



माँ शाकुम्भरी विश्वविद्यालय, सहारनपुर

(पुँवारका, सहारनपुर, उ०प्र०, पिन-247120)

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पत्रांक : 2244/07 / प्रशा० / MSU / 2023-24

दिनांक : 13-03-24

सेवा में,

01. प्राचार्य / प्राचार्या
समस्त सम्बद्ध महाविद्यालय

02. समन्वयक शैक्षणिक
विश्वविद्यालय परिसर

विषय: Campaign on Mera Pehla Vote Desh ke leye-reg.

महोदय,

कृपया उपर्युक्त विषयक उप सचिव, उच्च शिक्षा अनुभाग-3, उ०प्र० शासन, लखनऊ के पत्र संख्या-565/सत्तर-3-2024, दिनांक : 13 मार्च, 2024 के साथ संलग्न विशेष कार्याधिकारी कार्यालय मुख्य निर्वाचन अधिकारी उ०प्र० के पत्र संख्या-313 A/सीईओ-6-59/6-2022(TC), दिनांक : 05.03.2024 का अवलोकन करने का कष्ट करें, जिसके द्वारा लोकसभा सामान्य निर्वाचन-2024 में युवा मतदाताओं की भागीदारी सुनिश्चित किये जाने के सम्बन्ध में निर्देश दिये गये हैं।

अतः आपको निर्देशित किया जाता है कि संलग्न उप सचिव, उच्च शिक्षा अनुभाग-3, उ०प्र० शासन, लखनऊ के पत्र संख्या-565/सत्तर-3-2024, दिनांक : 13 मार्च, 2024 के साथ संलग्न विशेष कार्याधिकारी कार्यालय मुख्य निर्वाचन अधिकारी उ०प्र० के पत्र संख्या-313 A/सीईओ-6-59/6-2022(TC), दिनांक : 05.03.2024 में दिये गये निर्देशों के अनुपालन लोकसभा सामान्य निर्वाचन-2024 में युवा मतदाताओं की भागीदारी किये जाने के सम्बन्ध में अपेक्षित कार्यवाही करना सुनिश्चित करें।


संलग्नक – यथोपरि।

भवदीय,


(वीरेन्द्र कुमार मौर्य)
कुलसचिव

प्रतिलिपि अधोलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित-

01. उप सचिव, उच्च शिक्षा अनुभाग-3, उ०प्र० शासन, लखनऊ।
02. विशेष कार्याधिकारी कार्यालय मुख्य निर्वाचन अधिकारी उ०प्र०।
03. कुलपति कार्यालय को कुलपति महोदय के सूचनार्थ।


कुलसचिव

महत्वपूर्ण / समयबद्ध
संख्या-565/सत्तर-3-2024

प्रेषक,

एस0पी0मिश्र,
उप सचिव,
उ0प्र0 शासन।

सेवा में,

1. निदेशक, उच्च शिक्षा उ0प्र0 प्रयागराज।
2. कुलसचिव, समस्त राज्य / निजी विश्वविद्यालय, उ0प्र0।
3. विशेष कार्याधिकारी, राष्ट्रीय सेवा योजना कोषक, उ0प्र0 शासन।

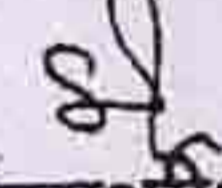
लखनऊ : दिनांक 13 मार्च, 2024

उच्च शिक्षा अनुभाग-3

विषय: *Campaign on Mera Pehla Vote Desh Ke leye- reg.*

महोदय,

उपर्युक्त विषयक विशेष कार्याधिकारी कार्यालय मुख्य निर्वाचन अधिकारी उ0 प्र0 के पत्र संख्या-313 A/सीईओ-6-59/6-2022(TC), दिनांक 05.03.2024 की छायाप्रति संलग्नक प्रेषित करते हुये मुझे यह कहने का निदेश हुआ है कि उक्त सन्दर्भित पत्र में की गयी अपेक्षानुसार आवश्यक कार्यवाही करते हुये कृत कार्यवाही से शासन को समयान्तर्गत अवगत कराने का कष्ट करें।
संलग्नक-यथोक्त।

भवदीय,

(एस0पी0मिश्र)
उप सचिव।

कार्यालय मुख्य निर्वाचन अधिकारी उत्तर प्रदेश।

चतुर्थ तल विकास भवन, जनपथ मार्केट लखनऊ-226001

संख्या-313A/सीईओ-6-59/6-2022 (TC)

लखनऊ: दिनांक: 05 मार्च, 2024

सेवा में,

विशेष सचिव,
उच्च शिक्षा विभाग,
उत्तर प्रदेश शासन।

विषय: Campaign on Mera Pehla Vote Desh Ke liye-reg.

महोदय,

उपरोक्त विषय पर भारत सरकार के उच्च शिक्षा विभाग से प्राप्त ई-मेल दिनांक 01.03.2024 (संलग्नक सहित छाया प्रति संलग्न) का संदर्भ लेने का कष्ट करें, जिसके माध्यम से लोकसभा सामान्य निर्वाचन-2024 में युवा मतदाताओं की भागीदारी सुनिश्चित किये जाने के संबंध में निम्नानुसार अवगत कराते हुए अनुपालन सुनिश्चित किये जाने की अपेक्षा की गयी है:-

"To encourage first-time voters to actively participate in the biggest festival of democracy, the 18th Lok Sabha Election, it is to inform that a dedicated campaign page has been made LIVE on My Gov platform link being <https://www.mygov.in/mera-pehla-vote/>.

The page has activities like pledge, quiz, reel, podcast, and blog writing. It is requested that Institutes ensure the maximum participation from all the eligible students."

अतः कृपया उपरोक्त के संबंध में अपने विभाग से संबंधित अधिकारियों को उक्त निर्देशों को अनुपालन सुनिश्चित किये जाने हेतु निर्देशित करने का कष्ट करें।

संलग्नक: यथोक्त।

भवदीय,

(आलोक कुमार)
विशेष कार्याधिकारी

4359 / vsb/mh/19
DSCSPM / HE-3

T3A4-mach.
11-03-24
बिलाल अहमद
निजी सचिव, श्रेणी-3
विशेष सचिव, उच्च शिक्षा
उ०प० शा०

श्री स्वच्छ
12/3/2024

Email

No. 6714 /MS/GI/2024

CHIEF SECRETARY OFFICE GOVT OF UP

Campaign on Mera Pehla Vote Desh ke Liye from 28.02.2024 to 06.03.2024 - regarding

From : DEVENDRA KUMAR SHARMA <devendra.kumarsharma@nic.in>

Fri, Mar 01, 2024 01:58 PM

Subject : Campaign on Mera Pehla Vote Desh ke Liye from 28.02.2024 to 06.03.2024 - regarding

1 attachment

To : Dr K. S. Jawahar Reddy, IAS <cs@ap.gov.in>, Dharmendra <cs-arunachal@nic.in>, PABAN KUMAR BORTHAKUR, IAS <cs-assam@nic.in>, Chief Secretary Bihar <cs-bihar@nic.in>, Chief Secretary Office <csoffice.cg@gov.in>, Puneet Kumar Goel IAS Chief Secretary <cs-goa@nic.in>, chiefsecretary@gujarat.gov.in, Sanjeev Kaushal, IAS <cs@hry.nic.in>, Prabodh Saxena <cs-hp@nic.in>, L.Khiangte, IAS <cs-jharkhand@nic.in>, cs@karnataka.gov.in, DR VENU V IAS <chiefsecy@kerala.gov.in>, Veera Rana <cs@mp.nic.in>, cs@maharashtra.gov.in, cs-manipur <cs-manipur@nic.in>, cso-meg <cso-meg@nic.in>, cs miz <cs_miz@rediffmail.com>, csmizoram@gmail.com, Daniel Krocha Deputy Director <nagaland.mygov@gov.in>, Chief Secretary Odisha <csodi@nic.in>, csraj@rajasthan.gov.in, Vijay Bhushan Pathak <cs-skm@nic.in>, cs@tn.gov.in, cs-tripura <cs-tripura@nic.in>, cstripura@gmail.com, CHIEF SECRETARY OFFICE GOVT OF UP <csup@nic.in>, chief secretary <cs-uttaranchal@nic.in>, B P Gopalika <cs-westbengal@nic.in>, Chief Secretary Andaman & Nicobar Islands <cs-andaman@nic.in>, Chief Secretary Punjab <cs@punjab.gov.in>, Administrator DNH DD एवं प्रमुख सचिव, निर्वाचन अधिकारी, उत्तर प्रदेश शासन <csdelhi@nic.in>, cs-jandk <cs-jandk@nic.in>, pru secy <prusecy@ladakh.gov.in>, Praful Patel <lk-admin@nic.in>, Dr Anshu Chauhan, I.A.S , Chief Secretary to Government, Government of Puducherry <cs.pon@nic.in>, CS Telangana <cs@telangana.gov.in>, Ansonowal edu <ripasonowal.edu@nic.in>, C Senthil Rajan JS Broadcasting II <jsb2-moib@gov.in>, Vikram Sahay <jspnamb@gov.in>, RAJEEVBAHREE US <rajeev.bahree@nic.in>, CDN MoE <cdn.moe@nic.in>

CEU (NS)

PS (Youth Welfare) /
PS (Higher Edu. / Election)

Ⓟ

3.24

(नवदीप रिणव) मुख्य निर्वाचन अधिकारी एवं प्रमुख सचिव, निर्वाचन उत्तर प्रदेश शासन

1/ACEG(N)/24

SSD (AK)

1/3424

(निर्वाचन) विशेष सचिव निर्वाचन अपर मुख्य निर्वाचन अधिकारी, उत्तर प्रदेश शासन

This has reference to the trail mail.

To encourage first-time voters to actively participate in the biggest festival of democracy, the 18th Lok Sabha Election, it is to inform that a dedicated campaign page has been made LIVE on MyGov platform link being <https://www.mygov.in/mera-pehla-vote/>.

The page has activities like pledge, quiz, reel , podcast, and blog writing. It is requested that Institutes ensure the maximum participation from all the eligible students.

It requested to kindly take action as has been requested in the DO letter of Secretary, D/o Higher Education.

Regards

Devendra Kumar Sharma
Deputy Secretary
Deptt. of Higher Education

01/3/2024
(अनुमोदित)
प्रमुख सचिव आरक्षण
मुख्य सचिव,
उत्तर प्रदेश शासन

From: "CDN MoE" <cdn.edu@nic.in>

To: "Dr K. S. Jawahar Reddy, IAS" <cs@ap.gov.in>, "Dharmendra" <cs-arunachal@nic.in>, "PABAN KUMAR BORTHAKUR, IAS" <cs-assam@nic.in>, "Chief Secretary Bihar" <cs-bihar@nic.in>, "Chief Secretary Office" <csoffice.cg@gov.in>, "Puneet Kumar Goel IAS Chief Secretary" <cs-goa@nic.in>, chiefsecretary@gujarat.gov.in, "Sanjeev Kaushal, IAS" <cs@hry.nic.in>, "Prabodh Saxena" <cs-hp@nic.in>, "L.Khiangte, IAS" <cs-jharkhand@nic.in>, cs@karnataka.gov.in, "DR VENU V IAS" <chiefsecy@kerala.gov.in>, "Veera Rana" <cs@mp.nic.in>, cs@maharashtra.gov.in, "cs-manipur" <cs-manipur@nic.in>, "cso-meg" <cso-meg@nic.in>, "cs miz" <cs_miz@rediffmail.com>, csmizoram@gmail.com, "Daniel Krocha Deputy Director" <nagaland.mygov@gov.in>, "Chief Secretary Odisha" <csodi@nic.in>, csraj@rajasthan.gov.in, "Vijay Bhushan Pathak" <cs-skm@nic.in>, cs@tn.gov.in, "cs-tripura" <cs-tripura@nic.in>, cstripura@gmail.com, "CHIEF SECRETARY OFFICE GOVT OF UP" <csup@nic.in>, "chief secretary" <cs-uttaranchal@nic.in>, "B P Gopalika" <cs-westbengal@nic.in>, "Chief Secretary Andamans" <cs-andaman@nic.in>, "Chief Secretary Punjab" <cs@punjab.gov.in>, "Administrator DNH DD" <administrator-dd-dnh@nic.in>, "Shri Naresh Kumar" <csdelhi@nic.in>, "cs-jandk" <cs-jandk@nic.in>, "pru secy" <pru.sec@ladakh.gov.in>, "Praful Patel" <lk-admin@nic.in>, "Dr Sharat Chauhan, I.A.S , Chief Secretary to Government, Government of Puducherry" <cs.pon@nic.in>, "CS Telangana" <cs@telangana.gov.in>

Cc: "DEVENDRA KUMAR SHARMA" <devendra.kumarsharma@nic.in>, "RAJEEVBHREE US" <rajeev.bahree@nic.in>, "rinasonowal edu" <rinasonowal.edu@nic.in>

Sent: Thursday, February 29, 2024 5:13:26 PM

Subject: Re: Campaign on Mera Pehla Vote Desh ke Liye from 28.02.2024 to 06.03.2024 - regarding

Sir/Madam

This is in reference to the trailing mail,

1. Additional Creatives is attached in google drive link given below:

<https://drive.google.com/drive/folders/122oKvDgnWT7XpGm5ZIAB3wepL-zj5nEV>

2. Creatives of ECIs is attached in google drive link given below:

<https://drive.google.com/drive/folders/199911kTcwINSZpDdDqI8sCaSAxyKRukw>

3. MyGov portal is also made live <https://www.mygov.in/mera-pehla-vote/?target=webview&type=campaign&nid=0>

Regards,
CDN Section
D/o Higher Education
Ministry of Education

From: "CDN MoE" <cdn.edu@nic.in>

To: "Dr K. S. Jawahar Reddy, IAS" <cs@ap.gov.in>, "Dharmendra" <cs-arunachal@nic.in>, "PABAN KUMAR BORTHAKUR, IAS" <cs-assam@nic.in>, "Chief Secretary Bihar" <cs-bihar@nic.in>, "Chief Secretary Office" <csoffice.cg@gov.in>, "Puneet Kumar Goel IAS Chief Secretary" <cs-goa@nic.in>, chiefsecretary@gujarat.gov.in, "Sanjeev Kaushal, IAS" <cs@hry.nic.in>, "Prabodh Saxena" <cs-hp@nic.in>, "L.Khiangte, IAS" <cs-jharkhand@nic.in>, cs@karnataka.gov.in, "DR VENU V IAS" <chiefsecy@kerala.gov.in>, "Veera Rana" <cs@mp.nic.in>, cs@maharashtra.gov.in, "cs-manipur" <cs-manipur@nic.in>, "cso-meg" <cso-meg@nic.in>, "cs miz" <cs_miz@rediffmail.com>, csmizoram@gmail.com, "Daniel Krocha Deputy Director" <nagaland.mygov@gov.in>, "Chief Secretary Odisha" <csodi@nic.in>, csraj@rajasthan.gov.in, "Vijay Bhushan Pathak" <cs-skm@nic.in>, cs@tn.gov.in, "cs-tripura" <cs-tripura@nic.in>, cstripura@gmail.com, "CHIEF SECRETARY OFFICE GOVT OF UP" <csup@nic.in>, "chief secretary" <cs-uttaranchal@nic.in>, "B P Gopalika" <cs-westbengal@nic.in>, "Chief Secretary Andamans" <cs-andaman@nic.in>, "Chief Secretary Punjab" <cs@punjab.gov.in>, "Administrator DNH DD" <administrator-dd-dnh@nic.in>, "Shri Naresh Kumar" <csdelhi@nic.in>, "cs-jandk" <cs-jandk@nic.in>, "pru secy" <pru.sec@ladakh.gov.in>, "Praful Patel" <lk-admin@nic.in>, "Dr Sharat Chauhan, I.A.S , Chief Secretary to Government, Government of Puducherry" <cs.pon@nic.in>, "CS Telangana" <cs@telangana.gov.in>

Cc: "DEVENDRA KUMAR SHARMA" <devendra.kumarsharma@nic.in>, "RAJEEVBHREE US" <rajeev.bahree@nic.in>, "rinasonowal edu" <rinasonowal.edu@nic.in>

Sent: Tuesday, February 27, 2024 3:44:52 PM

Subject: Campaign on Mera Pehla Vote Desh ke Liye from 28.02.2024 to 06.03.2024 - regarding

Sir/Madam

Please find enclosed herewith D.O. letter regarding **Campaign on Mera Pehla Vote Desh ke Liye from 28.02.2024 to 06.03.2024**. It is requested 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,
CDN Section
D/o Higher Education
Ministry of Education

— **All Chief Secretaries States & UT ECI.pdf**
879 KB

के. संजय मूर्ति, भा.प्र.से.

सचिव

K. SANJAY MURTHY, IAS
Secretary

Tel. : 011-23386451, 23382698

Fax : 011-23385807

E-mail : secy.dhe@nic.in

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



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: 27th February, 2024

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)



Pr 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: 02nd 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 01st 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/199911kTowVNSZpDdDdDdCaSAxKQzW7uqzsh>
ing

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

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
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.



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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 28th February 2024 to 6th 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.

List of Creative Content Index

S.No.	Resource	Comments
1	Voter Guide (English)	Available in Google Drive Link; Regional guides can be sourced through respective state Chief Electoral Officers
2	Audio-Visual Films/Songs	Informational and motivational content added in Google Drive; • My Vote, My Duty film (in Hindi and English Language); • Main Bharat Hoon Song (Hindi and Multilingual versions); • Power of 18 song (English) Other regional content could be sourced through state Chief Electoral Officers.
3	Voters' Pledge	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	"Chunav Ka Parv, Desh Ka Garv" #IVoteForSure and #MeraPehlaVoteDeshKeLiye Logo/tagline	Logo Files available in Google Drive
5	Backdrop Design	Available in Google Drive
6	Selfie Design Point	Available in Google Drive
7	Educational Documents	Comic book (in Hindi); Election Atlas (English)

IEC material shared by at the google drive link :

<https://drive.google.com/drive/folders/199911kTcwINSZpDdDqI8sCaSaxyKRukw?usp=sharing>

Additional Creatives:

[https://drive.google.com/drive/folders/122oKvDgnWT7Xpgm5ZlAB3wepL-zj5nEV?usp=drive link](https://drive.google.com/drive/folders/122oKvDgnWT7Xpgm5ZlAB3wepL-zj5nEV?usp=drive_link)