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Tuesday 05<sup>th</sup> March 2024

Fostering Civic Responsibility: IIM Jammu Encourages Voting Awareness With ‘Mera Pehla Vote, Mere Desh Ke Liye’ Campaign

Last updated Mar 5, 2024

Jammu : The Indian Institute of Management (IIM) Jammu, in its ongoing commitment to nurturing responsible citizenship, hosted the “Mera Pehla Vote, Mere Desh Ke Liye” campaign, urging students and faculty alike to recognize and exercise their right to vote for the betterment of the nation. The event, held in the Vivekananda Classroom, saw robust participation from the IIM Jammu community, reaffirming their dedication to active civic engagement. A series of videos focusing on the power to vote were showcased on the occasion.

Prof. B.S. Sahay, Director of IIM Jammu, underscored the importance of voting in shaping the future of the nation. He emphasized, “Voting is not just a right but a responsibility bestowed upon us as citizens of this great nation. By exercising our right, we contribute to the democratic process and pave the way for a brighter future for generations to come.”

Prof. Jabir Ali, Dean Academics at IIM Jammu, emphasized the significance of understanding one’s duties as citizens and the power of collective action, drawing parallels with the impactful “Jaago Re” campaign by Tata Tea. He urged everyone to pledge their commitment to vote, stating, “In a democracy, our duty goes beyond casting a vote; it involves actively participating in the democratic process. Let us pledge to exercise our vote and lead by example for a better tomorrow.”

Cmdr. Kesavan Baskaran, Chief Administrative Officer of IIM Jammu, mentioned about the economic implications of voting by citing the GDPs of India, China, and the USA. He urged everyone present to realize the power of their vote in driving the nation towards progress, stating, “For a developed India by 2047, it is essential for each one of us to exercise our right to vote. Let us make use of this opportunity to contribute towards the growth and prosperity of our nation.”

Dr. Ashish Kumar, Chairperson of Student Affairs at IIM Jammu, shared his personal experiences and urged students to recognize their duty towards the nation. He emphasized, “Each vote cast is a voice heard, and it is imperative for every citizen to understand the significance of their vote. Voting is not merely a choice but a responsibility that empowers us to shape the destiny of our country.”

Following the insightful speeches, a pledge for “Mera Pehla Vote, Mere Desh Ke Liye” was undertaken by all faculty, officers, staff members, and students of IIM Jammu, reaffirming their commitment to upholding the democratic values of the nation. In a democracy, the act of voting is not just a right but a solemn duty that empowers citizens to shape the future of the nation.

Through initiatives like “Mera Pehla Vote, Mere Desh Ke Liye,” Campaign, IIM Jammu strives to instill a sense of civic duty and encourage meaningful participation in the electoral process among its students and faculty. The event served as a platform for fostering awareness and dialogue surrounding the importance of voting, reinforcing the institute’s commitment to nurturing responsible citizenship and contributing positively to society. The event culminated with the rendition of the national anthem, symbolizing unity, and patriotism. The event was coordinated by Student Affairs Office.

<https://www.htsyndication.com/india-education-diary/article/fostering-civic-responsibility%3A-iim-jammu-encourages-voting-awareness-with--mera-pehla-vote%2C-mere-desh-ke-liye--campaign/79748487>



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**IIM Jammu hosted 'Mera Pehla Vote, Mere Desh Ke Liye' campaign, fostering a sense of civic responsibility among students for a brighter future.**

Rafia Tasleem 04 Mar 2024 22:04 EST



*IIM Jammu Champions Civic Duty with 'Mera Pehla Vote, Mere Desh Ke Liye' Campaign*

In an inspiring display of civic responsibility, the Indian Institute of Management (IIM) Jammu hosted the 'Mera Pehla Vote, Mere Desh Ke Liye' campaign, a movement urging students and faculty to realize the significance of their voting rights for the nation's future. Held in the Vivekananda Classroom, the event saw enthusiastic participation from the IIM Jammu community, showcasing a series of impactful videos on the power of voting. Prof. B.S. Sahay, the institute's director, emphasized voting as not just a right, but a pivotal responsibility of citizenship, aiming to shape a brighter future for upcoming generations.

## **Empowering the Youth**

Key figures at IIM Jammu, including Prof. Jabir Ali and Cmdr. Kesavan Baskkaran, highlighted the importance of understanding one's civic duties and the powerful impact of collective action in a democracy. Drawing parallels with the 'Jaago Re' campaign by Tata Tea, they encouraged a pledge among participants to actively partake in the democratic process, underlining voting as a crucial step towards national progress and prosperity. Dr. Ashish Kumar shared personal anecdotes to further motivate students, emphasizing that every vote is a voice in shaping the country's destiny.

## **Inspiring a New Generation of Voters**

The 'Mera Pehla Vote, Mere Desh Ke Liye' campaign at IIM Jammu not only served as a platform for discussion on the importance of voting but also as a commitment ceremony where faculty, staff, and students pledged to uphold democratic values. This initiative mirrors efforts across the nation, such as the seminar organized by Government Degree College Vijaypur, aiming to educate young voters about their critical role in democracy. Through these endeavors, institutions like IIM Jammu are instilling a sense of civic duty among students, encouraging them to contribute meaningfully to electoral processes and, by extension, to the nation's development.

## **Reaffirming Democratic Values**

The event concluded with a rendition of the national anthem, symbolizing unity and patriotism among participants. The 'Mera Pehla Vote, Mere Desh Ke Liye' campaign not only reinforced IIM Jammu's commitment to nurturing responsible citizenship but also highlighted the power of informed voting in driving socio-economic progress. As India moves towards its goal of becoming a developed country by 2047, initiatives like these underscore the essential role of each vote in realizing this vision, fostering a more engaged and informed electorate for a better tomorrow.

<https://bnnbreaking.com/politics/iim-jammu-champions-civic-duty-with-mera-pehla-vote-mere-desh-ke-liye-campaign>

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# IIM hosts 'Mera Pehla Vote, Desh Ke Liye'



**NL CORRESPONDENT**

**JAMMU TAWI, MARCH 04**  
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reaffirming their dedication to active civic engagement. Prof. B.S. Sahay, Director of IIM Jammu, underscored the importance of voting in shaping the future of the nation. He emphasized, "Voting is not just a right but a responsibility bestowed upon us as citizens of this great nation. By exercising our right, we contribute to the democratic process and pave the way for a brighter future for generations to come." Prof. Jabir Ali, Dean Academics at IIM Jammu, emphasized the

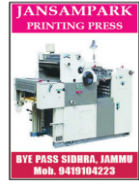
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"For a developed India by 2047, it is essential for each one of us to exercise our right to vote. Let us make use of this opportunity to contribute towards the growth and prosperity of our nation." Dr. Ashish Kumar, Chairperson of Student Affairs at IIM Jammu, shared his personal experiences and urged students to recognize their duty towards the nation. Following the insightful speeches, a pledge for "Mera Pehla Vote, Mere Desh Ke Liye" was undertaken by all faculty, officers, staff members, and students of IIM Jammu, reaffirming their commitment to upholding the democratic values of the nation. Through initiatives like "Mera Pehla Vote, Mere Desh Ke Liye," Campaign, IIM Jammu strives to instill a sense of civic duty and encourage meaningful participation in the electoral process among its students and faculty.



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**JNEWS SERVICE**  
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(Approved by Govt. of India & State Govt.)

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**6** **Do MPs, MLAs Have Immunity In Bribery Cases? Big Supreme Court Decision**

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## IIM Jammu encourages voting awareness with 'Mera Pehla Vote, Mere Desh Ke Liye' campaign

Written by: JK Monitor News Network

Created: 04 March 2024

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Dr. Ashish Kumar, Chairperson of Student Affairs at IIM Jammu, shared his personal experiences and urged students to recognize their duty towards the nation. He emphasized, *"Each vote cast is a voice heard, and it is imperative for every citizen to understand the significance of their vote. Voting is not merely a choice but a responsibility that empowers us to shape the destiny of our country."*

Following the insightful speeches, a pledge for *"Mera Pehla Vote, Mere Desh Ke Liye"* was undertaken by all faculty, officers, staff members, and students of IIM Jammu, reaffirming their commitment to upholding the democratic values of the nation. In a democracy, the act of voting is not just a right but a solemn duty that empowers citizens to shape the future of the nation.

Through initiatives like *"Mera Pehla Vote, Mere Desh Ke Liye," Campaign*, IIM Jammu strives to instill a sense of civic duty and encourage meaningful participation in the electoral process among its students and faculty. The event served as a platform for fostering awareness and dialogue surrounding the importance of voting, reinforcing the institute's commitment to nurturing responsible citizenship and contributing positively to society. The event culminated with the rendition of the national anthem, symbolizing unity, and patriotism. The event was coordinated by Student Affairs Office.

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