

*ELECTION COMMISSION OF INDIA*  
Nirvachan Sadan, Ashoka Road, New Delhi – 110001

SUMAN KUMAR DAS  
UNDER SECRETARY

E-mail – sumands34@gmail.com  
Tel/Fax – 011-23052082

No. 491/SVEEP/2013(SR)

Dated:21<sup>st</sup> June, 2013

To,

The Chief Electoral Officers of  
All States and UTs

Subject: Development of SVEEP outreach campaign material w.r.t enrolment of electors– guidelines regarding

Sir/ Madam,

I am directed to refer to the subject cited and to say that while all messages for voter turnout in election will require approval of the Commission before being rolled out, the SVEEP messages for enrolment and for period outside election shall be rolled out after approval of the CEO of the concerned State/UT for quick disposal who will make sure that the messages are non-controversial, acceptable by all and impactful.

Accordingly, the Commission directs that following guidelines should be adhered to before development and rolling out the SVEEP outreach campaign material to be used in all formats (audio-video, poster, pamphlets etc.) with regard to **enrolment of electors** in your State:

1. The campaign material shouldn't have any explicit or implicit reference to any political party, candidate, symbol or anything that associates with any political party or candidate in any manner.
2. These should not mention any caste/creed/community/religion etc. and should be in consonance with legal provisions.
3. The contents of the message/slogans/audio-visuals/scrolls etc. should have State oriented appeal.
4. The contents should be simple, brief, catchy and such that it is able to attract the attention of public in general.
5. Campaign material should have special concentration on women and youth.
6. Campaign contents should emphasize "right of electors".
7. In addition to motivational messages, informative messages should also be developed, like information on Form-6,7&8,8-B,how to enroll, BLO, Enrolment centres, last date of filing claims and objections (during summary revision) etc.

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8. Photographs used in the poster/pamphlets or anywhere should represent the people from all Sections of society, but all within India.
  9. The CEO concerned shall approve the outreach campaign material received from the DEO(s) of the State concerned before rolling out.
  10. These instructions apply in respect of SVEEP outreach campaign material for Summary Revision/continuous updation.

Yours faithfully,



(Suman Kumar Das)  
Under Secretary