



भारत निर्वाचन आयोग
Election Commission of India

By Speed Post/Email

निर्वाचन सदन
Nirvachan Sadan,
अशोक रोड, नई दिल्ली-110001
Ashoka Road, New Delhi-110001

No. 491/Media Awards/2025/Communication

Dated: 30th December, 2025

To,

The Chief Electoral Officers of
All States and UTs.

Subject – ECI Media Award 2025-reg.

Sir/Madam,

I am directed to inform you that the Commission has decided to give away the Media Award for best campaign on Voters' Education and Awareness during the year 2025 as has been done since 2012. The awards will be given in following four categories:

- i. **Print Media**
- ii. **Electronic (Television) Media**
- iii. **Electronic (Radio) Media and**
- iv. **Online (Internet)/Social Media**

2. You may, therefore, recommend the names of **media organizations** in four award categories as specified above, for contributing remarkably in the said fields for the year 2025 along with the details of their special contribution.

3. I am also to say that the Commission's memorandum dated 30th December, 2025 (**enclosed herewith**) in this regard, describing all the criteria and details of the award may also be uploaded on your official website.

4. You are also requested to inform all media concerned in your State that they may also directly submit their nomination to the Commission along with the details of their special contribution. All the nominations will be considered by a duly constituted Jury/Committee at ECI level.

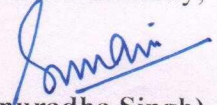
5. Further, with a view to acknowledge and encourage the exemplary work undertaken by the media teams across the CEO offices, the Commission has decided to felicitate outstanding contributions during the forthcoming National Voters' Day, 2026. Accordingly, entries/nominations are invited from all CEO offices for consideration under the newly instituted media excellence award:

i) Best Chief Electoral Office's Social Media Team Award

One award shall be conferred upon the Best Chief Electoral Office Social Media Team across all States/UTs, subject to suitability. Details regarding the submission of entries for the newly instituted Media Excellence Award are provided in **Annexure-A**.

6. All such recommendations/submissions must reach the Commission latest by **7th January, 2026 positively**.

Yours faithfully,


(Anuradha Singh)
Under Secretary

Introduction

In order to encourage innovation, and recognise outstanding efforts in social media-based Communication and voter awareness initiatives, an annual award for best **Chief Electoral Office's Social Media Team** award is being introduced:

Best Chief Electoral Office's Social Media Team award

B. Selection Criteria

1. Social Media Platforms, Links & Followers as on date

- List of platforms
- Official page links
- Followers/subscribers count per platform (Note: It will be adjusted to State/UT's Elector's number)

2. Net Annual Increase in Followers for each Social Media Platform 2025

Name of Social Media Platform: Net Annual Increase in follower (Start of 2025 follower count - End of 2025 follower count)

3. Net Annual Engagement 2025

Name of Social Media Platform: a) Net Likes b) Impression/Views

4. Number of Posts Published in 2025

Name of Social Media Platform: Number of Posts on platform in a year

5. Content Diversity in 2025

Including Reels, Explainer Videos, Animations, Carousels, Memes, Quizzes, Threads, LinkedIn write-ups, etc.)

6. Content in Regional Languages/ use of regional elements (art & culture) for communication in 2025

(% of regional contents: 100%; >75%; 50-75%; 25-49%; <25%)

7. Amplification of ECI Posts in 2025

(% of official ECI posts amplified/re-shared with regional translation) 100%; >75%; 50-75%; 25-49%; <25%)

8. Special Campaigns / UGC Campaigns or any innovation in social media led communication and outreach activity in 2025

1 page summary with Objective, Innovation & Measurable outcome/ impact
Provide links of related posts)

Examples – youth/women/tribal/elderly or any other section of voters-focused campaigns, voter awareness drives, hashtag campaigns, reels challenges, crowdsourced content etc.

9. Collaborations & Partnerships in 2025

Includes influencers, Popular Regional social media Pages, youth groups, ELCs, etc. (Provide links)

10. Efforts in countering Misinformation/ Misleading Narratives in 2025

Number of fake news bust on social media (Provide Links)

Template for Submission of Entries

Best Chief Electoral Office's Social Media Team Award – Nomination Template (2025)

1. Basic Information

Name of CEO Office (State / UT):

Nodal Officer (Name & Designation):

Contact Details (Email & Mobile):

2. Social Media Presence (as on date of submission)

Social Media Platform	Official Page Link	Followers / Subscribers	Adjusted Score*
Facebook			
X (Twitter)			
Instagram			
YouTube			
WhatsApp Channel			
LinkedIn			
Any other (specify)			

*Adjusted Score = (Followers / Total Electors) × 100

3. Net Annual Increase in Followers (2025)

Platform	Followers on 01.01.2025	Followers on 31.12.2025	Net Increase
Facebook			
X (Twitter)			
Instagram			
YouTube			
Others (specify)			

4. Net Annual Engagement (2025)

Platform	Total Likes/Reactions	Total Impressions / Views
Facebook		
X (Twitter)		
Instagram		
YouTube		
Others (specify)		

5. Number of Posts Published (2025)

Platform	Total Posts Published
Facebook	
X (Twitter)	
Instagram	
YouTube	
Others (specify)	

6. Content Diversity (2025)

(Please tick ✓ all applicable formats and provide examples/links where possible)

- Reels / Short Videos
- Explainer Videos
- Animations / Motion Graphics
- Carousels / Infographics
- Memes
- Quizzes / Polls
- Threads
- LinkedIn Articles / Write-ups
- Any other innovative format (specify):

Representative Links (max 5):

- 1.
- 2.
- 3.
- 4.
- 5.

7. Regional Language & Cultural Elements (2025)

- Percentage of Content in Regional Language(s):
 - 100%
 - More than 75%
 - 50–75%
 - 25–49%
 - Less than 25%
- Details of Regional/Cultural Elements Used:
(Art forms, local icons, festivals, folk styles, dialects, etc.)
Brief description (100–150 words):

8. Amplification of ECI Posts (2025)

Percentage of ECI Posts Amplified / Re-shared with Regional Translation:

- 100%
- More than 75%
- 50–75%
- 25–49%
- Less than 25%

Examples with Links (max 5):

- 1.
- 2.
- 3.
- 4.
- 5.

9. Special Campaigns / UGC / Innovation (2025)

(Attach a one-page summary)

Title of Campaign:

Target Group: (Youth / Women / Tribal / Elderly / PwDs / First-time voters / Others)

Objective:

Innovation / Uniqueness:

Platforms Used:

Measurable Outcomes / Impact:

(Followers gained, reach, engagement, participation, offline impact, etc.)

Relevant Post Links (max 5):

- 1.
- 2.
- 3.
- 4.
- 5.

10. Collaborations & Partnerships (2025)

Type of Partner	Name	Nature of Collaboration	Link(s)
Influencer			
Regional Page			
Youth Group / ELC			
Educational Institution			
Others (specify)			

11. Countering Misinformation (2025)

Date	Platform	Nature of Misinformation	Action Taken	Link to Clarification/Post

12. Declaration

Certified that the information provided is correct.

Name & Signature:

Designation:

Date:



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निर्वाचन सदन
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अशोक रोड, नई दिल्ली-110001
Ashoka Road, New Delhi-110001

No. 491/Media Awards/2025/Communication

Dated: 30th December, 2025

MEMORANDUM

**MEDIA AWARD FOR BEST CAMPAIGN ON
VOTERS' EDUCATION & AWARENESS-2025**

Election Commission of India invites entries from Media Houses for the Media Award for best campaign on Voters' Education and Awareness during the year 2025. **There shall be four Awards, one each for Print media, Television (Electronic), Radio (Electronic) and Online (Internet)/social media.**

2. The awards are to recognize the outstanding contributions by Media Houses to promote electoral participation by creating awareness about accessible elections, educating people about the electoral process, election related IT applications, stories on unique/remote polling stations and raising awareness among the general public about the relevance and importance of voting and registration.

3. The award(s) will be in the form of a citation and plaque which will be presented on the National Voters' Day (25th January 2026).

Criteria

The Jury will base their assessment on the following criteria:

- Quality of Voter Awareness campaign –providing accurate, balanced information to voters, organizing special shows/discussions/expert-based shows.
- Extent of coverage- quantity & reach
- Coverage on awareness about Accessible elections, Election related IT applications, stories on unique/remote polling stations, ECI/CEO new initiatives in election management, etc.
- Debunking election related misinformation and highlighting factually correct & verified information.
- Any evidence of impact on the public
- Any other relevant factor(s)

CONDITIONS OF ENTRY

Entries must have been published or broadcasted/telecasted during the year 2025.

Print entries must include:

1. Summary of the work carried out during the relevant period which should include
 - i. number of news items/articles
 - ii. total print area in sq cms
2. A PDF soft copy OR a link to a relevant web address OR a full size photocopy/print copy of the newspaper/articles;
3. Detail of any other activity like direct public engagement etc.
4. Any other information

Broadcast Television (Electronic) and Radio (Electronic) entries must include:

1. A brief on the campaign/work carried out during the year 2025 period which should include
 - i. Material (in a CD or DVD or Pen drive) with duration and frequency of broadcast/telecast and total time of such broadcast of each spot during the period
 - ii. Sum of the total broadcast time for all spots/news
 - iii. News features or programmes on Voter awareness in a CD or DVD or Pen drive or other digital media, along with duration, telecast/broadcast date and time and frequency
2. Any other activity like direct public engagement etc.
3. Any other information

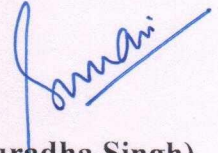
Online (Internet)/Social media entries must include:

1. Summary of the work carried out during the relevant period which should include number of posts/ blogs/ campaigns/ tweets/ articles etc.
2. A PDF soft copy of concerned articles OR a link to the relevant web address;
3. Detail of any other activity like direct public engagement etc.
4. Impact of online activity (details)
5. Any other information

Important

- I. Entries submitted in a language other than English/Hindi will require an accompanying English translation, failing which subject to rejection.
- II. Entrants submitting broadcast material should be aware that Jury may use only the first ten minutes of features/programme.
- III. The Commission's decision will be final and no correspondence will be entertained. The Commission reserves all the rights in this regard.
- IV. Entries should carry the name, address, telephone and fax numbers and email of the Media House.
- V. **Due date:** Entries must reach before **7th January, 2026** at the following address:

Shri Brajesh Kumar, Under Secretary (Communication)
Election Commission of India, Nirvachan Sadan,
Ashoka Road, New Delhi 110001.
Email: media-division@eci.gov.in



(Anuradha Singh)
Under Secretary