

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/-x6cXNUuEdk>

Multilingual version: <https://youtu.be/to324Jlljf8>

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



केन्द्रीय फिल्म प्रमाणन बोर्ड
CENTRAL BOARD OF FILM CERTIFICATION



49759

यह प्रमाण पत्र केवल वीडियो फ़िल्मों के लिए विधिमाल्य 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 : 24/01/2023

फ़िल्म :

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

श्रेणी : अनिवार्यता वीडियो

Category : UNIVERSAL VIDEO

अवधि :

Duration : 005.22 min.sec

वी/अ V/U

नीचे उल्लिखित परीक्षण समिति के सदस्यों द्वारा परीक्षण के उपरांत तथा इस परीक्षण समिति की अनुसंधानों के आधार पर बोर्ड एतद् द्वारा यह प्रमाणित करता है कि पृष्ठभाग पर भाग-दो में सूचीबद्ध काट-छोट और संशोधनों के पश्चात यह फिल्म अनिर्बंधित 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 काट-छोट 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

अध्यक्ष

For Chairman

(MAHESH KUMAR)
Regional Officer
CBFC, DELHI



केन्द्रीय फिल्म प्रमाणन बोर्ड
CENTRAL BOARD OF FILM CERTIFICATION



49758

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

CA052301202300040 Song

प्रमाणपत्र सं. :

Certificate No : VTS/1/67/2023-DEL

दिनांक :

Dated : 24/01/2023

श्रेणी : अनिबन्धित वीडियो

Category : UNIVERSAL VIDEO

अवधि :

Duration : 005.05 min:sec

फिल्म : MAIN BHARAT HOON HUM BHARAT KE MATDATA HAIN
(HINDI)

वी/अ V/U

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For Chairman

(MAHESH KUMAR)

Regional Officer

CBFC, DELHI