

**GOVERNMENT OF ANDHRA PRADESH**

**OFFICE OF THE  
DIRECTOR OF TECHNICAL EDUCATION  
ANDHRA PRADESH :: MANGALAGIRI**

**Cir Memo. No:H/Circulars/2024**

**Date:22.01.2024**

Sub: Technical Education – Celebrations on the account of National Voter's Day on 25<sup>th</sup> January 2024 – Conduct of various activities including pledge at all Polytechnics - Instructed – Regarding.

- Ref: 1. Cir.Memo.No.H/5781/2019, this office, Dt:27.12.2023  
2. From ECI, Lr.No.49/ECI/LET/FUNC/SVEEP-I/NVD/2023, Dt: 08.01.2024.  
3. Lr. No.30/Elecs.D/2023-9, Office of the Chief Electoral Officer, Andhra Pradesh, Dt: 17.01.2024

\* \* \* \* \*

In continuation to the reference 1<sup>st</sup> cited, the subsequent information is conveyed:

The Election Commission of India has been celebrating 25 January, its Foundation Day, as the National Voters' Day every year, since 25th January, 2011 with an aim to increase the enrolment of voters, particularly youth to make universal adult franchise a complete reality and to enhance the quality of Indian democracy. The NVD is also utilized to spread awareness among voters about effective participation in electoral process.

On this occasion, the ECI has requested to conduct various activities such as debates, discussions and competitions (including pledge, drawing, skit, song, painting, essay etc) as a part of National voters' day 2024 with theme "**Nothing like Voting, I vote for Sure**" in educational institutions.

In this connection, the Principals of all Government and Private Polytechnics are hereby requested to organize the above events, ensuring active involvement from both students and faculty members. A copy of the NVD pledge in Telugu version is enclosed herewith.

Sd/- V. PADMA RAO  
JOINT DIRECTOR

To,

All the Principals of Government & Private polytechnics,  
and D. Pharmacy Institutions.



OFFICER ON SPECIAL DUTY

# ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi – 110 001

No. 491/ECU/LET/FUNC/SVEEP-I/NVD/2023

Dated: 08th January, 2024

To,

The Chief Electoral Officers of  
all States & UTs

**Sub: - National Voters' Day (25<sup>th</sup> January) 2024 - reg.**

Sir/Madam,

I am directed to state that the 14<sup>th</sup> National Voters' Day shall be celebrated across the country at State, District and Booth level on 25<sup>th</sup> January 2024. The Theme for the 14<sup>th</sup> NVD is "Nothing like voting, I vote for sure" "वोट जैसा कुछ नहीं, वोट जरूर डालेंगे हम". The Logo file is attached herewith for kind reference.

You are requested to steer the NVD celebrations with wide publicity on the above mentioned theme.

All the photos & videos related to celebration of NVD, such as administration of voters' pledge, distribution of EPIC cards etc. shall be uploaded on the social media platforms using #NVD 2024. The NVD celebrations in the State, as in the past, shall include the following components in addition to already existing plan at the CEO, DEO and the Booth level.

### **Comprehensive Communication plan:**

- Various events/ programmes across the state shall be organised focussing on the above mentioned theme. Further a comprehensive communication plan shall be developed by issuing necessary Print, TV, Radio advertisements, social media campaigns, field programmes and interpersonal communication, webinars/ seminars etc.
- Propagation of NVD theme through various Government schemes and programs.
- The NVD theme & related messages in the form of posters and banners should be prominently displayed in the offices of the CEO, DEO, ERO and the VFCs.

✓ A Print Advertisement may be brought out on 25<sup>th</sup> January highlighting the theme.

#### Engagement with state/ district Icons:

- The State/ District Icons may be engaged (through recording of audio-video messages) to spread awareness about the Commission's initiatives and widely publishing the current theme 'Nothing like voting, I vote for sure', appealing people to vote during upcoming elections. The audio/ video message shall be uploaded by the Icon on the respective social media platform using #NVD 2024.

↳ A draft script for audio/ video message will be shared in due course.

- All States/UTs should take appropriate efforts to nominate inspiring and non partisan personalities from all walks of life to be the Election Icon. Persons with disabilities, senior citizens, transgender and personalities from other marginalized sections shall be encouraged.

#### Partnership and Collaborations:

- The CEOs/ DEOs shall ensure partnerships and collaborations with various Government departments such as banks, Post offices, Railways, Panchayati Raj institutions, Civil Bodies etc.
- The Corporate bodies, Civil Society Organisations and others may be engaged with, for organising various events like competitions (essay, debate etc), webinars etc in the run upto the NVD.
- Also various departments/ organisations/ bodies may be encouraged to administer NVD pledge on the National Voters' Day, and the same may be uploaded on their social media handles/ website using hashtag #NVD2024.

#### Social media engagement activities:

- CEO/ DEO office may engage with various social media agencies, to create and develop the creative content for the NVD and get it uploaded on their respective social media handles.

- All the activities, by various departments/ organisations etc. to be uploaded on their respective social media handles.
- The hashtag #NVD2024 could be used while uploading the content on the social media accounts.

**1. Key Activities:** All SVEEP activities related to NVD must be conducted as per COVID appropriate behaviour and guidelines/norms in place.

**a) Activities at Booth Level:**

- The Booth Level Officers (BLOs) to organise an event at each polling station area and shall felicitate newly registered voters appropriately, also hand over the EPIC to new electors.
- Video and other creatives to be shared extensively with all the households/ participants through WhatsApp groups and other media. Further other awareness films/ material as prepared by State or District on Postal Ballot, Assured Minimum facilities at Polling Stations, EVM/VVPAT, Voter Helpline App, Ethical Voting etc. can also be shown at the ceremony, in local languages. Please note that creatives are to be made available in accessible formats, in line with the current theme of NVD to make the information available to all stakeholders.
- Further NVD pledge to be administered to all the people present during the event, Further the copy of the pledge also to be circulated over Whatsapp groups.
- DEO may provide the logistics required for the brief ceremony in each polling station area.

**b) Activities at District HQs:**

- The DEO shall organise the NVD function, at the District headquarters in association with various institutions/ organisations such as Panchayat Raj institutions, Academic institutions, Civil Society groups, organisations of youth volunteers like NSS, NCC, Scouts & Guides, NYKS, media etc.

- ✓ ii. Newly registered voters shall be facilitated by handing over the EPIC Card during NVD function.
- iii. Further NVD pledge to be administered to all the people present during the event. Also the pledge to be circulated over whatsapp groups.
- ✓ iv. Awareness films on Postal Ballot facility, Assured Minimum Facilities, EVM VVPAT, Assured Minimum facilities at Polling Stations, EVM/VVPAT, Voter Helpline App, Ethical Voting etc. in local language shall be shown. Creatives to be made available in accessible formats, in line with the current theme of NVD to make the information available to all stakeholders.
- v. These material to be shared through WhatsApp group of various stakeholders.
- vi. The logo for 'National Voters' Day', which reinforces the importance of voting, shall also be suitably used on official stationery, merchandise websites, Election related presentations etc.

**c) Activities at State HQs:**

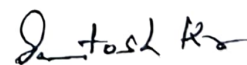
- i. CEO organizes NVD function at the State capital, in association with Media, Civil Society, Volunteer Groups, State Administration, State Election Commission & Corporates etc.
- ii. Awareness films on Postal Ballot facility, Assured Minimum Facilities, EVM VVPAT, Assured Minimum facilities at Polling Stations, EVM/VVPAT, Voter Helpline App, Ethical Voting etc. in local language shall be shown and distributed over WhatsApp groups.
- iii. Newly registered voters shall be facilitated by handing over the EPIC Card during NVD function.
- iv. Further NVD pledge to be administered to all the people present during the event (as per Covid norms, if any).

- v. Sign Language Interpreters to be deployed during the function in accordance with the present theme. The venue of the NVD functions to be made accessible as far as possible.
- vi. Necessary advertisement in print / electronic media may be issued, along with hoardings and banners across different locations across the state.
- vii. Deployment of dedicated staff at Block, Sub-division and District levels may be done to effectively undertake NVD related activities as directed. BLOs shall be trained about their role for NVD activities by the EROs/AEROs, as directed.
- viii. The logo for 'National Voters' Day', which reinforces the importance of voting, shall also be suitably used on official stationery, merchandise websites, Election related presentations etc.

As the theme of the NVD, this year, is 'Nothing like voting, I vote for sure', it is expected that events would be organised by involving PwDs, Women, Senior citizens and Vulnerable sections of the society. Further, efforts should be made to popularise PwD app through various CSOs working in the field. Also awareness regarding Assured Minimum Facility & Postal ballot provision would be ensured, through various events. Offline Events, if any, shall be conducted at accessible venues and sign language interpreters must be engaged to reach out to all stakeholders.

The preparations for the NVD may be closely monitored by the office of the CEO/DEOs.

Yours Sincerely,



(SANTOSH KUMAR)  
SECRETARY



## ఓటర్ల ప్రతిజ్ఞ

భారతదేశ పౌరులమయిన మేము, ప్రజాస్వామ్యంపై విశ్వాసంతో, మన దేశ ప్రజాస్వామ్య సాంప్రదాయాలను, స్వేచ్ఛాయుత, నిష్పక్షపాత, ప్రశాంత ఎన్నికల ప్రాథవాన్ని నిలబెడతామనీ, మతం, జాతి, కులం, వర్గం, భాష లేదా ఎటువంటి ఒత్తిడులకు ప్రభావితం కాకుండా ప్రతి ఎన్నికలో నిర్భయంగా ఓటు చేస్తామని ఇందుమూలంగా ప్రతిజ్ఞ చేస్తున్నాము.

## VOTERS PLEDGE

“We, the citizens of India, having abiding faith in democracy, hereby pledge to uphold the democratic traditions of our country and the dignity of free, fair and peaceful elections, and to vote in every election fearlessly and without being influenced by considerations of religion, race, caste, community, language or any inducement”.



# National Voters Day

Logo



Pledge

## Voter's Pledge

" We, the citizens of India, having abiding faith in democracy, hereby pledge to uphold the democratic traditions of our country and the dignity of free, fair and peaceful elections, and to vote in every election fearlessly and without being influenced by considerations of religion, race, caste, community, language or any inducement ".

## मतदाता शपथ

" हम, भारत के नागरिक लोकतंत्र में अपनी पूर्ण आस्था रखते हुए यह शपथ लेते हैं कि हम अपने देश की लोकतांत्रिक परम्पराओं की मर्यादा को बनाये रखेंगे तथा स्वतंत्र, निष्पक्ष एवं शांतिपूर्ण निर्वाचन की गरिमा को अक्षुण्ण रखते हुए, निर्भीक होकर, धर्म, वर्ग, जाति, समुदाय, भाषा अथवा अन्य किसी भी प्रलोभन से प्रभावित हुए बिना सभी निर्वाचनों में अपने मताधिकार का प्रयोग करेंगे। "

Link for Open Files of NVD logo and Pledge (Hindi/English)

[https://drive.google.com/drive/folders/1PQrshoZ3KseyVS9JZave\\_u-J-5NvigSK?usp=sharing](https://drive.google.com/drive/folders/1PQrshoZ3KseyVS9JZave_u-J-5NvigSK?usp=sharing)





# ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi – 110 001

No. 491/ECI/LET/FUNC/SVEEP-I/NVD/2023

Dated: 8th January, 2024

To

Chief Secretaries of  
All States/ UTs

**Subject:** National Voters' Day (25<sup>th</sup> January) 2024 – regarding.

**Sir/ Madam,**

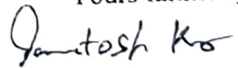
As you are aware, National Voter's Day (NVD) is celebrated across the country on 25th January every year, and we are approaching the 14th National Voters' Day on 25th January, 2024. The theme of NVD celebrations for this year is “Nothing like voting, I vote for sure” “वोट जैसा कुछ नहीं, वोट जरूर डालेंगे हम”.

2. In keeping with the practice, it is requested that schools and educational Institutions in your State/ UT be directed to conduct activities such as debates, discussions, and competitions (including drawing, skit, song, painting, essay, etc.) as part of the National Voters' Day (NVD) celebrations on the above mentioned theme. The said events may be organised as per appropriate guidelines/ protocols in place. Additionally, educational institutions are encouraged to administer the voters' pledge on National Voters' Day. The Copy of the pledge is enclosed herewith.

3. I would also like to request you to direct that all staff and officers in State Government Department/ PSUs and officers in your State/ UT to take the NVD pledge at around 11:00 AM or at any suitable time during the day, on 25<sup>th</sup> January, 2024. Respective Chief Electoral Officer of the state may be contacted for clarification, if any.

4. The logo for 'National Voters' Day,' which reinforces the importance of voting, may also be suitably utilised on official stationery, merchandise, websites etc. The photographs of all these events/ activities, may be uploaded using hashtag #NVD2024, on their respective social media handles or website, wherever possible.

Yours faithfully,

  
(SANTOSH KUMAR)  
SECRETARY

**Copy to:** The Chief Electoral Officers of all States/ UTs.

**Encl:** NVD pledge (Hindi/ English), NVD Logo (Hindi/ English).