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भारत निर्वाचन आयोग सचिवालय
SECRETARIAT OF THE ELECTION COMMISSION OF INDIA

निर्वाचन सदन, अशोक रोड, नई दिल्ली - 110 001

Nirvachan Sadan, Ashoka Road, New Delhi - 110 001

No.491/ECI/LET/FUNC/SVEEP-II/Vol.II/SSR/2023

Dated: 13th June, 2023

To

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

Subject: Annual Summary Revision of Photo Electoral Rolls with reference to 1st January, 2024 as the qualifying date - regarding

Sir/ Madam,

With reference to the instructions No. 23/2023-ERS (Vol.III) dated 29.05.2023 issued for the upcoming Annual Summary Revision of electoral rolls with reference to 1st January, 2024 as the qualifying date, the **overall objectives are as follows:**

- i.) EP ratio on the electoral rolls to match the 18+ population as per census
- ii.) Gender ratio on rolls to match the gender ratio as per census
- iii.) To increase the percentage of enrolment in the newly eligible 18-19 year age group
- iv.) To increase enrolment of Service elector in the last part of electoral roll
- v.) To increase enrolment of overseas Indian electors in the roll
- vi.) Registration of Persons with Disabilities (PwDs) in the Electoral Roll to match with the census data of 18+ PwDs of each state
- vii.) Visible improvement in the enrolment of people from marginalised groups and communities (Inclusion)
- viii.) Purification of Electoral Rolls

2. In this regard, I am directed to convey that the Commission has directed you to launch a comprehensive campaign for the universal enrolment of all eligible citizens and de-duplication of entries in the electoral roll by drawing up a plan of action, based on the following:

I. Strategy and Implementation

A. Gaps at Micro-level and Targeted intervention

- i.) Analysis at AC and PS level - to detect gaps in enrolment
- ii.) Door to Door survey by BLOS & distribution of awareness materials
- iii.) Identification of groups, communities with lower representation at AC/ PS level

- iv.) Special Enrolment camps of all eligible voters through music, street plays, etc. and through Social Media
- v.) Wide circulation of SSR Creatives through Social Media (Facebook, twitter, WhatsApp, etc.)
- vi.) Displays of SSR related videos at SSR camps, CEO & DEO offices
- vii.) Display of posters/ creatives on Enrolment, Voting, etc.
- viii.) Extensive use of social media, FM Radio, Community Radio, Web Radio, DDK local cable TV and AIR
- ix.) Advertisements on CEO & DEO websites, print media & other platform
- x.) Utilisation of Electoral Literacy Clubs at Schools, College Level, Community Level, Corporate levels, etc.
- xi.) Active participation of members of Voter Awareness Forums
- xii.) Holding of regular press meets
- xiii.) Popularization of Voter Helpline Mobile App for online filling of application along with www.voterportaleci.gov.in and www.nvsp.in

B. Youth enrolment (including newly eligible)

- i.) Utilisation of Electoral Literacy Clubs at Schools, College Level, Community Level, Corporate Levels, etc.
- ii.) Enrolment drive in colleges/ campuses
- iii.) Higher involvement of Nodal officers from Campuses in enrolment drive
- iv.) Special drive for enrolment of non-student youth in this age-group
- v.) Coordinate with NSS and NYKS for reaching out to youth widely
- vi.) Make Youth Voter Festival' a part of the Calendar ahead of summary revision
- vii.) Engaging State & District Icons to motivate & aim for 100% coverage of registration of young & future voters.
- viii.) Forging of widened Partnership, stakeholder-ship and collaboration with prominent youth organizations, having strong peer group influence in educational institutions, along with robust digital presence for organizing online digital Electoral Literacy Clubs through various Social Media Platforms
- ix.) Identification of dynamic and robust organizations, creative communities for deploying creative messaging on E2E process (Enrolment to Elections)
- x.) Various online programmes such as ELC Boot Camp, Talk with Icons, Creatives and various online competitions may be organized in collaboration with the youth organizations to engage young and future voters through online mode
- xi.) Organizing finales of all Competitions conducted at the District Level to enhance, amplify & widen visibility for all cumulative electoral campaign and targeted messaging
- xii.) State/ District Level Online Quiz competitions shall be organized

C. Gender Gap

- i.) Co-opting media and field formations to enrol women
- ii.) Focused attention for enrolment of housewives and women engaged as labour in cities in factories, small industrial establishments, commercial establishments, textile mills etc.
- iii.) Special camps for enrolment of women
- iv.) Appointment of Women Icons to motivate & aim for 100% coverage of registration of Women voters
- v.) Special advertisements targeting Women Voters

D. Persons with Disabilities

- i.) Maintain information in the BLO register on their disability to help in facilitation and facilitate their registration in the electoral roll
- ii.) Special camp and campaign may be taken up to register PwDs and such camps widely publicised
- iii.) 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
- iv.) Engaging State & District Disability Icons to motivate & aim for 100% coverage of registration of PwDs voters
- v.) Collaboration with Commissioner of Disabilities for awareness & registration Camps of PwDs
- vi.) Special disability oriented programmes (Blind football, wheel chair basketball, visually impaired music band etc) with its proper coverage through various media platforms.

E. Inclusion

- i.) Identify marginal groups and segments and their details within the Constituency
- ii.) Design educational material for identified segments or groups like Migrant labourers, Sex workers, Third Gender. Homeless, Nomads etc. Denotified, Nomadic or semi-nomadic tribes can be enrolled in the electoral roll only when they settle down at some particular place and satisfy the condition of ordinary residence.
- iii.) Identify credible partners to reach out to the identified groups and segments
- iv.) Outreach with help of partners with special registration camps
- v.) Design special awareness material for Tribal Communities in the region is their dialect
- vi.) Survey by BLOs for Migrant labourers, Sex workers, Third Gender, Homeless, Nomads etc
- vii.) Leveraging of tribal festivals
- viii.) Engaging with community leaders from these special category groups
- ix.) Collaboration with Govt. departments & ministries

F. Service Electors

- i.) Special awareness and registration camps for Defence personnel disseminating information on enrolment as General or Service Voter

- ii.) Training Nodal Officers from defence as Resource Persons for dissemination of information on the entire process of registration and voting (explain FAQs & reasons for rejection of Postal ballots)
- iii.) Popularisation of <http://servicevoter.nic.in/> for registration
- iv.) Special campaign for wives of service personnel
- v.) Tie up with local AIR and DD on their special broadcasts for Defence personnel to carry message on registration of service personnel; CEO can also have interactive sessions in these programmes
- vi.) Special Camps at Cantonment areas
- vii.) Awareness Posters & Hoarding in Cantonment areas
- viii.) Orienting of Nodal Officer from the Armed forces by DEO
- ix.) Ad Plug ins on the websites of Defence Personnel

G. Overseas Indians

- i.) Focus on families having NRIs and promote registration of NRIs among them
- ii.) Popularise NVSP link for online registration of NRIs
- iii.) BLOs to share form 6A with families having a member who is NRI and familiarize them with NVSP portal
- iv.) Distribution of awareness materials by BLOs to families having NRIs
- v.) Distribution of guidelines for filling up of Form 6A to families having NRIs
- vi.) Wide Publicity at the Airports
- vii.) Collaboration with Ministry of External affairs & Other Embassies.

III. Multi-Media Campaign

Error free roll, surrender of multiple entries and voter portal & App has to be widely publicized. Suitable multi-media content may be created to support the drive and for wide dissemination of information and publicity of dates of registration drive adequate content may be created on motivational aspects and disseminated to Districts for wider reach. Ready-made content from the SVEEP portal and also from Voter Education Channel, Hello Voter Programme and from CEO's own archives may be used after due scrutiny of their local relevance and applicability

- i.) Advertisements of SSR related videos in theatres/ OTT platforms. Advertisements should be voter service centric and not just an administrative exercise of announcement
- ii.) Advertisement of SSR creatives in local dailies/ local cable and online news channels
- iii.) Campaign shall appeal to all target audience
- iv.) Campaign Creatives shared by the Commission shall be translated in vernacular language.
- v.) QR code to download Voter Helpline App shall be included in all multimedia creatives
- vi.) Hoardings & posters on schedule of SSR in Public places and govt offices.

- vii.) Wide circulation of SSR Creatives through Social Media (facebook, twitter, Instagram, Youtube, Whatsapp, etc.)
- viii.) FAQs videos to be widely circulated
- ix.) Use of Web Radio & Community Radio
- x.) Explore new media vehicles to enhance reach of the campaign.

Engagement with Icons: Video Bytes by State & District Icons shall be used on social media. Messages on various themes such as registration, checking name in the voter's list, Facilities of Voter Helpline App.

IV. Developing Partnerships: To carry forward the SVEEP programme in relation to registration, partnerships may be strengthened with the following:

- i.) State Govt Departments
- ii.) Departments of Ministry of I&B such as Press Information Bureau, Bureau of Outreach and Communication, Public Broadcaster, AIR and DD
- iii.) Railways
- iv.) Shopping Malls
- v.) Airport Authority of India
- vi.) Private Media - TV Channels, FM Channels, Newspapers
- vii.) Educational Institutions
- viii.) BSNL/ MTNL
- ix.) Corporate Federations
- x.) Transport Department
- xi.) PSUs like Indian Oil Bharat Petroleum
- xii.) Individuals like celebrities, artists etc

V. Inputs for Social Media Campaign for SSR activity: The CEOs can effectively utilise the social media platforms to further enhance electors engagement during the SSR activity. SSR should be carried out in a campaign mode.

- CEO/ DEOs should proactively post about the various important dates and information of the SSR program on CEOs social media platforms.
- Innovative social media campaigns may be organized like
 - i.) **Selfie campaigns on social media**
 - ii.) Selfie with the BLO: Selfie at the Voter Facilitation Centre'
 - iii.) An engaging hashtag campaign with a photo/ small video of the user with a hashtag like '**Tag Your Friend Along**' may also interest the first-time voters to go register and encourage their friends to register as well during the revision period.
 - iv.) Online competitions like '**5-minute challenge**' asking voters to submit their forms online or using voter helpline app in less than 5 minutes.

- CEOs/ DEOS may also use **crowdsourcing** for getting important creatives for the SSR promotion by organizing online competitions on social media and involving local media/ journalism college students.
- Information related to **Voter Helpline App** along with the downloading links may be shared on social media platforms for wider outreach and awareness.
- CEOs/ DEOs may use the following hashtags while sharing any posts related to SSR on social media #SSR #Nothing Like Voting #I Vote for Sure
- SVEEP Icons motivating videos to be used to promote SSR activity and motivate people for registration or any corrections.

VI. CEOs may ensure that an Addl/ Jt. CEO exclusively for SVEEP and a competent nodal officer in each district is in position as per directions given by the Commission from time to time. These directions are suggestive and CEOs/ DEOs may take up initiatives locally as required to meet the objectives of Special Summary Revision.

VII. Action as directed above may be taken up on a most immediate basis for the Special Summary revision. A reporting format for Special Summary Revision (SSR) is attached herewith which may be furnished to the Commission.

This issue with the approval of the competent authority.

Yours Sincerely,



(SANTOSH KUMAR)
SECRETARY

Enclosed: As above

Copy to :

1. PSO to Hon'ble CEC
2. PSO to Hon'ble EC (ACP)
3. PSO to Hon'ble EC (AG)
4. PS to DEC (MKS)
5. ER Division
6. South Section - I
7. West Section - I
8. North Section - I

Reporting Format for Special Summary Revision (SSR)

(Report to be sent by the CEOs to SVEEP Division after the conclusion of activity)

Name of the State / UT:

Date of Reporting :

1.	Identification of low EP Ratio/ Gender Ratio PS done. If yes numbers identified	
2.	Any steps taken to identify person with disability (PWDs) electors	
3.	Any Organisation/ Agencies partnered with for Summary Revision (Pl. specify)	
4.	Media in which publicity given to the following: a. schedule of Summary Revision & date of eligibility for enrolment (1 st January, 2024) b. location of display of draft Roll including its availability on CEO's website c. Types of Forms for enrolment d. Details of BLO/Know your BLO	(Specify whether given in newspaper, website, radio, TV, or posters/ pamphlets) (Detail thereof)
5.	Total No of Media insertions at State & UT level a. In print (newspapers) b. In TV c. In Radio d. Any other media (pl specify)	
6.	Total no of mobilization/ special activities in the State & UT	
7.	Special drives carried all for Youth Women PwD Service Electors Inclusivity Overseas Indians	
8.	No of camps in the State & UT (Pl specify no. and dates)	Nos Dates
9.	How was the day and location of camp publicised a) In print media b) Electronic media c) Interpersonal (door-door, mike announcement, prabhat pheri, etc.) d) Any other (pl specify)	Yes/ No Yes/ No Yes/ No
10.	Were any camps held specially for any particular group/segment (e.g. service voters, NRIs, or any other group) if yes pl specify	
11.	Details of Multi-Media Campaign	
12.	The most innovative activities and interventions (pl specify)	

Signature of CEO: _____