

Updated Template for SVEEP Strategy

(Updates highlighted)

I. Areas of Focus:

A. Electoral Roll Management related

- i. Registration of New Voters
- ii. Special effort towards registration of Migrant voters
- iii. Improving Gender ratio
- iv. Removal of multiple entries; deletion of deceased/shifted names; correction of entries
- v. 100% coverage of PwD and their mapping with the Polling Station
- vi. Increase in enrolment of Service Personnel
- vii. Increase in enrolment of overseas Indian electors
- viii. Identification and mapping of prospective voters i.e those eligible on 01.01.2020.

B. Informed, Ethical and Enhanced Participation

- i) To target an increase in voter turnout in the identified low turnout polling stations and an overall increase in turnout by at least 5-10% over the last Lok Sabha election
- ii) To remove the gender gap in turnout
- iii) To target an increase in turnout among PwD electors by making elections accessible and widely disseminating the facilitation extended
- iv) Special focus on marginalized groups like domestic migrants and other groups identified by the State/District
- v) Visible enhancement in the quality of electoral participation in terms of informed, ethical and inducement free voting
- vi) Increase in postal ballot voting by spreading awareness, facilitating and educating PwDs, senior citizens, service voters and employees
- vii) Awareness on NOTA

C. EVM/VVPAT related

- i) Awareness about functioning of EVM/VVPAT among all voters with special measures targeting youth, women and PwDs voters
- ii) Awareness in remote villages, slums, marginalised segments and difficult areas.
- iii) Awareness among Political Parties, Media, Civil Society and Educational Institutions

D. COVID-19 safety protocols for the following stages of the electoral process

- Thorough summary revision of electoral rolls, including registration of migrant voters, as required
- Conduct of various activities of the polling process keeping in mind the principle of social distancing and sanitization
- Enumeration of age profile of voters at booth level; enumeration of PwD voters at booth level
- Provision of new initiatives and approaches for accessible elections, especially for service electors, PwDs and aged voters
- Ensuring free fair and accessible polls, keeping in mind the unique socio-cultural context of the State

II. Situation Analysis:

1) Identification:

- a. Identification of gap in registration among the newly eligible voters of 18-19 years, PS wise; Identification of PS with lowest enrolment in 18-19 years age-group.
- b. Identification of gaps in the enrolment of PwDs, PS wise.
- c. Identification of excluded groups, like NRI Voters, Service Voters, migrants, tribals marginalized and doubly marginalized communities.
- d. Identification of 10% of Polling Stations in each district with lowest turnout in last Lok Sabha Election and reasons thereof.
- e. Identification of overall 10% lowest turnout Polling Stations in the State and reasons thereof.
- f. Identification of lowest turnout Assembly Constituencies and reason thereof.
- g. Identification of reasons for drop in turnout (if any) between last Assembly election and last Lok Sabha election in the State.

2) Knowledge Gaps to be assessed through KAP Baseline Survey:

- Extent of unregistered voters, in the light of significant migration
- Media Consumption Patterns (changes post Covid19)
 - Urban
 - Semi Urban
 - Rural
- Extent of Awareness of postal ballots and other Accessibility measures, among the people
- Extent of Awareness of COVID-19 constraints

III. Planning & Implementation

- a. **SVEEP Nodal Officer:** SVEEP Nodal officer for each AC shall be appointed immediately who shall coordinate the entire SVEEP implementation in the AC. The officer shall be involved in drafting the AC SVEEP Plan. District SVEEP Nodal Officer shall guide the AC Nodal officer in preparing the SVEEP Plan.
- b. **Core Committees:** The State SVEEP Core Committee headed by the CEO shall supervise the implementation of the SVEEP Plan in the entire state. The Committee shall have Public health experts (in view of COVID-19) as also representation from various Departments, Agencies and organisations. The District Core Committee shall be chaired by DEO/CEO(ZP) to supervise the implementation of the SVEEP plan in the district. Each district shall appoint a Nodal Officer who will be the incharge of SVEEP. S/he will functions as the Member secretary of the District Core Committee. The core Committees should be set up immediately.

- c. **Chunav Pathshala:** Chunav Pathshalas at Booth level shall be suitably equipped with Commission material and resources. It shall be organized with due regard to social distancing and other COVID related parameters.
- d. **Partnership:** A network of partnerships shall be developed at State level and also at District level for strengthening the SVEEP programme. In this connection, the framework of partnerships already issued by the Commission in relation to CSOs, PSU/ Corporate and Media shall be optimally harnessed. CEOs and DEOs will mobilise and brief partner agencies and provide them requisite resources and outreach material at state level and district level respectively. Synergy with all statutory authorities disseminating information on COVID-19, is essential to avoid any mismatch in disseminated information that might generate confusion.
- e. **Social Media:** In the COVID scenario, maximum use of Digital & Electronic media should be made for SVEEP. Partnerships should be explored with all Social Media platforms, cellular, telephone and cable networks in the region to run SVEEP messages related to registration/ poll day/ physical distancing/ sanitization/ respiratory hygiene.
- f. **Use of Technology:** IT tools may be suitably used for information dissemination and motivation as well as for facilitation of electors and voters.
- g. **Targeted Interventions:**
- A. Youth (Including newly eligible Voters)**
- i) If and whenever Colleges reopen, Campus Ambassadors (CAs) shall be appointed in Colleges and Universities in line with the 'Terms of Engagement' issued by ECI (copy enclosed). The CAs shall be provided with kits including a Handbook. (copy of the Handbook by CEO Tamil Nadu is available at http://eci.nic.in/eci_main1/SVEEP/resources/TAMIL%20NADU%20CAMPUS%20AMBASSADORS%20HANDBOOK.pdf). An online workshop of CAs, on election processes and COVID-19 precautions. shall be conducted by the DEO and the training calendar duly reflected in the District SVEEP Plan shared with the CEO.
 - ii) The Nodal officers from Campuses, who are the faculty, shall be utilized besides the NSS and the NCC.
 - iii) Electoral Literacy Clubs (ELCs) and VAFs, established in Colleges, Universities and Government Departments to be used to the extent possible.
 - iv) Enrolment drive for first time electors followed up with further engagement to promote voting.

- v) If and whenever College admissions begin, Form 6 shall be mandatorily given out along with Admission forms in all colleges. An order to this effect may be got issued from the concerned department. Forms 6, 7, 8 and 8A shall be made available in all Colleges and Universities, and also in High Schools for newly eligible electors. NVSP information to be disseminated on digital platforms of colleges/ universities to the extent possible.
- vi) Special initiatives may be taken to reach out to students staying in hostels and their enrolment also encouraged and facilitated (if feasible under COVID related guidelines)
- vii) Outreach for non-student youth shall be taken up with NYKS and CSOs (if feasible under COVID related guidelines).
- viii) Chunar Pathshala, the ELCs in Communities, to target youth outside the formal education system to the extent possible

B. Women

- i) Outreach through educational institutions shall have a special focus on women.
- ii) ASHA and AWW network shall be systematically utilized to target young women. Newly married young women may be specifically targeted through government field functionaries as they are usually not enrolled at their place of marriage.
- iii) Cooperate with media and Field formations to reach out to women
- iv) Use SHGs and Cooperatives of women to spread awareness
- v) Provide awareness on COVID 19 precautions during polling

C. Persons with Disabilities

- i) State level and District level Committees shall be constituted for the purpose of accessible and inclusive electoral process with regard to all persons with disabilities. Instructions on the periodic meeting and evaluation by these Committees have been separately issued.
- ii) Polling Station wise database of PwDs shall be prepared with support from Department of Disability/Social Welfare/Hospitals or CMOs office. Database shall be prepared through BLOs and information on the type of disability maintained in the BLO register to help in facilitation.
- iii) The PwD App should be popularized.
- iv) Identify Community Radio networks or magazines, channels, etc for PwDs to partner. Use programmes on AIR, DD and private radio and Cable TV to reach out to PwDs.
- v) Identify credible CSOs working for PwDs and reach out through them.
- vi) CEO and DEO Website shall be disabled friendly and adhere to Level AA of the Web Content Accessibility Guidelines.

vii) Awareness about the provisions of voting through postal ballot by Absentee voters in the category of senior citizens (AVSC) and marked persons with disabilities should be done as per Commission's extant guidelines.

viii) To conduct Door to Door survey by BLO to ensure postal ballot for PwD and senior citizens. Also spread awareness on COVID-19 related precautions during visits as also while exercising postal ballots.

D. Service Personnel & Overseas Indian citizens

i) Awareness and registration drive shall be carried out for the defence personnel in cantonment areas with special focus on the newly inducted young defence personnel. Share the Service Voters brochure with the cantonment officials. (also available at <http://ecisveep.nic.in/> and <http://servicevoter.nic.in/>)

ii) Service Voters should be suitably made aware about ETPBS procedures and other facilities.

iii) Train Nodal Officers from defence as Resource Persons for dissemination of information on the entire process of registration and voting and the COVID - 19 precautions.

iv) Target families having their children studying abroad and promote their registration as overseas Indian electors.

v) Popularize NVSP link for online registration of overseas Indians.

vi) BLOs to share form 6A with families having a member who is overseas and familiarize them with NVSP portal.

E. Rural & Tribal Areas

i) Special registration camps in weekly *haats*, during festivals and through mobile vans shall be conducted to the extent possible.

ii) Use of public address system and announcements in Gram Sabha in rural areas shall be encouraged.

iii) DEOs in violence-affected areas shall involve the SPs in operationalizing SVEEP programme so that the environment of confidence and fearlessness against intimidation is built into the programme.

F. Domestic Migrants and Other Marginalized Segments: In view of COVID-19, the issue of domestic migrants should be looked into and interventions planned to reach out to this segment. Specific interventions may be designed around other identified segments specific to the State/districts, based on situation analysis.

G. EVM & VVPAT Campaign: Creation of short video and other creatives which will be shared extensively on print and audio-visual media.

- i) A State of Art Permanent EVM Sensitization and Hands on Experience Centre has to be set up at the State and District Capital .
- ii) Small group demonstrations to be held for Political Parties, Media Houses and Journalists, Government officials and in Colleges and Sr. Secondary Schools (if the schools open) where live demo on EVM and VVPAT may be given.
- iii) EVM-VVPAT familiarization camps to be held at every booth in a staggered fashion so that by the time the elections are announced all the Booths are covered. Take care that there is no crowding and all precautions of COVID-19 are taken. Alternatively, Mobile vans with EVM-VVPAT model and publicity material may be used with a set calendar covering all constituencies/polling stations in the district. The calendar to be prepared by the DEOs in advance and shared with the CEOs. and BLOs may be involved in these camps and BLOs may be trained on VVPAT functioning (in small groups).
- iv) EVM/VVPAT Posters at each Centre of Public Services such as Polling Stations, School buildings, Panchayat Bhawans, PHCs, AWC Ration Shops, CSCs, Banks, post offices etc.
- v) 360 degrees communication plan may be exclusively developed for EVM and VVPAT campaign including Public Service Announcements regularly on All India Radio and Doordarshan.

H. 360 degrees Communication Campaign: Comprehensive communication may be planned including electronic, digital and social media, messaging Apps, besides inter-personal communication and outreach (in small groups).

A. Multi-Media Campaign

- i) Campaigns through other media vehicles shall be conducted. All India Radio, Doordarshan to be main vehicles combined with a good measure of private channels, FM Radio, community radio and Print Media.
- ii) Social Media use, besides use of digital and other new media in urban and semi-urban areas shall be taken up.
- iii) Informed and Ethical voting component besides information on NOTA may be widely disseminated.
- iv) For content development, CEO and team to consider the archive of approved material compiled at the SVEEP Digital Library (www.ecisveep.nic.in). Outreach material developed for Special Revision, National Voter's Day to be used after suitable modification showcasing masks, gloves and physical distancing.
- v) CEO to take necessary steps for further inventory building on Voters' Information and Awareness material as also confidence building to come out

and vote during the COVID pandemic. CEO to set up an expert Committee at State level for quality check and control of content comprising of Heads of AIR & DD among others. All awareness content to include COVID-19 precautions.

- vi) Past Survey findings to be utilized for designing the campaign material and deciding the media vehicles for dissemination.
- vii) All messages used in the elections at State level shall require approval of the Commission, if these are not earlier vetted. District level content and messaging shall be vetted and cleared at CEO level.
- viii) Media is one of the most effective partners in SVEEP. Regular media briefings about different initiatives, facilitation measures shall help in wide publicity of various interventions. All press conferences at the Commission and CEO Office should adhere to prescribed physical distancing measures. Media calendar may be devised with a topic assigned in advance for each day of briefing.

B. Common Outreach Activities: Specific outreach activities based on the situation analysis shall be carried out as follows:

- i) Forms 6, 7, 8 and 8A made available at all prominent places e.g. Post Offices, banks, hospitals and other public places having large footfall.
- ii) Special registration camps on need basis and dedicated camps catering to specific target groups like Service Voters and Overseas electors.
- iii) Corporates to be contacted through Social Media to ensure registration of their employees. Alternative registration hubs for corporate employees to be established.
- iv) Instruction issued through Labour department to private contractors to strictly comply regarding paid leave on poll day.
- v) Regional and/or local icons shall be identified and promotional material for voting shall be prepared availing their services, after getting approval of Commission on the content (messages), in addition to the National Icons of ECI and the regional icons already approved by Commission.
- vi) Material on voter awareness may be given to partner CSOs/media houses for wider dissemination.
- vii) Public transports (Trains, Bus, Auto Rickshaw etc.) displaying Voter Awareness Messages may be suitably utilised for awareness purpose (as applicable)

C. Voters' Facilitation:

- i) Mobile apps i.e. Voter Helpline, PwD App, C-Vigil, to be widely promoted for both imparting information and provision of assistance regarding registration, location of polling station and other such facility to the voter.
- ii) Common Service Centres shall be functioning as Voter Registration and Education centres /Voter Facilitation Centres (VFCs) and shall serve the purpose of facilitation and awareness generation on COVID-19 precautions as

- well.** The Centres should be supplied education and awareness material in good quantity. Appropriate publicity of CSCs working as VFCs should be given.
- iii) EROs and AEROs to ensure that EPIC are issued to all those enrolled.
 - iv) Ensuring that Voters' Slips are distributed on time as per directions of the Commission. Voter slips to carry printed messages on physical distancing/ respiratory hygiene and sanitization.
 - v) Proper mechanism to be adopted for provision and procurement of wheelchairs, sign language interpreters (or videos thereafter), and volunteers for Persons with Disability and senior citizens, on polling day.

Note:

- i. During the prevalence of COVID-19 pandemic, State SVEEP activities must be conducted as per the guidelines/norms of Social Distancing issued by statutory authorities.
- ii. Larger gatherings pose greater risk of COVID-19 transmission and therefore should be avoided.
- iii. Conferences/Workshops should be held through Video Conferencing to the extent possible.

IV. Monitoring and Review

- a) Implementation of the SVEEP programme within the districts shall be constantly monitored by the DEO and across districts by the CEO, and reviewed periodically to assess the efficacy of the interventions and make mid-term course correction, wherever required.
- b) Regular Video Conferences to be organized by CEO with all DEOs for review of implementation.
- c) The programme shall be reviewed at the national level by the Commission.

V. Evaluation and Documentation

- a. The DEOs shall evaluate the interventions carried out in their district and submit a report to the CEO within a month of closing of polls. They shall focus on the following in their report besides an analysis of the overall turnout.
 - i. Analysis of the registration ahead of polls
 - ii. Analysis of the comparative turnout among women, urban voters and youth
 - iii. Analysis of the turnout of particular groups such as migrants, PwDs, NRI voters, Service Electors etc at specific polling stations
 - iv. Analysis of the comparative turnout in the identified 10% of the lowest turnout polling stations
- b. The CEO shall submit a documented report to the Commission within two months of closure of polls. The CEO's report shall also focus on the aforesaid points for the entire State.

<u>Voter Awareness Multimedia Campaign Brief</u>		
Sr.	Topic	Details
1	Campaign Goals	<ul style="list-style-type: none"> a. To build awareness and motivation on voter registration and voting procedure b. To build knowledge and confidence related to COVID-19 mitigation measures among voters
2	Background	<ul style="list-style-type: none"> a. ECI conducts intensive 360 degree multimedia Information, Education & Communication campaign prior to each election which complements our round-the-year voter awareness and outreach initiatives. b. The goal is to ensure that all relevant information related to elections reaches every eligible elector of the area accurately and within time. c. Information dissemination to everyone in the area is ensured with cognizance of the local culture, dialects, literacy levels, media access, topography and popular means of communication. d. In view of the COVID19 pandemic, all guidelines related to safety and hygiene need to be strictly observed at all times during conduct of voter awareness campaigns in the state. e. A major shift in campaign strategy towards utilization of digital & electronic media to the greatest extent possible.
3	Target Audience	<ul style="list-style-type: none"> a. All registered electors in the state with special focus on the following: <ul style="list-style-type: none"> i. Youth ii. Women iii. Senior Citizens iv. PwDs v. Marginalized Sections (Migrant, Tribals, Third Gender) b. Custom Communication Strategy for Urban, Semi-urban and Rural regions c. Custom Communication Strategy for Service Electors & Overseas Electors

4	Campaign Objectives	<ul style="list-style-type: none"> a. Timely dissemination of accurate election related updates (dates, guidelines, procedures, facilities etc.) b. Increase registration of new voters c. Re-registration/ Correction of details, especially of migrants, on electoral roll d. Countering misinformation e. Awareness building on the following: <ul style="list-style-type: none"> i. Registration process: Online/ Offline ii. Verification/ Correction of details on Electoral Roll iii. Provision for Postal Ballot iv. COVID-19 related safety measures v. Using EVM-VVPAT and its security measures vi. Accessing affidavits of contesting candidates vii. Poll Day and Timings viii. Approved Identity Documents ix. Locating Polling Station x. Voting procedure inside Polling Station f. Motivation for coming to Polling Station for voting g. Motivation to participate in informed & ethical manner
5	Challenges	<ul style="list-style-type: none"> a. Apprehensions induced by the pandemic b. Restrictions on organizing public gatherings due to COVID-19 c. High influx of migrant population, if applicable d. Historically low electoral participation, if applicable e. Introduction of new procedures related to voting
6	Mandatory Elements	<ul style="list-style-type: none"> a. Proactive monitoring of every health guideline issued by Central and State health departments b. Proactive media monitoring and social-listening to detect relevant knowledge-gaps c. Extensive mapping of all popular credible media outlets (digital, electronic, print & outdoors) and maintaining a dynamic media allocation plan as the

		<p>campaign progresses</p> <ul style="list-style-type: none"> d. Liaising collaborations with Print, TV and Radio channels e. Strict adherence to Do's & Don'ts in designing all communication products to ensure apolitical and non-controversial nature f. Taking due approvals from designated officer at CEO office before publishing any communication product g. Pre-testing major production with selected sample target audiences h. Monitoring and supporting content developed at District level, maintaining uniform communication style and effective use of media outlets i. Documentation of all vital communication products developed at State and District level
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Guidelines For COVID-19 related Communication		
Sr.	Topic	Details
1	Make Desired Behaviors Simple & Easy To Do	<p>a. Prioritize a few, clear, achievable actions people can take in their everyday lives.</p> <p>b. Provide a checklist or Decision Tree to help people make the right decision in unfamiliar contexts (e.g., how to opt for Postal Ballot)</p>
		<p>Example of Decision Tree:</p> <pre> graph TD A[Do you have your name on the Electoral Roll?] -- Yes --> B[Do you wish to use Postal Ballot from home?] A -- No --> C[You need to register yourself on the Electoral Roll for voting] B -- Yes --> D[Are you above specified age, or Person with Disability?] B -- No --> E[You can cast your vote at your designated Polling Station] D -- Yes --> F[Speak to the BLO of your area and opt for Postal Ballot] D -- No --> G[Have you been asked to quarantine yourself by the govt?] G -- Yes --> H[Speak to the BLO of area and opt for Postal Ballot] G -- No --> I[You are not eligible for Postal Ballot. You can cast your vote only at your designated Polling Station] </pre>
2	Make Messages Catchy & Memorable	<p>a. Messages that are easy to visualize are more likely to be remembered and enacted.</p> <p>b. Use short, catchy phrases and slogans.</p> <p>c. Easily recalled phrases increase individuals' own action and are more likely to be repeated to others.</p>

		<p>d. Use alliteration and rhyme</p> <p>e. Incorporate popular local expressions in messages.</p> <p>f. Repeat the same slogan as often as possible and through different channels. Repetition increases people's recall and belief in a statement.</p> <p>g. Examples of Catchy Election Messages - https://drive.google.com/drive/folders/14i5SOs8gvMkpjEACWWITTWU7KpMUOR0f?usp=sharing </p>
3	Appeal To People's Social Nature	<p>a. Publicize adherence (and don't highlight non-adherence) to recommendations like physical distancing or mask-wearing. People cooperate with rules for the collective good as long as they believe most of the others are.</p> <p>b. Motivate appropriate behaviors by making them easily observed by others. Ex- Profile Picture frames on Social Media, Posters outside homes on adherence to safety norms.</p> <p>c. Engage icons, officers and all major stakeholders to share a uniform message.</p>
4	Promote Collective Action & Cooperation	<p>a. Most people are naturally cooperative. Appeals to widespread cooperation are more successful than punitive measures. -</p> <p>b. Connect individuals' behavior to the well-being of others, particularly vulnerable groups (e.g., I wear a mask to protect my elderly grandmother).</p> <p>c. To encourage people to take the pandemic seriously, use messages from essential workers who are taking greater risks (healthcare, security, transport etc).</p> <p>d. Acknowledge and thank people for their cooperation. Ex- At registration centers, training/ collection/ dispatch centers, Polling Stations</p> <p>e. Praise those assisting their community in exceptional ways.</p> <p>f. Use language that appeals to people's sense of community: "We", "all of us", "Hum sabhi".</p>

		<p>g. Avoid messages that provoke fear, panic, or stigma - this will cause people to avoid seeking care. Focus on positive, pro-community, actionable messages.</p>
5	<p>Maintain Credibility And Legitimacy</p>	<p>a. Prioritize communications from the spokesperson at a consistent time and in a consistent format.</p> <p>b. To counter misinformation, emphasize and repeat the correct facts that people should know.</p> <p>c. Remind the public to evaluate the credibility of sources before sharing, especially on messenger apps and social media.</p>

<u>Do's and Don'ts for Media Outreach</u>	
1	<p>Don'ts - Strict No</p> <ul style="list-style-type: none"> ● Don't criticize any party or candidate. ● Don't criticize the government. ● Don't talk about development or criticize existing infrastructure and systems. ● Don't talk about CHANGE (as it may be construed as campaigning against the party in power). ● Don't ask people who they will vote for. ● Don't ask people who they voted for, on or after poll day. ● Any advertisement on voter participation by ECI/CEO should not immediately precede or immediately follow any political advertisement; it can be misleading ● Hosts/ RJs of partner FM/ CR stations should not share the dais with any political party or candidate at any public function during the election period ● Don't talk about making the country NEW or STRONG, as it may be associated with any one party ● Don't talk about youth leadership of the country, it may be construed as promoting a particular party ● Avoid colours of Political parties of the State/Nation ● Avoid slogans or phrases being used by Political Parties ● Be aware of the tag lines and advertisement statements of political parties, so that it can be strictly avoided
2	<p>Do's – Yes</p> <ul style="list-style-type: none"> ● Talk about participation — Registration and Voting ● Talk about process — What, Why, Where, When and How to Register and Vote <ul style="list-style-type: none"> a. Only those registered on Electoral Roll, can vote. Thus it's important to check if name is on the roll, even if you possess an EPIC. In some cases, EPICs were issued to electors some years back, however name were deleted following due process (maybe person was not found at his residence on visits by BLO etc):- b. Verify your Name & Details on Electoral Roll:- <ul style="list-style-type: none"> i Through www.nvsp.in ii By Calling National helpline No. 1950. iii By using 'Voter Helpline' mobile app. iv SMS <ECI><space><EPIC No> to 1950 or on alternate numbers given by States.

	<ul style="list-style-type: none"> v Names can also be checked at ERO office, Voter Facilitation Centres (wherever they exist) or from Booth Level Officer, CEO's website or Election Commission's website. vi EPIC is the identity document issued by ECI to all those who are registered on the electoral roll vii If you have not received the Voter slip, no worries, contact your BLO, however, voter slips can also be collected from the election official outside the polling station on the poll day. <ul style="list-style-type: none"> ● Talk about ethical and informed voting <ul style="list-style-type: none"> a. Under Section 123 of RPA 1951, giving as well as taking of bribe is deemed a corrupt practice and can invite disqualification from voting b. Don't be induced into voting for money c. Don't be induced into voting on caste and religious lines d. Vote for right candidate e. Vote without fear ● Talk about democracy, having a voice in democracy ● Talk about Voting as a Right ● Voting is easy ● Make Voting fashionable ● Make Voting Cool ● Make Voting Smart ● Make non-voting uncool ● Be innovative and interesting ● Have contests ● Have phone-ins from people at Polling Stations
3	<p>On Poll Day</p> <ul style="list-style-type: none"> ● Announce the poll timings — the same are usually from 7 am to 6 pm at most polling stations, but confirm with CEO's office before announcing ● People can use the photo voter slip given by the elections officials as identity document. Even if voter slip not received, one can carry EPIC or one of the specified identity document and go to the polling booth to vote ● Alternate Identity document that can be used may be specified - the same is announced few days before polls ● If you are standing in the queue at the time of the close of polls i.e. 6 pm, in most

	<p>places you can vote, the polling booth shall be kept open till the last man who had joined the queue before specified closing time of the poll, casts his vote.</p> <ul style="list-style-type: none">● Inform that Mobile phones, laptops, I pads etc are not allowed inside the polling booth, so they should leave the same at home● Remind people to come and vote throughout the day● Motivate people to vote● Make it clear that voters should not reveal whom they voted for on the poll day on any telecast or broadcast media
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<u>Knowledge Resources</u>	
Sr	Topic
1	<p>What the Content Creators Should Know</p> <ul style="list-style-type: none"> a. Familiarize yourself with the process by reading the material available on the website of the ECI and CEO b. Know the name of Parliamentary Constituencies(PCs)/Assembly Constituencies (ACs) c. Know the name and contact details of the Nodal officer whom you should contact in case of some clarification or detail. They are extremely busy during election period and this should be kept in mind while coordinating with them for information/guidance. d. Take the list of PCs/ACs from CEO's office/website; find out the area covered under the constituency, audience would ask questions regarding their PC/AC based on their location e. CEO website generally provides location of Polling Station on Google map f. Know the individual numbers (one for each state) where the electors can send SMS to know if their name is on the roll. g. Know the website address of the CEO of the states and ECI, here electors can search their name in the voter list. h. Familiarize yourself with the terms like CEO, DEO, ERO, BLO. i. Vote is secret. People should not reveal who they voted for on the polling day
2	<p>General Information for Content Creators</p> <ul style="list-style-type: none"> a. For any help related to registration or voting procedure, citizen's can call Voter Helpline Number 1950 (toll free) b. All relevant forms can be submitted online at National Voters' Services Portal – www.nvsp.in or through Voter Helpline app c. Types of Voters in India: d. General Voters – Ordinary Citizens of India registered as a Voter who cast their vote at Polling Station e. Service Voters – Personnel of Armed Forces, State Armed Police Force Personnel serving outside their state, forces under Army Act 1950, Government of India officials serving outside India. f. Overseas Voters- A citizen of India, who is above 18 years of age and living abroad for employment, education etc. g. No person can be enrolled as a voter in more than one place. In case of shifting, appropriate forms need to be submitted by the person to delete or modify previous registration. h. Elector Photo Identity Card (EPIC) is issued to each voter. It carries enrolment

	<p>number, Name, photograph and address of the voter. Overseas Electors aren't issued EPIC. They vote by presenting their Indian Passport at the polling station.</p> <ul style="list-style-type: none"> i. An elector's name should be present in the latest revised Electoral Roll for them to be able to cast their vote. Mere possession of EPIC card without name in the electoral roll doesn't provide the right to vote. j. Voting at all polling stations will be done using EVM-VVPAT machine. k. Booth Level Officer (BLO) is the field officer of ECI who makes house to house visits to verify voters. l. Chief Electoral Officer (CEO) is the highest authority related to election within a State/UT m. District Electoral Officer (DEO) oversees arrangements for election within a district.
3	<p>Important topics</p> <ul style="list-style-type: none"> a. Accurate information regarding qualification and procedure for registering as a voter for the first time b. Introduction to EPIC and Electoral Roll c. Online/Offline provisions for voter registration, verification, correction or deletion d. Motivating migrated workers/students and married women to re-register themselves as voter wherever they are living now instead of being registered in their hometown e. Motivating voters to realise the power and importance of their single vote with special focus on young and urban voters f. Motivating Indian Citizens living abroad to register themselves as Overseas Electors at the address mentioned on their passport g. Verifying name and details in the electoral roll much before polling day h. Information related to arrangements, facilities and proceedings inside a polling station i. Special provisions for women and PwD voters j. Information on use of EVM-VVPAT and how it ensures security and secrecy of vote k. Voter registration and voting procedure for Service Voters l. Voter Helpline Number and Mobile Application m. Reporting any malpractices at Polling Station through CVigil App n. Developing ethical and informed voting temperament by examining manifesto and affidavits of candidates

	<ul style="list-style-type: none"> o. Getting names of deceased relatives deleted from the Electoral Roll p. Finding Polling Booth location
4	<p>Voter Registration/ Details Modification Process</p> <ul style="list-style-type: none"> a. Qualification for a voter: <ul style="list-style-type: none"> i. Indian Citizen and resident of the constituency where the person wishes to register as a voter. ii. 18 years old on 1st January to qualify for voting. iii. Indian Passport holders living abroad can also register themselves as voter at the address mentioned on their passport. iv. Armed Forces personnel have special voting provisions. b. Documents required: <ul style="list-style-type: none"> i. Applicant needs to submit the following to get registered as a new voter in any constituency: <ul style="list-style-type: none"> i. Furnished Form 6 ii. Coloured Passport size photograph iii. Address Proof iv. Age Proof ii. To make any corrections to details of already registered electors, Form 8 needs to be submitted. iii. For shifting address within the same polling constituency Form 8A needs to be submitted. iv. To register after shifting to a new constituency, Form 6 needs to be submitted again along with details of previous voter registration in the declaration v. Indian Passport Holder NRIs need to submit Form 6A to register as an Overseas Indian Elector. vi. For the purpose of deleting a deceased relative's name from Electoral Roll – Form 7 is submitted

5	<p>How to register/ modify details in the electoral roll?</p> <ul style="list-style-type: none"> a. Voter Helpline for any information <ul style="list-style-type: none"> i. Call 1950 (Toll Free) ii. Install Voter Helpline App from Google Play Store b. Forms can be submitted online at www.nvsp.in c. Furnished Forms can also be given to the local BLO d. Forms can be submitted at the local Voter Facilitation Centre or at the office of Electoral Registration Officer e. Personnel of Armed Forces and State Armed Police forces can register themselves as Service Voter at www.servicevoter.nic.in
6	<p>Verification of name in Electoral Roll</p> <ul style="list-style-type: none"> a. Verification of name in the Electoral Roll can be done via: <ul style="list-style-type: none"> i. If elector has an EPIC then SMS – ECI <space><EPIC Number> to 1950 ii. Can search their name on www.nvsp.in iii. At the website of Chief Electoral Officer of elector’s state/UT b. Verification before each election is necessary. If a name isn’t present in the electoral roll then registration form can be submitted again. c. If there are any errors then a form for correction can be submitted.
7	<p>Preparations by Voter for Poll Day</p> <ul style="list-style-type: none"> a. Paid leave is granted by all employers on Election Date b. Electors should have checked and verified their name in the Electoral Roll recently c. Generally Polling Station is within 2kms distance d. Polling Station location is mentioned in Voter Slip which is distributed to voters by the BLO before election. e. Alternatively, Photo Voter Slip and Polling Station location can be generated at

	<p>www.nvsp.in</p> <ul style="list-style-type: none"> f. Electors need to carry a valid Identity proof to the polling Station. g. If EPIC is unavailable, Aadhar, Passport, Driving License, Bank Passbook, Ration Card etc can also be used. h. Gadgets and electronic devices aren't allowed inside polling station
8	<p>Facilitation at Polling Station</p> <ul style="list-style-type: none"> a. Voter Slip with details of Polling Station and location in Electoral Roll is given to every voter few days before poll day by BLO b. Voter Slip can also be generated online at www.nvsp.in c. Ease of Voting; Volunteers at Polling station to assist voters d. Separate queue for men and women e. Priority given to PwD and elderly; f. Crèche facility for small children g. Drinking water and First Aid facility h. Ramp, wheelchair and proper signages i. Tactile Signages, Sign language facilitation, Braille on EVM for PwD voters j. Voters cannot carry any gadgets, mobile phones or electronic equipments inside the polling station
9	<p>Use of EVM-VVPAT</p> <ul style="list-style-type: none"> a. EVM carry names and symbols of all contesting candidates. NOTA option is available as the end of the list on EVM. b. VVPAT is placed adjacent to EVM and it displays the name and symbol of the candidate in whose favour the vote has been cast on a printed paper slip through a transparent window. c. This printed paper slip is visible for 7 seconds and then falls back into the VVPAT machine. d. To cast your vote, press the blue button on EVM against the name/symbol of the candidate of your choice. Red light will go against the chosen candidate's

	<p>name/symbol with a loud beep sound.</p> <p>e. VVPAT machine will print a slip containing Serial Number, Name and Symbol of the chosen candidate. The printed slip goes back into the VVPAT machine.</p>
10	<p>Voting Provision for Overseas Indian Electors</p> <p>a. Any citizen of India who is 18 years old or older who is living outside the country for education/job or any other purpose can register at the place/constituency as show in the Passport</p> <p>b. The person needs to submit Form 6 A to register as an Overseas Indian Elector</p> <p>c. Voting has to be physically at the Constituency; No Voter ID given, Passport has to be shown at Polling Station</p> <p>d. If person was earlier registered as a general voter, then they should surrender their EPIC while submitting Form 6A for registration as Overseas voter</p> <p>e. After coming back to India, they can register as general voter at their place of ordinary residence and get their enrollment as overseas elector deleted.</p>
11	<p>Voting Provision for Service Voters</p> <p>a. Members of Armed Forces, Paramilitary, State Armed Police deployed in other state and Indian Missions can register as Service Voters</p> <p>b. They can register as Service Voter at www.servicevoter.nic.in</p> <p>c. Service Voters can vote through Postal Ballot i.e. unlike General voter they can vote at their constituency even when they are away on duty through a postal ballot</p> <p>d. Armed Forces are given additional facility of Proxy vote; i.e. they can choose any ordinary resident of their constituency as a proxy voter who can vote on behalf of Service Voter</p> <p>e. Armed Forces personnel can also register as General Voter at place of posting if it is a peace station</p> <p>f. Wife of a Service Voter can be enrolled in the same part on the basis of a declaration made by her husband in the form and no separate declaration is required from her.</p>
12	<p>Voter Helpline Number – 1950 (toll free)</p>

	<ul style="list-style-type: none"> a. Helpline Service available in regional language based on location of caller b. Information related to election, evm-vvpat, electoral registration process can be sought c. Information related to Polling Station, Assembly/ Parliamentary Constituency as well as details of Electoral Officers d. Complaints and grievances can be lodged
13	<p>Voter Helpline App</p> <ul style="list-style-type: none"> a. Can be directly downloaded from Google Play Store b. User can submit form online through the app as well as track its status c. User can verify their name in Electoral Roll d. Other information related to election, EVM-VVPAT as well as results
14	<p>PwD App</p> <ul style="list-style-type: none"> a. Can be downloaded from Google Play Store b. App has in-built accessibility features c. Eligible PwD citizens can register as a PwD voter. Already registered PwD electors can mark themselves as a PwD voter to avail wheelchair and other facilities better d. They can also lodge their complaints through the app.
15	<p>cVigil App</p> <ul style="list-style-type: none"> a. Can be downloaded from Google Play Store b. User can lodge complaint of any violation of Model Code of Conduct or illegal expenditure directly to Election Commission through this app c. Send real time photo/video directly to DEO
16	<p>Informed & Ethical Voting</p> <ul style="list-style-type: none"> a. Electors can take an informed decision during election by: <ul style="list-style-type: none"> i. Scrutinizing the manifesto of the candidate ii. Reviewing the educational, financial and criminal background of the

	<p>candidate in their affidavit submitted to ECI.</p> <p>iii. Candidates' affidavit can be reviewed at State/UT's CEO website or at the office of Returning Officer of the constituency.</p> <p>b. Voting on the basis of caste and religion is detrimental to the interest of our society and the country</p> <p>c. Taking or receiving any bribe or inducement for voting is an offence</p>
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<u>Major Initiatives by ECI</u>	
1	<u>Icons/Ambassadors:</u> National/State Icons/Ambassadors, PwD icons have been appointed at National / State level to serve as neutral influencers.
2	<u>Matdaata Mitra (Volunteers):</u> These volunteers shall be provided with elementary training on the do's and don'ts at the Polling station alongwith basic etiquettes session on helping the persons with disabilities, elderly, or any other person, who may require basic assistance at the polling Station.
3	<u>Ground level support.</u> Anganwadi workers and other field functionaries like P&RD, Women and Child Welfare, Health & Family Welfare, Youth Affairs, and Civil Defence- SHGs, ICDS workers, ASHA workers, Block Youth Affairs and Civil Defence Volunteers are widely used to reach the potential women and young electors and getting them enrolled.
4	<p><u>Electoral Literacy Clubs (ELCs).</u> ELCs have been established all across in India in educational institutions and communities not covered under the formal education system.</p> <p>The main objectives for Establishment of ELCs are as under :-</p> <ol style="list-style-type: none"> To educate the targeted populations about voter registration, entire electoral process and related matters by engaging them through well designed attractive resources in hands on experience; To aid in EVM and VVPAT familiarization and education about the robustness and integrity of the electoral technology in place in India. Capacity building for generating /locating information on what, when, where and how of the elections and electoral process right from a young age of around 14 years. To help the target audience understand the value of their vote and exercise their suffrage in a confident, comfortable and ethical manner. To facilitate the target audience in understanding the constitutional, legislative and legal provisions besides the technological innovation and integration in elections and nature and role of the Election Commission, Courts, Media and other stakeholders. To harness the potential of ELC members for carrying the electoral literacy in communities. To facilitate voter registration for its members as they achieve the age of 18. <p>The ELCs have been established as per the following structure :</p> <ol style="list-style-type: none"> <u>ELC Future voters</u> – for classes IX to class XII.

	<p>b. <u>ELC New Voters</u> – College, University, all other educational institutions including professional and technical education institutions.</p> <p>c. <u>ChunavPaathshala</u> - ChunavPathshalas are platform to engage the community members, mainly in rural areas, through interesting activities and hands on experience to sensitise them on their electoral rights and familiarise them with the electoral process of registration, voting and ideologies of ethical voting.</p> <p>d. <u>Voter Awareness Forums</u> – In government Departments, Organisations, Autonomous Bodies, Semi Government, non government and the private sector for promoting awareness on the registration and voting process and for sensitizing the members on value of the vote.</p>
5	<p><u>National Voters Day(NVD).</u> Election Commission of India was constituted on 25th January 1950. Thus 25th January every year is now observed as the National Voters Day and celebrated all across the country, where the national function at New Delhi generally honoured by the Hon'ble President of India. NVD aims at increasing enrolment of voters, especially newly eligible young voters (18-19 years old) and ensure universal adult franchise for all.</p>
6	<p><u>National Awards.</u> Awards for Excellence, Proficiency and Innovation in election processes and procedures are being conferred on the occasion of National Voters' Day. These Awards recognize contribution by election machinery, government department/agency/PSU/CSO and media.</p>
7	<p><u>KAP Surveys</u> – Baseline and Endline Knowledge, Attitude and Practice (KAP) surveys are conducted before and after every general election respectively to assess voter behavior and media consumption patterns, among several other key indicators, that contribute in refining the voter outreach strategy.</p>
8	<p><u>Assured Minimum Facilities</u> – The Commission has listed several basic amenities like drinking water, toilet, ramp, wheelchair, volunteers etc. as Assured Minimum Facilities which are now present at every Poling Station</p>