

Voters's List

In the democratic election, the list of those who are eligible to vote is prepared much before the election and given to everyone. This list is officially called the Electoral Role and is commonly known as the voters list. The right to vote falls under Universal Adult Franchise. It means all the citizens aged 18 years and above can vote in an election regardless of his or her cast, religion or gender. It is the responsibility of the government to get the names of all the eligible voters put on the voters list. As new persons attain voting age, names are headed to the voters list and names of those who move out of the place or those who are dead are deleted. A complete revision of the list takes place every 5 years or before the declaration of election notification. This is done to ensure that it remains up to date.

Election photo identity card

In the last few years a new system of Election Photo Identity Card has been introduced. The card has not been made compulsory for voting and voters can show any other proofs of identity like the ration card, driving licence or Aadhar Card.

Nomination of Candidates

Anyone who is a voter can also become a candidate in elections. The only difference to be a voter is that the minimum age is 18 years while to be candidate in election the minimum age is 25 years. There are also some other restrictions on criminals but these apply to very extreme cases.

Political parties nominate their candidates who get the party support and symbol. Party's nomination is often called party ticket. The candidate has to fill nomination form and give some money as security deposit.

Moreover every candidate has to make a legal declaration giving full details of educational qualifications, assets and liabilities, criminal cases pending against the candidate.

The information provided has to be made public in order so that the voters can make the decision accordingly.

There is no educational qualification for candidates to contest in the election. However the relevant qualification for candidate is the ability to understand people's concerns, problems and to represent people's interests. Putting an educational qualification would go against the spirit of democracy because it would deprive a majority of the citizens right to contest elections.

Election Campaign

Election campaign means the promotion of the policies, offers and promises that the candidates make to voters to fulfill if they are elected. In this way voters can decide the candidate to vote for. They vote for the candidate whose policies they like.

In our country election campaigning takes place for a two-week period between the announcement of the final list of candidates and the date of polling.

During this period the candidates contact their electorate, political leaders, address election meetings and political parties mobilise

there supporters. This is also the period when print media and television news are full of election related stories and debates.

Political parties prepare their election manifestos. In election campaigns political parties try to focus public attention on some big issues. They want to attract the public to that issue and get them to vote for their party on that basis.

Slogan given by different political parties

Some of the successful slogans given by different political parties in various elections are

1. The Congress Party led by Indira Gandhi gave the slogan of garibi hatao in the Lok Sabha election of 1971. The party promised to reorient all the policies of the government to remove poverty from the country.
2. Save democracy was the slogan given by Janta Party in the Lok Sabha election held in 1977. The party promised to undo the excesses committed during emergency and restore civil liberties.
3. The Left Front used the slogan of Land to the Tiller in the West Bengal assembly elections held in 1977.
4. Protect the self respect of the Telugus was the slogan used by N. T. Rama Rao the leader of the Telugu Desam Party in Andhra Pradesh assembly elections in 1983.