

1079/CEO  
10/11/11

**ELECTION COMMISSION OF INDIA**  
Nirvachan Sadan, Ashoka Road, New Delhi-110001

491/SVEEP/2011 (NVD)

Dated: 1<sup>st</sup> November, 2011

To,

The Chief Electoral Officer of all the States &amp; UTs

Add. CEO (PKU)

Add. CEO (KA)

Sub:- National Voters' Day (25<sup>th</sup> January) – 2012.

Sir/Madam,

In continuation of Commission's letter No. 491/IEC/2010(NRV) dated 26<sup>th</sup> August, 2010 (*copy enclosed*) addressed to all CEOs, I am directed to state that in the process of achieving the Commission's objective for maximization of enrolment of voters, especially of the newly eligible ones, by using the occasion of National Voters' Day to make universal adult suffrage a complete reality and thereby enhance the quality of Indian democracy, the Commission after taking note of the recommendations of the Committee of CEOs set up this regard, has decided that following SVEEP activities should be undertaken relating to National Voters' Day, 2012:

**A. BASIC ACTIVITIES:**

1. The Booth Level Officers (BLOs) in each polling station area shall felicitate the newly registered voters on 25<sup>th</sup> January every year in a brief ceremony/ public function to be arranged by DEO/ ERO. As prescribed by the Commission, a badge with its logo with the slogan "Proud to be a voter - Ready to vote" 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 organizations, academic institutions, civil society groups, organizations of youth volunteers like NSS, NCC, Scouts & Guides,

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NYKS, media etc. to popularize 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, Youth Volunteer Groups, State Administration, State Election Commission etc. in order to popularize 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. Deployment of dedicated staff at Block, Sub-division and District levels may be done to effectively undertake NVD related activities.
6. BLOs may be trained about their role for NVD activities by the EROs/AEROs, well in advance.
7. ECI will organize a suitable event in the country's capital to highlight the values of electoral democracy and the issues relating to popular participation in elections, besides also doing symbolic handover of EPICs.

## **B. CONCURRENT ACTIVITIES**

### **Enhancement of Youth Participation**

- "Young Voter's Festival" through competitions in all Higher Secondary schools and Higher Educational Institutions, *i.e.* Colleges and Universities to be organized by DEO/ERO to serve as a build-up to NVD-2012. Attractive prizes may be given to the winner of the competitions at District and State levels. Some more details have been spelt out in the YUVA (Youth United for Voter Awareness) strategy document, already provided to the CEOs.
- Online interaction to be made with netizens in the form of quizzes, did-you-know, photography competition, general knowledge downloads for competitive exams related to elections, etc.

- The District and State level winning entries to be showcased on CEOs websites.

**C. Enhancement of Women's Participation** – One of the priorities of NVD - 2012 shall be to reduce the gender gap in registration, wherever it exists, in particular among young women of 18+ years.

- NVD- 2012 should focus on Women Registration.
- For maximization of women registration, women-specific SVEEP campaign may be developed by CEOs.
- Awareness of women is to be created through cultural programmes.
- Sensitization of the BLOs towards women may be taken up during training.
- Grass-roots women groups are to be engaged for capacity building.
- Engagement of women icons may be done for promotional messages.

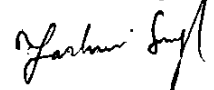
**D. ENVIRONMENT BUILDING**

- (a) Engagement of various forms of media-print, audio-visual, outdoor advertisement, Song & Drama, troupes etc. may be done for environment building.
- (b) Dissemination of NVD Theme:
- 3-minute documentary film showcasing theme of National Voters' Day is to be made in vernacular language for dissemination in cinema halls.
  - Propagation of NVD theme may be done through schemes and programs run by various Central Government Ministries and their field units.
- (c) Dissemination of NVD Pledge
- Pledge of NVD should be explained to School/ College students and should be disseminated by using all communication methods.

- A Tableau representing National Voters' Day may be presented in the State level Republic Day Parade on 26.01.2012.

Based on the above guidelines, you are requested to submit a comprehensive SVEEP plan and implementation strategy for National Voters' Day Celebrations, 2012 in your State/UT, to the Commission latest by 10<sup>th</sup> November, 2011 positively. Commission attaches highest priority to NVD-2012 and shall review compliance every fortnight.

Yours faithfully,

  
(Yashvir Singh)  
Director