Matdata Junction

By IASToppers | 2022-10-04 17:48:00

Matdata Junction

Chief Election Commissioner launched 'Matdata Junction'.

[Ref-ToI]

Matdata Junction

- It is a **52-episode radio series produced by the Election Commission of India**, in collaboration with All India Radio.
- It is a yearlong **Voter Awareness Program**.
- It would **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.
- 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.
- It will be broadcast every Friday on All-India Radio network covering FM stations, FM Gold stations, Vividh Bharati stations, and **159 primary channels/local radio stations in 23 languages.**