

## Press Release

### Association for Democratic Reforms (ADR) and leading News Media Organizations (ZEE, IBN7 & NDTV) join hands for Voter Awareness

**New Delhi, November 28, 2013:** Association for Democratic Reforms (ADR) and leading News Media Organizations (ZEE, IBN7 & NDTV) have joined hands to provide citizens the up-to-date information about candidates who will be contesting various elections. Voters will now also be able to access election candidates' criminal, financial, educational, professional etc. information through various mobile and web-based avenues provided by these media organizations such as shortcode based pull-SMS<sup>1</sup>, USSD<sup>2</sup> based dial-up services, stories and statistics on websites and smartphone based mobile applications<sup>3</sup> etc.

**Mr. Ashutosh Gupta, Managing Editor IBN7 has expressed that** "the ADR-IBN7 collaboration will be valuable in providing details about the candidates to the voters of Madhya Pradesh, Rajasthan and Delhi thus helping them to make the right decision and thereby encouraging them to proactively participate in the democratic process"

#### ZEE Media- Campaign: "Aapka Vote Aapki Taqat"

Zee Media Corporation Ltd. will be extensively disseminating the ADR's data during the course of their voter awareness campaign for the upcoming elections. The campaign will involve all the 12 national and regional TV channels of Zee Media Corp., Mobile based pull-SMS service and smartphone based Apps, Websites etc.

**Rohit Kumar, VP Marketing, Zee Media Corporation Ltd., said,** "Zee Media, the nation's largest and most trusted news network had just one objective in mind with Aapka Vote Aapki Taqat, to turn the world's biggest democracy into a force to reckon with. It is crucial to make people esp. the youth to realize their power of vote and perhaps we even get them to know their candidates, to encourage judicious voting. For more detail login to [zeenews.com/vote](http://zeenews.com/vote)"

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<sup>1</sup> A user input based interactive SMS service that runs according to a stipulated format.

<sup>2</sup> USSD is a technology that helps people access information on phones without Internet. USSD is a technology that all GSM phones (over 90% of all phones today) across prices and complexity are equipped with. USSD allows text experiences on phones that are richer and cheaper than SMS.

<sup>3</sup> The certified Smartphone based Apps of the organizations that can be installed free of cost and are available for across the platforms. (Android, iOS etc)

**ZEE Media's SMS based "Know Your Candidate" service**

**Send SMS on 57575 to know details about your contesting candidate/MLA/MP**

**ZKYC <PINCODE>**

(Example: ZKYC 110013)

or

**ZKYC <Constituency name>**

(Example: ZKYC Mehrauli)

**IBN7- Campaign: "Mera Vote, Meri Sarkar"**

IBN7's voter awareness campaign- Mera Vote Meri Sarkar are also utilizing the contesting candidates' data provided by ADR to provide relevant details of the candidates to the voters during the ongoing election process in the states of M.P., Rajasthan and Delhi on their mobile phones via SMS.

**IBN7's SMS based "Know Your Candidate" service**

**Send SMS on 51818 to know details about your contesting candidate**

**MVMS <PINCODE>**

(Example: MVMS 110013)

or

**MVMS <Constituency name>**

(Example: MVMS Mehrauli)

## **NDTV- Web & Mobile Applications**

NDTV has also collaborated with ADR to source data for their voter awares programs and related stories and features. The candidates' data will provide backbone to across the platforms applications of NDTV such as their web-portal [www.ndtv.com](http://www.ndtv.com) and NDTV's mobile applications such as pull-SMS, USSD, smartphone based applications.

**Anurag Mittal, National Coordinator- Association for Democratic Reforms (ADR),** said "At Association For Democratic Reforms besides electoral reforms we are pro-actively taking initiatives towards creating voter awareness by providing Information about Financial Assets, Criminal Atecedents, Performance Reports of existing MLA's and potential candidates across political parties. In continuation of the aforesaid we have partnered with leading media houses for reaching out to both online and off line voters community -public at large across all age groups, gender, caste, religions, Indians abroad, physically disabled, transgenders and geographically dispersed working professionals. This mobile and web portals based service feature on NDTV, Zee and IBN 7 hosted platforms will empower the voters with Information about candidates in the elections enabling them to make decisive choice of their voting right by standing up for transparency and accountability in democratic process. "

These collaborations combines ADR's strong experience in electoral research to the millions of viewers, readers and users of content provided by these News Media Organizations.

As a part of the ADR's voter awareness program with regard to the Delhi Assembly Elections 2013, several distinguished individuals have come together to appeal to the voters of Delhi to "Know your Neta" before casting their votes: do watch this video <http://goo.gl/ZPXfLV>

## **Contacts**

### **Association for Democratic Reforms:**

<p><b>Media and Journalist Helpline</b></p> <p>+91 80103 94248 Email: adr@adrindia.org</p>	<p><b>Anurag Mittal</b> National Coordinator, National Election Watch, Association for Democratic Reforms +919811108914, anurag@adrindia.org</p>	<p><b>Prof Trilochan Sastry</b> IIM Bangalore Founder Member, National Election Watch, Association for Democratic Reforms +919448353285, trilochans@iimb.ernet.in</p>	<p><b>Prof Jagdeep Chhokar</b> IIM Ahmedabad (Retd.) Founder Member National Election Watch, Association for Democratic Reforms +919999620944 jchhokar@gmail.com</p>
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