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

491/SVEEP/40/2014 (SR)

Dated: July 30, 2014

To,

The Chief Electoral Officer of all the States & UTs
(except Maharashtra, Haryana, Jharkhand)

Subject: Special Summary Revision of Electoral Rolls with reference to 1st January, 2015 as the qualifying date – SVEEP plan for maximization of enrolment – regarding.

Ref: ECI letter No 23/2014-ERS dated 21st July 2014 reg SR
ECI letter No 491/SVEEP/2013(SR) dated 21st June 2013

Madam/Sir,

I am directed to refer to the upcoming Summary Revision of electoral rolls with reference to 1st January, 2015 as the qualifying date and to convey that the Commission has directed that all CEOs should launch a comprehensive SVEEP plan for Summary Revision of Electoral Rolls w.r.t. 01.01.2015 for universal enrolment of all eligible citizens. The Plan should be drawn keeping in view the following:

A. Overall Objectives:

- I. EP ratio on the electoral rolls to match the 18+ population as per census
- II. Gender ratio on rolls to match the gender ratio as per census
- III. To increase the percentage of enrolment in the newly eligible 18-19yr age group as compared to last Summary Revision
- IV. To bridge the gap in registration in urban areas
- V. Inclusion of excluded groups/communities in electoral roll and in turnout for voting
- VI. Increase in NRI registration from the present dismal level of around 0.1% to atleast 10%
- VII. Enrolment drive for Service Electors
- VIII. Inclusion of members of defence personnel and their family members of the peace stations

B. Strategy: A targeted approach has to be adopted to bridge the gaps in registration at Polling Station level. The strategic plan shall be prepared at CEO's level as a State plan and this shall include situation analysis, outputs/activities, monitoring and evaluation mechanism. Targeted campaign on major gaps like Women, Urban, Youth, NRIs and Service Voters etc shall be a part of the State plan. CEO shall prepare a **SVEEP Calendar** for the entire state for the current Financial Year and the same may be shared with the Commission latest by 15th August 2014 on the PGR Portal.

DEOs shall innovate at their level and prepare district and specific operational plan after identifying excluded communities/groups in each polling station. The district plans shall flow out of the broad State plan, and also contribute to it. The DEOs shall broadly follow the State SVEEP Calendar and also augment it further at grassroots level. Their detailed SVEEP activities calendar shall be submitted to the CEO's office.

District Level SVEEP Committees need to meet in regular intervals to decide outreach measures and also for monitoring and review of implementation.

C. Planning & Implementation: The existing mechanism of detecting gaps and planning interventions may be carried out, in line with the instructions dated 12th July 2011 on Summary Revision and also with the understanding that the last mile will be more challenging after significant enrolment in recent years.

I. Gaps at Micro-level and Targeted intervention

- a) Detailed analysis at AC and PS level – rigorous implementation a must
- b) Identification of groups, communities with lowest representation at AC/PS level

II. 18-19yr enrolment and participation

- a) Strengthening Campus Ambassadors system, providing a platform for exchange of information (a Google Hangout or similar platform) 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

III. 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

