

## **Empowering Democracy: RAI Urges Retailers to Initiate Comprehensive Voter Awareness Initiatives Ahead of the Maharashtra State Assembly Elections**

Ahead of the Maharashtra State Assembly elections starting on November 20, 2024, the Retailers Association of India (RAI), the apex body representing retailers across the country, is stepping forward to support the Brihanmumbai Municipal Corporation's (BMC) Voter Awareness Initiative. Through this effort, RAI is encouraging its members to promote the importance of voting and inspire citizens to actively participate in the democratic process.

As the unified voice of Indian retailers, RAI plays a pivotal role in fostering the growth of the modern retail industry. With over 13,000 members operating approximately 600,000 stores nationwide, RAI is committed to promoting practices that not only benefit its members but also contribute to the broader economic landscape.

Kumar Rajagopalan, CEO of the Retailers Association of India (RAI), highlighted the crucial role of the voter awareness initiative, stating, "At RAI, we understand that our role extends beyond the retail sector, we have a responsibility to encourage civic engagement among our members and to help spread awareness among employees and customers, ensuring that optimal awareness is created. Voting is not just a right; it is the cornerstone of our democracy. By empowering citizens to exercise their franchise, we strengthen the very foundation of our society. We applaud the BMC for its proactive efforts in raising awareness about the significance of voting."

As part of this initiative, RAI will be doing the following:

1. **Comprehensive Voter Awareness:** RAI will inform all members about the importance of voting and encourage them to educate their employees and customers about their voting rights.
2. **Special Offers for Voters:** Members of RAI will be encouraged to extend special offers to customers who exercise their franchise on November 20, 2024, as a way to motivate civic participation.
3. **Social Media Outreach:** RAI will actively utilize its social media platforms to spread awareness about voting and civic responsibility, reaching a wider audience and emphasizing the significance of participating in elections.