

## **BRIEF SECTION:**

India, the world's largest democracy is set to witness another landmark election year, with the future of the country hanging in the balance. To bring out the true spirit of people's choice, it is imperative that the maximum number of those eligible to vote, do so in the upcoming general elections.

The Election Commission of India (ECI) is striving to encourage citizens to participate from across the country in the spirit of **"I vote for sure."** The ECI wants to make an appeal to the nation's populace about how important their right to vote is and to drive them to action on the voting day, making their contribution in the nation-building process. This needs to be more urgent and imperative than just a public interest message, a campaign that addresses everyone from the first-time and young voters to the oldest ones, urging them to step out of their homes and vote for the country.

This is an opportunity to broadcast your creative voice during a national moment of truth and mobilise the populace towards a common cause.

### **Objective of the campaign:**

**Move the eligible voting population of India to action and exercise their right to vote on the election day.**

### **What should campaign seek to achieve?**

**Maximum voter turnout during the upcoming 2024 general elections.**

As the winning campaign will be run by ECI, it's essential that the creatives are designed incorporating the ECI logo along with Power of Print logo.