



Date/Day: 27th October 2024, Sunday

Title: Electoral literacy camp

Objectives:

1. To Promote Voter Awareness – Educate citizens about the importance of voting in a democracy.
2. To Encourage Informed Voting – Guide voters to make thoughtful decisions based on candidates and manifestos.
3. To Explain Electoral Processes – Provide knowledge on voter registration, EVMs, and polling procedures.
4. To Boost Inclusive Participation – Encourage marginalized groups, like women and youth, to vote.
5. To Increase Voter Turnout – Motivate people to actively participate in elections for stronger democracy.

Program Outcome: PO1, PO2, PO5, PO8, PO9, PO11

Participant details:

Total no. of college students: 23

Total no. of Faculty: 01

Summary of the activity:

On 27th October 2024, an Electoral Literacy camp and rally was organized by the Extension and Outreach Committee and Department of Lifelong Learning and Extension of MES's H. K. College of Pharmacy. The campaign was held near Hanuman Mandir, Yadav Nagar, Jogeshwari (W), Mumbai-102, where students of the institution participated enthusiastically to promote voter awareness and participation.

The purpose of the event was to inform the community and students about the value of voting, electoral procedures, and democratic duties. To highlight the importance of individual voting rights, participants joyfully unfurled banners and held up phrases like "My Vote, My Choice." The rally successfully engaged both students and locals, fostering a sense of civic responsibility and encouraging informed and ethical voting. A message to boost voter turnout and guarantee active involvement was delivered as the event ended.

Associate Professor Dr. Sheela Yadav accompanied the volunteer students. People gave the campaign excellent ratings, and the event seemed successful since it planted a seed of awareness in their brains.

Photo gallery:



Key outcome of the activity:

- Participants gained important knowledge about electoral procedures and became more conscious of the significance of voting and democratic engagement.
- First-time voters were especially empowered by the event, which encouraged them to participate in the election process with confidence.
- By including residents in conversations around voting rights and obligations, it also promoted community involvement.
- The focus on moral voting and making well-informed choices also helped achieve the overarching objective of promoting increased voter participation in the next elections.



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H. K. COLLEGE OF PHARMACY
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Instagram	https://www.instagram.com/hkcpharmacy/

Dr. Sheela Yadav.

Event coordinators

Dr. Anagha Raut

IQAC coordinator

Dr. Tushar Lokhande

Principal