

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

No. 491/SVEEP-II/MISC/2016

Dated: 18.05.2016

To

Shri A. S. Basheer Ahamed,
Email – reach basher@yahoo.com.

Subject: Cash Seizures – regarding.

Sir,

With reference to your email dated 10th May, 2016, I am directed to state that the Commission has been taking various initiatives to educate voters and spread awareness about Electoral process including that about Ethical and Informed Voting from time to time.

2. As regards the ongoing election to the Legislatives Assemblies of the states of Kerala, Tamil Nadu and Puducherry, instructions have been issued regarding creating awareness about Ethical and Informed Voting vide Commissions' letter No. 491/SVEEP/EGS/2015 dated 28 .04.2016 (Copy enclosed.)

Yours sincerely,



(PADMA ANGMO)
DEPUTY SECRETARY

Copy to: EEM Section.

By Mail/Camp Bag

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 491/SVEEP/EGS/2015

Dated: 28th 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' campaign 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 given 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