

Making Democracy Work

Mysore District



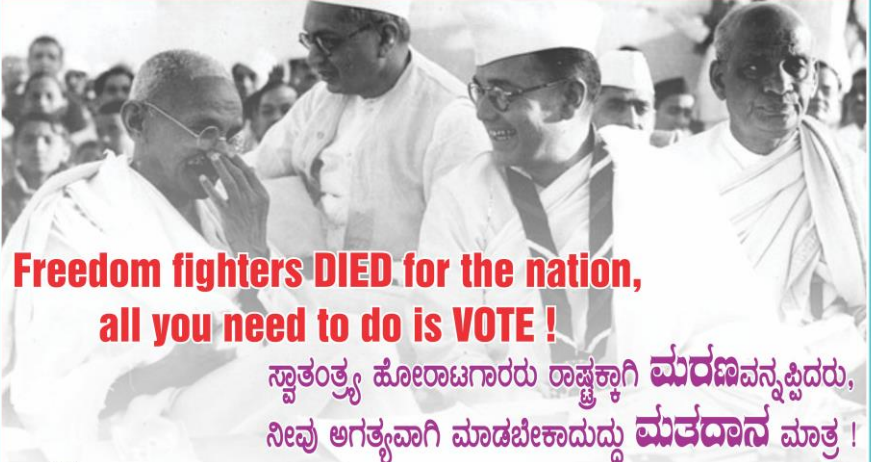
ADR

ASSOCIATION FOR DEMOCRATIC REFORMS

WHAT

A campaign in the context of 2013 Assembly Elections of Karnataka aimed at


- increasing awareness on voting and informed voting
- prevention of voter-bribing
- encourage enrolment among young and potential voters
- advocating with political parties on election manifesto points
- engaging with people to adhere to the democratic ideals of our constitution



**Freedom fighters DIED for the nation,
all you need to do is VOTE !**

ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಗಾರರು ರಾಷ್ಟ್ರಕ್ಕಾಗಿ ಮರಣವನ್ನಪ್ಪಿದರು,
ನೀವು ಅಗತ್ಯವಾಗಿ ಮಾಡಬೇಕಾದುದು ಮತದಾನ ಮಾತ್ರ !

“ಪ್ರಜಾಪ್ರಭುತ್ವ ಸಬಲೀಕರಣ ಅಭಿಯಾನ” “Making Democracy Work”
ಬಿಜೆಪಿ ಮತ್ತು ಇತರ ಪಕ್ಷಗಳ ಅಧಿಕಾರಿಗಳಿಗೆ ಮತದಾರರನ್ನು ತಿಳಿಸುವ ಕಾರ್ಯಕ್ರಮ (ಪಿ-ಆರ್)
(ಇದು ಮತದಾರರನ್ನು ತಿಳಿಸುವ ಕಾರ್ಯಕ್ರಮದ ಅಂಗವಾಗಿದೆ) ಮೈಸೂರು.
ಸಮುದಾಯ ಆಧಾರಿತ ಕಾರ್ಯಕ್ರಮಗಳ ವಿಭಾಗ

 ಸಿ.ಎಂ.ಸಿ.ಸಿ. ಸಂಸ್ಥೆಯು, ಮೈಸೂರು, ಕರ್ನಾಟಕ, ಮೈಸೂರು-570016 email : mary@svym.org.in Cell : 819788028, 9008381581

WHY & WHERE

The campaign was an endeavour to strengthen democracy and its processes because

- people's faith in democracy needs to be restored
- demand for good governance must come from the people
- elections are the best opportunity for people to demand commitment to accountability and transparency from candidates
- the youth of the nation must be motivated and mobilized

The campaign was conducted in Mysore district covering all 11 Assembly constituencies across 7 Taluks

WHO

The campaign was conducted by Vivekananda Institute for Leadership Development (V-LEAD) with the support of Association for Democratic Reforms

- CBP unit primarily led the campaign on the field with support from other units
- GRAAM contributed to advocacy on election manifesto
- Students Volunteers, NGO network in Mysore and neighbouring districts and local media also supported the campaign

HOW (CAMPAIGN SNAPSHOT)

Making Democracy Work

Engagement with media

- Continuous media coverage (print and electronic)
- Regular column in Praja Vani
- Articles in leading English and Kannada dailies
- Community Radio
- Community newsletter

Public Programs

- College Programs
- Street Plays
- Jana Jagruthi Ratha
- Open Community meetings
- Public competitions
- Poster and sticker campaign
- Door to door campaigns
- Jathas (cycle rally, tonga jathas)
- Voters' clinics
- Signature campaign

Advocacy on Election Manifesto

- Letter to Political Parties
- Dialogue with key party reps
- Placing citizens' demands through media
- Collaborating with other NGOs / media on developing People's manifesto

WHEN
(JAN – MAY 2013)

CAMPAIGN TIMELINE

	Jan	Feb	Mar	Apr	May	Jun
Advocacy on election manifesto						
Capacity building & orientation of field team						
Engagement with media						
Open meetings with communities						
College programs and engagement with youth						
Jathas, street plays, door-door campaign						
Voter clinics and signature campaign						
Jana Jagruthi Ratha						
Public competitions						
Data entry of candidates affidavits						
Documentation and reporting						



CAMPAIGN DETAILS

PUBLIC PROGRAMS



COLLEGE PROGRAMS & ENGAGEMENT WITH YOUTH

College Programs and engagement with youth

- 15 colleges reaching over 8000 students
- Interactive sessions with young voters including video shows
- Focus on awareness building and motivating to vote



OPEN COMMUNITY MEETINGS

Meetings and group discussions with different groups of people

- 77 meetings with 26 Self-help groups
- 106 Village, Health, Nutrition and sanitation committees (VHSNC)
- 30 VHSNC federations
- Discussions with ASHA workers, Anganwadi workers, youth groups, etc



STREET PLAYS

- Street plays helped communicate the message of the campaign in a language that people connected with.
- 31 street plays were performed reaching out to nearly 2000 people



JATHAS (PROCESSIONS)

- Jathas on foot, cycles, tongas and roller skates on prominent streets of Mysore
- In all 17 Jathas were conducted in the campaign



JANA JAGRUTHI RATHA (MOBILE VAN)

- A mobile van decorated with campaign material, equipped with PA system and accompanied by volunteers reached the nooks and corners of Mysore District
- 3123 kms in 32 days in all 7 Talukas



VOTERS' CLINICS AND SIGNATURE CAMPAIGN

- 9 voters' clinics giving out relevant information to people were set up at prominent places in the city
- Signature campaign to garner people's support for corruption-free elections was conducted; nearly 2000 signatures were collected



PUBLIC COMPETITIONS

- Drawing & Chutuku Kavana (Limerick) competitions were held on the theme of free and fair elections
- Posters and stickers were pasted at various public places, doors, vehicles, etc with the consent of authorities / owners



POSTER AND STICKER CAMPAIGNS



“ಪ್ರಜಾಪ್ರಭುತ್ವ ಸಬಲೀಕರಣ ಅಭಿಯಾನ” “Making Democracy Work”

ನನ್ನ ಮತ ಮಾರಾಟಕ್ಕಿಲ್ಲ

**NO NOTE for
MY VOTE**

ಹೆಚ್ಚಿನ ಮಾಹಿತಿಗಾಗಿ ಸಂಪರ್ಕಿಸಿ :

ವಿವೇಕಾನಂದ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಫಾರ್ ಅಡ್ವಾನ್ಸೆಡ್ ಡೆವಲಪ್‌ಮೆಂಟ್ (ಬಿ-ಅಡ್) (ಸ್ವಾಮಿ ವಿವೇಕಾನಂದ ಯಾತ್ರಿ ಮೂವ್‌ಮೆಂಟ್‌ನ ಅಂಗಸಂಸ್ಥೆ) ಮೈಸೂರು.

೨ಎ-೨, ಕೆ.ಪಿ.ಎ.ಡಿ.ಬಿ. ಇಂಡಸ್ಟ್ರಿಯಲ್ ಹೌಸಿಂಗ್ ಎರಿಯಾ, ಹಬ್ಬಾಳ್ ರಿಂಗ್ ರೋಡ್, ಮೈಸೂರು-570016
email : mary@svym.org.in Cell : 8197888028, 9008381581

DOOR-TO-DOOR CAMPAIGNS

- Door-to-door campaigns engaging with people were conducted in all Talukas
- Regular SMSes were sent out to people on voter awareness and it peaked on the election eve when nearly 5000 messages were sent out

MASS SMS CAMPAIGNS





CAMPAIGN DETAILS

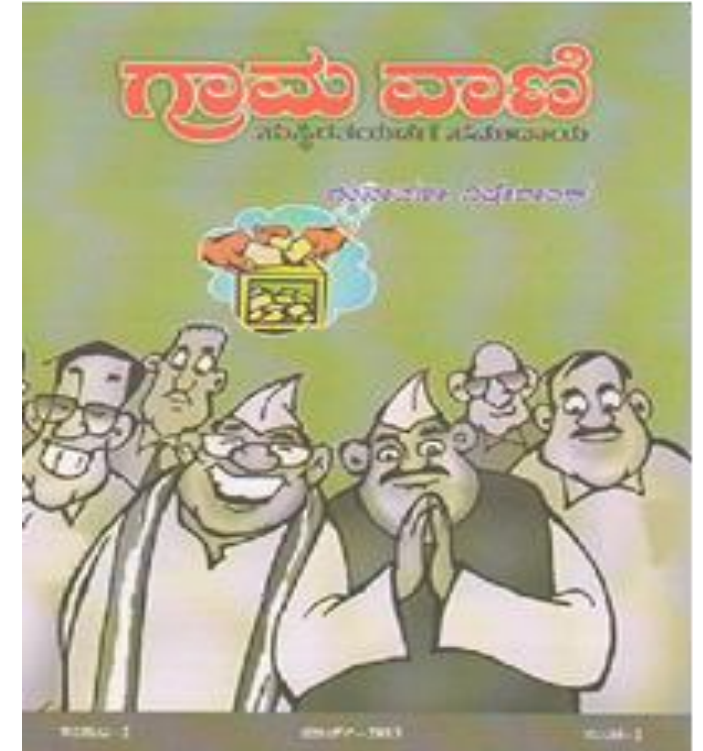
MEDIA ENGAGEMENT



MEDIA ENGAGEMENT

Continuous media coverage was a huge support to the campaign

- Regular column in Praja Vani – *Hosa Kanasu*
- Articles covering the campaign (70+ articles in leading Kannada and English Dailies)
- Electronic media coverage – Amogha Mysore covered atleast 10 programs
- ***Jana Dhwani*** - Community Radio in HD Kote (rural / tribal belt)
- ***Grama Vani*** – Election special issue of Community newsletter
- Regular press notes were issued to keep the media updated



Credentials of candidates on fingertips

SVYM launches awareness campaign to educate voters in Mysore district

MYSORE: Voters can now access credentials of all the candidates of Assembly and Parliamentary elections on their fingertips.

Association for Democratic Reforms (ADR), Bangalore, has launched an innovative SMS service to educate voters about the candidates of their Assembly constituency and Parliamentary constituency by sending an SMS to 'MYNETA <pin code>' or 'MYNETA <constituency>' to 024655070. Voters can get all the details pertaining to the candidate.

Details of MLAs and MPs too have been made available. A candidate's education qualification, the number of criminal cases against him/her, details pertaining to the assets declared, etc. can be accessed via an SMS.

Voters can also log onto www.adria.info or www.myneta.info. People can analyse the information after the candidates declare their assets on April 10.

The National Election Watch 2012 to monitor irregularities during the period of election.

This has been a part of public awareness chariot (Jana Jagruti ratha) launched by Vivekananda Institute of Leadership Development of Swami Vivekananda Youth Movement (SVYM), here, on Monday.

The chariot will travel across all the 11 constituencies in Mysore district, and will conduct group discussions, street plays, public meetings, and work from distributing handbills, showcasing documentaries, and holding interactive sessions.

Tilochan Shastri of ADR said that the watch committees would gather information pertaining to any illegal activities, like bribing voters and would immediately alert the Election Commission and if need be take the same to the court. "Wooing voters with money, liquor, and other inducements is an offence. It



CAMPAIGN: V-LEAD launches Jana Jagruti Ratha campaign in Mysore, on Monday. Tilochan Shastri of ADR, Founder of SVYM, Dr R Balasubramanian, Journalist Krishna Vattam, activist Vasanth Kumar Mysoremath and others are seen.

may even result in cancellation of the particular election," he said. He said that Mysore, Bangalore and Bellary have been identified as sensitive regions

and the same would be under vigil continuously. Taming the sale of votes as the worst thing that could happen in democratic system, he said that candidates who won

elections were more focused on getting their money back, instead of concentrating on developmental works. ADR had worked creating awareness even during the

Voters' participation
Founder of SVYM, Dr R. Balasubramanian, said that the campaign had been launched to encourage voters to register themselves in the voters list, actively participate in the polls, vote intellectually, and have regular contact with winning candidates, building pressure on them to execute development works effectively.

He said that the group of 200 volunteers would be divided into three teams, which will campaign for at least two days in each constituency. Voters will be told not to sell their votes for money, caste or religion. He claimed that the campaign was the first of its kind in India, as all the households in the State would be roped in. "People should examine the eligibility of candidates and make them accountable," he added.

DH News Service 11/13

ಮತ ಜಾಗೃತಿ ಅಲೆ: ಅಭ್ಯರ್ಥಿಗಳು ತರಗತಿ

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SVYM holds cycle rally to create awareness on voting



Members of Vivekananda Institute of Leadership Development and college students taking out a cycle rally in Mysore on Saturday. — PHOTO: M. A. SRIRAM

SVYM founder and social activist R. Balasubramanian and the volunteers, who are travelling across Mysore district, pedalled their way to increase voter participation in the May 5 elections. Association for Democratic Reforms, an NGO pressing for electoral reforms, has joined hands with the Kote Anjaneyaswamy Temple in front of the Balarama Gate of Mysore Palace.

Street plays, public rallies, group discussions, debates, video demonstrations, pamphlet distribution, jathas, interactions, special lectures for youth in villages, hoblis, gram panchayats and towns are among the programmes being conducted as part of the month-long initiative which began on April 1.

'ಕೊಪ್ಪಲು'ಗಳ ಕ್ಷೇತ್ರ ಚಾಮರಾಜ!

ಮತ ಜಾಗೃತಿ ಅಲೆ: ಅಭ್ಯರ್ಥಿಗಳು ತರಗತಿ

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SELECTION OF MEDIA CLIPPINGS



CAMPAIGN DETAILS

ADVOCACY ON ELECTION

MANIFESTO



ADVOCACY ON ELECTION MANIFESTO

Inception

- Decentralization and people's participation is not taking place in the true spirit despite the 73rd and 74th amendment
- Political parties have a key role to play in ensuring that the constitutional vision is realized

Action

- Letters to all major political parties in Karnataka containing points for inclusion in their party manifestos
- Dialogue with key party representatives
- Placing forth citizens' demands through media
- Collaboration with NGOs and medias to draft people's manifesto

ADVOCACY ON ELECTION MANIFESTO

Response

- Acknowledgement and positive response from the National level leadership of one national party
- Response from the State leadership of another national party
- Positive response from other regional parties
- Mr. Ramesh Kumar, the President of the manifesto committee of Indian National Congress in Karnataka visited GRAAM for a discussion on the manifesto points and an expanded document was prepared.
- Analysis: The manifestos of BJP, JD(S) and KJP contained several points related to health and PDS mentioned in our document.



OUTCOMES AND FEEDBACK

CAMPAIGN OUTCOMES (VOTING %)

SI No	Names of Constituency	Voting Percentage 2008	Voting Percentage 2013
1	Krishnaraja	56.1	58.49
2	Chamaraja	51.11	55.11
3	Narasimha raja	50.1	54.44
4	Chamundeshwari	67.7	73.88
5	Varuna	75.7	82.24
6	Nanjangudu	71.9	76.04
7	T.N.Pura	67.8	75.28
8	H.D.Kote	68.2	77.35
9	Hunsuru	77.3	79.15
10	K.R.Nagara	80.4	82.7
11	Periyapatna	79.3	83.84

FEEDBACK

The positive feedback from volunteers and the field team constitutes an intangible but invaluable outcome

- “...we realize and believe that awareness can bring change
- “...our work does not end with voting, we have to continue the work even after elections”
- “....we are proud and happy to resist the offers being made to ‘take care’ of us by a major political party”
- “... yes, we would work for a similar campaign again, and bring in more people

THE WAY FORWARD

MDW to continue upto 2014 general elections

- Continuing the advocacy on election manifesto; reaching out to National parties
- Engaging with elected candidates in Mysore
- MDW Campaign in Mysore Parliamentary constituency (Mysore and Kodagu districts)
- Continued engagement with ADR

WE ACKNOWLEDGE

- Association for Democratic Reforms
- Justice MN Venkatachalaiah
- D R Patil
- Election commission & District Election Machinery, Mysore
- Government Departments (esp. Health & Family Welfare, Police and Women & Child Development)
- Media (esp. Praja Vani, Vijaya Karnataka, Star of Mysore, Amogha Mysore)
- NGOs and KEW Partners
- Volunteers, students and citizens of Mysore

THE CAMPAIGN IN PICTURES



THE CAMPAIGN IN PICTURES



THANK YOU

Our vote is worth more than thousand words of complaint.
Complaining will not bring the change, voting will!
Let's register to VOTE!

ನಾವರ ಪದಗಳಗೂ ಮೀರಿದ ದೂರಿಗಿಂತ ನಮ್ಮ ಒಂದು ಮತ ಯೋಗ್ಯವಾಗಿರುತ್ತದೆ.
ದೂರಿನಿಂದ ಬದಲಾವಣೆ ತರಲು ಆಗುವುದಿಲ್ಲ. ಆದರೆ ಮತದಿಂದ ತರಬಹುದು !
ಮತದಾನಕ್ಕಾಗಿ ಈಗಲೇ ನಿಮ್ಮ ಪೆನರನ್ನು ನೋಂದಾಯಿಸಿ !

ನಾನು ನನ್ನ ಮಗುವಿನ ಭವಿಷ್ಯಕ್ಕಾಗಿ
ಮತ ಚಲಾಯಿಸಲು ಹೋಗುತ್ತಿದ್ದೇನೆ,
ನೀವು.....?

I AM GOING TO VOTE
FOR MY CHILD'S FUTURE
ARE YOU.....?

"ಪ್ರಜಾಪ್ರಭುತ್ವ ನವೀಕರಣ ಅಭಿಯಾನ" "Making Democracy Work"

ವಿವೇಕಾನಂದ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಫಾರ್ ಲೀಡರ್ ಶಿಪ್ ಡೆವಲಪ್‌ಮೆಂಟ್ (ಐ-ಲೀಡ್)
(ಇತ್ತೀಚೆಗೆ ಮಹಿಳಾ ಮುಖಂಡರಿಗಾಗಿ ಅಭಿವೃದ್ಧಿ) ವ್ಯವಸ್ಥೆ.

ನಮ್ಮದಾಯ ಅಧಿಕಾರ ಕಾಯಂಪ್ರಮಗಲ ವಿಭಾಗ

೨೦-೨, ೬೦೦೦೦೦ ಇಂಜಿನಿಯರ್ ಹೌಸಿಂಗ್ ಎಂಟು, ಹೆಚ್‌ಎಂ ಕಾಂಪೌಂಡ್, ಮೈಸೂರು-೫೭೦೦೧೬ email : mary@svym.org.in Cell : 8197888028, 9008381581