

श्री अशोक  
[Signature]

29/11/10  
01/12/10

Most Immediate/ By Fax

**ELECTION COMMISSION OF INDIA**  
Nirvachan Sadan, Ashoka Road, New Delhi – 110 001

491/IEC/2010(NRV)

Dated: 30<sup>th</sup> November, 2010

Add. CEO (PKS)/(KA)  
Dy. CEO - I/II  
श्री अशोक कुमार सिंह,  
चुनाव आयोग  
मुख्य कार्यकारी अधिकारी  
राज्य निर्वाचन आयोग

To

The Chief Electoral Officers of all States & UTs [Signature] 01/12/2010

[Signature]  
01/12/10

**Sub:- Declaration of 25<sup>th</sup> January as the National Voters' Day – regarding.**

Sir/ Madam,

In continuation of the earlier letter of the Commission of even no. dated 20<sup>th</sup> October, 2010, on the subject captioned above, this is to convey that the Commission has directed that all CEOs may initiate action on the following lines for achieving the targets for the National Voters' Day, to be celebrated on 25<sup>th</sup> January, 2011:

**A. At CEO level**

- i. Comprehensive Plan for wide publicity to the NVD Campaign.
- ii. Implementation of Advertisement strategy, with content received from ECI.
- iii. Mobilisation of all types of media for maximizing the outreach of the Campaign.
- iv. To organize the State level felicitation ceremony/ function.
- v. To administer the NVD Pledge to all citizens present.
- vi. To issue guidelines to DEOs and EROs/ AEROs for organizing the District and AC level felicitation ceremony/ function.
- vii. To ensure that all BLOs get the EPICs to be handed over to the electors registered in the electoral roll for the first-time.
- viii. To ensure that all Polling Station areas are provided adequate resources for organizing the felicitation ceremony/ function.
- ix. To collect reports with photographs from all DEOs on the ceremonies/ functions organized in all Districts.

**B. At District level**

- i. DEOs to organize felicitation ceremony/ function at District level.
- ii. To administer the NVD Pledge to all citizens present.
- iii. To invite Principals of Colleges/ Schools, heads of Youth related Govt. of India Extension Services at Distt. Level, NGOs active in Voter Awareness and Registration, RWAs, etc.
- iv. To ensure that all BLOs get the EPICs to be handed over to the electors registered in the electoral roll for the first-time.
- v. To ensure that all Polling Station areas are provided adequate resources for organizing the felicitation ceremony/ function.
- vi. To collect reports with photographs from all EROs/ AEROs on the ceremonies/ functions organized in their areas/ ACs.
- vii. To collect reports with photographs from all BLOs on the ceremonies/ functions organized in their Polling Station areas.
- viii. Prepare and distribute badges to all newly eligible and registered voters with the inscription "Proud to be a Voter – Ready to Vote". Badges should be decent, dignified, attractive for display and cost-effective.

**C. At Polling Station level**

- i. BLOs to organize felicitation ceremony/ function at Polling Station level.
- ii. To invite Principals/ Headmasters of School(s), office bearers of local Panchayats/ Gram Sabhas, parents of youngsters who have registered as electors for the first-time, etc.
- iii. To ensure that all the EPICs to be handed over to the electors registered in the electoral roll for the first-time are available by 15<sup>th</sup> January, 2011 and subsequently every year.
- iv. To administer the NVD Pledge to all citizens present.
- v. To distribute badges to all newly eligible and registered voters with the inscription "Proud to be a Voter – Ready to Vote".
- vi. To ensure that the entries in the EPICs to be distributed on NVD are correct in all respects.
- vii. Incorrect entries in EPICs (if any) to be rectified within a week of the NVD and corrected EPICs to be handed over to newly registered electors by 1<sup>st</sup> of February.
- viii. To create awareness among the citizens of the Polling Station area to come forward and get the eligible electors registered well in time and get their EPIC.
- ix. To prepare reports with photographs on the ceremonies/ functions organized in their Polling Station areas.

2. In addition to the above, two formats for monitoring the impact of NVD related multi-media campaign launched in all States/ UTs for registration of voters, especially the young voters, are also enclosed herewith for reporting by the CEOs. These have been designed separately for the period at the end of disposal of Claims & Objections and after the final publication of Electoral Rolls in first week of January, 2011. The duly filled up formats may be furnished to Sh. K. Ajay Kumar, Secretary in the Commission.

Thanking you,

Yours faithfully,



(Darsuo Thang)  
Under Secretary

**Format for Monitoring the Impact of Multi-Media Campaign related to Registration of Voters in connection with the targets for National Voters' Day**

**A. At the end of the disposal of Claims & Objections period**

<b>S.No.</b>	<b>Item/ Activity</b>	<b>Achievements</b>	<b>Remarks</b>
1.	How many new Electors have been enrolled?		
2.	How many of these are in the age group of 18-20 years?		
3.	How many are above the age of 20 but have registered for the first time?		
4.	How many of the newly registered electors have been issued EPICs?		
5.	How many electors have complained about inconsistencies/ wrongful entries/ photo mismatch in the EPICs?		
6.	How many electors are yet to get their EPICs? Reasons for delay may be mentioned, with corresponding numbers.		

**Format for Monitoring the Impact of Multi-Media Campaign related to Registration of Voters in connection with the targets for National Voters' Day**

**B. After the final publication of Electoral Rolls in first week of January, 2011**

<b>S.No.</b>	<b>Item/ Activity</b>	<b>Achievements</b>	<b>Remarks</b>
1.	Whether names and addresses of all newly eligible and registered voters have been provided to all BLOs?		
2.	Whether EPICs of all newly eligible and registered voters have been prepared?		
3.	Whether EPICs of all newly eligible and registered voters have been handed over to the BLOs?		