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PUBLIC (ELECTIONS.VII) DEPARTMENT,
SECRETARIAT, CHENNAI-600 009.

Letter No.1008/ Elec.VII/ 2022-3, dated: 10.02.2022

From
Thiru Satyabrata Sahoo, I.A.S.,
Chief Electoral Officer &
Principal Secretary to Government

To
All District Election Officers (w.e)

Sir / Madam,

Sub: Elections - National Voter Awareness Contest -
Commission's instructions issued -Regarding

Ref: 1. From the Election Commission of India, New
Delhi Letter No.491/ SVEEP - II/ Online Contest/
2022, dated: 05.02.2022.
2. This office Letter No.1008/ Elec.VII/ 2022-2,
dated: 10.02.2022.

I am directed to invite attention to the reference first cited wherein the Commission has informed that on the occasion of National Voters' Day, 2022 the Commission has 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. The Commission has issued guidelines, posters and logo in this regard and the details are as follows:

CONTEST TIMELINE : January 25, 2022 - March 15, 2022
THEME : "My Vote is My Future: Power of One Vote"
CONTEST WEBSITE : <https://ecisveep.nic.in/contest/>
ELIGIBILITY : Open to all Age groups.

CONTESTS:

1. Quiz Contest:

- Subject: Related to the basic and important information relevant to all categories of voters, Electoral roll, EVM & VVPAT, Election Law, IT Applications, and History of Indian Elections.
- There are 3 levels -
 - Easy, Intermediate & Difficult level.
 - Each level having 20 multiple choice questions to be answered within a time limit of maximum 10 minutes for each level.
 - The participant has to answer at least 7 out of 20 questions right in each level to proceed to the next level.

(P.T.O)

- Participants may verify the scores after the completion of every level and will get a badge as per their performance which they can share on social media. The participant who gets the maximum score in minimum time shall be awarded the winner.
- All participants will receive e-certificate upon the completion of all three levels of quiz contest.

2. Song Contest:

- Song in any form including Classical, Contemporary & Rap etc.
- Participants can create and share original compositions on the theme related to 'My Vote Is My Future: Power of One Vote'.
- Artists & singers may use any musical instrument of their choice. The song duration must not exceed 3 minutes.

3. Video Making Contest:

- Creation of a video that celebrates the diversity & festivity of Indian Elections.
- Additional Themes for the Video Making Contest Only:
 - Importance of Informed & Ethical Voting (Inducement Free Voting);
 - Power of Vote: Displaying Importance of voting for Women, Persons with Disabilities, Senior Citizens, Young & First Time Voters.
- Participants shall create a video on any one of the above themes and the video shall be of **one-minute duration only**.

4. Poster Design Contest:

- Participants can submit a digital poster, sketch or painted poster on the theme. The poster should be of good resolution.
- The designs might also be included in the multimedia voter awareness campaigns of the commission.

5. Slogan Contest: As goes the quote, 'The pen is mightier than the sword', the contest invites entries to all participants who are good at inspiring people through their words.

CONTEST CATEGORIES:

- The song contest, video-making contest and poster design contest are classified into three categories:
 1. Amateur
 2. Professional
 3. Institutional

The Participants can participate in any of the following categories:

- **Amateur:** A person who does singing/video making/poster designing as a hobby, for a creative urge, but her/his major source of revenue is from some other means is considered as 'Amateur'.
- **Professional:** A person whose main source of livelihood is from singing/video making/poster designing or working in any form

where the major source of revenue is through singing/video making/poster designing - is considered to be 'Professional'. It may kindly be noted that, if selected, the participant shall submit a certificate to testify in the professional category.

- Institutional: Educational Institutions such as schools, colleges, universities and organization registered under relevant Central or State Government Act can take part in the Institutional category.

HOW TO PARTICIPATE:

- The participant shall go through detailed rules and regulations on the Contest website either by scanning QR CODE or by visiting the Contest Website - "https://ecisveep.nic.in/contest/
- The participant shall give a brief description of the entry along with the name, address and phone number.
- The participant shall email the entries along with the details to voter-contest@eci.gov.in. The name of the <contest> and <category> for which the participant is applying shall be clearly mentioned in the subject of the email.
- To participate in Quiz Contest, the participant shall register on the contest website.

AWARDS & RECOGNITION:

- The song contest, video-making contest and poster design contest are classified into three categories:
 - Institutional
 - Professional
 - Amateur
- The top three winners in each category will be awarded exciting cash prizes.
- Additionally, each category will have cash prizes under a special mention category.
 - The Institutional category will have 4 special mentions.
 - The Professional & Amateur category will have 3 special mentions each.

SONG CONTEST

Category	First Prize	Second Prize	Third Prize	Special Mention
Institutional	1,00,000	50,000	30,000	15,000
Professional	50,000	30,000	20,000	10,000
Amateur	20,000	10,000	7,500	3,000

VIDEO MAKING CONTEST

Category	First Prize	Second Prize	Third Prize	Special mention
Institutional	2,00,000	1,00,000	75,000	30,000
Professional	50,000	30,000	20,000	10,000
Amateur	30,000	20,000	10,000	5,000

POSTER DESIGN CONTEST

Category	First Prize	Second Prize	Third Prize	Special Mention
Institutional	50,000	30,000	20,000	10,000
Professional	30,000	20,000	10,000	5,000
Amateur	20,000	10,000	7,500	3,000

* All figures are in INR

SLOGAN CONTEST:

First Prize	Rs. 20,000
Second Prize	Rs. 10,000
Third Prize	Rs. 7,500
Special mention Award to be given to 50 participants.	Rs. 2,000 each

QUIZ CONTEST:

The winners will get exciting Election Commission of India merchandise and all participants completing level-3 will be awarded with e-certificates.

GENERAL TERMS & CONDITIONS:

- All entries shall be submitted by March 15, 2022, on the email id: votercontest@eci.gov.in
- Any entries containing offensive or inappropriate language, references to any political parties or religions containing vulgar or racist content against particular cultures or communities or unverified information shall not be accepted.
- A participant is allowed to submit up to one entry per contest. In case it is found that any participant has submitted more than one entry, all the entries will be considered invalid for the said participant.
- Entries for the video, song & slogan contest may be given in any official language as per the Eighth Schedule of the Indian constitution. (There are 22 official languages Assamese, Bengali, Gujarati, Hindi, Kannada, Kashmiri, Konkani, Malayalam, Manipuri, Marathi, Nepali, Oriya, Punjabi, Sanskrit, Sindhi, Tamil, Telugu, Urdu, Bodo, Santhali, Maithili, and Dogri).
- Entries must include suitable subtitles for reference.
- The Election Commission of India reserves the right to cancel or amend all or any part of the Contest and/or the Terms & Conditions of the competition.
- Any disputes or any issues related to this competition would be decided by the Election Commission of India, which will be final.
- No plagiarism - original pieces only. Please note that the work must be original and should not violate any provision of the Indian Copyright Act, 1957.
- The entries submitted would be the sole property of the Election Commission of India, with the right to use and edit for any purpose it considers appropriate.

- The entries will be judged by a jury constituted by the Election Commission of India. Any request for re-evaluation of the entries will not be entertained.

2. The Commission has also stated that the District Election Officers shall carryout the following activities to encourage maximum participation in aforementioned 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 District Election Officers office.
- Contest posts on ECI SVEEP social media platforms shall also be shared through DEOs social media platforms for enhanced reach.
- The 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.
- While uploading the content on the social media platforms kindly use the hashtag #PowerOfOneVote

Engagement with District Icons:

- The DEOs shall engage with the icons in regards with the contest and get video messages uploaded on various social media platforms, including icons' social media platforms.
- The icons shall be requested to send a recorded message, appealing people to participate in the said contest.
- A draft text for the message is attached herewith for reference.

Engagement with Educational Institutions:

- The DEOs to further engage with Education Department and Education Institutions, Universities, Colleges and School administration to sensitize them 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.

Activities with Other Departments:

The guidelines and posters shall also be circulated with Industry Bodies, Corporate Houses, Banks, Post offices, Railways and other Government Departments, Voter Awareness Forums for wider information dissemination and enhanced participation in the contests.

3. The Commission has enclosed the following details for use during the awareness activity regarding the conduct of "National Voter Awareness Contest" by the ECI:

- a) Guidelines for National Voter Awareness Contest
- b) Logo of the National Contest
- c) Poster of the National Contest
- d) Draft Press Note on the National Contest
- e) Draft messages for Icons

4. Further, I am to inform that the following activities shall be conducted at the district level to encourage the participation in the National Contest:


- i. Conduct a Press Meet on 14.02.2022 and to issue Press releases on weekly basis i.e., on every Friday in the leading newspapers till 15.03.2022.
- ii. Conduct meetings with the concerned departments like School Education, Higher Education, ELCs in every Educational Institutions like Schools, Colleges and Universities, Department of Welfare of Differently Abled Persons, Service Electors, Tamil Nadu Third Genders Welfare Board, BLOs, SHGs, NSS, NCC, NYKS, Scouts and other stakeholders like CSOs, NGOs etc., before 18.02.2022.
- iii. Display of National Contest poster in the Display boards with the School, College and University premises.
- iv. Provide wide publicity among the Electoral Literacy Clubs.
- v. Details about the National Contest shall be circulated among the WhatsApp - study groups by the Educational Institutions.
- vi. Encourage the BLOs to take part in the National contest as well as to give wide publicity among electors.
- vii. Sharing of Posters, Logo, QR code of National Contest and Social media posts of ECI in the District Election Officers website in the home page for publicity.
- viii. The Industry Bodies and Corporate Companies in your District shall be highly involved and encouraged to participate.
- ix. Publicity shall be given in all local cable channels and local newspapers in the respective districts.

5. Further, I am, to inform that the Tamil version of the Posters and Logo will be shared shortly for awareness activities at the district level.

6. I am, therefore, to request you to kindly ensure that wider publicity shall be given in your district about the National Voter Awareness Contest and also to inform that the instructions of the Commission may be adhered scrupulously to enhance the participation from our State since the selected content will get National level recognition.

7. An action taken report in this regard will be sent to this office before 22.02.2022 for review purpose.

Yours faithfully,


for Chief Electoral Officer &
Principal Secretary to Government.

