

के. संजय मूर्ति, भा.प्र.से.

सचिव

K. SANJAY MURTHY, IAS

Secretary

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सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव

भारत सरकार  
Government of India  
शिक्षा मंत्रालय

Ministry of Education  
उच्चतर शिक्षा विभाग

Department of Higher Education

127 'सी' विंग, शास्त्री भवन, नई दिल्ली-110 001

127 'C' Wing, Shastri Bhawan, New Delhi-110 001

Dated: 27<sup>th</sup> February, 2024

D.O. No. 16-38/2022-U1A

*Dear Chief Secretary,*

Ministry of Education in collaboration with Ministry of Youth Affairs proposes to launch a Campaign on Mera Pehla Vote Desh Ke Liye from 28.02.2024 to 06.03.2024 with the objective to ensure universal enlightened participation of youth in elections. ECI on 23.02.2024 has called upon young voters including first time voters, to vote in record numbers and celebrate the #ChunavKaParv and join #MeraPehlaVoteDeshKeLiye campaign.

2. This Ministry has designed various activities in consultation with Election Commission of India which aims at propagating Electoral literacy for celebrating #ChunavKaParv, #DeshKaGarv, #IVoteForSure and #MeraPehlaVoteDeshKeLiye. The campaign symbolizes the festive importance of Election and the pride of voting in the largest democracy in the world.

3. The campaign will be launched in the colleges/Universities and other Institutions of Higher Education. During the campaign, Colleges and Higher Educational Institutions will designate space with Audio / Visual facility for Voter Awareness campaign which will be used to conduct outreach program to encourage the youth to exercise their right to vote and motivate others also. This will be done through material made available by ECI and additional creatives given in Annexure. HEIs may conduct the program in collaboration with CEOs and DEO of the State wherever feasible.

4. ECI vide letter dated 02.02.2024 has also requested State CEOs to facilitate/provide any regional voter awareness material important for the said activities & further coordinate the same with educational institutions in State / UTs. A copy of the ECI letter dated 02.02.2024 is attached for reference.

5. NSS and their volunteers will take lead to anchor the program in the educational institutions. Students Clubs in educational institutions may also be roped in for the campaign.

6. In this regard a Standard Operating Procedure (SoP) with suggested list of activities, list of creative content, prepared for the purpose is **attached**.

7. I look forward for your continued support in the matter and impress upon the Education Departments to carry out the campaign in State Universities and colleges in your State thereby strengthening the spirit of democracy in the country.

*Regards,*

Yours sincerely,

*(K. Sanjay Murthy)*

Encl. As above.

All Chief Secretaries of States / UTs  
(As per list attached)

**By E-Mail/ Speed Post**



भारत निर्वाचन आयोग सचिवालय  
**SECRETARIAT OF THE ELECTION COMMISSION OF INDIA**  
निर्वाचन सदन, अशोक रोड, नई दिल्ली-110001  
NirvachanSadan, Ashoka Road, New Delhi-110001

No. 491/SVEEP-III/EL/School/2023

Dated: 02<sup>nd</sup> February, 2024

**To**

The CEOs,  
All States/ UTs

**Subject:** Implementation of MoU signed between the MoE and ECI for greater electoral participation – regarding

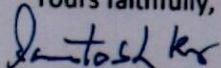
**Sir/ Madam,**

Kindly refer to Department of Higher Education's letter no. 16-38/2022-U1A dated 01<sup>st</sup> February, 2024 (copy enclosed), wherein DoHE has decided to launch a two-week voter awareness campaign in February, 2024. In this regard, the list of suggested set of creatives, voter's pledge, movies/ music albums/ videos, information booklets prepared, Voter guide, selfie point creatives, hashtag/ taglines, design details for selfie corners, etc. are being forwarded in Google Drive along with list of activities to be carried out by students/ educational institutions. The link of the same is

<https://drive.google.com/drive/folders/199911kTcwINSZpDdDql8sCaSAxyKRukw?usp=sharing>

2. However, as desired by the Commission, for successful implementation of voter awareness activities, you are requested to facilitate/ provide any regional voter awareness material important for the said activities & further co-ordinate the same, with educational institutions in your State/ UTs. Further, it is requested to ensure that the voter awareness programmes is completely apolitical in nature.

Yours faithfully,

  
**(SANTOSH KUMAR)**  
**SECRETARY**

**Enclosed:** As above

**Copy to:**

**Sh. K Sanjay Murthy, Secretary**  
Department of Higher Education  
127-C, Shastri Bhawan, New Delhi – 110 001



**वोट**  

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**देश के लिए**

## **Standard Operating Procedure (SoP)**

### **Objective:**

- To engage and encourage young especially first-time voters to come out and vote, and to convey the importance of voting for the larger good of the nation.

### **Execution**

- Higher Educational Institutions (HEIs) from across India to conduct a Campaign “Mera Pehla Vote Desh Ke Liye” from 28<sup>th</sup> February 2024 to 6<sup>th</sup> March 2024 to realize the above objective.
- Designated spaces shall be identified in Universities/Colleges/ HEIs where the voter awareness related activities will be undertaken by respective colleges/ Educational Institutions.
- Colleges / Institutions will use the ECI material and other creatives provided by Ministry of Education like videos, banner, selfie points, voter’s pledge etc for the campaign.
- Encourage youth to take voters pledge on <https://ecisveep.nic.in/pledge/>
- Giving due publicity to local youth and encouraging youth icons to attend the event.
- All the events should be non-political in nature.
- Publicity of scheduled programme on social media handles.
- Youths who have participated in the campaign to upload photos of event on the MyGov portal and on their social media platforms.
- After successful conduct of events, colleges/ Institutions to upload all the activities and photos of the events on MyGov Portal.
- Wider publicity may be ensured by issuing appropriate press note/ ensuring media coverage, if any.
- A common Template or Branding designed centrally, Open Files of creatives for the event, such as posters, backdrops, standees, social media infographics, etc. are annexed, and may be edited (date, time, venue) as desired.
- NSS Coordinators and their volunteers will take lead to anchor the program in the college/Institutions.
- The Campaign will see both on-ground physical events, along with online competitions that may be accessed through the MyGov platform.
- Certificates for pledge takers/participants will be generated online. They may be printed and issued by the host college/Institutions there itself, or at a later date.

## Suggestive List of Activities

1. **Popularization of Parliamentary Campaign Theme and Tagline:** The Election Commission of India launched the #ChunavKaParv, #DeshKaGarv, #IVoteForSure Campaign. The campaign symbolizes the festive importance of elections and the pride of voting in the largest democracy in the world.
  - Share the logo/tagline on college/Institution websites and on the social media handles of educational institutions.
  - Students to be encouraged to create content/ reels/ short videos/ poems etc. on the above-mentioned theme and upload the content using #ChunavKaParv, #DeshKaGarv, #IVoteForSure and #MeraPehlaVoteDeshKeLiye to amplify the message.
2. **Interactive Workshops and Seminars:** Facilitate educational sessions in colleges and universities to emphasize the value of voting, how to make informed choices, and understanding of the electoral processes etc. District Electoral Officers (DEOs), AEROs, and other election officials may be approached for interaction with students.
  - The photos and videos of the seminars can be uploaded on the website and shared on the social media handles of ECI and using hashtag #ChunavKaParv, #DeshKaGarv and #MeraPehlaVoteDeshKeLiye.
3. **Special Screening of AV Content:** Informational and motivational films and songs provided in the google drive to be screened during the campaign.
  - The same content to be forwarded to students whatsapp group
  - Students are encouraged to share/ upload the song and videos on their social media handles and make the reels with hashtag #ChunavKaParv, #DeshKaGarv, #IVoteforSure and #MeraPehlaVoteDeshKeLiye.
4. **Voter's Pledge Administration:** Organize the administration of the Voter's Pledge during the campaign. This reinforces the commitment to responsible voting and the significance of participating in the democratic process.
  - Upload the group photograph administering the pledge on the website/social media accounts, tagging the ECI SVEEP website with #ChunavKaParv, #DeshKaGarv, #IVoteForSure and #MeraPehlaVoteDeshKeLiye to amplify the message.
  - The pledge can also be taken at <https://ecisveep.nic.in/pledge/> and students can download the certificate and share it on their social media handles.
5. **Selfie Point:** Students are encouraged to share their selfies on their social media handles with hashtags #ChunavKaParv, #DeshKaGarv, #IVoteForSure and #MeraPehlaVoteDeshKeLiye.
6. **Sharing of information material:** Share the informational material such as voter guide, comic book and election atlas to whatsapp groups and social media handles. Students are encouraged to further re-share the content through their social media platforms to ensure its wider dissemination.

7. **Download Voter Helpline App:** All students are encouraged to download the Voter Helpline App, on their mobile phones.
  - a. Those who are not registered as voter can register themselves with the help of Voter Helpline App.
  - b. Existing voters, may change in address or other details with the help of Voter Helpline App or by visiting the website: [Voters.eci.gov.in](http://Voters.eci.gov.in)
8. Indicative List of activities that may be conducted by the HEIs on the above and related themes is given below:
  - a. Digital Content Competition: Competitions for students to show their creativity in creating interesting creative content such as Reels, Blogs, Podcasts, graphics, etc.
  - b. Debate, quiz, drawing, painting, slogan competition etc.
  - c. Essay Writing Competition: Essays of approx. 300 words may be judged internally within the HEIs.
  - d. Extempore
  - e. Poetry/Rap Song Writing Competition: A platform for young poets to define India of their dreams through words.
  - f. Battle of Bands: Students may participate in a music competition with their college bands on themes such as patriotism and democracy.
  - g. Voters Pledge.
9. The above competitions may be organized by the College/Universities/HEIs in the campus itself.
10. Creative Content of ECI and other creative content is being shared through google link as given at Annexure.

## Annexure

### List of Creative Content Index

<b>S.No.</b>	<b>Resource</b>	<b>Comments</b>
1	<b>Voter Guide (English)</b>	Available in Google Drive Link; Regional guides can be sourced through respective state Chief Electoral Officers
2	<b>Audio-Visual Films/Songs</b>	Informational and motivational content added in Google Drive; <ul style="list-style-type: none"><li>• My Vote, My Duty film (in Hindi and English Language);</li><li>• Main Bharat Hoon Song (Hindi and Multilingual versions);</li><li>• Power of 18 song (English)</li></ul> Other regional content could be sourced through state Chief Electoral Officers.
3	<b>Voters' Pledge</b>	PDF document available in Google Drive (In English and Hindi Language) Regional Versions of the Pledge can be sourced from respective State Chief Electoral Officers
4	<b>"Chunav Ka Parv, Desh Ka Garv" #IVoteForSure and #MeraPehlaVoteDeshKeLiye Logo/tagline</b>	Logo Files available in Google Drive
5	<b>Backdrop Design</b>	Available in Google Drive
6	<b>Selfie Point Design</b>	Available in Google Drive
7	<b>Educational Documents</b>	Comic book (in Hindi); Election Atlas (English)

IEC material shared by at the google drive link :

<https://drive.google.com/drive/folders/199911kTcwINSZpDdDql8sCaSAxyKRukw?usp=sharing>

Additional Creatives:

[https://drive.google.com/drive/folders/122oKvDgnWT7Xpgm5ZIAB3wepL-zj5nEV?usp=drive\\_link](https://drive.google.com/drive/folders/122oKvDgnWT7Xpgm5ZIAB3wepL-zj5nEV?usp=drive_link)