

ELECTION COMMISSION OF INDIA

NIRVACHAN SADAN, ASHOKA ROAD, NEW DELHI – 110 001

No. 491/ECI/LET/FUNC/SVEEP-II/EGS/2017

Dated: 22nd September, 2017

To

The Chief Electoral Officers,
of All States/UTs

Subject: SVEEP for EVM/VVPAT Awareness – reg.

Madam/Sir,

I am directed to say that in view of the introduction of VVPATs in all upcoming elections, the Commission has directed for comprehensive steps to be taken up for disseminating information on the functioning of EVMs and VVPATs.

2. While concerted interventions may be taken up for elections and bye-elections, it is also imperative that continuous education and awareness on EVM and VVPAT may be carried out during non-election period as well.

3. Accordingly the CEOs and DEOs may take up the following interventions at State, District and Booth Level:

AT STATE LEVEL

Training & Capacity Building

A calendar may be prepared on the training of various nodal persons on EVM/VVPAT use. Demonstration and hands-on experience may be provided to all these nodal persons and they may be provided with FAQs, brochures and guides on EVM/VVPATs.

Direct Outreach

- i. A State of Art Permanent EVM Sensitization and Hands on Experience Centre be set up at the State Capital
- ii. Invite media houses and journalists for a live product demo on EVMs and VVPATs.

Outreach through Media

- i. High quality Print, Audio and Video SVEEP material must be developed in local language

No Voter to be left behind

- ii. A Comprehensive Media Plan be made to roll out through Cinema, Print, Electronic, Radio and Internet Media
- iii. Hoardings and Banners should be displayed at all important places of heavy footfall
- iv. Short films on EVMs-VVPATs and informational programmes may be run on a dedicated slot on Doordarshan.
- v. Sensitisation through Special Programmes for Women, Farmers, Youth on AIR and Doordarshan and advertisement during news time
- vi. Public Service Announcements on EVMs- VVPATs may be broadcast regularly on All India Radio ahead of elections.
- vii. Short instructional films/audio on EVMs-VVPATs may be run on private TV Channels and popular FM Radio channels.
- viii. CEO's Facebook pages to regularly disseminate awareness messages (text, multimedia etc.). CEOs may leverage other social media like YouTube, Twitter, and Instagram etc to share content on EVMs- VVPATs.

Partnerships

- i. Forge partnership with Media Houses for regular information dissemination on VVPAT and its use besides EVM, through news, updates, programmes, capsules, discussions, tickers and spots
- ii. Partner with Service providers to disseminate information about EVM/VVPATs through Bulk SMS
- iii. EVM/VVPAT manual/guide may be adapted for newspapers, in-flight magazines, in-house magazines for large corporates, public sector undertakings, trade magazines and general interest magazines.
- iv. Employ intra-State buses/vehicles as devices to communicate awareness messages on-the-go.

AT DISTRICT LEVEL

Training & Capacity Building

Booth Level Officers, AWW, ASHA, Health Workers, BAGs, Campus Ambassadors, CSOs and Shiksha Mitras and Preraks may be trained on EVM and VVPAT use. They shall be the nodal points for EVM/VVPAT awareness at ground level. Demonstration and hands-on experience may be provided to all these nodal persons.

Direct Outreach

- i. Permanent EVM/VVPAT Centre for Sensitization and Hands on Experience at District HQs
- ii. Mobile vans with EVM- VVPAT model and publicity material may be used closer to election with a set calendar covering all constituencies/polling stations in the district
- iii. Camps for Political Parties, Media, Students in New Voters Category, Government officials

