

"Greater Participation for a Stronger Democracy"

District Election Office (Market Committee Building 1<sup>st</sup> Floor) Una Distt. (HP).

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Dated: 04/03/2019

ELN-UNA-5-4/2018- 471 - 72

From:

The District Election Officer (DC)  
Una, District Una.

To

The Deputy Director,  
Higher Education, Una,  
(District SVEEP Nodal Officer)  
District Una.

Subject:- Intensification of the Multi-Media Campaign for Lok Sabha Election 2019-regarding.

Sir,


On the subject cited above, I am to enclose herewith the copy of Chief Electoral Officer, Himachal Pradesh letter No. 6-25/2018-ELN-539, dated 27-02-2019 regarding intensification of the Multi-Media campaign for Lok Sabha Election-2019.

In this context, you are requested to go through the instructions contain in the letter and ensure the compliance of the same in high spirit please.

Kindly treat it most urgent.

Your faithfully,

Encls(As above)

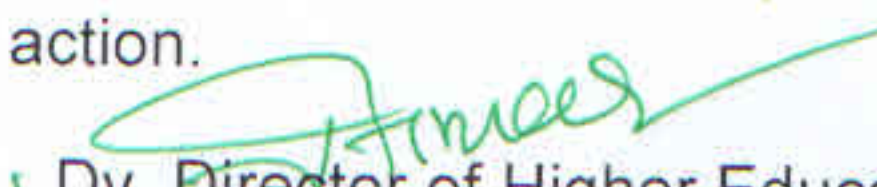
  
District Election Officer (DC),  
Una, District Una.  
Dated: 04/03/2019

Encl. No. ELN-UNA-5-4/2018- 471 - 72

Endst. No: - EDN-U (G-4R) Election/Vol-3/ 2019/- 11227  
Office of the Deputy Director of Higher Education,  
Una Distt. Una (HP).

Dated Una 14 March, 2019

All the Principals/ Headmasters of Govt. Senior Secondary Schools/ High Schools in Una Distt. for information and necessary action.

  
Dy. Director of Higher Education,  
Una Distt. Una (HP).

**ELECTION COMMISSION OF INDIA**  
Nirvachan Sadan, Ashoka Road, New Delhi-110 001

SUJEET KUMAR MISHRA  
UNDER SECRETARY

E-mail - skmishra@eci.gov.in  
Tel. No. 011-23052064

No. 491/ECI/LET/FUNC/SVEEP-II/LS19/2018

Dated: 18<sup>th</sup> February, 2019

To

The Chief Electoral Officers of  
all States/UTs

References:-

- I) Letter No. 491/ECI/LET/FUNC/SVEEP-III/PwD/2018 dated 29<sup>th</sup> May 2018 and 7<sup>th</sup> June 2018.
- II) Letter No. 491/ECI/LET/FUNC/SVEEP-II/PwD/2018 dated 14<sup>th</sup> September, 2018.
- III) Letter No. 491/ECI/LET/FUNC/SVEEP-II/LS19/2018 dated 10<sup>th</sup> January, 2019, 24<sup>th</sup> January 2019 and 8<sup>th</sup> February 2019.

**Sub: Intensification of the Multi-Media Campaign for Lok Sabha Election 2019:  
Regarding**

A national multimedia campaign including print, electronic, digital and social media and limited outdoor sites have been taken up at ECI level to complement the States/UT campaign.

2. Comprehensive SVEEP plans have been received from States/UTs wherein details are given on the multi-media communication plans besides other interventions. In continuation of Commission letter no.491/ECI/LET/FUNC/SVEEP-III/PwD/2018 dated 29<sup>th</sup> May 2018 and 7<sup>th</sup> June 2018, it is reiterated that **intensive** multi-media campaign may be rolled out immediately by CEOs if not already done and accordingly, the following major action points are reiterated:

A. **Posters:** DEOs may urgently intensify outreach through Posters at:

- i. Every Polling Station
- ii. Collectorate Office, Tehsil/Block office
- iii. Panchayat Bhawan
- iv. PHC and Aanganwadi Centre
- v. Post Office
- vi. Bank and ATMs
- vii. Hospitals
- viii. Schools
- ix. Colleges
- x. As directed vide letter dated 10<sup>th</sup> January regarding 'Voter Verification & Information' a poster at each Polling Station and all important centres was to be

1. circulate  
2. all  
3. 23/2/19  
4. Amt.

pasted. The same may be periodically replaced by a poster with relevant information.

**B. Banners and Hoardings:**

- i. Hoardings/banners shall be prominently displayed outside Offices of DEO, SDO, Block/Municipality, Gram Panchayat etc besides, prominent places like Road Junctions/ Railways Stations/Metro Stations/Bus Terminus/market Malls, universities/Colleges etc
- ii. Advertisement space available with various Government Departments should be optimally utilized.
- iii. DEOs may take it up with the Railways authorities for hoardings and displays inside Railways Stations besides public announcements.

**C. Other Outdoor Media:**

- i. Messages through Audio-Visual Vans being used for EVM/VVPAT familiarisation.
- ii. Stickers/Surface transport may be pasted on Auto-Rickshaw and Public Transport like Bus/Trucks etc.
- iii. Wall writing and painting may be taken up to widely disseminate information and motivational messages.

**D. Electronic Media: Dissemination shall be intensified by CEOs in the coming 6 weeks on electronic media in the State/UT for voter awareness in the build up to elections. Regional Doordarshan Kendras, Private regional TV channels, popular FM Radio channels may be covered besides Cinema Hall.**

- i. Campaign through SMS, Phone Calls, emails, reminder alerts, cable TV tickers etc shall be intensified now.
- ii. Regarding Cinema Hall, please note that Commission films are being shown under Public Service Announcement (PSA) and mail from Films Division on the subject was forwarded to CEOs on 14/1/2019 and 13/2/2019. DEOs may be asked to ensure that Cinemas show these films, DEOs may also take up initiatives for showing other films by CEO/DEO to be suitably displayed in the Theatres:

**E. Print Media: States to now issue regular print advertisement in the regional dailies having wide circulation to complement ECI's print campaign. Besides CEO message/appeal letter in Newspaper, important announcement etc may be taken up in dailies, tabloids and magazines with wide coverage. DEOs may take up dissemination through Pamphlets.**

**F. Internet and Social Media: CEO and DEOs to immediately intensify outreach through their social media page besides through their website. Other Government websites may be asked to carry the voter awareness messages/creatives developed by CEO/DEO for wide outreach for the youth who mainly consume internet. GIF and short videos shall be taken up on Whatsapp and other similar platforms by CEO and DEOs. Campaign taken up by DEOs on social media may tag CEO as well as ECI handle. Similarly CEOs may tag ECI handle in their campaign so as to widen the outreach of their campaign on social media.**