

By Mail/Speed Post



भारत निर्वाचन आयोग सचिवालय  
SECRETARIAT OF THE ELECTION COMMISSION OF INDIA  
निर्वाचन सदन, अशोक रोड, नई दिल्ली-110001  
Nirvachan Sadan, Ashoka Road, New Delhi-110001.

No.491/ECI/LET/FUNC/SVEEP-II/Vol.II/SSR/2023

Dated: 29.11.2023

To

Chief Electoral Officers of

All States & UTs (Except Chhattisgarh, Madhya Pradesh, Mizoram, Rajasthan & Telangana)

Subject: "Desh Ka Form" campaign for SSR – 2024 - regarding.

Sir/Madam,

Please refer to the Commission's letter of even number dated 13<sup>th</sup> June, 2023 wherein you were requested to launch a comprehensive campaign for the universal enrolment of all citizens and de-duplication of entries in the electoral roll.

In this connection, it is to state that the Commission is launching National level campaign "Desh Ka Form" from 30<sup>th</sup> November, 2023 and 9<sup>th</sup> December, 2023 for ongoing SSR and following activities are defined for the promotion of SSR campaign-2024 at CEOs / DEOs / BLOs level:

**Activities at CEOs level:**

- A link for the creatives will be shared with the CEOs in due course. The same should be widely disseminated with all DEOs, on all social media handles, WhatsApp groups, website etc.
- Creatives could be adapted in regional version and widely distributed through various media vehicles including TV, Radio, News Paper, Outdoor etc.
- Posters/Videos to be displayed/run at prominent locations i.e Government and Private offices, Railway Station, Bus Stand, School, Colleges, Hospitals, Bank, Post Offices, cinema halls, famous café/restaurants, Local fair, market and other locations with heavy footfall.
- CEOs are requested to encourage the respective State icons/influencers to share/post about the campaign on all of their social media handles along with hashtag "#DeshKaForm".
- Icons/influencers may create suitable content/appeal to encourage people for SSR activities with hashtag "#DeshKaForm".

**Activities at DEO level:**

- Creatives pertaining to the campaign should be widely disseminated on all social media handles, WhatsApp groups, websites of the DEOs.
- As feasible, the DEOs may reach out to district cinema halls/theatres so that the Creative/TVCs is also played as a part of public service messaging, before the screening of the movies or during the interval.
- As feasible, the DEOs may reach out to local malls & restaurants so that the creatives are played as a part of public service messaging.
- DEOs are requested to encourage the respective District icons/influencers to share/post about the campaign on all of their social media handles along with hashtag "#DeshKaForm".
- Icons may create suitable content/appeal to encourage people with hashtag "#DeshKaForm".

**Activities at Booth level:**

- BLOs to ensure that the creative pertaining to the campaign is shared to maximum households vide respective WhatsApp groups.

In this regard, you are therefore, requested to provide Action Taken Report (ATR).

Yours faithfully,

**Encl: As above**



**(LOVE KUSH YADAV)  
UNDER SECRETARY**

**REPORTING FORMAT FOR SSR-2024**

**[To be provided by CEOs]**

| S. No              | Activities  | Yes/No | Details | Remarks (If any) |
|--------------------|---|--------|---------|------------------|
| <b>CEOs' Level</b> |   |        |         |                  |
| 1                  | Whether the TVCs Displayed through TV/Cinema/Outdoor panels   |        |         |                  |
| 2                  | Whether the creatives run through regional FM/Radion channels   |        |         |                  |
| 3                  | Whether creative were disseminated with all DEOs on all Social Media handles, WhatsApp groups, websites   |        |         |                  |
| 4                  | Details regarding the creatives displayed/run at prominent locations i.e Government and Private offices, Railway Station, Bus Stand, School, Colleges, Hospitals, Bank, Post Offices, cinema halls, famous café/restaurants, Local fair, market and other locations with heavy footfall etc |        |         |                  |
| 5                  | Whether information of SSR displayed on all Govt. Websites  |        |         |                  |
| 6                  | Details regarding creative shared by the respective State Icons on their social media handles with designated hashtags and taglines   |        |         |                  |
| <b>DEOs Level</b>  |   |        |         |                  |
| 7                  | Whether DEOs have communicated to BLOs and other stakeholders/organization  |        |         |                  |
| 8                  | Whether creative was disseminated through social media handles, whatsApp groups, websites of DEOs.  |        |         |                  |
| 9                  | Details regarding TVCs were displayed in cinema halls/theatres before/during screening of movies  |        |         |                  |
| 10                 | Whether creative was displayed in local markets, bus stops, railway stations, garbage vans etc.   |        |         |                  |

|                  |   |  |  |  |
|------------------|---|--|--|--|
| 11               | Details regarding local malls and restaurant were reached out for the promotion the campaign                                |  |  |  |
| 12               | Creative was Shared by the respective Icons/influencers on their social media handles with designated hashtags and taglines |  |  |  |
| 13               | Whether the creative displayed in colleges/universities.  |  |  |  |
| <b>BLO Level</b> |   |  |  |  |
| 14               | Whether the creatives shared with max household vide respective WhatsApp Groups.  |  |  |  |

(TO BE SIGNED BY CEOs)