

12.04.2019

PRESS RELEASE

Sub: Electoral literacy posters placed at Metro trains for the benefit of metro passengers and public-Reg

CMRL has taken several steps aiming to spread voter awareness and facilitate voter education in connection with the 2019 Indian General Election which is scheduled to happen on 18th of April 2019 in Tamil Nadu.

In this connection, CMRL has come up with many initiatives to spread the electoral literacy to the metro passengers and public.

As part of the awareness initiative, awareness posters have also be placed at some Metro trains aiming to reach more number of people encouraging them for an ethical electoral participation. In addition, 24 awareness video films and 32 posters made by Tamil Nadu Election Commission were posted in the official social media pages of CMRL.

In the awareness video films posted many celebrities and other popular faces encourage all eligible citizens to vote advising the importance to vote and also asking them to dial the voter helpline number 1950 to find the nearest voting booth.

All the awareness video films were viewed and shared by a huge number of people extending the electoral literacy to a larger crowd. The 32 posters shared in the social media pages are being displayed at all the 32 Metro Stations.