**Executive Summary**

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This project deals with increasing the youth voter turnout in India. A democracy is a form of ruling which is by the people and form them too. Without the participation of the citizens a democracy would fall apart. India is the world’s largest democracy. But on the voter turnout ranking it is rated 141st, with only 28 countries below it. If we compare it with the countries in Asia, India fares no better. The average voter turnout rate in the continent is 74% while that in India is 59.3 % as recorded in 2001 survey.

In India we find that despite adoption of a liberal democratic polity after independence, communities and collective identities have remained powerful and continue to claim recognition. Caste and religion are two factors that people focus on more than the worthiness and credentials of the candidates. The Indian youth is more educated and politically aware than the previous generation. This makes their criteria for electing a candidate drastically different. Youth also form a huge chunk of population. These two facts make it imperative that the youth should vote.

The goal of this project is to make India a voter friendly country with aware voters. It is to design a campaign by looking at various success stories across all the states and also in different countries in the world. Another aspect is to ensure that those who vote are aware enough to choose a candidate who is worthy.

The scope of this project is to get better governance into India. If voters are made aware and they participate in elections there is a good chance that the candidates elected will do justice to their posts. Secondly this project aims to make the politicians more accountable to their constituent voters. The third aim is to improve the projected image of the government in the public eye.

The problems that I am facing are to do with the huge amount of regional disparity in India. Every region has a different way of thinking. Trying to see what factors influence them and by how much is a very difficult task. Another difficulty I have encountered is looking at the ground level implementation of the various schemes. The schemes look really good on paper but at some level their implementations aren’t working well.

Key findings

1. The problems that have induced such a low voter turnout
2. What factors when brought into play can reverse the above
3. The code of conduct prescribed by the E.C.I
4. What efforts the government are making to increase voter turnout
5. How other countries are dealing with their low voter turnout.
6. From all these findings, I have few recommendations as following:

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1. School Senates
2. Civics Club in schools
3. Changes in school and college curriculum
4. Having a campus booth level officer
5. Making the entire electoral roll online
6. Formation of Voter Awareness units in youth organisations
7. Involving Panchayats in electoral roll reading
8. Targeting women voter turnout
9. Negative or neutral voting
10. Increasing Accountability of politicians
11. Each candidate should be assigned a webpage to himself: