

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

491/SVEEP/2011 (NVD)

Dated:1st November, 2011

To,

The Chief Electoral Officer of all the States & UTs

Sub:- National Voters' Day (25th January) – 2012.

Sir/Madam,

In continuation of Commission's letter No. 491/IEC/2010(NRV) dated 26th 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 25th 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,

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.

E. PARTNERSHIPS WITH ORGANIZATIONS LIKE ALL INDIA RADIO (AIR), DOORDARSHAN (DD), PRIVATE MEDIA, NYKS, NSS, NCC, BHARAT SCOUTS AND GUIDES & EDUCATIONAL INSTITUTIONS.

- NVD may be celebrated in all Schools and Colleges through issue of necessary circulars.
- Doordarshan (DD), All India Radio (AIR) to be engaged for wide publicity of NVD.
- Railways to be made partner for National Voters' Day publicity.
- Civil Society and PSUs to be made partner.
- Youth clubs to be promoted.
- Appeals/ messages to be made by local youth icons.
- Bulk SMSs/ E-mails to be made for extensive and omnipresent messaging.
- Engagement with non-media units like Song and Drama Division, DFP at the national level and similar regional units at the State/UT level.
- All print media should be encouraged to propagate the concept and celebrations of National Voters' Day on voluntary and free-of-cost basis.
- Media should be motivated to put their heart into this effort without functioning as a client agency of the ECI.

F. BRAND BUILDING & PROMOTION

- The promos of national icons have already been prepared by ECI and circulated to all. Promotions involving regional icons which have already been prepared by the CEOs and finalized for summary revision may be extensively used for NVD also, besides preparing special promos for NVD, as done during NVD 2011.
- Commission is engaged in developing certain brand-building guidelines engaging social-marketing techniques in relation to NVD-2012, and these will be given out to CEOs as and when available.

- 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 **10th November, 2011** positively. Commission attaches highest priority to NVD-2012 and shall review compliance every fortnight.

Yours faithfully,

Sd/-
(Yashvir Singh)
Director

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,

Sd/-

(Tapas Kumar)
Principal Secretary