

The Importance of Voter Education in India

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Abstract

It is studies about Voter knowledge and involvement before to an election, as well as what they will do to become active participants in India's democratic system. The right to vote, media attention, political interest, and Voters are influenced by political debate. Whether voter political knowledge effects their electoral participation. The findings imply that a majority of voters require greater political education. (htt¹) Their level of political awareness is explained by their political interest, media consumption pattern, and frequency of political debate. The findings also show that political understanding has a limited influence on voter engagement in electoral activities.

Keywords: Voter awareness; Democracy; Voting rights; and Suffrage.

INTRODUCTION

Voting is the most important feature of participation since it offers residents of India the right to pick their leaders, who are supposed to reflect their concerns and views at appropriate levels in government. Election awareness initiatives educated residents about their voting rights and responsibilities, as well as providing them with

pertinent information. The campaign urged voters to examine a candidate's candour, accessibility, and dedication to development. As residents had never participated in such activities previously, a few critical problems were raised throughout the awareness campaigns. People were eager to learn more about their responsibilities and privileges as voters. Aside from marches, voting is a highly effective strategy for achieving the desired reforms in the country. Our country has also seen the spirit of change deter an ineffective administration. (htt²)

Article 326 of the Constitution says that elections for the House of the People and legislative assemblies of each State should be held using adult suffrage, i.e., a citizen of at least 21 years of age. The majority of countries were found to have set the voting age at 18 years. In India, the voting age for local government elections is 18 years old. Today's youth are educated and aware, and lowering the voting age would allow the country's unrepresented youth to extend their perspectives

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and become more involved in the political process. Young people nowadays are politically conscious. It is also suggested that the voting age be reduced from 21 to 18 years old.

When two political parties are fairly equal, a single vote can be a game changer and decisive factor. In the past, we've seen how single MP's vote may determine the government's demise. With a single vote, an ordinary voter may confirm a prospective MP's or MLA's win or failure. If we wanted to see progress, we needed to vote. Voting influences access to education, basic employment, treatment and childcare, tax reform, roadways and transportation, and so on.

Allow our voices to be heard and our thoughts to be shared. It not only gives us the ability to choose the greatest representative, but it also allows everyone to be a part of the decision making process that impacts our daily lives. When we vote, we have a voice to express our thoughts on the issues at hand.

One of the key procedures determining the efficient running of a community is a privileged and necessary right that everyone should practise, regardless of age, competence, or experience. Elected leaders make critical choices on issues that affect our lives, such as wellness and nutrition, school policies and jobs, and roads and taxation. As a result, voting has an impact on a country's progress. (Mendiratta, 2009) The freedom to vote gives us the ability to choose the best leaders for the nation. Voter Awareness Campaign seeks to raise public awareness of the importance of their involvement in the election process as electors or candidates; the modes of participation; the process for eligibility to vote and casting their votes; and how to determine the candidate's polling value. A Pre-Election Voting Campaign seeks to create and specifically support a climate conducive to a free and fair electoral process, as well as the involvement of oppressed groups such as minorities, women, and ethnic groups etc.

Article 324 of the constitution establishes the Election Commission. The superintendence, administration, and monitoring of elections to parliament and state legislatures, as well as the offices of Vice President and President of India, would be conferred on the Election Commission. The Election Commission of India has launched its "Voter Education Channel," one of the most recent initiatives to convince voters to vote and give information about the voting process.

The channel offers a collection of video clips of notable individuals from all walks of life that

motivate constituents to exercise their most fundamental right as an Indian citizen: the right to vote. The channel also features video recordings of state election authorities insisting that voters use their right to vote. These videos are more widely available on YouTube. Some of the video clips on this channel frequently feature information about how to use and operate an EVM ('Electronic Voting Machine'). It also includes video links that instruct voters on how to use the NOTA option.

NOTA

If the candidates are dissatisfied, the Indian government has provided for the vote to be voted by electors. NOTA stands for "None of the above," and it is a major vote for individuals who are unsatisfied with the parties that are running. According to the voting NOTA, none of the nominees are sufficiently good. If the majority of NOTA votes are cast, the group will be elected by the next majority. On September 27, 2013, the Supreme Court of India declared that a 'none of the above' vote must be logged at elections, and asked the Election Commission to include a button in the EVMs, noting that it would increase voter interest. (htt³)

The Indian Election Commission, like other election commissions, has adopted the "None of the above" symbol option to make it easier for voters to use their NOTA option. This symbol would display in the final panel of all EVMs and in the other voting papers against 'None of the Above (NOTA)' in every election that had taken place. The primary goal of the alternative 'NOTA' is to urge voters who are unable to vote for either of the representatives without jeopardising their secrecy to vote for no nominees at all. Previously, registered voters who desired to exclude all nominees for a constituency might fill out Form 49-0 at a polling booth, but this is no longer the case.

EVMS

The day will come when voters will cast their votes in electoral stands for their preferred leader. People used to vote on paper ballots, but today they utilise electronic voting machines EVMs (Electronic Voting Machines) by simply selecting a party icon. The ballots are tallied later, and the winner receives the majority of the votes.

A prominent sign indicating polling locations to the voters is useful for a variety of reasons.

They are not only useful for electors looking for voting booths, but they also serve as a friendly reminder to voters about election days and a mild push for potential voters to visit polling booths. Get creative! Signs can be any size, shape, or colour, and can incorporate numerous facts such as voting locations, dates, and events. Local access services are inexpensive and accessible to almost everyone in a society, making them an ideal approach to encourage voting. One method of informing communities about upcoming elections is to hold polls programmes on local channels. Such programmes offer the ability to vote on PSAs, backgrounds, and bios of significant individuals, among other things. Effective programming will increase voter turnout and participation in society. Already, the local government is investing in community programmes.

In India, voters speak a number of languages. Many voters' first languages are either Hindi or English. Election papers in many languages, such as posters, application forms, and ballots, attempt to eliminate polling complications for voters. Multi-language voting programmes are required by the federal government in specific districts, but they can also be adopted by local ordinances or state laws.

Voter education and practises, resources, and techniques for sensitization (public contact) are mostly determined by the state in which the event is held, the increase and availability of diverse social networking, and current networking devices in particular. Display expertise in all Indian states' languages. Before and during the election, the media might present a consistent broadcast of radio and television programmes focusing on political content and public information. The following steps must be taken for young people, creating an information distribution server via SMS, timelines, and so on. Distribution of election advertising materials with voter awareness messaging.

Elections are basically the sole means for voters and people in numerous democratic nations to participate and hold political parties, incumbent governments, and nominees accountable for their promises and performance. Because there are generally no legal or regulatory grounds to track or compel legislators to carry out election promises, elections are usually the only opportunity for people to honour or penalise politicians based on their reputation and performance. However, across the world, free, fair, and peaceful elections are far from the norm, particularly in transitional and fledgling democracies. In numerous locations,

there is a significant lack of electoral responsibility and duty, as well as the use of money and/or intimidation with the purpose of influencing or frightening individuals and criminalising politics. While participatory government fosters many different forms of political involvement, free and fair elections are an essential component of democracy and effective administration. The materials in this category are meant to promote election and government openness, as well as to empower individuals to participate actively and make more informed decisions.

Election Voter Education Campaigns are designed to educate people about elections: the importance of their participation as electors or nominees in election processes; various modes of participation; the process for eligibility to vote and casting their votes; and how to determine the candidate's polling value. Increasing political awareness empowers individuals to make informed decisions and provides a foundation for long-term public participation in democracy. To aid candidates and political parties in expressing the feelings of constituents and communities, leading to better informed forums and strategies. It leads to increased political openness, accountability, honesty, and public trust in government. It also leads to the assistance of disadvantaged and oppressed groups. It encourages citizens who care about public issues to become involved. It helps to reduce the possibility of unfair or unethical voting practises.(htt⁴)

Criminalization of politics, casteism, the power of money and the politicisation of criminals, the exploitation of government machinery, non-serious independent candidates, communalism, and a lack of moral values in politics are among the most powerful. Paid news is any news or report that is provided for a fee in cash or kind. Paid news, for example, disrupts the fair playing field and circumvents election expenditure rules. This makes it difficult for the Election Commission of India to organise fair, free, and transparent elections with a smooth run-off. There has been a considerable increase in unlawful voting spending, which only permits the affluent to become MLAs and MPs over a highly qualified public figure.

CONCLUSION

The influence of campaigns on electoral perception improves voter participation during

elections. Election reforms will increase political involvement by bringing more voters into the voting booth, decreasing corruption, and boosting India's democracy. To break the vicious loop of corruption and degeneration of democratic politics, a governance framework and effective policy finance supervision, as well as significant measures, are required. To strengthen accountability and transparency throughout the whole government apparatus, deficiencies in current legislation must be filled.

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