

Fax/Speed Post

ELECTION COMMISSION OF INDIA

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To

The Chief Electoral Officers of  
All States & UTs.

Subject: Framework of engagement with Media Organisation - reg.

Sir / Madam,

I am directed to refer to the subject and to say that the Chief Electoral Officers have in recent years associated media houses for awareness programme under SVEEP. The Commission from time to time has been receiving requests from the CEOs for allowing such engagements with media houses. The Commission has, therefore, devised a framework of engagement with media house to guide the CEOs of the States/UTs. A copy of the framework of engagement with media organization, duly approved by the Commission is appended herewith for your guidance & reference. You may accordingly associate the media houses at your level with information to the Commission.

Yours sincerely,

  
(Padma Angmo)

G/F

# Engagement with Media Organisation

## Framework of Engagement

### 1. Introduction

The democratic framework of our country has been shaped through credible, transparent and impartial electoral processes put in place by the ECI over the last sixty years.

These processes, enfranchising every eligible elector in this country, begin with voter registration and ultimately seek to provide a level playing field for all political parties and create an environment that is conducive for conducting a free and fair poll, in which all eligible electors can and should participate

There needs to be an enabling environment combining information, motivation and facilitation so that potential voters are fully engaged in the process of democratic governance through effective electoral participation.

There is also an imperative need for greater participation of all stakeholders that in the broadest sense would imply greater citizen engagement in the election process. This is however, some times, not the case.

Young Indians who become qualified to be registered as voters on turning 18 years need to be given the necessary orientation & facilitation to understand their new role and get engaged with the electoral registration and further participation process. There are visible gaps in participation among women, urban population, weaker sections and others in various parts of the country owing to a range of factors.

Media can play a significant catalytic role in enhancing citizen engagement by reaching out to a large audience in furtherance of the Election Commission's goals.

### 2. Goal and objectives

**Goal:** To have every eligible citizen on the electoral roll and have every enrolled voter to vote voluntarily, thus ensuring widest electoral participation and inclusive elections through information, education, motivation and facilitation.

#### Objectives:

- I. To bridge the gender gap in registration and voter turnout.
- II. To fight urban apathy to electoral participation
- III. To overcome youth disconnect with the electoral process
- IV. To facilitate inclusion of marginal sections in the electoral process
- V. To promote informed and ethical voting
- VI. To bridge the gap in information, awareness, motivation and facilitation in the electoral process

