## **PROGRAM REPORT**

## ONLINE AWARENESS CAMPAIGN TO ENSURE SAFE VOTING IN KERALA LOCAL BODY ELECTION 14.12.2020

The National Service Scheme (NSS) unit undertook a robust online awareness campaign on 14/12/2020 to ensure safe voting practices during the Kerala Local Body Election. Recognizing the role of young volunteers in promoting civic engagement, the NSS unit aimed to disseminate crucial information regarding the election process, COVID-19 safety measures, and the significance of responsible voting.

The NSS unit leveraged various online platforms such as social media, email newsletters, and virtual workshops to reach a diverse audience. Engaging content, including informative posters, animated videos, and real-life testimonials, were shared to convey the importance of active participation and adherence to safety protocols.

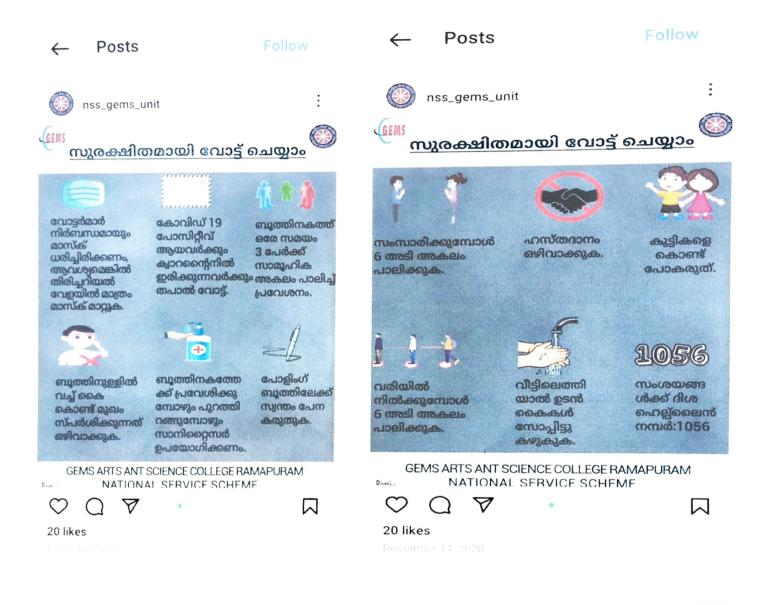
The online campaign successfully engaged a wide audience, particularly among the youth. Increased awareness and active participation were evident through the surge in online interactions, indicating a heightened interest in the democratic process and responsible voting.

The NSS unit's proactive online awareness campaign played a pivotal role in ensuring a safe and informed voting experience during the Kerala Local Body Election on 14/12/2020. By harnessing the power of digital platforms, the NSS unit contributed significantly to creating a socially responsible electorate and fostering a culture of civic engagement among the community.



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## **Photographs**





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