

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/2023-2024/1184
Date: 27.03.2024

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

Ref:- Our letter No. NSS/ECD/2023-2024/1128 dated 28.02.2024.

Sub:- Campaign on 'Mera Pehla Vote Desh Ke Live' reg...

Dear Sir / Madam,

Kindly refer the above letter and trailing emails dated 28.02.2024 and 11.03.2024 enclosing herewith a copy of D.O. letter No. 16-38/2022-U1A dated 27.02.2024 of Department of Higher Education along with the Election Commission of India's letter dated 02.02.2024 to ensure universal enlightened participation of youth in elections. A copy of Standard Operating Procedure (SOP), suggestive list of activities, list creative content index, IEC material shared by at the google drive link and link of Additional Creatives on the matter was also forwarded. Further, a D.O. letter No. 16-38/2022-U1A dated 06.03.2024 received from Department of Higher Education was earlier circulated regarding extension of campaign on Mera Pehla Vote Desh Ke Liye from 28.02.2024 to 06.03.2024 and further extended to 14.03.2024.

In this regard, Directorate of NSS, New Delhi, vide email dated 20.03.2024, has furnished the details of activities being done during the campaign on **Mera Pehla Vote Desh Ke Liye** from 28.02.2024 to 14.03.2024.

In a review meeting taken by the Hon'ble Minister of Youth Affairs & Sports on 19.03.2024 and it has been decided to organize at least 3 programmes in each college by Programme Officer (NSS units) on Campaign on Mera Pehla Vote Desh Ke Live. Apart from this, it has also been decided that a 10 minute orientation about the election may be done in every classroom of that college before the start of lesson.

1. Additional Creatives is attached in google drive link given below:
<https://drive.google.com/drive/folders/122oKvDgnWT7XpGm5ZlAB3wepL-zj5nEV>
2. Creatives of ECIs is attached in google drive link given below:
<https://drive.google.com/drive/folders/199911kTcwINSZpDdDql8sCaSAxyKRukw>
3. MyGov portal is also made live <https://www.mygov.in/mera-pehla-vote/?target=webview&type=campaign&nid=0>

Accordingly, all College NSS Units/ Programme Officers are requested to initiate the process of the campaign as above immediately and furnish a report to Regional Directorate of NSS Pune immediately by 1st week of April, 2024 positively for onward transmission to Ministry.

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