Project 2 Report

An Introduction to the Indian Parliament for the First Time Voters

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IDC, IIT Bombay

An introduction to the Indian Parliament for the First Time Voters

PROJECT - II REPORT

Visual Communication Project-II by
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Guide
Prof. G. V. Shreekumar

Submitted in the partial fulfillment of
the requirements for the degree of
Master of Design
in Visual Communication

Industrial Design Centre
Indian Institute of Technology
Bombay
2013 - 2015

Declaration

I declare that this written submission represents my ideas and work in my own words and where other ideas and words have been included, I have adequately cited and referenced the original sources.

I also declare that I have adhered to all principles of academic honesty and integrity and have not fabricated, misrepresented or falsified any idea/data/fact/source in my submission.

I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom permission has not been taken when needed.
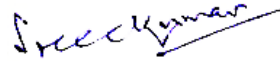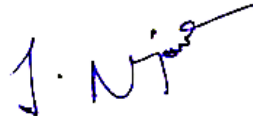
Signature :

Name : Upasana Gadgil

Roll No. : 136250004

Date :

APPROVAL SHEET

This Visual Communication project entitled "Parliament of India" by Upasana Gadgil, 136250004, is approved in partial fulfilment of the requirements of Master of Design Degree in Visual Communication.

Project Guide :

Chair Person :

Internal Examiner :
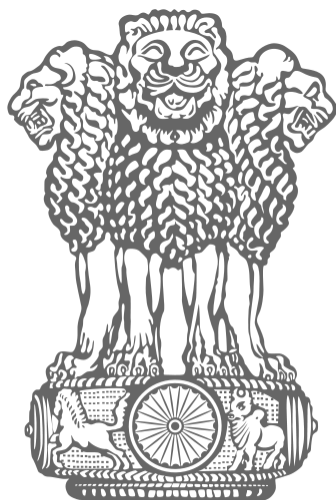
External Examiner :

Date :

Place :

ACKNOWLEDGEMENTS

Abstract

The Parliament of India is the supreme legislative body of India. The Indian Parliament comprises of the President and the two Houses - Rajya Sabha (Council of States) and Lok Sabha (House of the People), which forms an important part of our Government System of India. Government of India is the backbone of the country. Every procedural in an Indian citizen's life is linked directly or indirectly to the Government System.

I chose to work on a Political Science subject for my project as I thought this would be a great opportunity to motivate myself to learn and understand the subject. In school, I never really understood the concepts and nobody could explain it to me properly. As I grew up, I found myself in many awkward situations where I could not talk or express my opinions on political issues. I was always curious to know about the happenings in our country, but I found news hard to understand since my basic understanding of the Indian political sytem was weak.

I wanted to work on a project which would help people in real life and the topic that I have chosen 'Parliament of India' gave me a huge scope to work upon. There is a wide scope to better the transfer of required and important knowledge to the target audience for which I can use my course learnings, skills and knowledge.

This report outlines the design process that I have followed throughout the project. The details of deciding a topic, defining the target audience, finding out the problems and coming up with a set of possible solutions for the same are put down clearly so that the reader gets a complete understanding of end to end design process.

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CONTENTS

INTRODUCTION

Since my school days I wondered what these words are government, parliament, legislature and laws. They sound really big and heavy. I came across these words in standard six and seven while studying a compulsory subject called 'Civics' offered by the state board of Maharashtra. I used to wonder why we have two heads – the president and the prime minister. For many years these doubts dwelled in my mind and I tried getting rid of it by asking elder people around me. Unfortunately, my doubts were not cleared properly. I tried following news thinking that news might help me to understand these terms. But, I used to get bored. Because I did not understand the terms, I could not engage myself in understanding news. As I turned 18, was happy as I could watch adult movies, get a driving license, become eligible to have a voter ID card and vote. But, at the same time I was sad as I did not know whom to vote and why to vote. Every time elections happened, let it be general elections or state elections I started avoiding talking about it in group. I could not portray my point of view because I lacked the knowledge of understanding the parliamentary system. Suddenly, it struck me why not take this as a topic for my project in IDC at IIT Bombay which will really push me hard to study the subject in detail though it seemed a great challenge to me. And that's how I began working towards the subject.

As the project begun, I thought of interacting with school kids from six to ten and understanding the current status of teaching the subject in schools. Surprisingly, few schools have adopted various techniques like setting up a mock up parliament where kids act and discuss about the social and political issues. School teachers use teaching aids like images, flowcharts and real life examples to explain the concepts. Though this is not the scenario in all schools. School textbooks are quite improved and are student friendly. Many government schools for kids from not an affluent economic background lack this luxury of teaching aids.

Further, I interacted with many girls and boys of around my age from various educational backgrounds to understand their understanding about the Indian parliamentary system.

I was shocked to know that many of them fall into my category. This is a tragedy for our country where a young generation which is considered to be most productive and minds with fresh and new thoughts is unaware of what is the parliamentary system about and what does it do. How are they going to keep track of the political happenings? How and on what basis are they going to cast their vote? Not knowing about our own political system is eventually going to affect us. I had an impression that IItians are smart and very knowledgeable. They must be knowing everything about the country's political system. But I am proved wrong.

This lead me to work for the young generation, make them aware of the political happenings by conveying them appropriate, sufficient and essential knowledge about our parliamentary system. First time voters (18 to 23 years of age) is a good audience to target. If this group of people is well informed about the country's political system before it goes and votes in the elections, it will add much more value to the final output of the election. Government that would come into form after such elections would be more of a rational decision. To get crisp idea about what exactly this group of people didn't understand I kept on asking them casual questions which led me to form a list of doubts they had. Many of them had many doubts and many doubts were common to many of them. Surplus sources of information are available on the internet. My study shows that people lack the motivation to read the already available information. Apparently the reason is they find it boring and complicated to understand.

This made my project more interesting. The challenge was to deliver only required and important information in a very interesting manner. People must view and grasp the information with their own will.

To reduce the scope of the project, I had to narrow down my target audience to first time urban women voters. The conclusion from the observations of what is it that target audience spends more time doing is - being online. Many young girls and boys access internet daily. Most of them have laptops, computers and smartphones with internet facility. They have accounts on social networking sites like Facebook, Twitter, etc. If reading newspapers, books, PDFs and pages on websites about parliamentary system is so uninteresting for them, then connecting with them by going into their online social world is a better idea. Hence, delivering knowledge of parliamentary system to the first time voters on a social media became a rational decision.

This report is helpful for the students who are working in the areas of civics, political science, Indian parliament, Government of India. Teachers can refer to understand why and how it is important to have the knowledge of parliamentary system. It is helpful to the design students to understand how a project gets direction and how it leads to its solution. The purpose of this report is to document the complete design process which includes stages like observations and findings, articulation of a problem, ideation and conceptualizing, prototyping, execution and implementation of solution, learnings and conclusions to help the reader understand complete flow of this visual communication project.

This project required help of many people like my professors, friends, colleagues, school teachers, school kids and others. Taking their perspectives towards the problem into consideration helped to come up with a quality solution.

UNDERSTANDING THE INDIAN PARLIAMENT

Man is a social animal. He needs people around. He needs to talk, interact, communicate and express. We all do that since we cannot live without it. We live in groups, and many such groups together form a society. When we live in a society, we derive support from one another and our needs related with food, shelter, clothing, education, health, etc. are fulfilled. We as a part of the society always want the society to be peaceful. But each one of us has a way of thinking, a point of view and opinions which can differ. from each other's. Though many people stay together in a society, their differences might not get along. Here is a need of a body, a group of people from the same society which can carry out certain functions that are useful for the society, which can govern and guide such societies to live peacefully, which can take decisions for everyone on behalf of everyone in the society. And Parliament of India is that body which works in the interest of the country.

What is Parliament of India?

Parliament of India is a national representative body having supreme legislative powers within the country. The Constitution of India, a book that contains all the fundamental laws, for governing a country came into force on 26th January 1950. The rights of citizens as well as the structure and functions of the government are all stated in the constitution. Our country is ruled according to our constitution. The Constitution of India provides for a bicameral Parliament consisting of the President and the two houses known as the Council of States (Rajya Sabha) and the House of the people (Lok Sabha). Lok Sabha is also called as Lower House and Rajya Sabha as the upper house.
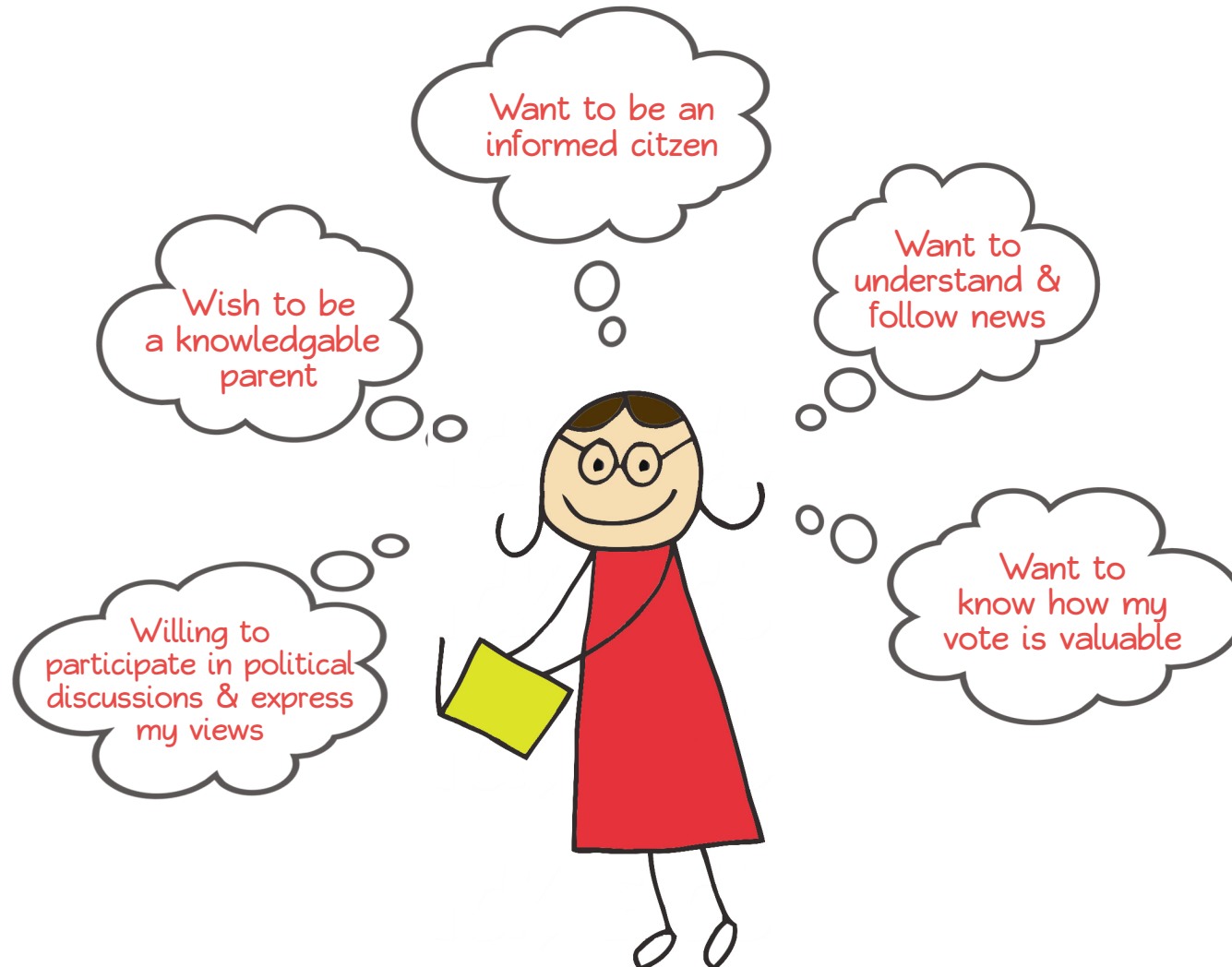
Why to know about the Indian parliamentary system?

We live in a democratic country, where the government is for the people, of the people and by the people. India has a huge population of 11.252 billion. Hence, choosing representatives from respective constituencies who will listen to our problems and be our voice to solve issues in the society is our fundamental duty. To be a part of this critical process it is essential to have a fair understanding of the system and its functioning. Moreover, it will help a citizen to understand how is the country managed.

One should know about the Indian Parliament because :

It makes laws for us
and
It collects taxes from us

- As a part of the system, one must know one's role and where he/she stands in the hierarchy.
- One must know who takes decisions for him/her and who makes laws.
- In case any issues to be addressed, one must have an idea of who to approach.
- One should be able to follow news and participate in political discussions.
- In democracy, it is everyone's responsibility to look after the government so that it could run smoothly and effectively.
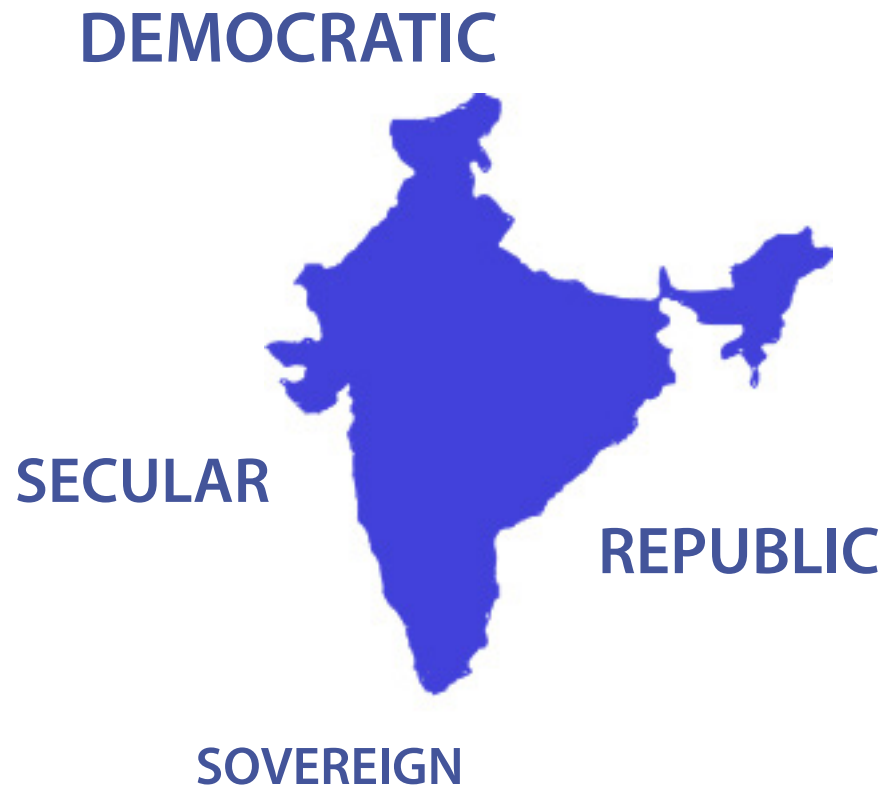
AIM OF THE PROJECT

To convey appropriate and sufficient knowledge of 'Parliament of India' and its function to the target user group which will effectively help them to govern their socio-political life.
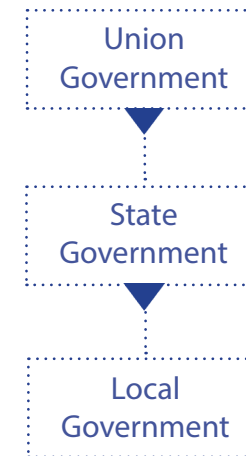
SECONDARY STUDY

DEMOCRATIC

SECULAR

REPUBLIC

SOVEREIGN

INDIAN GOVERNMENT

Understanding the structure of Indian government :

**GOVERNMENT
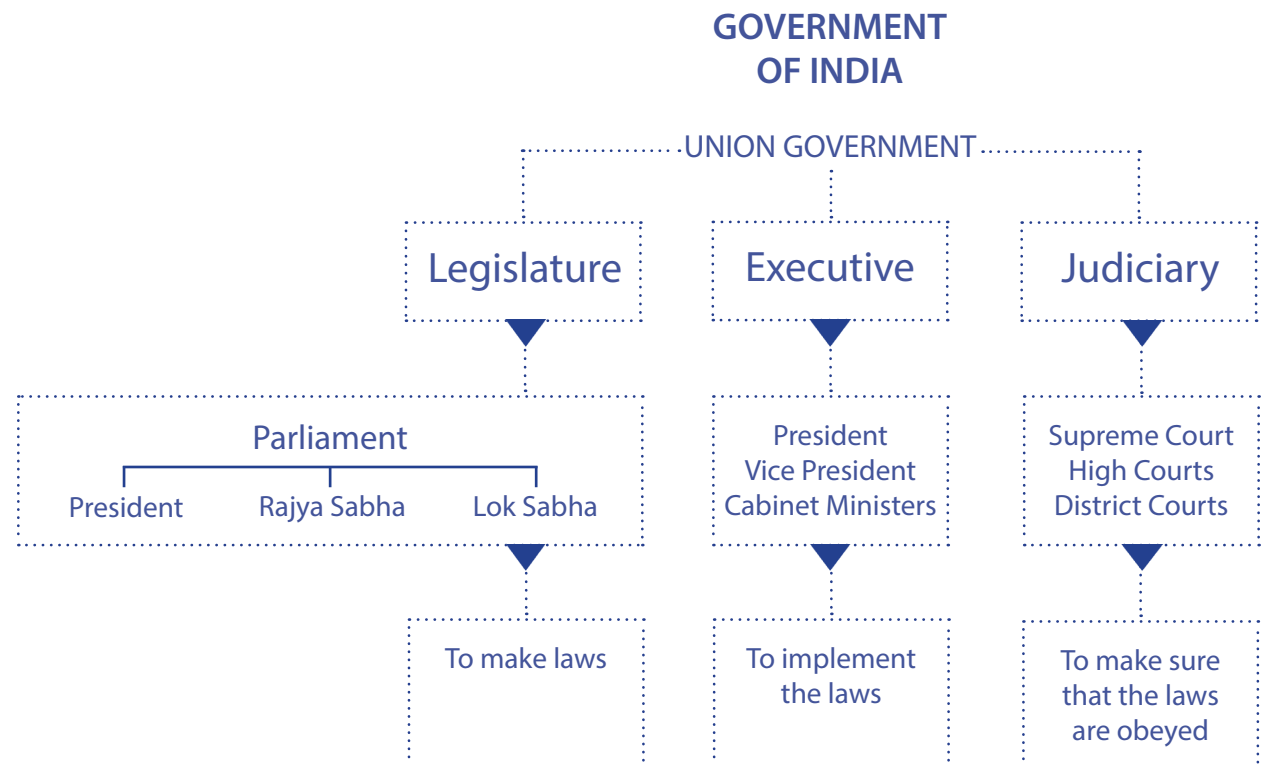OF INDIA**

Union
Government

▼

State
Government

▼

Local
Government

India has a huge territory and a lot of social diversity. Hence, we adopted a federal system which means that in the country there are governments functioning at two different levels. The 'Union Government' - makes laws for the entire country and the 'State Government' - makes laws for the state. Each state has its own state government. Since there are governments at two levels, more people can take part in the running of the country. Powers and responsibilities are divided between the two governments so that it functions efficiently.

Union Government

Understanding the structure of Union government :

GOVERNMENT OF INDIA

UNION GOVERNMENT

Legislature	Executive	Judiciary
Parliament President Rajya Sabha Lok Sabha	President Vice President Cabinet Ministers	Supreme Court High Courts District Courts
To make laws	To implement the laws	To make sure that the laws are obeyed

Parliamnent or Union Legislature

Understanding the structure of Union legislature :

**GOVERNMENT
OF INDIA**

UNION GOVERNMENT

Legislature

PARLIAMENT

President   Rajya Sabha   Lok Sabha

250 members   **552** members

238   12   530   20   02
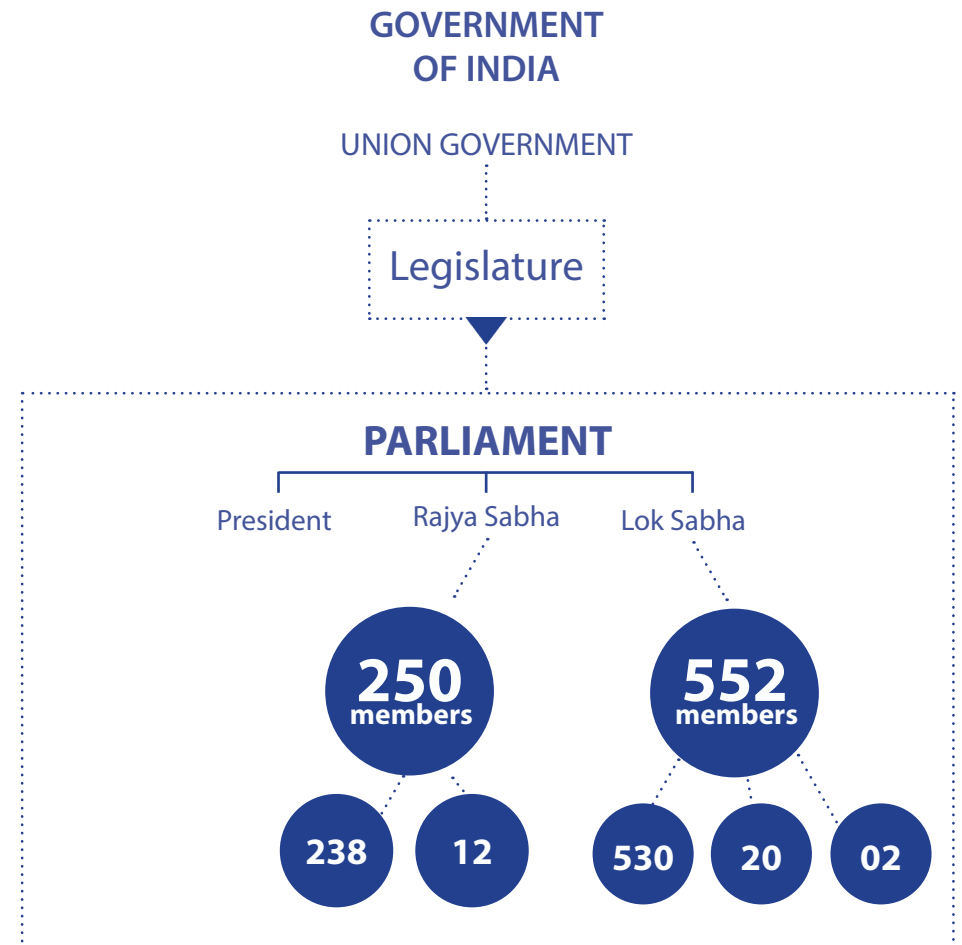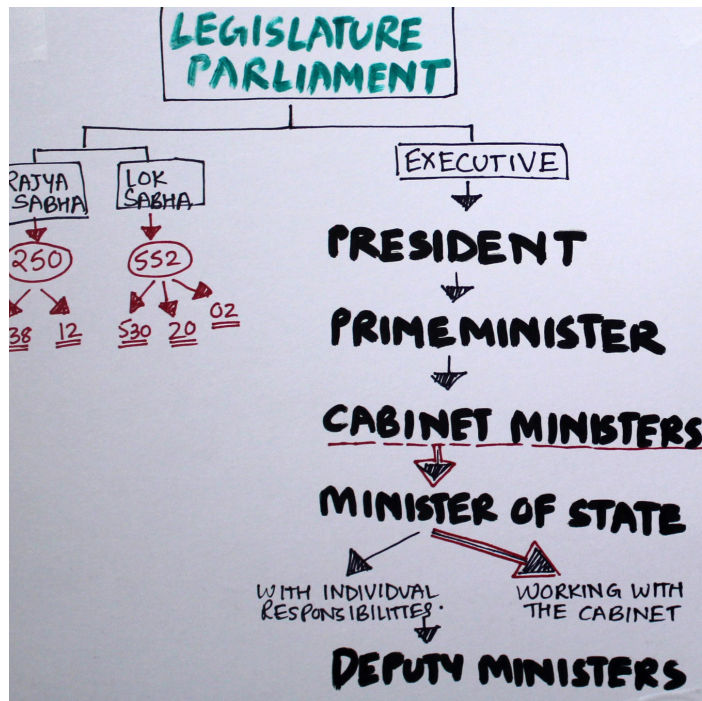
School Curriculum

Understanding existing curriculum of the Political Science subject in schools
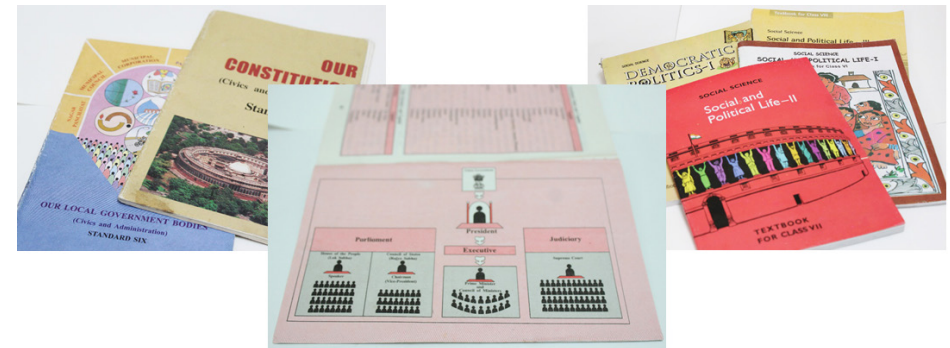
State Board	CBSE Board
There are not many examples in the textbook. No case studies found.	Concepts are explained with the help of real life examples. Case studies are given.
No activities other than exercises are given.	Different activities like skit, drama, role play, drawing charts are given.
No images , too much of text in the chapters. Only one hierarchical diagram at the end of chapter.	Many images, but no hierarchical diagram or explanation given.
There is a link between previous chapter and next chapter.	There is no link between previous chapter and next chapter

Explaining the government system of India to the school students
Student name: Chinmayee Samant (2009-11)
Output: Graphic Novel

Explaining elections in India through games
Game 1: Chuno Chunao
Objective of the game : To win the elections

Game 2 : Ulty polity
Objective of the game : Tug of war between the government and the opposition

Other Government Systems

Other government systems similar to the Indian government

Types of Government
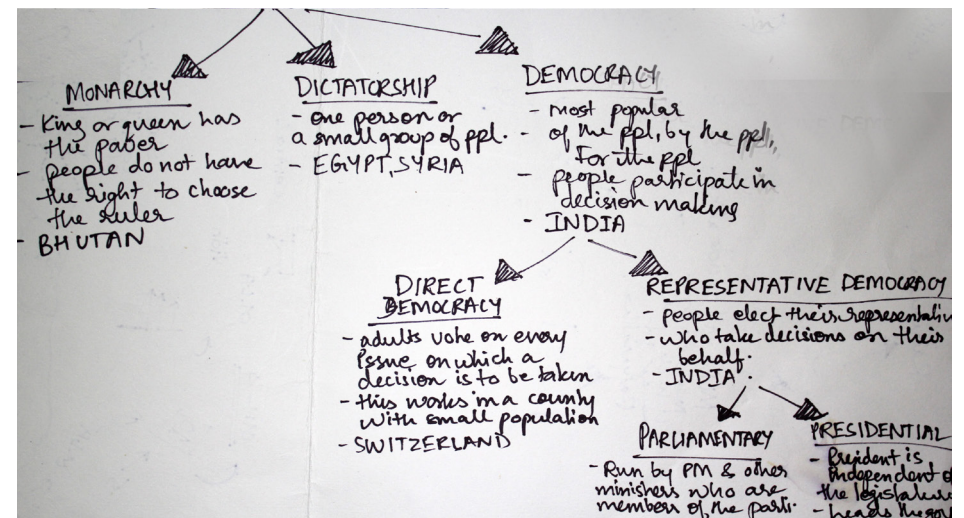
India follows the Westminster Model

The Westminster system is a democratic parliamentary system of government modelled after the politics of the United Kingdom. This term comes from the Palace of Westminster, the seat of the Parliament of the United Kingdom.

VOTING USER GROUPS

The two important voting user groups are :

**GOVERNMENT
OF INDIA**

VOTING USER GROUPS

First Time Voters	Other Voters
18 - 23 years of age	Above 23 years
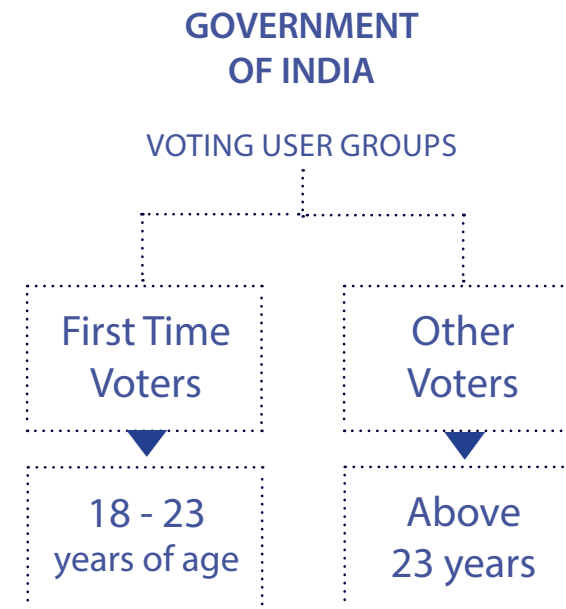
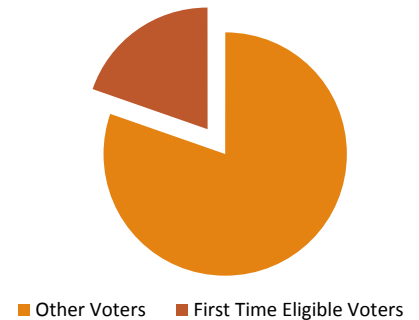# IMPORTANCE OF FIRST TIME VOTERS

Who can vote?
Those who have crossed the age of 18 years and are citizens of India

How important are First Time Voters?
- Parliament election takes place every five years
- A new target group is generated every five years
- Hence, the importance of this group

First Time Eligible
Voters
20%

■ Other Voters ■ First Time Eligible Voters

GENERAL ELECTIONS 2014

About 814.5 billion people had a ballot, and around 20% of these were eligible for the first time voting. About 23 million eligible voters had been enrolled in the 18 to 19 age group, nearly 3 percent of India's voters.

Total Eligible Voters

814.5 Billion

First Time Eligible Voters

160 Million

Defining the Target User Group

Since First Time Voters forms 20% of the total voting population of India i.e 160 million people, I find this as an imortant group to be targeted for the project.

First Time Eligible Voters

Men

Women

DEFINING THE TARGET USER GROUP

Women segment further needs to be divided into urban and rural groups because their problems are different. Hence they have to be catered seperately. Applying divide and conquer strategy, I have redefined my target user group to 'Urban Women'.
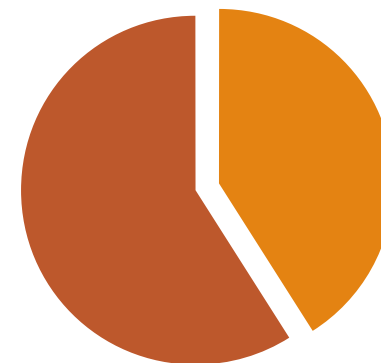
First Time Eligible **Women** Voters

Rural

Urban

Lower **Middle** Upper

Educated Uneducated
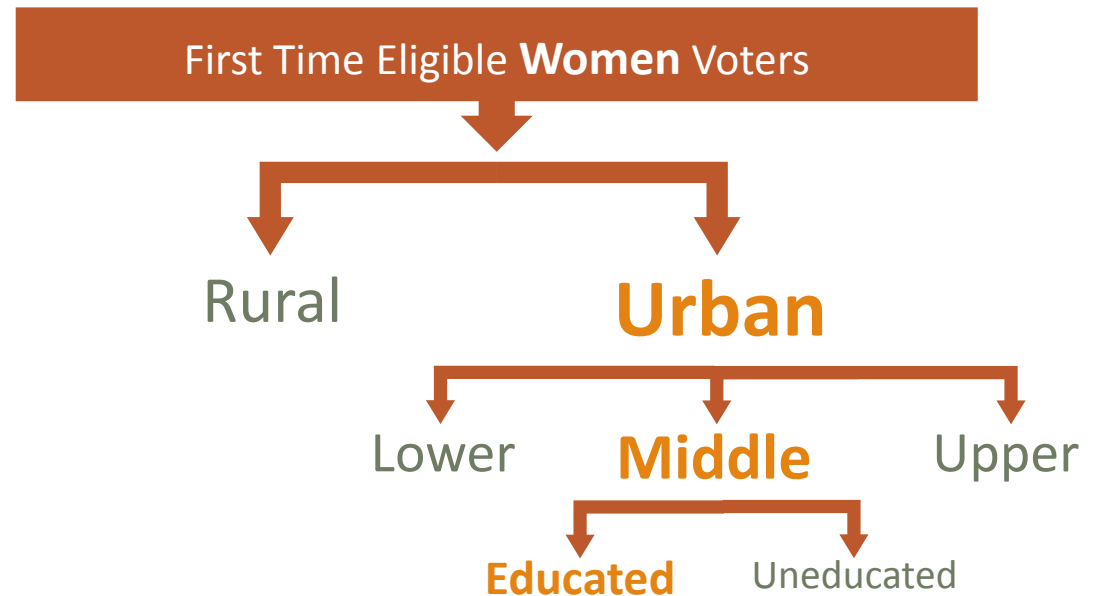
Why Women?

Total Eligible Women Voters

41%

■ Women ■ Men

CONCERNS OF URBAN WOMEN (18 - 23 YEARS)

It is important to understand and focus on the major needs and expectations of the most important user group. It is essential to understand their difficulties, issues and concerns. Every segment has different sets of concerns and problems, hence the method of dealing with those might be different.

Urban women general concerns :
- Marriage and divorce laws
- Live in relationships
- Property rights
- Social opinions
- Health
- Family planning
- Sanitation
- Security

Crimes against women :
- Sexual harassment
- Rape
- Dowry
- Domestic violence
- Acid throwing
- Trafficking

DEFINED TARGET USER GROUP

Urban Women segment also has a variety like literate women and illiterate women. Married and unmarried, working and students. This is my target user group.
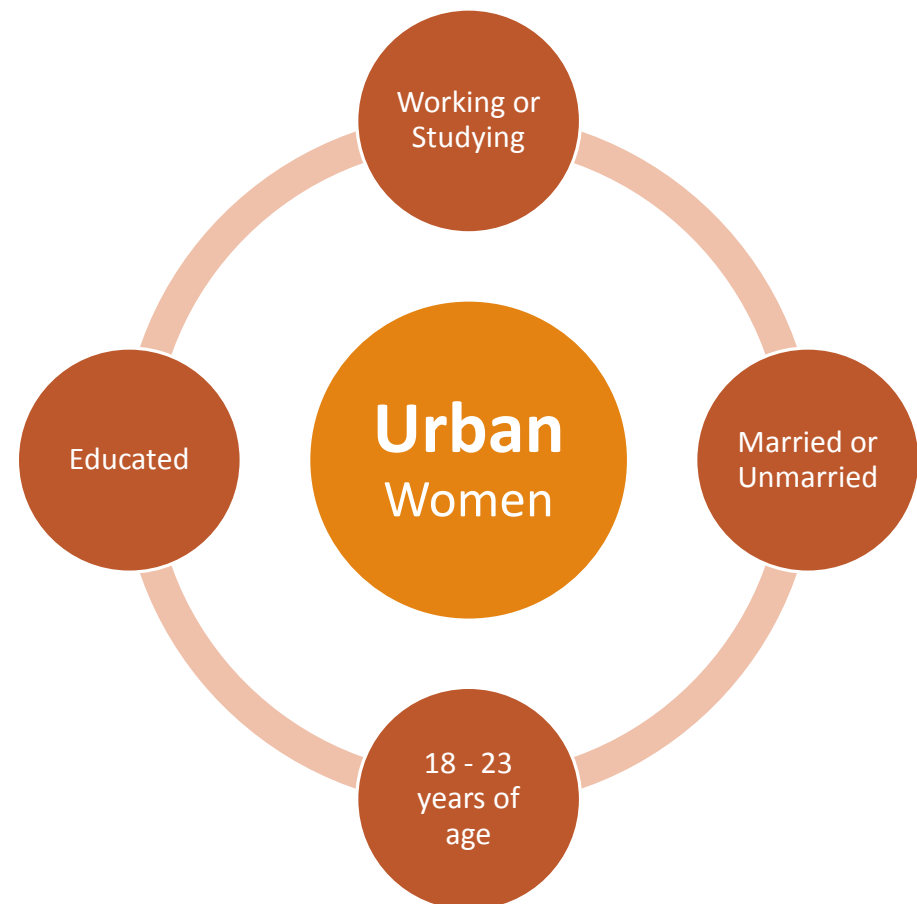
PRIMARY STUDY

Primary Study

Interaction with **students** of std 6th, 7th, 8th, 9th and 10th.
Kendriya Vidyalaya School, IIT Powai Campus.

Insights
- The subject is boring for them
- They fail to understand larger relevance of it in their lives.
- There are very few students who find it interesting
- Students are overloaded with information which they forget
- No stories like History which will keep students engaged
- They cannot visualize the real use of the conceptual model of the system without being part of it.
- If teacher tells them examples and stories to explain the topic then they understand it well.

Primary Study

Interaction with **teachers** of Political Science subject.
Kendriya Vidyalaya School, IIT Powai campus.

Why kids should learn
Political Science subject in school?

- It connects kids to the real world at an early age though they do not understand the topics completely.
- It is a way to slowly make them familiar with the system designed to keep or society organized.

Insights
- If students dont undertsand the subject they dont score well and if they don't score well they slowly stop liking the subject.
- Hence, they have adopted new methods of teaching
- Role Playing
- Skit/drama
- Activities like searching articles in newspapers
- Making flow charts

PRIMARY STUDY

User study with **teachers** of Political Science subject.
Kendriya Vidyalaya School, IIT Powai campus.

Why most students don't enjoy Political Science subject?

Too much Information

▼

Kids lose interest

▼

They dont understand

▼

They dont score well

▼

No motivation to learn
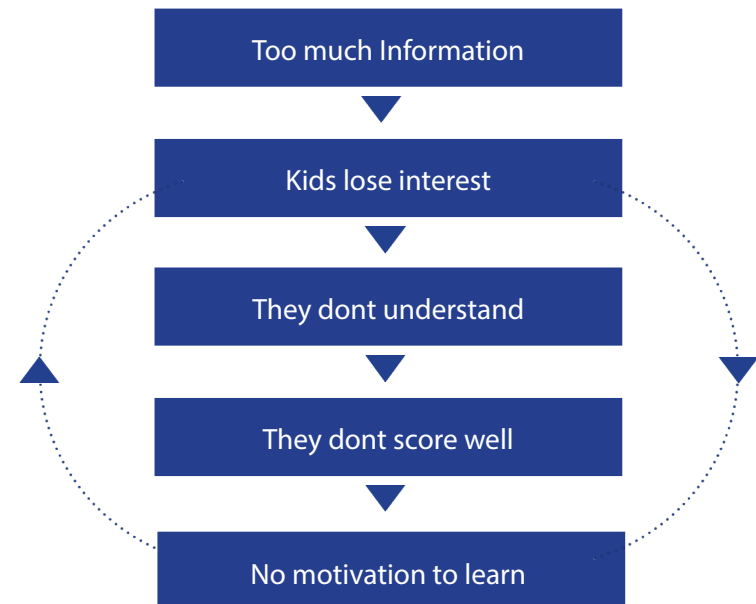
This form was circulated online to each of my batch-mates.

Do you feel as an Indian you should know 'what is parliament of India'? *

○ Yes, I must know

○ No, its not necessary

If yes, why should you know 'what is parliament of India'?

Write in brief.

Do you know 'What is parliament of India'? About its structure and functions? *

○ Yes, I know completely

○ No, I don't know anything

○ I don't know much

Where did you learn about 'Parliament of India'? *

☐ School

☐ Tuition

☐ Parents

☐ News

☐ Internet

☐ Books

☐ Other

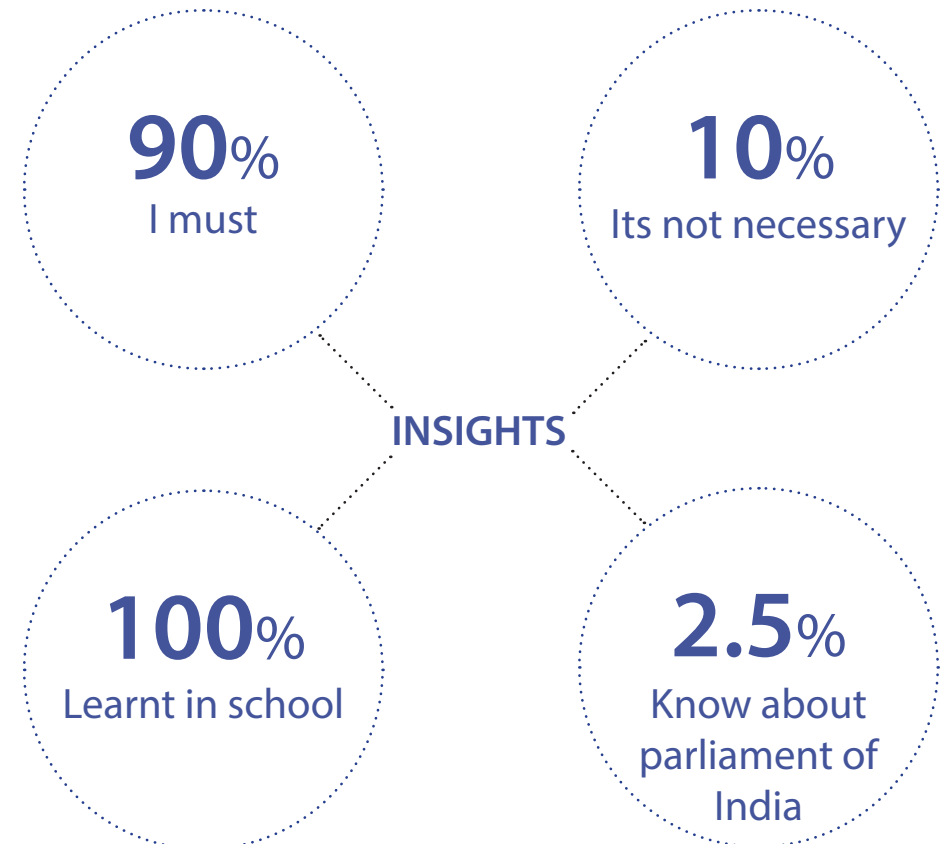**How would you rate your knowledge on this topic? ***

1 2 3 4 5

○ ○ ○ ○ ○

PRIMARY STUDY

Survey with my **batch mates** who are between 21- 30 years of age. Industrial Design Centre, IIT Powai.

Insights
Following is the number of batchmates represented in percentage format.

90% I must

10% Its not necessary

INSIGHTS

100% Learnt in school

**2.5**% Know about parliament of India

PRIMARY STUDY

Survey with **general audience** who are between 18 - 40 years of age. People from different educational and occupational background were interviwed to understand their level of knowledge of the topic.

Insights
- Marks weightage in school played a major role
- Social science includes history, civics and geography. And weightage was given as follows.
- Since civics had less weightage, students tend to focus more on other subjects than civics. This somehow lead students to have lack of knowledge.
- This is one of the reasons for many people why social and political science dont really interest people.

Marks Distribution
SOCIAL SCIENCE

40% History **20**% Civics **40**% Geography
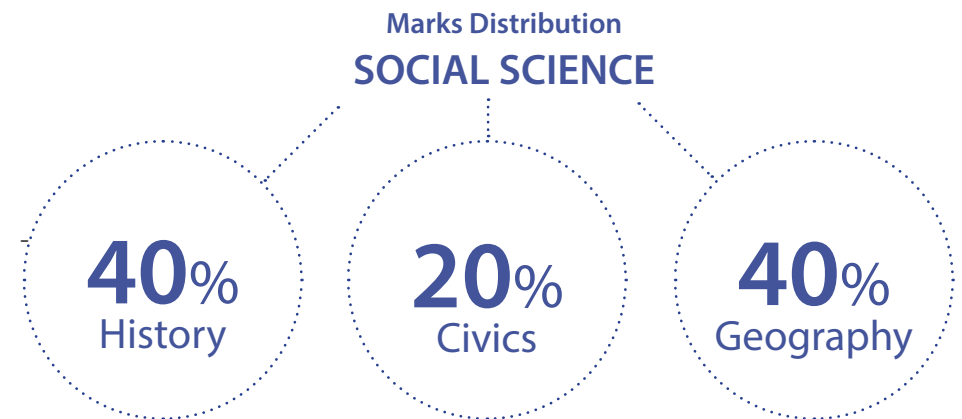
Primary Study

Survey with **general audience** who are between 18 - 40 years of age.

Frequently Asked Questions
Here is a list of questions that came from the people. After sorted these questions, a list of 'Frequently Asked Questions' was made which must be answered in my solution.

Q1) Are Indian Parliament and Indian government the same?
Q2) What is Parliament?
Q3) What is government?
Q4) How are laws made?
Q5) How is government formed?
Q6) How do elections happen?
Q7) How to vote?
Q8) Why to vote?
Q9) What it Lok Sabha Rajya Sabha?
Q10) Can I stand for elections?
Q11) How can I become Prime Minister?
Q12) Can I vote online?
Q13) What are MPs and MLAs?
Q14) What is a constituency?
Q15) What is constitution?

PERSONA

The purpose of this persona is to create reliable and realistic representations of my key audience segments for reference. This representation is based on qualitative and quantitative user research. It represents a major user group with common set of problems. It expresses and focuses on the major needs and expectations of this important user group. It describe real people with backgrounds, goals, and values.

"I voted once. But I am not really interested in politics, because I don't understand the whole process. Its very messy."

Snehal - Student

Age : 23 years

Gender : Female

Location : Stays in Mumbai (with family)

Highest Education : Masters Degree

Voted? Not regularly

Tasks : Computer and internet is necessary in her profession. Internet savvy, extensively uses email, Facebook and other social media for communication. Refers articles on google and videos to clarify doubts or get information. Does not like reading much. Hence, not very keen on reading newspapers. But follows online technology news. Owns a smartphone.

WHY PEOPLE DONT VOTE?

After doing user studies with general audience, it was observed there are different reasons for different people for not voting. Lets see what are the reasons :

1) Many people are **indifferent towards the subject of civics and politics**. They lack knowledge of political happenings.
2) Few people are too **lazy to move out of their house and vote.** They lack motivation.
3) Few people **do not have faith in any of the political parties.**
4) Few people **do not have their names in the electoral list.**
5) Most of the people want to vote but they **dont understand who is the right candidate to vote.**
6) Today quite **a good number of people are away from their native place.** There their names are in the electoral list but cant afford travelling long distance just for a day. Many people are **unaware of Postal Ballot facility to vote** in such cases.
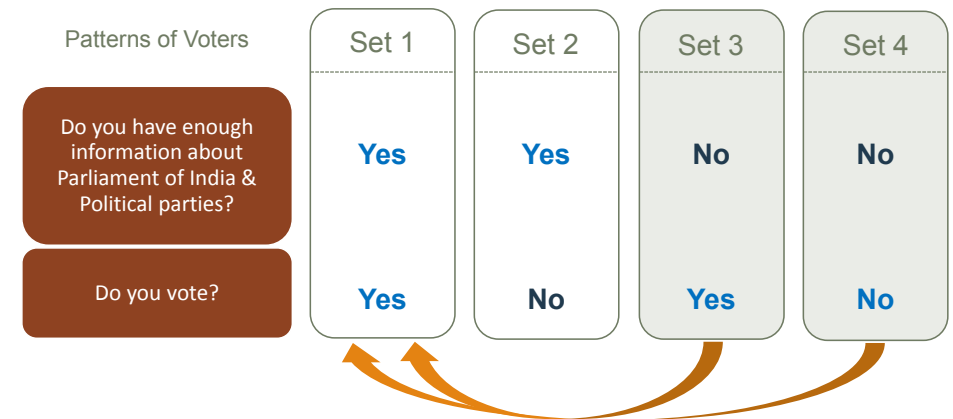
WHY PEOPLE VOTE?

After doing user studies with general audience, it was observed there are different reasons for different people for voting. Lets see what are the reasons :

1) I always vote
2) It's a civic duty
3) Many have fought for our right to vote
4) Voting gives you the right to complain
5) My vote can make a difference and get the right person to supervise
6) I want to avail discounts on shopping after voting
7) I vote because my friends/parents vote
8) Its fashion today for youth

The observation tells us a lot about why people vote. Voters enjoy wearing ink, expressing their views, fulfilling their civic obligation, and earning the right to complain. Yet no one could properly answer why every vote is important.

ANALYSIS OF PRIMARY STUDY - PATTERNS OF VOTERS

After doing user studies with the urban women segment falling in the age group of 18 - 23 years (20 girls from IIT campus), I observed common patterns of thinking or act towards having an understanding of parliament of India and voting. Following are the four sets. Grey sets are commonly observed and is my target audience. It needs to be converted into set one. Set 2 generally faces system problems like no easy access to the voting location, no voter id card, no name in the list. Hence, it is not my target audience.

Patterns of Voters	Set 1	Set 2	Set 3	Set 4
Do you have enough information about Parliament of India & Political parties?	Yes	Yes	No	No
Do you vote?	Yes	No	Yes	No

Concerns of Different Segments

Workers issues:
- Minimum wages, Public provident fund, Trade Union laws, Prices

Farmers:
- Pesticides and fertilizers prices, diesel prices, crop insurance, agricultural equipments prices, grain prices, import export policies.

Industrialists:
- Excise duties, electricity prices, pollution related laws, import export policies

Rural Women:
- Child marriage, education, health insurance, dowry laws, divorce laws, property rights.

Motivate the Target Segment to Vote

To connect to the target audience, its important that a solution rotates and revolves around the target audiences' concerns and difficulties. Because it will immediately catch their attention and interest them. This is a strategy typically used while coming up with a solution to a social cause or even selling products.

Following are the three possible ways in which target audience can be motivated to vote :
- Relating the concerns to the functions of the parliament
- Educating them about the functioning of parliament
- Choosing appropriate media to reach this segment

CAN I VOTE ONLINE?

COMMON DOUBTS

CONSTITUENCIES?

It is observed that many people from the defined target user group have these dobts which are unanswered yet.

LAWS?

HOW ARE LAWS MADE?

PARLIAMENT?

MPs?

LEGISLATURE?

WHY VOTE?

HOW DO ELECTIONS HAPPEN?

MLAs?

LEGISLATURE ASSEMBLY?

HOW TO VOTE?

Possible Media

Looking at the target audience and their user traits, following media or sources of information are listed down :

- Social Media
- Website
- Infographics, Visuals, Videos (Motion graphics, films, ads)
- Booklet, Brochures, Document
- Personal Interaction

Which is the best suitable media?
To get answer to this question, a user study was carried out with 20 IIT girls falling in the age group of 18 - 23 years . The result it :
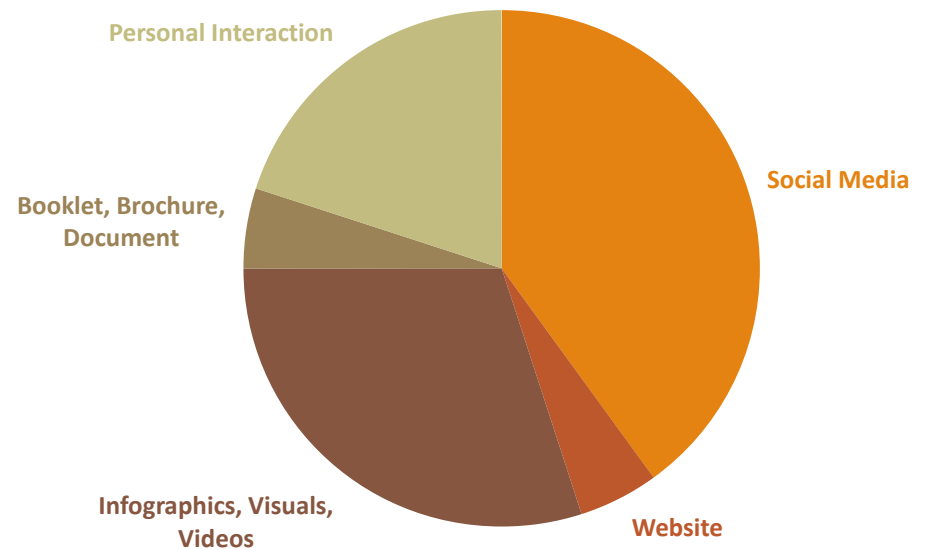
Best Possible Media

Further knowing more about the target audience, I observed all of them are Internet users and have their accounts on Facebook. All of them use Youtube for watching videos, learning about some some subject. Hence, to convey the information about parliament and voting, this looks like the best and effective media.

Social Media

Video Communication

What will the facebook page do?
- Easy access to all the relevant and important information
- Encourage target user groups to discuss
- Keep them updated of the relevant issues
- Videos will go viral
- It will act as a catalyst in spread of the content

What will the facebook page do?
- Engage target users
- Convey them all the required information
- Make them understand the subject
- Motivate them to vote
- Spread importance of their vote

BEST POSSIBLE SOLUTION

Facebook Page - 'Ye Daag Accha Hai'

While understanding knowledge intake traits of my target audience, some observations of their facebook usage were made. Many of them do not read newspapers. many of them are indifferent to the subject of politics. But they do not miss news coming on the right top corner of facebook. Because, facebook displays only 3 new at a time and does not do bombardment of information. Many people are most of the time online on facebook, few frequently go online throughout the day for specific period of time, few do not spend more than half an hour on facebook but are regular visitors. Depending on all these observations, a decision of creating a Facebook page as a solution which will keep the target audience updated by sharing appropriate information with them was taken.

Why this name ' Ye Daag Acchha Hai'?

'Daag' i.e stain is always considered as a bad experience. One never wants to have stain. But this title contains two contradictory words Daag and Achha juxtaposed which makes it sound rhetorical. My target audience is Urban Women (18 - 23 years), who is constantly worried about stains for the 5 days critical period that they have every month. This name would somehow attract girls attention. It will create curiosity in their minds as what this page is about. It also has a photo of a young girl with a voting ink on her finger to avoid any kind of mis-communication of the message.
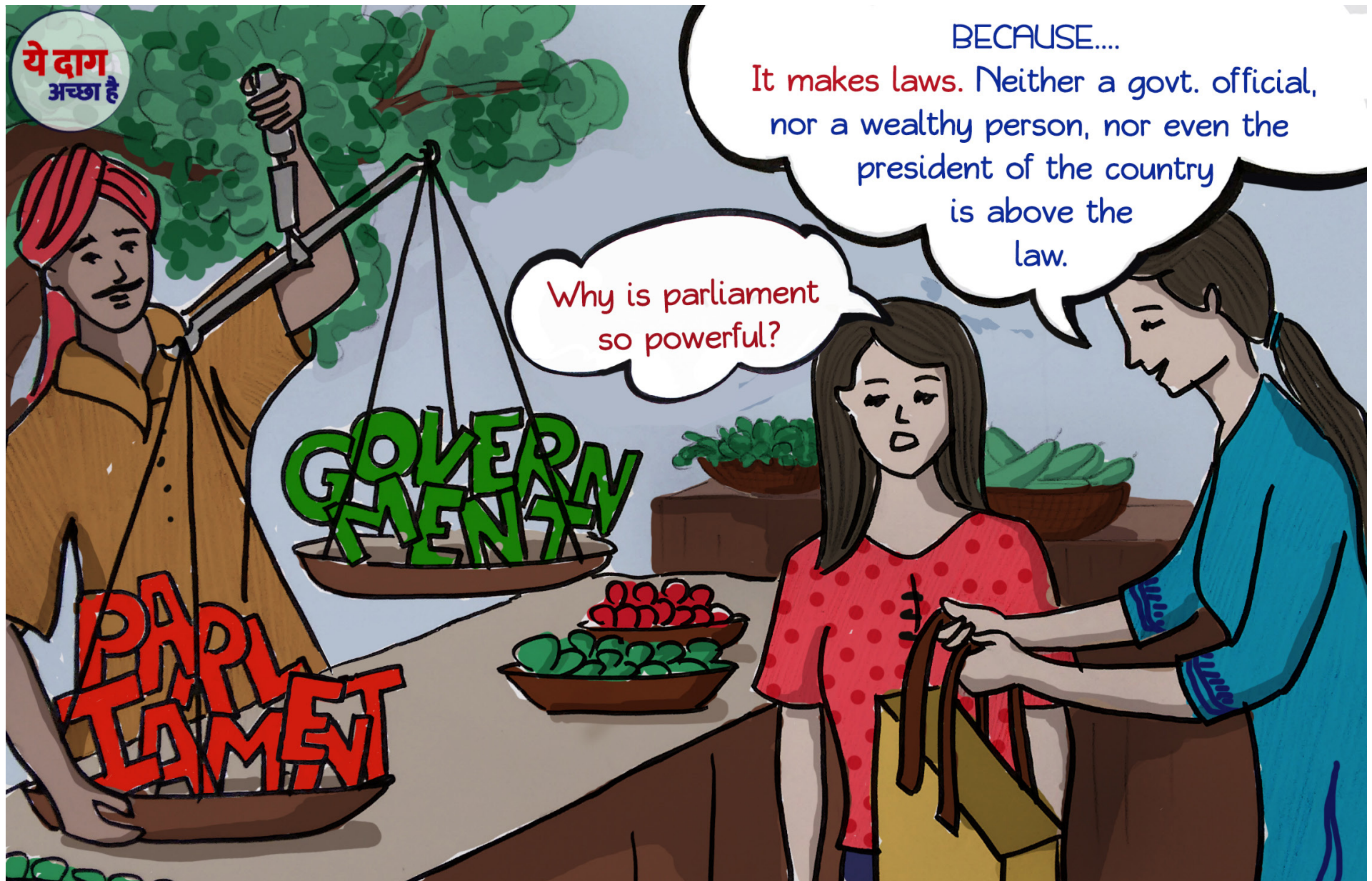
QUESTION 01

QUESTION 02

QUESTION 03

How are laws made?

QUESTION 04

QUESTION 05

QUESTION 06

QUESTION 07

What is **Parliament** of India?

The supreme legislative body in India

PARLIAMENT
(SANSAD)

Qualification of Members

The relevant qualification for being an MLA or an MP is the ability to understand people's concerns, problems and to represent their interests. Whether they can do so or not is examined by their VOTERS after every five years.

LOK SABHA
HOUSE OF PEOPLE

545
MEMBERS

543 ELECTED BY PEOPLE
+
2 NOMINATED BY PRESIDENT

5 YEARS TENURE

RAJYA SABHA
COUNCIL OF STATES

250
MEMBERS

238 ELECTED BY PEOPLE
+
12 NOMINATED BY PRESIDENT

6 YEARS FIXED TENURE

272 seats must be secured by a political party in Loksabha to form a government

ये दाग अच्छा है

QUESTION 08

How many **political parties** do we have in India?

India has a **multiparty** system

2 Dominant parties

INC   BJP

6 National parties

BSP   BJP   Communist

Marxist   INC   Nationalist

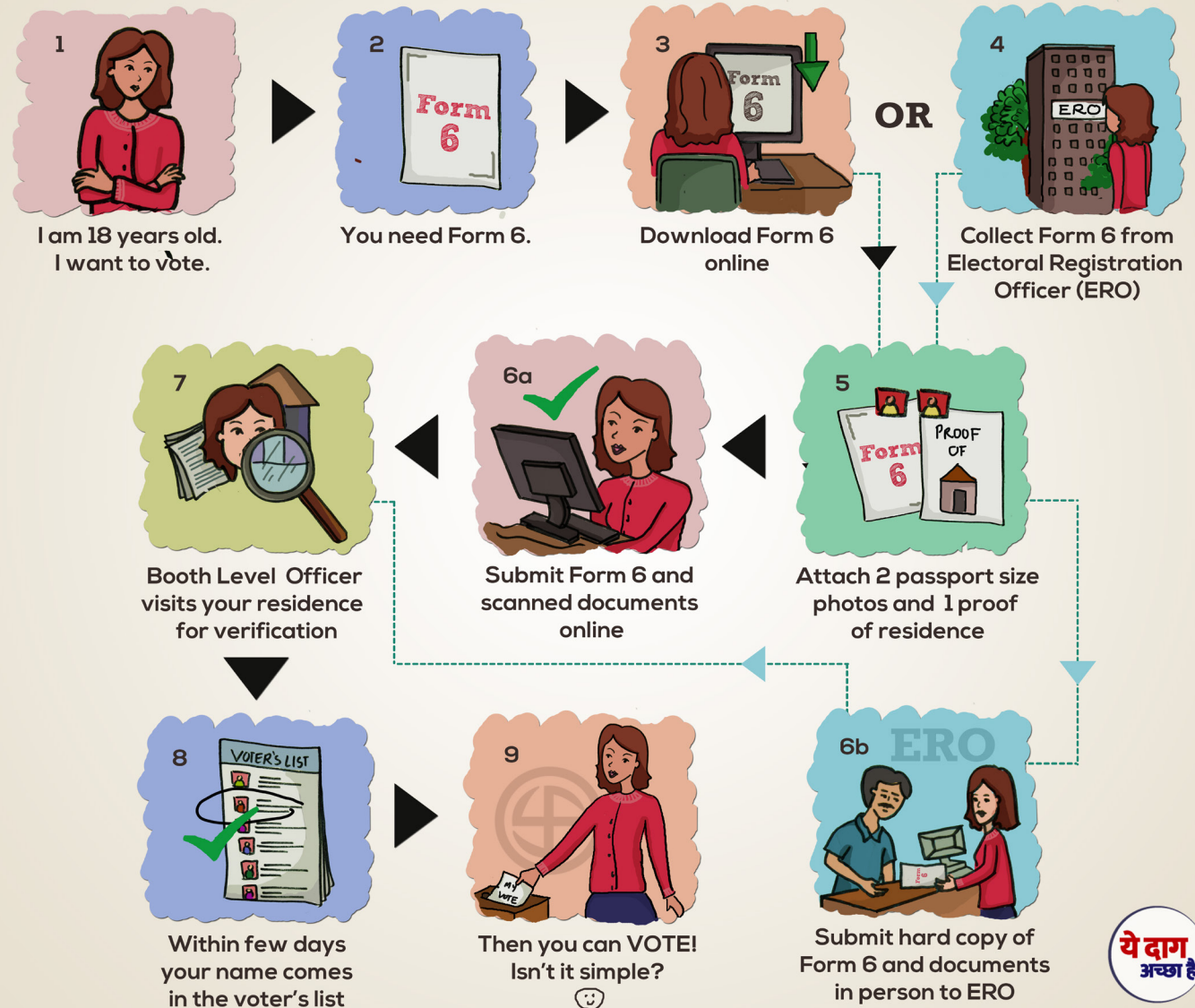**29** States + **7** Union territories

1 Ruling party (2014)

BJP

57 Regional parties

1706 Unrecognized regional parties
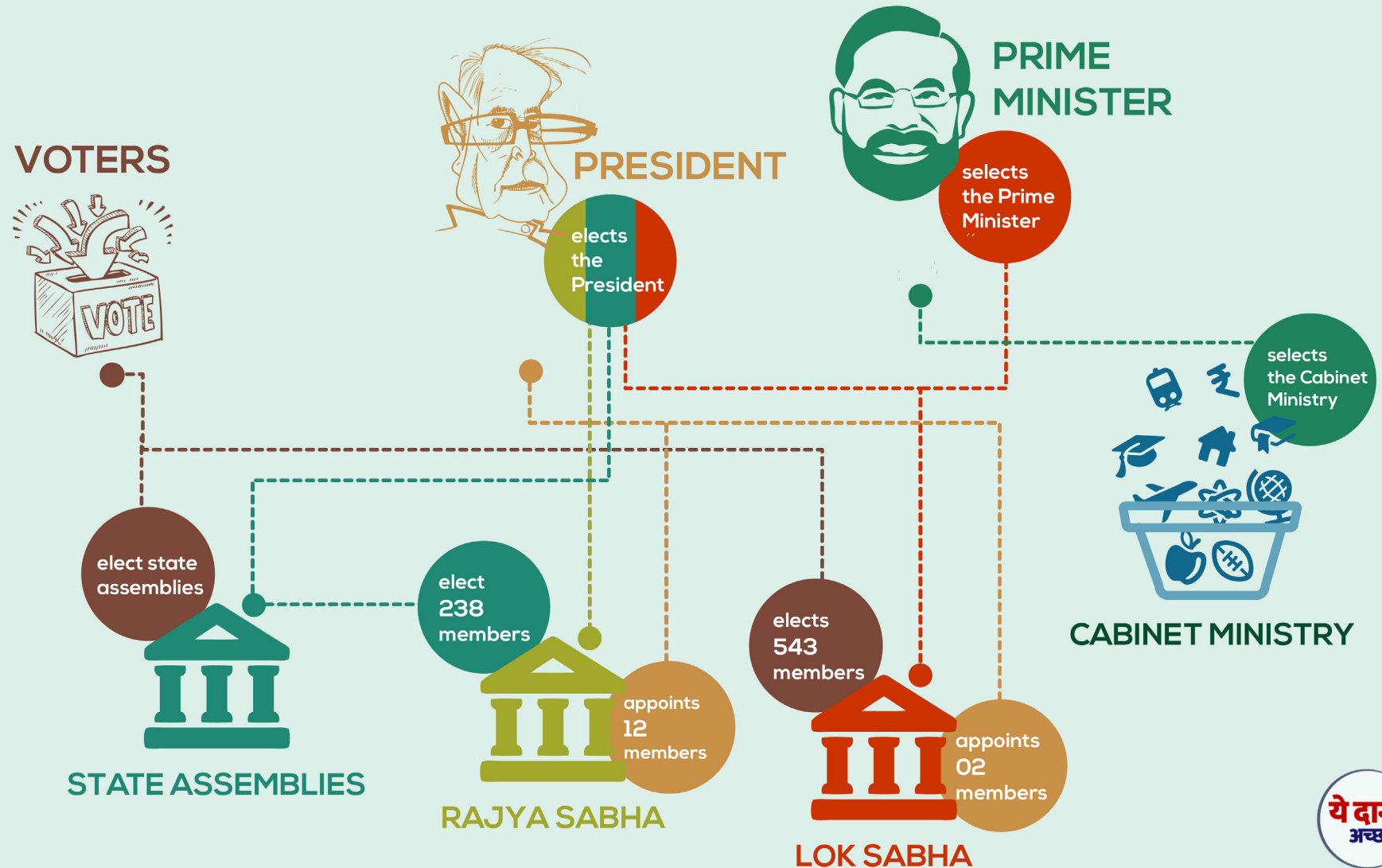
According to Election Commission of India 2014 statistics

ये दाग अच्छा है

QUESTION 09

How can I become a VOTER?

1 I am 18 years old. I want to vote.

2 You need Form 6.

3 Download Form 6 online

OR

4 Collect Form 6 from Electoral Registration Officer (ERO)

5 Attach 2 passport size photos and 1 proof of residence

6a Submit Form 6 and scanned documents online

6b Submit hard copy of Form 6 and documents in person to ERO

7 Booth Level Officer visits your residence for verification

8 Within few days your name comes in the voter's list

9 Then you can VOTE! Isn't it simple?

ये दाग अच्छा है

QUESTION 10

INFOGRAPHIC - STATES GOING FOR ASSEMBLY ELECTION

States going for Assembly Elections in November and December 2014

Jammu & Kashmir
Jharkhand

POLLING IN
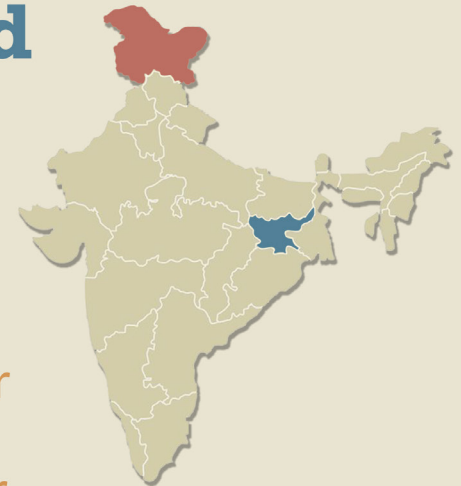**5 PHASES**

▼

25 November
Phase 01

02 December
Phase 02

09 December
Phase 03

14 December
Phase 04
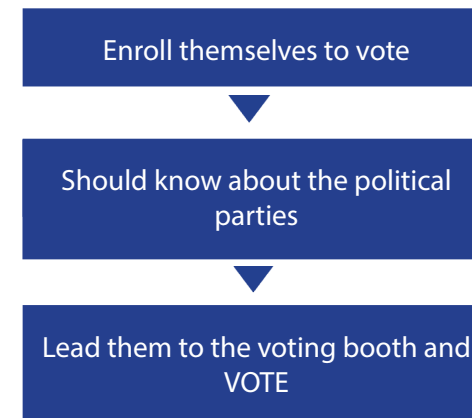
20 December
Phase 05

Vote either for a candidate or Nota.
But do vote!

ये दाग अच्छा है

Conclusion

This solution is aimed to give appropriate and sufficent information about parliament, voting and elections in a very simple and creative way which should encourage them to keep themselves updated. Further this should lead them to vote.

Enroll themselves to vote

▼

Should know about the political parties

▼

Lead them to the voting booth and VOTE

LEARNINGS

My personal aim was to learn about parliament and government of India. To understand what are laws and how are we connected to the goverment and supervised by them, how the whole political system works. The complete structure is easy to understand but difficult to remember.

Once I did sufficient study of the topic i moved on to other people of my age to understand their understanding which lead me to a conclusion that not many people know about it. Many find it 'boring'. The challenge was to come up with a solution which will interest them and give information in bits and pieces. Moreover, reading is not a hobby followed by majority of the youth today. While thinking of solution I had to look upon all the possible media. Getting fair understanding of each and knowing their scope n limitations.

After Facebook was decided as a media, I had to study how to communicate content to large masses on social media, how to promote page, how to reach more and more people. Video played a great role in making the page gain quick attention in the market. Video is going viral on social media. Images are getting good response. Combination of images and video makes my solution quite effective. I learnt to make a video, to structure a message to be sent out to the target audience. Use of visuals and words played equally important role. Clarity of the message is a first priority and then beautifucation of the message.

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NCERT Textbooks

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Videos

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https://www.youtube.com/watch?v=npMWgv1MvB8
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https://www.youtube.com/watch?v=l0i9QlOlD2g
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