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Standard Operating Procedure (SoP)

Objective:

- To engage and encourage young especially first-time voters to come out and vote, and to convey the importance of voting for the larger good of the nation.

Execution

- Higher Educational Institutions (HEIs) from across India to conduct a Campaign “Mera Pehla Vote Desh Ke Liye” from 28th February 2024 to 6th March 2024 to realize the above objective.
- Designated spaces shall be identified in Universities/Colleges/ HEIs where the voter awareness related activities will be undertaken by respective colleges/ Educational Institutions.
- Colleges / Institutions will use the ECI material and other creatives provided by Ministry of Education like videos, banner, selfie points, voter’s pledge etc for the campaign.
- Encourage youth to take voters pledge on <https://ecisveep.nic.in/pledge/>
- Giving due publicity to local youth and encouraging youth icons to attend the event.
- All the events should be non-political in nature.
- Publicity of scheduled programme on social media handles.
- Youths who have participated in the campaign to upload photos of event on the MyGov portal and on their social media platforms.
- After successful conduct of events, colleges/ Institutions to upload all the activities and photos of the events on MyGov Portal.
- Wider publicity may be ensured by issuing appropriate press note/ ensuring media coverage, if any.
- A common Template or Branding designed centrally, Open Files of creatives for the event, such as posters, backdrops, standees, social media infographics, etc. are annexed, and may be edited (date, time, venue) as desired.
- NSS Coordinators and their volunteers will take lead to anchor the program in the college/Institutions.
- The Campaign will see both on-ground physical events, along with online competitions that may be accessed through the MyGov platform.
- Certificates for pledge takers/participants will be generated online. They may be printed and issued by the host college/Institutions there itself, or at a later date.

Suggestive List of Activities

1. **Popularization of Parliamentary Campaign Theme and Tagline:** The Election Commission of India launched the #ChunavKaParv, #DeshKaGarv, #IVoteForSure Campaign. The campaign symbolizes the festive importance of elections and the pride of voting in the largest democracy in the world.
 - Share the logo/tagline on college/Institution websites and on the social media handles of educational institutions.
 - Students to be encouraged to create content/ reels/ short videos/ poems etc. on the above-mentioned theme and upload the content using #ChunavKaParv, #DeshKaGarv, #IVoteForSure and #MeraPehlaVoteDeshKeLiye to amplify the message.
2. **Interactive Workshops and Seminars:** Facilitate educational sessions in colleges and universities to emphasize the value of voting, how to make informed choices, and understanding of the electoral processes etc. District Electoral Officers (DEOs), AEROs, and other election officials may be approached for interaction with students.
 - The photos and videos of the seminars can be uploaded on the website and shared on the social media handles of ECI and using hashtag #ChunavKaParv, #DeshKaGarv and #MeraPehlaVoteDeshKeLiye.
3. **Special Screening of AV Content:** Informational and motivational films and songs provided in the google drive to be screened during the campaign.
 - The same content to be forwarded to students whatsapp group
 - Students are encouraged to share/ upload the song and videos on their social media handles and make the reels with hashtag #ChunavKaParv, #DeshKaGarv, #IVoteforSure and #MeraPehlaVoteDeshKeLiye.
4. **Voter's Pledge Administration:** Organize the administration of the Voter's Pledge during the campaign. This reinforces the commitment to responsible voting and the significance of participating in the democratic process.
 - Upload the group photograph administering the pledge on the website/social media accounts, tagging the ECI SVEEP website with #ChunavKaParv, #DeshKaGarv, #IVoteForSure and #MeraPehlaVoteDeshKeLiye to amplify the message.
 - The pledge can also be taken at <https://ecisveep.nic.in/pledge/> and students can download the certificate and share it on their social media handles.
5. **Selfie Point:** Students are encouraged to share their selfies on their social media handles with hashtags #ChunavKaParv, #DeshKaGarv, #IVoteForSure and #MeraPehlaVoteDeshKeLiye.
6. **Sharing of information material:** Share the informational material such as voter guide, comic book and election atlas to whatsapp groups and social media handles. Students are encouraged to further re-share the content through their social media platforms to ensure its wider dissemination.

7. **Download Voter Helpline App:** All students are encouraged to download the Voter Helpline App, on their mobile phones.
 - a. Those who are not registered as voter can register themselves with the help of Voter Helpline App.
 - b. Existing voters, may change in address or other details with the help of Voter Helpline App or by visiting the website: Voters.eci.gov.in
8. Indicative List of activities that may be conducted by the HEIs on the above and related themes is given below:
 - a. Digital Content Competition: Competitions for students to show their creativity in creating interesting creative content such as Reels, Blogs, Podcasts, graphics, etc.
 - b. Debate, quiz, drawing, painting, slogan competition etc.
 - c. Essay Writing Competition: Essays of approx. 300 words may be judged internally within the HEIs.
 - d. Extempore
 - e. Poetry/Rap Song Writing Competition: A platform for young poets to define India of their dreams through words.
 - f. Battle of Bands: Students may participate in a music competition with their college bands on themes such as patriotism and democracy.
 - g. Voters Pledge.
9. The above competitions may be organized by the College/Universities/HEIs in the campus itself.
10. Creative Content of ECI and other creative content is being shared through google link as given at Annexure.

Annexure

List of Creative Content Index

S.No.	Resource	Comments
1	Voter Guide (English)	Available in Google Drive Link; Regional guides can be sourced through respective state Chief Electoral Officers
2	Audio-Visual Films/Songs	Informational and motivational content added in Google Drive; <ul style="list-style-type: none">• My Vote, My Duty film (in Hindi and English Language);• Main Bharat Hoon Song (Hindi and Multilingual versions);• Power of 18 song (English) Other regional content could be sourced through state Chief Electoral Officers.
3	Voters' Pledge	PDF document available in Google Drive (In English and Hindi Language) Regional Versions of the Pledge can be sourced from respective State Chief Electoral Officers
4	"Chunav Ka Parv, Desh Ka Garv" #IVoteForSure and #MeraPehlaVoteDeshKeLiye Logo/tagline	Logo Files available in Google Drive
5	Backdrop Design	Available in Google Drive
6	Selfie Point Design	Available in Google Drive
7	Educational Documents	Comic book (in Hindi); Election Atlas (English)

IEC material shared by at the google drive link :

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

Additional Creatives:

https://drive.google.com/drive/folders/122oKvDgnWT7Xpgm5ZIAB3wepL-zj5nEV?usp=drive_link