

**Most Urgent**

**ELECTION COMMISSION OF INDIA**

**Nirvachan Sadan, Ashoka Road, New Delhi-110001**

491/SVEEP/2015(SR)

Dated: 7<sup>th</sup> August, 2015

To

The Chief Electoral Officer,  
All States/UTs (except Bihar)

Subject: **SVEEP for Special Summary Revision of Photo Electoral Rolls with reference to 1<sup>st</sup> January 2016, as the qualifying date – regarding.**

Ref : ECI letter No 23/2015-ERS dated 31st July 2015

Sir/Madam,

I am directed to refer to the upcoming Special Summary Revision of electoral rolls with reference to 1<sup>st</sup> January 2016 as the qualifying date and convey that the Commission has directed that all CEOs should launch a comprehensive campaign for the **universal enrolment of all eligible citizens** and de-duplication of entries in the electoral roll by drawing up a plan of action, based on the following:

**I. Overall Objectives:**

- a. EP ratio on the electoral rolls to match the 18+ population as per census
- b. Gender ratio on rolls to match the gender ratio as per census
- c. To increase enrolment of Service Personnel in the electoral roll
- d. To increase enrolment of NRI in the electoral roll
- e. Registration of Persons with Disabilities (PwDs) in the Electoral Roll to match with the census data of 18+ PwDs of each state
- f. To increase the percentage of enrolment in the newly eligible 18-19yr age group from existing 50% to nearer 80%
- g. Visible improvement in the enrolment of domestic migrants, people from marginalised groups and communities (Inclusion)

## II. Strategy and Implementation

### A. Gaps at Micro-level and Targeted intervention

- a) Analysis at AC and PS level – to detect gaps in enrolment
- b) Identification of groups, communities as at I(g) above with lowest representation at AC/PS level

### B. Youth enrolment (incl newly eligible)

- a) Strengthening Campus Ambassadors system, providing a platform for exchange of information moderated by an official from CEO's office.
- b) Higher involvement of Nodal officers from Campuses in enrolment drive
- c) Special drive for enrolment of non-student youth in this age-group
- d) Coordinate with NSS and NYKS for reaching out to youth widely
- e) Make '**Youth Voter Festival**' a part of the Calendar ahead of summary revision, in August/September

### C. Gender Gap

- a) Coopting media and Field formations to enroll women
- b) Targeting young girls in educational institutions for enrolment with help of Campus Ambassadors
- c) Targeting housewives and women engaged in labour in cities in factories, small industrial establishments, commercial establishments and textile mills.
- d) Using SHGs and Cooperatives of women to spread awareness

### D. Persons with Disabilities

- a) Prepare database of PwDs on the basis of database maintained by Department of Disability/Social Welfare/Hospitals or CMOs office, districts/AC/or village wise and disseminate to BLOs or prepare database through BLOs and maintain the information in the BLO register on their disability to help in facilitation;
- b) Identify Community Radio networks or magazines, channels, etc for PwDs to partner. Use programmes on AIR, DD and private radio and Cable TV to reach out to PwDs
- c) Identify credible CSOs working for PwDs and reach out through them
- d) Special camp and campaign may be taken up to register PwDs and such camps widely publicised
- e) CEO and DEO Website have to be disabled friendly; adhere to Level AA of the Web Content Accessibility Guidelines

