



## OFFICE OF THE CHIEF ELECTORAL OFFICER MIZORAM

### **PRESS NOTE**

**No. H.12014/2/2023-CEO/Loose : Dated Aizawl, the 9<sup>th</sup> April, 2024**

#### **Subj: Meeting on Strategy for Mobilization of Resources to Increase Voter Turnout**

Dr H.Lianzela, IAS, Addl. CEO chaired a meeting to discuss strategy for mobilization of resources for electoral literacy of students and increase in voter turnout at State Media Centre, Old Secretariat Building-I, 4th Floor, Treasury Square today. James Lalnunmawia, Jt. CEO, Lalhmachhuana State Project Director, Samagra Siksha Mizoram and Andrew H. Lalremruata, Media Officer, State Media Cell were present.

Meeting Chairman Dr H. Lianzela apprised the members that Mizoram's voter turnout in the last Lok Sabha election 2019 was lower than the national average and that the State has always been amongst the best performing states in the State Legislative Assembly elections. He also said that even though Lok Sabha MPs are elected just four months after the State Legislative Assembly elections in Mizoram, we are one of the worst performers in India in terms of voter turnout. He mentioned that although SVEEP Campaign and various tools are being used to change this, much more is needed to be done and are trying to explore every possible avenue. He stressed the need to encourage first time voters to come out and cast their vote, and those who have not yet enrolled to vote are to be encouraged to appeal to their family members and neighbors who are eligible to vote in the election.

The meeting also discussed how to activate and mobilize Electoral Literacy Clubs in all Hogher Secondary Schools unde Samagra Siksha, Mizoram for electoral literacy of students and to facilitate increase in voter turnout in the upcoming General Election to Lok Sabha, 2024. It was also decided to issue letter of appeal through State Project Director, Samagra Siksha, Mizoram to all Principals/Head of Institutions under SSM appealing to students who are eligible to cast their vote as well as to appeal to other eligible voters in their family.

**Sd/- Dr. H.LIANZELA**  
Addl. Chief Electoral Officer,  
Mizoram  
&  
State Media Nodal Officer,  
Mizoram

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Copy to:-

1. PS to Chief Electoral Officer, Mizoram
2. District Election Officer, Aizawl & Returning Officer
3. All Assistant Returning Officers
4. Director, I&PR Department for wide publicity.
5. Station Director, Akashvani/DDK Aizawl.
6. President, Mizoram Journalists' Association.
7. Proprietor, ZONET/LPS Cable TV.
8. All Political Parties.
9. Guard File.



**(ANDREW H. LALREMRUATA)**  
Media Officer,  
State Media Cell, Mizoram