



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: 8<sup>th</sup> 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 (25<sup>th</sup> 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)

## 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

**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 **10<sup>th</sup> 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](mailto:media-division@eci.gov.in)

Ph. No.: 011-23052131



**(Rajesh Kumar Singh)**  
**Under Secretary**