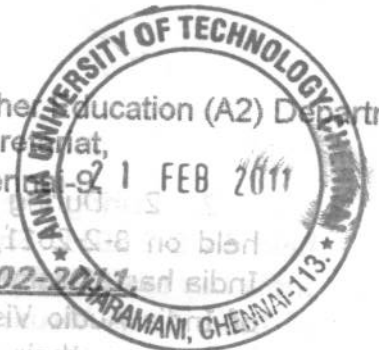




Higher Education (A2) Department,  
Secretariat,  
Chennai - 600 092



**Letter No:2198 / A2 / 2011-2 Dated:18-02-2011**

From  
Thiru K. Ganesan, I.A.S.,  
Principal Secretary to Government.

To  
The Commissioner of Technical Education, Chennai-25.  
The Director of Collegiate Education, Chennai-6.  
The Registrar, University of Madras, Chennai-5.  
The Registrar, Madurai-Kamaraj University, Madurai.  
The Registrar, Bharathiar University, Coimbatore.  
The Registrar, Bharathidasan University, Trichy.  
The Registrar, Alagappa University, Karaikudi.  
The Registrar, Mother Teresa Women's University, Kodaikanal.  
The Registrar, Manonmaniam Sundaranar University, Tirunelveli.  
The Registrar, Periyar University, Salem.  
The Registrar, Thiruvalluvar University, Vellore.  
The Registrar, Tamil Nadu Open University, Chennai.  
The Registrar, Annamalai University, Chidambaram.  
The Registrar, Tamil Nadu Physical Education & Sports University, Chennai.  
The Registrar, Tamil Nadu Teachers Education University, Chennai.  
The Registrar, Anna University, Chennai.  
The Registrar, Anna University of Technology, Chennai.  
The Registrar, Anna University of Technology, Coimbatore.  
The Registrar, Anna University of Technology, Trichy.  
The Registrar, Anna University of Technology, Tirunelveli.  
The Registrar, Anna University of Technology, Madurai.

Sir / Madam,

Sub: Elections - General Elections to Tamil Nadu Legislative Assembly 2011 -  
Meeting held on 8-2-2011 - Certain Instructions - reg.

Ref: From the Chief Electoral Officer & Secretary to Government, Public  
(Election) Dept. Lr.No:1036 / Ele-V/2011-2 dt:9-2-2011.

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I am directed to inform you that Shri. Akshay Rout, Director General (IEC), Election Commission of India, New Delhi has convened a meeting on 8-2-2011 at Secretariat in connection with Information, Education & Communication (IEC) Activities relating to the ensuing General Election to Tamil Nadu Legislative Assembly, 2011. Principal Secretary to Government, Higher Education Department has attended the above meeting.

2. During the meeting, ~~the~~ on Voters' Education and Empowerment activities held on 8-2-2011, Shri. Akshay Rout, Director General (IEC), Election Commission of India has explained the role of various State Government Departments and Government of India Audio Visual publicity divisions in creating awareness among the voters and enhancing their involvement in the Electoral process towards increasing their participation for a stronger Democracy. As the General Elections to Tamil Nadu Legislative Assembly is fast approaching, the involvement of field functionaries of State Government Departments and G.O.I. field units are critical for effectively reaching out all sections of people especially youth and women in both rural and urban areas.

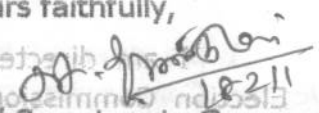
3. In this connection, I am to request you to take necessary action to involve yourselves and staff / students working under your control in the following activities in creating awareness among the voters to enhance their participation in the election process:-

- a) to conduct meeting in the College / University campus to highlight the importance of participation in the election process to have a strong democracy,
- b) to conduct processions in main roads or respective towns or cities shouting "Slogans" strongly to stress the importance of participation of public in the elections
- c) to encourage the students to coin new "Slogans" about the needs of elections and participation of the public in it.
- d) the above activities are carried out well before the commencement of the annual examinations. i.e. before March 2011.
- e) Conducting street plays and other modes to create awareness on election & participation can also be included

3. The action taken report in this regard may be informed to the Government in Public (Election) Department as well as in Higher Education Department immediately.

4. This may be given "TOP PRIORITY"

Yours faithfully,

  
18-2-11  
for Principal Secretary to Government.

Copy to:  
The Public (Election) Department,  
Chennai-9.