

By Mail/Camp Bag

## **ELECTION COMMISSION OF INDIA**

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 491/SVEEP/EGS/2015

Dated: 28<sup>th</sup> April, 2016

To,

The Chief Electoral Officers of  
Kerala, Tamil Nadu and Puducherry

**Subject: Campaign for Ethical and Informed Voting – reg.**

Sir/Madam,

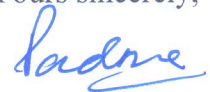
I am directed to convey that in view of the various SVEEP initiatives undertaken for the elections to the Legislative Assemblies of Kerala, Tamil Nadu and Puducherry, it is reiterated that 'Informed and Ethical Voting' compared may be further strengthened as follows :

- a. States and Districts identified as expenditure sensitive constituencies and polling stations, should have focused campaign on ethical voting.
- b. In addition there should be dissemination on expenditure control guidelines, so that public can inform the election authorities about any violation of the Commission's instructions in this regard.
- c. In expenditure sensitive regions, the Booth Awareness Groups, should be the dissemination hub for messages on ethical voting. Material on ethical voting should be give to BAGs for sustained dissemination.
- d. Besides, ethical and informed voting should be highlighted in all SVEEP activities and events (even outside the expenditure sensitive areas). CSOs, Schools and Colleges may be involved in spreading the message.
- e. Quality creatives on ethical voting may be created at State and district level for wide dissemination. All outreach/communication messages must have the vetting of the Commission as already directed. Alternatively, the creatives available on ECI website under 'SVEEP portal' and under the 'Voter Education Channel' may be utilized after suitable modification. CEOs may take another close look at the outreach material already under circulation, particularly those which have been translated in local language.

f. Advertisement campaigns on provision of bribery etc may be undertaken.

An action taken report, on the above may be sent to SVEEP Division with a copy marked to the EEM division of ECI.

Yours sincerely,



**(PADMA ANGMO)**  
**DEPUTY SECRETARY**