

## ELECTION COMMISSION OF INDIA

NirvachanSadan, Ashoka Road, New Delhi-110001

No. 491/Media Award/2021/Communication

Dated: 21<sup>st</sup> October, 2021

To,

The Chief Electoral Officers of  
All States and UTs.

**Subject - National Media Award 2021-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 2021 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 out of four award categories as specified above, for contributing remarkably in the said fields for the year 2021 along with the details of their special contribution.
3. I am also to say that the Commission's memorandum dated 21<sup>st</sup> October, 2021 (**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 concerned media 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 at ECI level.
5. All such recommendations/submissions must reach to the Commission latest by **30<sup>th</sup> November, 2021 positively**.

Yours faithfully,

  
(Anuj Chandak)

Jt. Director

(Ph.011-23052205, Ext.448)

**Email: [anuj.chandak@nic.in](mailto:anuj.chandak@nic.in)**

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

No. 491/Media Award/2021/Communication

Dated: 21<sup>st</sup> October, 2021

**MEMORANDUM**

**NATIONAL MEDIA AWARD FOR BEST CAMPAIGN ON  
VOTERS' EDUCATION & AWARENESS-2021**

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 2021. **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 (25<sup>th</sup> January 2022).

**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

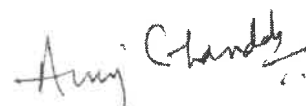
**Important**

- 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 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 30<sup>th</sup> November, 2021 at the following address:

Shri Pawan Diwan, 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.: 011-23052133

  
**(Anuj Chandak)**  
Jt. Director