

# **Election Commission of India**

**Nirvachan Sadan, Ashoka Road, New Delhi**

**ECI/PN/6/2017**

**Dated: 07.01.2017**

## **Press Note**

**Subject: Commission deploys Awareness Observers to ensure that no voter to be left behind in forthcoming Assembly Elections.**

1. Chief Election Commissioner, Dr Nasim Zaidi, emphasised the role of Awareness Observers in ensuring that the Commission's endeavour to ensure that 'No Voter to be Left Behind' is achieved in forthcoming election of the General Elections to the State Assembly of Goa, Manipur, Punjab, Uttarakhand and Uttar Pradesh.
2. He was addressing the senior officials from the Indian Information Service, Ministry of I&B, who have been deployed as awareness observer by the Commission on 6th January 2017 at Vigyan Bhawan regarding their role as Awareness Observers for the General Elections to the State Assembly of Goa, Manipur, Punjab, Uttarakhand and Uttar Pradesh.
3. Dr Zaidi also directed that the District Election Officers shall identify the 10% of the lowest turnout Polling Stations and reasons for low turnout in these PS and share the details along with District SVEEP plan with the Observers immediately on their arrival.
4. He also directed the Observers to debrief the Chief Electoral Officer of the State after the completion of their deployment duty so as to apprise the CEO for taking corrective action wherever required.
5. Chief Election Commissioner asked the observers to ensure that instructions regarding revised Photo Voter Slip, Voter Assistance Booth at every polling station location, Voter facilitation Posters outside every Polling station and the timely distribution of coloured Voter Guide to each household is implemented in the constituencies.
6. Shri A K Joti, and Shri O P Rawat, Election Commissioners, reiterated the important role played by the Awareness Observers in keeping the Commission apprised of the implementation status of the SVEEP programme in the districts and directed the Observers to guide the district election machinery in enriching the SVEEP strategy so as to enhance people's participation in the electoral process.




*Commission addressing the Awareness Observers in Vigyan Bhawan, New Delhi*

7. Shri Umesh Sinha, Deputy Election Commissioner, who is looking after the SVEEP programme briefed the Observers in detail about their role and responsibilities and gave them a comprehensive overview of the various SVEEP interventions being taken up in the five states. Other senior officials of the Election Commission also briefed the Observers on various components regarding voter facilitation.

8. Sixty Awareness Observers are being deployed to observe the implementation, at grass root level, of various instructions of the Commission regarding voter awareness and voter facilitation under the SVEEP programme of ECI besides various regulatory instructions regarding paid news and pre-certification of political advertisements for electronic media. Each Observer has been deployed to cover two districts each and send online reports to the Commission on various aspects. The programme of Central Awareness Observation was launched in 2013 and has been since implemented in all subsequent elections. They are among the first set of Observers sent to to the field.

9. The deployment of the Awareness Observers start from 9th January for Goa and Punjab and from 16th January for Uttarakhand and Uttar Pradesh and in February for Manipur.

  
**(Dhirendra Ojha)**  
**Director**