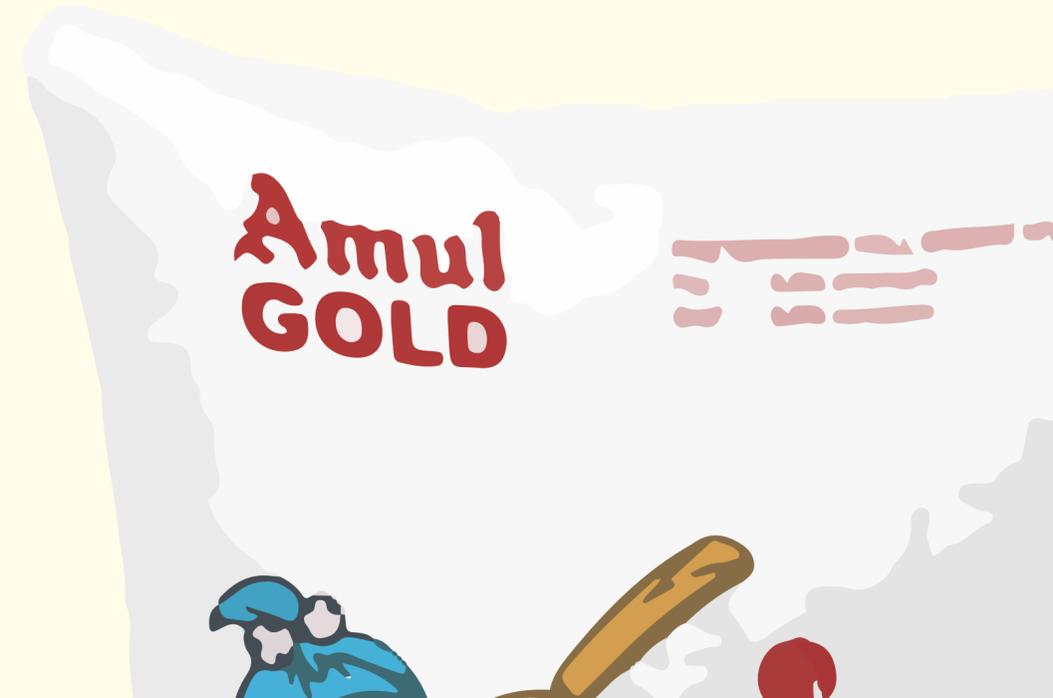
Automatic Polling Booth

To leverage the existing ATM machine network and convert them into remote polling booths to increase voter accessibility and eventually turnout.



The White Campaign

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



HMW

communicate voter concerns in the simplest way possible while establishing an accountability metric?

HMW

empower voters to compound their influence over leadership?

HMW

facilitate voter autonomy to keep the spirit of democracy alive?

Thank You