

**GOVERNMENT OF ASSAM
OFFICE OF THE DIRECTOR OF HIGHER EDUCATION, ASSAM
KAHILIPARA, GUWAHATI-19.**

No.PC/HE/Misc./119/2021/8

Dated Kahilipara the 22nd December, 2021.

From : Sri Dharma Kanta Mili, ACS
Director, Higher Education, Assam
Kahilipara, Guwahati-19.

✓ To,

1. The Registrar (all),
State University of Assam
2. The Principal(all)
Govt./PDUAM/Provincialised/Govt. Model Colleges.

Sub : **Regarding Appointment of Campus Ambassadors.**


Ref. Govt. Election Department letter No.ELE.356/2021/04, dtd.22/12/2021.

Sir,

With reference to above subject, I have the honour to enclose herewith a copy of Govt. Election Department letter No.ELE.356/2021/04, dtd.22/12/2021 regarding setting up of **Electoral Literacy Clubs (ELCs)** in Colleges, **Voter Awareness Forums(VAFs)** and **Appointment of Campus Ambassadors** in Colleges/Universities should be completed by 26th December, 2021, if already not appointed in the present year. It should be ensured that the Campus Ambassadors are actively involved in conduct of all the events in context of National Voters Day,2022.

You are requested to take necessary action in this regard.

Yours Faithfully,


Director of Higher Education, Assam
Kahilipara, Guwahati-19.

Memo No. PC/HE/Misc./119/2021/8-A
Copy to :-

Dated Kahilipara the 22nd December, 2021.

1. The Principal Secretary to the Govt. of Assam, Education Department, Dispur, Guwahati-6.
2. The Chief Electoral Commissioner, Assam, Dispur, Guwahati-6.
3. The Secretary to the Govt. of Assam, Higher Education Department, Dispur, Guwahati-6.
4. All the Deputy Commissioner of Assam for kind information.
5. The President/Secretary, Assam College Principals Council, Guwahati-7 for dissemination among the institutes.

/
Director of Higher Education, Assam
Kahilipara, Guwahati-19.

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GOVERNMENT OF ASSAM
ELECTION DEPARTMENT:: JANATA BHAWAN
Block-C: Fourth Floor: Dispur: Guwahati -781 006

No.ELE.356/2021/04

Dated Dispur, the 22nd December, 2021

To : All Deputy Commissioners and Sub-Divisional Officers, Assam, as DEOs

Sub : Re-energizing the institutions of:
1. Electoral Literacy Clubs (ELC)
2. Voter Awareness Forums (VAF) &
3. Campus Ambassadors

Sir/Madam,

The Election Commission of India has time and again, laid down the instructions for setting up of Electoral Literacy Clubs (ELCs) in schools & colleges, as well as Voter Awareness Forums (VAFs). The Commission has also directed the appointment of Campus Ambassadors in colleges & Universities. All these measures are aimed at enhancing awareness amongst the prospective voters. It is important to re-energize these institutions periodically. The message relating to enrollment as voter and about other electoral matters needs to be delivered to the young generation, in a way which will interest and engage them. Various districts have been organizing essay writing, painting, quiz competitions etc. to generate awareness amongst voters. All of these have been of great use. However, to engage greater numbers of youth, it is felt necessary to incorporate some events relating to sports, cultural and performing arts.

The National Voters' Day, 2022 is scheduled on 25th January, 2022. It is desirable that in the run up to the NVD 2022 celebrations, a mass outreach programme is to be carried out, by conducting various competitions. It has been decided to conduct "Xojaag Voter Competitions", comprising three events statewide, as given under:

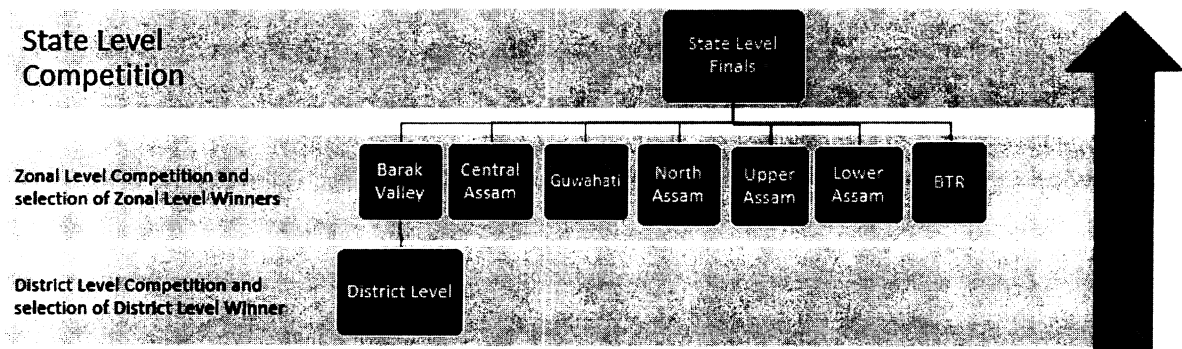
1. Football Competition
2. Dance Competition &
3. Singing Competition

1. Football Competition: The football competition will be organized directly at Revenue District Level. The team entries will be received from the respective colleges. One college can send only one team. Winners of Revenue District Level will compete at Zonal Level. The winners of each zone will compete at State Level.

Entry Categories:

- I. XI-XII std (not below Higher Secondary Schools) & Tech Diploma/ITI
- II. Degree 1st Year & above

The District Administration will select an appropriate venue like District Sports Stadium to conduct the competition. Each football match should be of 50 minutes duration (2 halves of 25 minutes). The services of District Sports Officer, Inspector of Schools and other relevant officials, may be availed to organize the events successfully. Assistance may also be sought from relevant Sports Associations, PSUs, Paramilitary Forces and Civil Society Organizations etc.



Programme flow for Football Competition

Time Plan for Football Competition	21-Dec-21	22-Dec-21	23-Dec-21	24-Dec-21	25-Dec-21	26-Dec-21	27-Dec-21	28-Dec-21	29-Dec-21	30-Dec-21	31-Dec-21	01-Jan-22	02-Jan-22	03-Jan-22	04-Jan-22	05-Jan-22	06-Jan-22	07-Jan-22	08-Jan-22	09-Jan-22	10-Jan-22	11-Jan-22	12-Jan-22	13-Jan-22	14-Jan-22	15-Jan-22	16-Jan-22	17-Jan-22	18-Jan-22	19-Jan-22	20-Jan-22	21-Jan-22	22-Jan-22	23-Jan-22	24-Jan-22	25-Jan-22			
Planning																																							
District Level Competitions																																							
Zonal Level Competitions																																							
State Level Competitions																																							
NVD Program																																							

2. Dance Competition: The physical (offline) Dance competition will be organized initially at High School, Higher Secondary Schools, Colleges & Universities. The School/College authorities will send the videos of the winners of both categories to the Block Nodal Officer through WhatsApp. To facilitate faster transmission and screening of the videos, the duration of each video should not be of more than 3 minutes. The Block Level Screening Committee will select the winners for both entry categories of their respective Block. The winners of each Block will compete in the physical Dance Competition at District Level. The winners of each District will compete in the physical Dance Competition at Zonal Level and winners of each zone will compete in the physical Dance Competition at State Level. The District Administration will select an appropriate venue like District Library or a good School/College Auditorium having modern stage, lighting, sound and sitting arrangements. The services of District Cultural Officer or his equivalent, Inspector of Schools and other relevant officials, may be availed to organize the events successfully. Assistance may also be sought from relevant Cultural Associations, PSUs, Paramilitary Forces and Civil Society Organizations etc.

Entry Categories:

- I. IX-XII std & Tech Diploma/ITI
- II. Degree 1st Year & above

3. Singing Competition: The physical (offline) Singing competition will be organized initially at High School, Higher Secondary Schools, Colleges & Universities. The School/College authorities may allow use of Karaoke Tracks or can arrange assistance of live music for the singers. The School/College authorities will send the videos of the winners of both categories to the Block Nodal Officer through WhatsApp. To facilitate faster transmission and screening of the videos, the duration of each video should not be of more than 3 minutes. The Block Level Screening Committee will select the winners for both entry categories of their respective Block. The winners of each Block will compete in the physical Singing Competition at District Level. The winners of each District will compete in the physical Singing Competition at Zonal Level and winners of each zone will compete in the physical Singing Competition at State Level. The assistance of live music for the singers will be made available at District, Zonal & State Level by the concerned authorities. To ensure better performances by the participants, requisite necessary practice sessions of singers and musicians should be arranged before the actual competition. Use of Karaoke is also allowed, if the participants so desire. If the participants want to bring his or her own musicians, the transportation, lodging, fooding etc. should be arranged by the participants themselves.

The District Administration will select an appropriate venue like District Library or a good School/College Auditorium having modern stage, lighting, sound and sitting arrangements. The services of District Cultural Officer or his equivalent, Inspector of Schools and other relevant officials, may be availed to organize the events successfully. Assistance may also be sought from relevant Cultural Associations, PSUs, Paramilitary Forces and Civil Society Organizations etc.

Entry Categories:

- I. IX-XII std & Tech Diploma/ITI
- II. Degree 1st Year & above

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- h. Distortions of traditional dance/song/art forms etc. should not be allowed. No objectionable content etc. should be used in any of the performances, which may hurt the sentiments of any section of the society.
 - i. Entry for all the categories of competition is open for both Government as well as Private Schools/ Colleges.
 - j. District Administration should arrange for Transportation for participants. The Circle Officers should be given responsibility to facilitate transportation from block level to district level. The DC should designate one Executive Magistrate, who will be responsible for arranging transportation for participants from district level to zonal level & to state level. He/She will also accompany them & all precautions should be taken to ensure overall safety and security of the participants.
 - k. Adequate publicity should be ensured with the help of District Information & Public Relations Officer/Sub-Divisional Information & Public Relations Officer.
 - l. Extensive publicity through Social Media & Electronic Media should be ensured.
 - m. The entire State has been divided into seven zones and the responsibility of conducting the event at zonal level is as follows:-

Zone	Districts in the Zone	Deputy Commissioner responsible for conducting the Zonal Level Competition
Barak Valley	Cachar, Karimganj, Hailakandi	Cachar
Central Assam	Dima Hasao, East Karbi Anglong, Karbi Anglong, Nagaon, Morigaon, Hojai	Nagaon
Guwahati Metropolitan Region	Kamrup Metropolitan, Kamrup	Kamrup Metropolitan
Lower Assam	Dhubri, Bajali, Bongaigaon, Goalpara, Barpeta, Nalbari, South Salmara	Bongaigaon
North Assam	Darrang, Sonitpur, Biswanath, Lakhimpur, Dhemaji	Sonitpur
Upper Assam	Dibrugarh, Sivasagar, Tinsukia, Jorhat, Charaideo, Golaghat, Majuli	Jorhat
BTR	Udalguri, Baksa, Chirang, Kokrajhar	Kokrajhar

- n. The Deputy Commissioners should rope in the services of Block Elementary Education Officer to assist the Inspector of Schools.
- o. The screening committee for judging the online entries obtained through WhatsApp, regarding the dance & singing competition at the Block Level will be headed by Block Elementary Education Officer (BEEO) and he will select other committee members. The BEEO should create a WhatsApp group and obtain the entries. The Inspector of Schools should give all necessary support to the BEEOs.
- p. The Deputy Commissioner of the district will be overall in-charge to coordinate and conduct the events successfully.
- q. The Deputy Commissioners may organize other events and competitions like essay writing, painting competition, rowing competition, "Bhela Ghar" making competition etc. at the district level as part of National Voters' Day celebration, in addition to these three competitions.

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- r. Fund of Rupees One Lakh per Revenue District is allocated for meeting the expenditure, which will be incurred for conducting the events.
- s. In case of physical dance & singing competition at district, zonal & state level, the duration of each performance should not be of more than 4 minutes.


AWARDS

**All the participants at all levels will receive a certificate of participation.

Competition	State Level Winner (for each Entry Category)	State Level Runners-up (for each Entry Category)	Zonal Level Winner & Runners-up (for each Entry Category)	District Level Winner & Runners-up (for each Entry Category)
Football	Trophy & Cash Prize of Rs.30,000/-	Cash Prize of Rs.20,000/-	Trophy	Trophy
Dance	Trophy & Cash Prize of Rs.10,000/-	Cash Prize of Rs.7,000/-	Trophy	Trophy
Singing	Trophy & Cash Prize of Rs.10,000/-	Cash Prize of Rs.7,000/-	Trophy	Trophy

Similarly, audience, spectators, participants etc. answering correctly during the quiz, should also be given a certificate.


You are requested to make all necessary arrangements for successful conduct of these events.


 Chief Electoral Officer
 Assam

Memo No: ELE.356/2021/04

Copy to :

- 1) Addl Chief Secretary, Cultural Affairs, Govt. of Assam for kind information.
- 2) Principal Secretary, Higher/Secondary/Elementary Education Department, Govt. of Assam for kind information
- 3) Commissioner & Secretary, Sports & Youth Welfare, Govt. of Assam for kind information
- 4) Director, Higher Education, Assam
- 5) Director, Secondary Education, Assam
- 6) Director Technical Education, Assam
- 7) Director, Sports & Youth Welfare, Assam
- 8) Director of Information & Public Relations


 For information & necessary
 action

Jt. Chief Electoral Officer
 Assam