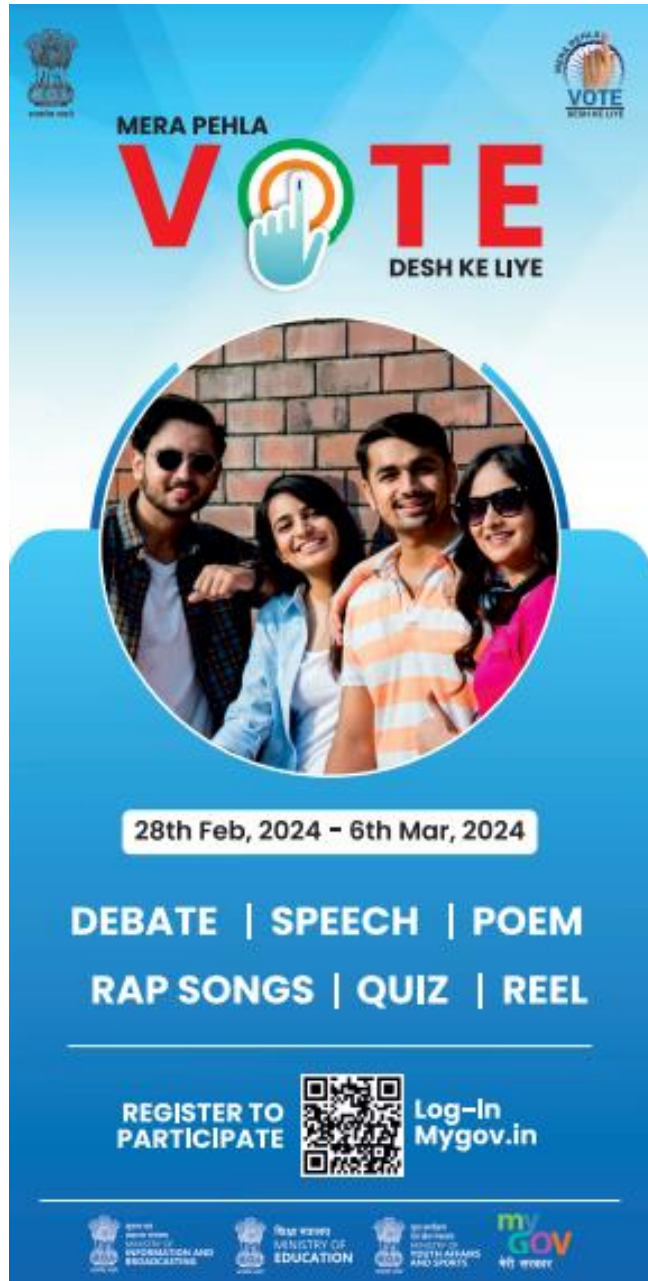


Mera Pehla Vote - Desh Ke Liye

As India prepares for the 18th Lok Sabha Election, a clarion call resonates across the nation, with Prime Minister Narendra Modi calling upon the youth, especially the first-time voters, to actively participate in the democratic process through the **Mera Pehla Vote – Desh Ke Liye** campaign in his 110th *‘Mann ki Baat’*. Highlighting the significance of their vote in the upcoming election, he urged the youth to actively participate in this campaign and also motivate others to take part.

With nearly two crore first-time voters eligible to participate in the upcoming Lok Sabha election, the “Mera Pehla Vote Desh Ke Liye” campaign aims to galvanize and connect this vital demographic with the essence of democracy. Through a multifaceted approach, it seeks to not only encourage young, and first-time voters to cast their ballots but also instill in them the profound significance of their role in shaping the nation’s future.

Along with encouraging our young voters to cast their ballots, the Mera Pehla Vote – Desh Ke Liye campaign aims to foster a competitive yet collaborative environment wherein the youth can envision the future of our nation through various creative competitions.



Objective

- Engage and motivate young and first-time voters to exercise their right to vote, emphasizing the impact of their participation on the nation's well-being
- Harness the influence of young first-time voters as trendsetters and influencers to encourage their peers to vote as well



Logo, Pledge & Anthem

The campaign will encourage youth to take the voter's pledge on the official website <https://ecisveep.nic.in/pledge/> to solidify their commitment to the electoral process.

The logo and the Pledge for the campaign are as follows:



An anthem is launched as an effort to contribute to the campaign towards spreading voter awareness.¹ Click [here](#) to view the Video Anthem. Further, youth will also be encouraged to download the [Voter Helpline App](#).²



Tracks under ‘Mera Pehla Vote - Desh Ke Liye’ Campaign

Higher Educational Institutions (HEIs) across the country will take part in the initiative. Designated spaces shall be identified in Universities/ Colleges/ HEIs where the voter awareness relation activities will be undertaken by respective institutions. The initiative will witness both on-ground physical events and online competitions on the MyGov platform.

Various activities including competitions on blog writing, podcasts, debate, essay writing, quizzes, extempore, Battle of Bands, etc. will be conducted for the young voters to show their creativity in content creation.³ Interactive Workshops and Seminars emphasizing the value of voting, understanding the electoral process, etc. will also be organized at the institutions.

1. Reel Making Contest on Desh Hamara Kaisa Ho



¹ <https://pib.gov.in/PressReleasePage.aspx?PRID=2009406>

² <https://pib.gov.in/PressReleasePage.aspx?PRID=2009449>

³ <https://pib.gov.in/PressReleasePage.aspx?PRID=2009449>

This contest invites young voters to showcase their vision for India's growth through short, impactful reels. Participants are encouraged to express their hopes and aspirations for the country creatively and engagingly. Link to participate: <https://www.mygov.in/task/reel-making-contest-desh-hamara-kaisa-ho/>

2. Inviting Blogs on Desh Hamara Kaisa Ho



Inviting youth to pen down their hopes, aspirations, and vision for the country in a blog post. Link to participate: <https://www.mygov.in/task/inviting-blog-desh-hamara-kaisa-ho/>

3. Create Podcast on Desh Hamara Kaisa Ho



Citizens, especially young voters, are invited to record a podcast on the topic "Desh Hamara Kaisa Ho." This activity provides participants with a platform to share their unique perspectives, inspire others, and engage in meaningful conversations about the future of our nation. Link to participate: <https://www.mygov.in/task/create-podcast-desh-hamara-kaisa-ho/>

4. Quiz on India's Democracy



A quiz competition that aims to test participants' knowledge of democracy and the electoral process to encourage young changemakers to deepen their understanding of democracy and become champions of democratic values. Link to participate: <https://quiz.mygov.in/quiz/quiz-on-indias-democracy/>

Through a series of innovative activities and competitions, the campaign aims to inspire a new generation of responsible citizens who understand the importance of their vote in shaping the future of our nation. Mera Pehla Vote – Desh Ke Liye is more than just a campaign. It's a feeling of patriotism, a call to responsibility, and your chance to be the architect of your nation's destiny.

References:

- <https://pib.gov.in/PressReleasePage.aspx?PRID=2009406>
- <https://pib.gov.in/PressReleasePage.aspx?PRID=2009449>
- <https://www.mygov.in/mera-pehla-vote/>

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