

Young Lions Print 2024

# Objective:

Energise the younger audience in India by instilling awareness of their voting rights, prompting them to break free from apathy and actively participate in the upcoming election. The primary objective is to significantly increase youth voter turnout, fostering a sense of responsibility and engagement in the democratic process.

# Insight 1:

The youth of this country is always looking towards the developed nations, yearning for what they have.

■ Better Infrastructure

■ More Acceptance

■ Better Education

■ Better Quality Of Life

## Insight 2:

These developed countries often have much higher youth voter participation.

Idea:

Koi bhi desh perfect nahi hota,  
usse perfect banana padta hai

India Youth Voter Participation: 30%



Singapore Youth Voter Participation: 95.81%



We can be like them if we vote like them.  
Scan to register now



India Youth Voter Participation: 30%



Belgium Youth Voter Participation: 89%



We can be like them if we vote like them.  
Scan to register now



India Youth Voter Participation: 30%



Australia Youth Voter Participation: 88.8%



We can be like them if we vote like them.  
Scan to register now





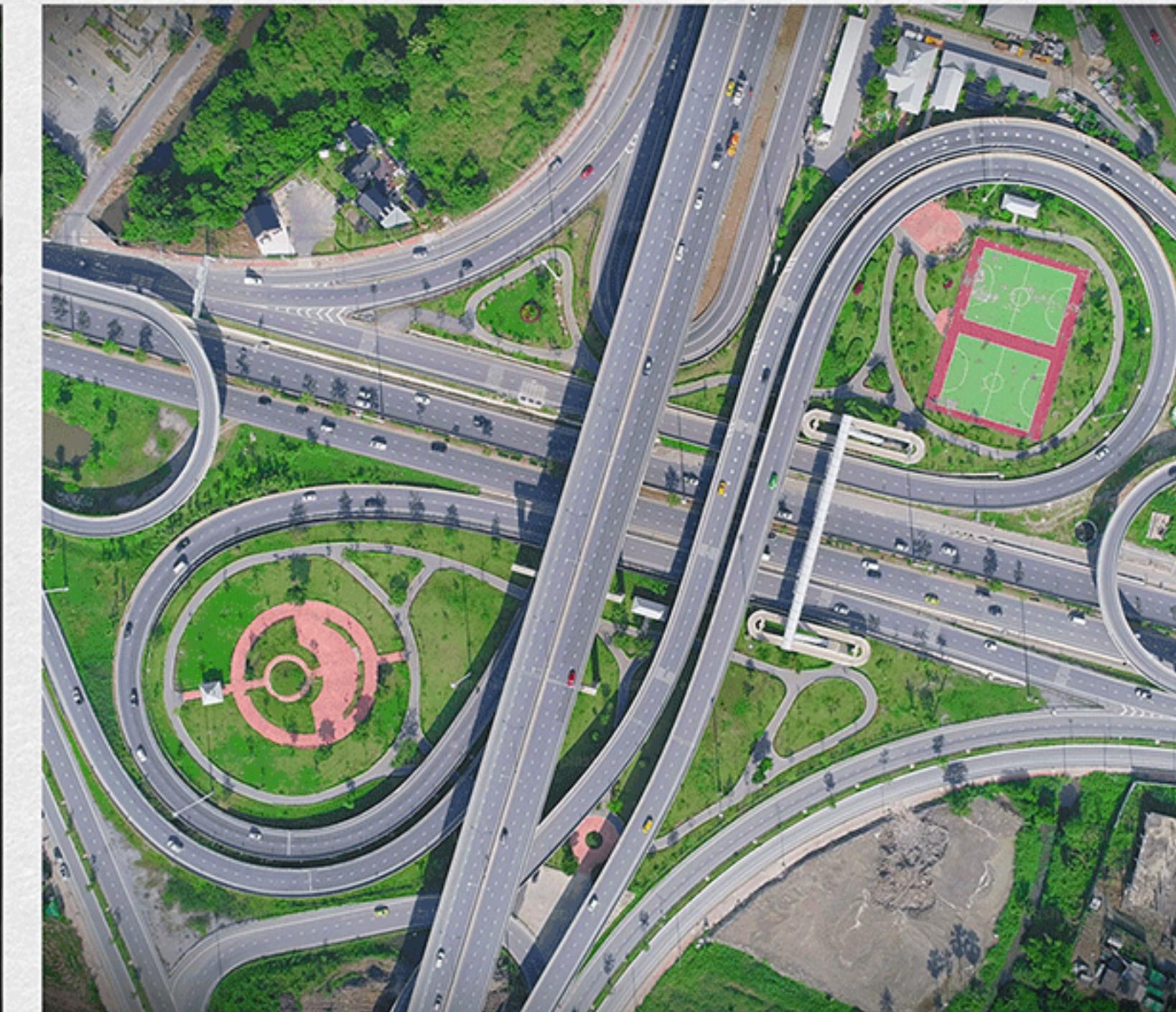
# THE TIMES OF INDIA

INCLUDES OF DELHI TIMES | TIMESOFINDIA.COM | EPAPER.TIMESOFINDIA.COM

India Youth Voter Participation: 30%



Singapore Youth Voter Participation: 95.81%



We can be like them if we vote like them.  
Scan to register now





# THE TIMES OF INDIA

INCLUDES OF DELHI TIMES | TIMESOFINDIA.COM | XTRA@TIMESOFINDIA.COM

India Youth Voter Participation: 30%



Belgium Youth Voter Participation: 89%



We can be like them if we vote like them.  
Scan to register now





# THE TIMES OF INDIA

INCLUDES OF DELHI TIMES | TIMESOFINDIA.COM | EPAPER.TIMESOFINDIA.COM

India Youth Voter Participation: 30%



Australia Youth Voter Participation: 88.8%



We can be like them if we vote like them.  
Scan to register now



Thank You