

ELECTION COMMISSION OF INDIA

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S.K.DAS
UNDER SECRETARY
491/SVEEP-III/2014

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Dated: 23rd March, 2015

To,

The Chief Electoral Officer of
all the States & UTs

Subject: SVEEP plan for “National Electoral Roll Purification and Authentication Programme (NERPAP)” of Election Commission of India - regarding

Sir/Madam,

I am directed to refer to the Commission’s letter no. 23/1/2015/ERS dated 27th February, 2015 wherein instructions were issued regarding Purification and Authentication of Electoral Rolls by way of Commission’s newly launched programme NERPAP. In this regard, the Commission has directed that all CEOs should launch a comprehensive SVEEP Plan with the objective of bringing a totally error free, and authenticated electoral roll. This SVEEP Plan of Action would include the following action points:

I. SVEEP Strategy

The Commission has directed that a 360 Degree Publicity Campaign should be mounted in the following ways:-

- Various departments of Central and State Governments be made to encourage and educate their employees about the programme and ensure that they feed their Aadhaar Number and EPIC number.
- Launch of the campaign at every Polling Station through public meeting, explaining about the aims and objectives of NERPAP, reading out rolls, distribution of pamphlets, pasting of posters.
- For publicising the details of this programme, a campaign be run by “Booth Awareness Groups (BAGs)” at every location.
- Training the Booth Level Officer and the members of Booth Awareness Groups

- Mock demonstration of feeding of Aadhaar number and EPIC number through NVSP, SMS and by a call at “1950” should be made at Polling Station location for extensive and omnipresent messaging.
- In consideration of the fact that some persons may find de-duplication process a bit complex, the Commission has desired that CEOs/DEOs/EROs shall take all steps possible to facilitate voters to mitigate their doubts and queries.
- Publicity Campaign through ECI/CEO/ DEOs Portal. Linking of these portals with other important government websites frequently visited by the public.
- Special campaigns through print & electronic media to be run for voters’ awareness on NERPAP.
- Publicity through Print Media, Electronic Channels, Radio, Internet and Mobile Phones and any other method as per local needs.
- Digital Banner Publicity through Facebook, YouTube, Twitter, and other important Internet Gateways
- The electors should be advised to fill Form-7 for deletion of their names from the places except where he/she ordinarily resides. An appreciation certificate may be issued to all those who voluntarily disclose their multiple entries and get their names deleted from the unwanted places.
- FAQs on the subject should be developed and be properly disseminated.
- Regional/local icons to be utilised by each State/UT for conveying the message of this programme.
- Piggybacking on major grass root level government programmes of health, education, rural development, sanitation and Panchayat Raj institutions and so on.
- CSOs, NGOs and RWAs may be preferably engaged in urban areas and NYKS/NSS/Anganwadi/Self Help Groups should be engaged in rural areas.
- 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.
- CSOs, NGOs and RWAs to be motivated to approach people for mobilization and association by taking up consultation with them.
- Informative material on **NERPAP** to be given to credible CSOs/ media houses for wider dissemination.

