

ELECTION COMMISSION OF INDIA

NirvachanSadan, Ashoka Road, New Delhi-110001

A K PATHAK
SECRETARY

E-mail - akpathak@eci.gov.in
Tel - 011-23052080

No.491/ECI/LET/FUNC/SVEEP-III/SR/2019

Dated: 30th August 2019

To

The Chief Electoral Officers of
all States/UTs(except Haryana, Jharkhand, Maharashtra, Jammu & Kashmir and Laddakh)

Sub: SVEEP Strategy for the EVP -regarding

Ref: Commission's letter No. 23/LET/ECI/FUNC/ERD-ER/2019 dated 25th, 31st July and 02nd August, 2019

Sir/Madam,

I am directed to refer to the Commission's aforementioned letter and send herewith detailed guidelines for conduct of State SVEEP plan for Electors Verification Program (EVP), which should include strategies for the Special Revision of Electoral Roll which is being undertaken as per the letter No.23/2019-ERS(Vol.-III) dated 25th & 31st July and 2nd August 2019.

SVEEP Objectives for EVP: To make EVP successful and to sensitize, motivate and mobilize citizens and stakeholders, the Commission has directed to run a comprehensive SVEEP programme devising effective plan both conventional and through print, electronic and social media.

1. Period of EVP: In the pre-revision activities of Special Summary Revision, the Election Commission of India is launching the "Electors Verification Programme" in Campaign mode across the country from 1st September 2019 to 15th October, 2019. The objectives of the Elector Verification Programme are:

- i. To verify elector's details and indicate corrections in details, including Photograph. If required, and authentication of entry.
- ii. To obtain details of family members and verifying their entries, Removal of entries of shifted and dead electors, Enrolment of Unenrolled citizens and to obtain details of prospective electors in the family
- iii. To obtain contact details/ GIS Coordinates (With Smart Phone) to provide better Electoral Services.
- iv. To obtain inputs about existing/ probable Polling Stations
- v. To improve health of electoral Roll by removal of DSE and Errors.
- vi. To improve delivery of electoral services

Accordingly, you are requested to carry out a launch activity of the Programme as mentioned below:

2. **"Mega Million" Launch of the Elector Verification programme:** - The Elector Verification Programme will be launched in the entire country on the same day and same time. The Launch activity to be planned at all Levels to ensure that the objectives and message of the Elector Verification Programme reaches every Voter. Accordingly, the following may be noted for implementation:
 - I. The programme shall be launched at all Levels starting from the State Headquarters by 36 CEOs, District level by 740 DEOs and at around 1 million Polling Stations by BLOs/EROs.
 - II. All ELC platforms of the Schools, Colleges and around all Voter Awareness Forums of Government & Non-Government Organizations will also launch the programme simultaneously on 1st September 2019.
 - III. In the Mega Million launch, all the designated locations shall be having functional EVP facilitation desks/centres wherein the attendees would be able to immediately verify their elector details.
 - IV. SMS regarding Mega Million launch of EVP Programme to be sent by CEO on the launch day, to all registered electors in the database. CEOs shall be sending a report to the Commission on the propagation of the message transmission.
 - V. In the Programme, a poster regarding the Objectives as well as deliverables of the EVP shall be made by the Commission and will be unveiled at the inauguration of the EVP at the same day and time in the whole country. The said poster shall then be placed suitably at all public Places, like Banks, post offices, Panchayat Ghars, Community Service Centres, Hospitals, Banks and other Public buildings etc, and mode of public transport for wider visibility besides all polling stations, Common Service Centres, Voter awareness forums and ELCs at Schools and Colleges.
3. **Activities on Launch Day:-**
 - I. Inauguration by unveiling EVP Poster.
 - II. "Registration and Name Check" activity of ELC to be held
 - III. Postcard/Poster making competition can be organized at School ELCs
 - IV. Acknowledgement Slip may be given to the participant after checking their details.
 - V. Every family shall be given a post card/ pamphlet designed by the Commission regarding details of Elector Verification Programme.
 - VI. Social Media (Facebook, WhatsApp, Twitter) handles/groups for the members ELCs/VAFs/Chunav Paathashalas may be launched to make upward and downward propagation to reach out to every voter. At least 10 Volunteers may be identified in every ELC and allotted the responsibilities of promoting awareness regarding EVP.
 - VII. Propagation through WhatsApp (every participant to forward the EVP message to at least 10 people/groups)and outreach to be intensified in quantitative terms through the following channel (CEO-DEO-ERO-BLO-ELC-Voter)

4. **Activities during period of EVP-**The entire Programme should be branded and popularized in all platforms, the brand (logo of the programme shall be shared and is to be used wherever possible. For wider visibility, Posters/ banners/ hoardings etc. may be made and placed suitably. Advertisements may be given to create awareness regarding the facilities available in the EVP to the electors as follows. The basic message to be propagated across all platforms shall include the following.

4.1 Electors may verify the details through

- i. "Voter helpline" Mobile app,
- ii. NVSP portal
- iii. By visiting Common Service Centres (CSCs)
- iv. By visiting Voter Facilitation Centres (VFCs) at ERO Office
- v. PwD electors may call Voter helpline (1950) seeking facilitation.

4.2 Voters' Facilitation: Facilities available to electors shall include the following:

- I. Verification of existing electors details and indicate corrections in details, if any, including Photograph and providing contact details.
- II. Authentication of entry by furnishing copy of one of the following documents: (i) Indian Passport (ii) Driving License (iii) Aadhaar Card (iv) Ration Card (v) identity card for Government/Semi Government Officials (vi) Bank Passbooks (vii) Farmer's Identity Card (viii) any other Document as approved by the Commission.
- III. Furnishing details of family members and verifying their entries
- IV. Informing details of family members who are enrolled with the elector and have Permanently Shifted or expired.
- V. Informing details of eligible un-enrolled family members (born on or before 01.01.2001) and prospective electors born between (02.01.2002 till 01.01.2003) who are residing with the elector.
- VI. Furnishing GIS Coordinates of House (through Mobile App) to provide better Electoral Services.
- VII. Electors Observations on existing PS and suggestions on alternate PS, if any.

5. **Focused Communication Campaign on EVP:** Comprehensive communication may be planned including electronic, digital and social media besides inter-personal communication and outreach. Stress to be laid on promotion of www.nvsp.in, voter helpline app and 1950, besides CSC centres/ VFCs for providing facilities related to Electors Verification Programme.

5.1 Multi-Media Campaign

- i) CEOs shall develop and display the publicity material, posters, jingles, radio jingles, AV spots, publicity slides for Cinema theatres in local/regional languages.
- ii) Organic methods/networks to be utilized for propagation of information. Partnerships to be explored, with other govt/semi government organizations/ Industry/ Trade Associations for percolation of messages across all platforms.

- iii) The SVEEP materials prepared by States may be shared with Commission and other CEOs. SVEEP materials developed centrally will also be shared with CEOs.
- iv) For content development, CEO and team to consider the archive of approved material compiled at the SVEEP Digital Library (www.ecisveep.nic.in).
- v) Media is one of the most effective partners in SVEEP. Regular media briefings about different initiatives, facilitation measures shall help in wide publicity of various interventions. Media calendar may be devised with a topic assigned in advance for each day of briefing.

5.2 Common Outreach Activities: Specific outreach activities based on the situation analysis shall be carried out as follows:

- i) The program shall have a brand and Logo, which should be used with all the creatives, all the letters, communication from CEO/DEO office shall contain the EVP Logo, besides stamps of the Logo can be made and disseminated for further usage in different platforms.
- ii) Special registration camps on need basis and dedicated camps catering to specific target groups like Service Voters and Overseas electors.
- iii) At least one hoarding at District, Tehsil and Block Level.
- iv) Corporates to be contacted to ensure registration of their employees. Alternative registration hubs for corporate employees to be established.
- v) Traditional methods of publicity like Nukkad Natak, road shows, cultural fairs may also be organised.
- vi) Engagement of campus ambassadors, icons, Chunav Pathsala, RWAs and Volunteers to spread awareness messages among citizens.
- vii) Material on voter awareness regarding EVP Programme may be given to partner CSOs/media houses for wider dissemination.
- viii) Public transports (Trains, Bus, Auto Rickshaw etc.) displaying Voter Awareness Messages may be suitably utilised for awareness purpose. Railway Stations/ Bus Stops/ Airports etc may be harnessed
- ix) Inter-personal communication through Govt. of India Media units – Song & Drama Division, Directorate of Field Publicity etc. and through organizations like Nehru Yuva Kendra Sangathan, National Service Scheme volunteers, National Cadet Corps, Scouts & Guides etc. to be extensively used for mobilizing youth and creating awareness.

6. **CSC (Common Service Centre)/ Voter Facilitation Centres etc.:** Many Common Service Centers will also be functioning as Voter Registration Centers /Voter Facilitation Centers(VFCs). Wherever CSCs are serving as Voter Facilitation Centers, EROs should supply necessary awareness material for display at VFCs. A signboard for VFCs shall be installed on the Centre and brief description of services to be provided to the citizen may be pasted at

conspicuous place at the centre. Besides, all the personnel at the center should be trained by concerned ERO.

7. Training/ Capacity Building: CEOs to ensure proper training of all concerned officers regarding efficient use of NVSP portal as well as voter helpline app.

7.1 Specific training modules to be made for BLOs, EROs, Conveners of Chunav Pathshalas, ELCs, and Nodal Officers of Voter Awareness Forums.

7.2 Special focus to be made on the "Registration and Name Check" activity, to be done on the Launch of EVP programme.

7.3 All Officers to be sensitized regarding specific needs of persons with disabilities.

7.4 Officers/ ELC Conveners/ Nodal Officers of VAF may be provided a specific training session for effective use of the Social Media Platforms (Facebook, Twitter, WhatsApp etc.) for spreading awareness regarding EVP.

7.5 Specific training to be given to officer/ staff at CSCs regarding the requisite deliverables at CSCs and Identification of PwDs (Mapping of PwDs in electoral roll).

8. Outcomes/ Expected Deliverables of the Program to be evaluated as well as documented.

8.1 Activities to be properly documented during the EVP:-

8.1.1 New enrolments/Registration of newly eligible voters.

8.1.2 Certification of Absentees, Shifted and Deleted voters by Voter itself.

8.1.3 Electors conducting their verification through CSC shall also be provided with immediate acknowledgement slips for the changes in their EPIC details & changed EPIC to be given free of cost to voters.

8.1.4 "Registration and Name Check" activity of ELC to be held

9. Review and Monitoring SVEEP activities of EVP: -

The Commission will monitor the 45 days programme fortnightly in three phases. Chief Electoral Officers to ensure that one third of the desired target be achieved by one fortnight, thereafter, strategies for communication to be changed/ modified accordingly, to ensure that no voter is left behind. Besides that, following mechanisms for monitoring be deployed at all levels.

- I. CEOs shall monitor progress of EVP on daily basis and to conduct regular review meetings/ Video Conference with DEOs and poor performing EROs.
- II. DEOs shall have regular meetings with EROs & BLO Supervisors to review the progress of work done by BLOs. The EROs shall ensure that the data information collected and sent by the BLOs is entered into dashboard on daily basis.
- III. ELC members at School, College as well as Chunav Pathshala level to have regular meetings to ensure the neighbourhood has been made aware of the campaign.

10. Detailed plan of action in respect of mobilization of manpower, training programme and publicity roll-out and monitoring of the EVP may be sent to the Commission at the earliest.

Yours faithfully,



(A. K. PATHAK)
SECRETARY

Copy to

Sr PPS to CEC/EC (SA)/EC(L)

PPS to Sr. DEC(US) and all DEC/DGs

Zonal Section