SHAMBHAR TAKKE SHAAI (STS): MISSION 2022

PHASE 1 : AUGUST – SEPTEMBER 2019

PROJECT MUMBAI.org

People. Purpose. Positive Change.

Shambhar Takke Shaai (STS): Mission 2022

Phase I August- September 2019

Project Mumbai

In partnership with

State Election Commission (SEC), Maharashtra

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Background

Voting is a Constitutional Right of all citizens over 18 years of age in India. Unfortunately, many among us, for some or the other reason abstain from voting. It is even more unfortunate that there are scores of people who are not even registered voters, making them automatically ineligible to vote. Voting is as much a responsibility as it is a right. The whole edifice of Indian democracy is built on the foundation of voting. If citizens are not careful about casting their vote – or worse, skip their vote altogether – it will jeopardize the existence of our democratic Republic.

At present the major challenges faced by the citizens' point of view haven been the huge gap between the population which is eligible to vote and the actual registered voters, and secondly, the low voter turnout.

A survey conducted by home rental platform named Nestaway titled 'Urban Migrants: The Silent Spectators of Indian Elections', stated that as much as 91% urban migrants are not registered as voters (Nestaway, 2019). The study surveyed over 1,100 urban migrants in their 20s, residing in metropolitan cities including Delhi-NCR, Mumbai, Hyderabad, Pune and Bangalore due to change in job, higher education and marriage.

Another report by Mint analysing the electoral and census data in India showed that more than 50 million voters, including youngsters, may have been missed from the electoral rolls of India in general election 2019.

As per the reports of the Election Commission of India (ECI) of 2014, nearly 20% of India's population was either nearing voting age or have gained adult enfranchisement. The ECI's study of voter registration in Maharashtra, found that the voter registration gap among youth voters (aged 18-19) is at 61.62%. The reasons like lack of awareness or lack of motivation to enrol as soon as they turn 18 were cited by the ECI (ECI, 2014) (Monk Prayogshala, 2018).

Studies indicate that there are a range of behavioural factors that are pertinent to studying youth voter registration (Neri et al., 2016). Among other reasons, students are uncertain about the details and implications of registering and could often overestimate the difficulty of the process. An astounding 97% of surveyed individuals by ECI said they did not vote because they either did not have a voter ID card or that their names were not on the electoral rolls (ECI, 2014) (Monk Prayogshala, 2018).

Shambhar Takke Shaai Mission 2022

In order to increase voter registration, voter turnout and ethical voting for making democracy more vibrant at the gross root level, Project Mumbai has signed a three year long MoU with the State Election Commission (SEC) to run its initiative named Shambhar Takke Shaai (STS) over the Mumbai Metropolitan Region (MMR).

The objective of this initiative is to promote public awareness regarding voting and touch the cord with all education institutes, housing societies and corporates in MMR and at the same time reach out to 100 % registration of young voters in all the education Institutes and major corporates of Mumbai.

As a part of this initiative, Project Mumbai hasundertaken various activities to increase the voter registration and generate awareness amongst the voters in urban local bodies with the help of Corporate Houses, Industry Associations, Voluntary Institutions, Educational Institutions, etc.

The Purpose and objective

The Purpose of this initiative is to reach out to citizen groups, institutions, corporate houses, Schools and every Indian citizen who have either never been registered as voters or, have for some reason did not transfer their voting registration from your original city to Mumbai.

- To promote public awareness regarding voting and touch the cord with all education institutes, housing societies and corporates in Mumbai.
- To reach out to 100 % registration of young voters in the all the education Institutes and major corporates of Mumbai and MMR.
- To conduct various activities for Awareness Generation among the voters in urban local bodies.
- To Increase the voter registration and voter turnout.
- Support Ethical Voting for making democracy more vibrant at the gross root level.

Our project Partners

It has become a unique initiative with a group of right-minded organisations working in their respective frames come together to roll out the project successfully with almost resources on board. Apart from State Election Commission, we have been able to get the National Service Scheme (NSS) volunteers to the support us to run the drive on ground and act as trained voting Ambassador for registration drive. In all the Partners for the project implementations on board providing support are:

- State Election Commission, Maharashtra
- University of Mumbai
- National Service Scheme (NSS) division of Mumbai University

- Rotary Clubs of Mumbai
- The Hindustan Times
- Red FM championed

Project Impact

- Reaching a figure of 100% voter registration in 100 colleges and 10,000 registration from corporates in just 1 month of the 100% Shaai mission.
- Increased awareness about voting, this initiative, and Project Mumbai among the students, university, corporate sector, and masses.
- A good start to the 3-year long project and setting up the base for further initiatives under this mission.

Project Duration

STS is a three-year project with clear strategy of implementation at place. The project would be initiated first for Mumbai City and scale up to the coverage to the entire MMR and towns cities in Maharashtra. The project has been phased out with a pilot run for the State election 2019 as its initiation. The outcome and learning of the pilot run shall help us modify the project implementation further.Over the 3 years, the program has been planned to be executed in four phases.

Phase 1: The Pilot run in Mumbai

- August-September 2019; Targeting the Maharashtra Vidhan Sabha Elections of October 2019
- Coverage: All colleges in Mumbai city with NSS units, top 10 colleges in Mumbai Suburban, Top 5 corporate campuses, some residential complexes

Phase 2: Expansion

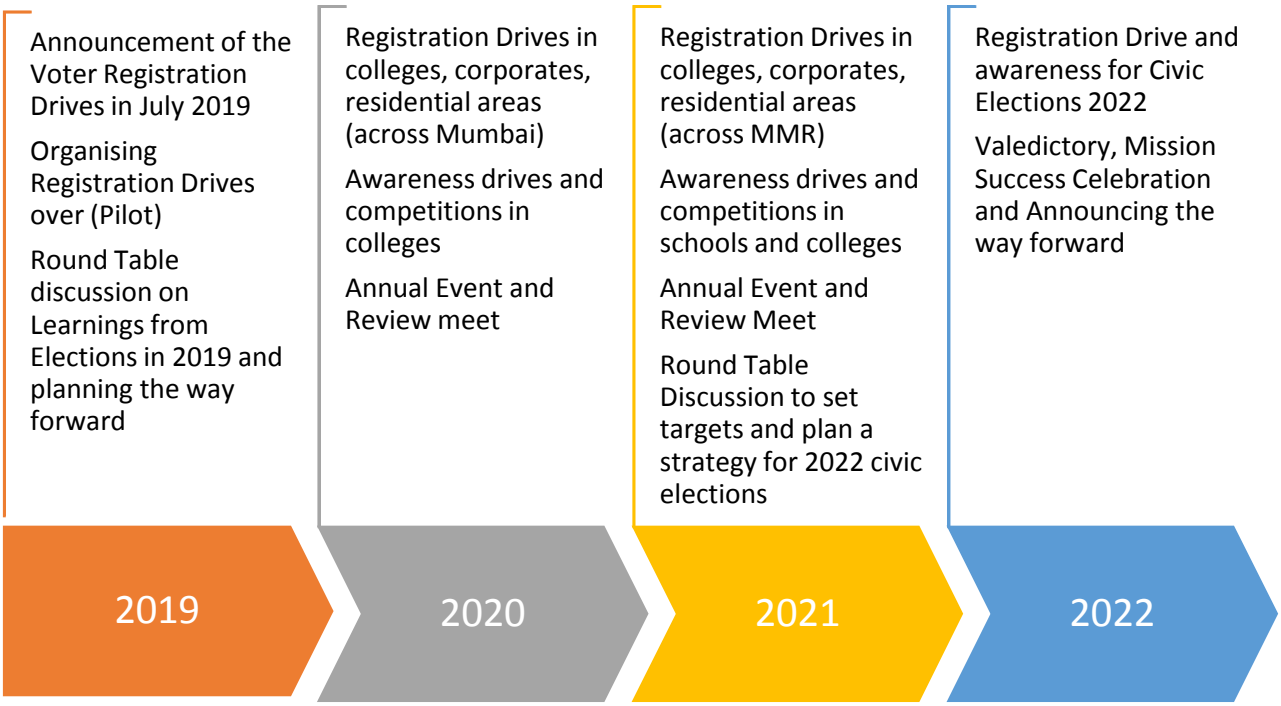
- Phase 1 colleges and Expansion to Suburbs and more corporates
- All colleges of Mumbai (city and suburban); all the campuses of top 10 Corporate houses; common masses through Rotary Clubs

Phase 3: Going Beyond

- Phase 2 colleges and Expansion in the Mumbai Metropolitan region
- All Colleges, Top 50 Corporates, and Masses

Phase 4: The Final Lap

- All cities from Maharashtra undergoing ULB elections in February 2022


Announcement of the Voter Registration Drives in July 2019
Organising Registration Drives over (Pilot)
Round Table discussion on Learnings from Elections in 2019 and planning the way forward
2019
Registration Drives in colleges, corporates, residential areas (across Mumbai)
Awareness drives and competitions in colleges
Annual Event and Review meet
2020
Registration Drives in colleges, corporates, residential areas (across MMR)
Awareness drives and competitions in schools and colleges
Annual Event and Review Meet
Round Table Discussion to set targets and plan a strategy for 2022 civic elections
2021
Registration Drive and awareness for Civic Elections 2022
Valedictory, Mission Success Celebration and Announcing the way forward
2022

STS Phase 1

The phase 1 of STS was planned in the month of August and September 2019. The aim was to increase voter registration among the youths and corporate employees. For this, mass voter registration drives were organised across selected college campuses, corporate houses and large residential complexes. This phase being also a pilot run brought learning and experience for the entire three-year program.

Scale and Coverage:

For the phase 1 of STS which was a pilot phase, it was decided to conduct voter registration and awareness drives across 100 colleges in Mumbai, to target the youth who has just turned 18. In addition to the college youth, it was decided to conduct the drives in top 10 corporate houses of the city for the migrant working-class population.

Sr. No.	Region	No of Institutes
1.	Mumbai City	80
2.	Mumbai Western Suburbs	10
3.	Mumbai Eastern Suburbs	10
Total		**100**

Sr.no	Corporate houses
1	HDFC
2	Morgan Stanley
3	J P Morgan
4	Raheja Real Estate
5	Tata Trust
6	Mahindra Group
7	Kalpataru
8	Bank of America
9	Vodafone
10	City Bank

The Timeline:

The MoU was inked with The State election commission in June 2019, and the state elections were scheduled in October 2019. For organising the voter registration drives and awareness campaign under this initiative, the period from July to September was the most suitable one.

With meticulous planning, the following timeline was decided and executed by Project Mumbai.

16th – 20th July	**22nd July – 4th August**	**5th - 16th August**	**19th August**	**September 2019**	**October 2019**
Develop the strategic action plan; coordination with SEC	Identify volunteers & collaborators Reach out colleges and corporates	Capacity building of Volunteers Open the online portal for corporates	Initiate the college drive in colleges Complete online registration query with corporates	Complete the drives in colleges, corporate houses and housing societies targeted for this phase	Awareness for voting during state elections Feedback and review Preparation of report

The Process:

1. Partnering for volunteers and Outreach

The proposed plan and timelines were shared with the State election Commission and the next step was getting volunteers for conducting the voter registration drives and partners for awareness drives.

Project Mumbai was fortunate to have the support the Mumbai University and its National Service Scheme (NSS) wing ofthat brought in a pool of student volunteers for implementing the drive in 50 colleges were cherry picked from the Mumbai city, western suburbs and the central suburbs based on the availability of the NSS units in those colleges.Four volunteers from each of these colleges were selected as '**Campus Voting Ambassadors'**. These ambassadors were then trained by the state election commission on the process for online registration of new voters.

The Mumbai Districts Rotary Clubs volunteered to reaching out to the housing societies in the south Mumbai.

The 'Hindustan Times' daily and one of the leading radio stations 'Red FM' volunteered in spreading the awareness across the city by covering various activities conducted under this initiative.

The posters for the outreach were designed by the renowned media house Madison BnB. The posters were designed for different audience groups so that everyone feels connected with the issue.

Project Mumbai has also partnered with Monk Prayogshala, anot for profit organisation from Mumbai, implemented the pilot on behavioural changes and analysis of the student group and employees, who participated in this drive. The detail analysis builds in the need for awareness and initiating the cause with different citizens group for sensitising the voting rights and would eventually bring in success participation to the drive.

This also set up an approach and mechanism different than the usual one taken up by the State Election Commissionfor the future.

2. Capacity Building of Our Volunteers

With partners on board for various tasks, the volunteers had to be trained for the conducting the registration drives. Project Mumbai organised one day training for these volunteers with the support of the State Election Commission (SEC), Maharashtra, in the St. Paul's Institute of Communication Education, Bandra, on 8th August 2019. As many as 180 volunteers across 200 colleges from Mumbai city, western and eastern suburbs participated in the training.

In this training, the volunteers were given an orientation about the Mission STS by Mr. Shishir Joshi, CEO, Project Mumbai, and Ms. Rupali Vaidya, Head of Projects, Project Mumbai. Then the volunteers were trained by Mr. Chaitanya Prabhu, trainer from SEC, about the process they need to follow to register new voters with the election commission through the National Voter Service Portal (NVSP) online. The session was interactive, and the trainer also showed some simulation videos to the volunteers to give them a clear idea of what they are supposed to do. After the training, Mr. Suvedh Jaywant, Project Co-ordinator, Project Mumbai, explained the logistical plan of the two-month long drive.

CEO Shishir Joshi Setting the Context for Training

Students attending the training

Trainer Chaitanya Prabhu addressing the volunteers

Suvedh Jaywant explaining the logistics

Rupali Vaidya answering the queries of the students

A student asking doubts during the training

3. The Voting Registration Drives in Colleges

In India, a person is eligible to vote once he/she completes 18 years of age. Most of the citizens are in the 1st or 2nd year of their graduation during this time. Thus, it was decided to organise the voter registration drives in the colleges across the city so that the students who have just completed 18 years of age can register themselves without much efforts.

With this motive, 30 colleges from Mumbai city and 10 colleges each from western and eastern suburbs were picked and drive was planned in these colleges. The colleges having large number of students and an NSS unit were chosen. Team Project Mumbai reached out to the principals of these colleges and explained the rationale and process of the drive. The principals and the college managements were proactive in providing

the necessary permissions, time slots and infrastructural support for the drive. The drive was conducted successfully across 37 (7 from western, 8 from central, 22 from the city) of the targeted 50 colleges from 19th August to 20th September. The drive was carefully planned and scheduled such that it did not clash with any other student activity or exams in the college and students and volunteers both could participate easily.

The campus ambassadors formed a team in each of their colleges by involving other NSS volunteers from the college and training them. This team then created awarenessamong their college students and publicised the drive. The eligible students were explained the list of documents they needed to carry, and the date, time, and venue of the drive.

The drives saw a huge turn-out and around 1700 plus eligible students registered themselves as voters from this drive.

Drives in Various Colleges

Desk set up in Sophia Women's College (Mumbai City)

Drive in Vaze College, Mulund (Eastern Suburbs)

Drive in Sathaye College Vile Parle (Western Suburbs)

Drive in Khalsa College, Matunga (Mumbai City)

Drive in Podar College, Matunga (Mumbai City)

Desk in Somaiya Campus, Vidyavihar (Eastern Suburbs)

Drive in SIES College, Sion (Mumbai City)

Desk in VIT, Wadala (Mumbai City)

4. The drives in Corporates and Housing Societies

People working in corporate sector offices in India are most of the times migrated from some other part of the country for the job. Due to frequently changing location of the job they do not register themselves as the voters. Also, those registered have their names in the electoral list of their native place of some old address. Project Mumbai thus planned to conduct the voter registration drives across such corporate campuses and the residential complexes where these employees live. The drive aimed at registering new voters as well as transferring the earlier registered names to the new location due to migration.

The employees and residents were informed about the drive through communication by e-mail and putting up posters at various places in the campus.

In the housing societies, not only the residents, but also the support staff, domestic help, security guards, etc., who were not enrolled as voters or were enrolled at their native place were also the beneficiaries.

The drives were conducted successfully across 7 campuses where around 1000 employees, their family members, senior citizens and support staff were enrolled.

5. The Success

The Phase 1 of Shambhar Takke Shaai which is seen as a 2-month pilot for the 3-year long project received huge participation from almost 100 NSS volunteers from 38 colleges across Mumbai, and around 8 corporate and residential campuses.

Around 1700 plus students from different colleges who had just turned 18, were the beneficiaries from the drives run in colleges over a period of one month. In addition to this, the drive conducted in corporate and residential campuses became beneficial to around 1000 employees of organisations like Morgan Stanley, Kalpataru, K Raheja, and the residents of Kalpataru premises. Not only the employees and the residents, but also the migrant support staff, including the security and housekeeping staff were direct beneficiaries of the drive.

6. Participants Speak

“Everyone in our society just complains about the policies, rules, schemes and other decisions made by the government, but there are large number of people in our society who doesn't cast their vote, which is the basic right of citizen of India. I believe every responsible citizen should cast their vote for the betterment of the nation and for this voter card is mandatory therefore I volunteered for this voter registration drive along with Project Mumbai which came up with such a nice initiative.”

-Yogesh Mishra
Campus Voting Ambassador
Vidyalankar Institute of Technology

“Voter registration drive helped me understand how so many people of voting age go unregistered thus making me feel a sense of responsibility towards the society, to do my best to persuade them and make them understand the need for it. Further, it developed some amount of patience in me to deal effectively with people and sites and to keep my cool. Lastly this initiative made me feel better about myself and satisfied as I feel I'm doing something for the society.”

-Vidha Prabhat
Campus Voting Ambassador
KC College

"As we all know about the upcoming Vidhansabha election in our state, as observedfrom the past elections graph, there is very less amount of voting percentage. There hardly any state with voting percentage more than 65%. I always discussed this issue with my friends and colleagues. Always think about there is necessity of change!But how? Was the question. STS gave me that opportunity but to be the part of this change. Specially for this project I conducted a meeting of NSS volunteers for this project to make proper and complete utilisation of this project. This is the reason why I wanted to be a part of this project. I thank Project Mumbai for giving me this opportunity."

-Hritik Duwani
Campus Voting Ambassador
Mithibai College

7. Challenges Faced

Project kicked off just 2 months prior to the elections. With various stakeholders on board and such short span of time, planning the activities was the most challenging task.

The NSS volunteers from colleges and the college students for whom the drive was planned, had their exams and other activities scheduled in the month of August and September. At the same time, there were various calendar holidays in August and a week-long Ganeshotsav festive vacation in September. Considering these holidays, and other engagements, scheduling the drives across 50 college campuses and 10 corporate and residential campuses was a herculean task.

However, with successful drive across 38 colleges and 7 campuses (75% completion) within a span of 2 months with more than 2500 beneficiaries, shows the great potential of this project. Project Mumbai has thus decided to continue with this activity and plan for the phase 2 of Shambhar Takke Shaai.

The Way Forward

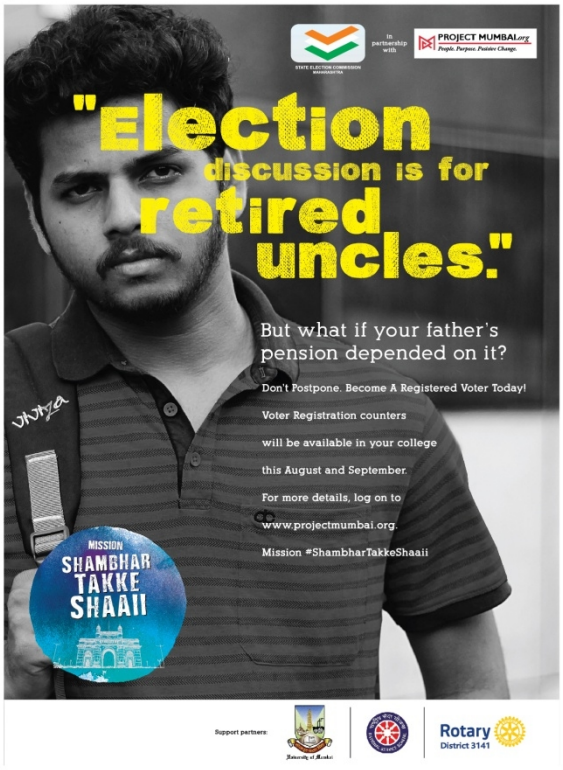
With the successful inception of the mission Shambhar Takke Shaai and its successful implementation, Project Mumbai has now decided to launch the Phase 2 of this initiative in January 2020.

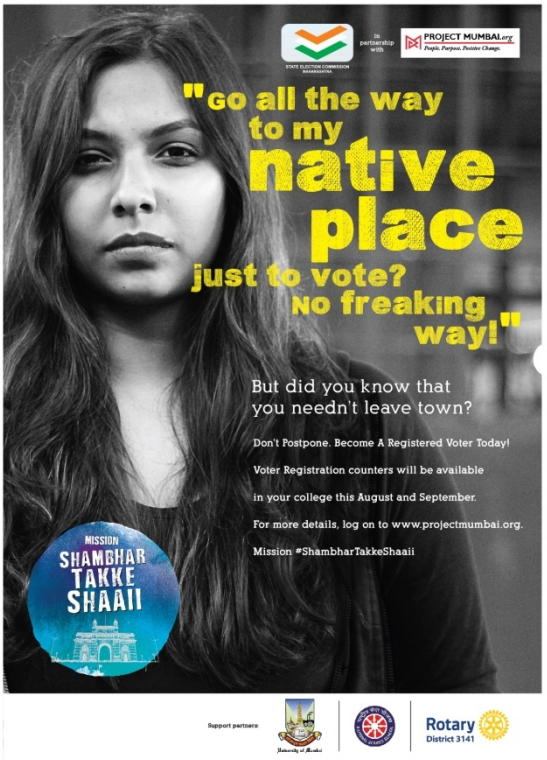
This phase wouldtarget to cover all the college campuses in Mumbai city and the suburbs, all the campuses of top 10 corporate houses in Mumbai, and selective large residential complexes where there are large number of unregistered voters. Apart from the registration drives, there are plans to run awareness campaigns over different types of media and also organise various competitions among school and college students to bring out new and innovative ways for creating awareness among the masses.

Further, after reviewing the outcomes of the phase 2, the third and fourth phase shallbe planned.

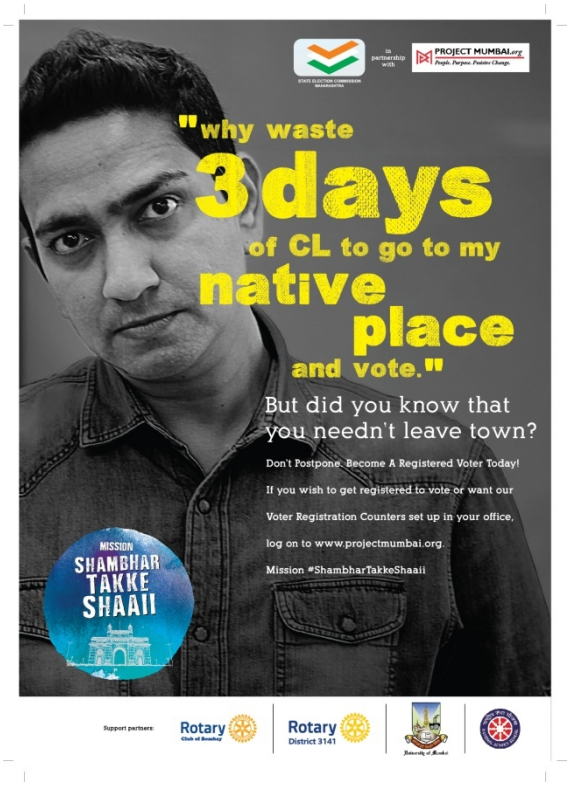
Appendix A: Posters prepared for Outreach

The Posters prepared for Outreach in Colleges

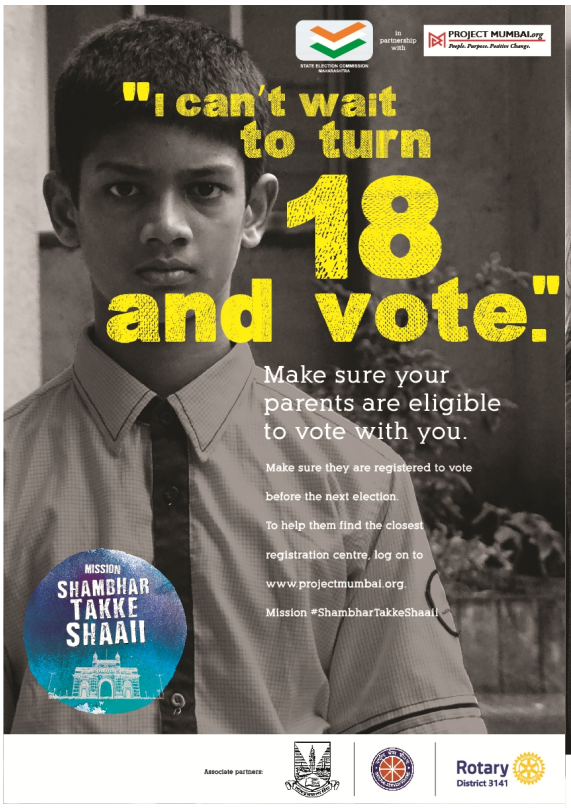


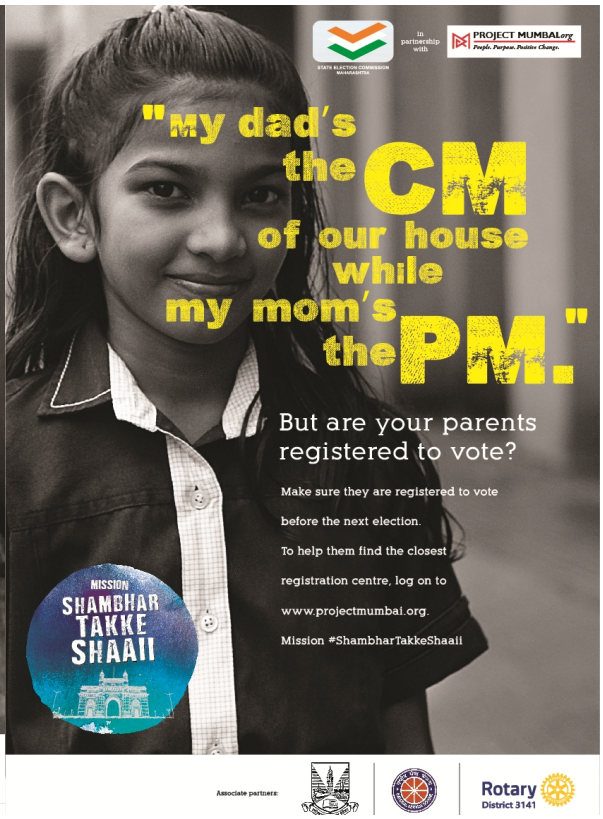


The Posters prepared for Outreach in Corporates and Residential Areas



The Posters prepared for Outreach among School Children


in partnership with
PROJECT MUMBAI.org
People. Purpose. Positive Change.
"I can't wait to turn 18 and vote."
Make sure your parents are eligible to vote with you.
Make sure they are registered to vote before the next election.
To help them find the closest registration centre, log on to www.projectmumbai.org.
Mission #ShambharTakkeShaali
MISSION SHAMBHAR TAKKE SHAALI
Associate partners:
Rotary District 3141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People. Purpose. Positive Change.
"my dad's the CM of our house while my mom's the PM."
But are your parents registered to vote?
Make sure they are registered to vote before the next election.
To help them find the closest registration centre, log on to www.projectmumbai.org.
Mission #ShambharTakkeShaali
MISSION SHAMBHAR TAKKE SHAALI
Associate partners:
Rotary District 3141

Appendix B: List of college, Corporate, and Residential Campuses where Drives were conducted successfully

Sr. No.	Name of the College	Region
1	Sardar Patel College of Engineering	Andheri
2	M.L. Dahanukar College of Commerce	Vile Parle
3	Sathaye College	Vile Parle
4	NarseeMonjee College of Commerce and Economics	Vile Parle
5	Thakur College of Science and Commerce	Kandivali
6	DwarkadasJivanlal Sanghvi College of Engineering	Vile Parle
7	Mithibai College	Vile Parle
8	K.J. Somaiya College of Arts and Commerce	Vidyavihar
9	S.K. Somaiya Degree College of Arts, Science and Commerce	Vidyavihar
10	K.J. Somaiya College of Science and Commerce	Vidyavihar
11	Vivekanand College of Arts, Science and Commerce	Chembur
12	RamniranjanJhunjhunwala College	Ghatkopar
13	Gurukul College of Commerce	Ghatkopar
14	KET V G Vaze College of Arts, Science, and Commerce	Mulund
15	Mulund College of Commerce	Mulund
16	SIES College of Commerce and Economics	Sion East
17	Guru Nanak Khalsa College	Matunga
18	Vidyalankar Institute of Technology	Wadala
19	Maharshi Dayanand College	Parel
20	St. Xaviers Institute of Engineering	Mahim
21	SIES College of Arts Science and Commerce	Sion West
22	South Indian's Welfare Society College	Wadala
23	College of Home Science Nirmala Niketan	Marine Lines
24	RamnarainRuia College	Matunga
25	Institute of Forensic Science	Fort
26	Podar College	Matunga
27	Maharashtra College	Tardeo
28	Lala Lajpatrai College	Mahalaxmi
29	Sophia College for Women	Mumbai Central
30	D.G. Ruparel College of Arts, Science and Commerce	Matunga
31	Jai Hind College	Churchgate
32	KishinchandChellaram College	Churchgate
33	NSS College	Mumbai Central
34	Siddharth College, Buddha Bhavan	Fort
35	Wilson College	Chowpatty
36	Bhavan’s H. S. College	Chowpatty
37	Kirti M. Doongursee College of Arts, Commerce and Science	Dadar
38	A.P. College	Mumbai

Sr. No.	Name of the Organisation	No. of Days
1	Mindspace, Malad	2
2	Kalpataru Square, Andheri	2
3	Kalpataru Synergy	2
4	Kalpataru Inspire	2
5	Kalpataru Residential Complex, Goregaon	1
6	Kalpataru Residential Complex, Bhandup	1
7	Morgan Stanley, Malad	1

Our Support Partners

Rotary
District 3141

University of Mumbai