



## GOVERNMENT OF KERALA

### Abstract

Local Self Government Department - Implementation of IEC campaign titled 'Green Ballot' to promote green protocol practices during the Legislative Assembly Election 2026 - Sanction accorded - Orders issued.

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### LOCAL SELF GOVERNMENT (WM) DEPARTMENT

G.O.(Rt)No.829/2026/LSGD Dated, Thiruvananthapuram, 27-03-2026

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Read 1 Circular No. EL4/209/2025-Election dated 20/02/2026 from the office of Chief Electoral Officer, Kerala.

2 Letter No. EL4/209/2025-ELEC dated 22/03/2026 from the Office of the Chief Electoral Officer, Kerala.

3 Letter No. SM/330/2026-EI dated 24/03/2026 from the Executive Director, Suchitwa Mission.

### ORDER

As per circular read as 1st paper above, the Chief Electoral Officer, Kerala had issued detailed guidelines for implementing Green Protocol during all stages of the State Legislative Assembly Elections 2026 and designated the Executive Director, Suchitwa Mission as the nodal officer for the same. As per letter read as 3rd paper above, Suchitwa Mission has proposed to implement an Information, Education and Communication (IEC) campaign titled "Green Button" to promote Green Protocol practices in connection with the upcoming Legislative Assembly Elections.

Given that election campaigns and related activities often generate considerable waste, particularly from single-use plastics and flex materials, strengthening awareness among stakeholders is essential to ensure environmentally responsible election activities. Suchitwa Mission's "Green

"Green Button" IEC campaign will focus on creating awareness among political parties, candidates, printing and printing material vendors involved in campaign, government officials engaged in election management, and the general public. The activities will include theater advertisements, awareness campaigns in KSRTC buses and bus stations, FM radio campaigns, digital media outreach, and targeted orientation programmes for key stakeholders. These activities will support Local Self Government Institutions and implementing agencies in effectively promoting and enforcing Green Protocol practices during election-related events. Successful implementation of the "Green Button" campaign will also help showcase Kerala's sustainable election practices at the national level and serve as a model for other states.

The budget proposed for the activities to be undertaken as part of the "Green Button" campaign are as follows:

<b>Sl No.</b>	<b>Component</b>	<b>Budget (Rs)</b>
1	Theater Advertisements	6,00,000/-
2	FM Channel Advertisements(Radio)	10,00,000/-
3	Social Media Plan (Paid promotion)	5,00,000/-
4	Newspaper Advertisement	Expense by I&PRD (Coordination)
5	KSRTC Bus Branding	10,00,000/- (3,00,000/- if rent waived)
6	Fund for various IEC activities to District Suchitwa Mission through District collectors	7,00,000/- (Rs 50,000/- for each district)
	<b>Total</b>	<b>38,00,000/-</b>

Government have examined the matter in detail and are pleased to accord sanction for the implementation of the IEC campaign titled "Green Button" to promote green protocol practices during the Legislative Assembly Election 2026 and to meet the actual costs incurred, based on valid bills & proceedings. The expenditure in this regard will be met from the funds available with the Election Department as proposed in the letter read as 2nd paper above.

The Executive Director, Suchitwa Mission shall document the activities undertaken as part of the "Green Button" campaign and submit a report thereof to government, after the State Legislative Assembly Elections 2026.

(By order of the Governor)  
ANUPAMA T V I A S  
SECRETARY

To:

The Chief Electoral Officer, Kerala.

The Principal Director, LSGD

The Executive Director, Suchitwa Mission

The Principal Accountant General (A&E) Kerala, Thiruvananthapuram

Accountant General (G&SSA/E&RSA) Kerala, Thiruvananthapuram

Director(I&PRD), Web & New Media

Stock File, Office copy

Forwarded /By order

Section Officer

PA to Secretary, LSGD

CA to Additional Secretary, LSGD