



Faculty of Design

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

Singh, Ananaya, Barnabas, Neil and Patel, Vacha

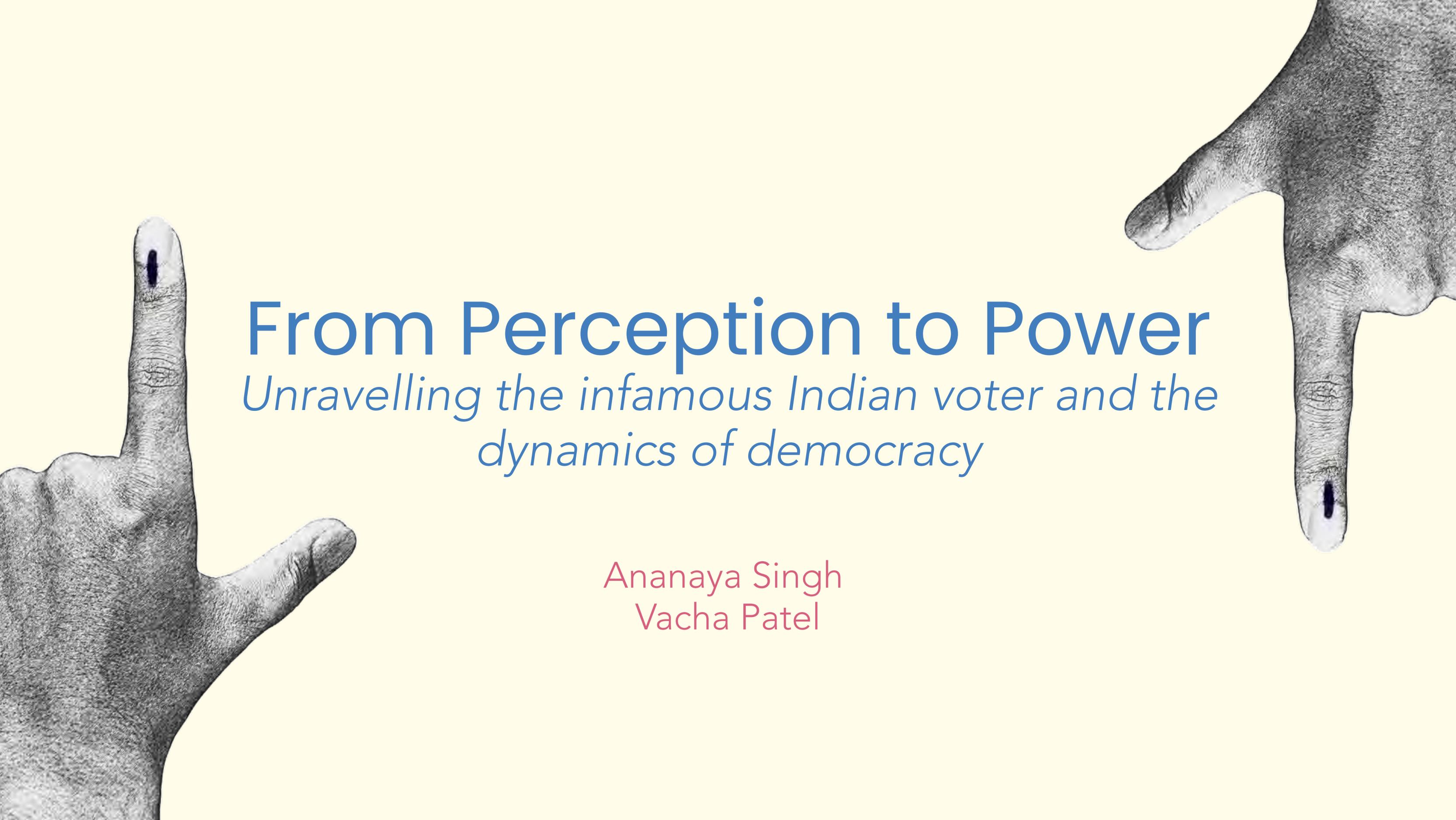
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The image features two hands, one on the left and one on the right, rendered in a detailed, textured style. Both hands have a small, dark, vertical mark on the index finger, resembling an ink smudge or a ballot mark. The hands are positioned as if they are about to meet or have just parted. 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**

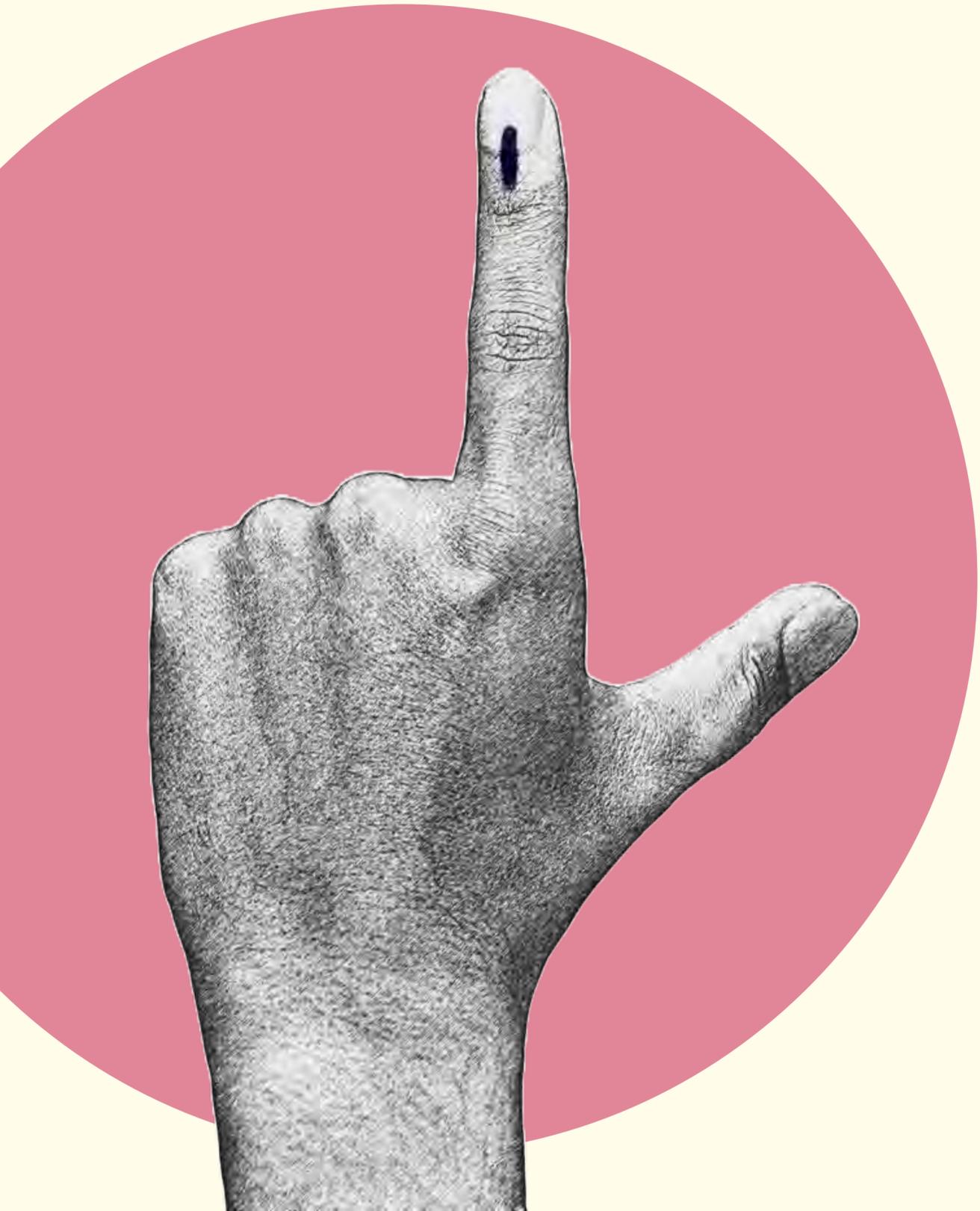
**900 million**

potential voters

**Leadership**

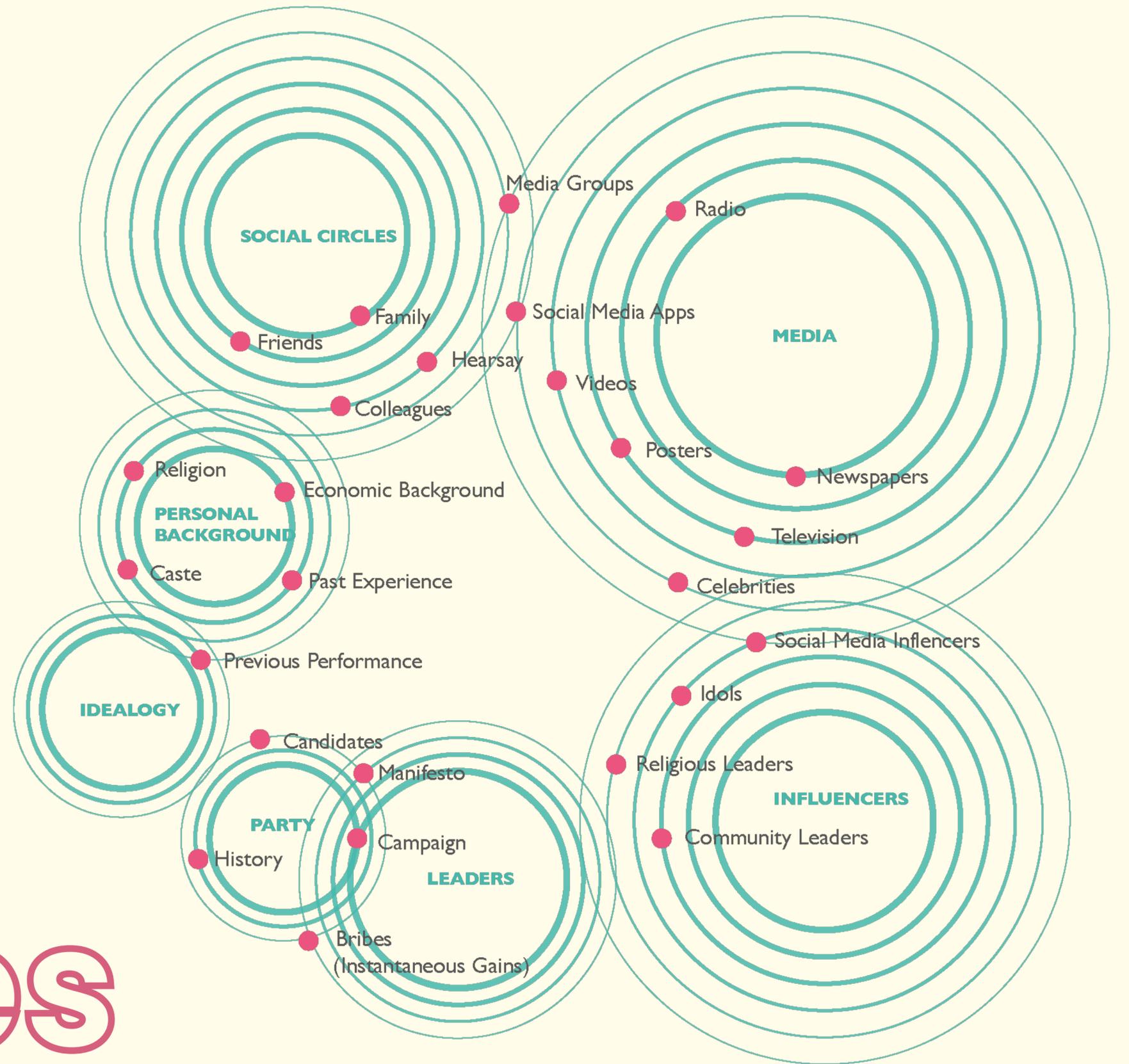
**Democracy**

**Elections**



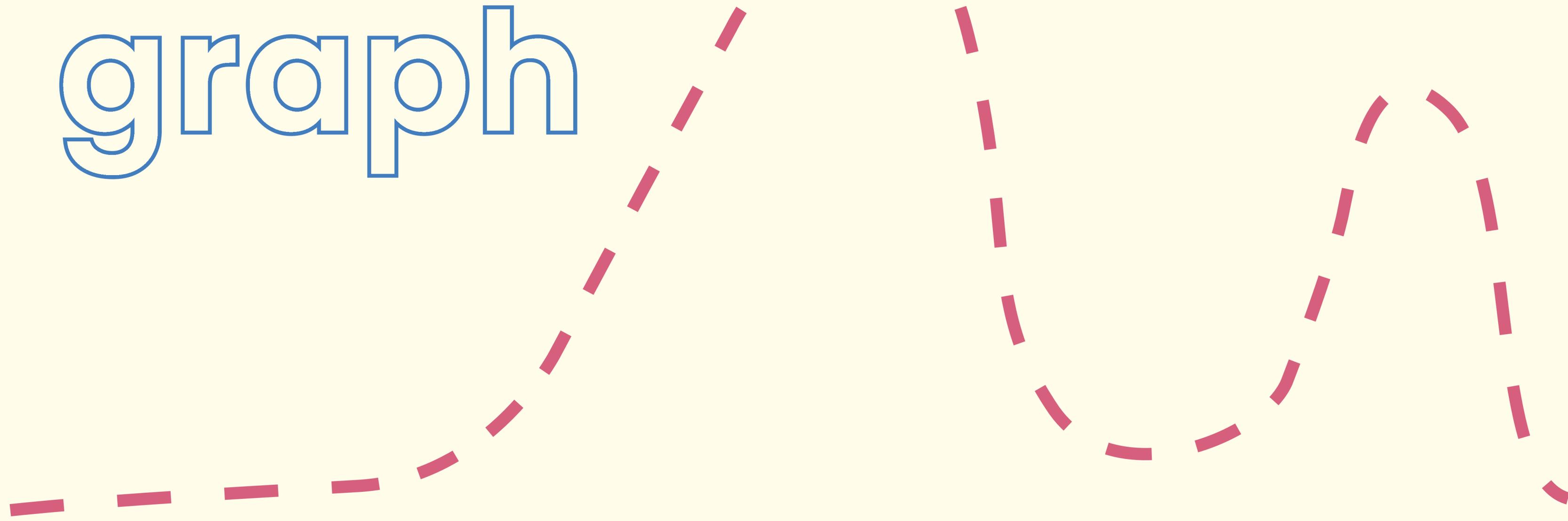
# The Infamous Indian Voter

# Voter Influences



excitement

graph



JANMBHOOMI  
SECURITY  
ZINDABAD  
GUNDE  
HINDUTVA  
FARMERS  
MANDIR-MASJID  
PUBLIC  
TERRORISM  
TANASHAAH  
DEFENCE  
VOTE BANK  
LYNCHING  
CHAUKIDAR  
PROMISES  
VIKAAS  
RAVAAN RAAJ  
ROZGAARI  
PAKISTAN  
EDUCATION  
WOMEN  
FASCISM  
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**



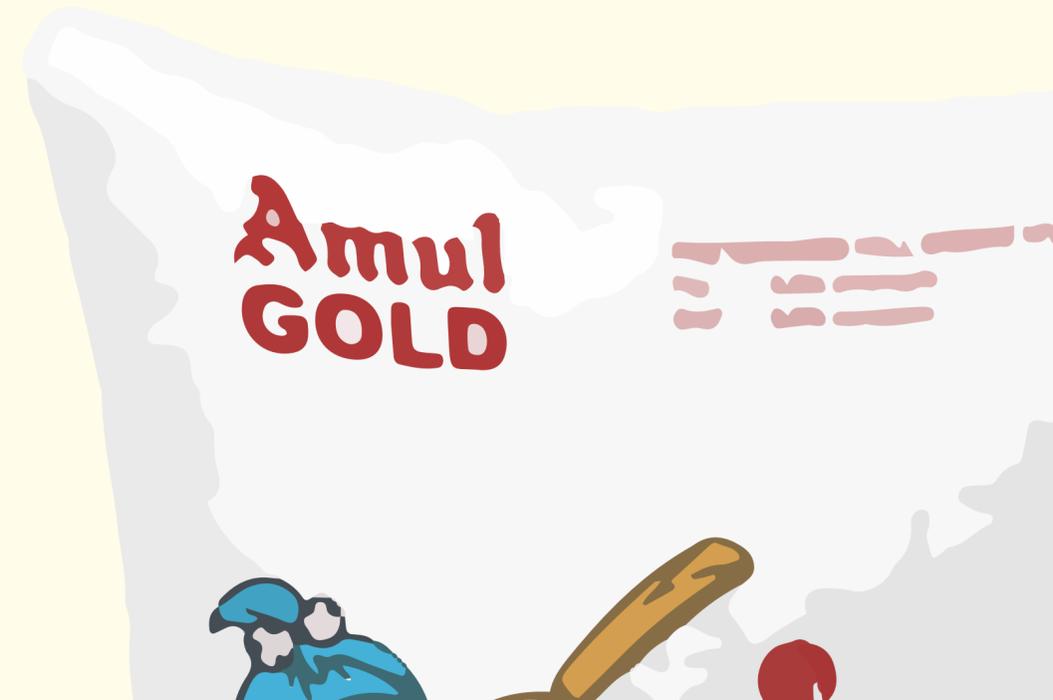
# Automatic Polling Booth

*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*