

# **VOTEVER**

**TANYA BHANDARI**  
MFA DESIGN FOR SOCIAL INNOVATION  
SCHOOL OF VISUAL ARTS  
2013-2014

**Tanya Bhandari**

www.tanyabhandari.in  
bhandari\_tanya@hotmail.com  
@tanyabhandari

A thesis summary book from the  
MFA Design for Social Innovation programme  
at the School of Visual Arts, New York.

# CONTENTS

<b>INTRODUCTION</b>	4
<b>THESIS STATEMENT</b>	6
<b>SOCIAL MOVEMENTS</b>	8
<b>FIRST TIME VOTERS</b>	18
<b>CAMPUSES &amp; LEADERS</b>	28
<b>THE INTERVENTION</b>	40
<b>THE BIG PROTOTYPE</b>	50
<b>THE FUTURE</b>	86



# SOCIAL MOVEMENTS

# POLITICS

At the beginning of this journey into thesis, I was interested in two things - Politics in India and Social Movements. At the time, I was frustrated by the thought of choosing only one, till I realised that these can actually go hand in hand. And I've stuck to it since then.

The opportunity to explore politics arises from my want to create change in India, a country I love and am proud of. And social movements were exciting to me because I had seen a lot of them in my time and wanted to explore them further.

**I AM CREATING SMALL SCALE SOCIAL  
MOVEMENTS ON COLLEGE CAMPUSES  
IN INDIA TO IGNITE DISCUSSION,  
INTEREST AND ACTION AROUND THE  
GENERAL ELECTION 2014.**

# MOVEMENTS THROUGH SPONTANEOUS PROTEST

*Protest beyond the law is not a departure  
from democracy; it is absolutely essential to it.*

- Howard Zinn





It all started in December 2012, with the brutal gang rape of a 23 year old girl in New Delhi. Almost in my backyard. The environment was tense and people were saying 'it's not safe to go out right now'. Like it's ever safe to go out. On the screens I was seeing large numbers of people out on the streets to protest against this injustice, in hopes that the rapists would be hung.

The energy, the anger and the tension in the air made me crave to be outside and do the same thing because I was as angry as they were. But who was really listening to them? The police men who were spraying them with water cannons? The politicians sitting inside the parliament building? The thousands of men in India who commit crimes like this everyday?



And this made me think about all the times in India's history when people had come together in large groups to protest against something that they felt wasn't right. Right from the freedom movement to environmental protests to gender equality laws.

I wanted to find out how these protests start.

I wanted to find out who starts them and who shows up.

I wanted to know how I could take the energy and theory of protests and movements to apply it somewhere substantial.

I wanted to make real change that wasn't triggered by anger, but by pride and the feeling of responsibility towards our democracy.







Occupy Wall Street by David Hatfield

**The Theory:** I delved into a variety of material, ranging from theory behind social movements and protests, how to start your own movements, movements in history and whether they succeeded or failed, newer digital movements that allowed room for 'slacktivism'.

After pulling out many observations from the text, I realised that the key takeaway was to not just talk about it, but actually **do something about it**. And that while people are talking about it, **if you choose to lead, they will follow**.

The following are a few examples of text that I went through, along with videos, news articles and blogs:

- **The Sociology of Social Movements** by James M. Jasper
- **The Emotions of Protest** by James M. Jasper
- **Digital Activism Decoded** by Mary Joyce
- **The True Believer** by Eric Hoffer
- **The 8 Stages of Successful Social Movements** by Bill Moyer
- **How to Spark a Movement** by Scott Goodson
- **Social Movements (1768-2008)** by Charles Tilly
- **Tribes** by Seth Godin
- **10 Most Powerful Movements** by Purvi Malhotra
- **Social Movements in India: Poverty, Power & Politics** by Raka Ray
- **History of Social Movements in the USA** by Building Movement Project
- **10 Protest Movements That Changed America** by Blithe Gillespie

While there were many prescriptive 'movement making' scenarios, I pulled out a few key essentials that need to be a part of every movement. These steps don't necessarily happen in a linearly, but are more organic - allowing room for adaptation along the way. These are:

**TRIGGER:** The first person to say 'let's do something about this'. He or she is the one who plants the idea and brings everyone together.

**ORGANIZE:** Figuring out the plan for how any movement will play out. Getting the key players in their places and assigning tasks that everyone needs to be doing. An important element of organize is to also establish some sort of identity that will keep the movement together.

**INFORM:** Providing the correct information in an accessible way and making sure that there is no confusion about the goals of the movement.

**ACT:** Making sure that people show up, making it easy for people to do the thing they are required to and making it possible to create real change.

# TRIGGER

# ORGANIZE

# INFORM

# ACT

# THE YOUNG FIRST TIME INDIAN VOTER

*This is a time for bold measures. This is  
the country, and you are the generation.*

- Bono





I started focusing my energy on the people that were present in large numbers at these protests - the youth. Starting at their legal voting age, I was targeting 18 to 23 years old students living on college campuses at the time.

My hope was that these first time voters would continue to believe in the democratic process and convert to lifetime voters.

**“THE 2014 ELECTION WILL PROBABLY BE THE FIRST LOK SABHA POLL DECIDED NOT ONLY ON CASTE, RELIGION AND REGION (THOUGH THOSE WILL PLAY AN IMPORTANT ROLE) BUT BY A COMBINATION OF **YOUNG FIRST-TIME VOTERS** AND THE URBAN AND SEMI-URBAN MIDDLE-CLASS.”**

## **“I SHOULDN'T HAVE TO CHOOSE BETWEEN THE DEVIL AND THE DEEP SEA JUST BECAUSE I HAVE NO OTHER OPTIONS.”**

To get a lay of the land, I conducted an online survey and some interviews with people within that age group. I got about 100 people to fill out my online survey and the replies I got were insightful starting points for me.

## **WHAT WILL MAKE YOU WANT TO VOTE?**

- “ I want to vote, but so far I have never been around my voting centre at the time of elections. and mailing my ballot is a pain. they should have some kind of online system maybe.”
- “ I think an easier registration process, specially for people who aren't living in their hometown would help greatly.”
- “ Voting is important, but how important ? The real depth of it and not just the surface problems. If I know this, I'll vote.”
- “ A better education system that gives us a better idea of what the vote will be used for. No point voting for the good guy, if most of the remaining crowd will vote for the bad guy.”
- “ Peer pressure from my friends.”
- “ More information about candidates over parties. Not their promises, but their past performances.”
- “ If the “none of the above” option is included in the voting machine for sure by next elections then I shall vote.”



I DON'T KNOW HOW TO VOTE.

I CAN'T VOTE FROM THE HOUSE!

I DON'T WANT TO VOTE FOR ANYONE.

I DON'T KNOW WHO TO VOTE FOR.

I DON'T KNOW WHERE TO GO AND VOTE.

MY VOTE DOESN'T MATTER.

I DON'T THINK THIS EFFECTS ME.

[illegible]

The image shows a hand-drawn mind map on a whiteboard. The central title is "WIRTSCHAFTS-RECHNUNG" (Economic Accounting). It branches into two main categories: "KAPITALRECHNUNG" (Capital Accounting) and "KOSTENRECHNUNG" (Cost Accounting). Under "KAPITALRECHNUNG", there are sub-branches for "KAPITALKONTEN" (Capital Accounts) and "KAPITALVERÄNDERUNG" (Capital Change). Under "KOSTENRECHNUNG", there are sub-branches for "KOSTENKONTEN" (Cost Accounts) and "KOSTENVERÄNDERUNG" (Cost Change). The "KAPITALKONTEN" branch further details "KAPITALKONTEN" (Capital Accounts) and "KAPITALVERÄNDERUNG" (Capital Change). The "KOSTENKONTEN" branch further details "KOSTENKONTEN" (Cost Accounts) and "KOSTENVERÄNDERUNG" (Cost Change). The "KAPITALVERÄNDERUNG" branch further details "KAPITALVERÄNDERUNG" (Capital Change) and "KAPITALVERÄNDERUNG" (Capital Change). The "KOSTENVERÄNDERUNG" branch further details "KOSTENVERÄNDERUNG" (Cost Change) and "KOSTENVERÄNDERUNG" (Cost Change).

Where, when and how do I go and vote? What is the process of registration? Where is my nearest polling booth and what days are the elections on?

How does the system of elections actually work?  
Where do these elected candidates go and how does  
the prime minister finally get elected?

Why does my one vote matter in a country of a billion people? Does it have any effect on my immediate surroundings or my community or city?

# COLLEGE CAMPUSES & NATURAL LEADERS

*The people are the only ones  
capable of transforming society.*

- Rigoberta Menchu





College campuses in India become like home for almost all students after being there for a while. You live, eat, work and play alongside each other for almost 3-4 years, only going home to your parents a couple of times in the year.

The kind of community that is formed while on these campuses is very tight. These students effect each others lives in a lot of ways and for me that was an excellent starting point.

These are also students from various cities around India and have larger networks in those cities which could be of potential use later on.



# THE LEADERS

Among this community, there are always some people who always seem to emerge as **leaders**. I know this because me and a group of my peers seemed to emerge as the natural leaders. We found it easy to gather people and get stuff done.

I decided to actively search for these kinds of people on various campuses in India. Once I had found and engaged with them via emails, I started conducting some surveys with them to find out why they decided to take on this role of leadership.

**THE SURVEY WAS CONDUCTED WITH 18-23 YEAR OLD COLLEGE STUDENTS WHO AT ONE POINT OR THE OTHER HAVE BEEN LEADERS ON THEIR CAMPUSES.**

## IN YOUR OPINION, WHY DO SOME PEOPLE TAKE THE ROLE OF LEADERS AND SOME TAKE THE ROLE OF FOLLOWERS ON COLLEGE CAMPUSES?

People take the role of leaders and followers because there are very few people who tend to question the set norms. They want to learn something new and test themselves.

SAHIL / 20 / BITS, Pilani

Ideally, I think a person who has sufficient knowledge of a field and believes in a particular 'idea'/'opinion' takes the role of being a leader. And a person who believes in a certain person (who is taking up the role of a leader) becomes a follower.

NAMAN / 23 / MIT ID, Pune

Some are more willing to take on the initiative and lead than others. Also depends on how much time you can dedicate to a particular activity.

SANTOSH / 23 / IIT, Guwahati

Some people feel more strongly about things than the others, and are willing to come in the line of fire. Often, the followers are the ones with strong great ideas, and the leaders are the more neutral ones who can take the different ideas, and put them together better. Also, some people are better at being followers than leaders, and really contribute better that way.

JAYATI / 22 / FLAMES, Pune

Some people enjoy the backstage and some people enjoy the final show. From the few experiences I have had as an organizer, I think some people get a kick out of the planning and how-do-we-do-this sessions, they like to solve the puzzle and take the risks; while the others are more interested in what they have built, and they do not mind things given to them in a platter - in fact they would rather have it in a platter than take trouble and pain to build it.

KISHORE / 23 / MIT ID, Pune

In my (limited) experience, it's always been that people have assumed lead roles because some of them could lead naturally and hence natural choices to helm the deck. a few were elected leaders by force, or by virtue of being the next in a hierarchical structure. but even these guys have done their jobs with ease. however, the best ones for me have been the ones who are great organizers.

CHAITANYA / 23 / FLAMES, Pune


Some take the role of leaders because no one else is taking it, some take it because they don't like being led by idiots and some take it because it feels natural or they are supported by their batch mates to take up the role. People may follow because they are shy to lead or are convinced of the idea the leader proposes.

NAVIN / 21 / MIT ID, Pune

**DESCRIBE THE KIND  
OF PEOPLE YOU  
INTERACTED WITH  
DURING A TIME  
WHEN YOU WERE A  
'LEADER' ON YOUR  
COLLEGE CAMPUS.**

**DOERS  
TALKERS  
HARD WORKERS  
THINKERS  
IDEATORS  
CRITICS  
SELFISH  
SOCIALIZERS  
FREELoadERS  
INFLUENCERS  
CONTRIBUTERS  
PASSIVE FOLLOWERS  
LAZY ONES  
INTROVERTS  
TIME WASTERS**

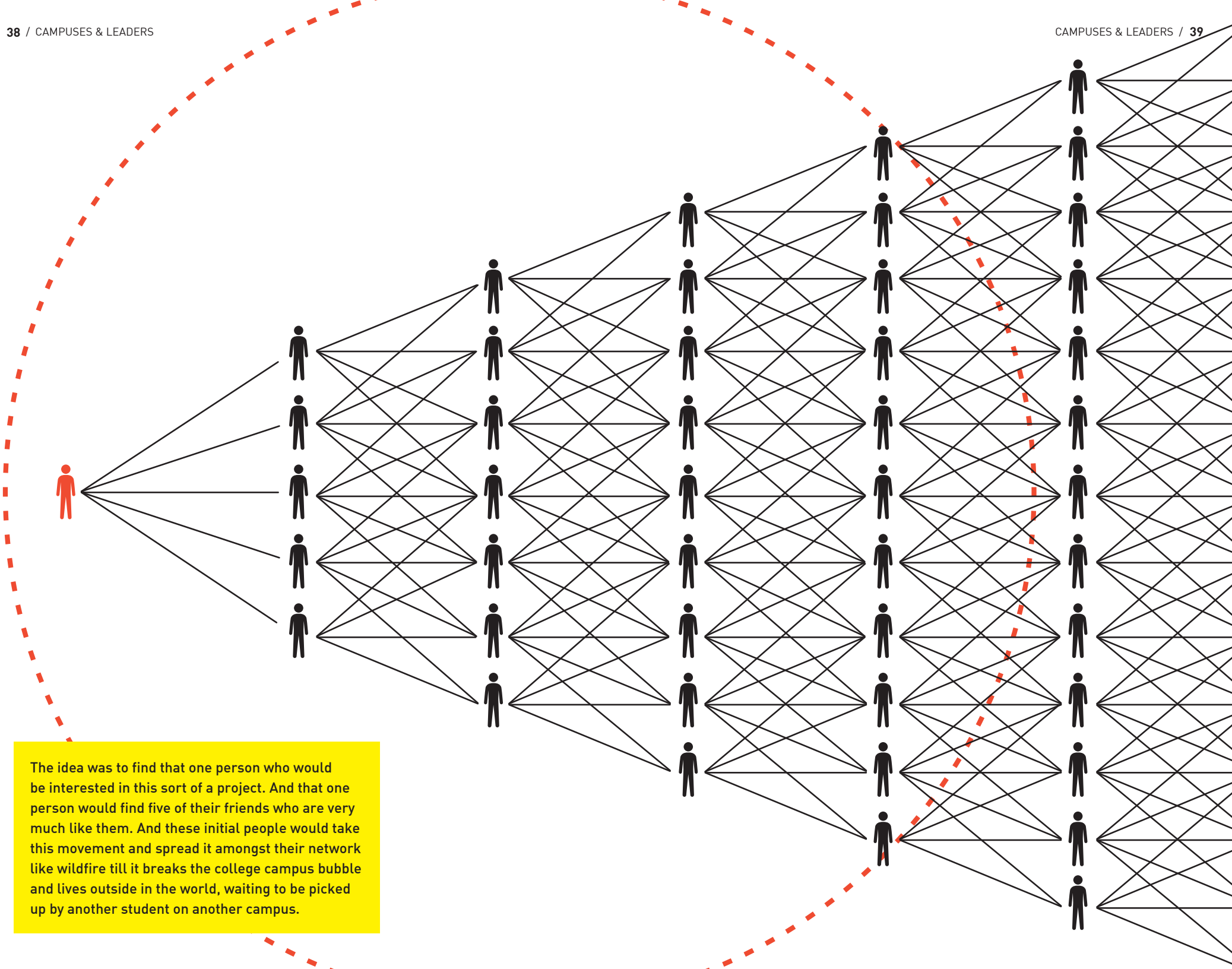


A high-angle, close-up photograph of a massive crowd of young men. They are all wearing orange and yellow striped shirts, suggesting they are part of a team or a group. Their hands are raised in the air, reaching towards the center of the frame, creating a dense, textured pattern of skin and fabric. The men are looking in various directions, some towards the camera, some away. The overall atmosphere is one of intense energy and collective action.

Leveraging the abilities of these natural leaders on college campuses, I wanted to trigger a movement about politics that resonates within the rest of the community. When this information comes from their own peers rather than the media or an authority figure, it seems genuine and worth paying a bit of attention to.

These leaders know how to get the attention of their peers and also understand what makes things work in the environment that they are in.





The idea was to find that one person who would be interested in this sort of a project. And that one person would find five of their friends who are very much like them. And these initial people would take this movement and spread it amongst their network like wildfire till it breaks the college campus bubble and lives outside in the world, waiting to be picked up by another student on another campus.



#### THE INTERVENTION

**VOTEVER IS A D.I.Y. STUDENT MOVEMENT ON COLLEGE  
CAMPUSES WHERE A GROUP OF STUDENTS DOES  
VOTEVER IT TAKES TO GET THEIR PEERS TO ENGAGE  
WITH THE PROCESS OF ELECTIONS IN INDIA.**

I pulled this movement together with a brand identity and a word mark that would be recognisable and bring people together. This was then tied up with language which is friendly, non-judgemental and enthusiastic.

The mark was derived from the idea of a shareability. Using the structure of the hash tag as a framework, I created the body such that it stood out. This way, we were building the #votever right into the logo. The dot in the centre of the hash tag is to represent your vote.



# FFFF00  
R: 255, G:255, B:0  
C:0, M:0, Y:100, K:0



# 000000  
R: 0, G:0, B:0  
C:0, M:0, Y:0, K:100

WHATEVER

Derived from the idea of 'whatever it takes to get people excited about politics', I named it VOTEVER. It was just punny enough to work while not being over the top or a mouthful. The font used for the logo type is **DIN Black**.





### Why You should fill and Submit Form 6

1. To get a Photo Voter ID card generated
2. For Transfer of Voter Registration from one constituency to another
3. For Transfer of Voter Registration from one constituency to another

### Supporting Documents

1. Supporting documents should be Attached
2. **Photo ID proof** The Photostat copy of Passport/PAN card/Driving License/
3. **Residence Proof** The Photostat copy of

- a. Bank/Kisan Post Office Passbook
- b. Ration Card/Passport/IT-1
- c. Latest Water/Electricity bill

that of his immediate relative

If you do not have any of the above documents, you may submit the following documents as proof of residence:

- a. Notarized Rent Agreement
- b. Address Proof Letter from the Post Office

Last Option: As a last resort, you may submit a letter from the Post Office or a friend to send you your voter ID card.

**FORM 6**  
[See rules 13(1) and 26]

**Application for inclusion of name in electoral roll**

To  
The Electoral Registration Officer  
Constituency: \_\_\_\_\_ Assembly: \_\_\_\_\_ Parliamentary: \_\_\_\_\_ Constituency: \_\_\_\_\_

Sir,  
I request that my name be included in the electoral roll for the above Constituency. Particulars in support of my claim for inclusion in the electoral roll are given below:

**I. Applicant's details**

Name				Surname (if any)
Age as on 1 <sup>st</sup> January	Years	Months	Days	Sex (male/female/others):
Date of birth, if known	Day	Month	Year	
Place of birth	Village/Town	District	State	
* Father's Name				State
Mother's Name				Surname
Husband's Name				

**II. Particulars of place of present ordinary Residence (Full address)**

House/Door number: \_\_\_\_\_  
Street/Area/Locality: \_\_\_\_\_  
Mokhalla/Road: \_\_\_\_\_  
Town/Village: \_\_\_\_\_  
Post Office: \_\_\_\_\_  
Pin Code: \_\_\_\_\_  
Tehsil/Taluka/Mandal/Thana: \_\_\_\_\_  
District: \_\_\_\_\_

**III. Details of member(s) of applicant's family already included in the current electoral roll**

Relationship with applicant	Part number of the roll of the Constituency	Serial number in that Part

# COME BE A PART OF THE CHANGE

## GET YOURSELF REGISTERED TO VOTE AT OUR VOTER REGISTRATION DRIVE!

**VENUE:** MANET MAIN LOBBY

**DATE:** 27<sup>th</sup> APRIL 2014

**TIME:** 3:00 PM — 7:00 PM

BRING COPIES OF YOUR PHOTO ID, 2 PASSPORT SIZED PHOTOS AND A WHOLE BUNCH OF FRIENDS! WE'LL PROVIDE YOU WITH ALL THE INFORMATION YOU MIGHT NEED.

# #VOTEVER

votever.in  
facebook.com/votever  
instagram.com/votever

# #VOTEVER

# #VOTEVER

## A LIST OF THINGS NEEDED FOR VOTER REGISTRATION DRIVE

### 1. FORM-6

This is an application for inclusion of your name on the electoral roll. If you need to delete a name, correct your application or register as an overseas voter - please check the additional forms attached.

### 2. COPY OF PHOTO ID

A copy of any photo identification such as passport, driver's license, student ID etc.

### 3. AGE PROOF

A copy of any document that proves your age such as passport, PAN card, driver's license, Aadhar card, birth certificate, mark sheets of class 10 etc.

### 4. ADDRESS PROOF

A copy of any document that proves your residential address such as passport, bank pass book, driver's license, rent agreement, water/gas/electricity bill etc.

If you're a student living in a hostel, you may submit a declaration from the hostel management and of Form-6 and of your institution. This is optional.

### PHOTOS

Passport sized photos of 3.5 cm x 3.5 cm.

## CONGRATULATIONS!

YOU'VE TAKEN THE FIRST STEP TOWARDS STARTING YOUR VERY OWN CAMPUS VOTER REGISTRATION DRIVE...

Votever is a non-partisan student movement aimed at getting students living on college campuses to participate in their civic duties. We're so glad you decided to take part and we're going to be with you throughout your journey to increase voter participation on your campus!

### THERE ARE THREE WAYS IN WHICH YOU CAN DO THIS:

1. Get students to your drive and give them all the information - forms that they need. Give them the address and phone numbers of the places where they can submit the forms.
2. After checking all the forms, your team can submit all the forms together rather than each student having to go and submit the forms.
3. Get the students to register to vote online on the election commission website. You can do this by spreading the word and links through social media.

HAVE DOUBTS ABOUT ANY/ALL OF THE INFORMATION ON THIS PAGE? GO THROUGH THE REST OF THE TOOLKIT AND YOU'LL FIND ALL THE INFORMATION YOU NEED. AND IF YOU DON'T, ASK US AT [votever@gmail.com](mailto:votever@gmail.com).

### THINGS TO KEEP IN MIND:

- Find a couple of friends who can help you. This is essential because you'll need all the hands you can get. You're providing a service for your fellow students and it's going to be a little chaotic, but bear with it.
- Try to get your college administration on board. The more help you can get from them the better and more easier this becomes for you. There is no way they will say no to this.
- Set two days and time slots for when you'll be doing the actual registrations. Attached with this toolkit are all the documents you might need to help you out. Once you know the dates, spread the news like wildfire.
- Go through the FAQ sheets that are attached. People will ask you lots and lots of questions and it's better to be prepared than to turn them away.

I created a toolkit that gives all of the information any student group might need to start their own movement on campus. It includes a DIY voter registration drive section, stickers, posters and all the forms that one might need. It also includes an FAQ sheet and ideas for organizing your team.

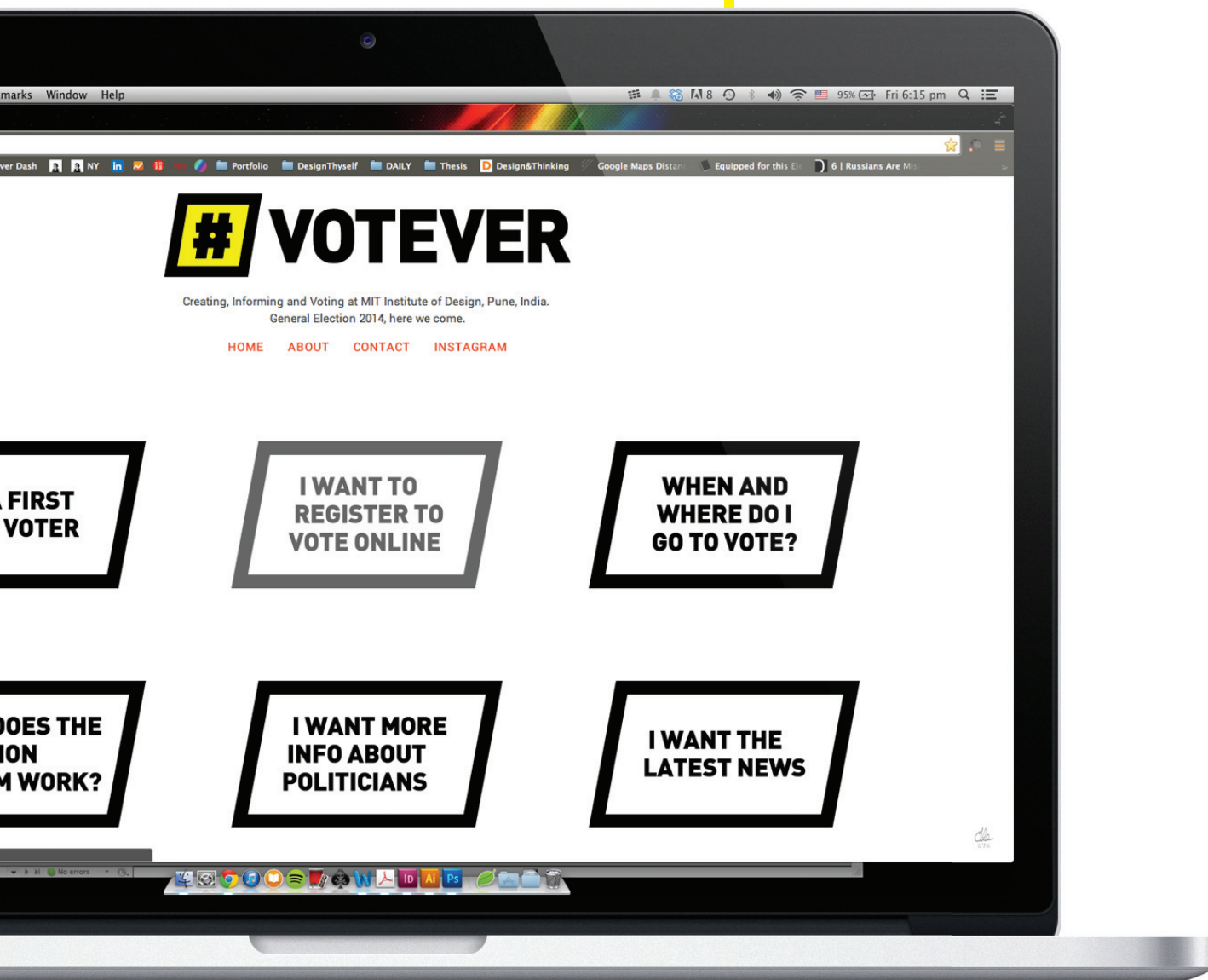


## WEBSITE

Clean, simple and easy to navigate. Only the most basic non-partisan information, links and any forms that are needed.

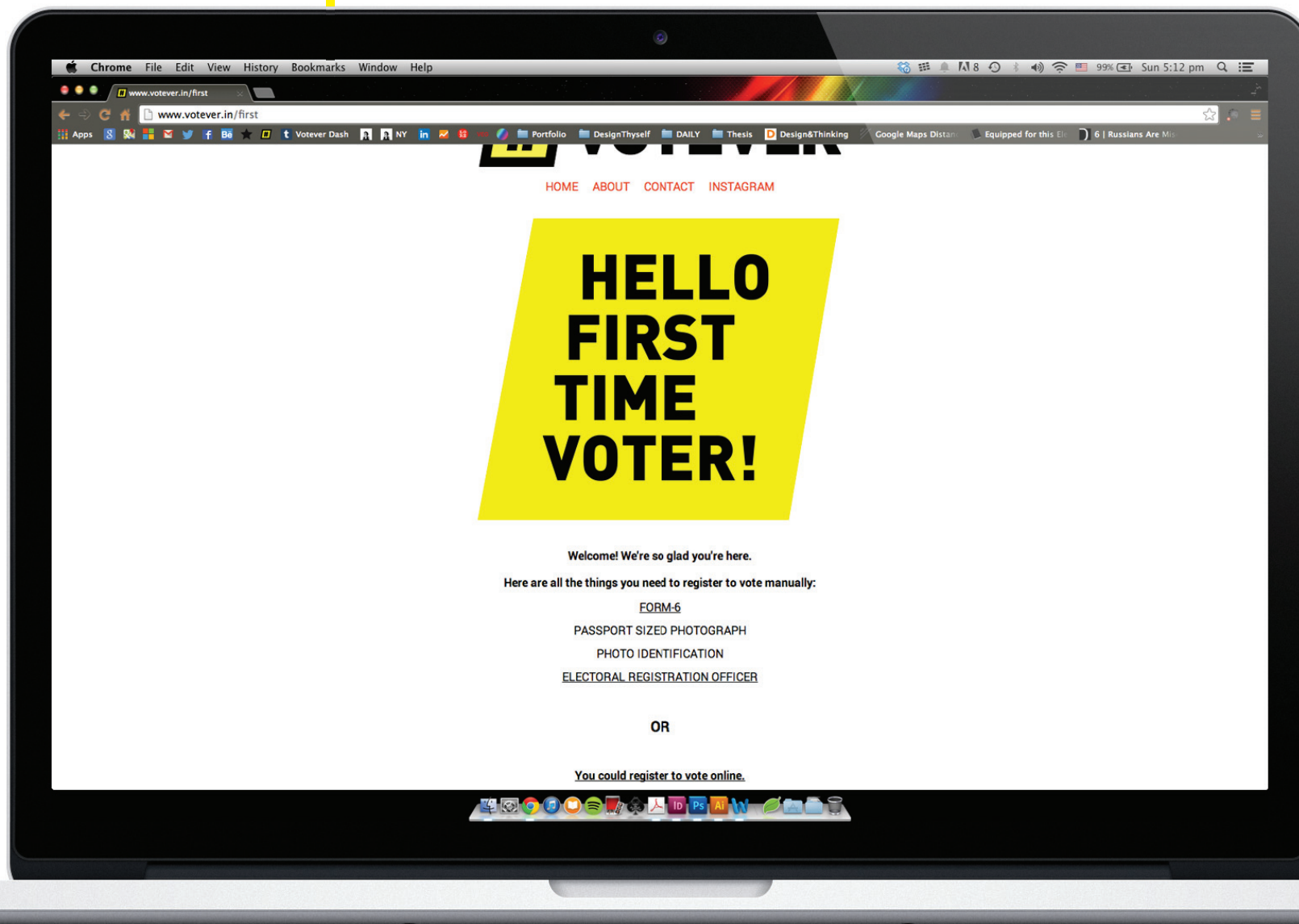
## SOCIAL MEDIA

Facebook and Instagram accounts with friendly language and good quality photographs to keep people interested.



<http://www.votever.in/>  
<http://instagram.com/votever>  
<https://www.facebook.com/votever>

The website is aimed for first time voters to remove all logistical barriers that stop them from casting their votes.



# SOMEWHERE IN LONI

*MIT Institute of Design  
Loni - Kalbhor  
Pune, India*





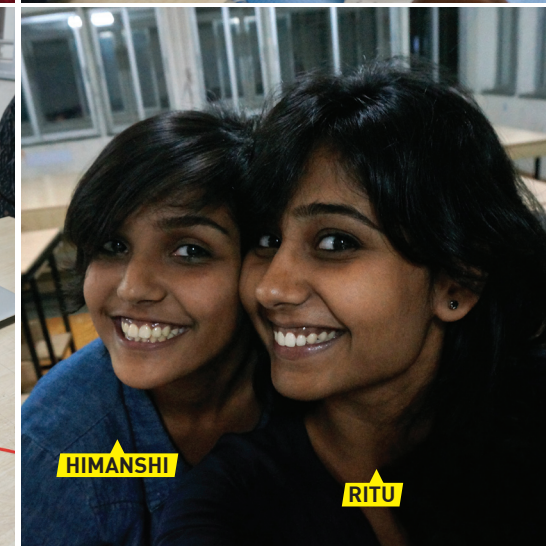
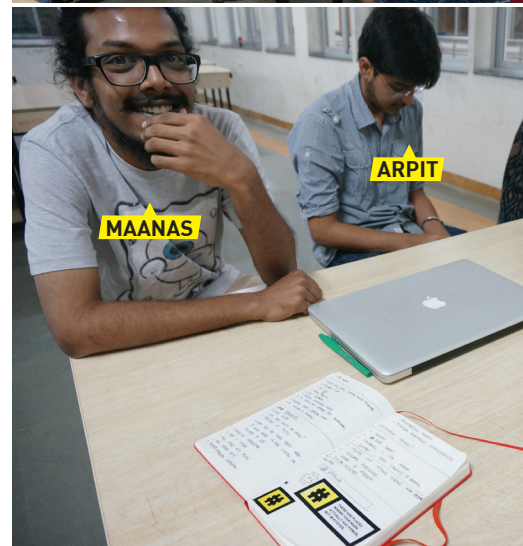
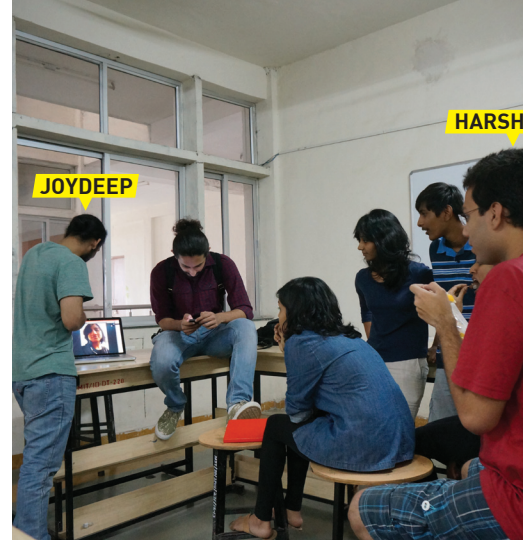
I piloted #votever at MIT Institute of Design in Pune, a small city outside of Mumbai. This campus is massive but outside of the actual city with very limited access. This is also where I did my undergraduate program from.



# THE TEAM

In this case, I was acting as the trigger. I started contacting people whom I knew and pitching this idea to them. I gave them incentives of being able to build some cool stuff and also be a part of the bigger change.

Initially I got about 5 to 6 people and as the news spread that pool of people grew. These were the first followers. We formed a Facebook page where we would communicate with each other and they would have weekly meeting where I could skype in.

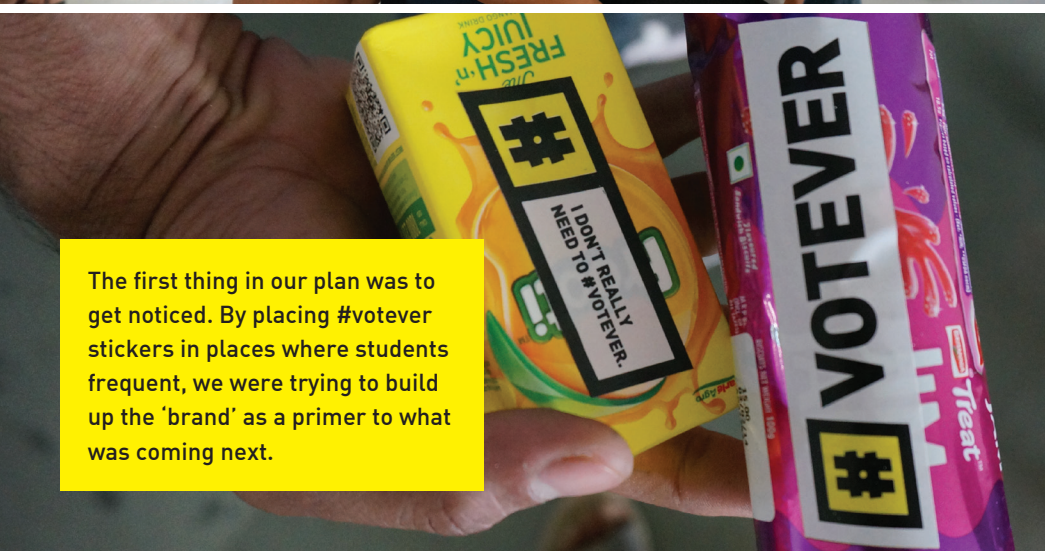
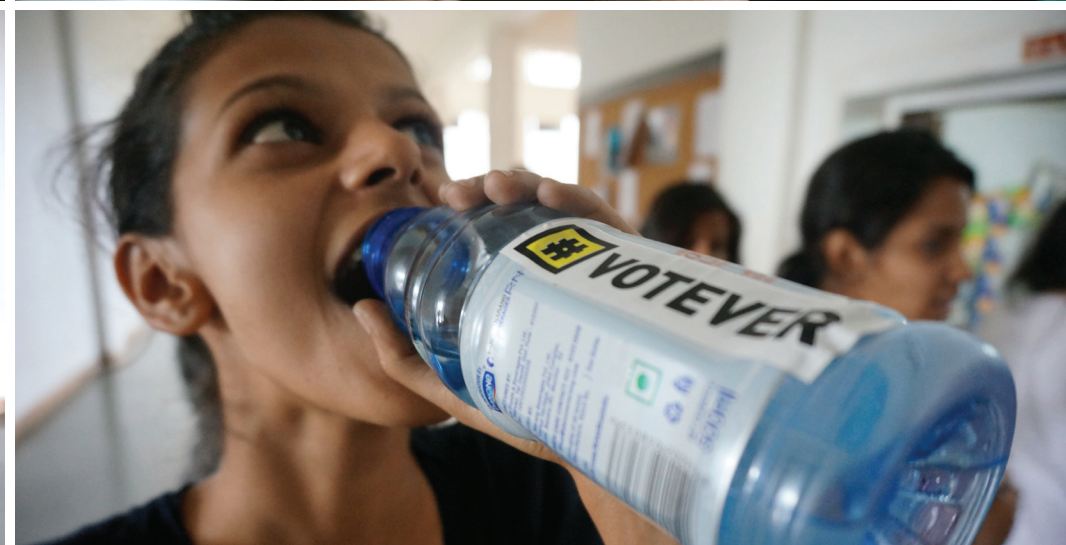




**We were still working within the framework of 'Action, System and Social Context'.**

[illegible]





The first thing in our plan was to get noticed. By placing #votever stickers in places where students frequent, we were trying to build up the 'brand' as a primer to what was coming next.



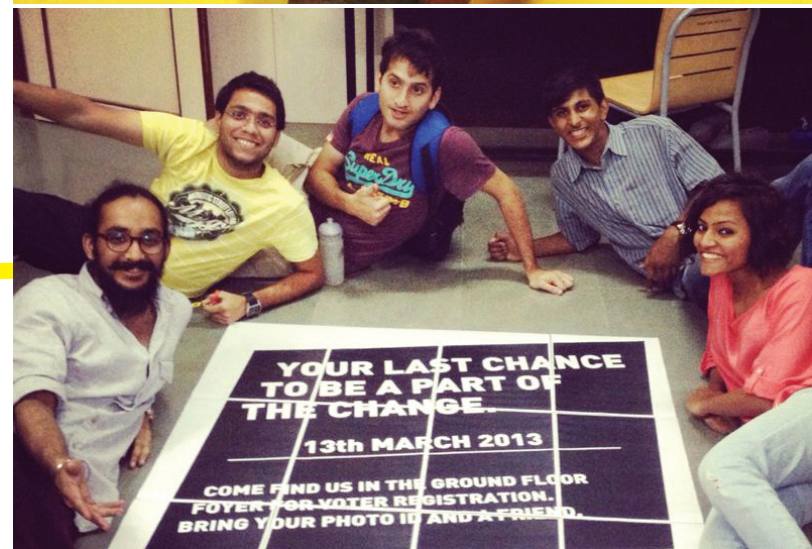


## VOTER REGISTRATION

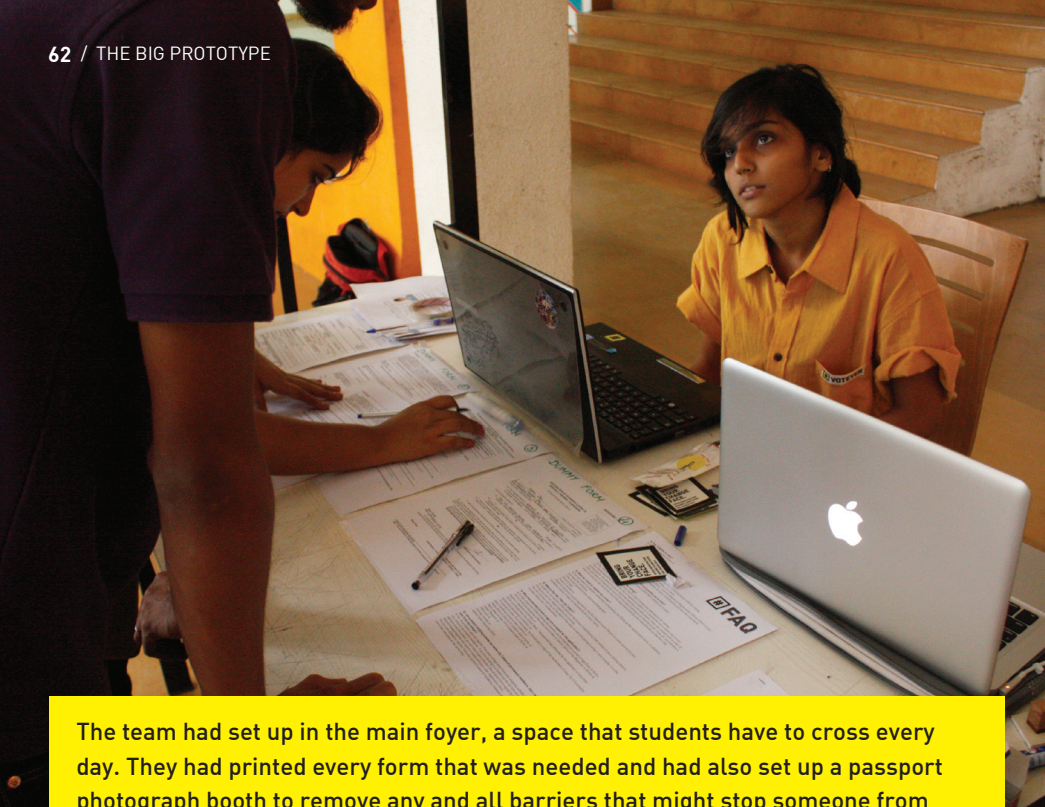
Registering these students was one of the most crucial parts of the process. The team started putting out more information on the campus so as it get many people to show up on the days that they would be setting up the registration tables.

This was a call to action, and in an ideal world there would have been a few more steps from the initial launch to the voter registration, but the dates of the elections were announced and they were sooner than we expected.

Within a span of a day, the team had been able to organize the registrations, get all the prints they needed and also spread the word through their personal networks and social media.







The team had set up in the main foyer, a space that students have to cross every day. They had printed every form that was needed and had also set up a passport photograph booth to remove any and all barriers that might stop someone from registering. Each one of the team members had been educating themselves on the system of the elections to help them answer an FAQ's that they could. I had provided them with all the print material that they would need for the promotion.







**160 REGISTRATIONS IN  
8 HOURS OVER 2 DAYS**



# INDIAN ELECTORAL SYSTEM 101

## NEXT STEPS...

Once the registrations were completed, we had about three weeks till the final election date. We had done the 'Action' part of our framework and now needed to move on the 'System' and 'Social Context'.

Going back to our brainstorm, we picked three things to make that would keep students engaged and excited about the upcoming election.

The first one of these was a stop motion animation that I created. This animation explains the electoral system through easy icons and storytelling. It was put online and through our social networks, we were able to get a lot of views. This was also motivating for the team to see and it helped them build the rest of our media pieces.

Link: <https://vimeo.com/91486038>



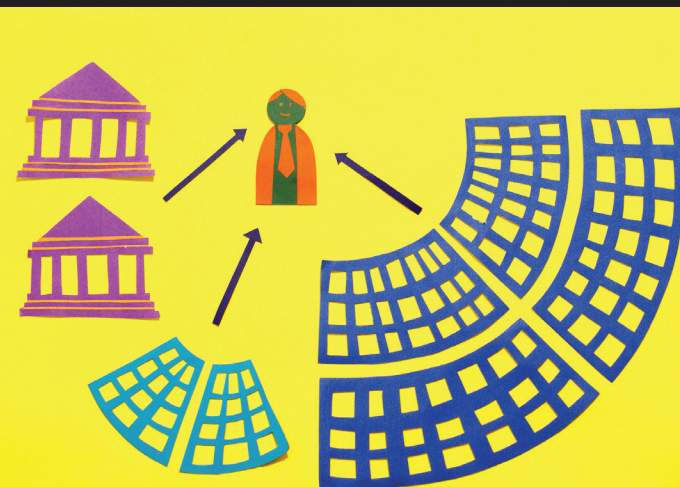
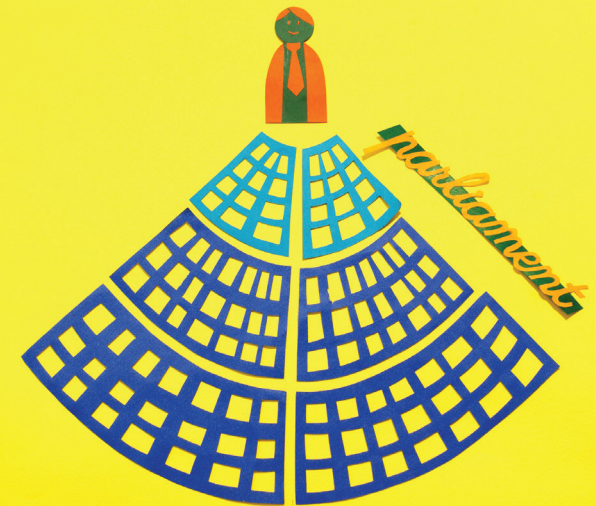


every

5 YEARS



VIDHAN SABHA

BROUGHT TO YOU BY

#VOTEVER

COPYRIGHT 2014



## POLITICIANS ALWAYS SAY YES

AN OVERVIEW OF THE KEY PLAYERS  
IN THE LOK SABHA ELECTION 2014

BROUGHT TO YOU BY  
#VOTEVER

### ARVIND KEJRIWAL

PARTY: AAM AADMI PARTY (AAP)  
AGE: 45

#### HIGHLIGHTS FROM THE AAP MANIFESTO:

**ANTI-CORRUPTION:** Corruption is the single biggest cause of poverty in India. We will set up a National Anti-Corruption Commission (NACC) to investigate and prosecute corrupt officials. We will also set up a National Anti-Corruption Fund (NACF) to provide financial support to the poor.

Arvind Kejriwal is the youngest leader of the Aam Aadmi Party (AAP). He is a former IAS officer and a social activist. He is known for his anti-corruption work and his leadership of the AAP. He is currently the Chief Minister of Delhi.

### NARENDRA MODI

PARTY: BHARATIYA JANATA PARTY (BJP)  
AGE: 63

#### HIGHLIGHTS FROM THE BJP MANIFESTO:

**ANTI-CORRUPTION:** Corruption is the single biggest cause of poverty in India. We will set up a National Anti-Corruption Commission (NACC) to investigate and prosecute corrupt officials. We will also set up a National Anti-Corruption Fund (NACF) to provide financial support to the poor.

Narendra Modi is the Prime Minister of India. He is a member of the Bharatiya Janata Party (BJP). He is known for his leadership of the BJP and his role in the development of India. He is currently the Prime Minister of India.

### RAHUL GANDHI

PARTY: INDIAN NATIONAL CONGRESS (INC)  
AGE: 43

#### HIGHLIGHTS FROM THE INC MANIFESTO:

**ANTI-CORRUPTION:** Corruption is the single biggest cause of poverty in India. We will set up a National Anti-Corruption Commission (NACC) to investigate and prosecute corrupt officials. We will also set up a National Anti-Corruption Fund (NACF) to provide financial support to the poor.

Rahul Gandhi is the son of Indira Gandhi and Rajiv Gandhi. He is a member of the Indian National Congress (INC). He is known for his leadership of the INC and his role in the development of India. He is currently the President of the INC.

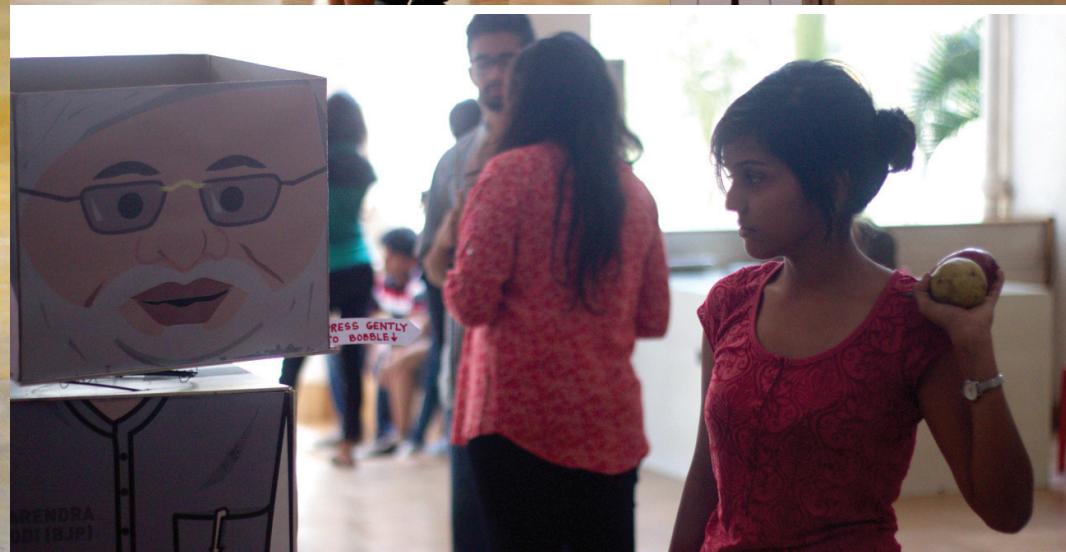
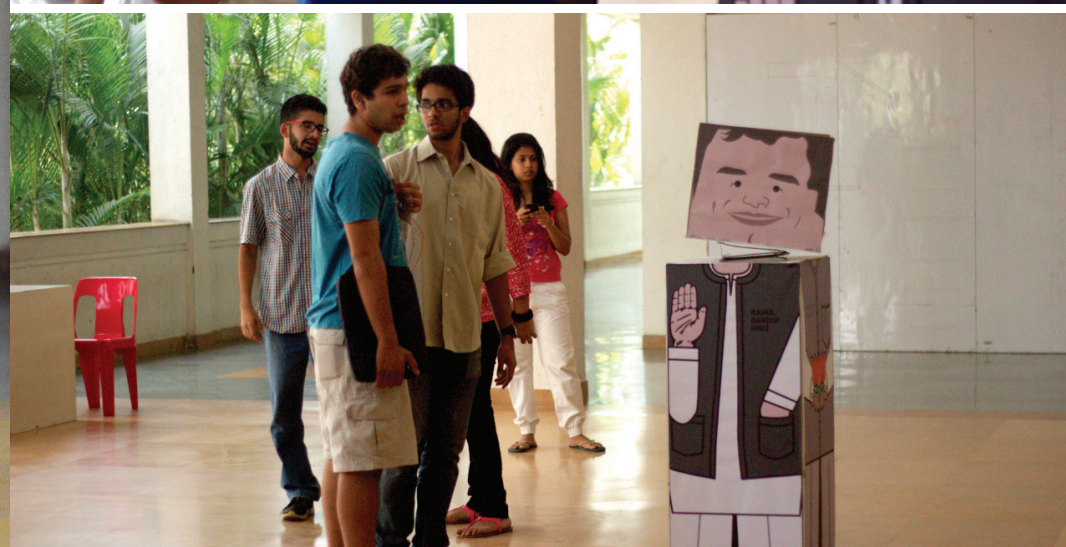
INSTALLATION #1

**POLITICIANS  
ALWAYS SAY YES**





A cuboidal bobble head that depicts the three key players in the election 2014. This acts as an introduction to the parties and their manifestos while also giving a brief history about the three prime ministerial candidates.







INSTALLATION #2

**LIGHT YOUR VOTE**





This installation is a light map that explains the path of your vote as it goes through the system. You can cast your vote in the first boxes for either the state election or the national election by pressing a button. This subsequently lights up the seats in other houses, and the colour depends on the colour you had chosen.





## FEEDBACK

From the list of students who registered to vote, I found about 20 of them to interview and get some feedback for #voteever. They also gave us invaluable insight into the kind of information they are looking for as young first time voters.







**APRIL 17th, 2014 - ELECTION DAY**



The morning of the election, we saw all the people who had registered with us at the local school where the election was being held. They came in groups or alone but they were all enthusiastic about turning up.

When they were done voting, all of them seemed to be proud, happy and felt like they had done their part towards creating change.

They were also grateful about #votever for bringing this opportunity for them and very interested in knowing what the next steps for this were.







## THE MARK OF A VOTER

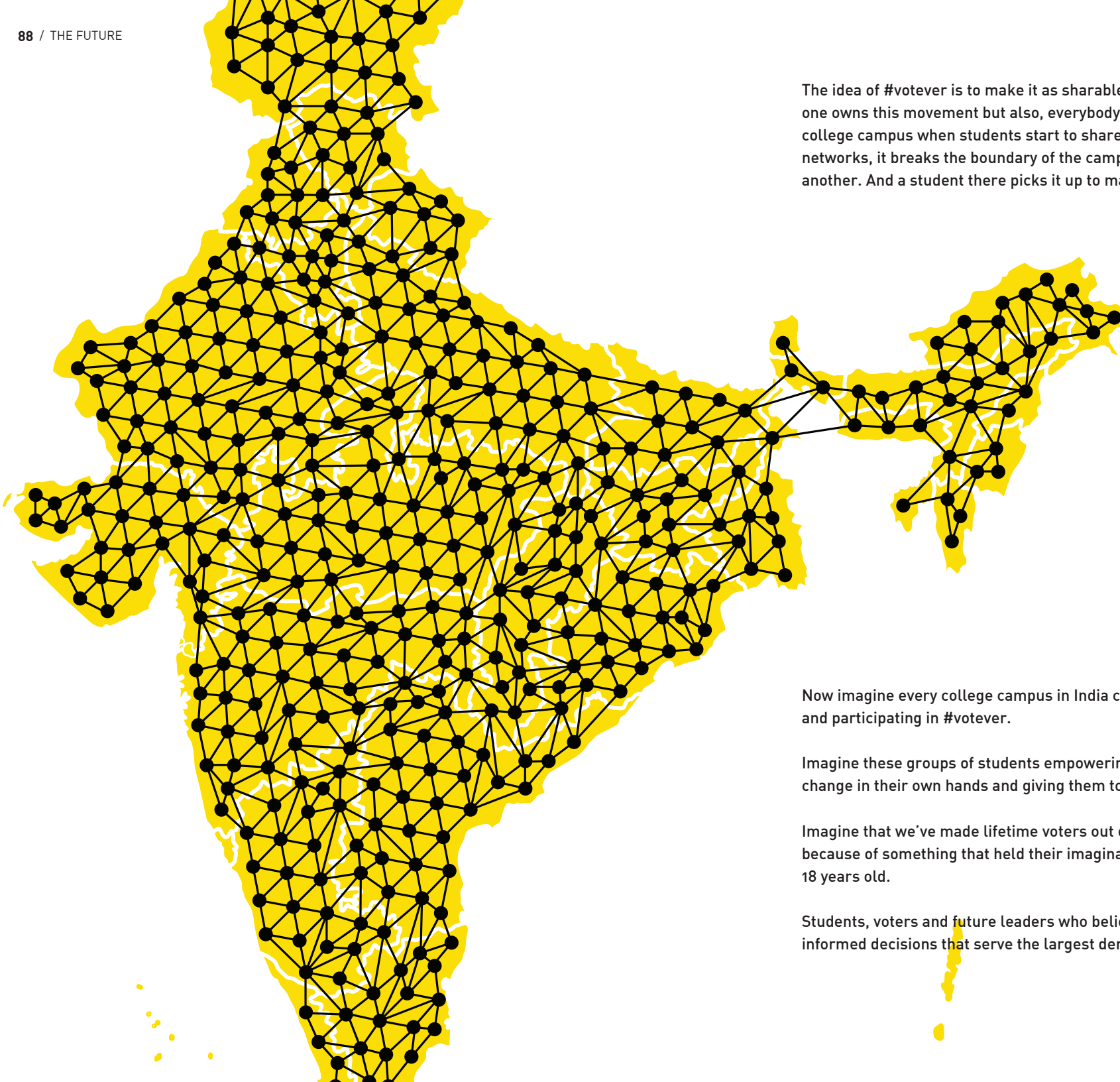
The most valuable thing for me that day was to see how much of this people were sharing on their social media pages with the #votever in their comments sections. This meant that their extended networks in various cities had access to this and were getting introduced to the idea of #votever.



# THE BIGGER PICTURE

*The great thing about social  
movements is everybody  
gets to be a part of them.*

- Jim Wallis



The idea of #votever is to make it as sharable as possible. No one owns this movement but also, everybody owns it. From one college campus when students start to share this out into their networks, it breaks the boundary of the campus and extends into another. And a student there picks it up to make it their own.

Now imagine every college campus in India connected in this way and participating in #votever.

Imagine these groups of students empowering their peers to take change in their own hands and giving them tools to do this.

Imagine that we've made lifetime voters out of these students because of something that held their imagination when they were 18 years old.

Students, voters and future leaders who believe in making informed decisions that serve the largest democracy in the world.



## SPECIAL THANKS TO:

### VOTEVER TEAM ZERO

AKHIL SEHGAL  
RITU CHAUHAN  
CHIRAG SHAH  
JOYDEEP SINGH  
HIMANSHI PARMAR  
SARAH DAS  
MAANAS SINGH  
OMKAR PURAV  
ARPIT JASUJA

### THE PHOTOGRAPHERS

NAVIN DEVNANI  
DHRUV MEHRA  
MANIK HUNDGENN  
SHWETA PATIL

### THESIS PROFESSORS

MAGGIE BRESLIN  
TINA PARK  
ARCHIE LEE COATES IV  
JEFFREY FRANKLIN

**“ THERE IS SOMETHING UNIQUE IN  
THIS SOIL, WHICH DESPITE MANY  
OBSTACLES HAS ALWAYS REMAINED  
THE ABODE OF GREAT SOULS.”**

**“ इस मिट्टी में कुछ अनोखा है जो  
कई बाधाओं के बावजूद हमेशा  
महान आत्माओं का निवास रहा है। ”**

*- Sardar Vallabhbhai Patel*

