

By Speed Post

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No.491/ECI/LET/FUNC/SVEEP-I/SR/2017

Dated: 12th July, 2017

To

The Chief Electoral Officers
All States/ UTs

Subject: SVEEP for Special Drive to enroll left out electors with focus on first time electors (18-21 years)- regd.

Sir/Madam,

With reference to Commission's letter No. 491/ECI/LET/FUNC/SVEEP-I/SR/2017 dated 5th May 2017, I am directed to state that a special drive to enroll left out electors, with focus on first time electors, was to be taken up in all states/ UTs from 1st July 2017. In this regard, you are requested to submit a report to the Commission in the specified enclosed format, latest by 2nd August 2017.

Further, SVEEP creatives in a DVD were shared with all the CEOs during the CEO Conference held in the Ashoka Hotel on 4th July 2017. The CEOs should ensure that the creatives may be widely used during the special drive. Also, the creatives developed by the States/UTs for the said drive may be uploaded on the Digital Library.

Yours faithfully,



**(SUJEET KUMAR MISHRA)
UNDER SECRETARY**

REPORTING FORMAT FOR SVEEP FOR SPECIAL DRIVE FOR LEFT OUT VOTERS

(consolidated for the state)

A. Interventions

1.	MEDIA (Some Films have also been shared with CEOs on registration for adaptation and suitable dissemination, besides the content generated by CEOs themselves)	Total insertions in print media	
		Total radio spots (nos /total duration in seconds)	
		Total spots in TV (nos/total duration)	
		Film show in Cinema theatres (nos)	
		Any special programme on TV or Radio (pl specify)	
		Insertions on Digital Media (pl specify)	
		Social Media Engagement (pl specify, if any/FB or Twitter)	
		Hoardings, posters, brochures etc (specify, if any)	
2.	OUTREACH ACTIVITY	Number of special camps held for PwDs	
		Forms received at the special camps (specify no of each form) of PwDs	
		No of colleges where Form 6 mandatorily given with admission forms	
		No of shows held for the ETPBS film in cantonment areas	

B. Performance Indicator

1.	Total Forms received in July (specify no of each form incl Form 2)	
2.	EP ratio of newly eligible 18-19yr age group	
3.	Sex ratio on rolls for the 18-19years	
4.	Sex ratio of the 18-19years as per census	
5.	No of Persons with Disabilities (PwDs) of 18-21years age-group on the Electoral Roll	
6.	No of Persons with Disabilities (PwDs) of 18-21years age-group as per census data.	

*** The creatives developed for the Special Drive to be uploaded on the digital library**