

# ELECTION COMMISSION OF INDIA

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491/SVEEP/2011 (SR)

Dated: 12<sup>th</sup> July, 2011

To,

The Chief Electoral Officer of all the States & UTs

Subject: Special Summary Revision of Electoral Rolls with reference to 1<sup>st</sup> January, 2012 as the qualifying date – SVEEP plan for maximisation of enrolment – regarding.

Sir/Madam,

I am directed to refer to the Commission's letter no. 23/2011/ERS dated 15<sup>th</sup> June, 2011 wherein instructions were issued regarding Special Summary Revision of Electoral Rolls with reference to 1<sup>st</sup> January, 2012 as the qualifying date. In this connection, the Commission has directed that all CEOs should launch a comprehensive SVEEP plan for Summary Revision of Electoral Rolls w.r.t. 01.01.2012 for 100% registration of all eligible citizens. This SVEEP Plan of Action would include the following action points:

## 1. Situation Analysis

- (i) Polling Stations with lower voters' registrations and reasons thereof to be identified.
- (ii) Polling Stations with high number of vulnerable/excluded sections to be identified.

## 2. Strategy

- (i) In consideration of the fact that registration process and methods are still far from being the friendliest, Commission has desired that CEOs/DEOs/EROs shall take all steps possible to facilitate registration of voters with least inconvenience to them.
- (ii) For publicising the details of BLOs to the common public, a campaign "know your BLO" should be launched.

- (iii) Voluntary support to be extended to the BLOs by involving RWAs (Resident Welfare Associations) and CSOs (Civil Society Organisations) etc. to work with BLOs in the role of Booth Level Volunteers.
- (iv) Corporates need to be contacted so as to ensure registration of their employees. Alternative registration hubs for corporate employees to be established.
- (v) Draft Electoral Rolls to be provided to CSOs and political parties.
- (vi) Material on voter awareness to be given to credible CSOs/ media houses for wider dissemination
- (vii) Mock Registration and Polling at educational institutions. Bulk SMSs/E-mails – for extensive and omnipresent messaging.
- (viii) Forms 6,7,8 and 8A be made available at all prominent places
- (ix) Forms 6,7,8 and 8A should be made available at education institutions in last year at School or first year in college,with the request to get these filled if the student has become 18 years old on the qualifying date.
- (x) Training camps to be organized at school/colleges to get forms filled
- (xi) Special campaigns through print & electronic media to be run for voters' awareness.
- (xii) At least 2 regional/local icons to be identified by each State/UT and promos for registration may be prepared using them, after getting approval of Commission on the content (messages), in addition to the national icons of ECI, viz. Dr. A. P. J. Abdul Kalam, former President of India and Sh. M. S. Dhoni, Captain of Indian Cricket Team.
- (xiii) CSOs, NGOs and RWAs to be motivated to approach people for mobilization for registration by taking up consultation with them.
- (xiv) Special attention and facilitation measures for youth & women
- (xv) CSOs, NGOs and RWAs may be preferably engaged in urban areas and NYKS/NSS/Anganwadi/Self Help Groups should be engaged in rural areas.

### **3. Implementation**

- (i) Campaign material developed for NVD, 2011 to be extensively used, after suitable modification, as per requirement of Summary Revision schedule.
- (ii) Communication material produced for the last Summary Revision may be similarly updated and used.
- (iii) Success stories of the States/UT where elections were held recently  
to be adopted, wherever found suitable, and used for campaign.
- (i) CEOs may coordinate between themselves for mutual exchange with local adaptation if necessary.
- (ii) New material may be developed and used for the upcoming Summary Revision and NVD-2012 as may be necessary.

### **4. Time line**

SVEEP programme to achieve the objectives of Summary Revision 2011 may be rolled out latest by 01.08.2011 and the same may be carried on till 1<sup>st</sup> November, 2011. From 01.12.2011, a seven week campaign may be launched to profile the NVD events 2012. For the States going to elections in 2012, the campaign may be dovetailed into the SVEEP programme for general elections.

### **5. Monitoring & Review**

- (i) Commission is concerned that SVEEP campaign related measures should aim at connecting all eligible persons as the attempts so far have been inadequate, routine and in some cases perfunctory.
- (ii) Discussions with all DEOs as well as Professionals/Professional bodies & experts should be made to have dis-segregated data of enrolment. For this, situation analysis and identification of areas of shortfall should be undertaken, so as to identify the segment of population where participation in electoral process, especially registration process is weak and find out reasons thereof.

- (iii) As has been seen in the past, youth, urban electorate, women, dispersed population, service voters etc. are among the segments which are lagging behind, SVEEP strategy may be formulated in consultation with NGOs/CSOs/Youth Organisations/Media Agencies for targeted interventions in these areas.
- (iv) Regular Video Conferenes to be organised by CEOs with DEOs.
- (v) At ECI level, the programme will be periodically reviewed by Director General.

Based ocn the above inputs, you are requested to submit a comprehensive SVEEP plan and implementation strategy to the Commission latest by **22<sup>nd</sup> July, 2011** positively.

Yours faithfully,

Sd/-  
(J.K.RAO)