

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

No 491/SVEEP/2012(SB)

Dated: 08.01.2014

To

All Chief Electoral Officers,

Subject: Taking forward the ECI-NLMA partnership

Madam/Sir,

Under the ECI-NLMA MoU, the electoral literacy material developed in Hindi shared with the CEOs vide ECI letter of even number dated October 4, 2013 is being translated by NLMA in regional languages through their SLMAs.

2. I am directed to say the translated version would be vetted by the CEO before it is rolled out and CEOs may ensure timely vetting of the material in view of the upcoming Lok Sabha elections.

3. The Commission has also directed that CEOs may extend support for the training of NLMA's Key Resource Persons and Master Trainers at State level and DEOs may extend support for training of Preraks/field workers at district level by providing resource persons for electoral literacy.

4. Radio spots and jingles have also been prepared by NLMA and are being translated. These may be suitably inserted in All India Radio and private FM radio channels by CEO's office during the election period.

5. The electoral literacy material prepared under ECI-NLMA MoU when used by CEO's office or with other partners agencies/departments may carry the logos of both ECI and NLMA.

6. Commission will review this as priority matter.

Yours sincerely,



(Padma Angmo)
Deputy Secretary

Copy to:

Shri A.M.Rajashekar, JD, Directorate of Adult Education, MoHRD