

OFFICE OF DIRECTOR HIGHER EDUCATION, HARYANA, PANCHKULA

ORDER

No. KW 12/01-2019 Ad (3)

Dated, Panchkula, the 20/02/2023

A letter No. 05/04/2023-2Election dated 03.02.2023 has been received from Chief Secreraty to Govt. Haryana, Election Branch regarding Launch of ECI Song "Main Bharat Hoon, Hum Bharat Ke Matdata Hain" is forwarded to the following for strict compliance:-

1. All the Principals of Government Colleges in the State.
2. All the Commanding Officers, NCC Units in the State.
3. Registrar, Kurukshetra Univesity, Kurukshetra/Maharishi Dayanand University, Rohtak/ Chaudhary Devi Lal University, Sirsa/Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur Kalan (Sonapat)/Indira Gandhi University, Meerpur (Rewari)/Chaudhary Ranbir Singh University, Jind/Chaudhary Bansi Lal University, Bhiwani/ Gurugram University, Gurugram/ B.R. Ambedkar National Law University, Rai (Sonapat)/Balmiki Sanskrit University, Mundri, Kaithal
4. All the Librarians of District Libraries/Sub Divisional Libraries in the State of Haryana/ Librarian.

Ryada
Superintendent Administration
for Director Higher Education,
Haryana, Panchkula.

Endst. No. Even

Dated, Panchkula the 22/02/2023

A copy is forwarded to the following for information and necessary action:-

1. All Officers.
2. PS/DHE, PA/JDA.
3. Registrar Education.
4. Superintendents/Deputy Superintendent of HQ.
5. Incharge IT Cell please upload on web portal.

Ryada
Superintendent Administration
for Director Higher Education,
Haryana, Panchkula.

No.05/04/2023-2 Election
Government of Haryana
Chief Secretary's Office
(Election Branch)

07/2/23
S. Adm

Dated, Chandigarh the 3rd February 2023.

To

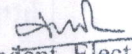
1. All the Administrative Secretaries to Government Haryana.
2. All Heads of the Departments in Haryana.
3. All the MDs/CAs of Boards/Corporations/Public Undertakings in Haryana.
4. The Divisional Commissioners in Haryana.
5. All the Deputy Commissioners in Haryana.
6. Vice Chancellors/Registrars of all the Universities in the State.

Subject: - Launch of ECI Song "Main Bharat Hoon, Hum Bharat Ke Matdata Hain"-
regarding.

Sir,

I am directed to refer to the subject noted above and forward the copy of letter no. E-59467/NVD Theme /Elec-2023/1AE-526 dated 02.02.2023 received from Chief Electoral Officer, Haryana alongwith its enclosures for strict compliance for uploading/displaying/flashing Logoing/Poster of song (available on the ECI link <https://ecisveep.nic.in/mai-bharat-hoon/index.html>) on all the Govt. websites of this State.

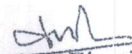
Yours Faithfully


Superintendent Election,
for Chief Secretary to Government Haryana.

Endst. No.05/04/2023-2Election

Dated Chandigarh the 3rd February, 2023

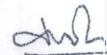
A copy is forwarded to Chief Electoral Officer, Haryana w.r.t. his letter no. E-59467/NVD Theme /Elec-2023/1AE-526 dated 02.02.2023 for information & necessary action.


Superintendent Election,
for Chief Secretary to Government Haryana.

Endst.No. 05/04/2023-2 Election

Dated, Chandigarh the 3rd February, 2023.

A copy is forwarded to Director General, Information Public Relations and Languages Department and SIO, NIC for uploading/displaying/flashing Logoing/Poster of song (available on the ECI link <https://ecisveep.nic.in/mai-bharat-hoon/index.html>) on all the Govt. websites of this State.


Superintendent Election,
for Chief Secretary to Government Haryana.



OFFICE OF CHIEF ELECTORAL OFFICER, HARYANA
कार्यालय मुख्य निर्वाचन अधिकारी, हरियाणा



To No: E-59467/NVD Theme/Elec-2023/1AE-526 Dated: 2.2.2023

The Chief Secretary to Govt.,
Haryana.

Subject:- Launch of ECI song "Main Bharat Hoon, Hum Bharat Ke
Matdata Hain"-regarding.

Sir,

On the subject cited above, I am directed to refer to the Election Commission of India's Letter No. 491/ECI/LET/FUNC/SVEEP-1/NVD/2022, dated 10.01.2023 & 31.01.2023 (a copy of each enclosed) and to state that vide these letters ECI has directed activities for promotion of ECI song "Main Bharat Hoon, Hum Bharat Ke Matdata Hain" which was launched by Hon'ble President of India on 13th National Voters' Day 2023. The ECI has directed that the Logo/Poster/graphic creative pertaining to the song should appear/flash over all Govt. Websites of the State. The logo/poster of song is available on the ECI link <https://ecisveep.nic.in/mai-bharat-hoon/index.html> for displaying/ flashing on all the Govt. websites.

I am further directed to request to kindly direct all concerned to upload/display/flash Logo/Poster of song (available on the ECI link <https://ecisveep.nic.in/mai-bharat-hoon/index.html>) on all the Govt. websites of this State. Action taken in this regard may kindly be intimated to this office at the earliest, so that the ECI can be informed accordingly.

Yours faithfully,

[Signature]
Asstt. Chief Electoral Officer,
for: Chief Electoral Officer, Haryana.

निर्वाचन शाखा
क्रम संख्या 15606
दिनांक 02-02-2023

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ELECTION COMMISSION OF INDIA
Nirvachan Sadan, Ashoka Road, New Delhi - 110 001

No. 491/ECI/LET/FUNC/SVEEP-I/NVD/2022

Dated: 10th January, 2023

To,
The Chief Electoral Officers of
all States & UTs

Sub: - National Voters' Day (25th January) 2023 - reg.

Sir/Madam,

I am directed to state that the 13th National Voters' Day shall be celebrated across the country at State, District and Booth level on 25th January 2023. The Theme for the 13th NVD is '*Nothing like voting, I vote for sure.*' You are requested to steer the NVD celebrations with wide publicity on the above-mentioned theme.

2. The upcoming event of NVD shall also mark the launch of "Main Bharat Hoon" song. The function of NVD at States/Districts/Booth Level shall be organized preferably at or after 1:00 PM, so that "Main Bharat Hoon" song can be played during the event.

3. The NVD celebrations in the State, as in the past, shall include the following components in addition to already existing plan at the CEO and the DEO level. The functions around NVD should be celebrated keeping in mind the COVID appropriate behaviour and guidelines in place at or after 1:00 P.M, on that day.

Comprehensive Communication plan:

- Various events/ programs across the state shall be organized focusing on the above mentioned theme. Further a comprehensive communication plan shall be developed by issuing necessary Print, TV, Radio advertisements, social media campaigns, field programs and interpersonal communication (as per Covid norms) webinars/ seminars etc.
- Propagation of NVD theme through various Government schemes and programs.
- The NVD theme & related messages in the form of posters and banners should be prominently displayed in the offices of the CEO, DEO, ERO and the VFCs.

• - 3 -

• A Print Advertisement shall be brought out on 25th January highlighting the theme in newspapers other than where ECI advertisement shall be published (details regarding ECI advertisement shall be shared subsequently).

Engagement with state/ district Icons:

- The State/ District Icons may be engaged (through recording of audio-video messages) to spread awareness about the Commission's initiatives and widely publishing the current theme 'Nothing like voting, I vote for sure.'
- All States/UTs should take appropriate efforts to nominate inspiring and non partisan personalities from all walks of life to be the Election Icon. Persons with disabilities, senior citizens, transgender and personalities from other marginalized sections shall be encouraged.

Partnership and Collaborations:

- The CEOs/ DEOs shall ensure partnerships and collaborations with various Government departments such as banks, Post offices, Railways, Panchayati Raj institutions, Civil Bodies etc.
- The Corporate bodies, Civil Society Organisations and others may be engaged with, for organising various events like competitions (essay, debate etc), webinars etc in the run upto the NVD.

Also various departments/ organisations/ bodies may be encouraged to administer NVD pledge on the National Voters' Day, and the same may be uploaded on their social media handles/ website using hashtags.

Social media engagement activities:

- CEO/ DEO office may engage with various social media agencies, to create and develop the creative content for the NVD and get it uploaded on their respective social media handles.
- All the activities, by various departments/ organisations etc. to be uploaded on their respective social media handles.
- The hashtag #NVD2023, #MainBharatHoon, #VoteDeneJayenge, #NothingLikeVoting, #BridgingTheVotingGap, #MyVoteMyPower could be used while uploading the content on the social media accounts.

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1. Key Activities: All SVEEP activities related to NVD must be conducted as per COVID appropriate behaviour and guidelines/norms in place.

a) Activities at Booth Level:

- i. The Booth Level Officers (BLOs) to organise an event at each polling station area and shall felicitate newly registered voters appropriately, also hand over the EPIC to new electors.
- ii. Video and other creatives to be shared extensively with all the households/ participants through WhatsApp groups and other media. Further other awareness films/ material as prepared by State or District on Postal Ballot, Assured Minimum facilities at Polling Stations, EVM/VVPAT, Voter Helpline App, Ethical Voting etc. can also be shown at the ceremony, in local languages. Please note that creatives are to be made available in accessible formats, in line with the current theme of NVD to make the information available to all stakeholders.
- iii. Further NVD pledge to be administered to all the people present during the event, Further the copy of the pledge also to be circulated over Whatsapp groups.
- iv. DEO may provide the logistics required for the brief ceremony in each polling station area.

b) Activities at District HQs:

- i. The DEO shall organise the NVD function, at the District headquarters in association with various institutions/ organisations such as Panchayat Raj institutions, Academic institutions, Civil Society groups, organisations of youth volunteers like NSS, NCC, Scouts & Guides, NYKS, media etc.
- ii. Newly registered voters shall be facilitated by handing over the EPIC Card during NVD function.
- iii. Further NVD pledge to be administered to all the people present during the event. Also the pledge to be circulated over WhatsApp groups.
- iv. Awareness films on Postal Ballot facility, Assured Minimum Facilities, EVM VVPAT, Assured Minimum facilities at Polling Stations, EVM/VVPAT, Voter Helpline App, Ethical Voting etc. in local language shall be shown. Creatives

to be made available in accessible formats, in line with the current theme of NVD to make the information available to all stakeholders.

- v. These material to be shared through WhatsApp group of various stakeholders.

c) Activities at State HQs:

- i. CEO organizes NVD function at the State capital, in association with Media, Civil Society, Volunteer Groups, State Administration, State Election Commission & Corporates etc.
- ii. Awareness films on Postal Ballot facility, Assured Minimum Facilities, EVM VVPAT, Assured Minimum facilities at Polling Stations, EVM/VVPAT, Voter Helpline App, Ethical Voting etc. in local language shall be shown and distributed over WhatsApp groups.
- iii. Newly registered voters shall be felicitated by handing over the EPIC Card during NVD function.
- iv. Further NVD pledge to be administered to all the people present during the event (as per Covid norms). E-Pledge facility may be provided on CEO website with downloadable certificate sharable on social media by the citizens.
- v. Sign Language Interpreters to be deployed during the function in accordance with the present theme. The venue of the NVD functions to be made accessible as far as possible.
- vi. Necessary advertisement in print / electronic media to be issued, along with hoardings and banners across different locations across the state.
- vii. Deployment of dedicated staff at Block, Sub-division and District levels may be done to effectively undertake NVD related activities as directed. BLOs shall be trained about their role for NVD activities by the EROs/AEROs, as directed.

As the theme of the NVD, this year, is 'Nothing like voting. I vote for sure', it is expected that events would be organised by involving PwDs, Women, Senior citizens and Vulnerable sections of the society.

4. With reference to the launch of '**Main Bharat Hoon**' song, while uploading the updates about below mentioned activities, the hashtag#NVD2023,

— 6 —

#MainBharatHoon, #VoteDeneJayenge could be used. Further the song shall be made available on ECI SVEEP website on the day of NVD 2023 at 1:00P.M.

Following directions may be noted with regard to the launch of 'Main Bharat Hoon' song :

Activities at State Head Quarters:

- A link for the song along 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.
- Further, a logo/graphic creative pertaining to the song will be shared in due course. The same should preferably appear/flash over all government websites of the State.
- CEOs are requested to encourage the respective State icons to share/post about the song after its launch by ECI, on all of their social media handles along with designated hashtags and taglines.

Activities at District Quarters:

- A link for the song 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 'Main Bharat Hoon' song 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 'Main Bharat Hoon' song is also played as a part of public service messaging.
- DEOs are requested to encourage the respective District icons to share/post about the song on all of their social media handles along with designated hashtags and taglines.

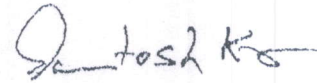
Activities at Booth level:

- The Hindi as well as the regional version of the song shall be played at all Polling stations.
- BLOs to ensure that the link of the song is shared to maximum households vide respective WhatsApp groups.
- The song should also be disseminated at all ELCs, schools and colleges etc

-7-

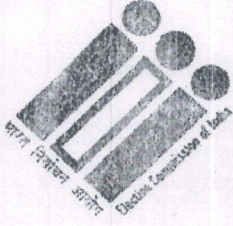
The preparations for the NVD may be closely monitored by the office of the CEO/DEOs. All COVID protocols issued by statutory authorities must be strictly followed.

Yours Sincerely,



(SANTOSH KUMAR)
SECRETARY

Encl: NVD Pledge



ELECTION COMMISSION OF INDIA

Pledge For National Voters' Day, 25th January 2023

मतदाताओं द्वारा ली जाने वाली शपथ

“हम, भारत के नागरिक, लोकतंत्र में अपनी पूर्ण आस्था रखते हुए यह शपथ लेते हैं कि हम अपने देश की लोकतांत्रिक परम्पराओं की मर्यादा को बनाए रखेंगे तथा स्वतंत्र, निष्पक्ष एवं शांतिपूर्ण निर्वाचन की गरिमा को अक्षुण्ण रखते हुए, निर्भीक होकर, धर्म, वर्ग, जाति, समुदाय, भाषा अथवा अन्य किसी भी प्रलोभन से प्रभावित हुए बिना सभी निर्वाचनों में अपने मताधिकार का प्रयोग करेंगे”।

Voters' Pledge

“We, the citizens of India, having abiding faith in democracy, hereby pledge to uphold the democratic traditions of our country and the dignity of free, fair and peaceful elections, and to vote in every election fearlessly and without being influenced by considerations of religion, race, caste, community, language or any inducement”.

9
By- Speed Post/E-mail

ELECTION COMMISSION OF INDIA
Nirvachan Sadan, Ashoka Road, New Delhi - 110 001

No. 491/ECI/LET/FUNC/SVEEP-I/NVD/2022

Dated: 31st January, 2023

To,

The Chief Electoral Officers of
all States & UTs

Sub: - Launch of ECI song "Main Bharat Hoon, Hum Bharat Ke Matdata Hain" - Reg.

Sir/Madam,

I am directed to refer to the Commissions letter No. 491/ECI/LET/FUNC/SVEEP-I/NVD/2022 dated: 10th January, 2023 on the subject cited and to state that following activities were defined for the promotion of ECI song "Main Bharat Hoon, Hum Bharat Ke Matdata Hain" at CEOs/DEOs/BLOs level: -

Activities at State Head Quarters:

- * A link for the song 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.
- * Further, a logo/graphic creative pertaining to the song will be shared in due course. The same should preferably appear/flash over all government websites of the State.
- * CEOs are requested to encourage the respective State icons to share/post about the song after its launch by ECI, on all of their social media handles along with designated hashtags and taglines.

Activities at District Quarters:

- * A link for the song 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 'Main Bharat Hoon' song 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 'Main Bharat Hoon' song is also played as a part of public service messaging.
- DEOs are requested to encourage the respective District icons to share/post about the song on all of their social media handles along with designated hashtags and taglines.

Activities at Booth level:

- The Hindi as well as the regional version of the song shall be played at all Polling stations.
- BLOs to ensure that the link of the song is shared to maximum households vide respective WhatsApp groups.
- The song should also be disseminated at all ELCs, schools and colleges etc

In this regard, Hon'ble President of India has launched ECI song "Main Bharat Hoon, Hum Bharat Ke Matdata Hain" on 13th National Voters' Day 2023.

You are requested to provide action taken report (ATR) for the promotion of above song at the level of CEOs, DEOs and BLOs level in the following format: -

Format for Action Taken Report (ATR) on promotion of ECI Song

Sl. No.	Activities	Yes/No	Details	Remarks (If any)
CEOs' Level				
1.	Whether song was disseminated with all DEOs on all Social Media handles, WhatsApp groups, websites			
2.	Whether logo/poster of song was displayed on all Govt. Website			
3.	Whether song was shared by the respective State Icons on their social media handles with designated hashtags and taglines			
DEOs' Level				
4.	Whether DEOs have communicated about song to BLOs and other stakeholders/organizations			
5.	Whether song was disseminated social media handles, whatsApp groups, websites of DEOs.			
6.	Whether song was displayed in cinema halls/theatres before/during screening of movies			

7.	Whether song was displayed in local markets, bus stops, railway stations, garbage vans etc.			
8.	Whether local malls and restaurant were reached out for the promotion of song			
9.	Whether song was Shared by the respective District Icons on their social media handles with designated hashtags and taglines			
10.	Whether the song was displayed in colleges/universities.			
BLO Level				
11.	Whether Hindi/regional version of the song was played at all Polling Stations.			
12.	Whether link of the song was shared with max household vide respective WhatsApp Groups.			
13.	Whether song is disseminated to all ELCs, schools and colleges			

The song may be accessed at the following links:

Hindi version: <https://youtu.be/-x6cXNUuEck>

Multilingual version: <https://youtu.be/to324Jllj8>

For more versions of the song click <https://ecisveep.nic.in/mai-bharat-hoon/index.html>

The censor certificate of the ECI Song "Mai Bharat Hoon, Hum Bharat Ke Matdata Hain" is also enclosed.

The Action Taken Report (ATR), for the promotion of ECI song, is required to be submitted by 3rd February and thereafter every week for next two months. Report is being compiled and submitted to Hon'ble Commission of weekly basis.

Yours faithfully,



(LOVE KUSH YADAV)
UNDER SECRETARY



भारत सरकार
Government of India

केन्द्रीय फिल्म प्रमाणन बोर्ड
CENTRAL BOARD OF FILM CERTIFICATION

49759

यह प्रमाण पत्र केवल वीडियो फिल्मों के लिए विधिमब्य है
THIS CERTIFICATE IS VALID FOR VIDEO FILMS ONLY
भाग-I/Part-I

CA052301202300051 Song

प्रमाणपत्र सं. :

Certificate No : V/S/1/68/2023-DEL

दिनांक :

Dated : 24/04/2023

फिल्म :

Film : MAIN BHARAT HOON HUM BHARAT KE MATDATA HAIN
(REGIONAL) (HINDI, BENGALI, MARATHI, GUJARATI,
PUNJABI, TAMIL, TELUGU, KANNADA, MALAYALAM,
ASSAMESE, ODISIA, URDU, KONKANI, SINDHI)

श्रेणी : अनिश्चित श्रेणियों

Category : UNIVERSAL VIDEO

अवधि :

Duration : 005.23 min:sec

वी/अ V/U

नीचे उल्लिखित परीक्षण समिति के सदस्यों द्वारा परीक्षण के उपरांत तथा इस परीक्षण समिति की अनुशंसाओं के आधार पर बोर्ड सदस्यों द्वारा यह प्रमाणित करता है कि पृष्ठभाग पर भाग-दो में सूचीबद्ध कट-ऑट और संशोधनों के पर्याप्त यह फिल्म अनिश्चित सार्वजनिक प्रदर्शन के लिए योग्य है।

After examination of the film by the members of the Examining Committee mentioned below and on the recommendations of the said Examining Committee, the Board hereby certifies that the film is fit for unrestricted public exhibition subject to excisions and modification listed in part II on the reverse:

- 1 DEEPTI SHARMA
- 2 MAHESH KUMAR (E.O.)



यह भी प्रमाणित किया जाता है कि बोर्ड द्वारा अधिरोपित कट-ऑट और संशोधनों को वास्तव में कार्यान्वित किया गया है।
Further certified that the excisions and modifications imposed by the Board have actually been carried out.

अवेक का नाम

Name of Applicant : ELECTION COMMISSION OF INDIA- NORTH WEST

निर्माता का नाम

Name of Producer : ELECTION COMMISSION OF INDIA - NORTH WEST

अवधि

(MAHESH KUMAR)

Regional Officer

CRFC, DELHI

For Chairman

12-



केन्द्रीय फिल्म प्रमाणन बोर्ड
CENTRAL BOARD OF FILM CERTIFICATION

यह प्रमाण पत्र केवल वीडियो फिल्मों के लिए विधिमाल्य है
THIS CERTIFICATE IS VALID FOR VIDEO FILMS ONLY
भाग-1/Part-1

49758

CA052302023000040 Song

प्रमाणपत्र सं. :

Certificate No: V/S/1/67/2023-DEL

दिनांक :

Dated : 24/01/2023

श्रेणी :

अनिश्चित श्रेणियों

Category : UNIVERSAL VIDEO

फिल्म :

Film : MAH SHARAT MOON HUM BHARAT KE MATDATA HAIN
(HINDI)

अवधि :

Duration : 005.05 min:sec

वी/अ VIU

नीचे उल्लिखित परीक्षण समिति के सदस्यों द्वारा परीक्षण के उपरांत तथा इस परीक्षण समिति की अनुसंधानों के आधार पर बाईं एवं दायां यह प्रमाणित करता है कि प्रकृष्ट पर भाग-दो में सूचीबद्ध कोट-ऑट और संशोधनों के पर्याप्त यह फिल्म अनिश्चित सार्वजनिक प्रदर्शन के लिए योग्य है।

After examination of the film by the members of the Examining Committee mentioned below and on the recommendations of the said Examining Committee, the Board hereby certifies that the film is fit for unrestricted public exhibition subject to excisions and modifications listed in part II on the reverse:

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यह भी प्रमाणित किया जाता है कि बोर्ड द्वारा अधिरोपित कोट-ऑट और संशोधनों को वास्तव में कार्यान्वित किया गया है।
Further certified that the excisions and modifications imposed by the Board have actually been carried out.

आवेदक का नाम

Name of Applicant : ELECTION COMMISSION OF INDIA- NORTH WEST

निर्माता का नाम

Name of Producer : ELECTION COMMISSION OF INDIA - NORTH WEST

अवधि

(MAHESH KUMAR)

Regional Officer

For Chairman

CBFC, DELHI

13