

Draft

OFFICE OF THE CHIEF ELECTORAL OFFICER, TELANGANA
South 'H' Block, Secretariat, Hyderabad - 500 022.

Memo.No.:1694/Elecs.A/A3/2018-8,

Dated:24.09.2018

Sub: Elections - SVEEP for EVM/VVPAT Awareness -
Communicated - Information in the prescribed format
called for - Reg.

- Ref:1.From ECI Lr. No.491/ECI/LET/FUN/SVEEP-II/
EGS/2018, Dt: 10.8.2018.
2.This Office Memo No.1694/Elecs.A/A3/2018-1,
dt.20.8.2018.
3.From ECI Lr. No.491/ECI/LET/FUNC/SVEEP-II/
EGS/2018, Dt:31.8.2018.
4.This Office Memo No.1694/Elecs.A/A3/2018-4,
dt.06.09.2018.
5.From ECI Lr. No.485/COMP/IT-Trng/2018/ICT,
Dt:11.9.2018.
6.This office Memo.No.:1694/Elecs.A/A3/2018-5,
dt.15.09.2018.
7.From ECI Lr.No.51/8/T&A/2018-EMPS, Dt:21.9.2018.

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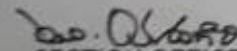
A copy of the reference 7th cited is herewith communicated to the Commissioner, GHMC & District Election Officer, Hyderabad and all the Collectors & District Election Officers of Telangana State and they are requested to furnish the information in the prescribed format immediately to the O/o. Chief Electoral Officer, Hyderabad by 24.09.2018 AN for onward transmission to the Election Commission of India, New Delhi.

2. This may be treated as most urgent and furnish the information in time without fail.

BUDDHAPRAKASH JYOTI
ADDL. CHIEF ELECTORAL OFFICER

To
The Commissioner, GHMC and District Election Officer, Hyderabad (w.e)
All the Collectors and District Election Officers of Telangana State (w.e).

//FORWARDED::BY::ORDER//


SECTION OFFICER

By Speed Post/ E-mail

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110 001

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

Dated: 21st September, 2018

To

The Chief Electoral Officers
of all States and Union Territories.

Sub: SVEEP for EVM/VVPAT Awareness – reg.

Madam/Sir,

I am directed to refer to the Commission's letter No. 491/ECI/LET/FUN/SVEEP-II/EGS/2018, dated 10th August, 2018, on the subject cited, and to enclose herewith Report Format on SVEEP for EVM/VVPAT Awareness.

2. The Chief Electoral Officers of Chhattisgarh, Madhya Pradesh, Mizoram, Rajasthan and Telangana are requested to submit the requisite information in the prescribed format by 25th September, 2018.
2. The Chief Electoral Officers of remaining States/UTs are requested to submit the requisite information in the prescribed format by 3rd October, 2018.

Yours faithfully,


(Anoop Kumar)
Secretary

SVEEP for EVM/VVPAT
Format of Report

Name of State:.....

Sl.No.	Activity	Whether completed (Y/N)	Date of Activity	Details of Activity	If not, completed, target date for completion
At State level					
Training & Capacity Building					
1	Preparation of a calendar on the training of various nodal persons on EVM/VVPAT use.				
2	Providing demonstration, hands-on experience and FAQs brochures/guides on EVM/VVPATs to all the nodal persons.				
Direct Outreach					
3	Setting up of a State of Art Permanent EVM Sensitization and Hands on Experience Centre at the State Capital				
4	Inviting media houses and journalists for a live product demo on EVMs and VVPATs.				
5	Conducting workshops in IITs, NITs, IIMs and other reputed universities and colleges to generate confidence.				
6	Communication strategy for removing all doubts from minds of all stakeholders through Press Conference by the CEOs/DEOs in all the capitals on a specified day to get maximum media coverage.				

Outreach through Media

7	Development of High quality Print, Audio and Video SVEEP material in local language.				
8	A Comprehensive Media Plan be made to roll out through Cinema, Print, Electronic, Radio and Internet Media				
9	Display of Hoardings and Banners at all important places of heavy footfall				
10	Running of Short films on EVMs-VVPATs and informational programmes on a dedicated slot on Doordarshan.				
11	Sensitisation through Special Programmes for Women, Farmers, Youth on AIR and Doordarshan and advertisement during news time.				
12	Broadcasting of Public Service Announcements on EVMs-VVPATs regularly on All India Radio channels.				
13	Running of Short instructional films/audio on EVMs-VVPATs on private TV Channels and popular FM Radio channels.				
14	Regular dissemination of awareness messages (text, multimedia etc.) through CEO's Facebook page, You Tube, Twitter and Instagram etc to share content on EVMs - VVPATs.				
15	Showing of Short Video Testimonials of regional celebrities on social media and cinema halls. Circulation of videos explaining voting process on various Social Media Platforms.				

Partnerships

16	“EVM-VVPAT Event” events by CEOs in State Capitals and Big District in partnership with DD/AIR or big Regional media house by inviting all Stakeholders including Political Parties, NGOS working in Election Reform Area, which can be supplemented with Broadcast Media, Radio including FM Radio and community Radios, Regional Print Media, Skits/Nukkad Nataks in Block/Panchayat Levels, Printed Folders/Flyers (in Local Language)				
17	Forging partnership with Media Houses for regular information dissemination on VVPAT and its use besides EVM, through news, updates, programmes, capsules, discussions, tickers and spots				
18	Dissemination of information about EVM/VVPATs through Bulk SMS by Partners with Service providers.				
19	Adaptation of EVM/VVPAT manual/guide for newspapers, in-flight magazines, in-house magazines for large Corporates, public sector undertakings, trade magazines and general interest magazines.				
20	Employment of intra-State buses/vehicles as devices to communicate awareness messages on-the-go.				

At District level**Training & Capacity Building**

21	Training of Booth Level Officers, AWW, ASHA, Health Workers, BAGs, Campus Ambassadors, CSOs and Shiksha Mitras and Preraks on EVM and VVPAT use. They shall be the nodal points for EVM/VVPAT awareness at ground level. Providing				
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	demonstration and hands-on experience to all these nodal persons.				
Direct Outreach					
22	Setting up of Permanent EVM/VVPAT Centre for Sensitization and Hands on Experience at District HQs.				
23	Use of Mobile vans with EVM-VVPAT model and publicity material, closer to election, with a set calendar covering all constituencies/polling stations in the district.				
24	Holding of camps for Political Parties, Media, Students in New Voters Category, Government officials.				
25	Regular Interaction with Political Parties, Civil Society and Media.				
26	Distribution of Publicity materials to all government and non-government offices and organization				
27	EVM/VVPAT kiosks in all major Haat, Bazaar, Market areas.				
28	Distribution of a Guide on EVM/VVPAT along with the Voters' Guide ahead of elections, one for each family with electors.				
29	Carrying out Sensitization on EVM/VVPAT in all Colleges and Sr. Secondary Schools				
30	Creation of a mascot as the brand ambassador of the EVM-VVPAT awareness messages being disseminated and featured in all the content being generated for the purpose.				
31	Integration of Sensitization on EVM/VVPAT in the Interactive Schools Engagement (Jan 2019)				

Outreach through Media					
32	Running of Short films on EVMs-VVPATs and informational programmes on a Cable TV.				
33	Compulsorily playing of Cinema slides on EVM/VVPAT in theatres and cinema halls ahead of elections.				
34	Distribution of Pamphlets through News Papers				
35	Advertisement and write ups in Local News Papers and Magazines				
36	Hoardings at all Block and Tehsil Offices, Banks, Bus Shelters, Metro Stations etc.				
37	Employ Hoardings, Banners along key inter-district roadways to communicate information about the VVPAT.				
38	Regularly disseminate awareness messages (text, multimedia etc). through DEO's Facebook pages, You Tube, Twitter, and Instagram etc to share content on EVMs-VVPATs.				
Partner with Public Service Departments					
39	Leveraging the Indian Railways infrastructure in the district to drive awareness messages on the EVMs-VVPATs.				
40	Piggy bank on various programmes on other departments to disseminate information about EVM/VVPATs.				
At Booth level					
41	Immediately starting EVM-VVPAT familiarization camps at every booth in a staggered fashion in <u>Election Going States /</u>				

	<u>Bye Elections</u> so that by the time the elections are announced all the Booths are covered. Involvement of BAGs and BLOs in these camps and training of BLOs on VVPAT functioning.				
42	Having stalls for disseminating information about EVMs/VVPATs at Festivals, Haats and other public gatherings. Also, displaying it or dummy EVMs.				
43	Conducting film screenings on EVM-VVPATs at village panchayats every month.				
44	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.				
45	A Hoarding or wall painting on each polling station or main location.				
46	Leveraging the existing rural infrastructure (tanks, home roofs, milestones, tractors, windmills, farm equipment, earthenware, etc.) as devices to communicate message on EVM-VVPAT awareness.				