

**ELECTION COMMISSION OF INDIA**

NirvachanSadan, Ashoka Road, New Delhi 110001

No. 491/SVEEP/AO/2015

Dated :16<sup>th</sup> March, 2016

To

The Chief Electoral Officers of  
Kerala, Tamil Nadu, Puducherry & West Bengal

**Subject: Central Awareness Observers for General Election to the Legislative Assemblies of Assam & West Bengal 2016 – reg.**

Sir,

I am directed to say that the Election Commission of India under article 324 of the Constitution of India and Section 20B of the Representation of People Act, 1951 has decided to appoint Central Awareness Observers for the Legislative Assembly Elections 2015. They will be on observer duty in one part (excluding travel time) and cover all the districts allotted to them in each part of observation and try to cover all the ACs atleast once.

1. The Awareness Observers will oversee the efficient and effective management of the electoral process at the field level mainly in the field of Voter education and facilitation besides Media related aspects of RP Act and 'Paid News'. For all purposes, they will act as the eyes and ears of the Commission during the period of the election and provide direct inputs to the Commission from the field about the steps taken up to provide information and facilitation to the people so that they can participate in the electoral process. Their inputs/observations are confidential and solely for the use of the Commission and not for any other agency including media. It is clarified that while the formal report/input/observation sent by the observers are meant for the use of the Commission, the observers will discuss with the CEO/RO/DEO about their observation in order to facilitate mid-course corrections.
2. **The Addl/Joint CEO (SVEEP) shall be the nodal officer to ensure smooth flow of communications between the Commission and the Awareness Observers deployed in the state so as to ensure the presence of Observers in the assigned districts as per the schedule laid down by the Commission and smooth flow of information among Observers, District level authorities, State level authorities and the Commission.**
3. **ARRIVAL OF OBSERVERS IN THE CONSTITUENCIES**
  - a) The observer is mandated to report in the first district a day before the specified date. **The deployment details and duration of stay in each district is annexed, the same may be immediately shared with the DEOs.** A second phase of Observation will be taken up on need basis.

- b) The DEO shall appoint an English knowing officer as the liaison officer for the Observer and the liaison officer shall receive the observer at the point of his arrival in the state and escort him to the place of stay.
- c) The DEO has to make arrangements for accommodation, vehicle and communication modes like SIM card, internet, fax, etc.
- d) The DEO and RO shall compile information/particulars as enumerated in the check list (Annexure-I) and furnish the same to the Awareness Observer on his/her arrival alongwith the District SVEEP Plan and a map.

4. **INTERFACE OF DEO WITH THE AWARENESS OBSERVER:** The DEO will organize a structured meeting with the Awareness observers as early as possible.

- a) All the Nodal Officers and MCMC members should be present in the meeting to apprise the Observer about the specific issues needing his special attention. The observer should proactively use this meeting to familiarise himself/herself of the state of preparedness of the district with regards to SVEEP and Media related matters.
- b) After reviewing the check list (Annexure-I), the Observer shall take up the matter with the ECI, if any deficiency is found in the election preparedness.

5. **ROLE OF AWARENESS OBSERVERS:**

- a) **Targeted Approach in Planning:** S/he may observe that the DEO has identified the 10% lowest turnout Polling Stations (PS) in the district and also the excluded groups and communities at the PS level for making suitable interventions. S/he may also observe interventions planned and already taken up to facilitate persons with disabilities (PwDs).
- b) **Partnerships:** The Awareness Observer may observe that a network of partners have been developed for carrying out the outreach programme. S/he may also observe that educational institutions and state departments besides GoI Media departments are roped in.
- c) **District SVEEP Core Committees:** The Awareness Observer may observe that meetings of the Core Committee are held periodically. The Core Committee shall ensure quality production and monitor timely distribution of the material. The Observer shall see if the communication/outreach material has been produced/received on time, stored properly and distributed well ahead of the polling date right upto the polling station areas.
- d) **Nominations:** The Awareness Observer may observe that the affidavit submitted by the candidates to the RO regarding criminal background, assets, liabilities and educational qualifications is suitably displayed by the RO outside his/her office and also given to those who ask for it free of cost. S/he may also observe that the

