

## **DAINIK BHASKAR ask Voters to select the right candidate in Punjab**

Punjab went into polling just after the nation-wide public uprising against corruption. The whole nation was reeling under wide spread mismanagement and corruption, and it had provoked the citizens to rethink and think hard.

Punjab Elections were an ideal platform for the people of Punjab to set tone for rest of the Country, to rise and choose the right candidate, who would truly work in the interest of the public.

Elections are the most important part of democracies and societies in transition. Keeping in view of the kind of awareness as well as apathy among voters Dainik Bhaskar took an unique approach as Sahi Ko Chuno



As India's largest newspaper, it was our responsibility to create the awareness among people, and to remind them that if they really wanted to eradicate corruption, and improve the overall system of the State, they could not do it just by holding protests and picking up anti-corruption placards! If people really wanted their representatives to work for their benefits, to create policies and laws that were pro-public, they would have to choose their political representative with much thought. Sahi Ko Chuno ( choose the right candidate) was Dainik Bhaskar call to the readers.

Dainik Bhaskar's "Sahi ko Chuno" campaign did not align with any political party. It was a truly citizen agenda. It just provided platform for common public to voice their views, express themselves.

On 22nd Nov 2011, the Editorial announced start of campaign 'Sahi Ko Chuno' across Dainik Bhaskar editions in Punjab. This was the first salvo in a series of content that appeared through the election phase. It created high awareness and buzz on - why was it important for voters to "Choose the right candidate" (Sahi Ko Chuno).

A special initiative "Yuva Sansad" was organized in colleges and universities across Punjab, to catalyze productive discussions amongst youth on the prevailing political scenario and to educate them of the need to choose the right candidate.

Ground Survey: Public's opinion on what is an "Ideal Candidate" was initiated in 32 cities of Punjab. Completed in 26 days with 1.21 respondents. January 2, 2012, results of the Reader's Survey were announced in Dainik Bhaskar. 85% of voters in Punjab had expressed their views that while voting they would be given the due weightage about the "Candidate" instead of "Party".

Campaign Impact: The "Sahi ko Chuno" campaign set a tone in Punjab. There was high awareness on need to choose the right candidate and also on why was it important. As a Right Candidate would represent them in future as well as playing a significant role in policy making for the betterment of Punjab and its people.



The campaign also used Cable, FM, Print Promo ads as well as outdoor media including Gates, Standees, Banners, Posters etc in major touch points across 32 cities of Punjab.

**Attached:**

Campaign "Sahi Ko Chuno" announcement on 22nd Nov. 2011.

Ground Survey - Result and Analysis report published on 2nd January 2012