

By E-mail/ Speed Post
Immediate

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 491/SVEEP_Portal/ 2015

Dated : 27th July, 2015

To,

The Chief Electoral Officers of
all States/UTs.

Subject: Launch of SVEEP Portal - Updation of SVEEP Digital Library – Reg.

Sir/Madam,

The Commission, as a measure to provide a common platform for sharing of all information and material related to SVEEP has created a SVEEP Portal. It is a web based application which shall be accessible to the Chief Electoral Officers and all other stakeholders including voters and shall serve as a window for easy accessibility of various initiatives of the Commission like NVSP, Online Voter Competition, information on events, best practices, creative content and other resource material.

2. The portal will also have a databank called SVEEP Digital Library which will be repository of creatives and best practices. The Digital Library will accumulate videos, posters, pictures, slogans, audios and other relevant creative's prepared for voter awareness.

3. In this connection, to begin with, you are requested to upload only Videos (promos, NVD, training videos and other relevant videos) through the officers Login in the following url **sveepdigitallibrary.nic.in** as a pilot project. The MIS of the Digital Library is being fine tuned and after the pilot project, uploading of photographs, documents and other formats would also be enabled.

4. You are required to add all the relevant and latest videos on voter awareness, training films, short videos on any mass mobilisation that you may like people to see. However if any old video is still relevant and can be reused with some editing/modifications, it may also be uploaded.

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5. To upload a video in the SVEEP Digital Library, it is imperative for State/UT to create its own You tube Channel.

'The SOPs for creating You Tube Channel and Updating of SVEEP Digital Library respectively & sample excel sheet for categorization of videos are enclosed herewith.'

6. The SVEEP Portal is proposed to be launched by the Commission in August. You are, therefore, requested to upload videos on urgent basis, latest by 5th August, 2015 (Wednesday).

7. Kindly acknowledge receipt through email. For any technical queries/assistance Mr.Rohit at ecitechsupport@gmail.com, or 011-23052043 may be contacted. Login Id & Passwords are enclosed.

Yours faithfully,



(Suman Kumar Das)
Under Secretary

Enclosures:

1. **Annexure I:** List of Login Ids and Passwords for States/UTs (with a request to change the passwords after the first login for security reasons).
2. **Annexure II:** SOP for creating a You Tube Channel.
3. **Annexure III:** SOP for Updating SVEEP Digital Library.
4. **Annexure IV:** Excel Sheet for Categorization of available Videos.

