

ELECTION COMMISSION OF INDIA
Nirvachan Sadan, Ashoka Road, New Delhi-110001

491/SVEEP/NVD/2015 Vol IV

Dated: 2nd December, 2015

To,

The Chief Electoral Officer of
all the States & UTs

Sub:- National Voters' Day (25th January) 2016 - reg.

Sir/Madam,

I am directed to state that the 6th National Voters' Day shall be celebrated across the country at State, District and Booth level. The national NVD function at New Delhi is being graced by the Honourable President of India.

2. The theme for the 6th NVD is '**Inclusive and Qualitative Electoral Participation**' and the run up to NVD shall have special focus on people from marginalised groups and segments, Persons with Disability (PwDs), Third Gender, Service Voters and NRIs, besides women and youth.

3. The NVD celebrations in the State, as in the past, shall have the following components in addition to any other component that the CEO and the DEO may like to incorporate:

A. BASIC ACTIVITIES:

- i. The Booth Level Officers (BLOs) in each polling station area shall felicitate the newly registered voters on 25th January every year in a brief ceremony/ public function to be arranged by DEO/ ERO. As prescribed by the Commission, a badge with its logo with the slogan "**Proud to be a Voter - Ready to Vote**" shall also be provided by the BLOs to the new electors during the felicitation ceremony **along with their EPIC**. The DEOs would arrange for the venue and logistics required for the brief ceremony/ public function, in each polling station area.
- ii. The AEROs and EROs of the constituency shall participate in the ceremony/ public function of those Part(s) under their jurisdiction where largest number of newly registered electors would be felicitated.
- iii. The DEO shall organize appropriate events at the District headquarters, in association with Panchayat organizations, academic institutions, civil society groups, organizations of youth volunteers like NSS, NCC, Scouts & Guides, NYKS, media etc.. In this event, EPIC shall be distributed among new voters of the local polling station areas.

- iv. The CEO would organize events in the State capital in association with Media, Civil Society, Opinion Groups, Youth Volunteer Groups, State Administration, State Election Commission and Corporates etc. In this event also, EPIC shall be distributed among new voters of the local polling station area.
- v. Deployment of dedicated staff at Block, Sub-division and District levels may be done to effectively undertake NVD related activities.
- vi. BLOs may be trained about their role for NVD activities by the EROs/AEROs, well in advance.

B. CONCURRENT ACTIVITIES

Inclusive Participation

- i. Specific campaigns for creating awareness among persons with disabilities, tribal communities, homeless persons, third genders, marginalised sections besides Service voters and NRIs
- ii. Special registration drives for maximum enrolment of these groups.
- iii. Collaboration with NGOs, CSOs, Government Departments, PSUs and Corporates for reaching out to and actively engaging these groups.
- iv. Special drive may be undertaken for **Service personnel** utilizing the Army Day that falls on 15th January just ahead of NVD. In addition, the Service personnel may be engaged with during the NVD celebrations as well. (Copy to MoD in this reg enclosed)

Youth Participation

- i. "Young Voter's Festival" through competitions in all Higher Secondary schools and Higher Educational Institutions, *i.e.* Colleges and Universities to be organized by DEO/ERO to serve as a build-up to NVD. Attractive prizes may be given to the winner of the competitions at District and State levels.
- ii. Online engagement with netizens in the form of activities, online games and competitions.
- iii. The District and State level winning entries to be showcased on CEOs websites.

Women's Participation

- i. For maximization of women registration, women-specific SVEEP campaign may be developed by CEOs.
- ii. Special focus may be on newly married women for getting them registered at place of marriage and deletion of name from previous roll.
- iii. Women centric activities may be taken up to mobilize women for registration.
- iv. Sensitization of the BLOs towards women may be taken up during training.
- v. AWW, ASHA and women self help groups are to be engaged for capacity building.
- vi. Women icons may be engaged for motivating the women through promotional messages.

C. ENVIRONMENT BUILDING

