

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 491/SVEEP/EGS/2015

Dated: 18th March, 2016

To,

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

Subject: Collaboration with PSUs

Sir,

Please refer to this office letter no dated 12th February, 2016 regarding comprehensive SVEEP Plan for Enhanced Electoral Participation in General Election to State Legislative Assembly, 2016

2. As specified at IV c, CEOs were requested to explore partnerships with PSUs to promote electoral participation. In this regard, please refer to the 'Framework of Engagement with Corporates/PSUs' (enclosed), for collaborating with PSUs for Voter awareness and electoral participation.

3. Under the framework, the roles and responsibilities of the CEOs and the PSU/Corporate are spelled out. In continuation of the same, CEOs may partner with the PSUs for promoting electoral participation of its employees and also for promoting SVEEP activities under the CSR.

Yours Sincerely,



(Padma Angmo)

Deputy Secretary

Copy to:

1. PPS to CEC/EC(J)/EC(R)
2. Concerned Zonal Sections

Engagement with PSU/Corporate House

Framework of Engagement

1. Introduction

The democratic framework of our country has been shaped through credible, transparent and impartial electoral processes put in place by the ECI over the last sixty years.

These processes, enfranchising every eligible elector in this country, begin with voter registration and ultimately seek to provide a level playing field for all political parties and create an environment that is conducive for conducting a free and fair poll, in which all eligible electors can and should participate

There needs to be an enabling environment combining information, motivation and facilitation so that potential voters are fully engaged in the process of democratic governance through effective electoral participation.

There is also an imperative need for greater participation of all stakeholders that in the broadest sense would imply greater citizen engagement in the election process. This is however, some times, not the case.

There are visible gaps in participation among women, urban population, migrant working population including labourers, weaker sections and others in various parts of the country owing to a range of factors. Young Indians who become qualified to be registered as voters on turning 18 years need to be given the necessary orientation & facilitation to understand their new role and get engaged with the electoral registration and further participation process.

Public Sector Enterprises and Corporate Houses can play a significant catalytic role in enhancing citizen engagement by partnering Election Commission of India in its Systematic Voters' Education and Electoral Participation (SVEEP) programme and also fulfill their Corporate Social responsibility.

2. Goal and Objectives

Goal: To have every eligible citizen on the electoral roll and have every enrolled voter to vote voluntarily, thus ensuring widest electoral participation and inclusive elections through information, education, motivation and facilitation.

Objectives:

- I. To bridge the gender gap in registration and voter turnout.

Handwritten signature
25/09/2013

