OFFICE OF THE CHIEF ELECTORAL OFFICER, TELANGANA GENERAL ADMINISTRATION (ELECTIONS) DEPARTMENT

5th Floor, North Block, Buddha Bhavan, Tank Bund Rd., Secunderabad – 500003

Memo.No.1999/Elecs.B/A3/2022-29

Dated:05.06.2023

Sub:- Elections - Organizing SVEEP activities, Events -Instructions - Reg.

-:000:-

The attention of all Collectors & DEO's and Commissioner, GHMC & DEO, Hyderabad in the state is invited. In view of the Upcoming TSLA Elections, various SVEEP campaigns need to be taken up by the DEO's/ERO's concerned in the following prescribed lines:

- Campaigns on Door Number Update; Mobile Number Update Addressing Urban Voter Apathy & Youth Apathy; Voters Registration Campaign – SSR; Voter's turnout increase; Ethical voting and cVIGIL use.
- Depute suitable and active Officers for the 'One-day Training-curn-Orientation to District SVEEP Nodal Officers for effective implementation of the SVEEP programs for which date will be communicated separately.

Further, all the Collectors & DEO's are requested make use of the details mentioned below to take-up the Poll activities under the above-mentioned campaigns.

1. Campaign on 'Door Number Update'

This campaign is aimed at updating the Electors' Door numbers – particularly if they are 'residing in a building with multiple portions or apartment. The Electors are requested to check if the door number is the same as others in the building. If it is same, then a separate door number has to be updated for their portion or apartment to avoid confusion. This will make it easy for voter identification and verification.' Separate SOP has been sent for it.

The Posters, Audio & Video messages provided in the Google drive link for this campaign can be carried through using the following methods and any other locally available:

- a. Audio messages on SAT vehicles and Traffic signals etc [Telugu &Hindi]
- b. Digital / Poster displays in RWAs, Multi-storied buildings and Gated Communities
- c. Short videos Local Cable TVs
- d. Short videos & Slides on Theatres
- e. Door to Door by BLOs

2. Mobile Number update Campaign

This campaign is aimed at collecting the Electors' Mobile numbers for sending election related alerts directly at appropriate times.

The campaign would focus on encouraging the electors to send an SMS in response to the message sent to them to a given mobile number. The details of this shall also be communicated separately.

Similar strategy used for Door Number Update can be used for this campaign also – as mentioned above.

3. Campaigns addressing Urban Voter Apathy

This campaign is aimed to address 'Voter apathy among Urban populations and Youth', which is an important component of the SVEEP – especially in the run-up to election and during elections. 24 Constituencies with low voter turnout in 2018 / 2019 Elections have also been identified in urban areas.

DEOs are requested to take up the following activities to address the Voter apathy in urban areas and increase the voter turn-out:

- i. Conduct 5-k RUN, Human chains (Manavaharam), Cycle Rallies, Flash/mobs, Signature campaigns etc to create positive involvement
- Awareness activities & short films in public gathering areas like Parks, Malls/Shopping Complexes, Bus stands, Railway stations
- iii. Playing Audio messages about SSR, Dates, Chunav Pathsalas on SAT vehicles and Traffic signals etc

- iv. Active involvements of RWAs, display of messages in High-rise buildings and Gated Communities
- v. Conducting Chunav Pathsalas and Voter Awareness Forums in the Municipal / Ward offices
- vi. Display of Short videos & Slides on Theatres about exercising the Right to Vote as a Responsibility, Polling dates etc
- vii. Encourage Electors to update Mobile numbers in the Electoral Rolls and
- viii. Emphasize on all the above by the BLOs during Door-to-Door activities in he ongoing SSR
- ix. Voice message of District Election Officer regarding poll day information and electoral participation at-least week days before day of polling through Municipal/GP Garbage collection vehicles.
- x. Direct messages & postings in the Social Media platforms addressing the Urban & Youth voters regarding importance of Electoral Participation, polling dates and timings

4. Campaigns addressing Youth Voter Apathy

DEOs are requested to take up the following activities to address the Voter apathy among Youth and increase the Voter registrations and voter turn-out:

- Appointing Campus Ambassadors and Dedicated AEROs to improve Voter turnout in their respective areas
- ii. Activating the ELCs and continuous engagement with Campus Ambassadors
- iii. Conduct Rangoli, Cultural [skits / stand-up comedy] competitions, Signature campaigns etc to create positive involvement in educational institutions.
- Drives in Degree & Other colleges and Universities [where students are above 18 years] focussing on Voter Registration, Mobile number updation, Ethical Voting
- v. Active involvement of Nehru Yuva Kendra, NSS and other Youth Organisations for reaching out to Youth out of Academic Institutions.

5. Activities to be prioritized in the on-going SSR

DEOs are requested to prioritize campaigns on Door Number Updation; Mobile number updation; checking the name in voter list; addressing youth & urban voter apathy; activities to increase voter turn-out etc., as a part of ongoing SSR.

Audio, Video and Poster files on Door Number updation, SVEEP presentation made during the Workshop on 26-05-2023 are available in the Google drive link:

[https://drive.google.com/drive/folders/1_uRpOGXpL5j2lcCu_yg0He0OCiBRVDAO?usp=drive_link]

This link keeps getting updated frequently. Hence, let your Nodal officers check it regularly.

6. Voter's turnout increase

DEOs are requested to list out a minimum of 10 Low Voters turn-out Polling Stations per district and also 10 per Assembly Constituency and further list out the following from every Assembly Constituency.

- i. Gender wise Electors [Male, Female and Others]
- ii. Age Categorization of the Electors [18-25; 26-40; 41-60; 60 and above]
- iii. From the voting / polling data of 2018 Assembly elections, any understanding / information about those would have not voted.

From the Electoral rolls, prepare the following table for planning strategies and activities to increase the voter turnout.

S	Polling Station		No. of Electors				Voter Turnout				Perc enta
N	PS	PS	Mal	Fema	Other	Tota	Mal	Fema	Other	Tot	ge
0	No.	Name	е	le	s	1	е	le	s	al	(%)
1.											
2.											

7. Activities specific to the GHMC areas:

GHMC Commissioner and DEOs of GHMC areas are requested to focus on the following activities apart from the above-mentioned as they are specific to the GHMC area:

- i. Get a list of Software & Corporate office buildings like Raheja Mindspace, Google, Accenture, Wipro, Delloit etc from GHMC and put up display materials like Standees, Banners, Digital messages / Short videos [animated and recorded with Icons] about Voting percentages, Exercising the Right to vote etc., physically and/or on the display screens available in their premises in coordination with Police administration.
- ii. Get the contact details like phone numbers, emails etc of the Software and Corporate employees with the help of HYSEA, SCSC and send the Messages about Electoral participation by WhatsApp and email etc.
- iii. Advertisements on digital Screens, Stalls and Selfie Points in Metro train stations and Screening of short videos in Metro trains
- iv. Drives in Degree Colleges, Other colleges and Universities [where students are above 18 years] to be focused for Drives on Voter Registration, Mobile number updation, Ethical Voting by appointing Campus Ambassadors and Dedicated AEROs to improve Voter turnout in their respective areas
- v. Prepare Text, Design creatives and short films to directly hit the communication to Urban and Youth populations like "if you don't vote, how can you complain of governance, facilities etc"
- vi. Use of FM Radio & RJs
- vii. Use of Sanitation vehicles fitted with P.A. system to propagate Audio messages prepared by ECI / CEO and also those prepared locally.

The above said campaigns need to be implemented as a priority and the compliance may be shared from time to time. A separate google sheet is being shared to load all important activities taken up in your area.

Yours faithfully,
Sd/VIKAS RAJ
CHIEF ELECTORAL OFFICER &
E.O. PRL. SECRETARY TO GOVERNMENT

To

All the Collectors & District Election Officers (w.e) The Commissioner, GHMC & DEO, Hyderabad.(w.e)

Copy to (for Information and follow up)

- 1. PM (IT)
- 2. SVEEP Consultant

// FORWARDED :: BY ORDER //

SECTION OFFICER