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# 2024

# ELECTION CAMPAIGN

# REPORT

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Youth Development  
Foundation

## Introduction

In 2024, the Youth Development Foundation (YDF) undertook an election campaign aimed at empowering minority communities in Lahore and Faisalabad through voter education and registration initiatives. The campaign encompassed a multifaceted approach, including a video campaign and on-ground voter registration drives within minority communities.

## Social Media Video Campaign



The YDF team strategically leveraged the power of social media, particularly through their Facebook page, to launch a compelling video campaign. This initiative aimed to raise awareness about the importance of voter education, reaching a wider audience beyond physical boundaries.

The engaging content facilitated a deeper understanding of complex voting procedures and electoral processes, laying the groundwork for enhanced civic participation.



## CNIC Registration Campaign

YDF team organized Citizenship Identity Card (CNIC) registration drives within minority communities in Lahore and Faisalabad. The goal was to ensure that eligible individuals had the necessary identification to exercise their right to vote.

Through these drives, the team successfully registered 300 individuals from minority communities, paving the way for increased representation in the upcoming elections.



## Mock Voting Sessions to Enhance Understanding on Electoral Processes

Ms. Huda, Deputy Director of the Provincial Election Commission, demonstrated exemplary leadership in moderating awareness Mock Voting Sessions in Lahore, specifically targeting people from minority communities. Her commitment to inclusivity and civic engagement was evident as she guided participants through the electoral process, ensuring they felt empowered and informed. Through her dedication, Ms. Huda played a pivotal role in fostering a more inclusive democracy, where every voice is heard and valued.



## **Promoting Vote Transfers/Registrations Process among Christian Community**

Over 300 applicants have successfully submitted their forms to transfer/register their votes, ensuring their participation in the upcoming general elections in 2024. These individuals visited the District Office of the Election Commission of Pakistan to complete their registration and vote transfer process. YDF mobilized and escorted them to the ECP office.



