

# With videos & posters, metro rail joins poll awareness bandwagon

TIMES NEWS NETWORK

**Chennai:** Metro rail commuters will get a tip or two from Kollywood celebrities in the next few days, encouraging them to cast their vote without accepting bribes.

Chennai Metro Rail Limited (CMRL) has taken election awareness videos to social media. Soon, these posters and videos will be displayed at all 32 metro stations.

A metro rail official said they have shared about 12 videos made by the Tamil Nadu Election Commission on social media where celebrities like Vijay Sethupathy, Dinesh Karthik, Deepika Pallikal, S P Balasubramaniam and Vivek advise people on the importance of voting. The posters also encourage them to call the voter helpline at 1950 to find the nearest voting booth.

“The posters will be put up at all the stations and inside metro coaches. This is part of our effort to

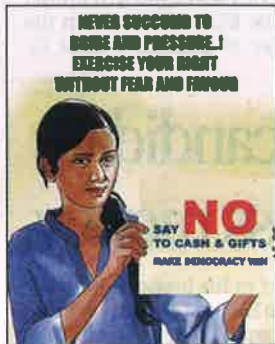


Screen grab of a video in which actor Vijay Sethupathy encourages voters. A poster (right) prepared by the poll panel urging voters not to take bribes

encourage metro commuters to vote this election,” an official said.

Metro trains have slots near the doors, which, at present, are being sold as advertisement space. Officials said awareness posters on elections and voting may be put up in these slots.

As the videos and posters which are put up on their social networking pages are being widely viewed and shared, CMRL hopes that displaying them at metro stations and on trains will have a wi-



der reach as the average rider-ship is about one lakh a day. The patronage of trains has improved during morning and evening peak hours.

At present, Airport, Central, Koymabedu, Vadapalani and Thirumangalam stations are popular among commuters with an average of 3,000 people boarding from these stations every day. The corporation has installed posters prepared by the election commission at all bus stops in a bid to encourage people to vote.