

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

5<sup>th</sup> 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.

**-:oOo:-**

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:

1. 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.
2. Depute suitable and active Officers for the 'One-day Training-curf-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
- ii. Awareness activities & short films in public gathering areas like Parks, Malls/Shopping Complexes, Bus stands, Railway stations
- iii. Playing Audio messages about SSR, Dates, Chunarv Pathsalas on SAT vehicles and Traffic signals etc

- #### 4. Campaigns addressing Youth Voter Apathy

- i. 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.
- iv. 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.

[illegible]

## 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, Deloitte 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

