

Most Urgent

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

491/ECI/LET/FUNC/SVEEP-I/SR/2017.

Dated: 5th May 2017

To

The Chief Electoral Officer,
All States/UTs

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

Ref: ECI letter No 23/LET/FUNC/ERD-ER/2017 dated 17th April 2017

Madam/Sir,

I am directed to refer to the Special Drive to be taken up in all states/UTs from 1st of July for maximisation of enrolment of eligible young electors as given in the aforementioned circular and convey that the Commission has directed that all CEOs should launch a comprehensive SVEEP campaign for enrolment with special focus on first time electors. Special interventions for gender mainstreaming and enrolment of persons with disability (PwD) may be incorporated in the action plan which may be chalked out on the following lines:

I. Overall Objectives:

- a. To increase the percentage of enrolment in the newly eligible 18-19yr age group to above 80% of the population in this age-cohort
- b. To overall increase the enrolment of youth in 18-21 age-cohort.
- c. Sex ratio on rolls for the 18-19years to match the corresponding census sex ratio.
- d. Registration of Persons with Disabilities (PwDs) of 18-21years age-group on the Electoral Roll to match with the corresponding census data.
- e. Removal of names of deceased electors

II. Strategy and Implementation

A. Gaps at Micro-level and Targeted intervention: Analyse gaps in enrolment at AC and PS level and chalk out outreach interventions accordingly, specific to the PS/AC.

BLOs may be given a suitable format to collect data about left out voters, PwD and overseas Indian citizens during their door-to-door visit.

B. Youth enrolment (incl newly eligible)

- a) Form 6 may be mandatorily given out along with Admission forms in all colleges. An order to this effect may be got issued from the concerned department.
- b) On the specific special campaign dates, enrolment camps may be held in educational institutions for the enrolment of the young students.
- c) Special initiatives may be taken to reach out to students staying in hostels and their enrolment also encouraged and facilitated.
- d) Campus Ambassadors may be effectively utilized to reach out to the young people in colleges. Prior to the drive, strengthen the campus ambassador network by capacity building of the CAs and equipping them with adequate information/kits.
- e) The Nodal officers from Campuses, who are the faculty, may be utilized in the enrolment drive, besides the NSS.
- f) Special drive for enrolment of non-student youth in this age-group may be taken up with NYKS and CSOs.
- g) Second phase of 'Interactive School Engagement' to be integrated with this special drive.

C. Gender Gap

- a) Target young girls in educational institutions for enrolment with the help of Campus Ambassadors
- b) Use ASHA and AWW to target young women for enrolment. Newly married young women may be specifically targeted through government field functionaries as they are usually not enrolled at their place of marriage.
- c) Coopt media and Field formations to enroll women
- d) Use SHGs and Cooperatives of women to spread awareness

D. Persons with Disabilities

- a) Prepare database of PwDs on the basis of database maintained by Department of Disability/Social Welfare/Hospitals or CMOs office, districts/AC/or village wise and disseminate to BLOs. Alternatively prepare database through BLOs and maintain the information in the BLO register on their disability to help in facilitation
- b) Identify Community Radio networks or magazines, channels, etc for PwDs to partner. Use programmes on AIR, DD and private radio and Cable TV to reach out to PwDs
- c) Identify credible CSOs working for PwDs and reach out through them
- d) Special camp may be taken up to register PwDs and such camps widely publicised

