

By email/Speed Post

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi – 110 001.

No. 491/SVEEP/SVEEP-III/2015

Dated: 4.03.2016

To

The Chief Electoral Officers of
All States/UTs

Subject: SVEEP III Project Document (2016-2020) – regarding.

Sir,

As per the directions of the Commission, the next phase of the SVEEP programme should reflect the learnings of the past six years of Indian experience and also include, after due study, best practices from across the globe. Accordingly, a Project document has been brought out clearly formulating SVEEP-III. This document attempts to draw the road map for the next five years of SVEEP-III.

2. The SVEEP – III project document lays down the SVEEP strategy for the next five years 2016-2020 based on which the annual action plan of the States/UTs and districts shall be chalked out. The key objectives are targeted intervention to meet gaps in participation from among various segments of population, sensitization of election officials towards marginalized voter groups, ethical and informed voting, facilitating citizens and developing partnerships for wider and deeper outreach.

2. The document contains actionable points which are required to be done in stipulated timelines and shall serve as the Master document to be referred to chalk out the strategies of SVEEP by all States/UTs. The objectives, key deliverables and action points related to the target groups mentioned in the aforesaid document are to be taken into consideration before formulating any policy for the target groups.

3 A comprehensive operational activity plan outlining the timeline of all the proposed SVEEP activities and their respective duration may be seen as Annexure I in the document. It is hereby stated that the timelines mentioned in the same are required to be

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adhered to, by all the States/UTs in order to create a uniformity and sustainability in the periodic SVEEP activities.

4. Accordingly, I am directed to forward herewith requisite copies of the project Document in accordance with the number of Districts in the State, for further distribution in each district with five spare copies to be used by the office of the Chief Electoral officer. Additionally, soft copy of the Project document is also uploaded on the SVEEP Portal for reference purpose.

Yours faithfully,



(ASHWANI KUMAR MOHAL)
UNDER SECRETARY