

By Email

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 491/NVD-NMA/2022/Communication

Dated: 22nd November, 2022

To,

The Chief Electoral Officers of
All States and UTs.

Subject - National Media Award 2022-reg.

Sir/Madam,

I am directed to refer to Commission's letter of even no. dated 11th October, 2022 (copy enclosed) on the subject cited, wherein you were asked to recommend the names of media house for doing remarkable job in the said field during the year 2022.

2. It is informed that no recommendation has been received from your side as yet. In this connection, you are requested to forward your recommendations by the 30th November, 2022.

Yours faithfully,



(Love Kush Yadav)

Under Secretary

(Ph.011-23052033)

Email: lovekush28@eci.gov.in

ELECTION COMMISSION OF INDIA

NirvachanSadan, Ashoka Road, New Delhi-110001

No. 491/NVD-NMA/2022/Communication

Dated: 11 October, 2022

To,

The Chief Electoral Officers of
All States and UTs.

Subject - National Media Award 2022-reg.

Sir/Madam,

I am directed to inform that the Commission has decided to give away National Media Award for best campaign on Voters' Education and Awareness during the year 2022 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**

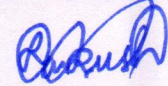
2. You may, therefore, recommend the names of one or more media organizations in four award categories as specified above, for contributing remarkably in the said fields for the year 2022 along with the details of their special contribution.

3. I am also to say that the Commission's memorandum dated 11th October, 2022 (**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 **30th November, 2022 positively**.

Yours faithfully,



(Love Kush Yadav)

Under Secretary

(Ph.011-23052033)

Email: lovekush28@eci.gov.in

ELECTION COMMISSION OF INDIA

NirvachanSadan, Ashoka Road, New Delhi-110001

No. 491/NVD-NMA2022/Communication

Dated: 11th October, 2022

MEMORANDUM

NATIONAL MEDIA AWARD FOR BEST CAMPAIGN ON VOTERS' EDUCATION & AWARENESS-2022

Election Commission of India invites entries from Media Houses for the National Media Award for best campaign on Voters' Education and Awareness during the year 2022. **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 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, plaque and cash prize and will be presented on the National Voters' Day (25th January 2023).

Criteria

The Jury will base their assessment on the following criteria:

- Quality of Voter awareness campaign
- Extent of coverage / quantity
- Evidence of impact on the public
- Coverage on awareness about Accessible Elections.
- Any other relevant factor(s)

CONDITIONS OF ENTRY

Entries must have been published or broadcast/telecast during the relevant period.

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 sqcms
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 relevant 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 a 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 **30th November, 2022** at the following address:

Shri Love Kush Yadav, Under Secretary (Communication)
Election Commission of India, Nirvachan Sadan,
Ashoka Road, New Delhi 110001.

Email: media-division@eci.gov.in

Ph. No.: 011-23052033

(Love Kush Yadav)
Under Secretary