

ADMINISTRATIVE BLOCK



REVA
UNIVERSITY
Bengaluru, India

Jagruti | ಜಾಗೃತಿ

A Movement Towards
Nation Building

Organized by

REVA Electoral Literacy Association (RELA)



www.reva.edu.in

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- ◀ From the Desk of
 - ▶ Chancellor
 - ▶ Vice Chancellor
 - ▶ Registrar
- ◀ Director - School of Mechanical Engineering, REVA University
- ◀ Director - School of Commerce & Management, REVA University
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Preface

REVA University is a Private State University which came into existence in 2013 and aspires to impart higher education of global standards and emerge as one of the top Universities in the country. REVA focuses on promoting universal and equitable access to education to all sections of the society and prepare students with knowledge, wisdom and patriotism to face the global challenges and become the top leaders of the country. It inculcates among students the most required skills, creative, analytical and innovative minds and self-confidence to compete in the dynamic global market place. REVA University has a sprawling green campus spread over 45 acres of land equipped with state-of-art infrastructure and conducive environment for higher learning and research.

In 2018, REVA took up an initiative that will impact civic and democratic functioning of the country beginning with local efforts that of Jagruti, a cause close to us. This initiative of the University was taken by our students and faculty to spread awareness on Electoral processes of our country. Jagruti, was the flagship campaign of REVA Electoral Literacy Association (RELA), a movement planned and executed successfully by the joint effort of students, faculty of the University, supported by BBMP Officials and encouraged by the State Election Commission. The 12 day event had students undertaking a survey to get a systematic deduction of the voting mindset of citizens. Encouraged by this massive response, we are taking Phase 2 of Jagruti forward, which will focus on creating voting awareness and reinstating civic belief in electoral practices through a planned array of activities. This book is an attempt to bring the detailed findings of this effort to the fore, to examine, study and understand the voting mindset of the populace.



“We will serve the Nation”

It is rather fulfilling to see through the first phase of Jagruti-the social awareness campaign of REVA. Where did this thought stem from? This is what all connected with Jagruti often ask me.

'Jagruti' as the very name denotes, is 'awareness' and creating awareness of one of the most important rights in our life, being the citizen of the largest democracy of the world was in creating voting awareness and voting rights amongst the common man. The root for this thought and concept was after the last State Elections when I saw so many young citizens of our country not even attempting to participate in the voting process; which in turn determines and defines the political stability of the State and the country. That spurred me on to take this up as a social cause from REVA and ensure that our students participate in creating this awareness of voting and voting rights amongst atleast one constituency where REVA is located. From thereon there was no stopping for this movement under the aegis of RELA-REVA Electoral Literacy Association. What started as a thought moved on to grow to be a movement with such might as the entire family of REVA participated in Jagruti. I am proud that my team both the faculty and the students of REVA supported me in this dream.



From the launch of Jagruti to the completion of the first phase of Jagruti, we have had tremendous support and conviction from both Sri Sanjiv Kumar, IAS, Chief Electoral Officer, Karnataka and Sri Sreenivasachary, IAS (Retd.), State Election Commission, apart from the BBMP officials who rallied around us to initiate this novel concept and idea. It is self-fulfilling a dream that I chose to pursue and as I pen these words down for the Jagruti Souvenir, it is but overwhelming a moment for as we set yet another milestone in serving the Nation in every way possible.

With this streaming of new energy and movement amongst our youth of today, I am confident that we will be able to take the third phase of Jagruti forward to the next level of the movement. A small initiative from our end will certainly make a difference in bringing about an awareness of voting rights amongst our people!

Dr. P. Shyama Raju

“Our Youth is our Strength”

Ascertaining the present socio-educational climate of the country, it became necessary to take a stand as a collective progressive community of intellectuals. Universities are spaces brimming with action towards making a change. REVA did so and we are very proud of the outcome. Social change is always slow, if the impact desired is permanent. It, however, needs an initiation. REVA's ardent dedication to nation building through RELA and Jagruti was met with an extremely overwhelming and positive response. Our students and faculty surprised us with their commitment to this cause.

This is the perfect time to give a voice to concerns that have long been put on the back burner. One has to look around at the youth waiting to translate their idea, eager to rectify the processes and answers we left incomplete. Here we meet a generation always ready to move to action at the word go. It is not only essential but a responsibility of educational halls that shape their identity, to give this bubbling energy the right push and direction. REVA University is one of the pioneering academic establishments in the country to have taken up the mission to spread Voting Awareness among the



citizens in such a big way. And they achieved this with panache!

Fortified with nothing but the will to make a difference, students went door to door, seeking opinions and feedback of citizens, carefully working their way to deducting the popular misapprehensions on voting, ignorance of the systems and what really led to such disappointing participation in the last electoral process.

This Souvenir is a painstaking and honest representation of the joint work of REVA students, faculty members, coordinators and officials from the State Election Commission and BBMP. As Jagruti Phase 1 is captured in this Souvenir, I can already feel the vibration of efforts that have started for Jagruti Phase 2.

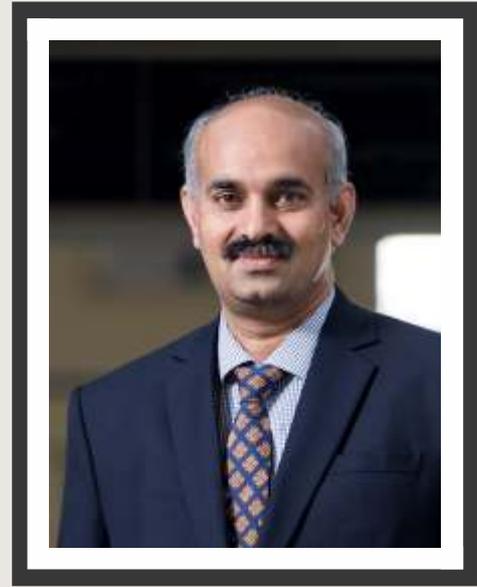
Dr. S. Y. Kulkarni

“Our Aim is to Awaken People”

What started as a simple desire to contribute to the progress of the country has today turned into a movement that has gained momentum. Encouraged by the Election Commission of the Country and State, REVA has slowly started influencing how youth involvement and education is viewed; not just as individuals and institutions but as revolutionizing entities.

We cannot afford to overlook or give a pass to what is expected of us, nor can we debate on the governance if we aren't primarily involved in choosing it. It is our right to vote and we must exercise it. Gone are the days when this would be a dinner table discussion and end there. Now the time has come to show our participation and then turn into grueling critics. REVA University has realized this thought and through Jagruti, taken the first step to impress upon people that voting is a necessity for a socially, politically and economically strengthened Country.

The response has been great so far which has invigorated within us a new surge of energy to take



this noble mission forward with a new plan to make people not only aware but motivate them to participate. Jagruti is now a small initiative on its way to becoming potent. We hope that it stirs the country and awakens people.

Dr. M. Dhanamjaya

“Every Vote Matters”

Public awareness campaigns can be an effective component of a comprehensive strategy to promote change at the level of the individual, society and the Nation. REVA – REVA Electoral Literacy Association has been established with the motto of creating Voting Awareness among people of Byatarayanapura Constituency. Voting is an opportunity to express your voice about the political decisions that impact changes in society and allows to choose leaders who are committed to the institutional values of dignity, justice and equity that may contribute towards the achievement of social and personal goals.

REVA University, realizing the seriousness of this issue, decided to take up Public Awareness Campaign on Voting Rights in the wake of upcoming Lok Sabha Elections in April-May 2019. Tremendous efforts have been put in place for this initiative and more than 800 students and staff members are working on this mission with great zeal.

It gives me immense pleasure and satisfaction to be a part of this social activity. I sincerely thank our



Hon'ble Chancellor, Dr. P. Shyama Raju for placing confidence and faith in me and giving me this opportunity to lead the campaign.

Voting is not just an individual, private right; it's a collective, public resource. By voting we are contributing to Nation's collective aspiration for a healthy and engaged democracy. By looking at the involvement and enthusiasm of our students and staff members, I am hopeful of accomplishing our mission of 100% voting in the upcoming elections.

Dr. K. S. Narayanaswamy

“Students are molded to be Exemplary Citizens”

Students of REVA are exposed to a humungous scope for learning that combines the traditional with the modern. Here students are molded to be exemplary citizens. With this as the core philosophy, students were engaged with REVA and connected activities. The preparation and foundation stem from a strong patriotic ethos that is a shared love of everyone at REVA.

The activities that Jagruti Phase 1 had was a unique learning experience for students, who were involved hands-on in the process. As the Director and a teacher, I recognized the raw zeal exhibited by each student. They found the experience singular, interacting with people at this level, persuading, convincing, suggesting and sometimes just being a good listener to their concerns and confusions. They also learned teamwork, working under stress and being able to readjust their frame of mind to suit the situation. All of this required excellent leadership skills, which was present in them.



Whether an MBA student or Engineering, this initiative was taken up by them, not just with a single-mindedness of a working professional but the passion of an invested citizen.

Dr. Shubha.A

Chief Electoral Officer

Electoral Literacy Clubs are being set up in schools and colleges all over India to create awareness on electoral and voting processes among the youth and new voters. The activities on the themes of Election and Voting are being organized in secondary, senior secondary, colleges and universities through ELCs. This is to motivate the students to register their names as voters using form 6 either on-line or off-line in the electoral roll after completion of 18 years. Initiatives have been adopting to administer Oath for ensuring their active participation in the voting process. Extra Curricular activities like Quiz, Essay and Education competition, Drawing and Painting competitions, Rangoli, Rallies and Registration Campaigns, Collage making were organized on 25th January, the 'National Voters Day' at schools and colleges.

Chunavana Jagruthi Clubs are established in all the Polling Booths to get Electoral and Voting Awareness among the fresh and young voters who are out of the formal system.

Voter Awareness Forums are being set up in all the Government departments, private firms, industrial companies, and other offices for creating awareness on 'Election and Voting Processes' among the employees and all other staff members.

Reva, one of the reputed Universities in Bangalore has adopted a number of innovative strategies to get Electoral and Voter Awareness among the student as



well as the public. A 12 day 'Jagruthi' campaign was successfully organized by REVA recently in coordination with the community members. This is a path breaking outreach programme under the Electoral Literacy Club.

We recognized the services of REVA University and appreciate their valuable efforts and for this outstanding work they are awarded as one of the best ELC in the state. Hon'ble Governor gave away the best ELC award with a silver plaque on NVD – 25th January 2019. The REVA initiatives are role model for all other educational institutes in conducting creative and innovative activities on the electoral process.

I wish to record my sincere thanks and also grand success to REVA.

Mr. Sanjiv Kumar



STATE ELECTION COMMISSION, KARNATAKA

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Date 11/03/2019

MESSAGE

In a Vibrant Democracy like India, Voting in election is a very important right conferred on the citizens by the Constitution. Every citizen can contribute to the formation of a strong Government by exercising his right to vote. However, in Urban India there has been a consistent low voter turnout as can be seen from the data of previous Assembly & Parliamentary elections. Therefore, any initiative taken up with the intention of educating the voter, particularly in a Cosmopolitan city like Bengaluru, is expected to have a profound impact on increasing voter turnout at the polls.

In this regard, the voter awareness program "JAGRUTI" taken up by the students of REVA University under the REVA Electoral Literacy Association (RELA) campaign has successfully attempted to create awareness amongst the voters. The campaign has sent a clear message that, voting in election, is the touchstone of democracy and responsibility of every eligible citizen of India. Therefore, "JAGRUTI" is a laudable and path-breaking initiative taken up by your University. I appreciate your efforts and encourage you to take up more such studies in the future.

Wishing you all the very best in your future endeavours


(P. N. SREENIVASACHRY)

To,
Dr. S Y KULKARNI,
Vice Chancellor,
REVA UNIVERSITY
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The volume of voting in Lok Sabha and State Assembly elections is creating a disquiet. There could be several reasons for such a concern. Election of an efficient and loyal public representative for administration mechanism is possible only when a large number of voters of this nation participate in the electoral process. Many institutions are already actively involved in creating voting awareness. REVA has taken a step forward from the line of booming Universities of the country. REVA is possibly one of the first to have taken the responsibility to make the country aware.

Creation of RELA: Inauguration of Jagruti

REVA Electoral Literacy Association (RELA) is a convinced endeavor by the University, faculty and students, to conscientiously evoke in citizens the awareness, knowledge of and need for ideally functioning democratic processes. The essence and vision of RELA is aligned with empowerment of the citizens for better participation in the electoral democracy in voluntarily registering and ethically voting in every election.

'Jagruti' REVA's torch bearing campaign blazed a trail in this regard. The campaign, an initiative of REVA Electoral Literacy Association (RELA) was inaugurated on 16th November 2018.

RELA constituted Jagruti to counter this legacy of a non-participatory mindset in people.

Objectives of Jagruti

- Creating awareness on the electoral process of the country.
- Aiding voters' contribution through activities organized by students.
- Providing platforms for people to interact and expand on their knowledge of democratic processes.
- Encouragement of people's interaction with the political system.
- Promoting accountability towards civic responsibility.
- Helping citizens make informed choices.
- Introducing and enlightening citizens on Digital electoral procedures.
- A hands on engagement with citizens of the constituency to take the cause forward by setting an example.

Sri Sanjiv Kumar, IAS, Chief Electoral Officer, Karnataka was the Chief Guest of this event. Sri Sreenivasachary, IAS (Retd.), State Election Commission was the Guest of Honour of this event and Dr. P. Shyama Raju, Hon'ble Chancellor, REVA University presided over the event. This event witnessed the oath taking ritual for all at REVA to uphold independent India's democratic values. The Guests and other dignitaries shared their thoughts on the growing need for democratic values to come into play for the betterment of our society. Student volunteers also exhibited a play which proclaimed the importance of voting.

'Jagruti' conducted 'Deeksha Vidhana Event' on 19th November 2018. More than 800 students of REVA University and its allied educational institutions participated in this event as volunteers to spread the message of voting, beginning with conducting an awareness electoral centric survey in Byatarayanapura Constituency of Bengaluru. Close to 50 lecturers participated in the campaign. Dr. P. Shyama Raju, Hon'ble Chancellor, REVA University initiated this campaign.

Two rounds of workshops were conducted for students and lecturers who were involved in this campaign. In these workshops electoral officers participated to guide the group to a better understanding of the mission and its importance. BBMP officials were a crucial part of this door to door campaign.

Jagruti Phase 1



ಸ್ವೀಕ್ ಫಾರ್ ಕಲಾಂ ಸ್ಪರ್ಧೆ 23ರಂದು ಫೈನಲ್ | ರೇವಾ ವಿವಿಯಲ್ಲಿ ಆಯೋಜನೆ



ಸೋಟ್ ಜೋನೆಟ್ ಕಾಲೇಜಿನಲ್ಲಿ ನಡೆದ 'ಸ್ವೀಕ್ ಫಾರ್ ಕಲಾಂ' ಘಾಷಣಾ ಸ್ಪರ್ಧೆಯ ಮೂಲದಿನ ಸುತ್ತಿನಲ್ಲಿ ಅಯ್ಯೋಜನ ಮಾಡಿದವರು.

■ ವಿಜಯವಾಣಿ ಸುದ್ದಿಜನರ ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಹಾಯಕೀಂದ್ರದಲ್ಲಿ 'ಸ್ವೀಕ್ ಫಾರ್ ಕಲಾಂ' ಘಾಷಣಾ ಸ್ಪರ್ಧೆಯ ಮೂಲದಿನ ಸುತ್ತಿನ ಅಯ್ಯೋಜನ ಕಾರ್ಯಕ್ರಮವು ನಡೆಯಿತು. ವಿಜಯವಾಣಿ ಸುದ್ದಿಜನರ 24x7 ಸ್ಕ್ವಾಡ್ ಮತ್ತು ಪರ್ಸನಲ್ ಸಹಾಯಕಿಗಳ ಸೇರಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ಘೋಷಿಸಿ ಮತ್ತು ಪ್ರಶಸ್ತಿ ಪಂದಿಯದ ಶಾಲಾ ವಿದ್ಯಾರ್ಥಿಗಳು ಮತ್ತು ಸಿಸ್ಟರರು ಭಾಗವಹಿಸಿದ್ದರು. ಎರಡು ವಿಭಾಗದಲ್ಲಿ ಒಟ್ಟು 24 ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಅಯ್ಯೋಜನ ಮಾಡಲಾಯಿತು. ಅಯ್ಯೋಜನದ ನೆರವಿನಲ್ಲಿ ಜಾಗರಣೆಗಾಗಿ ಆಚರಿಸಿ



ವಿಜಯವಾಣಿ ಸುದ್ದಿಜನರ ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಹಾಯಕೀಂದ್ರದಲ್ಲಿ 'ಸ್ವೀಕ್ ಫಾರ್ ಕಲಾಂ' ಘಾಷಣಾ ಸ್ಪರ್ಧೆಯ ಮೂಲದಿನ ಸುತ್ತಿನ ಅಯ್ಯೋಜನ ಕಾರ್ಯಕ್ರಮವು ನಡೆಯಿತು.



ಮತದಾರರ ಜಾಗೃತಿಯಲ್ಲಿ ರೇವಾ ವಿಶ್ವವಿದ್ಯಾಲಯ

ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಹಾಯಕೀಂದ್ರದಲ್ಲಿ 'ಸ್ವೀಕ್ ಫಾರ್ ಕಲಾಂ' ಘಾಷಣಾ ಸ್ಪರ್ಧೆಯ ಮೂಲದಿನ ಸುತ್ತಿನ ಅಯ್ಯೋಜನ ಕಾರ್ಯಕ್ರಮವು ನಡೆಯಿತು.



ರೇವಾ ಜಾಗೃತಿ ಅಭಿಯಾನದ ಮೂಲದಿನ ಸುತ್ತಿನಲ್ಲಿ ರೇವಾ ವಿವಿಯಲ್ಲಿ ಗುರುಬಾರ ಹಬ್ಬದ ಸಂದರ್ಭದಲ್ಲಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ಕಾರ್ಯಗತಗೊಳಿಸಿದ ಡಾ. ಪಿ. ಶಾಮರಾಜು ಪ್ರತೀಕಾರಣ ಶಕ್ತಿ ವಿಕೇಶ್‌ನೊಂದಿಗೆ.

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ಮೊದಲ ಹಂತದ ಮತದಾನ ಜಾಗೃತಿ ಯಶಸ್ವಿ

■ ವಿಜಯವಾಣಿ ಸುದ್ದಿಜನರ ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಹಾಯಕೀಂದ್ರದಲ್ಲಿ 'ಸ್ವೀಕ್ ಫಾರ್ ಕಲಾಂ' ಘಾಷಣಾ ಸ್ಪರ್ಧೆಯ ಮೂಲದಿನ ಸುತ್ತಿನ ಅಯ್ಯೋಜನ ಕಾರ್ಯಕ್ರಮವು ನಡೆಯಿತು.

■ ಶಿಕ್ಷಣದ ಅಭಿವೃದ್ಧಿ ಮತ್ತು ಅಭಿವೃದ್ಧಿಗಾಗಿ ಮತದಾನ ಮಾಡುವುದು ವಿಧಾನಸಭಾ ಚುನಾವಣೆಯಲ್ಲಿ ಮತದಾರರ ಪಾತ್ರವನ್ನು ಹೆಚ್ಚಿಸುವುದು. ರೇವಾ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಹಾಯಕೀಂದ್ರದಲ್ಲಿ 'ಸ್ವೀಕ್ ಫಾರ್ ಕಲಾಂ' ಘಾಷಣಾ ಸ್ಪರ್ಧೆಯ ಮೂಲದಿನ ಸುತ್ತಿನ ಅಯ್ಯೋಜನ ಕಾರ್ಯಕ್ರಮವು ನಡೆಯಿತು.

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ಆಮಿಷಗಳಿಗೆ ಒಳಗಾಗದೆ ಪ್ರಾಮಾಣಿಕವಾಗಿ ಮತ ಚಲಾಯಿಸಿ

ಮುಖ್ಯ ಚುನಾವಣಾಧಿಕಾರಿ ಸಂಜೀವ್‌ಕುಮಾರ್ ಕರ್ | ರೇವಾ ವಿವಿಯಿಂದ ಮನೆ ಮನೆಗೆ ತೆರಳಿ ಮತ ಜಾಗೃತಿ ಅಭಿಯಾನ

ಯಶಸ್ವಿ: ಮತದಾನದ ಸಮಯದಲ್ಲಿ ಯಾವುದೇ ಒತ್ತಡ ಅಥವಾ ಆಮಿಷಗಳಿಗೆ ಒಳಗಾಗದೆ ಪ್ರಾಮಾಣಿಕವಾಗಿ ಮತ ಚಲಾಯಿಸುವುದು ಮತದಾರರ ಮೂಲಕ ಹೆಚ್ಚು ಜವಾಬ್ದಾರಿಯನ್ನು ಹೊಂದಿದೆ. ರೇವಾ ವಿವಿಯಿಂದ ಮನೆ ಮನೆಗೆ ತೆರಳಿ ಮತ ಜಾಗೃತಿ ಅಭಿಯಾನ ಕಾರ್ಯಕ್ರಮವು ನಡೆಯಿತು.



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ರೇವಾ ವಿವಿಯಿಂದ ಮತದಾನ ಜಾಗೃತಿ

■ ವಿಜಯವಾಣಿ ಸುದ್ದಿಜನರ ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಹಾಯಕೀಂದ್ರದಲ್ಲಿ 'ಸ್ವೀಕ್ ಫಾರ್ ಕಲಾಂ' ಘಾಷಣಾ ಸ್ಪರ್ಧೆಯ ಮೂಲದಿನ ಸುತ್ತಿನ ಅಯ್ಯೋಜನ ಕಾರ್ಯಕ್ರಮವು ನಡೆಯಿತು.

'ಜನರು ಆಮಿಷಕ್ಕೆ ಒಳಗಾಗದೆ ಮತ ಚಲಾಯಿಸಲಿ'

ಯಶಸ್ವಿ: ಮತದಾನದ ಸಮಯದಲ್ಲಿ ಯಾವುದೇ ಒತ್ತಡ ಅಥವಾ ಆಮಿಷಗಳಿಗೆ ಒಳಗಾಗದೆ ಪ್ರಾಮಾಣಿಕವಾಗಿ ಮತ ಚಲಾಯಿಸುವುದು ಮತದಾರರ ಮೂಲಕ ಹೆಚ್ಚು ಜವಾಬ್ದಾರಿಯನ್ನು ಹೊಂದಿದೆ. ರೇವಾ ವಿವಿಯಿಂದ ಮನೆ ಮನೆಗೆ ತೆರಳಿ ಮತ ಜಾಗೃತಿ ಅಭಿಯಾನ ಕಾರ್ಯಕ್ರಮವು ನಡೆಯಿತು.

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Appreciation Meet

This 12 day arduous process had student and faculty volunteers move door to door, interacting with residents of the constituency, armed with a google form questionnaire that would help them prepare a detailed survey report on the voting pattern and mindset of the city. At the culmination of this project, which was also an experiential learning for students, a report will be submitted to the State Election Commission for further action and study. Dr. Shubha. A, Director, School of Commerce and Management Studies and Dr. K. S. Narayanaswamy, Director, School of Management Studies, REVA University were at the helm of this campaign directing the mission forward. The joint effort of students and faculty covered 1, 02, 420 homes of the constituency, a remarkable feat.

REVA University celebrated the successful completion of the first phase of Jagruti, a campaign by REVA Electoral Literacy Association (RELA) on 6 December 2018 in the campus. A voting awareness campaign, students of the University immersed themselves in the process of educating residents of Byatarayanpura constituency on the importance and details of elections. To commemorate the realisation of this ongoing campaign, where more than 800 students and 200 faculty members supported by the very involved members of Bruhat Bengaluru Mahanagara Palike (BBMP) participated, REVA hosted an Appreciation Meet. Shri. P. S. Vastrad, IAS (Retd.), Karnataka, Senior Consultant, SVEEP, (Election Commission of India), was the esteemed Chief Guest with Dr. P. Shyama Raju, Honourable Chancellor, REVA University presided over the event.

Vice Chancellor, REVA University, Dr. S. Y. Kulkarni welcomed the gathering of an auditorium full of students and faculty, who were the driving force behind and at the forefront of Jagruti. Addressing the excited crowd of social crusaders, Dr. S. Y. Kulkarni defined the goal of the meet and the continuing campaign, "to build a better society, where Democracy functions at its best". Chief Guest, Shri. P. S. Vastrad congratulated Jagruti on, "Infusing new blood" into the spirit of democracy in the country by blazing the trail, informing residents on the relevance and working of electoral aspects like VVPAT and NOTA. Event President, Dr. P. Shyama Raju, said that by initiating RELA, thus Jagruti, REVA has attempted to reinstate faith in our nation's civic cognizance and "began a revolution by empowering people with knowledge"

Award

The Nation celebrates Voter's Day on 25 January every year. 2019, this date took a momentous turn for REVA University as the Chancellor, Dr. P. Shyama Raju was honoured by The State Election Commission for his contribution in creating awareness on voting and civic rights in the city.

The esteemed Governor of the State of Karnataka Shri. Vajubhai Rudabhai Vala was the Chief Guest of the event along with other dignitaries who felicitated Dr. P. Shyama Raju Chancellor, REVA University at the Town Hall, Bengaluru.

The successful findings and completion of the first leg of the initiative rendered positive results that were handed over to the SEC. The second phase will continue to awaken citizens to their democratic rights and encourage them to participate in the electoral process of the state and country. "Awakening the dormant civic consciousness of the country is the need of the hour that can only be salvaged by our youth" identified Dr. P. Shyama Raju. More than 2 Lakhs homes were visited and recorded with a promise of increased participation.



Shri. Vajubhai Rudabhai Vala felicitates Dr. P. Shyama Raju

Jagruti Phase 2 - Prelude

Jagruti Phase 1 was only the beginning of a quiet revolution. The campaign entered its second phase, a performative and participatory engagement with residents, where street plays, songs, cultural performances became the medium of imparting and spreading electoral awareness, for another segment of this journey.

Phase 2 of Jagruti focused on creating voting awareness and reinstating civic belief in electoral practices through a planned array of activities;

Phase 2 Planned Activities

- Enactment of Street Plays, Skits and Performances
- Permeated active debate among people through these cultural interactive sessions
- Rallies
- Human Chain Formation
- Silent March

Phase 2 Objectives

- To raise awareness of voting rights
- To demonstrate youth involvement in the Nation
- To build awareness that voting is a right to be exercised
- Right leader- right direction for the country

Jagruti Phase 2



Jagruti Phase 3

The third phase of Jagruti was preceded by Phase 1 and 2, spanning over 6 months. Jagruti- a voting awareness initiative by REVA University has been on a singular mission, to educate citizens on voting as a right and a responsibility. In the first phase, more than 800 students and 100 faculty members participated, undertaking a digital survey to record the voting mindset systematically. In phase 2, students took the performative route to invoke civic consciousness on voting. Street plays, dance performances and songs were performed in rural settings to reach a large number of people.

Jagruti Phase 3 was a digital platform where voting as a right was being endorsed hoping to capture modern social media aficionados. Phase 3 transformed the campaign with WhatsApp, Twitter, Website, Facebook, Vlogs and blogs as the forums for communication.

Initiated in the month of November, 2018, Jagruti Phase 1 & 2 made an impact and impressed upon more than 1 lakh homes of Bengaluru. The cause continued to stir the country with small but methodical steps. Finally taking the digital world too. The Jagruti Digital Campaign fashioned an incredible response from the forums, the fulcrum of this mission being a fused strong voice of the youth. Through the combined platform of Google, Facebook, Twitter, LinkedIn, Instagram, YouTube and Slideshare, the campaign was able to reach more than 30 lakh views and responses.

Jagruti Phase 3



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