

Office of the Chief Electoral Officer

West Bengal

21 N. S. ROAD, KOLKATA-700 001.

No. 364 -Home (Election)

Date: 08.02.2022

From: Chief Electoral Officer, West Bengal

To : District Election Officers (All)

Sub: Guidelines of ECI icw National Voter Awareness Contest-Reg.

Ref: Letter of ECI vid no.491/SVEEP-II/Online Contest /2022 dated 05.02.2022

Madam/Sir,

Reference above. On the occasion of 12th National Voters' Day, Election Commission of India launched a National Voter Awareness contest- 'My Vote is my Future- Power of One Vote' to reiterate the importance of every vote through creative expression. There will be five contests - Quiz Contest, Video Making Contest, Poster Design Contest, Song Contest, and Slogan Contest. The contests are open to all age groups. The contests are scheduled from January 25th, 2022 to March 15th, 2022.

The letter of ECI in connection with Encouraging participation of Educational Institutions in the National Voters' Awareness Contest may be seen. The details of the contests can be accessed at <https://ecisveep.nic.in/contest/>.

All information regarding the contest including posters, guidelines, videos etc shall be disseminated through various modes of communication like print media, social media platforms and various Whatsapp groups. Also the same needs to be uploaded on the websites of DEOs office.

Contest posts on ECI SVEEP social media platforms shall also be shared through DEOs social media platforms for enhanced reach. While uploading the content on the social media platforms kindly use the hashtag #PowerOfOneVote. DEOs shall issue a press note and conduct a press meet to inform the media houses about the contest and ensure its publicity through print, and electronic media for a wider audience. Draft Copy of the Press Note is attached for reference.

The information regarding the contest shall be shared with various whatsapp groups of BLOs, members of NSS, NYK, NCC, Press Information Bureau, Media houses and other relevant groups for its further dissemination, on a regular basis, during the contest period.

DEOs shall engage with the district icons in regards with the contest and get video messages uploaded on various social media platforms, including icons' social media platforms. The District icons shall be requested to send a recorded message, appealing people to participate in the said contest. Draft message is annexed herewith.

DEOs to further engage with Education department and Education institutions, Universities, Colleges and school administration to make them sensitive about the said contest seeking maximum students' participation.

The institutions shall display the contest posters on the display boards for wider reach and also circulate amongst students/ alumni over Whatsapp groups/ emails. Educational institutions shall be asked to encourage maximum students' participation in the said contest.

All efforts have to be taken to make the programme successful.

Yours faithfully,



Chief Electoral Officer,
West Bengal

- Encl:1. Guidelines of contest
2. Draft press note
3. Draft message for Icon
4. Poster
5. ECI letter
6. Logo