



ତାଂତ୍ରିକ ଶିକ୍ଷଣ ଜଲାବ୍
ରାଷ୍ଟ୍ରୀୟ ସେବା ଯୋଜନା

ಸಂಖ್ಯೆ:ಡಿಟೀಇ/ಎನ್‌ಎಸ್‌ಎಸ್‌/01/ಎಡಿಟೀ/2023-24

ಆಯುಕ್ತರ ಕಳೆರಿ,
ಅರಮನ ರಸ್ತೆ, ಬೆಂಗಳೂರು -01
ದಿನಾಂಕ:01.04.2024

ಸುತ್ತೊಲ್ಲೆ

ವಿಷಯ: ಮೇರಾ ಪೆಹ್ಹಾ ಪೋಟ್ ದೇಶ ಕೆಲಿಯೇ ಕುರಿತು ವ್ಯಾಪಕ ಪ್ರಚಾರ ಕುಗೊಳ್ಳುವ ಬಗ್ಗೆ..

ಉಲ್ಲೇಖ: ಕೇಂದ್ರ ಸರ್ಕಾರದ ಪತ್ರ ಸಂಖ್ಯೆ: NSS-RD/KAR/VN/2023-24/1325-1387 Date 27.03.2024

★ ★ ★ ★ ★

ಮೇಲ್ಮಂಡ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಕನಾರ್ಟಕದಲ್ಲಿ ಜುನಾವಣೆಯ ದಿನಾಂಕ 26.03.2024 ಮತ್ತು 07.05.2024 ರಂದು ನಡೆಯಲ್ಲಿದ್ದು ಈ ಸಂಬಂಧವಾಗಿ ಭಾರತ ಜುನಾವಣಾ ಅಯೋಗವು ಎನ್.ಎಸ್.ಎಸ್ ಜಾಲದ ಮೂಲಕ “ಮೇರಾ ಪ್ರಕ್ರಾ ಪ್ರೋಟ್ ಡೇಶ್ ಕೆಲಿಯ್” ಎಂಬ ಅಭಿಯಾನವನ್ನು 28.02.2024 ರಿಂದ 14.03.2024 ರ ವರೆಗೆ ಪೂರ್ಣಗೊಳಿಸಿದ್ದು ಇದರ ಕುರಿತು ಮಾನ್ಯ ಯುವಜನ ಕ್ಷೇತ್ರ ಸಚಿವರು 19.03.2024 ರಂದು ಪರಿಶೀಲನ ಸಭೆಯನ್ನು ನಡೆಸಿದ್ದು ಮತ್ತು ಮೇರಾ ಪ್ರಕ್ರಾ ಮತ್ತು ಡೇಶ್ ಕೆಲಿಯ್ ಅಭಿಯಾನದ ಕುರಿತು ರಾಜ್ಯದ ಎಲ್ಲಾ ತಾಂತ್ರಿಕ ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಗಳಲ್ಲಿ

ಕೆಳಗೆ ಸೂಚಿಸಿದ ಅಭಿಯಾನದಲ್ಲಿ ಯಾವುದಾದರು ಮೂರು ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ಅಯೋಜಿಸಲು ಪ್ರಾಚಾರ್ಯರಿಗೆ ಸೂಚಿಸಲಾಗಿದೆ.

1. ಪ್ರತಿಜ್ಞೆ ತೆಗೆದುಕೊಳ್ಳಲಾಗುತ್ತದೆ.
2. RALLY
3. ಸಲ್ಲಿ ಬೂತೆ
4. ಜಾಗ್ತಿ ಉಪನಾಯಕಗಳು
5. ಮೇರಾ ಪೆಟ್ಟಾ ಪ್ರೋಟ್ ದೇಶ್ ಕೆಲಿಯ ಮೇಲೆ ಪ್ರಚಾರ
6. ಪ್ರಬಂಧ ಸ್ವಫ್ಟ್
7. ಪ್ರೋಸ್ಟ್ರ್ ಮೇಕಿಂಗ್
8. ಕವಿತೆ
9. ಹಾಡು ಬರವಣಿಗೆ
10. ಸ್ಪ್ರೋಟ್ ಹೆಲ್ಲ್
11. ಸ್ಲೋಗನ್ ಬರವಣಿಗೆ
12. RALLY ಗಳು ಮತ್ತು ವಾಡ್ ಕಾಸ್ಟ್ ಗಳಿಂತಹ ಡಿಜಿಟಲ್ ಸ್ಲೆಡ್

ಇವುಗಳಲ್ಲಿ ಯಾವುದಾದರು 03 ಕಾರ್ಯಕ್ರಮವನ್ನು ತರಗತಿಯಲ್ಲಿ ಪಾಠವನ್ನು ಪ್ರಾರಂಭಿಸುವ ಮೊದಲು ಪ್ರತಿಯೊಂದು ತರಗತಿಯಲ್ಲಿ ಉನಾವಣೆಯ ಬಗ್ಗೆ 10 ನಿಯಿಷಗಳ ಮಾಹಿತಿ ನೀಡಿ ಮತ್ತದಾನದ ಕುರಿತು ಜಾಗೃತಿ ಮೂಡಿಸುವುದು. ಸದರಿ ಕಾರ್ಯಕ್ರಮಗಳ ಫಾಯಜಿತ್ಯಗಳನ್ನೂಳುಗೊಂಡ ವರದಿಯನ್ನು ಅಂಚೆಯ ಮೂಲಕ ಇಲಾಖೆಯ ರಾಷ್ಟ್ರೀಯ ಸೇವಾ ಯೋಜನೆ ಕೋಶಕ್ಕೆ ಮತ್ತು ಪ್ರತಿಯನ್ನು ಮೀಂಚಂಚೆ (nssdte@gmail.com) ಮೂಲಕ ಇಲಾಖಾ ರಾ.ಸೇ.ಯೋ ಕೋಶಕ್ಕೆ ಕಳ್ಳಿಸಲು ಪಾಜಾರ್ಯರಿಗೆ ಸೂಚಿಸೇಗೌರಿದೆ.

విధేయకరు

ಇವರಿಗೆ:

1. රාජුද බළා, තාම්පික එශ්ට්‍රි සංස්ග්‍රෑ ප්‍රාජායාරාග්‍රීග - සොක් ක්‍රමකාගි.
2. නිද්‍රාත්සරා, බාව්‍යා.වා පාංතියා තේරු බස්වන්ග්‍රා බංග්ලරා - තුවර මාර්ගිකාගි.
3. ඇ - පැද්‍රීම් - ප්‍රාජායා ප්‍රාජායා ප්‍රාජායා ප්‍රාජායා.
4. කළේරි ප්‍රාජා.



Government of India
युवा कार्यक्रम और खेल मंत्रालय
Ministry of Youth Affairs & Sports

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क्षेत्रीय निदेशालय राष्ट्रीय सेवा योजना
REGIONAL DIRECTORATE OF N.S.S.

#57/190, R.V. Road, Basavanagudi
BANGALORE - 560 004

F.No.51/NSS-RD/KAR/VA/2023-24/1394 - 1397

Date: 27.03.2024

To

All NSS Programme Coordinator in Karnataka

Subject:- Campaign on Mera Pehla Vote Desh Ke liye in all NSS Units-reg.

Sir/Madam,

Please, refer to the subject cited above and to inform that Election in Karnataka is due on 26.4.2024 and 07.05.2024. In this connection Election Commission of India has requested to support this campaign through vast network of NSS. In this connection, NSS in Karnataka have already completed the campaign on Mera Pehla Vote Desh ke Leye from 28.02.2024 to 14.03.2024. The Directorate of NSS has compiled all the activities done and submitted to the Ministry which is well appreciated.

In this connection a review meeting was taken by Hon'ble Minister of Youth Affairs and Sports on 19.03.2024 and it has decided to organize at least 3 programs in each colleges by NSS PO (NSS Units) on campaign on Mera Pehla Vote Desh Ke Liye, on the topics, given below:

1. Pledge taking
2. Rallies
3. Selfie booth
4. Awareness Lectures
5. Campaign on Mera Pehla Vote Desh Ke Liye
6. Essay competition
7. Poster Making
8. Poetry
9. Song Writing
10. Street Play
11. Slogan Writing
12. Digital Competition like rallies and Podcasts etc.

Apart, from this a 10 minutes orientation about election may be done in every classroom of that college before the start of lesson. Accordingly, all the NSS Program Coordinators are requested to initiate the process of the campaign on the list mentioned above immediately and furnish a report to our office by 1st week of April, 2024 positively.

Photos/ Press clippings/ report may be shared by mail/ WhatsApp.

Your Cooperation is highly solicited.

Yours faithfully,

Encl. as above


(D.CARTHIGUEANE)
Regional Director-NSS

Copy to:

Dr. Prathap Lingaiah, State NSS Officer, NSS Cell, Govt. of Karnataka – for kind information.



Standard Operating Procedure (SoP)

Objective:

- To engage and encourage young especially first-time voters to come out and vote, and to convey the importance of voting for the larger good of the nation.

Execution

- Higher Educational Institutions (HEIs) from across India to conduct a Campaign "Mera Pehla Vote Desh Ke Liye" from 28th February 2024 to 6th March 2024 to realize the above objective.
- Designated spaces shall be identified in Universities/Colleges/ HEIs where the voter awareness related activities will be undertaken by respective colleges/ Educational Institutions.
- Colleges / Institutions will use the ECI material and other creatives provided by Ministry of Education like videos, banner, selfie points, voter's pledge etc for the campaign.
- Encourage youth to take voters pledge on <https://ecisveep.nic.in/pledge/>
- Giving due publicity to local youth and encouraging youth icons to attend the event.
- All the events should be non-political in nature.
- Publicity of scheduled programme on social media handles.
- Youths who have participated in the campaign to upload photos of event on the MyGov portal and on their social media platforms.
- After successful conduct of events, colleges/ Institutions to upload all the activities and photos of the events on MyGov Portal.
- Wider publicity may be ensured by issuing appropriate press note/ ensuring media coverage, if any.
- A common Template or Branding designed centrally, Open Files of creatives for the event, such as posters, backdrops, standees, social media infographics, etc. are annexed, and may be edited (date, time, venue) as desired.
- NSS Coordinators and their volunteers will take lead to anchor the program in the college/Institutions.
- The Campaign will see both on-ground physical events, along with online competitions that may be accessed through the MyGov platform.
- Certificates for pledge takers/participants will be generated online. They may be printed and issued by the host college/Institutions there itself, or at a later date.

Suggestive List of Activities

- 1. Popularization of Parliamentary Campaign Theme and Tagline:** The Election Commission of India launched the #ChunavKaParv, #DeshKaGarv, #IVoteForSure Campaign. The campaign symbolizes the festive importance of elections and the pride of voting in the largest democracy in the world.
 - o Share the logo/tagline on college/Institution websites and on the social media handles of educational institutions.
 - o Students to be encouraged to create content/ reels/ short videos/ poems etc. on the above-mentioned theme and upload the content using #ChunavKaParv, #DeshKaGarv, #IVoteForSure and #MeraPehlaVoteDeshKeLiye to amplify the message.
- 2. Interactive Workshops and Seminars:** Facilitate educational sessions in colleges and universities to emphasize the value of voting, how to make informed choices, and understanding of the electoral processes etc. District Electoral Officers (DEOs), AEROs, and other election officials may be approached for interaction with students.
 - The photos and videos of the seminars can be uploaded on the website and shared on the social media handles of ECI and using hashtag #ChunavKaParv, #DeshKaGarv and #MeraPehlaVoteDeshKeLiye.
- 3. Special Screening of AV Content:** Informational and motivational films and songs provided in the google drive to be screened during the campaign.
 - The same content to be forwarded to students whatsapp group
 - Students are encouraged to share/ upload the song and videos on their social media handles and make the reels with hashtag #ChunavKaParv, #DeshKaGarv, #IVoteforSure and #MeraPehlaVoteDeshKeLiye.
- 4. Voter's Pledge Administration:** Organize the administration of the Voter's Pledge during the campaign. This reinforces the commitment to responsible voting and the significance of participating in the democratic process.
 - o Upload the group photograph administering the pledge on the website/social media accounts, tagging the ECI SVEEP website with #ChunavKaParv, #DeshKaGarv, #IVoteForSure and #MeraPehlaVoteDeshKeLiye to amplify the message.
 - o The pledge can also be taken at <https://ecisveep.nic.in/pledge/> and students can download the certificate and share it on their social media handles.
- 5. Selfie Point:** Students are encouraged to share their selfies on their social media handles with hashtags #ChunavKaParv, #DeshKaGarv, #IVoteForSure and #MeraPehlaVoteDeshKeLiye.
- 6. Sharing of information material:** Share the informational material such as voter guide, comic book and election atlas to whatsapp groups and social media handles. Students are encouraged to further re-share the content through their social media platforms to ensure its wider dissemination.

7. Download Voter Helpline App: All students are encouraged to download the Voter Helpline App, on their mobile phones.

- a. Those who are not registered as voter can register themselves with the help of Voter Helpline App.
- b. Existing voters, may change in address or other details with the help of Voter Helpline App or by visiting the website: Voters.eci.gov.in

8. Indicative List of activities that may be conducted by the HEIs on the above and related themes is given below:

- a. Digital Content Competition: Competitions for students to show their creativity in creating interesting creative content such as Reels, Blogs, Podcasts, graphics, etc.
- b. Debate, quiz, drawing, painting, slogan competition etc.
- c. Essay Writing Competition: Essays of approx. 300 words may be judged internally within the HEIs.
- d. Extempore
- e. Poetry/Rap Song Writing Competition: A platform for young poets to define India of their dreams through words.
- f. Battle of Bands: Students may participate in a music competition with their college bands on themes such as patriotism and democracy.
- g. Voters Pledge.

9. The above competitions may be organized by the College/Universities/HEIs in the campus itself.

10. Creative Content of ECI and other creative content is being shared through google link as given at Annexure.

List of Creative Content Index

S.N o.	Resource	Comments
1	Voter (English) Guide	Available in Google Drive Link; Regional guides can be sourced through respective state Chief Electoral Officers
2	Audio-Visual Films/Songs	Informational and motivational content added in Google Drive; <ul style="list-style-type: none"> ● My Vote, My Duty film (in Hindi and English Language); ● Main Bharat Hoon Song (Hindi and Multilingual versions); ● Power of 18 song (English)
3	Voters' Pledge	Other regional content could be sourced through state Chief Electoral Officers. PDF document available in Google Drive (In English and Hindi Language) Regional Versions of the Pledge can be sourced from respective State Chief Electoral Officers
4	"Chunav Ka Parv, Desh Ka Garv" #IVoteForSure and # MeraPehlaVoteD eshKeLiye Logo/tagline	Logo Files available in Google Drive
5	Backdrop Design	Available in Google Drive
6	Selfie Point Design	Available in Google Drive
7	Educational Documents	Comic book (in Hindi); Election Atlas (English)

IEC material shared by at the google drive link :

<https://drive.google.com/drive/folders/199911kTcwINSZpDdDql8sCaSAxyKRukw?usp=sharing>

Additional Creatives:

https://drive.google.com/drive/folders/122oKvDgnWT7Xpgm5ZIAB3wepL-zj5nEV?usp=drive_link