

**SUN'S TOO HARSH ON YOU?
FOR THOUSANDS,
UNEMPLOYMENT
IS HARSHER.**

*That's also on you.
Until you vote for change.*

#IVoteForSure

SCAN IT
TO SEE THE CHANGE.

चुनाव का पर्व
DESH KA GARV

SWEEP
in collaboration with
THE TIMES OF INDIA
brings you

POWER
OF PRINT

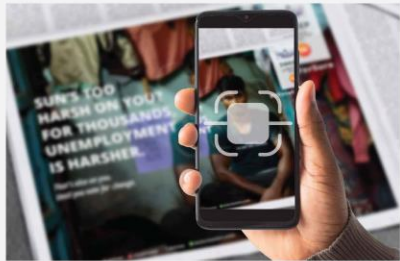
FB.com/ECI @ecisveep youtube.com/eci @ecisveep Election Commission of India

THE CHANGE

Insight-
Young voters are not interested in Elections.

The Fix-
Wake them up from their deluded slumber and tell them their vote can bring change to the ongoing water crisis, unemployment, urban deforestation, and so on.

The How-
You scan the picture on the ad on TOI with your phone, and you'll see the change your one vote can bring. The picture on the print ad will have an invisible QR code that will show you to the change.



① Scan the ad



② See the change





THE CHANGE

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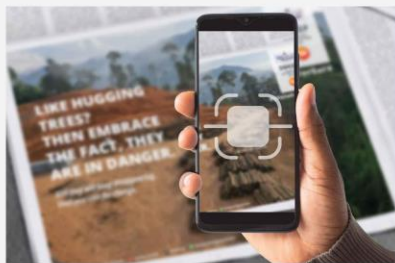
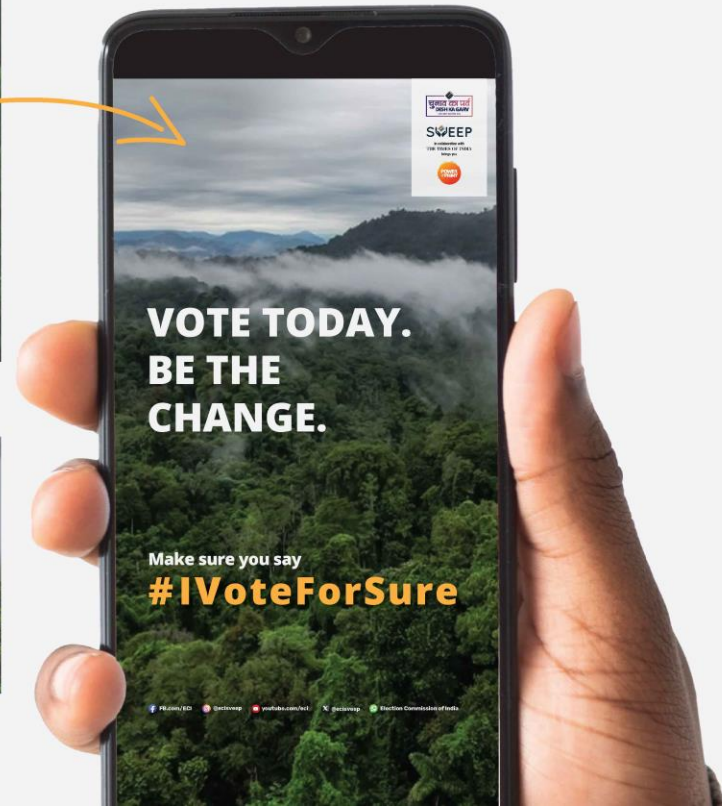
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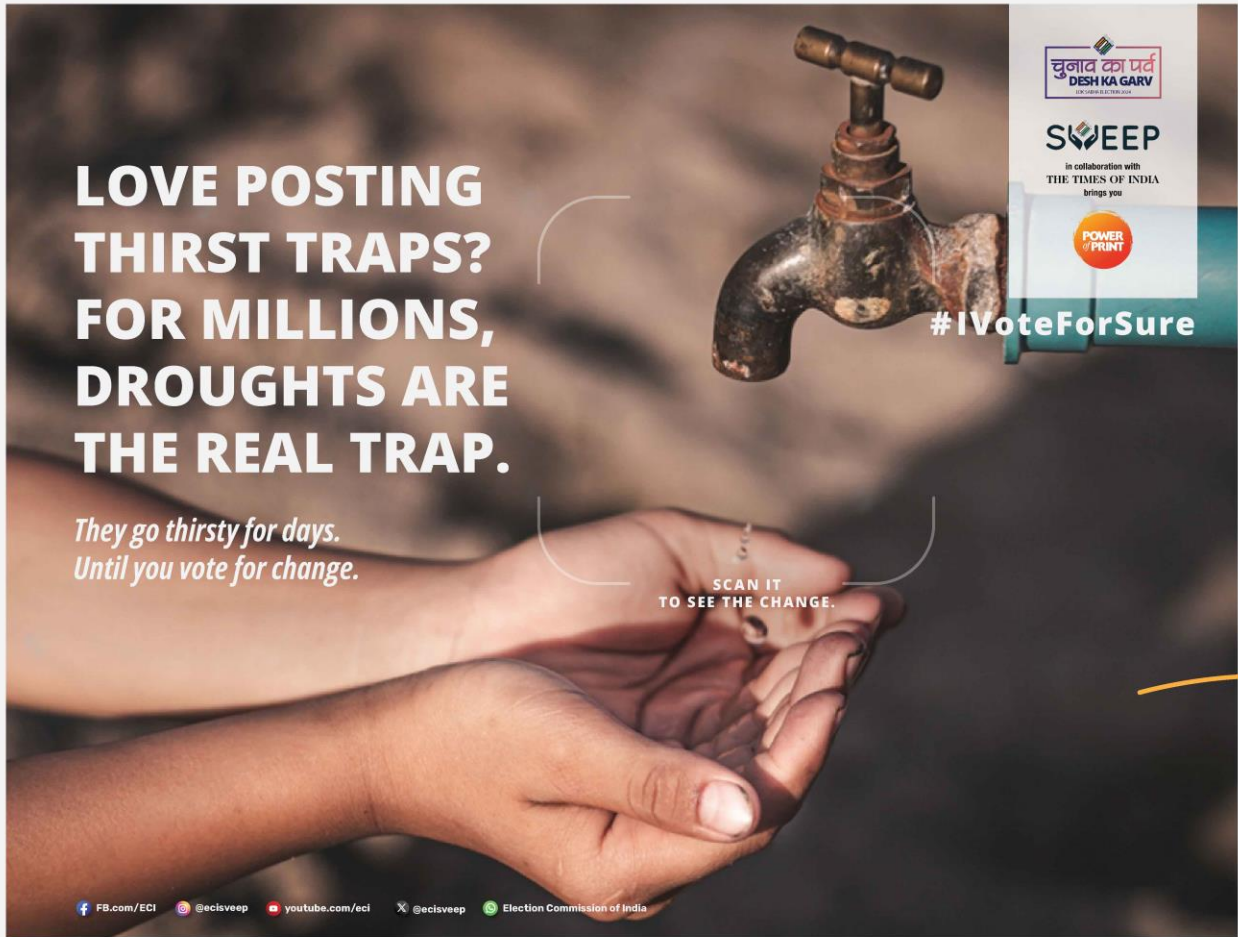


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