

कार्यालय : मुख्य निर्वाचन अधिकारी, उत्तराखण्ड
4 - सुभाष रोड़, सचिवालय परिसर, देहरादून - 248001

फोन न० (0135) - 2713551

फैक्स न० (0135) - 2713724

संख्या 428/XXV/2024

देहरादून : दिनांक 24 अक्टूबर, 2024

सेवा में,

महानिदेशक,
सूचना एवं लोक सम्पर्क विभाग,
उत्तराखण्ड।

विषय:- **ECI Media Award 2024-reg**
महोदय,

कृपया उपरोक्त विषयक भारत निर्वाचन आयोग के पत्र संख्या-491/Media Award/2024/communicatin दिनांक 08 अक्टूबर, 2024 (प्रति संलग्न) का सन्दर्भ ग्रहण करने का कष्ट करें, जिसके माध्यम से आयोग द्वारा मतदाता जागरूकता के क्षेत्र में वर्ष-2024 के दौरान संचालित Best Campaign के लिए ECI Media Award 2024 हेतु निम्नानुसार 04 श्रेणियों के अन्तर्गत मीडिया संगठनों/प्रतिनिधियों की नामांकन प्रविष्टियाँ दिनांक 10 दिसम्बर, 2024 तक चाही गयी है :-

01 - Print Media

02 - Electronic (Television) Media

03 - Electronic (Radio) Media and

04 - Online (Internet)/SocialMedia

02- उक्त के सन्दर्भ यह कहना है कि आयोग के निर्देशानुसार एवं संलग्न ज्ञापन दिनांक 08 अक्टूबर, 2024 के अनुसार वर्ष-2024 की अवधि में मतदाता शिक्षा एवं जागरूकता के क्षेत्र में उल्लेखनीय कार्य/योगदान करने वाले एक या अधिक मीडिया संगठनों की ECI Media Award-2024 हेतु उपरोक्तानुसार 04 श्रेणियों के अन्तर्गत नामांकन प्रविष्टियाँ अनिवार्यतः दिनांक 10 दिसम्बर, 2024 (यदि कोई हो) तक संस्तुति सहित इस कार्यालय को अग्रसारित/प्राप्त करने के निदेश निर्गत किये गये हैं।

03- उक्त के अतिरिक्त राज्य के मीडिया संगठनों/प्रतिनिधियों को अपने स्तर से यह भी सूचित करने का कष्ट करें कि ECI Media Award 2024 हेतु उपरोक्तानुसार श्रेणियों में नामांकन प्रविष्टियाँ आयोग के स्तर पर गठित ज्यूरी के विचारार्थ मीडिया संगठनों/प्रतिनिधियों के स्तर से दिनांक 10 दिसम्बर, 2024 तक सीधे भी आयोग को प्रेषित की जा सकती है।

अतः उक्तानुसार ससमय आवश्यक कार्यवाही हेतु प्रेषित।

संलग्न : यथोपरि

भवदीय,

Signed (डा० विजय कुमार जोगदण्डे)
अपर मुख्य निर्वाचन अधिकारी,
उत्तराखण्ड।
Vijay Kallash Jodande

पू० संख्या 428/XXV/2024 तददिनांकित।

प्रतिलिपि :- 01- समस्त जिलाधिकारी/जिला निर्वाचन अधिकारी, उत्तराखण्ड के उक्त संदर्भित पत्र की प्रति सहित सूचनार्थ/समय से आवश्यक कार्यवाही हेतु प्रेषित।
02- राज्य सूचना विज्ञान अधिकारी, State NiC Unit, सचिवालय परिसर, उत्तराखण्ड को इस आशय के साथ प्रेषित कि वह आयोग के संलग्न पत्र एवं ज्ञापन दिनांक 08 अक्टूबर, 2024 को मुख्य निर्वाचन अधिकारी, उत्तराखण्ड की वेबसाइट पर अपलोड कराने का कष्ट करें।

संलग्न : यथोपरि

(डा० विजय कुमार जोगदण्डे)
अपर मुख्य निर्वाचन अधिकारी
उत्तराखण्ड।

“वोट जैसा कुछ नहीं, वोट जरूर डालेंगे हम”-“Nothing Like Voting, I Vote For Sure”



भारत निर्वाचन आयोग
Election Commission of India

By Speed Post/Email

निर्वाचन सदन
Nirvachan Sadan,
अशोक रोड, नई दिल्ली-110001
Ashoka Road, New Delhi-110001

No. 491/Media Awards/2024/Communication

Dated: 8th October, 2024

To,

The Chief Electoral Officers of
All States and UTs.

Subject – ECI Media Award 2024-reg.

Sir/Madam,

I am directed to inform that the Commission has decided to give away Media Award for best campaign on Voters' Education and Awareness during the year 2024 as is being done since 2012. The awards will be given in following four categories:

- i. **Print Media**
- ii. **Electronic (Television) Media**
- iii. **Electronic (Radio) Media and**
- iv. **Online (Internet)/Social Media**

2. You may, therefore, recommend the names of media organizations in four award categories as specified above, for contributing remarkably in the said fields for the year 2024 along with the details of their special contribution.

3. I am also to say that the Commission's memorandum dated 8th October, 2024 (**enclosed herewith**) in this regard, describing all the criteria and details of the award may also be uploaded on your official website.

4. You are also requested to inform all media concerned in your State that they may also directly submit their nomination to the Commission along with the details of their special contribution. All the nominations will be considered by a duly constituted Jury/Committee at ECI level.

5. All such recommendations/submissions must reach to the Commission latest by **10th December, 2024** positively.

Yours faithfully,

(Rajesh Kumar Singh)

Under Secretary

(Ph.011-23052131)

Email: rajesh@eci.gov.in

Addl. CEO/PT-CEO

डॉ. बी.वी.आर.सी. पुरुषोत्तम)
मुख्य निर्वाचन अधिकारी
उत्तराखण्ड

A-CEO

(मुक्ता मिश्रा)

उप मुख्य निर्वाचन अधिकारी
उत्तराखण्ड

R.O. III / F. E(N)
10/10

S.O

CONDITIONS OF ENTRY

Entries must have been published or broadcasted/telecasted during the year 2024.

Print entries must include:

1. Summary of the work carried out during the relevant period which should include
 - i. number of news items/articles
 - ii. total print area in sq cms
2. A PDF soft copy OR a link to a relevant web address OR a full size photocopy/print copy of the newspaper/articles;
3. Detail of any other activity like direct public engagement etc.
4. Any other information

Broadcast Television (Electronic) and Radio (Electronic) entries must include:

1. A brief on the campaign/work carried out during the year 2024 period which should include
 - i. Material (in a CD or DVD or Pen drive) with duration and frequency of broadcast/telecast and total time of such broadcast of each spot during the period
 - ii. Sum of the total broadcast time for all spots/news
 - iii. News features or programmes on Voter awareness in a CD or DVD or Pen drive or other digital media, along with duration, telecast/broadcast date and time and frequency
2. Any other activity like direct public engagement etc.
3. Any other information

Online (Internet)/Social media entries must include:

1. Summary of the work carried out during the relevant period which should include number of posts/ blogs/ campaigns/ tweets/ articles etc.
2. A PDF soft copy of concerned articles OR a link to the relevant web address;
3. Detail of any other activity like direct public engagement etc.
4. Impact of online activity (details)
5. Any other information



भारत निर्वाचन आयोग
Election Commission of India

निर्वाचन सदन
Nirvachan Sadan,
अशोक रोड, नई दिल्ली-110001
Ashoka Road, New Delhi-110001

No. 491/Media Awards/2024/Communication

Dated: 8th October, 2024

MEMORANDUM

**MEDIA AWARD FOR BEST CAMPAIGN ON
VOTERS' EDUCATION & AWARENESS-2024**

Election Commission of India invites entries from Media Houses for the Media Award for best campaign on Voters' Education and Awareness during the year 2024. **There shall be four Awards, one each for Print media, Television (Electronic), Radio (Electronic) and Online (Internet)/social media.**

2. The awards are to recognize the outstanding contributions by Media Houses to promote electoral participation by creating awareness about accessible elections, educating people about the electoral process, election related IT applications, stories on unique/remote polling stations and raising awareness among the general public about the relevance and importance of voting and registration.

3. The award(s) will be in the form of a citation and plaque which will be presented on the National Voters' Day (25th January 2025).

Criteria

The Jury will base their assessment on the following criteria:

- Quality of Voter Awareness campaign – providing accurate, balanced information to voters, organizing special shows/discussions/expert-based shows.
- Extent of coverage- quantity & reach
- Coverage on awareness about Accessible elections, Election related IT applications, stories on unique/remote polling stations, ECI/CEO new initiatives in election management, etc.
- Debunking election related misinformation and highlighting factually correct & verified information.
- Any evidence of impact on the public
- Any other relevant factor(s)

Important

- I. Entries submitted in a language other than English/Hindi will require an accompanying English translation, failing which subject to rejection.
- II. Entrants submitting broadcast material should be aware that Jury may use only the first ten minutes of features/programme.
- III. The Commission's decision will be final and no correspondence will be entertained. The Commission reserves all the rights in this regard.
- IV. Entries should carry the name, address, telephone and fax numbers and email of the Media House.
- V. **Due date:** Entries must reach before 10th December, 2024 at the following address:

Shri Rajesh Kumar Singh, Under Secretary (Communication)
Election Commission of India, Nirvachan Sadan,
Ashoka Road, New Delhi 110001.

Email: media-division@eci.gov.in

Ph. No.: 011-23052131



(Rajesh Kumar Singh)
Under Secretary