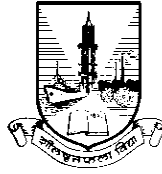


UNIVERSITY OF MUMBAI
NATIONAL SERVICE SCHEME



Web site- www.nssmu.in
Vidyapeeth Vidyarthi Bhavan,
2nd Floor, 'B' Road, Churchgate,
Mumbai – 400 020.
No. NSS/ECD/2023-2024/1128
Date: 28.02.2024

To,
The Principal of Colleges affiliated to University of Mumbai having NSS Unit/s.

Sub:- Campaign on 'Mera Pehla Vote Desh Ke Liye' from 28.02.2024 to 06.03.2024 reg...

Dear Sir / Madam,

In reference to the Ministry of Youth Affairs and Sports, Directorate of NSS, New Delhi letter F.No. P.32-1/NSS/ DTE/2023/213-219 dated 27th February 2024 regarding campaign on '**Mera Pehla Vote Desh Ke Liye**' from 28 February to 06 March 2024 (copy enclosed).

Government of India, Ministry of Education in collaboration with Ministry of Youth Affairs & Sports proposes to launch a Campaign on '**Mera Pehla Vote Desh ke Liye**' from **28 February to 06 March 2024** with the objective to ensure universal enlightened participation of youth in election. The campaign is requested to be launched in the Colleges NSS Unit to conduct outreach programme to encourage youth to exercise their right to vote for which the material available by Election Commission of India is attached.

In this regard, the list of suggested set of creative, Voter's pledge, Movies/ Music albums/Videos, Information Booklets, 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 NSS Volunteers and NSS Programme Officers.

The link of the same is :-

<https://drive.google.com/drive/folders/199911kTcwINSZpDdDql8sCaSAxyKRukw?usp=sharing>

A Copy of **Standard Operating Procedure (SOP), suggestive list of activities, list creative content index (Annexure)** are also attached to this letter for information and participation of NSS Volunteers and Programme Officers in the campaign on '**Mera Pehla Vote Desh Ke Liye**'.

All College NSS Units are kindly requested for participation of maximum NSS volunteers in the campaign on '**Mera Pehla Vote Desh Ke Liye**' from **28 February to 06 March 2024** in your College/Adopted area. An action taken report in this may kindly be submitted to this office on osd.nssmu@gmail.com at the earliest for onward submission to the NSS Regional Directorate, Pune and Ministry of Youth Affairs and Sports, New Delhi.

Looking forward for your co-operation.

Warm Regards,

Yours sincerely,

Mr. Sushil Shinde
OSD, NSS

Encl:- As above

Copy for information to 1) Regional Director NSS, NSS Regional Directorate, Pune.
2) State Liaison Officer and OSD, NSS, Government of Maharashtra