

Gov. Compliance

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H.C. 813 hours  
Priority 06/03/24

Forward No. :- 1292352
Date :- 06/03/2024
DITE&C, DD (Admin)
Altinho, Panaji-Goa.

GOVERNMENT OF GOA  
GENERAL ADMINISTRATION DEPARTMENT  
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No. 58/2/2018-GAD-III / 1086

Dated: 01/03/2024

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## CIRCULAR

Election Commission of India, New Delhi vide letter No.491/SVEEP-I/LS-24/360Campaign/2024 dated 16/02/2024 (annexed herewith) has issued instructions for undertaking awareness campaign for the forthcoming Lok Sabha Election 2024.

The Commission has launched the logo and tagline “Chunav Ka Parv, Desh Ka Garv” for the multimedia campaign for the forthcoming Parliamentary Election 2024 and has requested for wider publicity.

It is therefore, enjoined upon all Heads of Government Departments to use the logo and tagline on all social media handles, department websites, for presentations, merchandise, other election related material/displays etc as instructed in aforesaid letter.

  
(Shaila G. Bhosle)  
Under Secretary (GA)

To,

1. All Secretaries/ Additional/ Joint Secretaries / Under Secretaries to Government.
2. The Joint Chief Electoral Officer, Office of the Chief Electoral Officer, Altinho, Panaji-Goa.
3. All Head of Government Departments inside and outside Secretariat of Goa State.
4. Guard File.
5. Office Copy.

# ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi - 110 001

No. 491/SVEEP-I/LS-24/360 Campaign/2024

Dated: 16<sup>th</sup> February, 2024

To,

The Chief Electoral Officers of  
all States & UTs

**Subject:-** Awareness Campaign for Lok Sabha Elections-2024- use of logo and tagline  
- regarding

Sir/Madam,

As you are aware, the Commission has launched the logo and tagline for the Multimedia Campaign for forthcoming Parliamentary Elections 2024. The logo and the tagline "Chunav Ka Parv, Desh ka Garv" is to be widely popularized across the country through all available means/ channels.

2. All CEOs are requested to widely popularize the logo and tagline on all social media handles, WhatsApp groups, websites of CEOs, other govt. departments. The same to be used for merchandise, presentations & other election related material/ displays.
3. CEOs are requested to use this logo and tagline in all creatives (TVCs, print advertisement, posters, banners, radio spots etc.) planned for the upcoming Parliamentary Elections at their level and at the level of DEO to maintain the uniformity with the National level campaign and wide outreach.
4. State/ District icons may also be encouraged to share/post & creative content by using logo and tagline, on all of their social media handles along with designated hashtag #ChunavKaParv #DeshkaGarv.

Yours faithfully,



for (SANTOSH KUMAR)  
SECRETARY