

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi – 110001

No 491/SVEEP/67/2013(CSR)

Dated: 29.01.2014

To

All Chief Electoral Officers

Subject: Collaboration with Corporates and federations i.e. FICCI, CII, NASSCOM, ASSOCHAM, TATA Global Beverages

Madam/Sir,

I am directed to say that under the Framework of Engagement with Corporates/PSUs, Election Commission of India is collaborating with the aforesaid organizations for Voter awareness and electoral participation, following proposals received from them and accepted by the Commission.

2. Under the framework, the roles and responsibilities of the CEOs and the PSU/Corporate is spelled out. In continuation of the same, CEOs may facilitate registration of the employees of these organisations and Associations and their immediate family.

3. In this regard the following may be seen:

- a. Corporate Houses shall undertake various initiatives in the field of voter awareness and education independently or in coordination with the CEO's office on lines of the framework. In this regard it will be desirable that they include Voter Education in the list of activities under CSR.
- b. A nodal person, who shall be a senior employee of the organization, will be identified by the Corporate House at State HQs for registration of the employees of the organisation and their spouse/immediate family (including parents and children). Wherever required, a nodal person shall be identified at district level for registration of employees who shall coordinate with the ERO for registration. This shall also be done under the overall supervision of CEO and the Nodal person of State HQs for the Corporate House.
- c. Online registration shall be the preferred mode and wherever the same cannot be done, the Corporate House will organize a special camp for filling physical forms. One officer nominated by the ERO shall remain present in the camp to receive the forms. The processing of the forms will be done by applying due procedure and diligence.

The Company will extend requisite cooperation to the election authorities for verification of forms.

- d. CEOs and EROs shall conduct special registration camps for Corporate staff from time to time based on the request, as they have been doing in relation to educational institutions and other selected locations.

A copy of the letters exchanged with the federations/Corporate Houses in enclosed for your reference.

Yours Sincerely,

(Padma Angmo)
Deputy Secretary

Copy to:

1. Shri Didar Singh, Secretary General, FICCI
2. Shri Virendra Gupta, Dy DG, CII
3. Shri R Chandrashekhar, President, NASSCOM
4. Shri D S Rawat, Secretary General, ASSOCHAM
5. Shri Vaibhav Rathi, Brand Manager, TATA Global Beverages Ltd
6. Shri Raghunandan Hegde, Campaign Manager, Haiyya
7. Shri Hitesh Barot, Senior Consulting Director, CELL

Engagement with PSU/Corporate House

Framework of Engagement

1. Introduction

The democratic framework of our country has been shaped through credible, transparent and impartial electoral processes put in place by the ECI over the last sixty years.

These processes, enfranchising every eligible elector in this country, begin with voter registration and ultimately seek to provide a level playing field for all political parties and create an environment that is conducive for conducting a free and fair poll, in which all eligible electors can and should participate

There needs to be an enabling environment combining information, motivation and facilitation so that potential voters are fully engaged in the process of democratic governance through effective electoral participation.

There is also an imperative need for greater participation of all stakeholders that in the broadest sense would imply greater citizen engagement in the election process. This is however, some times, not the case.

There are visible gaps in participation among women, urban population, migrant working population including labourers, weaker sections and others in various parts of the country owing to a range of factors. Young Indians who become qualified to be registered as voters on turning 18 years need to be given the necessary orientation & facilitation to understand their new role and get engaged with the electoral registration and further participation process.

Public Sector Enterprises and Corporate Houses can play a significant catalytic role in enhancing citizen engagement by partnering Election Commission of India in its Systematic Voters' Education and Electoral Participation (SVEEP) programme and also fulfill their Corporate Social responsibility.

2. Goal and Objectives

Goal: To have every eligible citizen on the electoral roll and have every enrolled voter to vote voluntarily, thus ensuring widest electoral participation and inclusive elections through information, education, motivation and facilitation.

Objectives:

- I. To bridge the gender gap in registration and voter turnout.
- II. To fight urban apathy to electoral participation
- III. To overcome youth disconnect with the electoral process
- IV. To facilitate inclusion of marginal sections in the electoral process
- V. To promote informed and ethical voting

- VI. To bridge the gap in information, awareness, motivation and facilitation in the electoral process

3. Start off Criteria for PSUs/Corporate Houses

- a) Non-political and non-partisan with clean antecedents
- b) High Credibility and reputation among people
- c) Capacity and outreach for engaging with the community

4. Role and responsibility of ECI/Chief Electoral Officers of States

- i. Accepting the PSU/Corporate House as a partner organization in promotion of electoral democracy.
- ii. Creating a mechanism for coordination and periodic evaluation of the collaboration
- iii. While working out information and motivational campaigns for facilitating voter participation, they may involve the PSU/Corporate House appropriately.
- iv. CEOs shall share the material on Voter education/awareness with the PSU/Corporate House for dissemination of the message among their employees.
- v. Setting up of registration/facilitation desk during special registration drives, for the benefit of the PSU/Corporate employees

5. Roles and responsibilities of PSU/Corporate House

- i. Promoting Voter education and awareness among people on pro-bono basis, particularly in the areas of their outreach.
- ii. Promoting electoral registration among its employees and family members and providing facilitation desks during special registration drives.
- iii. Promote ethical and informed voting free of inducements and educate voters about their rights and duties to strengthen democracy.
- iv. Extending due sponsorship and in kind support to the SVEEP programmes and activities carried out by CEO.
- v. Nominate a nodal officer to interact and coordinate with the CEO/election machinery.

6. Possible activities that can be undertaken by PSU/Corporate House for promoting Voter Education & Awareness

- i. Registration of all its employees, including the labour force, in coordination with the Electoral Registration Officer; Organising camps with the help of ERO for enrolment of their employees and family members

- ii. Organise facilitation camps for voter registration in areas they have adopted under CSR; extend online search facilities in all popular branch offices for searching names on electoral roll in a special drive with adequate pre-publicity; display Voter education material in its premises for employees and also at its public offices for customers
- iii. Sponsor Youth Voters Festival activities and prizes for various competitions in Educational Institutes on Voter education under CSR
- iv. Sponsor targeted SVEEP programmes e.g. SVEEP campaign for women, weaker section, physically challenged etc; support SVEEP material production and distribution for Chief Electoral Officers(CEO) of the State
- v. Integrate Voter education themes in their corporate advertisements; extend support to CSOs and NGOs carrying out Voter education programmes; conduct Voter awareness campaigns on its own clubbed with a special registration drive; conduct special electoral awareness campaigns for old, Tribals, excluded groups and communities, differently-abled & also for migrant labourers
- vi. Celebrate National Voters' Day on 25th January; administer NVD oath to its employees

7. This framework will become operational between ECI/CEO and any PSU/Corporate House through exchange of appropriate letters, if the CEO wishes to get it operational.

8. Safeguards

Since non-partisan, objective, non-political citizen awareness, facilitation and engagement are the basis of this framework of engagement, any deviation will automatically mean that the working arrangement with the concerned Corporate House has lost its relevance and stands dis-engaged forthwith.

Both the CEO and the Corporate House are at liberty at any time to suggest review, revision and modification of the content of the work and to ensure conformity with the directions that may be issued by Election Commission of India from time to time.

