

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:

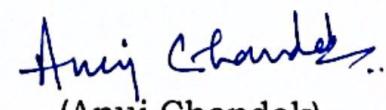
- CEOs and DEOs to further engage with Education department and Education institutions, Universities, Colleges and school administration to sensitize them about the said contest seeking maximum students' participation.
- The institutions shall display the contest posters on the display boards for wider 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



NATIONAL VOTER AWARENESS CONTEST

On the occasion of 12th 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 National Voter Awareness Contest by the Election Commission of India's SVEEP (Systematic Voters' Education and Electoral Participation) program taps into the talent and creativity of people, while also strengthening democracy through their active involvement. Open to 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. The website (<https://ecisveep.nic.in/contest/>) is developed to provide a detailed overview of the five contests to all the participants. The following are the comprehensive details of each contest.

CONTEST TIMELINE: January 25, 2022 – March 15, 2022

THEME: "My Vote is My Future: Power of One Vote"

CONTESTS:

1. **Quiz Contest:** The Quiz Contest is to engage with inquisitive minds to gauge the awareness level of participants regarding the electoral process in the country.

- The contest will have questions related to the basic and important information relevant to all categories of voters, Electoral roll, EVM & VVPAT, Election Law, IT Applications, and History of Indian Elections.
- There are 3 levels (Easy, Intermediate & Difficult) of the quiz contest with each level having 20 multiple choice questions to be answered within a time limit of

maximum 10 minutes for each level. The participant has to answer at least 7 out of 20 questions right in each level to proceed to the next level.

- Participants may verify the scores after the completion of every level and will get a badge as per their performance which they can share on social media. The participant who gets the maximum score in minimum time shall be awarded the winner.
- All participants will receive e-certificate upon the completion of all three levels of quiz contest.

2. Song Contest: The Song Contest is aimed at harnessing the talent and potential of creative minds through the medium of a song in any form including Classical, Contemporary & Rap etc.

- Participants can create and share original compositions on the theme related to 'My Vote Is My Future'.
- Artists & singers may use any musical instrument of their choice. The song duration must not exceed 3 minutes.

3. Video Making Contest: Video Making Contest provides an opportunity to camera lovers to create a video that celebrates the diversity & festivity of Indian Elections.

- Apart from the main theme of the contest, the following themes can also be explored by the participants: Importance of Informed & Ethical Voting (Inducement Free Voting); and Power of Vote: Displaying Importance of voting for Women, Persons with Disabilities, Senior Citizens, Young & First Time Voters.
- Participants shall create a video on any one of the above themes and the video shall be of **one-minute duration only**.

4. Poster Design Contest: This contest is for art and design enthusiasts who can create thought-provoking posters on the above-mentioned contest theme.

- The designs might also be included in the multimedia voter awareness campaigns of the commission.

- Participants can submit a digital poster, sketch, or painted poster on the theme. The poster should be of good resolution.

5. **Slogan Contest:** As goes the quote, 'The pen is mightier than the sword', the contest invites entries to all participants who are good at inspiring people through their words.

CONTEST CATEGORIES:

The song contest, video-making contest, and poster design contest are classified into three categories:

1. Amateur
2. Professional
3. Institutional

Participants can participate in any of the following categories:

Amateur: A person who does singing/video making/poster designing as a hobby, for a creative urge, but her/his major source of revenue is from some other means is considered as 'Amateur'.

Professional: A person whose main source of livelihood is from singing/video making/poster designing or working in any form where the major source of revenue is through singing/video making/poster designing - is considered to be 'Professional'. It may kindly be noted that, if selected, the participant shall submit a certificate to testify in the professional category.

Institutional: Educational Institutions such as schools, colleges, universities and organisation registered under relevant Central or State Government Act can take part in the Institutional category.

HOW TO PARTICIPATE:

- The participant shall go through detailed rules and regulations on the contest website.



(<https://ecisveep.nic.in/contest/>)

SCAN QR CODE TO VISIT CONTEST WEBSITE

- The participant shall give a brief description of the entry along with the name, address, and phone number.
- The participant shall email the entries along with the details to voter-contest@eci.gov.in. The name of the <contest> and <category> for which the participant is applying shall be clearly mentioned in the subject of the email.
- To participate in Quiz Contest, the participant shall register on the contest website.

AWARDS & RECOGNITION:

The song contest, video-making contest, and poster design contest are classified into three categories: Institutional, Professional, and Amateur. The top three winners in each category will be awarded exciting cash prizes. Additionally, each category will have cash prizes under a special mention category. **The Institutional category will have 4 special mentions while the Professional & Amateur category will have 3 special mentions each.**

SONG CONTEST

Category	First Prize	Second Prize	Third Prize	Special Mention
Institutional	1,00,000	50,000	30,000	15,000
Professional	50,000	30,000	20,000	10,000
Amateur	20,000	10,000	7,500	3,000

VIDEO MAKING CONTEST

Category	First Prize	Second Prize	Third Prize	Special mention
Institutional	2,00,000	1,00,000	75,000	30,000
Professional	50,000	30,000	20,000	10,000
Amateur	30,000	20,000	10,000	5,000

POSTER DESIGN CONTEST

Category	First Prize	Second Prize	Third Prize	Special Mention
Institutional	50,000	30,000	20,000	10,000
Professional	30,000	20,000	10,000	5,000
Amateur	20,000	10,000	7,500	3,000

* All figures are in INR

SLOGAN CONTEST:

First Prize- Rs. 20,000; Second Prize - Rs 10,000; Third Prize- Rs 7,500. Special mention Award of Rs 2,000 each to be given to 50 participants.

QUIZ CONTEST:

The winners will get exciting ECI merchandise and all participants completing level-3 will be awarded with e-certificates.

GENERAL TERMS & CONDITIONS:

- All entries shall be submitted by March 15, 2022, on the email id: voter-contest@eci.gov.in
- Any entries containing offensive or inappropriate language, references to any political parties or religions containing vulgar, or racist content against particular cultures or communities, or unverified information shall not be accepted.
- A participant is allowed to submit upto one entry per contest. In case it is found that any participant has submitted more than one entry, all the entries will be considered invalid for the said participant.
- Entries for the video, song & slogan contest may be given in any official language as per the Eighth Schedule of the Indian constitution. (There are 22 official languages- Assamese, Bengali, Gujarati, Hindi, Kannada, Kashmiri, Konkani, Malayalam, Manipuri, Marathi, Nepali, Oriya, Punjabi, Sanskrit, Sindhi, Tamil, Telugu, Urdu, Bodo, Santhali, Maithili, and Dogri). Entries must include suitable subtitles for reference.
- The Election Commission of India reserves the right to cancel or amend all or any part of the Contest and/or the Terms & Conditions of the competition.
- Any disputes or any issues related to this competition would be decided by the Election Commission of India, which will be final.

- No plagiarism – original pieces only. Please note that the work must be original and should not violate any provision of the Indian Copyright Act, 1957.
- The entries submitted would be the sole property of the Election Commission of India, with the right to use and edit for any purpose it considers appropriate.
- The entries will be judged by a jury constituted by the Election Commission of India. Any request for re-evaluation of the entries will not be entertained.

Draft Press Note

ECI voter awareness contest - “My Vote is My Future- Power of One Vote” is Live now

The contest has five categories; Entries accepted till March 15, 2022

Participate in the first National Voter Awareness Contest, win exciting cash prizes

The Election Commission of India on the occasion of National Voters' Day 2022 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 National Voter Awareness Contest by the Election Commission of India's SVEEP (Systematic Voters' Education and Electoral Participation) programme taps into the talent and creativity of people, while also strengthening democracy through their active involvement. Accessible for all age groups, it aims at celebrating ideas and content curated on the theme of importance of every single vote in a democracy through crowdsourcing.

1. THEME: “My Vote is My Future: Power of One Vote “



2. There are **five categories of contest** as part of the national level contest which includes a Quiz Contest, Slogan Contest, Song Contest, Video Making Contest and Poster Design Contest.
 - a. **Quiz Contest** : The Quiz Contest is to engage with inquisitive minds to gauge the awareness level of participants regarding the electoral process in the country. There will be 3 levels (Easy, Intermediate & Difficult) of the contest. All participants will receive e-certificate upon the completion of all three levels of the contest.
 - b. **Slogan Contest** : Participate in the contest and weave your words into a catchy slogan on the above theme to inspire others.

- c. **Song Contest** : The Song Contest is aimed at harnessing the talent and potential of creative minds through the medium of a song in any form including Classical, Contemporary, Rap, etc. Participants can create and share original compositions on the above theme. Artists & singers may use any musical instrument of their choice. **The song duration must not exceed 3 minutes.**
- d. **Video Making Contest:** Video Making Contest provides an opportunity to all camera lovers to create a video that celebrates the diversity & festivity of Indian Elections. Apart from the main theme of the contest, the following themes can also be explored by the participants: Importance of Informed & Ethical Voting (Inducement Free Voting) and Power of Vote: Depicting Importance of voting for Women, Persons with Disabilities, Senior Citizens, Young & First Time Voters. Participants shall create a video on any one of the above themes and the video shall be of **one-minute duration** only.

Entries for the video, song & slogan contest can be given in any official language as per the Eighth Schedule of the Indian Constitution.

- e. **Poster Design Contest:** This contest is for art and design enthusiasts who would create thought-provoking posters on the contest theme. Participants can submit a digital poster, sketch, or hand painted poster on the theme.

3. Contest Categories

- **Institutional Category** means Educational Institutions/organizations such as schools, colleges, universities registered under relevant Central or State Government Act.
- **Professional Category** means a person whose main source of livelihood is from video making/poster designing/singing or working in any form where major source of revenue is through video making/poster making/singing - is considered to be 'Professional'. If selected, the participant shall submit a certificate to testify in the professional category.
- **Amateur Category** means a person who does video making/poster designing/singing as a hobby, for creative urge, but her/his major source of revenue should be from some other means is considered as 'Amateur'.

4. Awards & Recognitions:

The song contest, video making contest and poster design contest are classified in three categories: Institutional, Professional and Amateur. The top three winners in each category will be awarded exciting cash prizes. Additionally, each category will have cash prizes under a special mention category. The Institutional Category will have 4 special mentions while the Professional & Amateur category will have 3 special mentions each.

a. Song Contest

Category	First Prize	Second Prize	Third Prize	Special Mention
Institutional	1,00,000	50,000	30,000	15,000
Professional	50,000	30,000	20,000	10,000
Amateur	20,000	10,000	7,500	3,000

b. Video Making Contest

Category	First Prize	Second Prize	Third Prize	Special mention
Institutional	2,00,000	1,00,000	75,000	30,000
Professional	50,000	30,000	20,000	10,000
Amateur	30,000	20,000	10,000	5,000

c. Poster Design Contest

Category	First Prize	Second Prize	Third Prize	Special Mention
Institutional	50,000	30,000	20,000	10,000
Professional	30,000	20,000	10,000	5,000
Amateur	20,000	10,000	7,500	3,000

* All figures in INR

d. Slogan Contest:

First Prize- Rs. 20,000 ; Second Prize - Rs 10,000; Third Prize- Rs 7,500.
Special mention Award of Rs 2,000 each to be given to fifty participants.

e. Quiz Contest

The winners get exciting ECI merchandise and badges. All participants will receive e-certificate upon the completion of all three levels of the contest.

5. Jury

The entries in different categories will be judged by a jury constituted by the Election Commission of India. No requests relating to claims of re-evaluation of the entries will be considered.

6. How to Participate

- The participant shall go through detailed guidelines, Terms & Conditions on the contest website <https://ecisveep.nic.in/contest/>.
- The participant shall email the entries along with the details to voter-contest@eci.gov.in. The name of the <contest> and <category> for which the participant is applying shall be clearly mentioned in the subject of the email.
- To participate in the Quiz Contest, the participant shall register on the contest website.

All entries shall be submitted by **March 15, 2022** on the email id: voter-contest@eci.gov.in along with details of the participants.



SCAN TO VISIT CONTEST WEBSITE

PARTICIPATE NOW IN INDIA'S FIRST VOTER AWARENESS CONTEST. Log on to <https://ecisveep.nic.in/contest/> to participate in Poster, Song, Video, Slogan and Quiz Contest. Send your entries to voter-contest@eci.gov.in before March 15, 2022.

National Voter Awareness Contest

Draft Icon Messages

1. Are you ready to take the role of a change-maker? Do you want to know how you can be the ONE and how your talent will be a tool of change? So, the Election Commission of India has an exciting opportunity for you. To reiterate the importance of every vote through creative expression, the Election Commission of India has launched a National Voter Awareness contest on '**My Vote is my Future- Power of One Vote**'. It aims to tap your talent and creativity while strengthening democracy through your active involvement. So do you want to know what these contests are? The 5 contests are Quiz Contest, Video Making Contest, Poster Design Contest, Song Contest, and Slogan Contest. The contests are open to all age groups. The last date to send your entries is March 15th, 2022. Visit **ecisveep.nic.in/contest/ or social media handles of the Election Commission of India. So what are you waiting for? Participate NOW and show your talent to the country.**
2. Did you hear about the biggest contest in the country right now? No! So here let me tell you, The Election Commission of India has launched the National Voter Awareness contest on '**My Vote is my Future- Power of One Vote.**' **There are contests like the** Quiz Contest, Video Making Contest, Poster Design Contest, Song Contest, and Slogan Contest. So why not sing songs or draw on a canvas to make a change. And let your creativity do the talking. The last date to send your entries is March 15th, 2022. Visit the social media handles of the Election Commission of India or **ecisveep.nic.in/contest/ for more information.**
3. **Do you know how your talent can make a big change? Here I have exciting news for you. The Election Commission of India has launched** a National Voter Awareness contest on '**My Vote is my Future- Power of One Vote.**' **There are contests like the** Quiz Contest, Video Making Contest, Poster Design Contest, Song Contest, and Slogan Contest. So let your talent reach every nook and corner of the country and not just that exciting prizes. So what are you waiting for?

Don't forget the last date to send your entries by March 15th, 2022. Visit the social media handles of the Election Commission of India or **ecisveep.nic.in/contest/ for more information.**

Contest- Actor/ Singer/ Sportsperson/PwD

Actor- Video Contest

1. The role of video as a tool for creating social change is determined by the impact that video can have on individuals. And nobody understands it more than you and I. So why not your video stir the public and come out of their house to vote. Here, I have an exciting opportunities for you where you can let your creativity contribute to social change. To reiterate the importance of every vote through creative expression, the Election Commission of India has launched a National Voter Awareness contest on '**My Vote is my Future- Power of One Vote**'. The contests are open to all age groups. The last date to send your entries is March 15th, 2022.Visit **ecisveep.nic.in/contest/ or social media handles of the Election Commission of India. So what are you waiting for? Participate NOW and show your talent to the country.**

Singer- Song Contest

2. Hello guys! I have an exciting opportunity for you to connect with the country through your **music**. Have you heard about the biggest Song contest in the country right now? The Election Commission of India on the occasion of National Voters Days has launched a National Voter Awareness contest on '**My Vote is my Future- Power of One Vote**'. The contests are open to all age groups. The last date to send your entries is March 15th, 2022.Visit **ecisveep.nic.in/contest/ or social media handles of the Election Commission of India. So what are you waiting for? Participate NOW and show your talent to the country.**



Election Commission of India



NATIONAL VOTER AWARENESS CONTEST

25th Jan, 2022 - 15th March, 2022

Theme:

**“ MY VOTE IS MY FUTURE
POWER OF ONE VOTE ”**

Participate in



Quiz Contest



Video Making Contest



Song Contest



Poster Design Contest



Slogan Writing Contest

Exciting Cash Prizes

E-Certificates
ECI Merchandise

Get featured on ECI Social Media

Categories



Amateur



Professional



Institutional

Follow us on:

@ECI

@ECI

@ECISVEEP

@ECISVEEP

CONTEST OPEN FOR ALL
Send your entries to voter-contest@eci.gov.in

Scan to visit the
ecisveep.nic.in/contest





MY VOTE IS MY FUTURE

Power of One Vote

SONG • QUIZ • POSTER • VIDEO • SLOGAN