

HRAWI Launches ‘Pledge To Vote’ Campaign to Encourage Voting In The Upcoming General Elections

The Hotel And Restaurant Association (Western India) – HRAWI has taken a proactive step towards promoting voter awareness and encouraging participation in the upcoming General Elections in the country. The Association’s initiative, the ‘Pledge To Vote’ campaign, aims to inspire citizens to exercise their democratic rights by casting their votes in the Lok Sabha elections 2024. As part of the campaign, HRAWI has issued an advisory to its members across the Western region, urging them to actively engage their patrons and communities in promoting voter participation. One of the key recommendations includes displaying placards within restaurant premises indicating the voting day in their respective constituencies. This initiative aims to remind and encourage individuals to fulfil their civic duty by voting on the designated polling day.

“Voting is a fundamental right and a powerful way for every citizen to contribute to the democratic process. Through the ‘Pledge To Vote’ campaign, HRAWI aims to instil a sense of responsibility and pride in exercising this right among individuals of all backgrounds. Apart from installing placards, we have also suggested that member establishments offer special discounts on food bills to customers who display the mark of the indelible ink on their finger, signifying that they have cast their vote. This gesture not only incentivizes voting but also reinforces the message of civic responsibility and participation,” says Mr Pradeep Shetty, President, HRAWI.

The campaign includes a series of awareness programs, outreach initiatives and collaborative efforts with key stakeholders to educate and motivate individuals to exercise their fundamental right to vote.

“We also encourage members to actively engage on social media platforms by posting alerts, updates and reminders urging people to cast their votes. Leveraging digital channels plays a crucial role in reaching a wider audience and amplifying the message of voter participation. In line with HRAWI’s

mission to promote civic engagement and social responsibility, the campaign underscores the importance of democratic participation and the impact of collective voices in shaping the country's direction. We urge all eligible voters to stay informed about election dates and candidates, and actively participate in the country's electoral process," concludes Mr Shetty.