



Campus Ambassadors to Collaborate in Voter Awareness Campaign

Why in News?

- On May 29, 2022, Madhya Pradesh State Election Commissioner Basant Pratap Singh directed the Collector and District Election Officers to launch a 'Voter Awareness Campaign' to make voters aware of voting, appeal for voting and inform them about the innovations made by the Commission for the General Elections to Municipal Bodies and Three Tier Panchayats, 2022.

Key Points

- He asked the officials to motivate/educate the voters under the 'Voter Awareness Campaign' in the local schools/colleges. He also directed some students from universities, who can provide leadership, to appoint **Campus Ambassadors**.
- The Campus Ambassador will be selected on the basis of the list provided by the Principal, Vice-Chancellor of the colleges/universities by the District Election Officer by marking his fair, clean and non-political image.
- District Election Officer at his level can also make an appointment with the help of N.C.C./N.S.S...
- The Campus Ambassador will be selected for one academic session only. In **co-educational** colleges, 2 Campus Ambassadors (one male student and one female student) will be selected.
- The campus ambassador should not be in affiliation with any political party or should not be involved in any political activity. The family of the campus ambassador also should not be associated with any political party or political activity.
- In the event of any complaint regarding conduct and behavior against the campus ambassador, the head of the institution will immediately investigate and take appropriate action. Police verification of each campus ambassador will be mandatory by the district administration.
- The campus ambassadors will inform the voters about the dates of the voting process and various innovations made by the Commission etc. The Scout-Guide will coordinate with the National Service Scheme (**NSS**), National Cadet Corps (**NCC**) and Non-Governmental Organisations (**NGOs**) to seek their cooperation in voter awareness.
- For conducting the activities of Voter Awareness Campaign (SENSE), a team of active members will be made to aware the voters.
- After the appointment of the District Election Officer, the Campus Ambassador will apprise him/her of his/her role, responsibilities, the work to be done by him/her, activities, goals, possible achievements and action plans and provide him/her with brief training. The District Election Officer will provide the necessary materials, guidance, and support to the campus ambassador for the Voter Awareness Campaign Work.
- The District Election Officers will assess the various activities to be carried out from time to time and receive reports. The nodal officers appointed for the activities of SENSE shall send the reports (including photographs) to the Commission from time to time.
- The campus ambassadors who have done outstanding work at the district level will be identified and their names will be recommended and honored with a citation at the function to be held on the occasion of the National Festival.

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