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ELECTION COMMISSION OF INDIA

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UNDER SECRETARY

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No 491/SVEEP/63/2014(ICON)

Dated : 31st August, 2015

To,

The Chief Electoral Officers of
All States and UTs

Subject: Felicitatation-cum-Interaction of National/State/Regional Icons on 24th January, 2016 in New Delhi - regarding

Sir/Madam,

The Commission had taken initiative in making use of the mass appeal of celebrities as popular Icons to motivate voters to participate in the Election. ECI associated itself with renowned Indians from various fields who enjoyed national appeal and appointed them as National Icons to motivate voters. Similarly, renowned individuals in States were appointed as State Icons since the introduction of SVEEP. These icons are largely effective while creating awareness and encouraging voters for their immense participation in all the elections.

It is proposed to hold an event to felicitate and interact with all the State and National Icons. A suitable date for interaction would be 24th January, 2016 in Delhi, so that the Icons can also be felicitated by the Commission in the NVD 2015.

You are therefore requested to seek the availability and willingness of the State Icons so that the event can be finalised, based on the willingness/availability of the Icons. The willingness of the Icons may kindly be sought at the earliest and information provided to the Commission latest by 21st September.

Yours faithfully,



(SUMAN KUMAR DAS)
UNDER SECRETARY