

ELECTION COMMISSION OF INDIA
Nirvachan Sadan, Ashoka Road, New Delhi-110001

491/SVEEP/9/2014/UNDP

Dated : 19th December, 2014

To,

The CEOs of all States/UTs

Subject: Dissemination of Voter edutainment material

Madam/sir,

I am directed to refer to the enclosed set of DVDs titled 'Gearing up to Vote- Voter Edutainment Material' that has been produced by ECI in collaboration with UNDP, and state that the content is aimed at providing electoral literacy to youngsters through entertainment.

2. The DVD contains six creatives i.e. (a) Picture Book titled 'Garv Se Bane Matdata' (b) Animation Film titled 'Masti Dosti aur Matdaan' (c) Radio Story titled 'Lok Tantra Express' (d) Board Games titled 'Vote Ki Baazi' and 'Ready, Steady Vote' (e) Computer Game called 'Get Set Vote' (f) Cartoon series titled 'Wah Election Wah'.

3. Each DVD has these six contents alongwith the specifications for printing, art work and other production related information. The DVD also carries the open file of each of the six creatives (except animation film, that shall be provided separately to the CEOs in a pen drive due to size of the file) so that the same can be further adapted for local use. An alternative sample is also being sent herewith for your perusal.

4. CEOs are requested to get each of the content translated and after due vetting at the CEO level, share the translated version with the districts for dissemination within each district. While the specifications of the material are given in the CD, CEOs are requested to design alternative samples and share a sample each with the districts for easy replication.

5. The details of each creative and its dissemination plan is enclosed. CEOs may further add to the same so that the content is widely disseminated on all possible platforms. The expected timelines are also given so that the dissemination plan can be implemented and duly monitored at State and ECI level.

6. Till the translated content is made available, each district may be provided with one copy of the enclosed DVD which has Hindi and English versions. These can be used suitably till they get the translated versions.

7. The finalized dissemination plan may be shared by the CEOs with their DEOs for adherence to timelines and closely monitored. A copy of the same may also be sent to ECI by 5th January 2015.

Encl: Dissemination Plan

Yours Sincerely,



(Padma Angmo)
Deputy Secretary

Copy to:

PS to DEC(US)

