



KAMARAJ IAS ACADEMY
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Matdata Junction

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Why is in news? ECI launches Radio series - 'Matdata Junction' in collaboration with All India Radio for voter awareness

Chief Election Commissioner Shri Rajiv Kumar along with Election Commissioner Shri Anup Chandra Pandey launched a **yearlong Voter Awareness Program - 'Matdata Junction'** during an event organised at Akashvani Rang Bhavan, New Delhi.

The 'Matdata Junction' is a **52 episode radio series produced by the Election Commission of India, in collaboration with All India Radio.**

The Chief Election Commissioner said it will be a **strong platform to connect with the voters** across the country.

The program as a **combination of information and entertainment**, would specifically help address urban apathy and inform the audience about the election processes in the conduct of free, fair, transparent, inducement free, accessible and inclusive elections in an interactive communication format.

The **15 minutes program will be broadcast every Friday during 7- 9 PM slot** on All India Radio network covering 25 FM stations, 4 FM Gold stations, 42 Vividh Bharati stations, and 159 primary channels/local radio stations in 23 languages.

The 52 episode series will **cover various aspects of election and related processes from voters' perspective.**

It will have **thematic episodes** on voter registration, Informed & Ethical Voting, Value of Vote, Inclusive & Accessible Elections, Model Code of Conduct, IT Applications, EVMs, stories of election officials, BLOs, etc.

All episodes include interactive messaging aimed at encouraging eligible citizens and especially the young and first time voters to vote and make an informed decision during the elections.

The program includes a Citizen's Corner where any citizen can ask a query or also provide suggestions for making elections inclusive and participative.

The **first episode** of the program on the **theme - 'Voter Registration'** will be broadcast on 7th October, 2022 Friday at 7:25 PM.

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