

**ADIKAVI NANNAYA UNIVERSITY::RAJAMAHENDRAVARAM  
ANDHRA PRADESH**

The Office of the Dean  
**College Development Council**



Ph: 7093008474  
Email:cdldata@aknu.edu.in

Dt:25-02-2022

**CIRCULAR**

By the directions of Honourable Vice Chancellor, it is to inform that 12<sup>th</sup> National Voters Day is being celebrated. Election Commission of India launched a National Voter Awareness contest. Hence, we request all the Principals to take necessary action for the Grand Success of the event.

Dean, CDC

*PVRa*  
*25/02/2022*

(Dr.P.Venkateswara Rao)

Dean  
College Development Council  
ADIKAVI NANNAYA UNIVERSITY  
RAJAHMUNDRY

Encl: Letter received from Office of the Chief Electoral Officer, AP.,  
dated 15-02-2022.

"By SPEED POST"

vc/70

"By e-Mail/Post"

**OFFICE OF THE CHIEF ELECTORAL OFFICER,  
ANDHRA PRADESH**

Building No.5, A.P. Secretariat, Velagapudi, Amaravati – 522 503.

Letter No.155/Elecs.D/2022-12

Dated.15.02.2022.

To  
✓The Vice Chancellor,  
Adikavi Nannaya University  
Rajamahendravaram-533296,  
East Godavari District.

To  
All Principals  
ANNA  
23/2/22

Sir,

Sub:- Elections – SVEEP Division – National Voter Awareness Contest –  
Request to communicate too many and grand success of the contest –  
Reg.

Ref:- 1. From the SVEEP Division, ECI, e-mail dated: 05.02.2022.  
2. Telugu translation of the National Voter Awareness Contest.

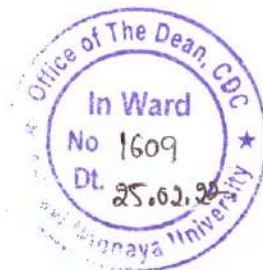
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I am to inform that the Election Commission of India has been celebrating 25<sup>th</sup> January, its Foundation Day, as the National Voters Day every year with an objective to increase enrolment of voters and to spread awareness among voters regarding effective participation in the electoral process. This year is the 12<sup>th</sup> year of the celebrations and the day is popularly referred as 'Celebration of Democracy'. The theme for the 12<sup>th</sup> National Voters' Day, which was celebrated on the 25th January 2022, is 'Making Elections Inclusive, Accessible and Participative'.

The significance of National Voters' Day is to encourage more young voters to take part in the political process. It is a day to celebrate the right to vote and vibrant democracy of India.

On the occasion of 12<sup>th</sup> National Voters' Day, Election Commission of India launched a National Voter Awareness contest- 'My Vote is my Future- Power of One Vote' to reiterate the importance of every vote through creative expression. The CONTEST TIMELINE: January 25, 2022 – March 15, 2022.

To/R  
For circulation  
to all  
colleges &  
campus and  
affiliated  
colleges  
M.A.  
22/2



(PTO)

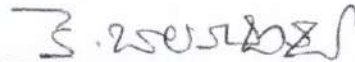
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The National Voter Awareness Contest by the ECI's SVEEP program taps into the talent and creativity of people, strengthening democracy through their active involvement of all age groups. The contest aims at celebrating ideas and content curated on the theme of the importance of every single vote in a democracy. There are five contests to all the participants.

- Quiz Contest
- Song Contest
- Video Making Contest
- Poster Design Contest
- Slogan Contest

I request you to kindly communicate to all Colleges under your jurisdiction with a direction to give maximum publicity in the Colleges, so that maximum students' participation can be ensured.

Yours faithfully,



for CHIEF ELECTORAL OFFICER &  
E.O. SPL. CHIEF SECRETARY TO GOVERNMENT

**ELECTION COMMISSION OF INDIA**

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

**No.491/SVEEEP-II/Online Contest/2022**

**05/02/2022**

**To,**

**The Chief Electoral Officers**

**Of All States/ UTs**

**Subject: Encouraging participation of Educational Institutions in the National Voters' Awareness Contest regarding**

**Sir/ Madam,**

The Election Commission of India on the occasion of National Voters' Day 2022 has launched a National Voter Awareness contest- **'My Vote is my Future-Power of One Vote'** to reiterate the importance of every vote through creative expression. The aforementioned contest by SVEEP (Systematic Voters' Education and Electoral Participation) programme of Election Commission of India taps into the talent and creativity of people, while also strengthening democracy through their active involvement.

**About the Contest:**

- The five contests are: Quiz Contest, Video Making Contest, Poster Design Contest, Song Contest, and Slogan Contest. The contests are open to all age groups.
- The contests are scheduled from January 25th, 2022 to March 15th, 2022. There are different categories and awards. The details of the contests can be accessed at <https://ecisveep.nic.in/contest/>
- Details about different contests are also enclosed with this letter.

**CEOs/DEOs shall note the following details to encourage maximum participation in aforementioned contest:**

- Details including Guidelines and Awards shall be translated by the CEO office in vernacular languages and circulated to encourage maximum participation.
- All information regarding the contest including posters, guidelines, videos etc shall be disseminated through various modes of communication like print media, social media platforms and various Whatsapp groups. Also the same needs to be uploaded on the websites of CEOs and DEOs office.
- Contest posts on ECI SVEEP social media platforms shall also be shared through CEOs/DEOs social media platforms for enhanced reach.
- CEOs, DEOs shall issue a press note and conduct a press meet to inform the media houses about the contest and ensure its publicity through print, and electronic media for a wider audience. Draft Copy of the Press Note is attached for reference.
- The information regarding the contest shall be shared with various whatsapp groups of BLOs, members of NSS, NYK, NCC, Press Information Bureau, Media houses and other relevant groups for its further dissemination, on a regular basis, during the contest period.
- While uploading the content on the social media platforms kindly use the hashtag #PowerOfOneVote

Engagement with state/ district icons:

- CEOs, DEOs shall engage with the icons in regards with the contest and get video messages uploaded on various social media platforms, including icons' social media platforms.
- The icons shall be requested to send a recorded message, appealing people to participate in the said contest.
- A draft text for the message is attached herewith for reference.

Engagement with Educational institutions:

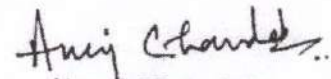
- CEOs and DEOs to further engage with Education department and Education institutions, Universities, Colleges and school administration to sensitize them about the said contest seeking maximum students' participation.
- The institutions shall display the contest posters on the display boards for wider reach and also circulate amongst students/ alumni over whatsapp groups/ emails.
- Educational institutions shall be asked to encourage maximum students participation in the said contest.

Activities with Other departments:

- The guidelines and posters shall also be circulated with Industry bodies, Corporate houses, banks, post offices, railways and other Government departments, Voter Awareness Forums for wider information dissemination and enhanced participation in the contests.

Encl: As above

Yours faithfully,

  
(Anuj Chandak)

Joint Director