

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. ECI/PN/201/2025

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Press Note

ECI's extensive grassroots training programme gathers steam

Training for 217 BLOs from West Bengal along with 2 DEOs, 12 EROs commences at IIIDEM

One-Day Orientation Programme for Media and Social Media Nodal Officers and District PROs concludes

A two-Day National Training Programme comprising 2 DEOs, 12 EROs & 217 BLOs from West Bengal commenced at IIIDEM today. This initiative forms part of the broader training plan for the capacity augmentation of grassroots election functionaries as envisaged by the Commission during the CEO's Conference held at IIIDEM on the 4th of March

ECI also concluded a one-day Orientation Programme for Media Nodal Officers, Social Media Nodal Officers, and District Public Relations Officers at the India International Institute of Democracy and Election Management (IIIDEM), New Delhi, today. The orientation was aimed at enhancing coordination and preparedness of election officials in an evolving media landscape.

Media Officers from 28 States and 8 UTs participated in the orientation programme which aims to develop an effective communication strategy to ensure proactive information dissemination, counter misinformation, and promote voter awareness through various media platforms, in accordance with the legal framework i.e. the RP Act 1950 & 1951; Registration of Elector Rules 1960, Conduct of Election Rules 1961 and the instructions issued by ECI from time to time.

In his address, CEC Shri Gyanesh Kumar while acknowledging the pivotal role of media as a key stakeholder in the electoral process, emphasized the importance of factual, timely and transparent communication in upholding the trust of voters in the electoral processes in a digitally mediated information world. He underlined that media officers must be proactive in communicating accurate information and rise to the challenge of ensuring that voters are correctly informed and empowered to discern facts from narratives without factual basis.



P. Pawan
Deputy Director