

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. ECI/PN/55/2023

September 20, 2023

Press Note

ECI ropes in Chacha Chaudhary & Sabu to educate and motivate young voters

Comic book "Chacha Chaudhary aur Chunavi Dangal" is a joint initiative of ECI & Pran Comics

Comic as an outreach medium is irreplaceable and relevant even in today's digital age: CEC Rajiv Kumar

As we look back on cherished childhood days, we delve into the nostalgic adventures we shared with Chacha Chaudhary comics. The characters of Chacha Chaudhary and Sabu hold a special place in the hearts of readers of all generations, as they have charmed audiences with their captivating dialogues and interactions and evoke a sense of warmth and nostalgia.

Given the immense popularity of Chacha Chaudhary comics, a unique initiative, a comic book titled "**Chacha Chaudhary aur Chunavi Dangal**" was launched by CEC Shri Rajiv Kumar and ECs Shri Anup Chandra Pandey and Shri Arun Goel today at Nirvachan Sadan. The comic book is a joint initiative of ECI & Pran Comics designed to inspire the youth to enroll and participate in the festival of democracy. It features the iconic cartoon characters Chacha Chaudhary, Sabu, Billoo brought to life by the renowned Cartoonist late Shri Pran Kumar Sharma.



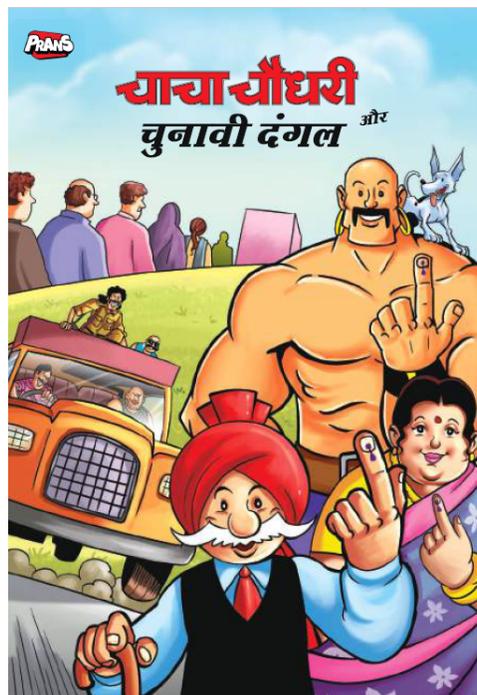
On the occasion, CEC Shri Rajiv Kumar said that comics as an outreach medium is relevant and irreplaceable, even in this age of digital media.

Recalling his childhood memories, CEC added that these comic characters, with their universal appeal and emphasis on values like honesty, kindness and compassion, provide an engaging platform to convey election-related information creatively. With a significant following among children and teenagers, this medium enables the Election Commission to effectively engage with the youth, fostering a sense of informed and responsible citizenship from an early age. The comic will help kids to imagine the election process, and it will also help the older generation to revive their earlier days.

EC Shri Anup Chandra Pandey said that the comic book has attempted to present critical issues like ethical elections, participative democracy, muscle and money power in a very lucid and reader friendly manner to impact children and adults alike.

EC Shri Arun Goel said that the comic book has a positive and constructive message along with humor about the election process and it nudges the young and future voters for an enhanced participation in the election process.

This comic book serves as a multifaceted tool, addressing various critical aspects of voter awareness. Its primary focus is to encourage young eligible voters to register themselves, ensuring their active participation in forthcoming elections. In the comic, Chacha Chaudhary also plays a pivotal role in introducing readers to various apps developed by the Election Commission of India like cVigil and KYC, thereby empowering them to become an active and informed participant in the election process. Furthermore, the comic book strongly emphasises the significance of women's participation in the electoral process, aligning with ECI efforts to increase women's participation.



This comic is available in both print and digital formats, ensuring accessibility across all platforms. Additionally, to inspire young minds, free copies of the comic book will be distributed to schools, educating future voters about the elections. Digital Copy of the comic can be accessed here: <https://ecisveep.nic.in/files/file/2152-chacha-chaudhary-aur-chunavi-dangal>
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Chacha Chaudhary's popularity transcends urban cities, resonating deeply in small towns and villages across India. Since its introduction by Cartoonist Pran Kumar Sharma in 1960, the character's enduring appeal has stood the test of time, and this unique initiative harnesses the emotional connection it forges through nostalgia, creating a holistic approach to voter awareness.

Mr Nikhil Pran, Director and Publisher of the Pran Comics and senior officials of the Commission were also present on the occasion.



Anuj Chandak
Joint Director (Media)