

ELECTION COMMISSION OF INDIA
Nirvachan Sadan, Ashoka Road, New Delhi – 110 001

No. 491/ECI/LET/FUNC/SVEEP-I/NVD/2022

Dated: th10 January, 2023

To,

The Chief Electoral Officers of
all States & UTs

Sub: - National Voters' Day (25th January) 2023 - reg.

Sir/Madam,

I am directed to state that the 13th National Voters' Day shall be celebrated across the country at State, District and Booth level on 25th January 2023. The Theme for the 13th NVD is '**Nothing like voting, I vote for sure.**' You are requested to steer the NVD celebrations with wide publicity on the above mentioned theme.

2. The upcoming event of NVD shall also mark the launch of **"Main Bharat Hoon"** song. The function of NVD at States/Districts/Booth Level shall be organized preferably at or after 1:00 PM, so that **"Main Bharat Hoon"** song can be played during the event.

3. The NVD celebrations in the State, as in the past, shall include the following components in addition to already existing plan at the CEO and the DEO level. The functions around NVD should be celebrated keeping in mind the COVID appropriate behaviour and guidelines in place at or after 1:00 P.M, on that day.

Comprehensive Communication plan:

- Various events/ programs across the state shall be organized focusing on the above mentioned theme. Further a comprehensive communication plan shall be developed by issuing necessary Print, TV, Radio advertisements, social media campaigns, field programs and interpersonal communication (as per Covid norms) webinars/ seminars etc.
- Propagation of NVD theme through various Government schemes and programs.
- The NVD theme & related messages in the form of posters and banners should be prominently displayed in the offices of the CEO, DEO, ERO and the VFCs.

- A Print Advertisement shall be brought out on 25th January highlighting the theme in newspapers other than where ECI advertisement shall be published (details regarding ECI advertisement shall be shared subsequently).

Engagement with state/ district Icons:

- The State/ District Icons may be engaged (through recording of audio-video messages) to spread awareness about the Commission's initiatives and widely publishing the current theme 'Nothing like voting, I vote for sure.'
- All States/UTs should take appropriate efforts to nominate inspiring and non partisan personalities from all walks of life to be the Election Icon. Persons with disabilities, senior citizens, transgender and personalities from other marginalized sections shall be encouraged.

Partnership and Collaborations:

- The CEOs/ DEOs shall ensure partnerships and collaborations with various Government departments such as banks, Post offices, Railways, Panchayati Raj institutions, Civil Bodies etc.
- The Corporate bodies, Civil Society Organisations and others may be engaged with, for organising various events like competitions (essay, debate etc), webinars etc in the run upto the NVD.

Also various departments/ organisations/ bodies may be encouraged to administer NVD pledge on the National Voters' Day, and the same may be uploaded on their social media handles/ website using hashtags.

Social media engagement activities:

- CEO/ DEO office may engage with various social media agencies, to create and develop the creative content for the NVD and get it uploaded on their respective social media handles.
- All the activities, by various departments/ organisations etc. to be uploaded on their respective social media handles.
- The hashtag #NVD2023, #MainBharatHoon, #VoteDeneJayenge, #NothingLikeVoting, #BridgingTheVotingGap, #MyVoteMyPower could be used while uploading the content on the social media accounts.

1. Key Activities: All SVEEP activities related to NVD must be conducted as per COVID appropriate behaviour and guidelines/norms in place.

a) Activities at Booth Level:

- i. The Booth Level Officers (BLOs) to organise an event at each polling station area and shall felicitate newly registered voters appropriately, also hand over the EPIC to new electors.
- ii. Video and other creatives to be shared extensively with all the households/ participants through WhatsApp groups and other media. Further other awareness films/ material as prepared by State or District on Postal Ballot, Assured Minimum facilities at Polling Stations, EVM/VVPAT, Voter Helpline App, Ethical Voting etc. can also be shown at the ceremony, in local languages. Please note that creatives are to be made available in accessible formats, in line with the current theme of NVD to make the information available to all stakeholders.
- iii. Further NVD pledge to be administered to all the people present during the event, Further the copy of the pledge also to be circulated over Whatsapp groups.
- iv. DEO may provide the logistics required for the brief ceremony in each polling station area.

b) Activities at District HQs:

- i. The DEO shall organise the NVD function, at the District headquarters in association with various institutions/ organisations such as Panchayat Raj institutions, Academic institutions, Civil Society groups, organisations of youth volunteers like NSS, NCC, Scouts & Guides, NYKS, media etc.
- ii. Newly registered voters shall be facilitated by handing over the EPIC Card during NVD function.
- iii. Further NVD pledge to be administered to all the people present during the event. Also the pledge to be circulated over WhatsApp groups.
- iv. Awareness films on Postal Ballot facility, Assured Minimum Facilities, EVM VVPAT, Assured Minimum facilities at Polling Stations, EVM/VVPAT, Voter Helpline App, Ethical Voting etc. in local language shall be shown. Creatives

to be made available in accessible formats, in line with the current theme of NVD to make the information available to all stakeholders.

- v. These material to be shared through WhatsApp group of various stakeholders.

c) Activities at State HQs:

- i. CEO organizes NVD function at the State capital, in association with Media, Civil Society, Volunteer Groups, State Administration, State Election Commission & Corporates etc.
- ii. Awareness films on Postal Ballot facility, Assured Minimum Facilities, EVM VVPAT, Assured Minimum facilities at Polling Stations, EVM/VVPAT, Voter Helpline App, Ethical Voting etc. in local language shall be shown and distributed over WhatsApp groups.
- iii. Newly registered voters shall be felicitated by handing over the EPIC Card during NVD function.
- iv. Further NVD pledge to be administered to all the people present during the event (as per Covid norms). E-Pledge facility may be provided on CEO website with downloadable certificate sharable on social media by the citizens.
- v. Sign Language Interpreters to be deployed during the function in accordance with the present theme. The venue of the NVD functions to be made accessible as far as possible.
- vi. Necessary advertisement in print / electronic media to be issued, along with hoardings and banners across different locations across the state.
- vii. Deployment of dedicated staff at Block, Sub-division and District levels may be done to effectively undertake NVD related activities as directed. BLOs shall be trained about their role for NVD activities by the EROs/AEROs, as directed.

As the theme of the NVD, this year, is 'Nothing like voting. I vote for sure', it is expected that events would be organised by involving PwDs, Women, Senior citizens and Vulnerable sections of the society.

- 4. With reference to the launch of '**Main Bharat Hoon**' song, while uploading the updates about below mentioned activities, the hashtag #NVD2023,

#MainBharatHoon, #VoteDeneJayenge could be used. Further the song shall be made available on ECI SVEEP website on the day of NVD 2023 at 1:00P.M.

Following directions may be noted with regard to the launch of '**Main Bharat Hoon**' song :

Activities at State Head Quarters:

- A link for the song along will be shared with the CEOs in due course. The same should be widely disseminated with all DEOs, on all social media handles, WhatsApp groups, website etc.
- Further, a logo/graphic creative pertaining to the song will be shared in due course. The same should preferably appear/flash over all government websites of the State.
- CEOs are requested to encourage the respective State icons to share/post about the song after its launch by ECI, on all of their social media handles along with designated hashtags and taglines.

Activities at District Quarters:

- A link for the song should be widely disseminated on all social media handles, WhatsApp groups, websites of the DEOs.
- As feasible, the DEOs may reach out to district cinema halls/theatres so that the 'Main Bharat Hoon' song is also played as a part of public service messaging, before the screening of the movies or during the interval.
- As feasible, the DEOs may reach out to local malls & restaurants so that the 'Main Bharat Hoon' song is also played as a part of public service messaging.
- DEOs are requested to encourage the respective District icons to share/post about the song on all of their social media handles along with designated hashtags and taglines.

Activities at Booth level:

- The Hindi as well as the regional version of the song shall be played at all Polling stations.
- BLOs to ensure that the link of the song is shared to maximum households vide respective WhatsApp groups.
- The song should also be disseminated at all ELCs, schools and colleges etc

The preparations for the NVD may be closely monitored by the office of the CEO/DEOs. All COVID protocols issued by statutory authorities must be strictly followed.

Yours Sincerely,



(SANTOSH KUMAR)
SECRETARY

Encl: NVD Pledge



ELECTION COMMISSION OF INDIA

Pledge For National Voters' Day, 25th January 2023

मतदाताओं द्वारा ली जाने वाली शपथ

“हम, भारत के नागरिक, लोकतंत्र में अपनी पूर्ण आस्था रखते हुए यह शपथ लेते हैं कि हम अपने देश की लोकतांत्रिक परम्पराओं की मर्यादा को बनाए रखेंगे तथा स्वतंत्र, निष्पक्ष एवं शांतिपूर्ण निर्वाचन की गरिमा को अक्षुण्ण रखते हुए, निर्भीक होकर, धर्म, वर्ग, जाति, समुदाय, भाषा अथवा अन्य किसी भी प्रलोभन से प्रभावित हुए बिना सभी निर्वाचनों में अपने मताधिकार का प्रयोग करेंगे”।

Voters' Pledge

“We, the citizens of India, having abiding faith in democracy, hereby pledge to uphold the democratic traditions of our country and the dignity of free, fair and peaceful elections, and to vote in every election fearlessly and without being influenced by considerations of religion, race, caste, community, language or any inducement”.

