



தமிழ்நாடு ஆசிரியர் கல்வியியல் பல்கலைக்கழகம்

TAMILNADU TEACHERS EDUCATION UNIVERSITY

(With UGC 2(f) & 12(B) status and NAAC Accredited with 'A' grade in 1st cycle)

(Established under Tamil Nadu Act 33 of 2008)

Gangai Amman Kovil Street, Karapakkam, Chennai – 600 097

No. TNTEU/Admin/2024/ 00455

Date: 20.03.2024

Dr.N.Ramakrishnan, Ph.D.,
Registrar i/c

To

The Principals of Affiliated Colleges of Education,
Tamil Nadu Teachers Education University.

Respected Sir/Madam,

Sub: Elections - Campaign on “Mera Pahla Vote Desh Ke Liye” –
Regarding.

Ref: Letter No.8375/Ele.VII/2023-6, Dated: 12.03.2024 from Chief
Electoral Officer.

As per the subject noted above, it is stated that ECI has launched an SVEEP campaign namely “My First Vote for Country” to encourage first-time voters to actively participate in the 18th Lok Sabha Election. Concerning the SVEEP Campaign, the Election Commission of India has launched a dedicated campaign and the link is <https://www.mygov.in/mera-pehla-vote/>.

In this regard, the Principals of Affiliated Colleges are requested to make arrangements to disseminate the SVEEP campaign along with the website link mentioned above by the Election Commission of India and ensure maximum participation from all the eligible students of the college.

This is treated as MOST URGENT.

Enclosure: Reference attached.

Registrar i/c



PUBLIC (ELECTIONS.VII) DEPARTMENT,
SECRETARIAT, CHENNAI-600 009.

Letter No.8375/Ele.VII/2023-6, Dated: 12.03.2024

From
Thiru Satyabrata Sahoo, I.A.S.,
Chief Electoral Officer &
Principal Secretary to Government.

To
The Principal Secretary to Government,
Higher Education Department,
Secretariat, Chennai-9 (w.e) (By Name cover)

Madam/Sir,

Sub: Elections – Campaign on Mera Pehla Vote Desh Ke
Liye – Regarding.

Ref: E-mail received from Department of Higher
Education, New Delhi, dated: 01.03.2024.

I am to invite your kind attention to the reference cited and to state that the ECI has launched a SVEEP campaign namely “நாட்டிற்கான எனது முதல் வாக்கு” (“My first vote for country”) to encourage the first time voters to actively participate in the biggest festival of democracy, the 18th Lok Sabha Election. For the above said SVEEP campaign, Election Commission of India has launched a dedicated campaign page LIVE on MyGov platform and the link is <https://www.mygov.in/mera-pehla-vote/>. The page has activities like pledge, quiz, reel, podcast and blog writing.

2. Hence, I am to request you to kindly make arrangements to disseminate the above SVEEP campaign along with the website link as mentioned above by Election Commission of India to all the Educational organizations (Colleges/Universities) under your control and to ensure the maximum participation from all the eligible students of the State.

3. This may be treated as “Most Urgent”.

Yours faithfully,

SMD
12/3/24
for Chief Electoral Officer &
Principal Secretary to Government.

S
12/3/24