

जनसम्पर्क संचालनालय
मध्यप्रदेश शासन, भोपाल (म.प्र.)

क्रमांक 726 /जसंसं/निर्वाचन/

भोपाल दिनांक : 27 अक्टूबर, 2023

प्रति,

समस्त मीडिया संस्थान,
प्रिंट, इलेक्ट्रॉनिक (टेलीविजन/रेडियो)
एवं ऑनलाइन (इंटरनेट/सोशल मीडिया)
मध्यप्रदेश

विषय:-नेशनल मीडिया अवार्ड-2023 ।

भारत निर्वाचन आयोग ने नेशनल मीडिया अवार्ड-2023 के लिए निम्नानुसार अलग-अलग श्रेणियों के लिए मीडिया संस्थानों से प्रस्ताव चाहे हैं।

1. प्रिन्ट मीडिया
2. इलेक्ट्रॉनिक (टेलीविजन मीडिया)
3. इलेक्ट्रॉनिक (रेडियो मीडिया)
4. ऑनलाइन (इंटरनेट/सोशल मीडिया)

आयोग द्वारा वर्ष 2023 के दौरान मतदाता शिक्षा और जागरूकता पर सर्वोत्तम अभियान के लिए नेशनल मीडिया अवार्ड दिया जाएगा। आयोग ने मीडिया संस्थानों से इसके लिये प्रस्ताव आमंत्रित किये हैं।

मध्यप्रदेश के सभी मीडिया संस्थानों को सूचित किया जा रहा है कि वे अपना नामांकन और विशेष योगदान के विस्तृत विवरण के साथ प्रस्ताव भारत निर्वाचन आयोग को सीधे प्रस्तुत कर सकते हैं। सभी नामांकनों पर आयोग द्वारा ECI स्तर पर विधिवत गठित जूरी और समिति द्वारा विचार किया जाएगा। सभी प्रस्ताव अंतिम तिथि 10 दिसम्बर 2023 के पहले भारत निर्वाचन आयोग तक अवश्य पहुँच जाने चाहिए।

नेशनल मीडिया अवार्ड-2023 से संबंधित विस्तृत विवरण (मेमोरेण्डम) कार्यालय मुख्य निर्वाचन पदाधिकारी मध्यप्रदेश की वेबसाइट www.ceomadhyapradesh.nic.in और जनसम्पर्क विभाग की वेबसाइट www.mpinfo.org पर अपलोड है।

प्रस्ताव निम्न पते पर मेमोरेण्डम में आयोग के निर्देशों का पालन करते हुए पहुँचाए जा सकते हैं।

Shri Rajesh Kumar Singh
Under Secretary (Communication)
Election Commission of India
Nirvachan Sadan
Ashoka Road, New Delhi 110001
Email : media-division@eci.gov.in
Ph No. : 011-23052131

संलग्न : भारत निर्वाचन आयोग
का नेशनल मीडिया अवार्ड-2023
संबंधी मेमोरेण्डम

आयुक्त
जनसम्पर्क



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/2023/Communication

Dated: 19th October, 2023

MEMORANDUM

**NATIONAL MEDIA AWARD FOR BEST CAMPAIGN ON
VOTERS' EDUCATION & AWARENESS-2023**

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 2023. **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 will be presented on the National Voters' Day (25th January 2024).

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 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

1. 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 **10th December, 2023** 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

Ph. No.: 011-23052131



(Rajesh Kumar Singh)
Under Secretary