



**J & K**

**STATE RESOURCE CENTRE**

**3-Day Workshop on Translation of Information, Education  
and Communication (IEC) Material on Electoral Literacy**

**(13<sup>th</sup> to 15<sup>th</sup> Jan., 2014)**

**A Report**

**Incharge Programme  
Asmat Naqati  
Programme Associate**



***University of Kashmir  
Hazratbal, Srinagar- 190006***

Since Election Commission of India (ECI) and National Literacy Mission Authority (NLMA) have signed an MoU on 21<sup>st</sup> May, 2013 for nation wide awareness campaign on Electoral Literacy. It will be a part of Interpersonal Media Campaign (IMPC) operating under SBP with added priorities focusing financial literacy, legal literacy and disaster management during.

Considering the forthcoming elections, it is high time to immediately initiate the execution of the campaign. NLMA has provided all the print and electronic materials like Resource Book, posters, flash cards, slogan book, songs, radio jingles, radio spots to the SRC duly vetted by Election Commission of India. To make it local specific all the states were directed by the NLMA to translate the material into the local languages of that state and then get it vetted by the Chief Electoral Officer of the State. Keeping this in view J&K SRC organized a 3-Day Workshop for the Translation IEC Material on Electoral Literacy from 13<sup>th</sup> to 15<sup>th</sup> Jan., 2014.



## Participants

### Resource Persons

- Prof. (Dr.) Zohra Afzal, Deptt. of Hindi, University of Kashmir
- Prof.(Dr.) Nazir Ah. Malik, Deptt. Of Urdu, University of Kashmir
- Mrs. Gurmeet Kaur, Lecturer English, College of Education, M.A. Road
- Mr. Niyaz Ah., Technical Officer, Examination, University of Kashmir (as artist)

### Experts

- Prof. (Dr.) M.A. Khuroo, Director SRC, University of Kashmir
- Ms. Fozia Ashai, Project Officer, SRC, University of Kashmir
- Mr. Mohd. Yousuf Lessu, Project Officer, SRC, University of Kashmir
- Mr. Manzoor Ah Mir, Project Officer, SRC, University of Kashmir
- MS. Asmat Naqati, Programme Associate, SRC, University of Kashmir
- Ms. Shumila Shamim, Programme Associate, SRC, University of Kashmir



## **Proceedings**

The workshop was held in the Conference Hall of SRC from 13<sup>th</sup> Jan., 2014 and started at 11:00 am. The programme was started by Prof. (Dr.) M.A. Khuroo, Director SRC by welcoming all the participants in the workshop. Prof. Khuroo also briefed about different convergence themes under Saakshar Bharat Programme and the urgency of taking up the translation and preparation of Electoral Literacy at the initial phase. Then Mr. Mohd. Yousuf deliberated with the participants about the programme and presented a broader outline of the objectives of workshop. Ms. Asmat Naqati deliberated upon the importance of Electoral Literacy and gave a detailed description of all the materials that were to be translated in the workshop. She made the participants aware about the vitals to be taken into consideration during translating the material as per the directions of NLMA. The technical sessions were started then, which continued for the next 2 days as well.

**Sd/**

***Asmat Naqati***

***Programme Associate***

***SRC, University of Kashmir***

# J&K State Resource Centre

## University of Kashmir

**3 day workshop on Translation of IEC Material on Electoral Literacy from 13<sup>th</sup>  
Jan. 2014 onwards**

**Venue:- Conference Hall of SRC at 11:00 am**

### (Programme Schedule)

S.No.	Programme	Time	Name of Resource person	Department
01.	Registration	11:00 am	1. Prof. Zohra Afzal 2. Prof. Nazir Ah. Malik 3. Prof. Gurmeet Kaur 4. Mr. Niyaz Ah. Mir (Artist)	Hindi, KU  Urdu, KU  College of Education Examination Block, KU
02.	Welcome address	11:15 am	Prof.(Dr.) M.A. Khuroo	Director SRC, KU
03.	Inauguration of workshop	11:30 am	Mr. M.Y. Lessu	Project Officer SRC, KU
04.	Tea	11:45 am		
05.	Introduction to Electoral Literacy	12:00 am	Asmat Naqati	Prog. Associate SRC, KU
06.	Technical session	12:15 am	All resource Persons/ Academic staff	
07.	Lunch	01:30 am		
08.	Technical session	02:00 pm	All resource Persons/ Academic staff	
09.	Tea	03:00 pm		
10	Technical session	03:15 pm- 04:15pm	All resource Persons/ Academic staff	

**The Technical sessions will continue for the next two days.**

