

"Greater Participation for a Stronger Democracy"

District Election Office (1st Floor Market Committee Building) District Una (HP).

No. ELN-UNA-5-2/2022- 9142

Dated: 06-08-2022

From

To District Election Officer (DC),
Una, District, Una (HP).

All the Electoral Registration Officers (SDMs),
District Una.

Subject:- Demi Official regarding.


Sir/Madam,

On the subject cited above, I am to enclose herewith a copy of D.O. letter No. 12-07/2021-ELN-2018, dated 06-08-2022 received from the Chief Electoral Officer, Himachal Pradesh for strict compliance of directions contained therein for the implementation of SVEEP plan in your AC.

You are, therefore, directed to chalk out strategy to implement the SVEEP activities in your respective ACs during SSR-2022 and forthcoming Vidhan Sabha Elections-2022 in line with key points mentioned in the aforesaid D.O. letter. Further, you are directed to prepare SVEEP plan for your AC based on the aforesaid D.O. letter and ensure to furnish the same to this office on or before 12-08-2022 without delay.

Matter most urgent.

Encls: (As above)



District Election Officer (DC),
Una, District, Una (HP).

Endst.No.:- EDN-U(G-11)Election/2021-- 1777
O/o Dy. Director Higher Education
Una Distt. Una

Dated :- 17/08/22

Copy Forwarded to:-

1. All the Heads of concerned GSSS/GHS Una Distt. Una(H.P.) for information and strict compliance the orders.


Deputy Director of Higher Education,
Una Distt. Una



Maneesh Garg, IAS



D.O. No.12-07/2021-ELN
CHIEF ELECTORAL OFFICER (IN CHARGE)
PRINCIPAL SECRETARY (ELECTIONS)
GOVERNMENT OF HIMACHAL PRADESH
SHIMLA
Dated: August, 2022

Dear Rajbav,

As you are aware, the strength of any democracy depends on the foundation of free, fair and inclusive elections. Elections to constitute Fourteenth Vidhan Sabha are due in the coming months and Election Commission of India is making all possible efforts for conducting elections in a manner where all voters can cast their votes and contribute in building the Nation by taking active part in the democratic process of forming the Government.



Election Commission of India is working towards creating an atmosphere where every single voter can come without any fear or hesitation to the Polling Station and can exercise their right to vote. While creating such ambience for fearless elections, Election Commission of India is also aiming towards inclusive elections where the motto is 'No Voter to Be Left Behind' and 'Every Vote Counts'.

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In this context, the Department has launched a programme "UTSAV" (Universal Transparent elections through Systematic Awareness of Voters) on 27th July, 2022, for undertaking various SVEEP related activities and new initiatives to inform, motivate and facilitate all eligible citizens to enroll themselves and subsequently participate in electoral process. Therefore, the said programme may be endorsed and all SVEEP related activities, henceforth, be undertaken with #UTSAV. This will immensely create an UTSAV like environment across the state and encourage every eligible person to participate in the democratic process and thus contribute in Nation building.

The State SVEEP Plan was prepared and circulated to you for preparation of District specific plan in line with the State Plan to analyse gaps and make strategies to bridge those gaps. Pertinent to mention here that the analysis in the State SVEEP Plan has been done on the basis of State average of EP Ratio, Gender Ratio, 18-19 years registration and voters turnout. However, it is advised that the analysis at your end may be made on the basis of AC average, on the following points and focused and targeted action taken accordingly:

- Identification of gaps in registration (age cohort wise), especially among the newly eligible electors of 18-19 years: These may be approached through

participation of District level officers, ROs, AROs, EROs AEROs in the activities of Electoral Literacy Clubs(ELCs) and organizing of camps in all colleges and ITIs. Campus ambassadors- boy and girl may be appointed for each college and ITI.

- Identification of gaps in EP ratio, gender ratio AC wise and polling station wise and identification of overall 10% lowest turnout Polling Stations (atleast 5) in each AC and reasons thereof. Camps may be organized in these polling station areas and attended by you personally to motivate the citizens there to enroll themselves and cast their vote.
- Identification of excluded groups, like NRIs, Service Voters, PwDs, migrants, tribals, marginalized and doubly marginalized groups and targeting them through focused messaging and targeting during the Chunav Pathshalas. All District level officers, ROs, AROs, EROs AEROs should ensure their participation in atleast one Chunav Pathshala at the booth level every month.
- Ensure your personal participation and that of your officers in special campaign dates of 27-28th August and 3-4th September 2022 to be held at the booth level.

Further, climate building and mass mobilization activities/events calendar may be planned on the following lines:

- Setting up of District SVEEP Core Committees and District Monitoring Committee on Accessible Elections (DMCAE)
- Programme for addressing urban apathy
- Systematic planning to reach out to the identified target groups.
- Mass Mobilization which includes Special Camps for registration, Street plays/Folk art competitions etc, Rallies/Runs, Special event with Icon, etc.
- Climate building activities through print/electronic /social media through media insertions like newspaper advertisements, Television and radio spots/program, Outdoor Hoardings, Posters, pamphlets, banners, SMS/Caller tune, cable TV etc.
- Pledge letters issued by DEOs
- Letters of appeal for polling issued by DEOs
- Ensuring Factories and Industries give holiday on poll day
- Timely distribution of Voter Slips to all electors

➤ Poll day reminder through SMS

While devising specific SVEEP strategies, the following points should also be taken into consideration:

- Awareness campaign to ensure voter registration and participation to be carried out, especially during **festival season like Kullu Dussehra, local fairs** etc.
- Popularize apps and portals such as NVSP, PwD app, VHA, in the public domain so that prospective voters can submit their **enrollment applications online**.
- Social Media campaign involving **centenarian voters and young first time voters**. Regular voters of age 100+ may be felicitated and honoured and if possible called for interaction with young voters/online.
- Involvement of Trekker groups in creating awareness through flag marches etc.
- Special messaging may be done for **18-19 year olds wrt latest amendment declaring 1st October as qualifying date for registration**.
- **Non-controversial and non-political icons** in the age group of 18-29 years from general public/real life icons, who might have better connect with youth, to be identified by 10th August, 2022 and informed to the undersigned.
- **Awareness and registration camps to be organized for industrial/commercial establishments having more than 500 voters.**

I am sure that as a pro-active DEO, you would be concerned that the whole election process is free and fair as well as inclusive and will come forward to motivate people for active participation in the election process.

With Best Wishes

Yours sincerely,

Maneesh
5/8/22
(Maneesh Garg)

Sh. Raghav Sharma, IAS
District Election Officer (DC)
Una (HP)