

By Mail/Speed Post

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi – 110 001

No. 491/SVEEP-III/2014 • Vol. II

Dated : 15th April, 2015

To,

The CEOs of all States/UTs

Subject : SVEEP plan for “National Electoral Roll Purification and Authentication Programme (NERPAP)” of Election Commission of India - sharing of Outreach Campaign material - regarding

Sir/Madam,

I am directed to refer to the subject cited and to say that the Commission has directed that all outreach campaign material like audio-video spots, cinema slides, posters, hoardings, stickers, Digital Banners (in soft copy only) being used in your State for dissemination of information on “NERPAP” should be sent to the Commission so that if found feasible, the same be replicated at national level or shared with other States for suitable replication.

Following outreach campaign material prepared at ECI level has already been mailed to official e-mail id of all CEOs.

1. English TVC of 45 second with the title “India Ka Roll Call”
2. Hindi TVC of 45 second with the Title “इंडिया का रॉल कॉल”
3. 40 second TV spot on how to apply for online registration as well as feeding of Aadhar data with EPIC No.
4. 20 second TV spot on how to apply for online registration as well as feeding of Aadhar data with EPIC No.

These spots/TVC may be suitably got translated in vernacular languages and utilized for widespread dissemination.

Yours faithfully,



(SUMAN KUMAR DAS)

UNDER SECRETARY