



STATE ELECTION COMMISSION MAHARASHTRA

No.SEC/IPRO-2021/C.R.1/DESK-10
New Administrative Building,
Hutatma Rajguru Chowk, Opp. Mantralaya,
Madame Cama Road, Mumbai 400 032.
EMAIL- sec.mh@gov.in
Date: 10/02/2022

To,
D. Carthigueane
Regional Director of NSS.

Sub: Regarding Voter Awareness Campaign.

Sir,

With reference to the above subject, State Election Commission (SEC) hereby authorizes you to act as a Coordinator between SEC and various NSS Units, colleges, student organizations etc. in your jurisdiction.

As you are aware that State Election Commission is a Constitutional Body established in 1994 vide 73rd and 74th Constitutional Amendment. SEC has been entrusted with the constitutional duties to conduct elections to the urban and rural local bodies which form the 3rd tier of the Indian democratic set up.

In the coming period, there are a large number of local body elections covering almost the entire state of Maharashtra. Universities, Colleges, Students, Students Organizations, NCC and NSS have always played a major role in creating Voter Awareness. Educational Institutions' efforts in coordination with election functionaries have always been very effective to reach masses. SEC acknowledges that in 2017 General Elections, the voter

turnout throughout the state on an average increased by 11%, as compared to the previous elections due to the active role of universities and colleges.

SEC plans to involve new ideas and use latest technology, social media and contemporary methods for Voter Awareness Campaign. These methods would be successful only when the youth, who are adaptive to new ideas and latest technology, are involved in the campaign. Also, COVID-19 has made us plan different strategies of outreach and use more and more online platforms. Therefore, SEC appeals you to kindly dedicate next 3 to 4 months towards Voter Awareness Campaign:

1. To act as a point of coordination and interaction between SEC and NSS Units/colleges/students.
2. To provide necessary information to SEC, disseminate campaign material to colleges/students and submit necessary reports as prescribed by SEC.
3. To actively plan, coordinate, participate, supervise and control the Voter Awareness Campaign.
4. To make special efforts for the following activities:
 - a) Maximum Students to subscribe and follow the SEC social media handles and share the SEC posts to maximum possible people.

Website: <https://mahasec.maharashtra.gov.in>

Instagram: <https://www.instagram.com/maharashtrasec/>

Twitter: <https://twitter.com/maharashtrasec>

Facebook: <https://www.facebook.com/MaharashtraSEC>

LinkedIn: <https://www.linkedin.com/company/state-election-commission-maharashtra/about/>

MahaVoter Chat Bot (WhatsApp Number & Link): 7669300321 | bit.ly/mahavoter

Know more: <https://mahavoter.in/>

Voters' assistance: www.nvsp.in

- b) Democracy Fortnight 2022, falling between the period from 26/01/2022 to 10/02/2022.
- c) Collection of ideas, quotes, creative, pictures etc. that appeals to the voters. The ideas can be on themes like Voter Awareness on Democracy, Elections, Election Commission, Importance of 3rd Tier of Democracy, Conscious Voting, Ethical Voting, and Emotional Appeal to voter reluctant to vote, reminder to vote etc.

SEC hopes that amidst the Covid-19 pandemic, we will use new ideas and different methods and successfully create larger Voter Awareness, the result of which will be seen in high voter turnout. Your involvement in these different methods of campaigning is crucial and important for strengthening our democratic set up and making our democracy robust and healthy.

Thanking you.

Yours,



(Avinash Sanas)
Deputy Commissioner
State Election Commission
Maharashtra