

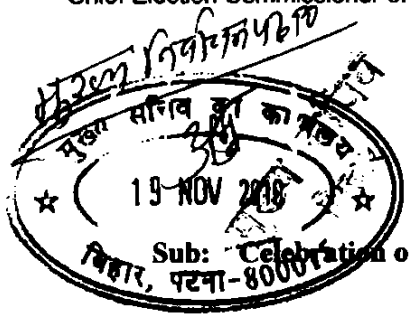
22/11/10
22/11/10

अभिमान
14/11

Dr. S. Y. Quraishi
Chief Election Commissioner of India



भारत निर्वाचन आयोग
Election Commission of India



D.O. No. 491/IEC/2010-(NRV)
Dated: November 11, 2010

Sub: Celebration of National Voters Day.

श्री नैतूनाथ / श्री निजन्ध
22/11/10

श्री लक्ष्मण कुमार सिंह, उपनिर्वाचक
श्री संजय कुमार, उपनिर्वाचक
श्री बाबू लाल, उपनिर्वाचक
22/11/2010

Dear Shri Mukherjee,

The Election Commission of India lays great emphasis on enrolling eligible voters in the electoral rolls. For this purpose, the Commission carries out summary revision of electoral rolls every year. In addition there is also provision of continuous updation of electoral rolls in the period between two summary revisions. The Election Commission of India has found that a significant number of eligible voters (18+) are not enrolled in the electoral rolls, in spite of the annual revision exercise undertaken at the grass-root levels. With a view to overcoming this problem of under-registration of newly eligible voters, the Commission has decided to take up a vigorous exercise to identify all the eligible voters, who attain the age of 18 years, as on 1st of January every year, in each of the newly 8.5 lakh polling station areas of the country. Such youth shall be enrolled on time and handed over their Electors Photo Identity Cards (EPICs) on 25th January at a brief felicitation to be organized in every polling station area. This initiative is expected to give the youth a sense of citizenship, pride and participation and also inspire them to exercise their franchise, when the occasion comes.

23/11/10

श्री नैतूनाथ
4562
22/11/10

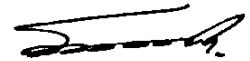
2. In this connection, the Commission has decided to celebrate its foundation day, i.e., 25th January every year, as the "National Voters' Day", throughout the country. The objective is to increase enrollment of voters, by using this occasion to make universal adult franchise a complete reality and thereby enhance the quality of Indian democracy. The day will also be utilized to spread awareness among voters regarding effective participation in the electoral process. 25th January, 2011 will be celebrated as the first "National Voters' Day". We have already instructed the Chief Electoral Officer of every State/UT and through them the District Electoral Officers of all States/UTs about the scheme of the "National Voters' Day", a copy of which is enclosed.



3. The ECI initiative will bear fruit only if the State/UT Governments also lend their whole-hearted support to this initiative. I, therefore, request you to fully associate with the programmes of the National Voters Day in order to make complete participation of voters a reality.

With regards,

Yours sincerely,



(S.Y. Quraishi)

Encl: As above.

Shri Anup Mukherjee
Chief Secretary
Govt. of Bihar
Main Secretariat,
Patna – 800 015,
Bihar

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

491/IEC/2010(NRV)

Dated: 26th August, 2010

To

The Chief Electoral Officers of all States & UTs

Sub:- Declaration of 25th January as the National Voters' Day – regarding.

Sir/ Madam,

As a measure to enhance participation of citizens in the democratic electoral process, the Commission has decided to celebrate 25th January, its Foundation Day, as the National Voters Day every year, starting from 25th January 2011, the concluding day of the Diamond Jubilee Celebrations of ECI. The Commission's objective is to increase enrolment of voters, by using this occasion so as to make universal adult franchise a complete reality and thereby enhance the quality of Indian democracy. The day will also be utilized to spread awareness among voters regarding effective participation in the electoral process.

In this regard, the Commission has directed that newly registered voters in each polling booth in the latest revision should be felicitated on 25th January every year in a brief ceremony. This is expected to inculcate in the new voters a commitment to democratic electoral process and should lead to greater participation. This will also serve as a reminder to all other eligible electors in the polling booth area towards their responsibility to participate in the electoral process.

The following will be the scheme of activities on the National Voters Day which shall be ensured by the DEOs, under the overall supervision of the CEO:

1. The Booth Level Officers (BLOs) in each polling station area shall felicitate the newly registered voters on 25th January every year in a brief ceremony/ public function to be arranged by DEO/ ERO. The ECI will prescribe the design and colour scheme of a badge with its logo with the slogan "Proud to be a voter - Ready to vote" which shall also be provided by the BLOs to the new electors during the felicitation ceremony

along with their EPIC. The DEOs would arrange for the venue and logistics required for the brief ceremony/ public function, in each polling station area.

2. The AEROs and EROs of the constituency shall participate in the ceremony/ public function of those Part(s) under their jurisdiction where largest number of newly registered electors would be felicitated.

3. The DEO shall organize appropriate events at the District headquarters, in association with Panchayat organisations, academic institutions, civil society groups, media etc. to popularise electoral participation and advance voters' education. In this event, EPIC shall be distributed among new voters of the local polling station areas.

4. The CEO of the State/UT concerned would organize events in the State capital in association with Media, Civil Society, Opinion Groups, State Administration, State Election Commission etc. in order to popularise electoral participation and disseminate information about electoral processes. In this event also, EPIC shall be distributed among new voters of the local polling station area.

5. ECI will organise a suitable event in the country's capital to highlight the values of electoral democracy and the issues relating to popular participation in elections.

Expenditure relating to the distribution of badges and holding of function at various levels will be borne by the respective State/UT Governments/ Administration.

Report of compliance along with details of events held and photographs/ videos may be sent to the Commission by the 15th of February every year.

Thanking you,

Yours faithfully,



(Tapas Kumar)
Principal Secretary

49

Most Immediate
By E-mail/ Speed Post

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

491/IEC/2010(NRV)

Dated: 7th December, 2010

To

The Chief Electoral Officers of all States & UTs

Sub:- Declaration of 25th January as the National Voters' Day - regarding.


Sir/ Madam,

In continuation of the earlier letter of the Commission of even no. dated 30th November, 2010, on the subject captioned above, I am directed to intimate that the Commission has decided the following action to be taken by all CEOs while organizing the NVD ceremonies/ functions, on 25th January, 2011:

- i. There should be one combined function of NVD for all the Polling Stations located in the same building/ premises.
 - ii. The District level function should combine nearby Polling Stations, say within 2 Kms. of the venue of the ceremony/ function.
 - iii. The ceremony/ function to be organized at the ERO/AERO level would also follow the same principle as given in ii above.
2. It may be noted that the purpose of combining the Polling Stations as above is to achieve a high level of impact for the NVD functions.
3. However, it has to be ensured by the CEOs that the Chief Guest(s) hand over the EPICs to all newly eligible and registered voters (18+), whose Polling Station(s) are covered by the ceremony/ function. It may also be ensured that electors are not made to walk a long distance for this purpose.

Thanking you,

Yours faithfully,


(Darsuo Thang)
Under Secretary

31/12/10 / 21/12/10

48

22-12-10
A & Z
14/12/10
23/12/10
15/12/10

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

F.No. 491/IEC/2010 (NRV) / 228-263

Date: 13th December, 2010

To,
The Chief Electoral Officers of all the States & Union Territories

Sub: Outreach campaign for National Voters' Day.

Addl CEE (KA) / (AKC)
श्री अजय कुमार उपाध्याय
श्री लक्ष्मण कुमार सिंह,
अप निर्वाचन प्रभाग
श्री ५०१ अतिरिक्त आचार्य
श्री ५०१ अतिरिक्त आचार्य
श्री ५०१ अतिरिक्त आचार्य

Sir/ Madam,

As per the confirmation received from all States/ UTs, the Chief Electoral Officers have already completed the 1st phase of an outreach campaign to achieve greater participation of people in the electoral process more particularly of the newly eligible (18+) electors. This campaign was focused on registration within the scope of the recently concluded summary revisions in various States and Union Territories. As directed by the Commission and already explained to CEOs through Video Conferences, the 2nd phase of the outreach campaign focusing more particularly on the National Voters' Day (NVD) has to be taken up now from 15th December 2010 and is to continue till 25th January 2011.

15/12/2010
2/12/10

2. The campaign may be taken up in two dimensions: - Climate Building and Mass Mobilisation. While CEOs will take up necessary multi-media campaign for building a positive and supporting environment for realization of the goals of the National Voters' Day and for building the rightful profile of the occasion, they may also take up necessary mass mobilization programmes through field organizations, voluntary groups, school children etc. in order to secure maximum involvement. In terms of sustained mass media build up, CEOs are advised to make use of electronic media both in public and private sector including local cable networks and mount video spots and audio-jingles of appropriate quality and quantity besides bringing out suitable advertisements in largest circulated newspapers. Outdoor displays like hoardings, kiosks, posters, pamphlets, cinema slides, TV screens at railway stations etc. may be optimally used. Some of the mass mobilization programmes that can be taken up are marathons, rallies, human chains, prabhat pheries, awareness vans etc. Commission has desired that priority may be given to partnership with schools, colleges and other academic institutions for achieving higher youth participation in the electoral process.

ISSUED ON
14 DEC 2010
Election Commission of India
New Delhi-110001

9-15 pm

CEOs may work towards creating and presenting a 'Tableau' on national Voters' day in the State-level Republic day Parade in respective capitals.

3. In preparation of messages for various communications/ advertisements, CEOs may take personal care to ensure correctness, neutrality, local sensitivity and overall dignity. Even while engaging professional agencies and creative talent for designing and preparation of campaign material, CEOs may pay personal attention to visuals, pictures, words etc. used in various forms of communication. An illustrative set of word messages are enclosed herewith for possible use by CEOs, which, however, is not an exhaustive list. Irrespective of any other text, the description "25th January, 2011", "National Voters' Day" and "Election Commission of India" need to suitably appear in all communications.

4. Besides making use of State Government Departments, CEOs may also coordinate with the media departments of Government of India and organizations like NYKS, NSS, NCC to achieve the best results. The Chief Election Commissioner had earlier written to all Chief Secretaries and State Election Commissioners requesting them to extend requisite and necessary support for the success of the National Voters' Day. Commission has also written to Government of India and more specifically the Ministry of I & B for similar support. CEOs need to follow this up.

5. It is understood that CEOs of several States/UTs already have their campaign plans worked out. They, as well as the States, who are still developing their plans, will ensure that the plans conform to the aforesaid guidelines. CEOs are required to submit two reports about the progress of the campaign for review by the Commission- one midway by 5th January 2011 and the other at the end of the campaign by 30th January 2011.

Yours faithfully,



(K.N. Bhar)

Secretary

Some Illustrative messages

1. Feel the Power
With Voter ID Card
2. Voter ID Card
The Best Card in your Wallet
3. Celebrate Youth
Celebrate National Voters Day
4. Your Vote Counts
As Your Youth Does
5. Your Vote
Your Step to Adulthood
6. Power to Decide
Power of Voter ID Card
7. Don't Tell Me Your Mobile Number
Tell me Your Voter ID Number
8. Your Day of Empowerment
National Voters Day
9. Ink on Your Finger
Is the Best Fashion

(With appropriate pictures/ visuals/ modifications/ adaptations, where necessary).