



कार्यालय, मुख्यनिर्वाचन अधिकारी, दिल्ली
OFFICE OF THE CHIEF ELECTORAL OFFICER, DELHI

पुरानासेंटस्टीफनकॉलेजभवन,
कश्मीरीगेट, दिल्ली - 110006,
फोननं.- 23946414
ईमेल- ceodelhi.hqr@gmail.com

Old St. Stephen's College Building,
Kashmere Gate, Delhi-10006.
Phone no- 23946414
Email: ceodelhi.hqr@gmail.com

No. F.2/CEO/SVEEP/VVIP/2019/ 3154-57

Date 22/01/19

To

All Head of Department,
Govt. of NCT of Delhi,
Delhi.

875/AR/Com
28/1/2019

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

Madam/Sir,

I am directed to refer to ECI letter no. 491/ECI/LET/FUNC/SVEEP-II/LS-2019/2018 dated 10th January, 2019 on the subject noted above (copy enclosed) and to inform that that Election Commission of India, has directed to run an intensive SVEEP campaign om Voter Verification & Information Programme in view of upcoming Lok sabha Elections 2019.

I am further directed to request you to to sensatize the Officers/Official working under your jurisdiction and also to upload the VVIP posters English & Hindi (copy enclosed) on your departmental website.

28/1

Addl. Dir (AR)

DD II (AR)

28/1/19

Encl : As above

Yours faithfully,

For n.a. Please

(CHARNJIT SINGH)
Election Officer (SVEEP)

Copy to:-

1. P.S. to CEO/P.A. to Spl. CEO/P.A. to Dy. CEO, Delhi

31/1/19

AD-III (AR)

Sum
04/01/19

RA(BK)

Pl. circulate it to
all staff of A.R. Deptt:

10/19/2022
10/19/22

10/19/2022

10/19/2022

10/19/2022

10/19/2022

10/19/2022

RAIBK

10/19/2022

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/>

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.

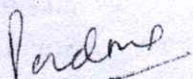
- ii. **Gram Sabha/RWAs:** Announcement can be made in Gram sabha and also on Public Address system in villages. RWAs to also disseminate this information in their meetings and poster to be displayed prominently on the Notice Board.
- iii. **Regional and/or Local Icons** may also be utilized for publicizing 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,

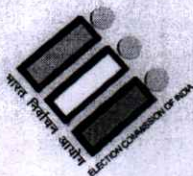

(Padma Angmo)
Director

Copy to

Sr PPS to CEC/EC(L)

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

Zonal Section



Get READY for Lok Sabha Election 2019

**Please check your name in Electoral roll,
If not found please apply immediately**

FOR EXISTING VOTERS

1. Verify your name and details on the Voter List. You can Vote only if your name appears on the voter list.
2. So even if you have a Voter Card (EPIC), you must

CHECK YOUR NAME TODAY

- I. Call Voter Helpline No. 1950 or
 - II. SMS<EPIC><SPACE><EPIC NO> to 1950 / 7738299899 or
 - III. Log on www.nvsp.in or
 - IV. Visit your Voter Centre (list available on the website)
3. If you don't find your name, apply immediately in Form 6
 4. For correction of any of your details in the Voter List, fill Form 8

FOR BECOMING A VOTER

Citizens completing 18 years on 1st January 2019 or before, may ENROL TODAY

1. **Apply Online:** Fill Form 6 at www.nvsp.in
2. **Apply Offline:** Fill details in Form 6 and submit to your Voter Centre
3. **Form 6** to be accompanied with:
 - i. One recent passport size colour photograph
 - ii. Copy of documentary proof of age (for age between 18-21 years)
 - iii. Proof of residence

For query/complaint

1950

Voter Helpline



Chief Electoral Officer, Delhi

Old St. Stephen's College Building, Kashmere Gate, Delhi-110006

www.ceodelhi.gov.in

No Voter to be Left Behind



आ रहा है लोकसभा चुनाव, 2019

कृपया अपना नाम मतदाता सूची में जाँचे,
अगर नहीं है तो तुरन्त आवेदन करें।

मतदाता सूची में नाम जोड़ने के लिए

1. मतदान के लिए मतदाता सूची में नाम होना अनिवार्य है। अपना नाम मतदाता सूची में देखना न भूलें।
2. यद्यपि आपके पास मतदाता पहचान पत्र है तब भी आप नाम/विवरण जोड़ने के लिए:
 - I. 1950 पर संपर्क करें
 - II. <EPIC><SPACE><EPIC NO> 1950 या 7738299899 पर SMS करें
 - III. **Online** सेवा के लिए www.nvsp.in पर जाएं
 - IV. अपने वोटर सेंटर पर जाएं। (सूची वेबसाइट पर उपलब्ध है)
3. यदि मतदाता सूची में नाम न मिले तो तुरन्त फॉर्म 6 भरकर आवेदन करें।
4. यदि आपके विवरण में कोई त्रुटि हो तो उसे ठीक करने के लिए फॉर्म 8 भरकर आवेदन करें।

मतदाता सूची में नाम जोड़ने के लिए

नागरिक जो 1 जनवरी, 2019 तक या उसके पहले 18 वर्ष पूरे कर चुके हैं, जो वे आज वजीकरण कर सकते हैं।

1. Apply Online: फॉर्म 6 www.nvsp.in पर भरे
2. Apply Offline: फॉर्म 6 में विवरण भरे और वोटर सेंटर पर जमा करें
3. फॉर्म 6 के साथ निम्न दस्तावेज जमा करें:
 - I. पासपोर्ट साइज रंगीन फोटो
 - II. आयु प्रमाण (आयु 18-21 वर्ष के बीच के लिए)
 - III. निवास प्रमाण की प्रतिलिपि

पूनाई निर्वाचन के लिए

1950



मुख्य निर्वाचन अधिकारी, दिल्ली

ओल्ड सेंट स्टीफन कॉलेज बिल्डिंग, कश्मीरी गेट, दिल्ली-110006

www.ceodelhi.gov.in

कोई मतदाता ना छूटे