



मुख्य चुनाव अधिकारी कार्यालय, दिल्ली
OFFICE OF THE CHIEF ELECTORAL OFFICER, DELHI

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Sub:- Updated Voter Guide and CEO's/DEO's checklists for General Assembly Election - 2024-reg.

Please find enclosed herewith letter of Election Commission of India no.491/ECI/LET/FUNC/SVEEP-II/Voter Guide/2024 dated 31/12/2024 received through email dated 31/12/2024 along with updated Voter Guide & Checklist of CEOs for your information and necessary action at your end.

Encl: Voter Guide(Hindi & English) through email

U.O. No.164/CEO/SVEEP/Misc./2023 5954
To,

All Branch Incharge,
O/o CEO, Delhi

CP
14-01-2025
(J. P. Gaur)
Section Officer (SVEEP)
Dated:- *14/01/25*

Copy to:-

1. P.S. to CEO
2. PA to Spl. CEO
3. PA to Addl. CEO-I Delhi
4. PA to Addl. CEO-II Delhi
5. PA to Jt. CEO-I, Delhi
6. PA to Jt. CEO-II, Delhi
7. Nodal Officer (Social Media) O/o CEOI, Delhi with the request to upload the same on the Social Media accounts of CEO, Delhi.



भारत निर्वाचन आयोग सचिवालय
SECRETARIAT OF THE ELECTION COMMISSION OF INDIA
निर्वाचन सदन, अशोक रोड, नई दिल्ली-110001
Nirvachan Sadan, Ashoka Road, New Delhi-110001.

No. 491/ECI/LET/FUNC/SVEEP-II/Voter Guide/2024

Date: 31.12.2024

To

The Chief Electoral Officer of
NCT of Delhi

Subject: Forwarding updated Voter Guide and CEO's / DEO's Checklists for General Assembly
Election – 2024 - regarding.

Sir

I am directed to refer to the above cited subject and to forward the updated Voter Guide and CEO's/DEO's checklists for General Election, 2025 to be held in your UT. The Voter Guide may be translated in vernacular language and shared with the Commission.

The Voter Guide should be forwarded to all DEOs for further dissemination to each household. The voter guide must be uploaded and prominently displayed on website of CEO and DEOs.

Further, you are also requested to provide an action taken report to the Commission with respect to checklist and vernacular translation of Voter Guide latest by 31st January, 2025.

Encl: As above

Yours Sincerely,

(LOVE KUSH YADAV)
UNDER SECRETARY

CEO'S CHECKLIST FOR SVEEP

GENERAL

1. Mainstream ECI's core themes (inclusive and accessible election, informed and ethical election, leveraging technology for election and continuous electoral and democracy education) in the entire organization; ensure that these themes are deeply ingrained in the attitude and the day-to-day functioning of the entire election machinery of the state.
2. Conduct workshops to create awareness in the whole organization about SVEEP-4 strategy framework including its vision, goal, objectives, voter-focus, booth-focus, evidence-focus, IMF-EEE paradigm, six key strategies (Booth level planning and action, addressing the low registration/ low turnout ACs, targeted interventions, strengthening flagship programs like ELC/ SSR/ NVD, Building partnerships and Designing effective SVEEP campaigns) and capacity building through HR augmentation of training; ensure that the entire election machinery of the state is fully committed to this framework.
3. Appoint suitable icons at the state, district, and AC level as per ECI guidelines to motivate different segments of voters and involve them in all SVEEP campaigns.
4. Strengthen the SVEEP set up at the state, district and AC level by hiring domain experts, engaging interns, and appointing nodal officers for SVEEP and social media as per the HR framework given by ECI.
5. Hire professional agencies at the state level for designing and running SVEEP campaigns and producing SVEEP creatives for print/ outdoor media and electronic media and digital/ social media.
6. Constitute broad based SVEEP core committees at the state, district and AC levels as per the guidelines of ECI and ensure their regular meetings; monitor follow up action on recommendations.
7. Monitor the functioning of Voter Facilitation Centers (VFCs) of all the ACs in the state regularly; ensure that every VFC is fully accessible and duly equipped with all citizen-friendly amenities like drinking water station, well-furnished waiting room, functional landline number, facilitation desk, information signages, SVEEP messages, well-groomed and ISL trained staff and a citizen friendly work culture.

- 8.** Enter into suitable SVEEP partnerships at the state level with specific govt, non-govt and private entities (in the fields of public service, welfare, business, culture, media, professions, technology, academics etc) and formalize them by signing MoUs clearing laying down the role and responsibilities of both parties; involve these partners in formulation and roll out of SVEEP campaigns at the state level; review the output of district and AC level partnerships; ensure that BAGs, RWAs and BLAs are active at the booth level; engage with recognized political parties to ensure appointment of booth, AC, district and state level agents and use them for increasing voter awareness and take their help during SSR for improving the health of electoral rolls.
- 9.** Implement the SVEEP training framework of the ECI in the state; designate NLMTs/ SLMTs/ DLMTs/ ALMTs (SVEEP) and ensure their training and retraining; conduct regular trainings and workshops for capacity building of all DEOs/ EROs/ ROs/ BLOs/ BAGs/ BLAs/ RWAs as well as the state level ER/ SVEEP machinery and partners.
- 10.** Monitor the performance of every DEO/ ERO/ RO with reference to their checklists and hold them fully accountable for carrying out the assigned tasks; recognize and reward the best performing DEOs/ EROs/ AEROs/ BLOs during NVD.
- 11.** Obtain data from education department, social welfare department and registrar of births and deaths; share data with DEOs; monitor progress in collection of relevant forms by through BLOs using Garuda app.
- 12.** Promote citizen-centric portals, mobile apps and social media handles of ECI/CEO through SVEEP campaigns; ensure that BLOs explain their features and benefits to the voters during H2H visits.
- 13.** Utilise radio and TV channels at the state level; produce and disseminate SVEEP content regularly for posting on these channels.
- 14.** Set up a state level election museum and display all artefacts and documents depicting the rich history of elections conducted by ECI in the state; conduct museum tours of ELC members, partner agencies and citizens.
- 15.** Develop SVEEP facilities like inhouse unipole for SVEEP hoardings, inhouse studio for song/ video/ debate/ talk-show recording, inhouse 3-D movie theater for playing SVEEP movies/ videos; make extensive use of these facilities for wider voter awareness.

- 16.** Prepare the state level SVEEP action plans for the SSR period, the continuous updation period and the election period, as the case may be; these plans should be based on an objective situation analysis (including turnout during last LS & VS election, findings of the last KAP Survey, catalogue of non-voter communities, BLO reports on poll day non-voters, recent field surveys done in the district and the findings of gap analysis carried out on the basis of Format 1-8); ensure that these plans are consistent with the strategy framework, have clear evidence, booth and citizen focus, conform to IMF-EEE paradigm, comprehensively address the core themes, target groups, identified gaps and urban/ youth apathy and duly involve the ELCs and partners; share the plans with ECI and implement with all vigour and passion; closely monitor the execution of district and AC level plans by DEO/ ERO/ RO.

- 17.** Ensure that the state level SVEEP campaigns inter alia include publicity through print media advertisement, radio jingles on FM and AIR channels, train/ bus wrapping, bus scrolls, utility bills, outdoor media at prominent locations in all districts, digital and social media, announcements at train/ bus stations, SMS/ WhatsApp messages, government websites; the messages/ creatives used must be appropriate to the needs/ gaps of the state as determined through the objective situation analysis; frequently conduct phone-in programs, social media live, press conferences and issue press notes.

- 18.** Report the SVEEP activities carried out at state level by making data entry in the MIS module of ECI SVEEP portal; learn from the SVEEP activities shared by other states on the portal and replicate the relevant good practices; monitor the SVEEP performance of every district/ AC using the CEO dashboard on the portal.

- 19.** Monitor the status of grievance redressal at NGRS portal on a weekly basis for every District/ AC; insist on prompt redressal and randomly call some complainants through 1950 call center to check their level of satisfaction with the claimed redressal; ensure that the receipt of complaints on NGRS steadily goes down (not up) in the state.

- 20.** Check whether DEOs have created/ registered/ activated ELC in every senior secondary school and every college/ university of the district, VAF in every major govt/ private workplace and Chunav Pathshala in every booth; schedule and monitor their activities; insist on 100% enrollment of eligible left out voters in every ELC/ VAF/ CP; ensure collection of advance Form-6 from every prospective (17+) voter through school level ELC; involve them in all SVEEP campaigns through districts.

- 21.** Celebrate the NVD at the state level with great fanfare; mobilize local community and leading citizens of the area, felicitate first time voters and give awards to best performing EROs/ ROs/ BLOs/ ELCs/ partners as per the ECI scheme; use

the occasion as a platform for imparting continuous electoral and democracy education in the state; monitor NVD celebration at district/ AC/ booth level.

22. Maintain an inventory of the most visible outdoor sites in the state for outdoor publicity hoardings for SVEEP during SSR and election periods.
23. Maintain verified official social media handles of CEO office; appoint a nodal officer for social media; expand the social media footprint and engagement; follow the ECI handles and propagate all ECI social media posts; monitor social media performance of DEOs/ EROs; insist that all BLOs follow the official social media handles and disseminate the content to the voters through WhatsApp/ Telegram groups; frequently put out bytes/ testimonials of citizens satisfied with electoral services; use social media to counter youth/ urban apathy.
24. Develop innovative mobile apps for engaging with voters in a creative interactive way to enhance their motivation to vote and overcome youth/ urban apathy; develop apps for providing innovative solutions for better planning and monitoring of voter registration and participation particularly in respect of accessible elections and inclusion of target groups; develop and promote e-learning apps for continuous electoral and democracy education.
25. Review and improve the CEO website, make it fully accessible and citizen friendly, add a landing page for providing ready access to the information/services that citizens often visit the website.
26. Manage 1950 call center in a professional manner; constantly update and upgrade the knowledge of call agents; log all complaints into NGRS; monitor call statistics daily; enhance manpower during SSR and election periods.
27. For enhancing the voter turnout the CEO should focus on
 - a. purging every part-roll of the dead, shifted, untraceable and duplicate electors,
 - b. reaching out to the non-voter communities,
 - c. motivating the individual non-voters of last election as documented by BLO on poll day,
 - d. convincing the out-migrants over phone/ WhatsApp to come and vote on poll day,
 - e. engaging with the urban youth and white-collar workers to overcome their apathy,
 - f. carrying out mass mobilization campaigns in the low turnout ACs and booths, and
 - g. roping in all employers to call out the employees who avail the paid holiday but don't actually vote, and putting out this arrangement in the media well before the poll day

ELECTORAL REGISTRATION

- 28.** Lead the organization in realizing the imperative of maintaining a truly inclusive, updated, pure and error-free electoral roll in every district, AC and booth; rate the electoral roll of every DEO/ ERO/ BLO and monitor their efforts to improve their rating.
- 29.** Monitor whether Chunav Pathshala and the Masik Matdata Baithak are regularly conducted in all booths of the state as per schedule.
- 30.** Review the health of the electoral roll of every district/ AC on a monthly basis during the continuous updation period; ensure that any gender gap and/ or youth gap (18-29 years) in the electoral roll (with reference to census data) is rapidly eliminated through meticulous planning and execution by the DEO/ ERO; ensure that all target groups (as per strategy document) are fully included by undertaking the necessary field work; ensure that all social welfare institutions and NGOs are roped in and their inmates/ beneficiaries are enrolled; try to launch door-step services for PwD/ 80+ citizens.
- 31.** Use the continuous-updation period for improving the functioning of VFCs/CPs,/ ELCs, improving the delivery of electoral services, reducing receipt of complaints on NGRS, improving the ramps and toilet facilities at PSLs and imparting continuous electoral and democracy education to the community.
- 32.** Meticulously plan the SSR operations; review the health of the electoral roll of each district/ AC with reference to EP ratio, Gender Ratio, PwD ratio, Age cohorts (particularly 18-19 & 20-29 for 100% enrollment and 80+ for 100% verification), DSE, PSE, turnout at the previous LS and VS election; prepare Format 1-8 and identify/ analyse all gaps; prepare a strategy for addressing all gaps through H2H visits of BLOs; ensure 100% marking of PwD voters and 100% verification of 80+ voters in every SSR; prepare a SVEEP action plan and design a SVEEP campaign for the SSR period for the state.
- 33.** Insist that every ERO inspects every PSL before SSR; review PSLs of all ACs with reference to the suitability of the building, number of existing booths at the PSL, status of permanent ramps of prescribed quality, sufficiency of separate male/ female/ accessible toilets, status of every other AMF, mobile/ data connectivity (shadow area); ensure that all deficiencies are comprehensively rectified the SSR.
- 34.** Review every PS of every AC with reference to GIS tagging, 6 maps, standardization of addresses and sections, family tagging, Aadhar linking, mobile linking, e-EPIC downloads, BLO WhatsApp/ Telegram group with voters, returned undelivered EPICs and get all gaps addressed by DEOs through the BLO during SSR.

35. Be aware that the targeted 75% turnout cannot be achieved in the low turnout ACs/ booths unless their part-rolls are cleaned up by verifying all 80+ voters, acting on DSE, PSE, duplicate/ multiple entries, repeat EPICs, ASD and poll day non-voter lists of the previous election, identifying all dead and permanently shifted electors through H2H visits and deleting all dead, shifted and duplicate electors in a mission mode during the SSR period.
36. Verify whether the H2H visits for the SSR have been carefully planned by DEO/ERO and a checklist prepared for the BLO to ensure that all aspects are enquired, all relevant forms are collected (Form-6 from all prospective (17+) voters, newly eligible voters and left out voters; Form 8 from all newly in-migrated and newly arrived brides; Form-7 with respect to all dead, permanently-shifted voters) and verification carried out by the BLO in the same visit through Garuda app; BLO must verify every single entry of the part-roll during H2H visit in order to truly purify the part-roll.
37. Use the SSR to identify non-voter communities in every district/ AC living in nomadic, homeless, socially alienated (third gender, sex workers, forced labour etc) or other peculiar situations which hamper their participation in the electoral process; catalogue all such non-voter communities in every AC and ensure their registration using Garuda app.

ELECTORAL PARTICIPATION

38. Conduct the baseline and endline KAP survey before and after the election; design the questionnaire carefully based on the situation analysis in order to understand the reasons for gaps more objectively; design the SVEEP campaign and create content in the light of the insights gained from KAP survey; use the endline survey to assess the impact of the SVEEP campaign.
39. Design and roll out an attractive, informative and effective SVEEP campaign at the state level based on the IMF-EEE paradigm, focused on evidence/ booths/ voters, carrying messages specifically aimed at the gaps and turnout profile of the AC concerned apart from covering the core themes of inclusive, accessible, ethical elections, EVM/ VVPAT and citizen-centric mobile apps/ portals/ 1950 helpline; involve all ELCs/ Icons/ partners; carry out extensive hands-on EVM awareness; take green initiatives at PSLs; ensure that the state level SVEEP campaigns inter alia include publicity through print media advertisement, radio jingles on FM and AIR channels, train/ bus wrapping, bus scrolls, utility bills, outdoor media at prominent locations in all districts, digital and social media, announcements at train/ bus stations, SMS/ WhatsApp messages, government websites; the messages/ creatives used must be appropriate to the needs/ gaps of the state as determined through an objective situation analysis.
40. Frequently conduct phone-in programs, social media live, press conferences and issue press notes; do interesting media stories on different aspects of election; provide e-Pledge facility on CEO website on the landing page with e-Certificate of

pledge which citizens can proudly share on social media or frame and display at home.

41. Verify whether DEOs have ensured 100% AMF at every PSL, organized pink booths, divyang booths and model booths in every AC to attract voters and release advance media stories on these arrangements, ensured timely and 100% delivery of VIS, VAG and CEO's voter appeal to every voter through BLOs, arranged mass voter pledges and e-pledge, used sankalp patra to motivate parents of schools students, ensured ease of voting and a memorable voting experience, and redressed voter grievances promptly.
42. Check whether every RO has made special arrangements to reach out to all 11 target groups identified by this strategy document, all out-migrant electors, all catalogued non-voter communities and all poll day non-voters of the last election (as identified by every BLO) and motivated them by means of IMF-EEE activities.
43. Achieve the voter turnout target of 75% in the state as envisaged in the strategy document, which would critically depend on how pure are the partrolls; identify low turnout ACs / booths and carry out massive mass mobilization campaign there in a mission mode.
44. Make the election truly accessible and festive in the state; create a buzz in social and electronic media with pictures/ videos of voting-from-home conducted for PwD/ 80+ voters, testimonials of happy PwD/ 80+ voters, PwD managed booths, pink booths, centenarian voters' felicitation at booth, use of braille in electoral process, pick and drop facility, AMF, volunteers, wheelchairs, ISL interpreters, selfie points etc; carefully plan well in advance for the smooth implementation of AVPD/ AVSC postal ballot facility.
45. Issue instructions regarding identification of individual non-voters (who didn't turn up at booth nor voted through postal ballot) by BLO at the end of the poll, conduct of field survey after the election (using the ASD list and Non-voter list as the base documents) and ascertaining all deceased/ permanently-shifted voters (to initiate their deletion proceedings using Garuda app) and enquiring into the reasons for non-participation from those residing in the area but not voting (to analyze, document and take remedial action for future elections) and submitting a comprehensive report to the ERO within one month after the election; ensure that every ERO compiles all such reports and submits the AC level report to DEO who then compiles and submits district level report to the CEO with his analysis.