

Government of West Bengal
Education Directorate
Bikash Bhawan, Salt Lake, Kolkata - 700 091

Memo No: ED- 18 / 2022

Dated: Kolkata, the 011th March, 2022.

From: The Director of Public Instruction,
West Bengal.

To: The Principal/Teacher-in-Charge/Officer-In-Charge of Govt., Govt. aided and erstwhile
Sponsored Colleges of West Bengal.

**Sub: Request to take proactive measures for optimization of participation in National Voter
Awareness Contest**

**Ref: Memo No. 465-Home (Elec) dated 17th February ,2022 received from the Chief Election
Commissioner, West Bengal addressed to The Principal Secretary, Higher Education
Department, Govt. Of West Bengal**

With reference to the subject mentioned above, this is for information that on the occasion of 12th
National Voters' Day, Election Commission of India has launched a National Voter Awareness
Contest which is scheduled till March 15th on the theme – **'My Vote is my Future –Power of One
Vote'** to reiterate the importance of every vote through creative expression like songs, quiz, poster
design, video making etc.

In view of the above, all the Principal/Vice Principals/ Teacher-in-Charge/Officer-In-Charge of Govt.,
Govt. aided and erstwhile Sponsored Colleges of West Bengal are requested to take proactive
measures for optimization of participation of students of your Institutions in National Voter
Awareness Contest. The guidelines in this regard are annexed herewith for your ready reference.


for Director of Public Instruction
West Bengal

**Encl: Photocopy of the Guidelines for National Voter Awareness Contest which was annexed
with the letter from the office of Chief Election Commissioner, West Bengal vide Memo No. 465-
Home (Elec) dated 17th February ,2022.**

Memo No: ED-18 / 2022

Dated: Kolkata, the 11th March, 2022.

Copy forwarded for taking necessary action:

1. Private Secretary to the Hon'ble Minister in Charge , Department of Higher Education, Govt.
of West Bengal
2. Sr. P.S to the Principal Secretary of this Department of Higher Education, Govt. Of West
Bengal

for Director of Public Instruction



NATIONAL VOTER AWARENESS CONTEST

On the occasion of 12th National Voters' Day, Election Commission of India launched a National Voter Awareness contest- 'My Vote is my Future- Power of One Vote' to reiterate the importance of every vote through creative expression. The National Voter Awareness Contest by the Election Commission of India's SVEEP (Systematic Voters' Education and Electoral Participation) program taps into the talent and creativity of people, while also strengthening democracy through their active involvement. Open to all age groups, the contest aims at encouraging ideas and content curated on the theme of the importance of every single vote in a democracy. The website (<https://ecisveep.nic.in/contest/>) is developed to provide a detailed overview of the five contests to all the participants. The following are the comprehensive details of each contest.

CONTEST TIMELINE: January 25, 2022 – March 15, 2022

THEME: "My Vote is My Future: Power of One Vote"

CONTESTS:

1. **Quiz Contest:** The Quiz Contest is to engage with inquisitive minds to gauge the awareness level of participants regarding the electoral process in the country.
 - The contest will have questions related to the basic and important information relevant to all categories of voters, Electoral roll, EVM & VVPAT, Election Law, IT Applications, and History of Indian Elections.
 - There are 3 levels (Easy, Intermediate & Diffieult) of the quiz contest with each level having 20 multiple choice questions to be answered within a time limit of

maximum 10 minutes for each level. The participant has to answer at least 7 out of 20 questions right in each level to proceed to the next level.

- Participants may verify the scores after the completion of every level and will get a badge as per their performance which they can share on social media. The participant who gets the maximum score in minimum time shall be awarded the winner.
 - All participants will receive e-certificate upon the completion of all three levels of quiz contest.
2. **Song Contest:** The Song Contest is aimed at harnessing the talent and potential of creative minds through the medium of a song in any form including Classical, Contemporary & Rap etc.
- Participants can create and share original compositions on the theme related to 'My Vote Is My Future'.
 - Artists & singers may use any musical instrument of their choice. The song duration must not exceed 3 minutes.
3. **Video Making Contest:** Video Making Contest provides an opportunity to camera lovers to create a video that celebrates the diversity & festivity of Indian Elections.
- Apart from the main theme of the contest, the following themes can also be explored by the participants: Importance of Informed & Ethical Voting (Inducement Free Voting); and Power of Vote: Displaying Importance of voting for Women, Persons with Disabilities, Senior Citizens, Young & First Time Voters.
 - Participants shall create a video on any one of the above themes and the video shall be of **one-minute duration only**.
4. **Poster Design Contest:** This contest is for art and design enthusiasts who can create thought-provoking posters on the above-mentioned contest theme.
- The designs might also be included in the multimedia voter awareness campaigns of the commission.

- Participants can submit a digital poster, sketch, or painted poster on the theme. The poster should be of good resolution.

5. **Slogan Contest:** As goes the quote, 'The pen is mightier than the sword', the contest invites entries to all participants who are good at inspiring people through their words.

CONTEST CATEGORIES:

The song contest, video-making contest, and poster design contest are classified into three categories:

1. Amateur
2. Professional
3. Institutional

Participants can participate in any of the following categories:

Amateur: A person who does singing/video making/poster designing as a hobby, for a creative hobby but her/his major source of revenue is from some other means is considered as Amateur.

Professional: A person whose main source of livelihood is from singing/video making/poster designing or working in any form where the major source of revenue is through singing/video making/poster designing - is considered to be 'Professional'. It may kindly be noted that, if selected, the participant shall submit a certificate to testify in the professional category.

Institutional: Educational Institutions such as schools, colleges, universities and organisation registered under relevant Central or State Government Act can take part in the Institutional category.

HOW TO PARTICIPATE:

- The participant shall go through detailed rules and regulations on the contest website.



(<https://ecisveep.nic.in/contest/>)

SCAN QR CODE TO VISIT CONTEST WEBSITE

- The participant shall give a brief description of the entry along with the name, address, and phone number.
- The participant shall email the entries along with the details to voter-contest@eci.gov.in. The name of the <contest> and <category> for which the participant is applying shall be clearly mentioned in the subject of the email.
- To participate in Quiz Contest, the participant shall register on the contest website.

AWARDS & RECOGNITION:

The song contest, video-making contest, and poster design contest are classified into three categories: Institutional, Professional, and Amateur. The top three winners in each category will be awarded exciting cash prizes. Additionally, each category will have cash prizes under a special mention category. **The Institutional category will have 4 special mentions while the Professional & Amateur category will have 3 special mentions each.**

SONG CONTEST

Category	First Prize	Second Prize	Third Prize	Special Mention
Institutional	1,00,000	50,000	30,000	15,000
Professional	50,000	30,000	20,000	10,000
Amateur	20,000	10,000	7,500	3,000

VIDEO MAKING CONTEST

Category	First Prize	Second Prize	Third Prize	Special mention
Institutional	2,00,000	1,00,000	75,000	30,000
Professional	50,000	30,000	20,000	10,000
Amateur	30,000	20,000	10,000	5,000

POSTER DESIGN CONTEST

Category	First Prize	Second Prize	Third Prize	Special Mention
Institutional	50,000	30,000	20,000	10,000
Professional	30,000	20,000	10,000	5,000
Amateur	20,000	10,000	7,500	3,000

* All figures are in INR

SLOGAN CONTEST:

First Prize- Rs. 20,000; Second Prize - Rs 10,000; Third Prize- Rs 7,500. Special mention Award of Rs 2,000 each to be given to 50 participants.

QUIZ CONTEST:

The winners will get exciting ECI merchandise and all participants completing level-3 will be awarded with e-certificates.

GENERAL TERMS & CONDITIONS:

- All entries shall be submitted by March 15, 2022, on the email id: voter-education@eci.gov.in
- Any entries containing offensive or inappropriate language, references to any political parties or religions containing vulgar, or racist content against particular cultures or communities, or unverified information shall not be accepted.
- A participant is allowed to submit upto one entry per contest. In case it is found that any participant has submitted more than one entry, all the entries will be considered invalid for the said participant.
- Entries for the video, song & slogan contest may be given in any official language as per the Eighth Schedule of the Indian constitution. (There are 22 official languages- Assamese, Bengali, Gujarati, Hindi, Kannada, Kashmiri, Konkani, Malayalam, Manipuri, Marathi, Nepali, Oriya, Punjabi, Sanskrit, Sindhi, Tamil, Telugu, Urdu, Bodo, Santhali, Maithili, and Dogri). Entries must include suitable subtitles for reference.
- The Election Commission of India reserves the right to cancel or amend all or any part of the Contest and/or the Terms & Conditions of the competition.
- Any disputes or any issues related to this competition would be decided by the Election Commission of India, which will be final.

- No plagiarism – original pieces only. Please note that the work must be original and should not violate any provision of the Indian Copyright Act, 1957.
- The entries submitted would be the sole property of the Election Commission of India, with the right to use and edit for any purpose it considers appropriate.
- The entries will be judged by a jury constituted by the Election Commission of India. Any request for re-evaluation of the entries will not be entertained.