

F. No. 16-2/2024-U1A  
Government of India  
Ministry of Education  
Department of Higher Education  
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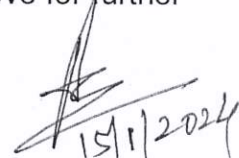
Shastri Bhavan, New Delhi,  
Dated the 15 January, 2024

**OFFICE MEMORANDUM**

**Subject: Celebration of National Voters' Day - 2024.**

The undersigned is directed to forward herewith a copy of D.O Letter No 491/ECI/DO/FUNC/SVEEP-I/NVD/2023 dated 08.01.2024 (copy enclosed) received from Election Commission of India regarding the subject mentioned above for further necessary action please.

Encl. as above

  
(Ajeet Kumar)  
Under Secretary to the Government of India  
Ph. 23384582

To,  
All the Bureau Heads of DoHE

Dir (RC)

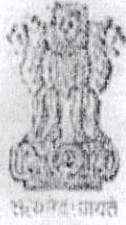
Dir (USA)

DS (Mgmt)

*प्रीति 16/1*  
Please send to all HEIs for follow up action on the enclosed letter from ECI.



संतोष अजमेरा, भा. सू. से.  
निदेशक  
Santosh Ajmera, IIS  
Director



भारत निर्वाचन आयोग  
Election Commission of India

D.O. 491/ECL/DO/FUNC/SVEEP-I/NVD/2023

Dated: 2<sup>nd</sup> January, 2024

Celebration of National Voters' Day - 2024

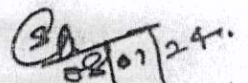
Respected Sir,

As you are aware, the country would be celebrating 14<sup>th</sup> National Voters' Day (NVD) on 25<sup>th</sup> January, 2024. The Commission recalls with gratitude, the decision of the Government of India to observe 25<sup>th</sup> January every year as the National Voters' Day, duly notified vide the Gazette of India No. 21, dated 21<sup>st</sup> January, 2011. NVD is celebrated, every year, to mark the importance of each vote in a democracy. The theme of NVD celebrations for this year is "Nothing like voting, I vote for sure" "वोट जैसा कुछ नहीं, वोट जरूर डालेंगे हम".

2. The NVD is celebrated across the Country, at each of more than a million polling stations, whereby newly eligible voters (18 years old) are handed over Elector's Photo Identity Card (EPIC) and administered the voters' pledge.
3. In this regard, I would like to request you to kindly issue formal instructions to your Ministry to administer the NVD pledge in the colleges and other institutes of higher education across the country around 11 a.m. or at suitable time during the day on January 25, 2024. The logo for 'National Voters' Day,' which reinforces the importance of voting, may also be suitably used on official stationery, merchandise, websites etc. A copy of the pledge and the logo are enclosed.
4. The offices may be asked to upload the photograph of the pledge taking ceremony on their respective official portal and social media handles using #NVD2024. I would be grateful if a copy of instructions issued in this regard is sent for the information of the Commission.

Yours Sincerely,

JS(HE)

  
(Santosh Ajmera)

Sh. K Sanjay Murthy,  
Secretary, Department of Higher Education,  
Room No.-128-C, Shastri Bhawan,  
New Delhi-110001

Way  
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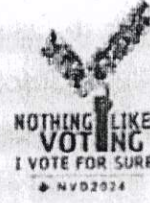
Encl: NVD pledge (Hindi/ English), NVD Logo (English and Hindi)





## National Voters Day

### Logo



### Pledge

#### Voter's Pledge

" We, the citizens of India, having abiding faith in democracy, hereby pledge to uphold the democratic traditions of our country and the dignity of free, fair and peaceful elections, and to vote in every election fearlessly and without being influenced by considerations of religion, race, caste, community, language or any inducement ".

#### मतदाता शपथ

" हम, भारत के नागरिक लोकतंत्र में अपनी पूर्ण आस्था रखते हुए यह शपथ लेते है कि हम अपने देश की लोकतांत्रिक परम्पराओं की मर्यादा को बनाये रखेंगे तथा स्वतंत्र, निष्पक्ष एवं शांतिपूर्ण निर्वाचन की गरिमा को अक्षुण्ण रखते हुए, निर्भिक होकर, धर्म, वर्ग, जाति, समुदाय, भाषा अथवा अन्य किसी भी प्रलोभन से प्रभावित हुए बिना सभी निर्वाचनों में अपने मताधिकार का प्रयोग करेंगे ।"

Link for Open Files of NVD logo and Pledge (Hindi/English)

[https://drive.google.com/drive/folders/1PQrshoZ3KseyVS9JZave\\_u-J-5Nvig5K?usp=sharing](https://drive.google.com/drive/folders/1PQrshoZ3KseyVS9JZave_u-J-5Nvig5K?usp=sharing)

