

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 491/LET/ECI/FUNC/SVEEP-I/EGS/2016

Dated: 22nd November, 2016

To

The Chief Electoral Officers
of Goa, Manipur, Punjab, Uttarakhand and Uttar Pradesh

Subject: Review of SVEEP preparedness ahead of General Elections in the States of Goa, Manipur, Punjab, Uttarakhand and Uttar Pradesh-reg

Madam/Sir,

With reference to the review meeting taken by Shri Umesh Sinha, DEC through video conference on 7th November 2016, I am directed to say that besides the directions given on individual State specific interventions as shared by the CEOs in the review meeting, the following action points may be taken up by the election going states:

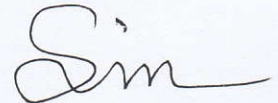
1. Institutional set up at State and District level needs to be strengthened immediately by forming an effective SVEEP team, adequately supported by representatives from various departments besides professionals.
2. Campus Ambassadors and members of BAGs to be given refresher training at the earliest to sensitise them on the registration and voting process and then share with them various tools and kits for further dissemination to the people. Please ensure that the Campus Ambassadors are enrolled as electors.
3. Call Centres for grievance redressal and queries to be strengthened at State and District level.
4. Sankalp Patras, regarding registration to be signed by the parents, may be issued by the DEOs alongwith Form 6 for registration, to schools at the earliest and collected after signature. Similarly, the calendar for the distribution and collection of Sankalp Patras for voting may be planned and circulated in advance.
5. Posters giving details about the BLO, helpline number and other important information regarding registration process to be displayed at all prominent buildings including Polling Stations.
6. Voter awareness maybe an essential part of various public engagement programmes being taken up in the district.

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7. Active engagement through Public broadcaster –All India Radio and Doordarshan may be taken up.
8. Jalandhar example of SVEEP portal may be studied and upscaled to State portal by CEO Punjab and shared with other States for replication. It may be linked to ECI's digital library as well.
9. Facebook Page of DEOs and CEOs may send a friends request to ECI Voter Education FB page www.facebook.com/EveryvotecountsIN
10. Competitive spirit may be encouraged among districts through this portal and/or whatsapp.
11. Mascots/Icons used for motivating electoral participation may also use PWDs as Icons.
12. A Calendar of Activities may be prepared chalking out broad activities to be carried out across the state in the coming months. Week or particular days may be earmarked for theme based activity.
13. The comprehensive State SVEEP Plan incorporating survey findings may be sent urgently by Goa, Uttarakhand and Uttar Pradesh. CEO Manipur may also send a detailed SVEEP Plan, incorporating points discussed in the VC as against the earlier preliminary plan already sent.

This issues with the approval of the Deputy Election Commissioner.

Yours Faithfully,



SUJEET KUMAR MISHRA
(UNDER SECRETARY)

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PPS to DEC (US)
Director (PA)
Zonal Section