

**ELECTION COMMISSION OF INDIA**

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UNDER SECRETARY

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No. 491/SVEEP/2013/KT (EGS)

Dated: 3<sup>rd</sup> June, 2013

To,

The Chief Electoral Officers of  
All States and UTs

Subject: Appointment of regional / State ICON(s) / Brand Ambassadors for  
promotion of Voters' Participation under SVEEP programme – regarding

Sir/ Madam,

I am directed to refer to the subject cited and to say that it has come to the notice of the Commission that some States have appointed regional / State icon / Ambassadors for promotion of voters' participation under the SVEEP programme without taking approval of the Commission. In this connection, the Commission directs that following procedure should be followed before engagement of State/ regional icons / ambassadors for utilising their services:

1. The name of a well known & widely recognisable celebrity having pan-State/ regional appeal should be proposed for icon. Appeal to youth may be given a special consideration. Women icons will be given a preference and in any case number of women icons will not be less than half of the total number.
2. Before submitting the proposal to the Commission, the antecedents of the proposed icon confirming that he/she has no political affiliation / leaning should be authenticated. Confirmation from the icon in writing that he/she has no political affiliation / leaning and will not associate with any political party/candidate during the period of his/ her being icon of the Commission, should be obtained and be sent along with the proposal for engagement of icon.
3. It should also be ensured that the association of the icon in Election Commission campaign is on completely voluntary and non-commercial basis.
4. Engagement of icon shall be made only after approval of the Commission.
5. The messages from the icon should be recorded in audio/video/ or printed only after due clearance from the Commission, unless the messages are already approved by the Commission.

Yours faithfully,

(Suman Kumar Das)  
Under Secretary