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BJP candidates woo voters through MTNL landlines

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NEW DELHI: If your MTNL phone rings, don't ignore it to be a pesky call as it may be the BJP aspirant in your constituency seeking your blessings or inviting you to tell your problems and suggestions.

In an effort to reach out to the voters, the candidates will send a voice message to all having MTNL landline connection and request them to convey their suggestions and grievances.

If a voter responds to the call, another voice message will be sent by the candidate within 24 hours in which the aspirant will give a brief remark to the electorate.

"We have decided on the MTNL landline connections as constituency-wise details of the customers are available in case of the state-run telephone company," BJP's IT Cell Convenor Vivek Goyal said.

He said the party has asked all its candidates to take advantage of the innovative service.

"We have requested all the candidates to use this innovative technology to reach out to the voters and convey BJP's message on their own voice," Goyal said.

The IT Cell has already entered into an agreement with a private software company which will record the messages of the candidates and send them as individual voice SMS to MTNL landlines as outbound calls.

An official of the Kirusa Software Private Limited said the response from the candidates was very encouraging and they will start recording the voice message of the candidates from tomorrow..

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