



# **Maharaja Agrasen Institute of Management Studies**

**Affiliated to GGSIP University; NAAC A++ Accredited; Recognized u/s 2(f) of UGC**

**Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution**

**Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi – 110086, INDIA [www.maims.ac.in](http://www.maims.ac.in)**



## **Vote for India Campaign – Election Awareness**

**Name of Event: Vote for India Campaign – Election Awareness**

**Coordinators of the Event: Dr. Sarita Garg Bansal, Dr. Gulshan Gupta**

**Date of the Event: 4th February, 2025**

**Time of the Event: 09:30 a.m. onwards**

**Number of Participants: 525**

**Collaborating Agency: NCC**

**Location: MATES Campus**

On February 4, 2025, Maharaja Agrasen Institute of Management Studies organized an impactful event titled "Vote for a Healthy Democracy" for the students of BBA and B. Com (Hons.) programs. This initiative was held in anticipation of the General Elections on February 5, 2025, and aimed to foster voter awareness and civic responsibility among the youth.

The event featured creative contributions from the Election Commission of India (ECI), which included engaging materials such as Voter's Pledge, television commercials (TVCs), short films, and other multimedia content designed to inspire electoral participation. These resources emphasized the importance of voting as a fundamental duty in a democracy and sought to address barriers like voter apathy and indifference. Notably, ECI's collaboration with prominent figures and filmmakers added a dynamic touch to the awareness drive, ensuring high engagement levels among students.

Students were encouraged to take the Voter's Pledge, reinforcing their commitment to active participation in the democratic process. The event also showcased short films like "My Vote My Duty," produced by Rajkumar Hirani, which featured messages from celebrities such as Sachin Tendulkar and Rajkummar Rao. These films highlighted the significance of every vote in shaping the nation's future.

The initiative successfully educated students about their role in strengthening democracy and inspired them to exercise their voting rights responsibly. Through creative mediums and

interactive sessions, "Vote for a Healthy Democracy" contributed significantly to voter awareness among young citizens.



*Awareness Campaign on 'Vote for India'*