

Most Urgent

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

491/SVEEP/2015(SR)

Dated: 7th 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 1st 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 1st 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

