

Lucknow, 06 January 2012

## NEW and ADR LAUNCHES VOTER AWARENESS CAMPAIGN THROUGH AUTOMATED CALLS/SMS

- Aamir Khan's appeal for clean candidates to be sent through automated calls to lakhs of voters
- Message also being made available to voters to hear Aamir Khan's appeal by dialling 020-30590400
- A missed call facility to get regular updates/alerts on elections and meeting schedules from NEW/ADR

National Election Watch (NEW) and Association for Democratic Reforms (ADR) have launched a voter awareness campaign involving automated calls/sms for dissemination of information on the criminal & financial backgrounds of candidates contesting in the upcoming assembly elections in the five states. The campaign will start in Punjab, Uttarakhand & UP initially and will expand to other states.

NEW and ADR are in the process of analysing candidates contesting the upcoming assembly elections in the 5 states. The objective of the campaign is to create maximum voter awareness and enable them to make an informed choice.

In this campaign, a recorded audio clip of Aamir Khan would be played making an appeal to the voters to vote for clean candidates. One can register themselves for regular updates/alerts relating to the upcoming elections and meeting schedules by NEW/ADR by giving a missed call on 020-30590400.

**The step wise process is as below.**

**Step 1:** An automated voice call goes out in Hindi

- Aamir Khan's recorded appeal to voters to vote for clean candidates.
- Call ends with an appeal to give a missed call on 020-30590400 to register for future updates.

**Step 2:** A follow up SMS goes on all those numbers who have received the calls with the details of our miss call number.

**Step 3:** On receiving the call and SMS you can give us a Missed Call on 020-30590400. Numbers in the DND can also call this number and can give a missed call and register for updates, on doing so the recorded message will be played.

**Step 4:** After getting a missed call from a particular number a Thank you SMS is sent to that. The SMS tells the person that

he/she has subscribed to the service and will receive regular updates/alerts relating to elections and meeting schedules.

**Step 5:** We send regular updates and schedules for meetings to all the people who have registered with a Missed call.

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Data in this report is presented in good faith, with an intention to inform voters.

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