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ELECTION COMMISSION OF INDIA

NIRVACHAN SADAN, ASHOKA ROAD, NEW DELHI - 110 001

No. 491/ECI/LET/FUNC/SVEEP-I/Service Voters/2017

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Dated: 3rd November, 2017

To,

Shri Rajni Kant Mishra, IPS,
Director General,
Sashastra Seema Bal (SSB),
Sashastra Seema Bal Headquarters,
East Block-5, R.K.Puram,
New Delhi - 110 066

Subject: Voter Awareness for increasing Electoral Participation of Service Electors

Sir,

Many ground breaking initiatives have been taken up in recent months to bring the ballot to the Service Voter. While the facilitation part continues, it is to be ensured that simultaneously, the education and outreach aspects are taken care of, so that the service personnel are aware of the latest initiatives, including the online registration facility as well as the electronically transmitted postal ballot (ETPB) facility.

2. It has been observed that many postal ballots reaching Returning Officers are rendered invalid due to errors by the service voters while filling the ballot. Besides making service personnel aware about new facility of ETPB, they also need to be familiarised on how to fill their ballot and avoid common mistakes.

3. Awareness and outreach material, including Films, Brochures, Posters and Hoardings have been produced by ECI and we will continue to develop contents for the Service Voters. All the contents are being shared in soft copy in a DVD. The content is also available for free download at www.servicevoter.nic.in in high resolution.

4. However a lot of pro-active action has to be taken up on part of the Services to ensure that these contents are adequately disseminated and reach the last service personnel serving at the farthest end of the country. Accordingly the following action points are required from the Services and orders to this effect needs to be given from the top:

I. Nodal officers for voter education:

- i) Nodal officers on voter awareness and education may be identified so that in-house capacity is developed among the forces for further outreach within the organisation and field formation.
- ii) Capacity building of Nodal officers may carried out in coordination with CEO or DEO
- iii) Nodal Officers shall coordinate for dissemination of all awareness material to the last service personnel in the field.

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II. Dissemination of the Film/s

- i) The 5 minute film may be mandatorily played before every film screening in the theatres in Cantonment areas. The 1 minute song video can be played during intervals during film screenings.
- ii) The 12 minute film may be shared through DVDs for special screening at field formations;
- iii) The films may also be made available on Intranet of the forces and on official websites;
- iv) The 12 minute film may be shown during induction training of JCOs and ORs;
- v) It may also be shown in all Officers training Institutes like NDA, IMA, Indian Naval Academy, College of Air Warfare, Indian Coast Guard Academy, NDC, AFMC, HAWS, ACCS etc

III. Brochures and Posters/Hoardings:

- i) The posters and hoardings may be displayed prominently in Mess, CSD, Hospitals & Clinics, Bank branches and markets in cantonment areas, Sports grounds and all places within the Cantonment areas that has high footfall.
- ii) The content in these posters may also be disseminated in the in-house magazines and newsletters including those of AWWA, AFWA etc;
- iii) Brochures may be given to the officers and ORs on joining the service;
- iv) Brochures may be distributed on identified days or special camps

IV. Special Camps:

- i) Special registration camp may be carried out in coordination with the Chief Electoral Officer(CEO) of the State or the District Election Officer (DEO) for registration of Service voters,
- ii) Outreach and awareness may also be taken up through display of material and interactive engagement during such registration camps.

V. Special Outreach for wives of service personnel:

- i) Voter awareness may be carried out through AWWA, AFWA, NWWA etc especially regarding the postal ballot facility extended to the wives of service voters.
- ii) Wives of service voters may also be enrolled through special camps alongwith awareness outreach.

VI. Social and Digital Media:

- i) Outreach measures may be carried out through social and digital media including the websites of the forces.
- ii) Whatsapp groups within organisations is an effective medium for information dissemination.
- iii) SMS alerts and digital display may be frequently used for informing service personnel about special camps or for passing on motivational messages.
- iv) www.servicevoter.nic.in may be popularized through website, sms, etc.

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VII. Other outreach:

- i) Annual Days of the Services and festivals may be used for outreach and awareness and also to facilitate registration;
- ii) Bada Khana and Sports Meets may also be used to communicate important message regarding electoral participation.
- iii) Schools run by Forces may also be a hub for information dissemination as children are known to be most effective message carriers and influencers.

VIII. Rope in Opinion Leaders:

- i) Service Chiefs, Senior officers, Gallantry Awardees and other opinion leaders can be roped in to motivate service personnel
- ii) They can use their twitter handle or FB page and other social media accounts to spread the message
- iii) Important messages can be given by them to be taken up in in-house newsletters or magazines
- iv) They can use public meetings to reiterate the messages and information

IX. Continuous Electoral Education

Long term interventions also need to be taken to extend electoral education among the forces.

- i) Integrate detailed and complete chapters and modules on service voters in courses conducted by National Defence College, Defence Service Staff College, Air Force Academy, Air Force Technical School, Indian Naval Academy , Indian Coast Guard Academy etc
- ii) Integrate modules on service voters in various centres where jawans, sailors, airmen are given their induction training and subsequent mid-career trainings
- iii) Special drive for registration for all trainees and recruits at officer and jawan level

5. Meanwhile ECI will reach out through electronic and social media besides the wide network of All India Radio to reach out to the Service personnel directly. CEOs shall be asked to extend full support for special registration and awareness Camps at Cantonment areas.

This issues with the approval of the Commission.

Yours Sincerely


(Padma Angmo)

Director

Copy to : Shri B. S. Jaswal, DIG (Prov.), Sashastra Seema Bal (SSB), Sashastra Seema Bal Headquarters, East Block-5, R.K.Puram, New Delhi – 110 066, with the request to get the 50 DVDs and 950 General Posters collected from Shri S.K.Mishra, Under Secretary, Election Commission of India at Room No.708, Telephone No.011-23052064.