

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

491/SVEEP/AO/2011

Dated:13th December, 2011

To,

The Chief Electoral Officers of
Uttar Pradesh, Uttarakhand, Punjab, Goa & Manipur

Sub- General Election to the Legislative Assemblies of Uttar Pradesh, Uttarakhand, Punjab, Goa & Manipur – Appointment of Voters' Awareness Observers-reg.

Sir / Madam,

Please refer to the letter no.51/8/7/2009/EMS, dated 23.01.2009 of the Election Commission of India, regarding accountability for spreading awareness about EVM voting in rural and remote areas (copy enclosed for reference). While the measures conveyed vide this letter will also apply to the forthcoming General Elections to Legislative Assemblies of Uttar Pradesh, Uttarakhand, Punjab, Goa & Manipur, a few significant changes are proposed, particularly with reference to Para 8 of the said letter.

2. The Commission would shortly issue instructions for launch of a multi-media SVEEP campaign for enhancing Voters' participation in the forthcoming Assembly election. In order to measure the impact of the multi – media SVEEP campaign and related efforts in your State the "EVM Awareness Observer" would henceforth be referred to as "**Voters' Awareness Observer**", of course including the EVM Awareness components and shall also include the ethical voting component. As such, the revised check list for these officers will be as given in **Annexure-I**. You may initiate action for appointment of suitable officers as per the guidelines given in para 8 of the above-referred letter.

3. After the feedback reports from all the Voters' Awareness Observers are obtained, the CEO should send a report to the Commission, (Sh. Yashvir Singh, Director) at e-mail yashvir@eci.gov.in and also at Fax No. 011-23052003, for placing before the Commission.

Yours faithfully,

(Rahul Sharma)
Under Secretary

Encl.: as above

Revised Check-list for the “Voters’ Awareness Observers”

The areas of awareness activities to be kept on vigil by the Voters’ Awareness Observers are as under:

1. Whether all the voters have received voter slip from election authorities or not?
2. Whether the voters were aware of the Special Campaigns/ Awareness Programmes launched in their AC/ Part for registration, EPIC etc. based on the details given in the Voter’s slip issued to them by the BLOs?
3. Whether the voters were aware of the location of their Polling Station?
4. Whether the voters were aware of the date and timings of the poll in their AC?
5. Whether Media Units of Govt. of India or the State Govt. had conducted Awareness Programmes/ Activities for the general benefit of voters, ethical voting, use of EVMs etc.?
6. Whether the field level publicity and mass media based publicity had motivated voters to get registered, get their EPIC, thus, resolving to exercise their franchise on the poll day?
7. Whether sufficient numbers of helping hands were available to assist and guide the voters at various points of interaction?
8. Whether steps were taken to ensure that helplines are opened in offices of all key election related officers, to provide required information round the clock?
9. Whether wide publicity through different media was given about the poll dates and timings for all the phases of elections, in each AC?
10. Whether the voters are aware that taking bribe or inducement or using transports provided by candidates or their agents for voting is also an offence?
11. Whether the voters are aware that sometimes candidates and political parties get news published in their favour in media by making clandestine payment?
12. Whether voters have clear knowledge regarding the use of EVMs?
13. Whether voters learnt about use of EVMs through exposure to EVM awareness campaign?
14. Whether voters appeared motivated to go and cast their votes?
