

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 491/SVEEP_Portal/ 2015

Dated:23rd March, 2016

To,

The Chief Electoral Officers of
Assam, Kerala, Tamil Nadu, West Bengal & Puducherry

Subject: Updation of SVEEP Digital Library- Reg

Sir/Madam,

I am directed to refer to Commission's letter dated 27/28th July, 2015 on the subject cited (copy enclosed) and to State that the Commission desires that all the SVEEP creatives and publicity material like videos, posters, pictures, slogans, audios and other relevant creative's prepared for voter awareness , for use in the ongoing elections should be uploaded in the SVEEP Digital Library.

2. In this connection, it is stated that the login ID and password of the same have already been shared with you, however, it is observed that, till date, very few inputs have been uploaded in the Digital library so far.

3. **You are requested to add urgently all SVEEP creatives** being used in the ongoing elections besides latest videos/ pictures /posters /best practices etc on voter awareness, training films, short videos on any mass mobilization. Upload the latest and relevant videos only

4. **Kindly treat this matter as urgent** and acknowledge receipt through email. For any technical queries you may contact Mr. Rohit at ecitechsupport@gmail.com.

Yours faithfully,



(Padma Angmo)
Deputy Secretary

Enclosures: as above

PS to DECLUS)