



SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES

Event Report

National Voters' Day Celebration and Voters' Pledge Ceremony

Date: 25th January 2025

Venue: Shaheed Sukhdev College of Business Studies (SSCBS), University of Delhi

Organised by: Electoral Literacy Club, SSCBS

Occasion: 14th National Voters' Day

Introduction:

The Electoral Literacy Club of Shaheed Sukhdev College of Business Studies (SSCBS) organized a special event on **25th January 2025** to celebrate **National Voters' Day (NVD)** and promote the spirit of active and ethical electoral participation among the youth. The event was marked by the **ceremonial reading of the Voters' Pledge**, signifying the importance of each individual's role in strengthening democracy.

The National Voters' Day, celebrated annually on 25th January since 2011, marks the foundation day of the **Election Commission of India (ECI)** and aims to encourage greater participation of citizens in the electoral process, especially the newly eligible young voters.

Objective of the Event:

The core objective of the event was:

- To raise awareness among students about the power and responsibility of voting.
- To encourage ethical, informed, and inclusive electoral participation.
- To instill a sense of civic duty and democratic commitment in young citizens.
- To reinforce the message of **free, fair, and peaceful elections**.

Event Highlights:

The event began with a welcome note by the faculty coordinator of the Electoral Literacy Club, who emphasized the critical role that young voters play in shaping the future of our

nation. The students were then educated about the historical significance of National Voters' Day and the role of the Election Commission in ensuring the integrity of elections.

Following this, all students, teaching and non-teaching staff came together to solemnly take the **Voters' Pledge**, both in **English** and **Hindi**, as prescribed by the Election Commission of India.

English Pledge:

"We, the citizens of India, having abiding faith in democracy, hereby pledge to uphold the democratic traditions of our country and the dignity of free, fair and peaceful elections, and to vote in every election fearlessly and without being influenced by considerations of religion, race, caste, community, language or any inducement."

Hindi Pledge:

"हम, भारत के नागरिक, लोकतंत्र में अपनी पूर्ण आस्था रखते हुए यह शपथ लेते हैं कि हम अपने देश की लोकतांत्रिक परंपराओं की मर्यादा को बनाए रखेंगे तथा स्वतंत्र, निष्पक्ष एवं शांतिपूर्ण निर्वाचन की गरिमा को अक्षुण्ण रखते हुए, निर्भीक होकर, धर्म, वर्ग, जाति, समुदाय, भाषा अथवा अन्य किसी भी प्रलोभन से प्रभावित हुए बिना सभी निर्वाचन में अपने मताधिकार का प्रयोग करेंगे।"

Importance of the Voters' Pledge:

The Voters' Pledge is not just a symbolic act — it is a reminder of the strength that lies in each vote. By taking the pledge, the youth reaffirmed their **commitment to the nation's democratic values**, promising to vote without any bias or external influence.

In a country as diverse as India, voting serves as a unifying force that upholds equality and gives voice to every individual. Through this pledge, SSCBS students pledged to act responsibly and become agents of positive democratic change.

Outcome and Impact:

- Over **200+ students and faculty members** actively participated in the event.
- The ceremony fostered a renewed sense of civic responsibility among young voters.
- Many students expressed their willingness to **register as voters** and participate actively in future elections.
- The event also sparked meaningful discussions on **voter awareness, misinformation, and electoral ethics**.

Conclusion:

The National Voters' Day celebration at SSCBS served as an important reminder of the **power of the ballot** and the **duty of every citizen** to uphold the democratic ideals of the

country. The Voters' Pledge event successfully engaged the youth and inspired them to participate in the electoral process with integrity, fearlessness, and pride.

By committing to vote responsibly and ethically, the students of SSCBS reaffirmed their role as **informed and empowered citizens of India**.