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# ***30th, January, 2022***

## ***Topic: Polity***

### ***Importance: Punjab PCS Prelims***

#### ***What is the news?***

- To raise awareness before the general election on 20th February, the Chief Electoral Officer (CEO) of Punjab unveiled his electoral mascot «Shera».
- On this occasion, five persons with disabilities were invited as guest of honor.
- Speaking at the launch, CEO Karuna Raju said Shera, dressed in traditional Punjab clothing, represents the rich cultural heritage of Punjab.

#### ***Purpose:***

- Promoted under the Systematic Voters Education and Electoral Participation (SVEEP) project, the mascot aims to increase voter awareness and participation in the upcoming polls and promote ethical voting, according to



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