

ELECTION COMMISSION OF INDIA

NirvachanSadan, Ashoka Road, New Delhi-110001

ANAND KUMAR PATHAK
SECRETARY

E-mail – akpathak@eci.gov.in
Tel. No. 011-23052080

No.491/ECI/LET/FUNC/SVEEP-II/PwD/AO/2018

Dated: 20th March, 2019

To

The Chief Electoral Officers of
All States/UTs

Sub: Accessibility Observers for Lok Sabha Election 2019- reg.

Sir/Madam,

I am directed to inform that the Commission has appointed Divisional Commissioners as Accessibility Observers for General Elections to the Lok Sabha 2019. A letter no. 491/DO/ECI/SVEEP-II/AO/2019 dated 13th March, 2019 was sent to the Chief Secretaries of all States/UTs to issue the order to the Division Commissioners, copy of which was also marked to CEOs of All States/UTs.

2. Accessibility Observers shall oversee the efficient and effective implementation of all instructions of the Commission related to Accessible Elections at the field level. For all purposes, they will act as the eyes and ears of the Commission during the period and provide inputs to the Commission from the field about the steps taken up to make the electoral process accessible.

3. **Nodal Officer:** The State Disability Coordinator shall be the nodal officer to ensure smooth flow of communication between the Chief Electoral Officer and the Accessibility Observers.

4. **Deployment:** The Observer shall be deployed as soon as the orders are issued and shall cover all the Parliamentary Constituencies under her/his jurisdiction. S/he shall visit as many Polling Stations locations as early as possible to get themselves abreast of the ground situation, so that corrective measures may be taken in time. S/he shall also assess availability of accessible awareness material at ground level and accessibility of the Polling Stations for Persons with Disabilities and Senior Citizens.

5. **Role and Responsibilities:** The role of Accessibility Observer is to monitor the electoral process comprising of Enrollment process, Polling booths, election awareness drives, training & sensitization of election machinery and volunteers, grievance

redressal mechanism, information and technology, etc is accessible to persons with disabilities. Accordingly, the Accessibility Observer should monitor that:

Preparedness:

- a. Mapping of PwD electors have been done at Polling Station level as directed vide Commission letter no 464/INST/2016/EPS dated 12th March 2016 and 464/INST/PwD/2016/EPS dated May 2018.
- b. Disability Coordinators are appointed at District and Assembly Constituency level as directed vide letter no 464/INST/PwD/2018-EPS. BLO registers may be checked and tallied for field verification of available data.
- c. The District Monitoring Committee on Accessible Election (DMCAE) and Assembly Constituency Committee on Accessible Election (ACCAE) are in place and meet periodically to review and ensure implementation of ECI's instructions on accessibility.
- d. Sensitisation of polling and security personnel has been done on the needs of PwD voters.
- e. Adequate Voter Awareness and education materials are available in accessible formats down till the booth level.
- f. Electoral Literacy Clubs are set up at identified institutes catering to persons with disabilities. The Chunav Pathshala established at all Polling Station level also are equipped to cater to requirements of persons with disabilities.
- g. Matdata Sahayata Kendras/Voter Facilitation Centres/Common Service Centers are equipped to cater to persons with disabilities.
- h. Facility is available to seek wheel chair and other assistance by PwD voters in advance through Voter Helpline 1950, online system or a mobile app.
- i. Braille EPIC are being issued to Blind electors to facilitate them.
- j. Arrangements are made for issue of Voter Slip in Braille and Voter Guide in Braille to blind electors.
- k. The Accessibility Observer may observe that DEO has carried out awareness campaign targeting all persons with disabilities including the important information that having one's name in the Voter List is a pre-requisite for casting a vote
- l. S/he may observe if the national icons and regional icons from among persons with disabilities are being used optimally.

Poll day related

- m. Dummy Ballot sheets are printed in Braille in regional language and supplied to polling stations and Presiding and Polling officers are adequately briefed on the use so as to facilitate a blind voter on poll day for the same as given vide letter no 51/8/INST/2018-EMS dated 28th June 2018.
- n. Volunteers are provided at Polling Station to facilitate PwD voters as well as senior citizens.
- o. Physical access and facilities are ensured at Polling station including permanent

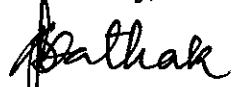
ramps with appropriate gradient and proper parking facility at the polling station as given vide letter no 464/INST/2016/EPS dated 12th March 2016 and 7th September 2016.

- p. Transport facility is provided to PwDs and their assistants on poll day as given vide letter no 464/INST/PwD/2018-EPS dated 27th September 2018.
- q. The Accessibility Observer may observe if adequate information is disseminated at public places and in accessible formats regarding alternate identity documents that can be used for voting.
- r. The Accessibility Observer may observe the measures taken to facilitate voters, through visits to polling stations and see that more prominently the Assured Minimum Facilities (AMF) exist on line with the recent circulars issued. Details to be observed at every polling station.
 - i) **Data** of persons with disabilities PS wise made available to the concerned Presiding officer with detail of the requisitioned facilitations.
 - ii) **Infrastructure:** Wide entry for Wheelchair, Drinking water, toilets, sheds, standardized ramps, wheelchair facility, Poster at PS specifying facilities for PwD voters, sign language posters/facility.
 - iii) **EVM Related:** Adequate length of cable fixed to EVM enabling movement of EVM, Braille ballot sheets, magnifying glass for low Vision.
 - iv) **Facilitation:** Proper signage, special volunteers, dedicated parking for voters with disabilities, facility of companion with Blind and infirm voters.

Partnerships

- s. The Accessibility Observer may observe that neutral and credible CSOs and NGOs working in the field of accessibility are associated with at ground level for awareness and facilitation of PwDs at the polling station. The association has to be within the Framework of Engagement with CSOs, as approved by ECI.
6. The Accessibility Observers shall give report to the CEO for each district in the enclosed format accompanied by a short narrative report. The component on the Polling Station accessibility shall be given for each PS visited.

Yours faithfully,


(A.K. PATHAK)
SECRETARY

Encl:a/a

List of Commission's latest Instructions on Accessibility measures and Voter

Awareness Initiatives

- i. Circular dated 27th March, 2014 assessment and Inventory of polling Stations- basic Minimum Facilities(BMF) to be provided. Note on Assured Minimum Facilities at Polling Stations
- ii. Circular dated 29th May, 2018 on 'SVEEP Strategy for Lok Sabha Elections 2019 including the Special Revision of Electoral Roll of Intensive nature and SVEEP Plan thereof.
- iii. Circular dated 18th August, 2018 on Accessible and Inclusive election for Persons with Disabilities- Constitution of State-Level, District Level and Assembly Constituency Level Committees.
- iv. Circular dated 27th September, 2018 on providing transport facility for PwDs and their assistants on Poll Day.
- v. Circular dated 27th September, 2018 on Accessible Photo Voter Slip with Braille features.
- vi. Circular dated 27th September, 2018 on Appointment of coordinators for inclusion of Persons with Disabilities In the electoral Process at State, District and AC Level.
- vii. Circular dated 7th February, 2019 forwarding the data provided by Ministry of Social Justice and Empowerment, for further utilization in Lok Sabha elections preparations.
- viii. Circular dated 18th February, 2019 on Intensification of the Multi Media Campaign for Lok Sabha Election 2019.
- ix. Circular dated 18th February, 2019 on 'Establishment of ChunavPathshalas (ELC Communities) at every Polling Station Location.
- x. Note on Assessment and Inventory of Assured Minimum Facilities at polling Stations
- xi. Framework of Engagement with CSOs.
- xii. DEO's Checklist for SVEEP.

Observer's Name:	
Name of District	
State:	

REPORTING FORMAT

Sl No	Subject	Observer's Report
1.	Total PwDs mapped in the District booth wise	
2.	Are District (DMCAE) and AC Committees (ACAE) on Accessible Election Set up?	Yes/No
3.	Is Disability Coordinator appointed in District	Yes/No
4.	Is there any PS managed by all PwD officials planned in district? If yes, how many	
5.	Is there a module in all Training on sensitization of officials	Yes/No
6.	Names of Non-government partner agencies in the District for Accessible Elections	
7.	Are PwD Icons being suitably engaged in the SVEEP programmes	Yes/No
8.	Has Core committee produced some Voter awareness material in accessible formats?	Yes/No
9.	Is sensitization of polling officials; being done on special needs of Persons with Disabilities	Yes/No
10.	Date of distribution of braille Voter Slip	
11.	Was there any special drive, mobilization event organized for PwDs	Yes/No
12.	After interaction with public: Whether the people are aware of special facilities available for PwDs. (i.e wheelchairs, ramps, special volunteers)	☐ Mostly Yes ☐ Nearly Equal ☐ Mostly No
13.	How many PwDs sought facilities through the PwDs app.	
14.	Number of EVM and VVPAT familiarization camps conducted in special schools/institutes for persons with disabilities	

15.	Detailed report on Assured Minimum Facilities PS wise (for every polling station visited)	
	Polling Station No:-	
	Polling Station Name:-	
	<u>Assured Minimum Facilities:-</u>	
	a) Ramp with appropriate gradient	Yes/No
	b) Wheelchairs	Yes/No
	c) Drinking water at appropriate height	Yes/No
	d) Dummy braille ballot paper	Yes/No
	e) Proper Signage	Yes/No
	f) Volunteers	Yes/No
	g) Accessible Toilets	Yes/No
h) Dedicated parking for Voters with disabilities	Yes/No	
i) Any other additional facility like magnifying sheet/ glass, stool etc(please specify)		

भारत निर्वाचन आयोग
ELECTION COMMISSION OF INDIA

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निर्वाचन सदन,
अशोक रोड, नई दिल्ली-110001
Nirvachan Sadan,
Ashoka Road, New Delhi-110001

No. 464/INST-BMF/2013 -EPS

Dated:- 27th March, 2014

To

The Chief Electoral Officers of
All the States and Union Territories.

Subject: Assessment and Inventory of Polling Stations – Basic Minimum Facilities (BMF) to be Provided – Regarding.

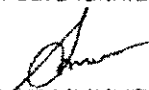
Madam / Sir,

Please refer to the Commission's letter of even number dated 27th January, 2014 on the subject cited. The letter, inter-alia, contained the road-map to assess and make inventory of the polling station locations in the States / UTs. The District Election Officers (DEOs) were directed to form territorial teams / squads to visit each and every polling station location and prepare a video documentation on the condition of polling stations and existing amenities and a feedback on action to be taken for each such polling station as per prescribed proforma (Annexure-I). Further, the DEOs were required to initiate remedial measures, where required, on the basis of the above physical verification reports and send an 'Action Taken Report' to the CEO. It is presumed that the exercise is over by now.

2. You are requested to send a compiled report on the availability of the basic minimum facilities at the polling stations in the prescribed proforma (Annexure-II) to the Zonal Secretaries / Principal Secretaries of the Commission, before 31st March, 2014.

Please acknowledge receipt of the letter.

Yours faithfully,


(SUMIT MUKHERJEE)
SECRETARY

			Serial No.
			Name of District
			Total Number of Polling Stations Location in the District
			Total Number of Polling Station in the District
			Total Number of Polling Station where assessment and inventory have been done
			Total Number of polling station where assessment and inventory have not been done
			Reasons for not undertaking assessment and inventory of polling station
			Remarks, if any

Proforma for Compiled Report by The Chief Electoral Officer

Basic Minimum Facility at Polling Station

Annexure-II

			Name of District
			Name & No. of Assembly Constituency
			Name & No. of Polling Stations Location
			Total No. of Polling Station in the Location
			Whether videography done
			Availability of Number of Rooms
			Availability of Building Space (in Sq. meter)
			Availability of Open Space (in Sq. meter)
			Availability of Separate Entrance & Exit
			Availability of Ramp Facility
			Availability of Drinking Water
			Availability of Electricity
			Availability of Furniture
			Availability of Waiting Room / Shaded Area
			Availability of Toilet

Proforma for Assessment and Inventory of Polling Station

Annexure-I

Nodal Officer

While preparing the district machinery for the conduct of election, the District Election Officer shall identify a senior officer as the Nodal Officer to coordinate and supervise polling personnel welfare measures on the lines of a District Welfare Officer, wherever prevalent. Similarly, each Returning Officer shall identify a Nodal Officer for the above purpose. The name and designation, office and residential address, telephone numbers including mobile number and e-mail ID of the nodal officer shall be mentioned in the district / constituency election management plan. The contact numbers should also be brought to the notice of the polling personnel drafted for election duty.

Seniority

The Commission has been receiving representations regarding assigning of election duty without due consideration to the Seniority of personnel drawn from different Departments/ Organisations. There were litigations filed in this regard by few aggrieved personnel in the past and directions of various Courts are also available in the matter. The Commission desires that while assigning election duties to various officials, their seniority should be taken into account and it should be ensured that a senior official is not put on duty under an official who is junior to him/ her. The existing instructions in the matter are explanatory and should be implemented in letter and spirit without any deviation.

Dispatch Centre & Receiving Centre Arrangement

The Commission is greatly concerned with chaotic situation at the dispatch centres and receiving centres that remains a persistent problem. The dispatch centres for issuing polling material and reception centres for polled election materials shall be managed efficiently and professionally by senior officials. Arrangements for health care and refreshment should be made without disturbing the distribution and receiving of election materials. The polling personnel shall not be held up unnecessarily at the reception centre after they have handed over all polling material. Once EVMs and other documents are handed over, the polling staff shall be relieved from the duty without any delay. Advance measures should be in place to

ensure that transport facility including public bus service etc. is available for them to reach their home, at the earliest.

Food & Civic Amenities

The polling personnel should not be put into difficulty for lack of provision in remote areas for getting their food. An exercise shall be undertaken through Sector Officers as to how such problems can be sorted out. It is relevant to note that it may not be desirable on the part of polling personnel to venture out for the sake of getting food in remote locations. It is also undesirable to avail the local hospitality as that may lead to complaints. In some States there is a practice of providing a Gr.-IV staff in the polling team who cooks food and serves the polling party. The DEO shall review the situation and ensure that proper alternative arrangements are made depending on the local conditions and limitations.

Health Care

The health care of the polling personnel is another important concern. At the training centre as well as in dispatch / reception centres, there should be separate arrangements for providing health care/first-aid assistance to the polling personnel. Medical staff/para-medical staff shall be stationed in those locations to be available in case of any requirement.

Every polling party shall be supplied with oral rehydration salts for their own use as well as for any voter needing the same due to heat-stroke. A hand-bill on 'Do's and Don'ts' in case of heat stroke may be prepared and supplied to *each of the polling parties*. A small First-Aid kit containing basic medicines with user instructions should be provided to each polling party. In this regard, the DEO should prepare a standard list of medicine and user instructions in consultation with the District Chief Medical Officer, in English/ Hindi/ Regional Languages as the case may be, for the benefit of polling personnel.

The DEO shall requisition the services of para-medical staff from the offices of the Chief District Medical Officers and one such Para Medical Staff member shall accompany every mobile Patrol Unit and Sector Officer in their vehicles along with essential heat-stroke medicines. Such mobile patrol units shall touch every polling station once in every hour so that instant medical assistance would be available to any voter needing such help besides the first aid facilities given to the polling parties.

Transportation

A senior officer should supervise the arrangement made for providing transport vehicles for the travel of the polling personnel. The movement of the polling personnel/security forces shall be tracked closely and a confirmatory report should be obtained through Sector Officer on the safe arrival of the polling personnel at the polling stations.

Payments

Arrangements for prompt payment of remuneration etc. should be made by all DEOs. Apart from this, the system of making ex-gratia / compensation payment in case of an unfortunate event of injury or death of polling personnel requires prompt disposal. Computerized data-base of Polling Personnel may be updated with the Savings Bank Account Numbers of all Polling Personnel, in this regard.

Exemption

The Commission has exempted certain offices / institutions for the purposes of election duty in view of the essential nature of duties / services discharged by the institutions. Further, physically challenged persons are not to be deployed for polling duty. There are guidelines to engage female employees for polling duty. Engagement of child labour in election related work is strictly not acceptable. These instructions should be kept in view at all times to avoid violation of relevant Acts enacted for this purpose.

Please acknowledge receipt of the letter.

Yours faithfully,


(SUMIT MUKHERJEE)
SECRETARY

Annexure-I

464/INST/2008/EPS	12.09.2008	HR Issues in the Polling Personnel Management.
576/3/2004/JS-II	09.08.2004	Assigning election duties - Seniority of officials to be taken into consideration.
458/4/96/PS-IV/Vol-II	22.07.1996	Provision of Minimum Facilities to Pregnant Women Polling Personnel During Poll.
464/INST/2008/EPS	11.02.2009	General Election to Lok Sabha, 2009 Drafting of Teachers / Women / Pregnant Women as Polling Personnel.
464/INST/2008/EPS	23.12.2008	Drafting of Physically Challenged Personnel for Election Duty.
464/Inst./2004-PLN-I	06.03.2004	General Election to Lok Sabha, 2004- Deployment of Officers and Staff.
464/INST/2008-EPS	26.12.2008	General Election to Lok Sabha, 2009 - Deployment of Officers and Staff.
464/INST/2004-PLN-I	24.03.2004	Requisitions of Staff and Vehicles.
464/Inst/2005/PLN-I	13.04.2005	Exemption from Election Duty.
464/INS/2007-PLN-I	11.12.2007	Exemption from Election Duty.
464/INST/2009/EPS	1.05.2009	Engagement of Child Labour in the Election Process.
464/INST/2009/EPS	9.01.2009	Fixing of Uniform Rate of Remuneration for Payment to Staff Deployed on Poll / Counting Duty and for Provision of Minimum Facilities.
218/4/96/PLN-IV	9.02.1996	Payment of 100% TA / DA as Advance to Persons Put on Election Duty.
218/6/2009/EPS	17.02.2009	Payment of Ex-gratia Compensation to the Families of Polling Personnel Who Die or Sustain Injuries While on Election Duty.
464/INST/2013-EPS	18.10.2013	Payment of Ex-gratia Compensation to the Families of Polling Personnel Who Die or Sustain Injuries While on Election Duty.

By E-mail/Speed Post

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

A K PATHAK
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No.491/ECI/LET/FUNC/SVEEP-II/LS2019/2018

Dated: 29th May, 2018

To

The Chief Electoral Officers of
all States/UTs except Chhattisgarh, Madhya Pradesh, Rajasthan and Mizoram

Subject: SVEEP Strategy for Lok Sabha Elections 2019 including the Special Revision of Electoral Roll of Intensive nature and the SVEEP Action Plan thereof - regarding

Sir/Madam,

I am directed to refer to the aforesaid subject and to convey that the Commission has directed for the preparation of the comprehensive State SVEEP plan for enhanced electoral participation for the Lok Sabha Election 2019 which should include strategies for the Special Revision of Electoral Roll which is being undertaken as per the letter no 23/LET/ECI/FUNC/ERD-ER/2018 dated 7th May 2018.

2. The Plan may be prepared on the basis of situation analysis of field level data and findings. The consultations on 'Accessible Elections' have been undertaken at district and state level. The recommendations from these consultations may also be incorporated in the SVEEP plan for facilitating Persons with Disability (PwDs).

3. A broad template for the SVEEP Plan is enclosed for reference. District and Assembly Constituency level SVEEP Plans shall also be prepared. The 'Manual on SVEEP' and the SVEEP -III Project document, which have put up on the SVEEP website(www.ecisveep.nic.in) may also be referred to for the formulation of a comprehensive SVEEP Plan on the following lines:

I. Areas of Focus:

A. Electoral Roll Management related

- i) Registration of New Voters
- ii) Improving Gender ratio

- iii) Removal of multiple entries; deletion of deceased/shifted names; correction of entries
- iv) 100% coverage of PwD and their mapping with the Polling Station
- v) Increase in enrolment of Service Personnel
- vi) Increase in enrolment of overseas Indian electors
- vii) Identification and mapping of prospective voters i.e those eligible on 01.01.2019.

B. Informed, Ethical and Enhanced Participation

- viii) To target an increase in voter turnout in the identified low turnout polling stations and an overall increase in turnout by atleast 5-10% over the last Lok Sabha election
- ix) To remove the gender gap in turnout
- x) To target an increase in turnout among PwD electors by making elections accessible and widely disseminating the facilitation extended
- xi) Special focus on marginalized groups like domestic migrants and other groups identified by the State/District
- xii) Visible enhancement in the quality of electoral participation in terms of informed, ethical and inducement free voting
- xiii) Increase in postal ballot voting by facilitating and educating service voters and employees
- xiv) Awareness on NOTA

C. EVM/VVPAT related

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

II. Situation Analysis

- 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 LS election in the State.

III. Strategy

- a. The State, District and AC SVEEP plan shall include situation analysis, outputs/activities, monitoring and evaluation mechanism as per the template given (annexure). Reference may also be taken from the activity chart mentioned in the SVEEP III Project document while creation of the comprehensive SVEEP plans.
- b. The last KAP baseline/endline survey findings may be suitably utilized while formulating Plans.
- c. Targeted campaign on major gaps like first time voter, women, urban, weaker sections, PwDs, Overseas voters, Service voters, besides domestic migrants etc. shall be a part of the plan. To overcome the gap in turnout, targeted interventions have to be carried out at polling station level
- d. DEOs shall innovate at their level and prepare specific operational plan after identifying excluded communities/groups in each polling station. The AC SVEEP Plan shall be drawn up based on grass root level requirements and contribute to the District Plan. The District plans shall flow out of the broad State plan, and also contribute to it.
- e. Intensive and extensive campaign shall be carried out for emphasising the robustness and integrity of EVM and for VVPAT awareness and familiarisation.
- f. Appropriate information dissemination on NOTA and emphasis on informed and inducement free voting shall be part of the strategy.
- g. Facilitation of the Voter will be a key component besides the range of Informed and Motivation measures.

IV. 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 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. **Booth Awareness Groups:** BAGs shall be revived at every booth and their capacity built through workshops. BAGs shall be suitably equipped with communication material and other resources. Their roles shall be clearly explained and handbooks prepared in line with the roles and responsibilities specified by the Commission vide its letter no 491/SVEEP-I/2016(BAG) dated 10th May 2016 (copy enclosed). DEOs shall draw up calendar for the training of BAGs, reflect it in the District Plan and also share with the CEO.
- d. **Partnership:** The network of partnership 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.
- e. **Use of Technology:** IT tools may be suitably used for information dissemination and motivation as well as for facilitation of electors and voters.
- f. **Targeted Interventions:**
 - A. **Youth (incl newly eligible)**
 - i) 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). Workshop of CAs 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) be established in Colleges and Universities.
 - iv) Enrolment drive for first time electors followed up with further engagement to promote voting.
 - v) Outreach initiatives shall be taken up in all college campuses through cultural and sports activities.
 - vi) 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.

- vii) Special initiatives may be taken to reach out to students staying in hostels and their enrolment also encouraged and facilitated.
- viii) Outreach for non-student youth shall be taken up with NYKS and CSOs.
- ix) Chunav Pathshala, the ELCs in Communities, to target youth outside the formal education system.
- x) Identification and mapping of prospective voters in 16-17 years age-group and reaching out to them through suitable interventions under ELCs.

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) Women specific activities like rangoli, group songs competition etc shall be conducted in rural areas to motivate and encourage their electoral participation.
- iv) Coopt media and Field formations to reach out to women
- v) Use SHGs and Cooperatives of women to spread awareness

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 constitution of these Committees are being 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) Single window for PwDs can be explored.
- 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) Special camp may be taken up to register PwDs and such camps widely publicised
- vii) CEO and DEO Website shall be disabled friendly and adhere to Level AA of the Web Content Accessibility Guidelines

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) Film for Service Voters on ETPBs and other facilities has been shared with CEOs and available on ECI website. The same should be widely screened in the cantonment areas.
- iii) Train Nodal Officers from defence as Resource Persons for dissemination of information on the entire process of registration and voting.
- iv) Target families having their children studying abroad and promote their registration as overseas Indian electors.
- v) Popularise NVSP link for online registration of overseas Indians.
- vi) BLOs to share form 6A with families having a member who is overseas and familiarise them with NVSP portal.

E. Rural & Tribal Areas

- i) Special registration camps in weekly haats, during festivals and through mobile vans shall be conducted.
- ii) Use of public address system and announcements in Gram Sabha in rural areas alongwith 'prabhat pheris' 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.
- iv) Folk art and activities specific to the local populace shall be carried out to motivate the people for participation in elections.

F. Domestic Migrants and Other Marginalised Segments

The issue of domestic migrants may 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:** Intensive and extensive communication and outreach to be conducted on EVM and VVPAT awareness and reaffirming people's faith in the robustness and integrity of EVMs. Comprehensive instructions have been given vide letter no No.491/SVEEP-II/EGS/2017 dated 22nd September, 2017(copy enclosed). The same needs to be further intensified in view of the preparations for the upcoming Lok Sabha elections.

- 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) Camps to be held for Political Parties, Media Houses and Journalists, Government officials and in Colleges and Sr. Secondary Schools where live demo on EVM and VVPAT may be given.

- iii) EVM-VVPAT familiarisation 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. 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. BAGs and BLOs may be involved in these camps and BLOs may be trained on VVPAT functioning.
- iv) Sensitisation on EVM/VVPAT is already a component in the Electoral Literacy Clubs (ELCs). Live demo of EVM/VVPAT on rotation in established ELCs and Chunav Pathshalas may be planned along with the conduct of the activity 'Chunav Yantr and Build the Ballot' as per the prescribed Resource Guides under ELC Project.
- v) Festivals, Haats and other public gatherings may have stalls disseminating information about EVMs/VVPAT and display it or dummy EVMs.
- vi) Monthly film screenings on EVM- VVPATs be conducted at village panchayats.
- vii) 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
- viii) 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 besides inter-personal communication and outreach.

A. Multi-Media Campaign

- i) Campaigns through mass media, folk media and other media vehicles shall be conducted. All India Radio, Doordarshan to be main vehicles combined with a good measure of private channels, FM 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.
- v) CEO to take necessary steps for further inventory building on Voters' Information and Awareness material for the state. 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.

- 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. 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) 'Sankalp patras' issued by DEOs through school students to their parents and collected back with signature pledging to enrol and vote.
- iii) Special registration camps on need basis and dedicated camps catering to specific target groups like Service Voters and Overseas electors.
- iv) Corporates to be contacted to ensure registration of their employees. Alternative registration hubs for corporate employees to be established.
- v) Instruction issued through Labour department to private contractors to strictly comply regarding paid leave on poll day.
- vi) Mass mobilization activities close to elections to motivate people to participate in the electoral process.
- vii) 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.
- viii) Material on voter awareness may be given to partner CSOs/media houses for wider dissemination.
- ix) Under ECI-NLMA MoU, Sakshar Bharat workers (NLMA) shall carry out electoral literacy programmes besides helping BLOs for enrolment during continuous updation. DEOs may also disseminate their outreach material through these Literacy workers.
- x) Inter-personal communication through Govt. of India Media units - Song & Drama Division, Directorate of Field Publicity etc. and through organizations like Nehru Yuva Kendra Sangathan, National Service Scheme volunteers, National

-20-

Cadet Corps, Scouts & Guides etc. to be extensively used for mobilizing youth and creating awareness.

i. Voters' Facilitation:

- ii) Voter assistance mobile apps to be launched and widely publicised to impart information and provide assistance regarding registration, location of polling station and other such facility to the voter.
- iii) Voter Registration and Education centres /Voter Facilitation Centres(VFCs) shall be set up at strategic locations for facilitation and awareness generation as well. The Centres should be supplied education and awareness material in good quantity.
- iv) EROs and AEROs to ensure that EPIC are issued to all those enrolled.
- v) Ensuring that Voters' Slips are distributed on time as per directions of the commission.
- vi) One Voter Guide per family of an elector, to be distributed along with Voter Slip ahead of poll day.
- vii) DEOs to ensure that suitable and adequate arrangements are made for provision of drinking water, shed, ramp, signages, toilets for women and other facilities at all Polling Stations as directed by the Commission from time to time, to make voting a friendly experience, including setting up of model polling station equipped with necessary facilities.
- viii) Model Polling Stations and All Women Polling Stations may be suitably planned and given wide publicity.
- ix) Voter Facilitation Posters at every polling station.
- x) Poll day reminders through different media.

j. National Voters' Day: Falling just ahead of the Lok Sabha election, NVD 2019 may be strategically harnessed to mobilise the people and facilitate their registration and motivate them to participate in the election. Focus on 18-19 years old, as always remains the focus of NVD.

V. Monitoring & Review

- a. Implementation of 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 organised by CEO with all DEOs for review of implementation.
- c. The programme shall be reviewed at the national level by the commission. The reporting format shall be shared close to poll dates.

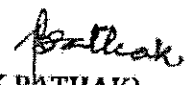
VI. Evaluation & Documentation

- 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 the identified excluded groups/communities (PwDs, migrants, NRI Voters, Service Electors) at specific polling stations.
 - iv. Analysis of 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 CEOs report shall also focus on the aforesaid points for the entire state.
4. The detailed State, District and AC Plan shall be prepared on the aforementioned lines and the activity calendar shall be drawn out and included in the Plans.
5. The interventions related to Special Revision, as given above, shall be rolled out immediately while the comprehensive Plan document may be submitted for approval of the Commission latest by 15th July 2018.

Encl:

Circular regarding BAG establishment
Circular on EVM & VVPAT Awareness
SVEEP Plan template

Yours faithfully,


(A K PATHAK)

Copy to

Sr PPS to CEC/EC(SA)/EC(L)
PPS to Sr DEC(US) and all DEC/DGs
Zonal Section

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No 491/SVEEP-1/2016(BAG).

Date: 10th May, 2016

To

The Chief Electoral Officers of
All States and UTs

Subject: Roles and Responsibilities of Booth Level Awareness Group (BAGs) – reg.

Sir/Madam,

I am directed to state that instructions were issued vide the Commission's letter No. 23/1/2015/ERS, dated 27th February 2015, wherein instructions were issued regarding constitution of Booth Level Awareness Group (BAGs) and letter No 76/Instructions/EEPS/2015/Vol-II dated 29th May 2015 regarding role of BAGs in Ethical Voting Campaign.

2. I am further directed to state that in continuation of the above instruction, the BAGs shall have following responsibilities under SVEEP:

- a) BAGs shall be the hub for implementation of SVEEP activities at the booth level i.e. disseminating information about the electoral process, motivating people for participating in the electoral process through activities and facilitating their participation by extending support to the election machinery during election, roll revision and National Voters' Day celebrations.
- b) They shall carry out ethical voting campaign during elections in line with their responsibilities as chalked out in the aforesaid letter dated 29th May 2015 and also contribute in the electoral roll purification as given in the aforesaid letter dated 27th February 2015.
- c) They shall ensure that adequate awareness material on registration and voting is available at the booth level in form of booklets, pamphlets, posters, A/V promos etc and also supervise its dissemination at suitable points.
- d) They shall organize street plays among the youth based on the scripts provided by the DEOs.
- e) They shall involve schools within their areas for street plays, games, quizzes, competitions etc based on the theme of electoral literacy.
- f) BAGs shall facilitate electoral awareness in Aanganwadi centres through board games, film viewing, audio programmes, flash cards etc provided by DEO.
- g) They shall utilize the Community Radio, if any, to engage with people for dissemination of electoral awareness.
- h) They shall supervise and partake in the mass mobilization activities during roll revision,

National Voters Day celebrations and elections.

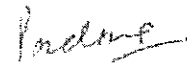
They shall associate other stakeholders like Campus Ambassadors, senior citizens, retired officers, NSS or NCC Cadets, civil society organization etc with various activities taken up by them.

3. I am further directed to inform that the District Election Officers shall ensure proper and smooth functioning of BAGs and note the following for compliance:

- a) DEO shall give a compliance report to the CEO on formation of BAGs at all Booth
- b) DEO shall draw the district plan for SVEEP campaign, associating the BAGs for the booth level component of the plan
- c) DEO shall provide training to all members of BAGs about their roles and responsibilities and also educate them on the various electoral processes. BAGs should be apprised of DEO/CEO/ECI websites besides SVEEP portal which is the data bank of electoral awareness content
- d) BAG members should be trained to use the NVSP portal for online registration and all other services provided therein.
- e) DEO shall equip the BAGs with the latest communication material (i.e. brochures, posters, audio spots etc) in adequate quantity for distribution at the booth level.
- f) The educational material prepared under ECI-UNDP collaboration, including board games, video games, picture book, shared with the CEOs vide letter no 491/SVEEP/9/2014/UNDP dated 19th December 2014 and the electoral literacy material developed under ECI NUMA collaboration (Flash Cards, street play scripts, slogans etc) may be provided to the BAGs. These are also available on the ECI SVEEP portal at <http://ecisveep.nic.in/resources.aspx>.
- g) Suggestions and inputs may be solicited from BAGs on various aspects of implementation of SVEEP at booth level and examined for further strengthening the programme.
- h) The DEO shall periodically check that BAGs are functional and shall attend some of the meetings and mobilization activities conducted under supervision of BAGs therein.
- i) BEOs should maintain a list of all the members BAGs with contact numbers and the same should be shared with all stakeholders like partner Govt. Departments, other staff of electoral machinery and also officials on election duty like the Awareness Observer, General Observer and Expenditure Observer

4. This shall be brought to the notice of all concerned including the District Election Officers and Booth Level Officers and BAGs.

Yours Sincerely,


(Padma Angmo)
Deputy Secretary

No Voter to be left behind

ELECTION COMMISSION OF INDIA

NIRVACHAN SADAN, ASHOKA ROAD, NEW DELHI - 110 001

No. 491/ECI/LET/FUNC/SVEEP-II/EGS/2017

Dated: 22nd September, 2017

To

The Chief Electoral Officers,
of All States/UTs

Subject: SVEEP for EVM/VVPAT Awareness - reg.

Madam/Sir,

I am directed to say that in view of the introduction of VVPATs in all upcoming elections, the Commission has directed for comprehensive steps to be taken up for disseminating information on the functioning of EVMs and VVPATs.

2. While concerted interventions may be taken up for elections and bye-elections, it is also imperative that continuous education and awareness on EVM and VVPAT may be carried out during non-election period as well.

3. Accordingly the CEOs and DEOs may take up the following interventions at State, District and Booth Level:

AT STATE LEVEL

Training & Capacity Building

A calendar may be prepared on the training of various nodal persons on EVM/VVPAT use. Demonstration and hands-on experience may be provided to all these nodal persons and they may be provided with FAQs, brochures and guides on EVM/VVPATs.

Direct Outreach

- i. A State of Art Permanent EVM Sensitization and Hands on Experience Centre be set up at the State Capital
- ii. Invite media houses and journalists for a live product demo on EVMs and VVPATs

Outreach through Media

- i. High quality Print, Audio and Video SVEEP material must be developed in local language

No Voter to be left behind

- ii. A Comprehensive Media Plan be made to roll out through Cinema, Print, Electronic, Radio and Internet Media
- iii. Hoardings and Banners should be displayed at all important places of heavy footfall
- iv. Short films on EVMs-VVPATs and informational programmes may be run on a dedicated slot on Doordarshan.
- v. Sensitisation through Special Programmes for Women, Farmers, Youth on AIR and Doordarshan and advertisement during news time
- vi. Public Service Announcements on EVMs- VVPATs may be broadcast regularly on All India Radio ahead of elections.
- vii. Short instructional films/audio on EVMs-VVPATs may be run on private TV Channels and popular FM Radio channels.
- viii. CEO's Facebook pages to regularly disseminate awareness messages (text, multimedia etc.). CEOs may leverage other social media like YouTube, Twitter, and Instagram etc to share content on EVMs- VVPATs.

Partnerships

- i. Forge partnership with Media Houses for regular information dissemination on VVPAT and its use besides EVM, through news, updates, programmes, capsules, discussions, tickers and spots
- ii. Partner with Service providers to disseminate information about EVM/VVPATs through Bulk SMS
- iii. EVM/VVPAT manual/guide may be adapted for newspapers, in-flight magazines, in-house magazines for large corporates, public sector undertakings, trade magazines and general interest magazines.
- iv. Employ intra-State buses/vehicles as devices to communicate awareness messages on-the-go.

AT DISTRICT LEVEL

Training & Capacity Building

Booth Level Officers, AWW, ASHA, Health Workers, BAGs, Campus Ambassadors, CSOs and Shiksha Mitras and Preraks may be trained on EVM and VVPAT use. They shall be the nodal points for EVM/VVPAT awareness at ground level. Demonstration and hands-on experience may be provided to all these nodal persons.

Direct Outreach

- i. Permanent EVM/VVPAT Centre for Sensitization and Hands on Experience at District HQs
- ii. Mobile vans with EVM- VVPAT model and publicity material may be used closer to election with a set calendar covering all constituencies/polling stations in the district
- iii. Camps for Political Parties, Media, Students in New Voters Category, Government officials

No Voter can be left behind

- iv. Regular interaction with Political Parties, Civil Society and Media
- v. Distribution of Publicity materials to all govt and non-govt offices and organisation
- vi. EVM/VVPAT kiosks in all major Haat, Bazaar, Market areas
- vii. Distribute a Guide on EVM/VVPAT alongwith the Voters' Guide ahead of elections, one for each family with electors
- viii. Sensitization on EVM/VVPAT may be carried in all Colleges and Sr. Secondary Schools
- ix. A mascot can be created as the brand ambassador of the EVM-VVPAT awareness messages being disseminated and featured in all the content being generated for the purpose.
- x. Sensitisation on EVM/VVPAT may be integrated in the Interactive School Engagement (Jan 2018)

Outreach through Media

- i. Short films on EVMs-VVPATs and informational programmes may be run on a Cable TV.
- ii. Cinema slides on EVM/VVPAT may be compulsorily played in theatres and cinema halls ahead of elections.
- iii. Distribution of Pamphlets through News Papers
- iv. Advertisement and write ups in Local News Papers and Magazines
- v. Hoardings at all Block and Tehsil Offices, Banks, Bus Shelters, Metro Stations etc
- vi. Employ hoardings, Banners along key inter-district roadways to communicate information about the VVPAT.
- vii. DEOs Facebook pages to regularly disseminate awareness messages (text, multimedia etc.). DEOs to leverage other social media handles like, YouTube, Twitter, and Instagram etc to share content on EVMs-VVPATs.

Partner with Public Service Departments

- i. Leverage the Indian Railways infrastructure in the district to drive awareness messages on the EVMs- VVPATs
- ii. Piggy back on various programmes on other departments to disseminate information about EVM/VVPATs

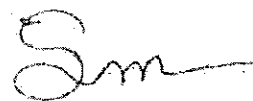
AT BOOTH LEVEL

- i. EVM-VVPAT familiarisation camps at every booth may be started immediately in a staggered fashion in ECs States /Bye Elections so that by the time the elections are announced all the Booths are covered. BAGs and BLOs may be involved in these camps and BLOs may be trained on VVPAT functioning.
- ii. Festivals, Haats and other public gatherings may have stalls disseminating information about EVMs/VVPAT and display it or dummy EVMs.
- iii. Monthly film screenings on EVM- VVPATs be conducted at village panchayats.

No Voter to be left behind

- 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. A Hoarding or wall painting on each polling station or main location.
- vi. Leveraging the existing rural infrastructure (tanks, home roofs, milestones, tractors, windmills, farm equipment, earthenware, etc.) as devices to communicate messages on EVM- VVPAT awareness

Yours Sincerely,



(Sujeet Kumar Mishra)
Under Secretary

Copy to:

PPS to CEC/EC(R)/EC(SA)

PPS to Sr DECs/DROs/DGs

EVM Division

All Zonal Sections

Template for Action Plan for Lok Sabha Elections 2019 (including for NVD 2019)

A. Objectives

(Please specify the objectives of the State SVEEP Plan & also the specific goals to be achieved in preparation for the Lok Sabha elections 2019)

B. Situation Analysis

(Systematic Assessment of current and previous electoral data to guide the interventions)

B1. Profile of the State (comparative data from last elections)

- Assembly and parliamentary constituencies
- polling stations

B2. Electoral Profile

B2.1. Electoral Profile of the entire state in brief

(Total Population, Electors-Male, Female, Others, EP Ratio, EPIC Coverage, Millennium Voters, Age Cohort, Districts, lowest turnout PCs, lowest female turnout PCs)

B2.2. Socio-Cultural Profile of the State

(average electors per PC, average electors per PS, Profile of Parliamentary Constituencies - Demographic Profile as well as Electors Profile)

B2.3. District or PC wise analysis

B3. Identification of Gaps in participation (registration and turnout)

B3.1. Category wise *(e.g. Gender, youth, Urban, PwDs, migrants, service voters, NRIs, excluded group etc, give statistics of past elections and registration data)*

B3.2. District wise *(e.g. statistical analysis, category, if any, in each district etc.)*

B3.3. Polling Station wise *(Identification of 10% of the lowest turnout Polling Stations)*

B4. Analysing Gaps

B4.1. Analysing underlying reasons for the gaps (*Evidence based analysis of various gaps given in B3*)

B4.2. Survey findings regarding reasons for non-participation (*salient findings of the Survey reports of past election*)

C. Strategy and Planning

C1. Team and Formations at District and State Hqs

(*Define structure at State, District, AC and Booth Level e.g. Nodal Officers, Core Committees, BAG, ELC etc*)

C2. Training & Capacity Building of SVEEP Teams

C3. Building Partnerships

(*partners at State level and partners at district level*)

C4. Resource Mobilisation

(*Human resource like experts, content developers, cultural troupes etc.; Partner Agencies like Doordarshan/ AIR for content creation, PSUs/Corporates for sponsorships and financial resources, Departments like Railways, Airports, Bank etc. for providing infrastructure for dissemination and display, Private Media Houses for providing print space, airtime, content etc.*)

C5. Accessible Election

(*Steps being taken to make polling stations accessible and other initiatives including accessible voter awareness material, mapping of PwDs, sensitisation of polling and security personnel, training etc*)

C6. Other Facilitation

(*To include facilitation measures like Voter Facilitation Centres, Helplines, Grievance redressal, IT tools for name search and Polling Booth location search, AMF, Voter Assistance Booths, Model Polling Stations, Voter Slip etc*)

D. Communication Plan

D1. Overall approach

D2. Targeted Communication & Outreach

(*Communication strategy for identified target groups*)

D2.1. Youth (incl newly eligible)

D2.2. Women

D2.3. Persons with Disabilities

D2.4. Service Personnel

- D2.5. Overseas Indian citizens
- D2.6. Domestic Migrants
- D2.7. Transgenders
- D2.8 Any other specific segment/group

D3. EVM-VVPAT Awareness

(For reaffirming people's faith in integrity of the electoral process using EVMs and for VVPAT awareness besides secrecy of Vote, NOTA etc)

D4. Common Outreach Activities

(e.g. Sankalp Patras, registration camps, inter-personal communication like seminars, discussions, Youth Voter Festival and other activities like competitions, debates, quiz, rallies, meetings, human chains, rangoli competitions, street plays etc in which target audience is directly engaged with. Must include ELC activities too)

D5. Multi-Media Communication

D5.1. Common Messages

(detail out all core messaging e.g. How to register, NVSP, Documents Required and Persons to Contact, Checking name in Voter List etc)

D5.2. Poll Day Alerts

D5.3. Media Plan

Comprehensive communication may be planned including electronic, digital and social media besides inter-personal communication and outreach.

D6. State/District Icons and Mascots

D7. National Voters' Day 2019

E. Budget

(Budget from ECI Grant-in-Aid, Funds mobilised from State budget, funds to districts, Communications budget etc)

F. Monitoring Mechanism

(Mechanism for monitoring of implementation at District and Hqs and corrective actions whenever required e.g. VC with DEOs, regular meetings with Partner agencies, communication mechanism with partners and field, mandatory reporting formats or any other tools)

G. Evaluation & Documentation

(Mechanism for post election assessment of the targeted interventions at PS level and for various

identified gaps, besides documentation at district /state level; evaluation in view of indicators like overall increase in turnout, turnout at identified PS, women turnout, turnout in urban centres, postal ballots, EP Ratio, Gender Ratio on rolls, Registration of NRIs, Inclusion of excluded groups, etc)

H. Timelines

(Details of activities with time lines)

I. Planning (as per points C1 - C6, including facilitation)			Start Date	End Date
II. Communication				
Outreach Activities (as per D1-D4)				
Target Group/segment	Outreach Activity	Start Date	End Date	
Media Campaign(as per D5)				
Theme	Sub-theme/message	Media for insertion	Start Date	End Date
III. Monitoring & Documentation (as per F & G)				
Intervention	Start Date	End Date		

भारत निर्वाचन आयोग

ELECTION COMMISSION OF INDIA

EPABX 011-23052246/268
Fax 011-23052001
Website: www.eci.nic.in

निर्वाचन सदन,
अशोक रोड, नई दिल्ली-110001
Nirvachan Sadan,
Ashoka Road, New Delhi-110001

No.464/PWD/2018-EPS

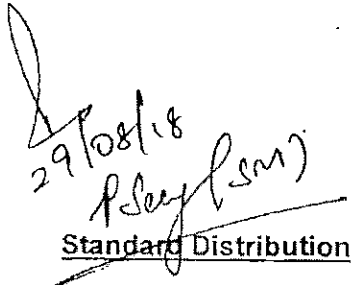
Dated: 28th August, 2018



OFFICE ORDER

The Commission has announced the 'Accessible Elections' as the central theme during National Voters' Day, 2018. In furtherance of the above, the Commission has directed to constitute National-level, State-level, District-level and Assembly constituency-level committees in all states and Union Territories, for the purpose of accessible and inclusive electoral process with regard to all persons with disabilities.

2. In view of the above, in National Advisory Committee on Accessible Election (NACAE) has been constituted. Shri Chandra Bhushan Kumar, Deputy Election Commissioner is the Chairperson of the Committee. The constitution and term of reference for the committee is given in annexure A. The committee shall meet regularly and review the work on the issues pertaining to participation of persons with disabilities in electoral process, at state and district level by respective committees. Performance indicator for the State and District Level Committees will be developed by the National Advisory Committee for review and evaluation of their work.


29/08/18
P. Sanyal (SM)
Standard Distribution


(Sumit Mukherjee)
Principal Secretary

Sanyal (JL)

Structure of ACCAE

The Committee at AC Level shall be constituted to represent key stakeholders:

- Electoral Registration Officer (ERO) – Chair
- Members
 - Disability Welfare Officer in the area.
 - Welfare Officer in the area.
 - Education Officer in the area.
 - One representative each from civil society/ disabled people organizations / persons with disabilities representatives (to be co-opted)
 - One representative from CPWD/Municipal Corporation/ Public Works Deptt.
- Other Committee members may be included at the discretion of the ERO.

Meetings

Meetings will be convened once a month, six months ahead of the completion of the term of Legislative Assembly/Lok Sabha. During rest of period, ACCAE shall meet once every quarter.

Non-Government Members

Travelling and boarding/lodging facility may be provided to non-govt members or reimbursement of their expenses may be done as per existing norms.

Duration

The Committee will remain in place for a period of two years or until such time as the Commission authorizes an alternative structure.

Amending the Terms of Reference

The Terms of Reference may be revised by the Commission upon the recommendation of the National Advisory Committee.

AC Committee on Accessible Election (ACCAE)

Terms of Reference

A Committee on Accessible Election shall be formed at the Assembly Constituency level to ensure that prescribed measures are taken up for ensuring accessible and inclusive election process for all persons with disabilities and give its report to the District Committee.

Scope of Work

1. Polling Station wise mapping of PwD electors, including type of disability and maintain and update data on PwD electors.
2. Identification of PwDs who are not enrolled and enabling and facilitating their enrolment in the electoral roll.
3. To create an enabling barrier-free environment that includes accessible registration, accessible polling station and accessible voter awareness campaign.
4. To implement various directions issued by the Commission/CEO/DEO regarding facilitation measures for PwDs in the AC.
5. To include a component on sensitization on special needs of PwDs in all trainings held at the level of AC for BLOs and other election functionaries
6. Hold special camps organized for enrolment and sensitization of PwDs in the AC.
7. Suggest on the capacity development needs for CSOs who are actively involved in AC on the welfare of PwDs.
8. Recommend steps that can be further taken to enhance the electoral participation of PwDs.
9. Recommend names for appointment of District Icons from among PwDs in the AC.
10. Give periodic reports of the Committee to the DEO.
11. Any other recommendation that the Committee may like to make.

Structure of DMCAE

The Committee at District Level shall be constituted to represent key stakeholders:

- District Election Officer- Chair
- Members
 - District Disability Welfare Officer
 - District Welfare Officer.
 - District Education Officer.
 - One member from district advisory committee under Right of persons with Disabilities Act, 2016.
 - 2-3 representative from civil society/ disabled people organizations / persons with disabilities representatives
 - One representative from CPWD/Municipal Corporation / Public Works Deptt.
- Other Committee members may be included at the discretion of the Commission / CEO.

Meetings

Meetings will be convened once a month, six months ahead of the completion of the term of Legislative Assembly/Lok Sabha. During rest of period, DMCAE shall meet once every quarter.

Non-Government Members

Travelling and boarding/lodging facility may be provided to non-govt members or reimbursement of their expenses may be done as per existing norms.

Duration

The Committee will remain in place for a period of two years or until such time as the Commission authorizes an alternative structure.

Amending the Terms of Reference

The Terms of Reference may be revised by the Commission upon the recommendation of the National Advisory Committee.

District Monitoring Committee on Accessible Election (DMCAE)

Terms of Reference

A District Monitoring Committee on Accessible Election shall be formed to monitor and evaluate the measures being taken in the district for accessible and inclusive election process for all persons with disabilities.

Scope of Work

1. To ensure Polling Station wise mapping of PwD electors, including type of disability and maintenance of updated data on PwD electors.
2. To ensure that PwDs who are not enrolled are identified and facilitating their enrolment in the electoral roll.
3. To create an enabling barrier-free environment that includes accessible polling station and accessible voter awareness campaign.
4. To implement various directions issued by the Commission/CEO regarding efficient and effective participation of PwDs in the electoral process.
5. To include a component on sensitization on special needs of PwDs in all trainings in the District for election functionaries
6. Organise special camps for enrolment and sensitization of PwDs.
7. To create an enabling barrier-free environment that includes accessible registration, accessible polling station and accessible voter awareness campaign.
8. Ensure that updated data is available and shared with the CEO's office.
9. Plan workshops for capacity development of CSOs based on inputs given by the ACCAE.
10. Assess recommendations of ACCAE on further steps to be taken to enhance the electoral participation of PwDs and appointment of District Icons from among PwDs.
11. Recommend steps that can be further taken to enhance the electoral participation of PwDs to the SSCAE.
12. Give periodic reports of the Committee to the CEO.
13. Any other recommendation that the Committee may like to make.

Structure of SSCAE

The Committee at State Level shall be constituted to represent key stakeholders:

- Chief Electoral Officer - Chairperson
- Members -
 - Nodal Officer of the State from Department of the Welfare of Persons with Disabilities.
 - Senior Official from Social Welfare Department.
 - Senior Official from Education Department
 - Representative from CPWD.
 - 2-3 representatives from the civil society organization/ disabled peoples organizations / persons with disabilities
- Other Committee members may be included at the discretion of the Commission.

Meetings

Meetings will be convened once in two months, six months ahead of the completion of the term of Legislative Assembly/Lok Sabha. During rest of the period, SSCAE shall meet once in six months.

Non-Government Members

Travelling and boarding/lodging facility may be provided to non-govt members or reimbursement of their expenses may be done as per existing norms.

Duration

The Committee will remain in place for a period of two years or until such time as the Commission authorizes an alternative structure.

Amending the Terms of Reference

The Terms of Reference may be revised by the Commission upon the recommendation of the National Advisory Committee, based on inputs from Steering Committees.

State Steering Committee on Accessible Election (SSCAE) {incl in UT}

Terms of Reference

A State Steering Committee on Accessible Election shall be formed in the State/UT to make the entire electoral process accessible and inclusive for all persons with disabilities.

Scope of Work

1. To ensure that Polling Station wise mapping of PwD electors is carried out in the State, and data is maintained and updated regularly.
2. To ensure that PwDs who are not enrolled are identified and facilitating their enrolment in the electoral roll.
3. To create an enabling barrier-free environment for efficient and effective electoral participation of Persons with Disabilities(PwDs) in the State/UT.
4. To ensure that action is taken on the various directions issued by the Commission regarding inclusion of PwDs in the electoral process.
5. To ensure that trainings for election functionaries include a component on sensitizing them on special needs of PwDs, and prepare a module on the same and share with the districts
6. Plan special camps for enrolment and sensitization of PwDs in the state.
7. Develop modules for capacity development of CSOs in consultation with Districts and share with the districts.
8. Assess recommendations of DMCAE on further steps to be taken to enhance the electoral participation of PwDs and appointment of State Icons from among PwDs.
9. Facilitate exchange of good practices among districts.
10. Recommend steps that can be further taken to enhance the electoral participation of PwDs to the Commission.
11. Give periodic reports to Commission.
12. Any other recommendation that the Committee may like to make.

Structure of NACAE

The Commission will appoint the members of the Committee at National Level to represent key stakeholders:

- Deputy Election Commissioner – Chair
- Members
 - Officer from DePwD, MoSJ & Empowerment
 - Officers of the Commission and States/UTs.
 - Representatives from Government Departments.
 - Representatives of partner Media Organizations.
 - Representatives of Civil Society Organizations working in this area including UNDP
 - Academicians from renowned educational institutions working in related field.
 - Representative from CPWD.
- Any other agency/individual co-opted as decided by the Committee

Meetings

Meetings will be convened bi-annually or as decided by the Chair.

Duration

The Advisory Committee will remain in place for a period of two years or until such time as the Commission authorizes an alternative structure.

Non-Government Members

Travelling and boarding/lodging facility may be provided to non-govt members or reimbursement of their expenses may be done as per existing norms.

Amending the Terms of Reference

The Terms of Reference may be revised by the Commission upon the recommendation of the Advisory Committee.

National Advisory Committee on Accessible Election (NACAE)

Terms of Reference

A National Advisory Committee on Accessible Election shall be formed to advise the Commission on measures to be taken for accessible and inclusive election process for all persons with disabilities.

Scope of Work

- I. NACAE shall monitor the implementation of various directions issued by the Commission regarding inclusion of PwDs in the electoral process.
- II. NACAE shall study good practices from across the states and international best practices.
- III. NACAE shall give recommendations to the Commission on Policy Formation, Interventions and Action points as per the Strategic Framework on Accessible Elections covering the following :
 1. Barriers: Continuous Identification and Solutions
 2. Accessible Voter Registration & Polling
 3. Inclusive Voter Education
 4. Leveraging Technology for Accessible Elections
 5. Research, Study and Knowledge sharing
 6. Role of Partner Departments, Educational Institutions, CSOs & Media
 7. Poll Volunteers
 8. Training and Sensitization of Staff
 9. Alternative Voting methods
 10. Legislative Initiative
 11. Any other recommendation that the Committee may like to make.

By Speed Post/Fax

भारत निर्वाचन आयोग
ELECTION COMMISSION OF INDIA

EPABX 011-23717391-98
Fax 011-23713412/23739944
Website: www.eci.nic.in

निर्वाचन सदन,
अशोक रोड, नई दिल्ली-110001-
Nirvachan Sadan,
Ashoka Road, New Delhi-110001.

Dated: 27th September, 2018

No. 464/INST/PwD/2018-EPS

To

The Chief Electoral Officer of,
All the States & Union Territories.

**Subject: Providing Transport Facility for PwDs and their Assistants on Poll Day -
regarding.**

Madam/Sir,

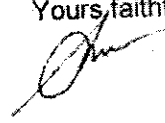
I am directed to state that based on the motto of the Election Commission of India, "No voter to be left behind" and the theme for National Voters Day 2018 "Accessible Elections", the Commission had conducted the National Consultation on Accessible Elections with all stake holders on 3rd July and 4th July 2018 at New Delhi and released the Strategy Framework on Accessible Elections.

In furtherance, towards implementing all the parameters of the Strategy Framework and to ensure wholesome and constructive participation and active engagement of Person with Disabilities (PwDs) in the election process, the Commission has directed the following:

1. There should be proper transport facility for PwDs in each and every polling station on the day of poll. Government vehicles to be used for this purpose.
2. The DEO/RO shall be responsible for entire transportation exercise for PwDs.
3. A Transport Nodal Officer shall be appointed for each district.
4. Each and every PwDs should be tagged polling station-wise and he/she should be picked-up from his/her residence and be dropped back there, after he/she has cast his/her vote.

Kindly ensure that the instruction is followed in letter and spirit. The receipt of this letter may be acknowledged.

Yours faithfully,


(Sumit Mukherjee)
Principal Secretary

By Speed Post/Fax

भारत निर्वाचन आयोग
ELECTION COMMISSION OF INDIA

EPABX 011-23717391-98
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निर्वाचन सदन,
अशोक रोड, नई दिल्ली-110001-
Nirvachan Sadan,
Ashoka Road, New Delhi-110001.

No. 464/INST/PwD/2018-EPS

Dated: 27th September, 2018

To

The Chief Electoral Officer of,
All the States & Union Territories.

Subject: Accessible Photo Voter Slips with Braille Features- regarding.

Reference: The Commission's instructions-

- I. No.464/INST/2016-EPS dated 26.12.2016.
- II. No.464/INST/2016-EPS dated 19.01.2017.

Madam/Sir,

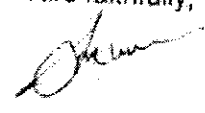
I am directed to state that based on the motto of the Election Commission of India, "No voter to be left behind" and the theme for National Voters Day 2018 "Accessible Elections", the Commission had conducted the National Consultation on Accessible Elections with all stake holders on 3rd July and 4th July 2018 at New Delhi and released the Strategy Framework on Accessible Elections.

As you are aware, the Commission has issued instructions No.464/INST/2016-EPS dated 26.12.2016 & 19.01.2017 regarding Photo Voter Slips from time to time which has contributed to greater electoral participation and voter engagement.

In furtherance, towards implementing all the parameters of the Strategy Framework and to ensure wholesome and constructive participation and active engagement of Persons with Disabilities (PwDs) in the election process, the Commission has directed to issue Accessible Photo Voter Slips with Braille Features to Persons with Visual Impairment or Blind, over and above normal Photo Voter Slips to be issued.

Kindly ensure that the instruction is followed in letter and spirit. The receipt of this letter may be acknowledged

Yours faithfully,


(Sumit Mukherjee)
Principal Secretary

Vol- IV A2

①

Speed Post

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ELECTION COMMISSION OF INDIA

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भारत निर्वाचन आयोग
निवेशन बldg.
Ashoka Road, New Delhi 110001

No. 464/INST/VS/2017-EPS

Dated: 19th January, 2017

To

The Chief Electoral Officer of all States / UTs

Subject. - Distribution of Photo Voter Slip - Regarding.

Sir,

I am directed to refer to the Commission's instruction no.464/INST-VS/ 2014-EPS, dated 21st March, 2014 (copy enclosed) and to state that Para (l) thereof has been amended as follows:

- i. All undistributed photo voter slips shall be returned by the BLO to the Concerned ERO concerned who shall keep the same in the sealed cover under safe custody;
- ii. No further distribution of photo voter slip would be done after the same are returned to the ERO;
- iii. ERO shall make an alphabetical list of undistributed photo voter slips in respect of each part / polling station;
- iv. Two copies of the alphabetical list shall be handed over to the RO of the constituency;

2. Further, Para (n) and (o) the Commission Instruction no. 464/INST-VS/ 2014-EPS, dated 21st March, 2014 regarding distribution of photo voter slip through facilitation counter at polling stations on poll day have been done away with.

3. Please inform all concerned including candidates, political parties and ensure compliance urgently. In the poll going states of Manipur, Punjab, Goa, Uttarakhand and Uttar Pradesh, the above should be brought to the notice of ECI observers.

Yours Faithfully,


(Sumit Mukherjee)
Secretary

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 464/INST/2016-EPS

Dated:- 26 December, 2016

To

The Chief Electoral Officer

(1) Goa, Panjim.

(2) Manipur, Imphal.

(3) Punjab, Chandigarh.

(4) Uttarakhand, Dehradun.

(5) Uttar Pradesh, Lucknow.

Subject: General Elections to the Legislative Assemblies of Goa, Manipur, Punjab, Uttarakhand and Uttar Pradesh-2017: Modification of instructions on official Photo Voter Slips regarding...

Reference: The Commission's instructions-

- i. 464/INST/2011/EPS dated 18.02.2011
- ii. 464/INST/2011/EPS dated 19.03.2011
- iii. 464/INST/2013/EPS dated 14.06.2013
- iv. 464/INST-VS/2014/EPS dated 21.03.2014
- v. 464/WB-LA/2016 (INST) dated 01.04.2016

Sir,

As you are aware, the Commission has issued instructions from time to time regarding the distribution of official Photo Voter Slips to voters a few days before the polls. The official Photo Voter Slip distributed to the voters through the election machinery is also an additional document for identification of voters at the Polling Booth. The system of official Photo Voter Slips has been well-received and widely appreciated by the various stakeholders in the electoral process for its usefulness, convenience and out-reach amongst electors, which has contributed to greater electoral participation and voter engagement.

In continuation of the above-mentioned instructions and in the light of experience gained in the past, to further enhance the effectiveness of the Photo Voter Slips as an important instrument of voter facilitation and awareness, as well as to improve its utility in establishing the identity of the voters on poll day, the Commission has decided to improve the design of the official Photo Voter Slip to make it more perceptible, informative and useful. The existing size of the Photo Voter Slip has been substantially

increased, with a much larger voter's photograph for better and easy identification. Further, to aid and guide the voter regarding the polling station location and other important instructions for poll day, the snapshot of polling station Google-map, along with crucial information/Do's and Donts' have been added to the reverse of the Photo Voter Slip.

Accordingly, the following instructions regarding Photo Voter Slips are being issued, and the existing instructions shall stand modified to the extent thereof:

1. The official Photo Voter Slips will be printed in the size of 'Half of A-4 paper' i.e. 8 inches by 6 inches (8" X 6").
2. The official Photo Voter Slip will be printed with proper accounting on both sides, as per the Sample enclosed herewith, showing the front and the reverse print.
3. Good quality paper should be used for printing the Photo Voter Slips.
4. The printing quality should be of high standard so as to ensure clear, legible and unambiguous image and content.

The receipt of this letter may be acknowledged with confirmation that relevant instructions have been issued to the District Election Officers/Returning Officers concerned and other connected officers for necessary compliance.

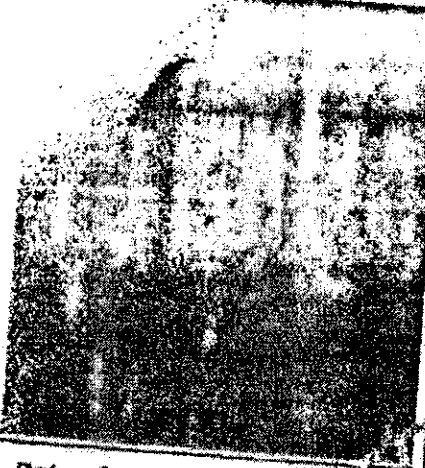
Yours faithfully,

(NIKHIL KUMAR) 26/01/16

DIRECTOR

ELECTION COMMISSION OF INDIA
General Election to Legislative Assembly of (State/UT) - 2017

फोटो मतदाता पर्ची/PHOTO VOTER SLIP

	राज्य/State	Bihar
	विधानसभा निर्वाचन क्षेत्र/Assembly Constituency	Bihar
	नाम/Name	...
	लिंग/Gender	...
	पहचान पत्र क्रमांक/EPIC No	WCD-0858/5
	पिता/पति का नाम/Father's/Husband's Name	...
	भाग संख्या/Part Number	...
	भाग का नाम/Part Name	...
	मतदाता कक्षा/Serial No	Prathamik Vidyalay Baska
	मतदाता कक्षा/Serial No	978
मतदाता कक्षा/Serial No	Prathamik Vidyalay Baska	
मतदाता कक्षा/Serial No	No election scheduled currently	
मतदाता कक्षा/Serial No	16/12/2016	

Date of Poll : _____

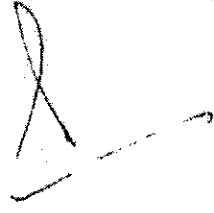
Timings : _____ to _____

DISTRICT ELECTION OFFICE:

DEO website: _____

(District name)

DEO Helpline No. : _____



- BLO : (Name and Contact No)
- All the voters who are in the queue at the closing time of the poll shall be allowed to cast their vote
- There are separate queues for women. Senior citizens are given priority for voting
- Blind and infirm voter can be permitted to take an adult companion into the voting compartment for recording the vote
- Gadgets like mobile phones and cameras are not allowed inside the polling booth
- Offering or accepting money or any other gratification to vote for particular candidate is a corrupt practice under law
- No Voter to be left behind. Every Vote Counts

By Speed Post/Fax

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निर्वाचन सदन,
अशोक रोड, नई दिल्ली-110001-

Nirvachan Sadan,
Ashoka Road, New Delhi-110001.

No. 464/INST/PwD/2018-EPS

Dated: 27th September, 2018

To

The Chief Electoral Officer of,
All the States & Union Territories.

Sub: Appointment of coordinators for inclusion of Persons with Disabilities (PwDs) in electoral process at State, District and AC levels-Regarding.

Sir/Madam,

I am directed to state that based on the motto of the Election Commission of India, "No Voter to be left behind" and the theme for National Voters Day 2018 "Accessible Elections", the Commission had conducted the National Consultation on Accessible Elections with all stake holders on 3rd and 4th July 2018 at New Delhi and released the Strategy Framework on Accessible Elections.

2. In furtherance, towards implementing all the parameters of the Strategy Framework at State, District and AC levels, you are advised to assign officials as coordinators for inclusion of persons with disabilities in electoral process for every State, District and AC respectively.
3. State coordinator for the inclusion of persons with disabilities may be assigned from within CEOs office or deputed from the Department of the Welfare of Persons with Disabilities of the respective State/ UT. The roles and responsibilities of the State Coordinator is to implement the strategic framework and the notifications issued by ECI on 12th March 2016, 7th September 2016 and 28th June 2018 with regard to the facilities to be provided to persons with disabilities in electoral process, in respective states/UTs, including rendering effective grievance redressal mechanism for all electors and voters with disabilities.
4. District coordinator for the inclusion of persons with disabilities may be assigned from within the DEO's office or with the assistance from district differently abled welfare officer in every district. The roles and responsibilities of the district coordinator is to implement the strategic framework and the notifications issued by ECI on 12th March 2016, 7th September 2016 and 28th June 2018 with regard to the facilities to be provided to persons with disabilities in electoral process, in respective districts, including rendering effective grievance redressal mechanism for all electors and voters with disabilities.
5. Assembly Constituency's coordinator for the inclusion of persons with disabilities may be assigned from within every RO's office or in association with the local block level/ zonal level officers for each assembly constituency.

constituency coordinator is to implement the strategic framework and the notifications issued by ECI on 12th March 2016, 7th September 2016 and 28th June 2018 with regard to the facilities to be provided to persons with disabilities in electoral process, in respective districts, including rendering effective grievance redressal mechanism for all electors and voters with disabilities.

6. Further to assigning coordinators for inclusion of persons with disabilities at State, District and AC levels, all CEOs/ DEOs may engage in partnership with civil society organisations working with persons with disabilities as well as icons with disabilities in respective states and all districts /ACs pertaining to their states.

Action taken report in this regard may be notified to the Commission within 2 weeks of the date of issue of this instruction.

Yours faithfully,



(Sumit Mukherjee)
Principal Secretary

-50-

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No.464/INST/2016/EPS

Dated: 12th March, 2016

To

Chief Electoral Officers
Of all the States and UTs.

Sub: - Providing facilities to Persons with Disabilities (PWD) - reg.

I am directed to invite your attention to the Commission's letter no. 509/110/2004-JS-I dated 21.04.2004, 20.10.2005 & 26.10.2007 and letter no. 464/Direction/2016-EPS, dated 15 February, 2016 regarding providing facilities to Persons with Disabilities (PWDs).

Each elector is important for better functioning of democracy and must get his/her rights. The Electoral laws not only guarantee equality to persons with disabilities, but also make provisions for facilitating their access and participation in the election process.

The Commission has further decided about the implementation of the directives stated below to be followed uniformly by all States and UTs :

A-Identifications of Persons with Disabilities (PWDs)

1. Preliminary data shall be collected by every State with the help of Census, Social Justice & Empowerment Department, Women and Child Welfare Department and Samagra Yojana.
2. The Officers/employees of Social Justice and Empowerment Department, as and when required, shall be drawn on deputation/assigned duty as Nodal Officers to ensure the availability of basic facilities to the PWDs.
3. Polling Station wise list of 18+ persons with disabilities shall be prepared from the data collected from the above mentioned departments at DFO/ERO/BLO Level.

B-Electoral Roll

1. A separate polling station wise list of PWDs indicating the type of disability shall be prepared from the voter list.
2. After obtaining information regarding PWDs from concerned departments, the process for inclusion of the names of the eligible PWDs who are not listed in the electoral roll shall be initiated.
3. PWDs shall be given preference in obtaining facilities at the Polling Stations, Matadata Shayata Kendras (MSKs), Voter Assistance Centers (VACs), Office of DEOs, EROs, ROs etc. All possible steps should be taken to ensure that PWDs are not required to wait in queue.
4. Adequate instructions to facilitate filling-up of forms 6, 7, 8 and 8A shall be provided at the above mentioned help centers.

C-SVEEP

1. An officer shall be designated/appointed assembly-constituency wise for each district. Such officers shall be trained regarding provision of facilities for PWDs.
2. Wide Publicity through various modes shall be ensured. Special basic publicity material shall be prepared by using simple language, sign language and Braille in regional languages (by the respective States).
3. Special/Mobile camps shall be organized to educate and motivate persons with disabilities and regular programs shall be organized through various Media.
4. Efforts shall be made to prepare volunteers from student organizations like NCC, NSS, NYK etc to motivate and create awareness regarding the election process among persons with disabilities.
5. Publicity regarding the services offered by CSCs/ MSKs shall be augmented.
6. Efforts shall be made to have renowned PWDs as District Campus Ambassadors and District /State Icons.

D-Involvement of NGOs/CSOs/DPOs/RWAs

1. Voluntary and other organizations working for PWDs like Non-Government Organizations (NGOs), Community Based Organizations (CSOs), Disabled Persons' Organizations (DPOs) and Resident Welfare Associations (RWAs) etc

shall be motivated to help in imparting information regarding election process to PWDs in a non-political, non-partisan. Assistance shall be sought from these organizations to provide various facilities to PWDs.

2. Only non-political & non-partisan organizations should be considered to motivate and create awareness among PWDs.

E-System Sensitization and Training

1. Special training sessions shall be organized to sensitize the election machinery to make efforts to address the needs of PWDs.
2. All officers/employees, police officials etc involved in the election process should be clearly instructed on the facilities to be provided to the PWDs.
3. Instructors qualified in sign language and Braille shall be appointed for training purposes.
4. Basic Information regarding election process shall be prepared in Braille script and displayed (in Hindi, English or Regional language in use).
5. Contribution in elections process by PWDs - The PWDs who volunteer to assist in the election process in the form of working at Voter Help Centers, working as BLOs, working in polling team etc should be assigned such work so that they can motivate other PWDs to participate in the election process.

F-Use of technology to provide help to PWDs

1. The websites of each CEO/DEO shall be made user friendly and readily accessible to persons with disabilities.
2. Visually impaired voters shall be provided the facility of voice SMS to convey information like the status of registration, polling station number, name of polling station, the Serial Number in the voters' list, the assembly constituency in which the name of PWD is registered, the voter ID no (EPIC), Polling Schedule, etc.

Note : Data of persons with disabilities shall not be displayed on website and should not be shared so as to maintain their privacy.

Special Exclusive Polling Stations for PWDs

- F. In places/areas/institutions where PWDs reside in large numbers, special polling stations may be set up. For this purpose, the DEO with the endorsement of Chief Electoral Officer should submit proposal for setting up of special polling stations.

H-Improving Physical Access and facilities at polling stations

1. It shall be ensured that polling stations are situated on the ground floor, if not, lift facility/extension of ramp to each floor should be provided.
2. A standardized and uniform design of ramps shall be implemented.
3. Temporary/Mobile ramps shall be made available where ever permanent ramp facility cannot be provided
4. Access to ramps shall be made smooth in places of sandy and slushy pathways.
5. Ramps shall be provided in such a manner that it directly leads to the door of polling stations to avoid navigating through corridors.
6. Proper approach roads in Polling Stations shall be ensured by local authorities/respective departments.
7. Mobile barricades in front of Doors of each Polling Station shall be erected.
8. Entrance door of polling station shall be kept wide open and adequate space around the voting compartment should be ensured for wheel chair movement.
9. Facility for separate entry should be made available for persons with disabilities wherever possible.
10. Pathway to polling rooms shall have indicators with standard signage.
11. Depending on the number of PWTs among electors in a polling station, facilities like ramp, tricycles, basic information through audio-video, should be made available. These facilities should be physically verified and certified by the Observer deputed by the Commission.
12. Wheel chairs shall be provided at identified polling stations.

Priority entry passes shall be issued to persons with disabilities. All possible steps should be taken to ensure that PWDs are not required to wait in queue.

Cooperation of Political Parties

1. Political parties shall also be motivated to display publicity material, manifesto, appeal etc. in audio-video and in Braille as well as sign language as per the requirement of the PWDs.

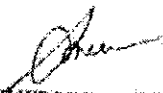
J-Statistical data

1. Statistical data should incorporate data regarding PWDs.

Kindly ensure that the instructions given be followed in letter and spirit

Please acknowledge the receipt of this letter immediately and also confirm action taken as required above at the earliest.

Yours faithfully,


(SUMIT MUKHERJEE)
SECRETARY

भारत निर्वाचन आयोग
ELECTION COMMISSION OF INDIA

EPABX 011-23052246/268
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निर्वाचन सदन
असोक रोड, नई दिल्ली-110001
Nirvachan Sadan
Ashoka Road, New Delhi-110001

No.464/INST/PwD/2016/EPS

Dated 7th September, 2016

To

The Chief Electoral Officers of
All the States and Union Territories.

Subject: - Providing facilities to Persons with Disabilities - Regarding.

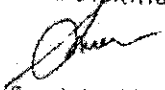
Madam / Sir,

In continuation to the letter of even number dated 12/03/2016 on the subject cited, the following additional directions are issued by the Commission for ensuring adequate and quality facilitation of Persons with Disabilities (PwDs) to ensure their wholesome and constructive participation and active engagement in the election process:-

- I. PwDs in each polling station should be identified by BLOs and its record should be kept in the Database and also as a category-wise separate list;
- II. The names of PwD should be mapped and the list be made available to the BLOs but it should not be marked in the electoral roll to maintain the privacy of PwD;
- III. Elaborate instructions on PwD should be prepared by ECI and the same should be displayed outside the Polling Station;
- IV. Voter guide, voter slips and Voter ID cards (EPIC) of visually impaired electors should be prepared in Braille wherever possible;
- V. Department of social Justice should be approached for fulfilling the requirement of wheel Chairs for PwD Voters;
- VI. Neutral youth volunteers should be roped into for facilitation of PwD voters;
- VII. There should be proper Voters' Guide for PwD Voters especially catering to their needs;
- VIII. Assured Minimum Facility (AMF) should be ensured for PwD Voters at each and every Polling Station -
 - a. Permanent ramps with appropriate gradient should be provided as per national standards;
 - b. Braille facility should be provided in the EVMs;

- c. Proper accessibility to the polling station should be ensured;
 - d. Proper parking facility should be made available at the polling stations;
 - IX. The Polling Officials should be given proper training to facilitate PwD and sensitize them about PwD requirements;
 - X. Proper environment building and SVEEP activities should be conducted for ethical voting;
 - XI. Dissemination of information regarding available facilities should be made known to the Stakeholders, Political Parties, Election Machinery, Media, Electors;
 - XII. Exclusive polling booths, as far as practicable, should be set up for PwD in places where they reside in large numbers. Other facilities according to the needs of the PwD like proper toilets, tactile signage outside the polling stations and Voters' Guide in Braille for the visually impaired voters should be made available;
 - XIII. PwD should be informed in advance about polling stations where facility of online booking for wheel chairs is available;
 - XIV. Wherever possible, dummy ballot papers in Braille for visually impaired voters should be prepared;
 - XV. Audio applications like voice SMS (web or mobile) for registrations should be developed for visually impaired voters;
2. A comprehensive activity chart (Annexure-I) regarding ease of registration and voting by PwD has been prepared for clarity and coherence. This chart clearly underlines the various activities to be carried out, steps to be taken, fixing of responsibilities of concerned officials, a definite time frame for each activity and the desired outcomes. You are requested to initiate immediate steps to implement the above measure in a time bound manner.
3. A separate SVEEP plan should be prepared incorporating information, education and facilitation for Persons with Disabilities.
4. An Action Taken Report in respect of the initiatives and steps taken for facilitation of PwDs as outlined in the instructions herein may be submitted to the Commission within a month.

Yours faithfully,


(Sumit Mukherjee)
Secretary

Annexure-I

Activity chart displaying clarity and coherence regarding ease of registrations and voting by PWDs :-

I EASE OF REGISTRATION FOR PWD CITIZEN

Activity	Steps	Responsibility	Time Line	Risk	Outcome
Identification of eligible PWD citizens	Data collection, sharing and dissemination of information	DEO EROs/AEROS BLOs Concerned Departments	6 months prior to Summary Revision	1. Identification of PwD and types of disabilities 2. Data collection from different sources.	Mapping of PwD voters
Facilitation to the eligible PWD citizens	Nodal officers for PwD, Organising special camps, Seating up MSKs, CSCs	DEO EROs/AEROS BLOs Concerned Departments (SJ & DWD)	3 months prior to Summary Revision	1. Duplicate entries of electors with disabilities in E-Roll. 2. Improper facilities at MSKs for PwD. 3. Lack of skilled staff. 4. Non availability of different types of materials, forms etc.	Enrollment of left out electors with disabilities.
Marking in E-Roll Database	Marking in BLO registers. The names of PWDs should be mapped and the list be made available to the BLOs but should not be marked in the electoral roll to maintain the privacy of PWDs	EROs/AEROS BLOs	3 to 6 months prior to Summary Revision	1. Misuse of facilities by persons other than PwD. 2. Errors of commission and omission in marking.	Availability of information of electors with disabilities
Dissemination	Organising meeting	DEO	6 months	Lack of coordination between	Awareness

Activity	Steps	Responsibility	Time Line	Risk	Outcome
of information to Stakeholders, Political parties, Election Machinery, Media, Electors	with Political Parties, Release of Press Notes, Training of Election Machinery.	EROs, AROs, BLOs	Prior to Summary Revision	Stakeholders and Election Machinery.	among electors with disabilities.
Environment building, SVEEP activities for registration	Targeted intervention, Organising Media Campaign, Ensuring involvement of NGOs & BAGs	DEOs, CEO/ZP, EROs, AROs, BLOs, SVEEP partners, Concerned departments (SI & DWD)	6 months prior to Summary Revision	1. Lack of coordination, co-operation amongst departments. 2. Lack of funds. 3. Non availability of diverse facilities to meet diverse needs.	Maximum inclusion of electors with disabilities.

II EASE OF VOTING FOR PwD VOTERS

Activity	Steps	Responsibility	Time Line	Risk	Outcome
Set up of special exclusive Polling Booths for PwD.	1. Preparation of separate list of PwD from E-Roll database. 2. Identification of places where PwD reside in large numbers like Blind schools/ institutions	DEO, ROs/AROs, Nodal Officer, BLOs	3 to 6 months prior to election	1. Scattered population of PwD. 2. Accounting of type of disability.	Increase in participation of PwD in democratic process.

Activity	Steps	Responsibility	Time Line	Risk	Outcome
Assistance at Polling Station on poll day.	within Polling Booth area during door-to-door distribution of voter slips. Enlightening the BLOs, POs, Polling Parties, Security personnel etc. about the assistance needed for different types of disabilities during the training. Deployment of skilled personnel in special exclusive PAs and with Sector Zonal magistrate.	DEO ROs/ARO's BLOs	30 days prior to poll	Lack of skilled manpower.	arrangements in advance.
Environment building, SVEEP activities for poll and ethical voting.	Organising targeted interventions, Media campaigns, involving NGOs & B.A.G.s	DEO CEO/ZP EROs/ARO's BLOs SVEEP partners. Concerned Departments (SJ & DWD)	6 months prior to poll	Objections/ complaints may be raised by Political Parties.	Motivation, Mouth publicity, Increase in voter turnout of electors with disabilities. Optimum turnout of electors with disabilities.

- 60 -

ELECTION COMMISSION OF INDIA

NIRVACHAN SADAN, ASHOKA ROAD, NEW DELHI-110001

18/05/2018-FMS

Dated: 28th June, 2018

The Chief Electoral Officers of
All States and Union Territories

Subject: Introduction of Braille Storage Features in Electronic Voting Machines

Sir/Madam,

I am directed to refer to the Commission's letter No. 51/8/2009-FMS, dated 12th February, 2009, on the subject cited, wherein the Commission had prescribed the additional arrangements would be made to facilitate visually impaired electors to exercise their franchise. The Commission has revisited the aforesaid instructions. Now, the Commission has directed that the following instructions shall be strictly followed:

(i) M2 EVMs (Post 2006 models) and M3 EVMs (Post 2013 model) have embedded serial numbers of the candidates in Braille at the right sides of the blue button (voting button) on the Balloting Units. Hence, no sticker on Braille is required to be pasted at the right of the blue button (voting button) on the Balloting Units.

(ii) After finalization of list of the contesting candidates, the Returning Officer will immediately send the list of contesting candidates to the Deypar Foundation for Blind/National Blind Association or to any other source available for preparation of Dummy Ballot Sheets which will contain the serial numbers of the contesting candidates, names of the candidates arranged in the same serial order in which their names will appear on the ballot paper on the Balloting Unit. The party affiliation of each of the candidates will be indicated by printing the name of the political party concerned against the name of the candidate. In the case of independent candidates, the word "Independent" will be printed. These Dummy Ballot Sheets will be prepared in regional language (i.e. language printed on actual Ballot Paper) in addition to English. A copy of the Dummy Ballot sheet(s) will be supplied to each of the polling stations.

(iii) In case number of contesting candidates including NOTA exceed 16 and more than 1 Balloting Unit is used at a polling station, separate dummy ballot sheet shall be printed for each Ballot Unit. The Dummy Ballot Sheets will be prepared in the following manner:

(a) Serial Numbers in each Dummy Ballot Sheet shall be from 01 to 16 in case number of contesting candidates are 17 including NOTA, the serial number

the candidates in first Dummy Ballot Sheet shall be numbered 01 to 16 as mentioned on the Ballot Paper of first Ballot Unit. For contesting candidates at serial number 17-19 of Ballot Unit 2, serial numbers shall again start from 01 on 2nd dummy ballot sheet i.e. 1 for serial no. 17, 2 for serial no. 18 and 3 for serial no. 19 (NOT A). Similarly, in case of more than 32 contesting candidates including NOTA, the serial numbers on the first and second ballot sheets will be 01 to 16 and the serial numbers on third dummy ballot sheet shall also again start from 01 and so on each additional sheet (i.e. serial number on every dummy ballot sheet will start from 01 only).

(b) In case more than 1 Ballot Unit is used, Ballot Unit-01 shall be printed in Braille on the TOP MIDDLE PART of first Dummy Ballot Sheet and Ballot Unit-02 in second dummy ballot sheet and so on.

(c) Similarly, Braille stickers, 'Ballot Unit-01', 'Ballot Unit-02' and so on shall be printed and affixed on the corresponding Ballot Unit on the TOP MIDDLE PART of the Ballot Unit.

(iv) The Dummy Ballot Sheets mentioned above will be printed in Braille signage by Devnar School for Blind/National Association or by any other source available for this purpose for Blind under the supervision of one responsible officer of the office of Chief Electoral Officer of the concerned State/Union Territory for which the Chief Electoral Officer of the State/Union Territory will liaise with the Devnar School for Blind/National Association or any other source available for this purpose. The Dummy Ballot Sheets will also have the name of the constituency written in normal script at the top.

(v) Each such sheet prepared for every polling station will be certified by the Commissioner of Disabilities of concerned State or his authorized representative who will be an official knowing Braille.

(vi) The concerned District Election Officer and the Returning Officer will hold detailed training and briefing sessions for the Presiding Officers and the Polling Officers to explain to them these facilities for the visually impaired electors.

(vii) The Chief Electoral Officer will also arrange for wide publicity of these measures through advertisements in newspapers and TV etc. to inform the visually impaired voters of the arrangements being made for them.

(viii) At the polling station, the visually impaired persons will also be allowed the facility of a companion as provided for in Rule 49N of Conduct of Elections Rules, 1961, regardless of the new facility being introduced.

- (ix) Inside the polling station the visually impaired voter will be given the Dummy Ballot Sheet in Braille by the Presiding Officer on his/her request if he/she prefers to cast his/her vote without the help of same. After he/she has studied the contents of Dummy Sheet he/she will be allowed to proceed to the voting compartment to cast his/her vote. Such elector after reading the Dummy Ballot Sheet will be able to cast their vote by reading the serial number of the candidate of their choice on the numeric sticker fixed on the EVM. If the elector so desires, the companion will be allowed to accompany the voter to the voting compartment as provided in Rule 30N of the Conduct of Elections Rules, 1961.
- (x) After the voter has cast his/her vote, the Presiding Officer will ensure that the Dummy Sheet delivered to the voter is returned to the Presiding Officer.
- (xi) After the close of Poll, the Dummy Ballot Sheet shall be sealed in separate cover superscribed "Dummy Ballot Sheets" for the visually impaired and sent to the Returning Officer along with other Non-Statutory forms.
- (xii) The Presiding Officer shall keep a record of all such voters (who avail of the facility of Braille Sheet) in the enclosed Proforma and will submit the same to the Returning Officer along with the EVM. These details will be kept separately in the office of Returning Officer. The Returning Officer will consolidate all the information supplied by the Presiding Officers in this regard and submit the same to the Commission through the Chief Electoral Officer after declaration of results.
2. You are requested to kindly take all appropriate steps for the implementation of above directions of the Commission.

Yours faithfully,

(Madhusudan Singh)
Under Secretary

ELECTION COMMISSION OF INDIA

Speed Post/ E-mail

Nirvachan Sadan, Ashoka Road, New Delhi-110 001

SUJEET KUMAR MISHRA
UNDER SECRETARY

No. 491/ECI/LET/FUNC/SVEEP-II/PwD/2018

E-mail - skmishra@eci.gov.in

Tel. No. 011-23052064

Dated: 7th February, 2019

To

The Chief Electoral Officer of
All States/UTs.

**Sub: First meeting of National Advisory Committee for Accessible Election
(NACAE) - regarding**

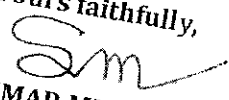
Sir,

I am directed to refer to the first meeting of the National Advisory Committee on Accessible Elections (NACAE) held on December 20, 2018 at Pravasi Bharatiya Kendra, New Delhi, based on which Department of Empowerment of Persons with Disabilities (DEPwD) has provided the following:-List of Nodal Officers designated by the Department for all States/UTs.

- i. List of Nodal Officers designated by the Department for all States/UTs. They may be coordinated with for all aspects on Accessible Election and also made members of the State Steering Committee on Accessible Elections(SSCAE).
 - ii. List of Special Education Institutes which are availing financial assistance from the DEPwD. ELCs may be set up in these institutes and resource material developed to suit their requirements.
 - iii. List of Braille Presses supported by the Department to prepare Braille Scripts. CEOs may seek their services for printing of Braille Voter Slip and Braille EPIC.
 - iv. List of Students who were trained in Sign Language through the Department. Their services may be sought for training of Polling officials or Volunteers in basic sign language.
2. Accordingly all the States/UTs are requested to utilize the available resources in the country towards Accessible and Inclusive Election for Persons with Disabilities.

Encl: a/a

Yours faithfully,



(SUJEET KUMAR MISHRA)
UNDER SECRETARY

By E-mail/Speed Post

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No.491/ECI/LET/FUNC/SVEEP-II/LS-2019/2018

Dated: 10th January, 2019

To

The Chief Electoral Officers of
All States/UTs

Subject: SVEEP campaign for Voter Verification & Information ahead of Lok Sabha Elections 2019 -regarding

Sir/Madam,

I am directed to refer to the ECI circular no 23/LET/ECI/FUNC/ERD-ER/2018 dated 2nd January 2019 on the aforesaid subject and to convey an intensive SVEEP campaign shall be taken up on 'Voter Verification & Information programme' in view of upcoming Lok Sabha Elections 2019.

1. **OBJECTIVES:** To create awareness among general public so that:
 - a. They verify their name and details on electoral roll and make corrections wherever needed.
 - b. They register, if not already enrolled on the Electoral Roll.
 - c. They delete multiple entries on Electoral Roll and apply for deletion of names of dead and shifted electors.
 - d. They also get familiarised with the **Helpline number** and the NVSP portal for any service requirement.
2. **MESSAGES**
 - a. Verify your name and details on Electoral Roll through www.nvsp.in
 - b. Call **Helpline 1950** to check your name and details; can use the Helpline app
 - c. SMS <EPI>< space> <EPIC NO>to 1950 to check name and details on Voter List
 - d. Check your details on Electoral Roll at ERO Office
 - e. Avail the services during Special Campaign
 - f. Lodge complaints through 'Voter Helpline App' or visit <https://eci-citizenservices.eci.nic.in/>

1|No Voter to be Left Behind

3. INTERVENTIONS

- a. **Chunav Pathshala** to be set up at every Polling Station if not set up till now. The Booth Awareness Group (BAG) shall be subsumed with Chunav pathshala wherever the CP has been established. Chunav pathshala shall disseminate information through the activity 'Aao Panjikaran Karen' given in the Resource Guide.
- b. **Electoral Literacy Clubs**
 - i. College ELCs shall conduct the activity and involve all students and get them to verify their details on the Electoral Roll. Support of College authorities may be taken to get Computers/Laptops for the activity wherever needed. Mostly the verification of name and details on NVSP may be done through their mobile phones.
 - ii. The campaign shall also be disseminated through ELC in Schools. 'Filling Form 6' activity in Class XII and 'Field Assignment on Registration' activity in Class IX shall be suitably conducted following the respective Resource Guide for these classes.
- c. **Voter Awareness Forum:** Voter Awareness Forums to be established in Department/ PSUs/ other organizations. The first briefing of the VAFs is planned on 16th January, 2019. It may be ensured that VAF Briefing has a session on 'Verify your Details'. Invited Nodal officers from all the Departments/ Organisations may be asked to get along their EPIC card and the Name and Details check on electoral roll activity be conducted during briefing. The Nodal Officers may be asked to conduct the same as first activity in their respective VAFs.
- d. **Voter Facilitation Centre:** VFCs shall be made functional at every ERO level and all awareness material shall be made available there for facilitating the voters. Brochures, voter Guide, Posters and Video Games shared by ECI shall be made available to the voters at these centres besides all other materials prepared at State and District level.
- e. **360 degrees Communication Campaign:** Comprehensive communication may be planned including electronic, digital and social media besides inter-personal communication and outreach. **Voter Helpline 1950** shall be widely publicized.
 - i. **Press Briefing:** A Press Briefing may be held by CEO and DEOs on the day of launch of the Drive and the Social Media Campaign to be launched during or immediately after the Press Briefing.

- ii. **Posters:** There shall be a poster at each Polling Station and all important centres like Collectorate Office, VFC, Panchayat Bhawan, Anganwadi Centre, PHCs, Bank ATM, Post Office, Hospital, School Building, College Notice Board etc. A template of the poster is being shared, and the same may be adapted as per the local requirements by the concerned State and all information provided in local language.
 - iii. **Multi-Media:** Films shall be shown under PSA in all Cinemas as per directions given by Films Division, Ministry of I&B. CEOs to seek reports from DEOs for compliance by all Cinema Theatre owners.
 State campaign on state run media besides State run transport etc shall be taken up. District campaign on Cable TV may be taken up intensively besides outdoor media like Hoardings, Banners, Wall painting etc.
 CEO shall address the people through television and radio programmes like discussions, phone-in etc. FM Radio channels may be suitably covered. DEOs to ensure that Community Radio covers the campaign and disseminates information about the VVIP.
 The information shall be disseminated through bulk sms at State level and all service providers may be involved in the campaign.
 - iv. **Social Media:** Social Media use, besides use of digital and other new media in urban and semi-urban areas shall be taken up. Campaign on social media may comprise series of creatives in various social media friendly format. Invite 10 friends to check their details through NVSP can be used to make this campaign viral. A button can be introduced on NVSP that can share a message directly on their social media page with a message like 'Thank You for verifying your details'.
 - v. **Workshop of Radio Jockeys:** CEOs may hold a workshop with Radio Jockeys of various channels within their State/UT and sensitise them on various aspects of electoral process so that the RJs are able to disseminate correct information to their audience.
 - vi. **All Departments** in the State and at Districts may be asked to display the posters besides providing a link for NVSP on their websites. The Poster prepared by CEO/DEO shall be shared with all Departments. Literature on different programmes of various departments may carry the messages regarding Voter verification and Helpline and other important information.
- f. **Outreach activities involving other stakeholders:**
- i. **Political Parties:** CEO and DEO may have meetings with representative of Political parties and brief them on the awareness drive for voter verification on electoral roll.

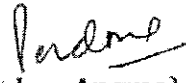
- ii. **Gram Sabha/RWAs:** Announcement can be made in Gram sabha and also on Public Address system in villages. RWAs to also disseminate this information in their meetings and poster to be displayed prominently on the Notice Board.
- iii. **Regional and/or Local Icons** may also be utilized for publicizing the campaign.
- iv. **Material on voter awareness** may be given to **partner CSOs/Media Houses** for wider dissemination

4. MONITORING

The campaign shall be launched by the Commission and simultaneously by the CEOs on the specified date. The programme shall be reviewed at the National level by the Commission. CEO shall closely monitor the roll out.

This issues with the approval of the Commission.

Yours Sincerely,


(Padma Angmo)
Director

Copy to

Sr PPS to CEC/EC(L)

PPS to Sr DEC(US) and all DECs/DGs

Zonal Section

By Mail/Speed Post

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110 001

SUJEET KUMAR MISHRA
UNDER SECRETARY

E-mail – skmishra@eci.gov.in
Tel. No. 011-23052064

No. 491/ECI/LET/FUNC/SVEEP-II/LS19/2018

Dated: 18th February, 2019

To

The Chief Electoral Officers of
all States/UTs

References:-

- I) Letter No. 491/ECI/LET/FUNC/SVEEP-III/PwD/2018 dated 29th May 2018 and 7th June 2018.
- II) Letter No. 491/ECI/LET/FUNC/SVEEP-II/PwD/2018 dated 14th September, 2018.
- III) Letter No. 491/ECI/LET/FUNC/SVEEP-II/LS19/2018 dated 10th January, 2019, 24th January 2019 and 8th February 2019.

**Sub: Intensification of the Multi-Media Campaign for Lok Sabha Election 2019:
Regarding**

A national multimedia campaign including print, electronic, digital and social media and limited outdoor sites have been taken up at ECI level to complement the States/UT campaign.

2. Comprehensive SVEEP plans have been received from States/UTs wherein details are given on the multi-media communication plans besides other interventions. In continuation of Commission letter no.491/ECI/LET/FUNC/SVEEP-III/PwD/2018 dated 29th May 2018 and 7th June 2018, it is reiterated that **intensive** multi-media campaign may be rolled out immediately by CEOs if not already done and accordingly, the following major action points are reiterated:

A. Posters: DEOs may urgently intensify outreach through Posters at:

- i. Every Polling Station
- ii. Collectorate Office, Tehsil/Block office
- iii. Panchayat Bhawan
- iv. PHC and Aanganwadi Centre
- v. Post Office
- vi. Bank and ATMs
- vii. Hospitals
- viii. Schools
- ix. Colleges
- x. As directed vide letter dated 10th January regarding 'Voter Verification & Information' a poster at each Polling Station and all important centres was to be

pasted. The same may be periodically replaced by a poster with relevant information.

B. Banners and Hoardings:

- i. Hoardings/banners shall be prominently displayed outside Offices of DEO, SDO, Block/Municipality, Gram Panchayat etc besides, prominent places like Road Junctions/ Railways Stations/Metro Stations/Bus Terminus/market Malls, universities/Colleges etc
- ii. Advertisement space available with various Government Departments should be optimally utilized.
- iii. DEOs may take it up with the Railways authorities for hoardings and displays inside Railways Stations besides public announcements.

C. Other Outdoor Media:

- i. Messages through Audio-Visual Vans being used for EVM/VVPAT familiarisation.
- ii. Stickers/Surface transport may be pasted on Auto-Rickshaw and Public Transport like Bus/Trucks etc.
- iii. Wall writing and painting may be taken up to widely disseminate information and motivational messages.

D. Electronic Media: Dissemination shall be intensified by CEOs in the coming 6 weeks on electronic media in the State/UT for voter awareness in the build up to elections. Regional Doordarshan Kendras, Private regional TV channels, popular FM Radio channels may be covered besides Cinema Hall.

- i. Campaign through SMS, Phone Calls, emails, reminder alerts, cable TV tickers etc shall be intensified now.
- ii. Regarding Cinema Hall, please note that Commission films are being shown under Public Service Announcement (PSA) and mail from Films Division on the subject was forwarded to CEOs on 14/1/2019 and 13/2/2019. DEOs may be asked to ensure that Cinemas show these films, DEOs may also take up initiatives for showing other films by CEO/DEO to be suitably displayed in the Theatres:

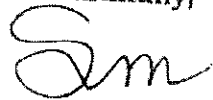
E. Print Media: States to now issue regular print advertisement in the regional dailies having wide circulation to complement ECI's print campaign. Besides CEO message/appeal letter in Newspaper, important announcement etc may be taken up in dailies, tabloids and magazines with wide coverage. DEOs may take up dissemination through Pamphlets.

F. Internet and Social Media: CEO and DEOs to immediately intensify outreach through their social media page besides through their website. Other Government websites may be asked to carry the voter awareness messages/creatives developed by CEO/DEO for wide outreach for the youth who mainly consume internet. GIF and short videos shall be taken up on Whatsapp and other similar platforms by CEO and DEOs. Campaign taken up by DEOs on social media may tag CEO as well as ECI handle. Similarly CEOs may tag ECI handle in their campaign so as to widen the outreach of their campaign on social media.

3. The multi-media campaign shall be supported by the inter-personal outreach including various mobilization activities detailed out by each State/UT in their SVEEP plan.
4. The key messages like **#GoVerify** details on Electoral Roll, **#GoRegister**, **#GoCall** Helpline number 1950 or use the Voter helpline App may be taken up in the ongoing campaign, followed by **#GoVote** and messages on Ethical and Informed Voting as we move closer to election dates.
5. Specific media campaign may be taken up for Women, Youth, PwDs, Migrants, Service Voters, and other identified target groups.
6. The content of the national campaign is continually being shared with CEO's office for its appropriate replication after translation for suitable dissemination. Campaign material developed by DEOs requires approval of the Chief Electoral Officer of the State. Best creatives from Districts/States/UTs may be uploaded on SVEEP portal, for sharing with others and possible replication.

Enc:a/a

Yours faithfully,



(SUJEET KUMAR MISHRA)
UNDER SECRETARY

Post/ E-mail
Immediate

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110 001

SUJEET KUMAR MISHRA
UNDER SECRETARY

E-mail – skmishra@eci.gov.in
Tel. No. 011-23052064

No.491/ECI/LET/FUNC/SVEEP-II/LS2019/2018

Dated: 24th January, 2019

To

The Chief Electoral Officer of
All States/UTs.

Sub: CEO's Weekly Reporting Format for SVEEP preparations for LS 2019 – Reg.

Sir/ Madam,

This is in continuation to the Commission's letter of even no. dated 22.01.2019, I am directed to state that slightly modification has been done in the reporting format, wherein proper record of total number of mock votes polled during the awareness campaign till date (all centers, static & mobile) in the State/UTs shall be kept by the DEOs. The reports are required to be uploaded on the PGR portal in the format specified at annexure 'A'.

2. Accordingly all the States/UTs are requested to upload the reports on a weekly basis every Monday on the PGR portal from 28th January, 2019.

Yours faithfully,

Encl: a/a


(SUJEET KUMAR MISHRA)
UNDER SECRETARY

Copy to:

- Sr PPS to CEC/EC(L)
- Sr PPS to Sr DEC(US)
- PPS to DEC (SS)
- PPS to DEC (SJ)
- PPS to DEC (CBK)
- PS to DG (DS)
- PS to DG (DO)
- PA to Dir. (PA)

Annexure - A

SVEEP REPORTING FORMAT AHEAD OF LOK SABHA ELECTIONS 2019

(to be uploaded from 28th January every Monday)

1.	No of District SVEEP Plans received and scrutinized at CEO level	
2.	Has Training of District SVEEP Nodal Officers by SLMTs completed	
3.	Is total no of all women Polling Stations finalized: If yes, how many?	
4.	Total ELCs set up till date in a) Schools b) Colleges	
5.	Total Chunav Pathshala set up till date (for Communities)	
6.	Total VAF set up till date	
7.	No. of Campus Ambassadors in the State (updated figures)	
8.	No. of District where workshop of Campus Ambassadors completed till date	
9.	What hours is the State Helpline functioning	
10.	No of District Helpline activated	
11.	Budget status	
	a) Total fund Transferred by ECI to State Headquarter	
	b) Total fund transferred to Districts	
	c) Total fund left with CEO	
	d) Total Expenditure from 'C'	
	e) Amount available with CEO	
12.	Name of State Icon/s (incl PwD)	
13.	ACCESSIBILITY	
	a. No of Districts where District (DMCAE) and AC Committees (ACAE) on Accessible Elections set up	
	b. No of Districts where Disability Coordinators appointed	
	c. Name, designation and contact details of State Disability Coordinator	
	d. No of PwDs mapped booth wise till date	
	e. How many PS managed by all PwD officials planned? If yes, how many	
	f. Are accessible Voter Education Material available	
	g. Is there a module in all Training on sensitization of officials	
14.	EVM-VVPAT RELATED	
	a. No of Districts who have given EVM-VVPAT reports as per prescribed format?	
	b. Total No of Static EVM-VVPAT centres activated till date	
	c. Total number of mobile vans deployed for EVM-VVPAT Awareness in State till date	
	d. Cumulative no of localities covered by these Vans	

	(Villages/Hamlets)	
	e. Total number of mock votes polled during the awareness campaign till date (all centers, static & mobile) in the State/UTs *	
15.	Outreach/ Campaign	
	a. No of special awareness or registration camps held for Service Voters in cantonments	
	b. Total no of Public buildings like AWC, CSC, Banks, Post Offices etc where Posters for 'Verify Your Details' have been pasted in the State	
	c. Are all Cinema showing ECI films under PSA ?	
	d. Are weekly Press Briefings being done at CEO and DEO level	

16. Calendar of SVEEP Activities (Media campaign and Mobilization Activity)

Week	Days	Activities at State Level	Activities at District Level	Activities at AC Level	Activities at PS Level
1.	4-10 th Feb				
2.	11-17 th Feb				
3.	18-24 th Feb				
4.	25 th Feb - 3 rd March				
5.	4-10 th March				
6.	11-17 th March				
7.	18-24 th March				
8.	25-31 st March				

17. Name or Theme of State Level Media Campaign being undertaken currently (if any):

Newspaper advt	✓ / X
TV	✓ / X
Radio	✓ / X
Cinemas	✓ / X
Digital and Social	✓ / X
Any other (pl Specify)	✓ / X

Note: - * A proper record of such participants be kept by the DEOs in Mock Poll Demonstration register.

By E-mail/Speed Post

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110 001

SUJEET KUMAR MISHRA
UNDER SECRETARY

E-mail – skmishra@eci.gov.in
Tel. No. 011-23052064

No. 491/ECI/LET/FUNC/SVEEP-II/ PwD/2018

Dated: 14th Sep, 2018

To

The Chief Electoral Officers of All States
(Except Madhya Pradesh, Rajasthan, Chhattisgarh, Mizoram & Telangana)

Sub: Implementation of Specific Awareness measures for persons with disabilities - Regarding

Sir/Madam,

I am directed to state that the National Consultation on Accessible Elections was organized by the Commission on 3rd-4th July, 2018 in New Delhi. The Commission released the Strategic Framework on Accessible Elections during the Consultation.

2. As per the Strategic Framework, customised voter education to cater to the different requirements of PwDs shall be taken up to empower them for electoral participation. All voter education content shall be in accessible format. Focussed and need based interventions shall be taken up under SVEEP to engage PwDs and also to sensitise their friends, families, polling officials, security officials and all other stakeholders.

3. Accordingly, the following action points are required to be taken up in preparation for the Lok Sabha Elections and the same should also be reflected in the SVEEP Plan for LS 2019:

- a. Sensitization of election officials (including BAGs, Campus Ambassadors as well as ELCs) regarding needs of persons with disabilities.
- b. Generation of awareness material in accessible formats (e.g. braille, sign language) in consultation with experts, under the guidance of the State Steering Committee on Accessible elections at State Level & District Monitoring Committee

contd...

on Accessible election at District level. Instructions on Committees as given vide letter no 464/PWD/2018-EPS dated 28th August 2018.

- c. All audio visual awareness content to have a window of Sign language for the convenience of deaf persons.

Encl: Strategic Framework

Yours faithfully,



(SUJEET KUMAR MISHRA)
UNDER SECRETARY

Copy for information:-

1. Sr. PPS to Sr. DEC (US)
2. PPS to DEC (SS)
3. PPS to DEC (SJ)
4. PPS to DEC (CBK)
5. PS to DG (DS)
6. PS to DG (DO)
7. Ms. Sheyphali B. Sharan, ADG (PIB)
8. PA to Dir. (PA)

Post/ E-mail
Immediate

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110 001

SUJEET KUMAR MISHRA
UNDER SECRETARY

E-mail - skmishra@eci.gov.in
Tel. No. 011-23052064

No.491/ECI/LET/FUNC/SVEEP-II/LS2019/2018

Dated: 8th February, 2019

To

The Chief Electoral Officer of
All States/UTs.

Sub: CEO's Weekly Reporting Format for SVEEP preparations for LS 2019 - Reg.

Sir/ Madam,

This is in continuation to the Commission's letters of even no. dated 22.01.2019 & 24.01.2019, I am directed to state that the link for uploading the information regarding calendar of SVEEP Activities is given separately on PGR portal.

2. States are requested to ensure that the data related to mock votes during the awareness drive on EVM/VVPAT is maintained in a proper manner as directed by the EMPS Division as per letter no. 51/8/T&A/2018-EMPS dated 9th October, 2018, Annexure - A) and accurate figure need to be updated in weekly report on the PGR portal.

Yours faithfully,



(SUJEET KUMAR MISHRA)
UNDER SECRETARY

Encl: a/a

Copy to:

- Sr PPS to CEC/EC(L)
- Sr PPS to Sr DEC(US)
- PPS to DEC (SS)
- PPS to DEC (SJ)
- PPS to DEC (CBK)
- PS to DG (DS)
- PA to DG (DO)
- PA to Dir. (PA)
- PA to Dir (NK)
- Secy (AKS)

ELECTION COMMISSION OF INDIA

NIRVACHAN SADAN, ASHOKA ROAD, NEW DELHI-110001

No. 51/8/T&A/2018-EMPS

Dated: 09th October, 2018

To

The Chief Electoral Officers of
All States and Union Territories.

Subject: Taking out EVMS AND VVPATS for Training and Awareness purpose.

Sir/Madam,

In supersession of Commission's instructions No. 51/8/7/2017-EMS, dated 29th September, 2018, on the subject cited, I am directed to state that to ensure proper training and awareness on use of VVPATs with EVMs, the Commission has directed that after First Level Checking (FLC) of EVMs and VVPATs:

- (a) EVMs and VVPATs may be taken out for training and awareness purpose whenever needed even before first randomization subject to an upper ceiling of 10% of the total number of polling stations in the District.
- (b) There shall be no distinction between training and awareness EVMs/VVPATs to utilize maximum number of EVMs/VVPATs for training and awareness purpose inter-changeably.
- (c) Political Parties should necessarily be invited to witness this process from opening of Warehouse and re-sealing of warehouse after taking out the EVMs/VVPATs for training and awareness. Entire process to be videographed.
- (d) The list of such EVMs and VVPATs shall be given to the National and State Recognised Political Parties. This list shall also be shared with the candidates/their agents, as and when they are finalised.
- (e) Schedule of Awareness/Training shall be shared with Recognized National/State Political Parties.
- (f) Standard Operation Procedure (SoP) for Training (including demonstration and awareness program) of EVMs & VVPATs is enclosed at **Annexure-A**.
- (g) A list of probable risk during training & awareness is enclosed at **Annexure-B**.
- (h) A sticker of Yellow colour mentioning "Training/Awareness" shall be affixed on such EVMs and VVPATs.

- (i) The abovementioned EVMs and VVPATs shall be stored in a separate designated warehouse, not below the sub-division headquarters level, with proper security and double lock-system, as is done for strong room having FLC-OK EVMs and VVPATs. The keys shall be kept with the two separate officers, nominated by DEO and shall not be below the rank of Tehsildar/Executive Magistrate.
- (j) The DEOs shall be directly responsible for the safety and security of these Training and Awareness EVMs and VVPATs.
- (k) Such EVMs and VVPATs shall be given only to the authorised officials deputed by the District Election Officer concerned.
- (l) The DEO shall ensure that the officials chosen for creation of EVM/VVPAT related awareness/IEC campaign, as well as those nominated for handling these EVMs and VVPATs must be comprehensively trained on the usage and functioning of the EVMs and VVPATs.
- (m) It shall be ensured that after the conclusion of daily training and awareness programs, these EVMs and VVPATs shall be stored in a secure Govt. Office/Govt. building only. If no such Govt. office/Govt. building is available, these EVMs and VVPATs shall be stored in the nearest block/tehsil headquarters under proper security. If there is no arrangement of security, the DEO shall provide the adequate security for these EVMs and VVPATs.
- (n) Proper log book shall be maintained.
- (o) In Assembly Constituencies having 100 or more polling stations, it shall be mandatory for the DEO to ensure that atleast 5% of the EVMs and VVPATs taken out for training and awareness purpose are re-introduced as Poll-day Reserve after de novo FLC, randomization, candidate setting etc carried out as per the extant instructions of the Commission. For Assembly Constituencies having less than 100 polling stations, the number of training/awareness EVMs and VVPATs to be re-introduced in the poll-day Reserve pool may be decided by the DEO as per the specific local requirement. In any case, effort must be made to ensure maximum machines from the training/awareness lot are re-introduced as Poll-day Reserve to optimize the utilization of machines for polls. The list of all such EVMs and VVPATs re-introduced in the Reserve poll shall

be duly shared with the political parties/candidates/their agents under proper acknowledgement.

- (p) It is reiterated that training and awareness EVMs/VVPATs shall be added to poll day reserve, only after following process of FLC, randomizations and Candidate Setting in the presence of political parties/contesting candidates/their agents.
- (q) FLC OK EVMs & VVPATs taken out for the abovementioned purpose, shall be marked 'Training and Awareness' in ETS also so that these EVMs and VVPATs cannot be used for Randomization.

Yours faithfully,


(Anoop Kumar)
Secretary

Copy to:

1. The Chairman-cum-Managing Director, Bharat Electronics Limited, Nagavara, Outer Ring Road, Bangalore-560045, Karnataka.
2. The Chairman-cum-Managing Director, Electronics Corporation of India Limited, Hyderabad, Andhra Pradesh.

Annexure-A

SOP for Demonstration and Awareness programme on EVM & VVPAT

The following Protocol shall strictly be followed for Demonstration and Awareness programme on EVM & VVPAT.

- Only "FLC OK" units shall be used for demonstration and awareness campaign.
- It shall be ensured that only dummy Ballot Paper is used in the BU.
- The VVPAT shall have dummy symbols which should match with the symbols of the Ballot Paper.
- Demonstration shall not be given in an open area as the VVPATs have to be shielded from direct sunlight.
- During demonstration/awareness, Ballot Unit and VVPAT shall be kept together so that voters can see the printed paper slip in VVPAT.
- Voters should be explained about the process using EVM with VVPAT and also informed about the use of VVPAT with EVM in elections.
- A Register should be maintained to record votes and signatures of all the participants on daily basis in the demonstration process.
- At the end of demonstration, the electronic result of the CU shall be cleared & VVPAT slips shall be removed from the VVPAT drop box. Further, it has to be ensured that on the next day the same process is repeated.
- Proper Security arrangement shall be made for movement of EVMs/VVPATs and awareness centres.

Annexure-B

PROBABLE RISKS

- Non-Uploading of 16 candidates (including NOTA) Dummy Symbols in the 1% VVPATs used for testing with 4-BUs having 64 dummy symbols (including NOTA). Hence, before using for awareness purpose, ensure that VVPAT slips print as per dummy ballot papers.
- Irregularity on use of Dummy Symbols. Hence, before using for awareness purpose, ensure that VVPAT slips print as per dummy ballot papers.
- In case of M3 EVMs, M3 VVPATs should be connected at the time of commissioning of the EVMs otherwise EVM will not accept a VVPAT at a later stage. Hence, for awareness purpose candidate setting in M3 EVMs should be done using Ballot Unit and VVPAT.
- Lock paper roll when transporting the VVPAT from one place to another. Otherwise, VVPAT may go into error mode.
- Do not switch on the VVPAT in broad daylight or directly under a bulb or halogen lamp at the time of awareness as the VVPAT may go into error mode. Hence, ensure that awareness on EVM and VVPAT shall be done in shaded/closed area.
- Do not repeatedly switch ON and OFF the VVPAT as it will deplete the battery as well as paper roll.
- Switch OFF the CU when connecting or disconnecting the EVMs/VVPATs and do not pull the cable for disconnecting.
- Non adherence of SOP on Awareness of EVMs and VVPATs.

By E-Mail/Speed Post

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi - 110 001

No. 491/ECI/LET/FUNC/SVEEP-III/EL/Chunav Pathshala/2019

Dated: 18th February, 2019

To

The Chief Electoral Officers of
All States/UTs

Sub: Establishment of Chunav Pathshala (ELC Communities) at every Polling Station Location - reg

Madam/Sir,

The Commission has directed for setting up of Chunav Pathshala at every Polling Station location. In this regard please also refer to Commission's letter No. 491/ECI/LET/SVEEP-I/EL/ELC/2017 dated 03rd November, 2017 regarding setting up of ELCs in schools/colleges/Institutions, Chunav Pathshalas in communities and VAFs in organizations.

2. The Booth Awareness Groups (BAG) shall be replaced by the Chunav Pathshalas at every PS level as specified in Commission's Letter No. 491/ECI/LET/FUNC/SVEEP-II/LS-2019/2018 dated 10th January, 2019.

- I. OBJECTIVES:** As given in the ELC programme and the Resource Guide on Chunav Pathshala, the objective for Chunav Pathshala are as follows:
- Educate the targeted populations about voter registration, electoral process and related matters through hands on experience;
 - EVM and VVPAT familiarization and education about robustness of EVM and integrity of the electoral process using EVMs;
 - To help the target audience to understand the value of their vote and exercise their suffrage right in a confident, comfortable and ethical manner;
 - To harness the potential of ELC members for carrying the electoral literacy in communities;
 - To facilitate voter registration for its eligible members who are not yet registered
 - To develop a culture of electoral participation and maximize the informed and ethical voting and follow the principle 'Every vote counts' and 'No Voter to be Left Behind'

Contd..

- II. **STRUCTURE:** Chunav Pathshala shall be named as per the name of the polling station and will be set up and coordinated by the Booth Level Officer (BLO).
- III. **MEMBERS & PARTICIPANTS:** *Chunav Pathshala* will be open to all. However, it must include the following target groups:
- Future voters of age group 14-17 years that are school dropouts
 - New Voters in the 18-19 years age group
 - Women folk (young and middle aged)
 - Senior Citizens
 - Persons with Disabilities (if any)
 - Children below 14 years who are outside schools
 - Other groups specific to the area (e.g. Tribals)

The enrollment of members will be carried out with the help field functionaries of the government besides non-political CSOs and volunteers. Voluntary help by teachers, NLM functionaries, Panchayat officials or the Municipal officials (Non elected) of that Polling Station area may be taken for enrollment. BLO with the help of the Convener must maintain a register of membership. The register must be updated and signed by the Convener and BLO at the end of every quarter.

- IV. **BLO AS NODAL OFFICER:** The respective Booth Level Officer (BLO) will act as Nodal Officer for the Chunav Pathshala.
- V. **CONVENER:** BLO shall identify a Convener for the ELC from among the community itself. Convener must be educated. The Convener will be named as *Matdata Prashikshak*. The role of the *Matdata Prashikshak* shall be as given at point 6 of the Resource Guide. Teacher and Preraks under NLMA may be preferred. Alternatively young members from National Service Scheme (NSS), Nehru Yuva Kendra Sangathan (NYKS) and notable NGOs may be taken as Conveners. They will be trained by a Master Trainer. The BLO may also act as the convener of the Pathshala. The State may decide whether the convener shall be a volunteer or the BLO himself/herself.
- VI. **VENUE:** The Venue will mostly be the Polling Station location of the last Lok Sabha or the Assembly Election or any other venue identified by the BLO. The *Pathshala* may be held out in an open ground where a significant number of participants can be accommodated. The location should be easily accessible and popular so that the participants can easily identify and attend. Alternate location venues for the *Chunav Pathshala* are given at point 7 of the Resource Guide.

3. It may be recalled that training of ELC Master Trainers was completed at ECI last year and States were directed to complete training at all levels up till the Convenor of the ELC/Chunav Pathshala.
4. CEOs are requested to ensure Chunav Pathshalas are established at all PS locations and they are provided adequate resources including the Chunav Pathshla kit comprising the Resource Guide in local language and translated games and accessories besides any other local resource developed by the CEO/DEO.
5. The soft copy of the Resource Guide and Games/accessories are available at <http://ecisveep.nic.in/files/category/12-elcs/>. Short video training modules are also available on the portal and may be shared with Convenors.
6. Updated data on ELCs/CPs may be provided in the various Reporting Formats being sent to ECI.

Yours Sincerely



(Padma Angmo)
Director

Copy to:

Sr PPS to CEC/EC(L)
Sr PPS to Sr DEC(US)/DECs/DGs
Zonal Sections



Contd..

VII. PATHSHALA CONDUCT:

- i. **Day and Time:** *Chunav Pathshala* will be held once in two months with the members meeting every First Saturday of the alternate month and may begin anywhere between 2 – 4pm. Alternatively, BLO can suggest an appropriate day and time for the *Pathshala* to be convened. However, adherence to a fixed venue and time would provide continuity and strengthen attendance and help participants to be regular. *Pathshala* shall be convened more frequently during pre-poll period.
- ii. **Frequency:** 6 *Pathshalas* shall be organized every alternate month. In addition there will be 3 additional activities for larger community engagement. After every 2 informative *Chunav Pathshala*, one activity will follow for larger community engagement. The schedule of Activities is given at point 10 of the Resource Guide. However in-view of upcoming elections, community activity as given in the Resource Guide as 20(xi-xiii) may be conducted for community engagement.
- iii. **Session Structure:** Every session of the *Chunav Pathshala* will follow the structure given in Resource Guide at point 14, comprising Assembly; Reciting *Pathshala* Song; Activity of the Day, 3-2-1 Summary and Recall and Conclusion. The *Pathshala* shall end with the convener telling a short story from the Belief in the Ballot imparting learning in sync with the activity conducted in the session.
- iv. **Elements:** The *Chunav Pathshala* will be a one of its kind classroom with a festive and colourful mood. The elements of the *Pathshala* are given at point 12 of Resource Guide.
- v. **Accessible:** The ELCs will be an inclusive club that must make every attempt to ensure the participation of students with disabilities.

VIII. **MATDATA MITRA:** *Chunav Pathshala* will give a unique opportunity to proactive citizens to assume the role of '*Matdata Mitra*', a friend who will guide the community members in the electoral process and motivate them to enroll and vote. Selection, Role and appreciation as per the guideline given in Resource Guide at point 16. *Matdata Mitra* can also be taken as Volunteer on Poll Day.

IX. **INAUGURATION & LAUNCH ACTIVITY:** BLO will make arrangements for publicity of the launch of the *Chunav Pathshala* in the community. Essential components of the inauguration shall be as given at point 17 of the Resource Guide.

X. **COMMUNITY RADIO:** Community Radio may be made an integral part of ELC and the team running the Community Radio may be invited to take sessions at the *Pathshala* and also cover the key learnings in their programmes.

XI. **MONITORING:** An effective monitoring mechanism shall be devised by the CEO and DEOs. CEOs must also take up impact assessment periodically to evaluate the performance of the *Chunav Pathshala*. ECI is already conducting assessment studies.

Contd..

Engagement with a Civil Society Organisation

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.

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. There are visible gaps in participation among women, urban population, weaker sections and others in various parts of the country owing to a range of factors.

Civil Society Organisations can play a significant catalytic role in enhancing citizen engagement especially in the areas of reaching out to the last-mile in furtherance of the Election Commission's goals. Those CSOs working in disability sector can help Election Commission in reaching out maximum voters with disabilities and also to enable the electoral process accessible for persons with disabilities.

2. Goal and objectives – ECI-CSO Partnership

Goal: To have every eligible citizen on the electoral roll and have every enrolled voter to vote voluntarily, independently and with dignity, thus ensuring widest electoral participation, accessible 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, access, awareness, motivation and facilitation in the electoral process

3. Start off Criteria for CSOs

- a) Non-political and non-partisan with clean antecedents (financial and criminal)
- b) High Credibility and reputation among people within their regions of operation and should have good network in the region
- c) Actively engaged in any developmental or social cause
- d) A background of knowledge of one or more areas of :
 - (i) Democracy
 - (ii) Election Management
 - (iii) Electoral Participation
 - (iv) Education and Awareness
 - (v) Inclusion, worked with marginalized segments/ group in the society
 - (vi) Accessibility standards set by the Gol.

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

- I. Recognizing the CSO as a partner organization in promotion of electoral democracy.
- II. Creating a mechanism for coordination and periodic evaluation of the collaboration
- III. Imparting training and capacity building of CSOs through Workshops at IIDEM/RIDEMs.
- IV. Implement other demand and supply side measures for optimally reaching out to the community of electors/ potential electors by suitably associating the CSO.
- V. Involving CSO volunteers to assist the Booth Level Officer for each polling station area as a Booth Level Volunteer in the area of Electoral Roll correction and revision.
- VI. Involving CSO representatives as access surveyors of polling booths, trainers for sensitization programs of election machinery and work force / volunteers associated with electoral process, as experts to assist in making the electoral process including awareness material and information system accessible for persons with disabilities , etc
- VII. While working out information and motivational campaigns for facilitating voter participation, they may involve the CSO appropriately.
- VIII. CEOs shall share the material on Voter education/awareness with the CSO for wider dissemination of the message.

5. Roles and responsibilities of CSO (including those working with disability sector)

- ii. Assisting the Chief Electoral Officer in taking up voter awareness programs on electoral registration process and encouraging voters' participation including persons with disabilities.
- iii. Assisting both rural and urban population to register as voters at convenient registration locations and at timings that are convenient to them.
- iv. Nominating volunteers (BLVs) with clean antecedents for each polling station to help identify and include the eligible voters living in the polling station area in both rural and urban centres and to help identify persons with disabilities for every booth and the facilitations required for them during elections.
- v. Assisting the Electoral Registration Officers (EROs) and the Booth Level Officer in obtaining applications, photographs from the eligible and new voters in the polling station area and ensuring that electoral rolls are accurate and periodically updated.
- vi. Assisting in reaching to persons with disabilities including those living in residential institutions to get enrolled by special enrolment camps and specific drives that can be recommended to DEO/CEO.
- vii. Supporting various participative initiatives to make electoral rolls cleaner and poll process more efficient.
- viii. Help overcome information, motivational gaps and the gaps in accessibility and reach out to persons with disabilities and working towards full participation of the electors in Voting during the elections.
- ix. Promote ethical and informed voting free of inducements, educate voters about their rights and duties to strengthen democracy, and enable these measures to reach persons with disabilities as well.
- x. Assist CEO/DEO in making the grievance redressal system, websites, Information and communication systems and polling booths accessible and in training election officials / workforce / volunteers on the same.
- viii. Provide constructive feedback, new and innovative ideas to increase voter participation including persons with disabilities.

6. Finances

The collaboration will be without any funding arrangement.

7. This framework will become operational between ECI/CEO and any CSO through exchange of 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 CSO has lost its relevance and stands dis-engaged forthwith.

If any other organization/agency, is sought to be associated with this collaboration work by the CSO, that can happen only in consultation with the Election Commission.

Both the CEO and the CSO 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.

DEO's CHECKLIST FOR SVEEP

(Lok Sabha Elections 2019)

Planning

1. Review of implementation of district SVEEP plan by District SVEEP Core Committee.
2. **Chunav Pathshalas** at all Polling Stations, replacing Booth Awareness Groups(BAGs).
3. Campus Ambassadors in identified Colleges/ Universities trained.
4. Partnership with Media and CSOs as per the Framework of Engagement.
5. Identification of 10% lowest turnout Polling Stations of the district in last AE along with the reasons thereof for targeted interventions.
6. Identification of excluded communities and groups and targeted interventions for their inclusion.
7. Special campaigns for Service Voters and other identified groups/segments.
8. PS wise mapping of PwD electors to facilitate them on the poll day.
9. Disability Coordinator in the district and the Assembly Constituency; Review of accessibility measures by **District (DMCAE) and AC Committees (ACCAE)** on Accessible Elections.
10. Sensitization of Polling officials to the needs of Persons with Disabilities.

Information & Motivation

11. Awareness material on **EVM/VVPAT**; Special Camps for **EVM/VVPAT** familiarisation.
12. Accessible voter awareness material to meet the requirements of persons with various disabilities.
13. Adequate material on 'Informed and Ethical Voting'.
14. 'Check names on electoral roll' widely disseminated besides information about the time and date of poll and alternate identity documents.
15. Voter awareness material prepared at district level approved by CEO's office.
16. Mobilization events like runs, competitions, plays, women centric events, youth voter festivals etc.
17. Appeal letters in leading dailies on the poll day inviting people to vote.

18. Reminder messages on poll day through ticker on cable tv etc .
19. All media, including social media, digital and electronic media as well as print and outdoor media widely used for information dissemination.

Facilitation

20. District Voter helpline equipped to handle queries on all election related matters.
21. Voter Facilitation Centers (VFCs) to provide services like timely issue of duplicate EPIC, search facility on voter list, forms for enrolment and display of voter list.
22. Name search facility in the voter list on DEO's website and also through SMS
23. Voter list displayed at sufficient locations.
24. Polling Stations accessible for all Persons with Disabilities. Ramps width and height as per the specifications.
25. EPIC in Braille to Blind Electors.
26. Sign language videos or posters at the Polling Station to facilitate deaf voters.
27. All Women Polling Stations in every district.
28. Voter Slips to carry all requisite information including do's and don'ts in the polling station.
29. One Voter Guide per family of an elector
30. Voter Facilitation posters at all the polling stations.

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Note on Assessment and Inventory of Assured Minimum Facilities at polling Stations

I. Condition of Polling Station

As far as possible, the polling station should be established in a good building worthy of use (and not a dilapidated one). The building/location having room(s) with proper windows, ventilation and space should be identified as polling stations. It may also be ensured that the polling station(s) should normally be situated at the ground floor of the building with a surface leveled and cleared of all obstacles from entrance / gate to voting compartment.

II. Entrance and Exit

The polling stations should have separate entrance and exit for voters. If there is only one door at the polling station(s), separate entrance and exit can be provided with the help of temporary fencing in the middle of the doorway using bamboo and ropes. Both entry and exit should be as wide as 1.2m respectively to enable a wheel chair user to navigate easily and be of leveled surface without any obstacle. This shall be ensured from the entrance / gate till the polling booth entrance. There should be adequate space to turn around in a wheel chair near voting compartment.

III. Ramp Facility

A ramp should be provided at the polling stations to facilitate the voters with disabilities, as per the directions of the Hon'ble Supreme Court of India. In the polling stations where permanent ramps have not been provided, temporary ramps should be provided. The ramps shall be of at least 1:12 gradient and 1.5m wide.

IV. Drinking Water

There should be a proper arrangement for drinking water and toilet facilities at the polling stations(s). In case, there is no providing of drinking water, make adequate arrangements at the polling stations(s) for storage of drinking water in earthen pots and one employee or a daily wage-earner shall be deployed at that polling stations(s) to refill the water pots and serve water to the voters standing in queue. Drinking water shall be at seat height without any obstacle in reaching the same for a person with disability.

V. Electricity Arrangement

Make sure that the inside of the voting compartment is sufficiently lighted. If necessary, arrangement for a suitable lighting should be done for each compartment. There should be proper electricity arrangements at the polling stations. If the power connection is available, the condition of switches/bulbs/ fans should be checked. If power connection is not there, alternative arrangement should be made by hiring generator sets etc. so that, on the poll day, those polling stations are properly lighted.

VI. Furniture etc.

There should be proper provision for basic amenities like tables, chairs, benches, and shade for voters standing in the queue at the polling stations. Low seating arrangement with arm support and back support for persons with disabilities to be ensured.

VII. Help Desk

In the polling stations locations having multiple polling stations, a Help Desk should be set up with the objective of providing assistance to the voters including specific assistance to voters with disabilities in accessible communication modes, facilitating the voters to locate their particular polling station and issuance of voter slips. The Help Desk shall be set up at a prominent spot so that the same is easily visible, accessible and approachable to voters as they approach the premise/building. In addition to help desk, accessible posters in information on voting process, candidate details, etc should be displayed at low height and to be assisted by volunteers at help desk to spot / read / understand the same. Volunteers knowing sign language interpretation shall be assigned in as many polling booths.

VIII. Proper Signage

Proper signage should be put at the polling station locations for guidance of the voters about the route/layout of the location, facilities available (like ramp, toilet, drinking water, parking for voters with disabilities etc.) and Help Desk. Direction signages shall also be put up.

IX. Toilets

There should be separate toilets for men and women electors. In the polling station locations having multiple polling stations, one employee or a daily wage-earner shall be deployed to keep the toilet clean and dry throughout the day. Toilets should be accessible with accessible approach, entrance, adequate space inside to turn in a wheel chair, low wash basin, hand rails, low seat Water closet, health faucet, non slippery dry floor, adequate lighting etc.

1. Booth wheel chairs and trained volunteers to be allotted for every polling station.
2. Braille candidate sheets to be available in English and regional language.
3. Dedicated parking space to be allotted for voters with disabilities to park their vehicles.

