

Most Urgent/Election Matter

By email/Camp bag

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110 001.

No. 491/SVEEP/2013(LS)

Dated: 18.03.2014

To

**The Chief Electoral Officers of
All States/UTs**

Subject :- Measures to reach out to people during LS 2014- regarding

Sir/Madam,

I am directed to say that the Commission has directed that the following additional measures may be taken up to enhance people's participation in election for LS 2014:-

- a. Certificates should be given as incentives for higher turnout districts in every state.
- b. Small bands playing voter participation themes may be organized in public places, suitably in rural and urban areas
- c. Voter participation messages should be displayed on all transport vehicles through Transport Department.

It may be noted that Commission will not make any separate fund allocation for this purpose and the same should be met from within existing funds or through partnership mechanism.

Yours Sincerely,



(T.C. KOM)

UNDER SECRETARY