



# MVS Govt. Degree & PG College

(Autonomous) Mahabubnagar, Telangana, India.

(Affiliated to Palamuru University & Accredited with NAAC Grade B+)

Website: <http://www.mvsgdcmahabubnagar.in/>

Department of Political Science

One Day National Workshop on

## **STRATEGIES OF ELECTORAL BEHAVIOUR: ISSUES AND CHALLENGES**

*(Co-sponsored by Telangana State Higher Education Council, ICSSR, SRC, Hyderabad and under the Patronage of Department of Political Science, University of Hyderabad)*

### **Background of the National Workshop**

As far back as the 'behavioral persuasion' swarmed the discipline of political science in the 1950s, observational and empirical research on political conduct and behaviour has overwhelmed in the field of academic research and motivation. Among political behaviour, the investigation of voting behaviour throughout the years has possessed a focal position, both regarding quantity and quality. Its precursors backpedalling to the start of this century, voting research at first was transcendently demographically arranged, an introduction mostly constrained upon it by the total idea of the accessible decision and evaluation information. Empowered by the rising 'behavioral influence', the utilization of opinion poll surveys and overviews immediately multiplied to wind up noticeably the overwhelming technique for request in the field of electoral research, if not in many ranges of political behaviour research.

In a democratic country, like India, the word 'election' symbolizes the dynamic and direct participation of the general population of a country to form a government. It is all around acknowledged that for a vote based system to function as one, its citizens choose their representatives and, thusly, run themselves. The elections speak to the general will of the general population, as communicated in their votes. The trends of the voting and behaviour of the voters decides the factors of success and defeat of any political party. The votes of the balloters solidify into the order of the general population. Hence the peoples' mandate is the ultimate source of the power in the democratic governance. Elections are held in our country at regular intervals the main special case is the six-year term of the Jammu and Kashmir Legislative Assembly). By practicing their establishment, voters express their changing desires and feelings in regards to the sort of Government they want. The voters are the principle partners in a vote based system and they vote with the conviction that the

Government, as the fundamental referee without bounds of the nation and its kin, will give each subject the most ideal approaches to construct a superior nation, a better community, and a superior life. According to the Election Commission of India official website more than 83 Crores of voters participated in the 2014 General Elections.

### **The Study of Voting Behaviour**

The repeating design bearable collection of perspectives in optional research is to a broad degree because of the way that political science does not have a stunning theory of (political) coordinate, or a mind-boggling way to deal with its examination. Existing methodologies contrast from each other with respect to fundamental speculations of human conduct and behaviour, the orders of financial matters, Psychology and Sociology being the principle providers of such hypotheses. In the field of voting conduct this advancement prompted the foundation of obviously recognizable financial, mental, and sociological 'schools' of constituent research, which progressively ended up noticeably organised and intellectually separated from each other. While then recognising and praising the advance discretionary research has made in the fields of methodology and measurements, this will be focused and attempt of quantifying the behavioural research in the Indian context.

### **Electoral Behavior in India: Determinants**

Parties, candidate and issues are the immediate determinants of voting behaviour. They are the intervening variables. To negotiate between the distant but more permanent sociological and political forces that operate upon the voter and his actual vote. The psychological school has concentrated on three variables; Party Identification, Candidate - Orientation, and issue of Orientation. Voters are most concerned about general issues than specific issues. Candidate- orientation means the attitude of the voter towards the personal qualities of the candidate. This can be broken up further into ones performance, capabilities and personal qualities like honesty, religious devotion and so on. Candidate - orientation is a significant factor. The data pertaining to the elections and the electoral process can help us to analyse the voting behaviour of the people of India. In fact, the voting behaviour studies conducted in India have identified the following as the main political and socio-economic factors which act as determinants of voting behaviour in India.

1. Charisma, 2. Caste, 3. Religion, 4. Language, 5. Money Factor, 6. Sub-Nationalism, 7. Performance of the Party in Power, 8. Mass literacy, 9. Factionalism, 10. Public Esteem of the Candidate, 11. Election campaigns, and 12. Current events

### **Objectives:**

The objectives of the workshop includes;

Understand the theoretical perspectives of electoral behaviour from below i.e., oppressed classes of the country who constitutes more than 70 percent of the country's demographic dividends. b) The making and unmaking of leadership in terms of political representation, and political participation of under-privilege classes. c) Assess the linkages between leadership and governance as widely believed that low levels of political empowerment results in inadequacies in outlays and policy outcomes for these classes. d) Evaluate the role of political parties in the advancement of leadership of oppressed classes and understand the reasons for the non-emergence of charismatic personalities. e) Examine the scientific measures in operation and steps for the documentation of physiological and other factors. f) Investigate the impediments that hamper the process of opinion and exit polls translated into mandate of the people after conduct of elections. g) Role of caste, religion and ideologies on study of electoral behaviour. h) Contemporary theories of electoral behaviour and electoral reforms. i) Role of Social media in making electoral behaviour

### **Broad Themes:**

1) Theoretical Perspectives of Electoral Behaviour, 2) Determinants of Electoral Behaviour and Perspectives from below, 3) Role of the State, Civil Society, Media and Political Parties and Electoral Reforms 4) Policy Interventions and Impact of Electoral Behaviour in the politics 5) Identity Politics and Electoral Behaviour 6) Contemporary issues of electoral study and role of Election Commission of India.

#### **Travel Support:**

The travel support will be provided to the invited resource persons and subject experts. Due to financial constraints registered delegates are advised to explore funding possibilities from their respective institutions and other sources.

### **Local Hospitality:**

Lunch and refreshments during the workshop will be provided by the organizers. The delegates are expected to take care of any additional expenditure incurred by them.

#### **Registration Fee:**

Registration fee for the academicians, scholars, NGOs and other civil society organizations is as follows. This fee contains Workshop kit, hospitality, participation certificate and other contingencies.

|                               |           |
|-------------------------------|-----------|
| Academicians/NGOs/Bureaucrats | Rs.300-00 |
| Research Scholars             | Rs.200-00 |

### **About the College**

MVS Government Arts & Science College, a sterling landmark of higher education in the district of Mahaboobnagar is established in the year 1965 by the peerless efforts of Sri Pallerla Hanumantha Rao and other elite of the Mahaboobnagar town with the prime motive of ensuring quality education within the reach of poor and down trodden rural students hailing from all the corners of the district. The college is 100 KMs away from the State Capital, Hyderabad. The college has been inculcating the most pragmatic and idealistic education to more than three thousand five hundred students in the wide spectrum of Science, Arts and Commerce, taught in English, Telugu and Urdu media. The college grew by leaps and bounds in the initial stage and successfully completed the journey of fifty years with 27 under graduate, 7 post graduate and skilled based market related annual certificate programmes. The collective vigor of these programmes has been reckoned with the accreditation of B++ status by the NAAC, the custodian of institutional quality assurance formed by the Government of India. This accreditation has given a major fillip to staff and students for further culminating educational excellence in the due course of time. The college has presently possessing Autonomous status granted by the University Grants Commission. At present this institution has one of the most enrolled colleges in the state as such more than three thousand students are pursuing higher education.

### **The Historic backdrop of the College**

An eminent freedom fighter, Sri Pallerla Hanumantha Rao and other philanthropists of Mahaboobnagar have conceived the idea of incarnating Mahaboobnagar Vidhya Samithi which led to the formation of MVS Arts & Science College in the year 1965. Initially, it commenced operations as a private college which has acquired 2(f) status on 01 July 1965 and 12 ( b ) status on 17 June 1972. The seamless public interest and local participation mooted the state government of Andhra Pradesh to take over the ownership of the college on 19 October 1979 and declared it as the Government Degree College. It was affiliated to Osmania University, Hyderabad for quite long time and ultimately decided by the government of Andhra Pradesh to shift the affiliation to Palamuru University with effect from June 2012.

### **About the Department**

The Department of Political Science started with BA (EPP & HEP) in the year 1965 (Economics/History, Pol. Science & Public Administration) with Telugu medium. Later the English & Urdu Medium started in the department in 1969. PPE and other courses have started in 2012. At present the students in the department is 1154. The department has successfully completed Minor Research Projects sponsored by UGC-SERO, Hyderabad and certain students of the department engaged in Socio-economic surveys of households in the district. The success rate of passouts are about 85 percent and most of the successful students of this colleges are in good career positions in India and abroad. The department seriously thinking to introduce Post Graduate Course in coming academic year and related certificate courses with the help of IGNOU and other market related certificate courses.

#### **Organizing Committee**

|                             |  |
|-----------------------------|--|
| <b>Chief Patron</b>         | : Dr. G.Yadagiri, Principal  |
| <b>Patrons</b>              | : Prof. G. Sudarshanam, (Retd.)<br>Dept. of Political Science, UoH<br>Dr. K. Y. Ratnam, Dept. of Political Science, UoH<br>Dr. E. Venkatesu, Dept. of Political Science, UoH |
| <b>Convener</b>             | : Dr. Mohammed Ghouse, Asst. Professor & PDF,<br>Dept. of Political Science  |
| <b>Organizing Secretary</b> | : D. Sreepathi Naidu, Asst. Professor,<br>Department of Political Science  |
| <b>Co-conveners</b>         | : Dr. J. Venkateswarlu, Dr. V. Geetha Naik,<br>Raghavender Reddy   |

#### **Logistics Committee :**

|                   |                 |                 |                |
|-------------------|-----------------|-----------------|----------------|
| ●Ch. Venkat Reddy | ●Dr. B.Srinivas | ●P. Varalaxmi   | ●G. Ravi Kumar |
| ●Dr. A.Azeez      | ●Arifa Jabeen   | ●Afreem Sultana | ●G. Sukanya    |
|                   | ●Wajida Begum   |                 |                |

### **Important Dates of the Workshop**

|   |                                     |
|---|-------------------------------------|
| Last Date for Registration:                                   | 20 <sup>th</sup> December 2017      |
| Intimation of Acceptance of Registration:                     | 25 <sup>th</sup> December, 2017     |
| <b>Date of National Workshop:</b>                             | <b>3<sup>rd</sup> January, 2018</b> |
| Venue: New Seminar Hall, MVS GDC (A) Mahaboobnagar, Telangana |                                     |

### **Contact Details:**

#### **Dr. Mohammed Ghouse**

Assistant Professor &  
Convener of the Workshop  
Dept. of Political Science  
Mobile: 9030853239

#### **D. Sreepathi Naidu**

Assistant Professor &  
Organizing Secretary  
Mobile: 8985534557  
Email: nationalworkshopmvs@gmail.com