

Mahila chaupals

Women are the pillars responsible for strengthening the society. Their role in social, cultural and economic development is significant and hence their active participation in the complete electoral process is important for bolstering our democracy. To ensure the effective presence of women in the upcoming assembly elections the polling data from the last election was analyzed and those areas were identified where the polling percentage of the women voters was significantly low. A new initiative was taken to connect with the women voters of these areas and mahila chaupals were organized to make them aware about the importance of their vote in democracy. These chaupals were exclusively held for women and information about voter registration, change of address was imparted to them in their local language. They were educated about the complete polling process by active demonstration of EVM – VVPAT. The tribal areas of Corba, minority dominated areas, hilly areas of Sherpur and Thano and disaster affected areas of Rudrapur were chosen to galvanize the women voters. SVEEP team of every district also organized the mahila chaupals to explain the complete election process to women in a simple and effective way. Girls who achieved the right of suffrage were inspired to get themselves registered as voters and they were informed about voter helpline number 1950, NVSP.IN, Voter helpline app. The women were briefed about the new initiatives of ECI i.e. Doli /wheel chair ,facility of postal ballot for elderlies and PwD unabling them to cast their vote at home



These Mahila chaupals were made attractive by the active participation of local women sporting their local attire, singing to the familiar tunes of their folk songs and folk dances.

