



An initiative by

THE TIMES OF INDIA

ON GROUND COMMUNICATION

Outdoor in Hyderabad and
Mumbai



ON GROUND COMMUNICATION



Posters in Societies across
Delhi NCR, Mumbai,
Hyderabad, etc.

ON GROUND ACTIVITIES

'Click the button of change'

Aditi Tywani / TNN

Ludhiana: As the Rise Up Campaign on initiative of The Times of India at MGI mall on Faridkot Road, voters of Ludhiana district made it clear that they want from candidates and government.

Shruti, a resident, wrote, "I will vote for a person who will do good for the people."

Many people wrote 'Aardha' and 'Aardha' on the button.

"To motivate people in voting, it's necessary to make them feel special. Here, I pledge to vote on April 10 and will give a message that our should feel proud of having this moment for rights," said H. S. Singh.

BEST COMMENTS

- I will vote for the person who will do good for the people.
- This link is special, capture the moment of change.
- Vote to see the change, be the change.
- Let's make history.

Next Campaign

April 22: Sarabjit Nagar market (6.30pm to 8.30pm)

My vote, my responsibility. An equal excitement was witnessed among those under 18 years of age, who said in unison, "Though I am under 18 and cannot vote, we will definitely do our bit by motivating our parents, grandparents and siblings to exercise their right to vote."

Another teenager wrote, "Even if you are yet to be eligible to vote, motivate those eligible to vote. Better future does not belong to adults only." Messages, exceptional as these, were encouraging enough for the youngsters to join the signature campaign.

City's teenagers pledge to swell voter army

Prayal Chawhan / TNN

Ludhiana: While adults pledged to vote, non-adults pledged to motivate and encourage their parents, grandparents and siblings to exercise their franchise to vote. On Monday, the Rise Up Campaign India — reached the Model Town Extension market, where the old, youngsters, students actively took part in the signature campaign.

Those eligible to vote or first-time voters, expressed their excitement and enthusiasm by saying, "Though we would vote for the first time, we would be extremely cautious about who to vote. We will understand, compare and analyze before giving our vote to someone's favour. We would behave as a responsible voter."

VOTING IS MUST

Our government should realize that providing us with the right to vote is not a big thing. There are more crucial and sensitive issues where the government needs to provide assistance. But these are never acknowledged.

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Shoppers Hardsell Right To Vote

Toi Campaign Participants Promise To Bring About Change With Ballots

Shethi Mehrotra / TNN

Sunday evening is of an dedicated to let's sure with family and friends. It is considered the time close ones spend to get updating each other on weekend activities.

The call for everyone's contribution in coming out to vote these polls is loud and clear with the participants of the next government to bring peace and prosperity in the country by keeping aside religious and caste differences. A new down of tactical decision-making is on the rise with people preferring to choose a right and suitable candidate for their constituency rather than going for the party as a whole.

"A responsible citizen, this Sunday was no different when 75 per cent of the Toi Rise Up and Stop Out To Vote campaign reached a prominent city mall in Ludhiana. While some were catching up with friends over a cup of coffee, others had more plans for the evening. Though there were also some who were there for respite from the busy and hot weather. Considering the weekend, people were out in numbers at The Wave Eastern Mall in Ludhiana. When Toi approached them to take a pledge to vote, they were more than eager to voice their views.

According to philosopher and poet of ancient China Lao Tzu, The way to do is to be. His philosophy seems to be holding true during this Lok Sabha elections as the majority of people believe that it is now time to take the responsibility in their hands. One of the pledges that contributors to the above maxim is to bring small changes in everyday routine. "Small changes are needed immediately in the society. We can start by asking people who chose 'pan' serves too, as these small changes will help in painting a better picture of the country."

VOTE FOR WHOLESOME GROWTH

Exploitation of women at workplace and no fruitful welfare schemes for retired personnel is a major concern for the people.

A person invests crores of rupees to set up a nightmare that is shut down despite following all norms. Are we living in an autocracy?

Although I'm still underage to vote, I would ask people to vote for the party which prioritises education and women's security.

It's high time we got stable government which has willingness to work for wholesome growth and development of the nation.

Each vote counts. Voting on the basis of religion and caste will bring more enmity rather than wholesome social and economical development.

- Along with Corporate Outreach programmes across the country, signature drives were organized in cities like Chandigarh, Ludhiana, Lucknow, etc. motivating readers to enroll themselves as voters