

15

ELECTION COMMISSION OF INDIA
Nirvaçhan 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