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प्रकाशक : इतिहासाचार्य वि.का.राजवाडे संशोधन मंडळ, धुळे

१	Dissenting Voices: Exploring Legal Evolution through J.Subba Rao's opinion in Kharak Singh's case with specific reference to Right to Privacy - Prof. -Aishwarya Peshwe -----	५
२	The Empowered Women Protagonists in The Shiva Trilogy of Amish Tripathi - Dr. Aniket Bhuyar, Anjangaon Surji, Dist.Amravati -----	९
३	Service Sector : A boom to Economic Growth - Dr.Anupama Labhe, Wardha --	११
४	The Quest For Self-actualization In The Sudha Murthy's Novel Gently Falls The Bakula And House Of Cards : A Feminist Perspective - 1) Prof.Anupama Lawatre, 2) Dr. Sanjay Urade, Chandrapur -----	१६
५	Feminism and its Impact on Woman in the Modern African Society - Prof.Anuradha Kumari, Ranchi -----	२०
६	Challenges and Strength in Teaching Indian Knowledge System in Academic Scenario - 1) Dr.Archana Rohokale, 2) Vaishnavi Kaledhonkar Inamdar, Ahmednagar --	२३
७	Role of Literature in Theatre: An overview- Prof. Arun Srivastava, Jaipur ----	२७
८	Digital Literacy in the Age of Digital India: Education, Awareness, and Skill - Development - Dr.Ashish Mohta, Amravati -----	३०
९	Practices Of Varna System In Ancient Indian Societies - Dr.Ashish Shende, Nagpur -----	३६
१०	Effect of use of Mobile Phone on Adjustment of Higher Secondary School Students in Jalgaon District - Dr.Ashok Patil, Jalgaon -----	४०
११	Reproductive Rights Of Women In India: A Road Ahead - Dr.Ashwini Balki, Chandrapur-----	४८
१२	The Future of Work: Navigating HR Challenges in the Age of Automation and Artificial Intelligence - Dr.Balaji Kamble, Latur-----	४७
१३	A Study of Good and Evil in the Shiva Trilogy of Amish Tripathi - Dr.Beena Rathi, Anjangaon Surji, Dist.Amravati -----	५२
१४	Identity Crises And Self Realization In Preeti Shenoy's: Tea For Two And A Piece Of Cake - Prof.Chandrakant Sonawane, Chinchwad, Pune -----	५५
१५	What Persuades Urban Women Electorates To Vote? - Dr. Charuta Joshi, Nagpur -----	५८
१६	Tendulkar's Kanyadan: A Tale Of Women's Trauma - Dr.Chaturanand Kedar, Anjangaon Surji, Dist.Amravati -----	६३
१७	Paratext as a Directory for Textual Encounter in the Target Language - A Case Study on the Select English-translated novels of S. L. Bhyrappa - Deepti Janardhan, Dr.Rekha Bhat, Bengaluru -----	६७

**What Persuades Urban Women Electorates To Vote?****(An Investigative Study of Attributes influencing Urban Women Voters Turnout in Nagpur City)****Dr. Charuta V. Joshi**

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**Abstract :**

In India, out of all the electoral activities, participation of women in voting during elections has shown a significant upsurge. In this context, the present study has been undertaken to identify the dominant factors promoting female voters' turnout in urban areas. Considering demographic structure, male female ratio and female voters' turnout, it is proposed that the study related to female voters turnout of Nagpur City can become representative to evaluate these factors.

The data is collected on the basis of structured questionnaire through survey method. The sample size of 150 female electorates is taken for the study. The data is analysed using factor analysis to identify the significant factors promoting the female voters' turnout, and the results are presented in the form of major determinants which have encouraged women to exercise their voting right.

It is found that the continuous upsurge in the turnout of urban female electorates is the result of influence of multitude of factors. It is concluded that out of these factors, 'Persuasion' for voting is the major determinant contributing substantially in encouraging participation of women in voting activity.

**Key Words :**

Urban women electorate, voters' turnout, Nagpur city, Key Factors.

**I. Introduction :**

The Constitution of India hailed the principle

**Table I: Voters Turnout in Nagpur Constituency – Lok Sabha 2009, 2014 & 2019 Polls**

Year	Total Voters	Male Voters	Female Voters	Percentage out of Total Voters	
				Male	Female
2009	17,38,920	9,03,688	8,35,232	55.89%	44.11%
2014	19,00,787	9,79,995	9,20,792	53.41%	46.59%
2019	21,60,232	10,96,329	10,63,828	59.14%	54.90%

SOURCE: GENERAL ELECTIONS TO LOK SABHA [HTTPS://CE0.MAHARASHTRA.GOV.IN/Pdff/Lokresult.pdf](https://ce0.maharashtra.gov.in/Pdff/Lokresult.pdf)  
ELECTION COMMISSION OF INDIA, CONSTITUENCY DATA SUMMARY, LOK SABHA ELECTION 2009 AND 2014. AND  
[HTTPS://WWW.NAGPURTODAY.IN/TOTAL-2160232-VOTERS-IN-NAGPUR-LOK-SABHA-CONSTITUENCY/04011932](https://www.nagpurtoday.in/total-2160232-voters-in-nagpur-lok-sabha-constituency/04011932)  
[HTTPS://WWW.BUSINESS-STANDARD.COM/ELECTIONS/LOK-SABHA-ELECTIONS-2019/MAHARASHTRA/NAGPUR-ELECTION-RESULTS-27\\_1599.html](https://www.business-standard.com/elections/lok-sabha-elections-2019/maharashtra/nagpur-election-results-27_1599.html)

of equality in all the walks of life and progress. Resultantly, women in independent India were granted equal rights with men including political rights. The earlier studies (Rai, 2011, 2017) have already shown that out of all the electoral activities major proportion of women participate in voting activity and women voters turnout at national level has shown a significant upsurge. In this context, the present study has been undertaken to identify the dominant factors promoting female voters turnout.

The present study is based on a survey conducted in urban electorates of Nagpur city which is the second capital and the third largest city of Maharashtra. It was pointed out in a study (Chandra and Potter 2016) that conventional studies to locate reasons for low turnout were majorly conducted in metropolitan cities. Identifying this gap, Nagpur city was selected for conducting this study.

**Women Voters Turnout in Nagpur :**

Nagpur is a tier II city with urban population 2,497,870 of which 1,223,732 are females, with the sex ratio of 963 females per 1,000 males. as per 2011 Census. Table 1 below shows discernible increase in the percentage of female voters' turnout from 2009 to 2019 Lok Sabha elections. An attempt is made in this study to assess the reasons which have encouraged women to actively participate in voting activity.