

ELECTION COMMISSION OF INDIA

NirvachanSadan, Ashoka Road, New Delhi-110001

No. 491/Media Award/2020/Communication

Dated: 23rd November, 2020

To,

The Chief Electoral Officers of
All States and UTs.

Subject - National Media Award 2020-reg.

Sir/Madam,

I am directed to refer to Commission's letter of even no. dated 20th October, 2020 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 2020 and such recommendations should have reached by 20th November, 2020.

2. It is informed that no recommendation has been received from your side as yet. Commission has thereby decided to extend the last date for receiving the nominations and has fixed **10th December, 2020** as the last extended date (circular attached). In this connection, you are requested to forward your recommendations by the extended date i.e. up to 10th December, 2020.

3. If no recommendations are received till the mentioned date then it will be considered that no recommendations are there to offer. *Please ignore if already sent.*

Yours faithfully,


(Pramod Kumar Sharma)

Secretary

Email: pramod@eci.gov.in

☎ 011-23052057

ELECTION COMMISSION OF INDIA
NirvachanSadan, Ashoka Road, New Delhi-110001

No. 491/Media Award/2020/Communication

Dated: 23rd November, 2020

MEMORANDUM

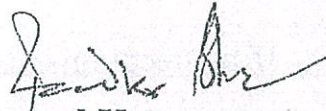
**NATIONAL MEDIA AWARD FOR BEST CAMPAIGN ON
VOTERS' EDUCATION & AWARENESS-2020**

Election Commission of India invited entries from Media Houses for the National Media Award for best campaign on Voters' Education and Awareness during the year 2020 vide its memorandum dated 20th October, 2020.

2. Now, the Commission has decided to extend the last date of receiving of nominations and has fixed 10th December, 2020 as the extended last date.

3. The entries must reach on or before 10th December, 2020 at the following address:

Shri Pramod Kumar Sharma, Secretary (Media & Communication)
Election Commission of India, Nirvachan Sadan,
Ashoka Road, New Delhi-110001.
Email: media.election.eci@gmail.com
Ph. No.: 011-23052057


(Pramod Kumar Sharma)
Secretary

ELECTION COMMISSION OF INDIA

NirvachanSadan, Ashoka Road, New Delhi-110001

No. 491/Media Award/2020/Communication

Dated: 20th October, 2020

MEMORANDUM

NATIONAL MEDIA AWARD FOR BEST CAMPAIGN ON VOTERS' EDUCATION & AWARENESS-2020

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 2020. **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 and plaque and will be presented on the National Voters' Day (25th January 2021).

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
- 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.
- 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 entered into. 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 20th November, 2020 at the following address:

Shri Pawan Diwan, Under Secretary (Communication)

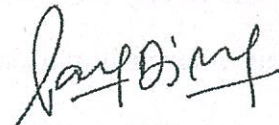
Election Commission of India, Nirvachan Sadan,

Ashoka Road, New Delhi 110001.

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pawandiwan@eci.gov.in

Ph. No.: 011-23052133


(Pawan Diwan)
Under Secretary