



PRESS INFORMATION BUREAU
(Research Unit)
Ministry of Information and Broadcasting
Government of India



National Voters' Day

(January 25)

(Election Commission of India)

January 25, 2022

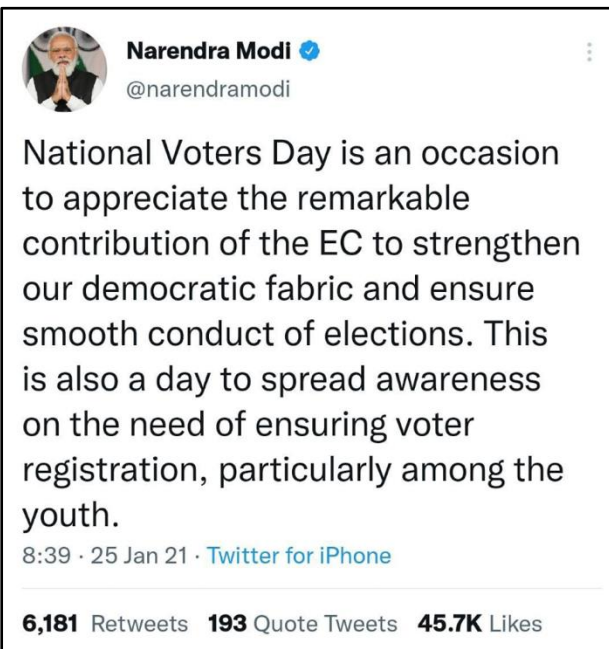
“National Voters’ Day is an occasion to appreciate the remarkable contribution of the EC to strengthen our democratic fabric and ensure smooth conduct of elections. This is also a day to spread awareness on the need of ensuring voter registration, particularly among the youth.”

- [Prime Minister Narendra Modi](#)¹

National Voters’ Day: Significance

Voters’ participation in the democratic and electoral processes is integral to the successful running of any democracy and the very basis of wholesome democratic elections. Thus, it becomes an integral part of election management. In India, the constitutional mandate of the Election Commission of India (ECI) for ‘superintendence, direction and control’ of elections contains the high, built-in responsibility to have every eligible Indian on the Electoral Roll and get everyone on the Electoral Roll to voluntarily vote.²

Since 2011, the [National Voters’ Day \(NVD\) is celebrated](#) on January 25 every year [to mark the foundation day of the Election Commission of India \(ECI\)](#), which was established on this day in the year 1950. The main purpose of the [NVD](#) celebration is to encourage, facilitate and maximize the enrolment, especially for the new voters. Dedicated to the voters of the country, the Day is utilized to spread awareness among them for promoting informed participation in the electoral process.



¹<https://twitter.com/narendramodi/status/1353540373163831296?t=bxHcc-R-HCCjFzktFYQcQ&s=19>

² SVEEP India National Document (2009-2014): Election Commission of India and UNDP

Why is National Voters' Day celebrated on January 25th ? ³

The right to vote is a critical right in any democracy. Every vote matters. Hence, it is moral responsibility of the Government, the Election Commission of India and every educated citizen to create awareness about voting and its importance.

In order to reach out to the masses, in 2011, ECI initiated the practice of celebrating the National Voters' Day (NVD) on its Foundation Day i.e., 25th January. Since then, it is being observed every year, with the objective of increasing enrolment of voters to make universal adult suffrage a complete reality. It is celebrated with great enthusiasm across the country along with a series of outreach measures like symposia, cycle rallies, human chain, folk arts programmes, mini-marathon races, competitions and awareness seminars.

Who Can Vote?

[An Indian National who has attained 18 years of age can participate in the electoral](#)⁴ process of India. However, it is necessary to register with Election Commission of India's citizen voter list for casting the vote. It is very simple process to obtain voter ID card. Candidates can apply online on the official website and after due verification, ECI will issue a Voter ID Card to the concerned. For more information click [here](#).

How can a person vote?

Every eligible person who has enrolled in national register of voters with Election Commission of India can cast his/her vote. However, it is mandatory to show the election voter ID card to the officials in the Polling booth. Generally, ECI allows people to vote in their nearby places designated for voting. After due verification, a person can vote in the assigned centre. Candidates can also carry their Aadhaar Card, Driving License, Pan Card for casting their votes as prescribed by ECI.

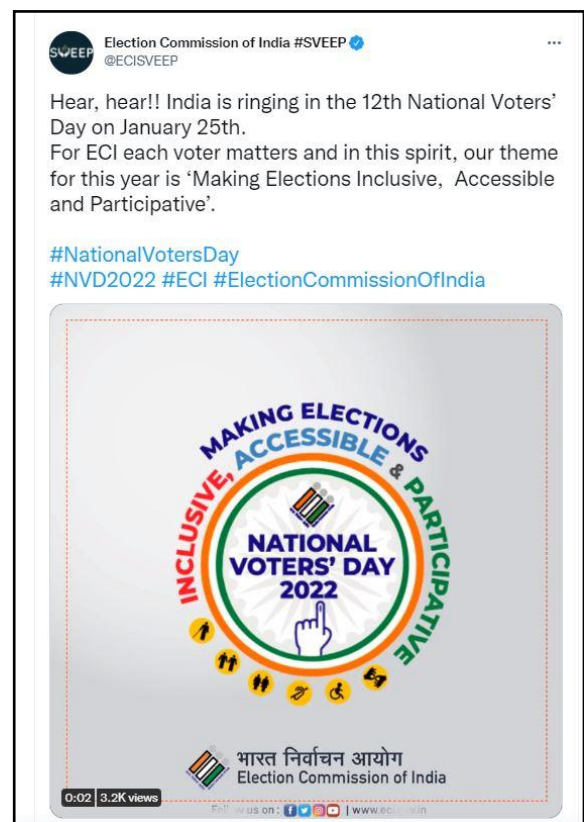
[National Voters' Day 2022](#)

The theme for this year's NVD is **'Making Elections Inclusive, Accessible and Participative'**. It envisages focus on ECI's commitment to facilitate active participation of voters during the elections and to make the complete process hassle free and a memorable experience for all categories of voters.

The Vice President of India, Shri M. Venkaiah

³ <https://eci.gov.in/files/file/11711-10th-national-voters%E2%80%99-day-to-be-celebrated-on-25th-january-2020-theme-for-nvd-2020-is-%E2%80%99electoral-literacy-for-stronger-democracy%E2%80%99/>

⁴ <https://eci.gov.in/voter/voter-registration/>



Naidu will be the Chief Guest for the national function and will deliver his address virtually at the event. Union Minister for Law and Justice, Shri Kiren Rijiju will grace the function as the Guest of Honour.

National Awards for the Best Electoral Practises for the year 2021-22 will be conferred on State and District level officers for their outstanding performance in the conduct of elections in different spheres such as IT initiatives, Security Management, Election Management, Accessible Elections and contribution in the field of voter awareness and outreach. National Awards will also be given to important stakeholders like government departments, ECI icons and media groups for their valuable contribution towards voters' awareness.

An ECI Publication '*Leap of Faith: Journey of Indian Elections*' will be released. The book narrates India's electoral history and the growth of representative and electoral principles in India as it evolved from the nineteenth to twenty first century.

Another Publication '*Pledging to Vote – A decadal Journey of The National Voters' Day in India*' will also be launched. The book presents the journey of National Voters' Day celebrations by ECI from Diamond Jubilee celebration onwards.

The poster for National Voters' Day 2022 features the Election Commission of India logo at the top left and the Indian tricolor at the top right. The main text reads: "ELECTION COMMISSION OF INDIA wishes all Voters on the occasion of 12th NATIONAL VOTERS' DAY January 25, 2022". Below this, the theme is stated: "NVD Theme Making Elections Inclusive, Accessible, Participative". A central illustration shows a diverse group of people, including a person in a wheelchair, a woman with a child, and a man in a red shirt, all wearing face masks. Below the illustration, a blue box says "Services for voters". To the left, under "JUST A CLICK AWAY", are icons for the PwD app (For Persons with Disability), eVIGIL app (To report MCD violations), KYC app (Know your candidate and their antecedent), and Voter Helpline app (Voter related service). To the right, there is a section for the "National Voter Awareness Contest" with the slogan "MY VOTE IS MY FUTURE" and "Power of One Vote". It includes a QR code and the website "www.voterawarenesscontest.in". At the bottom left, it says "DIAL 1950 for any Voter related query". At the bottom right, it says "ELECTION COMMISSION OF INDIA www.eci.gov.in" and "NO VOTER TO BE LEFT BEHIND". Social media handles for Facebook, Twitter, and YouTube are listed at the very bottom.

National Voters' Day: Themes of Previous Years

- National Voters Day Theme 2021: "Making Our Voters Empowered, Vigilant, Safe and Informed"
- Theme 2020: "Electoral Literacy for Stronger Democracy"
- Theme 2019: "No Voter to be left behind"
- Theme 2018: "Assessable Elections"
- Theme 2017: "Empowering Young and Future Voters"
- Theme 2016: "Inclusive and qualitative participation"
- Theme 2015: "Easy Registration, Easy Correction"

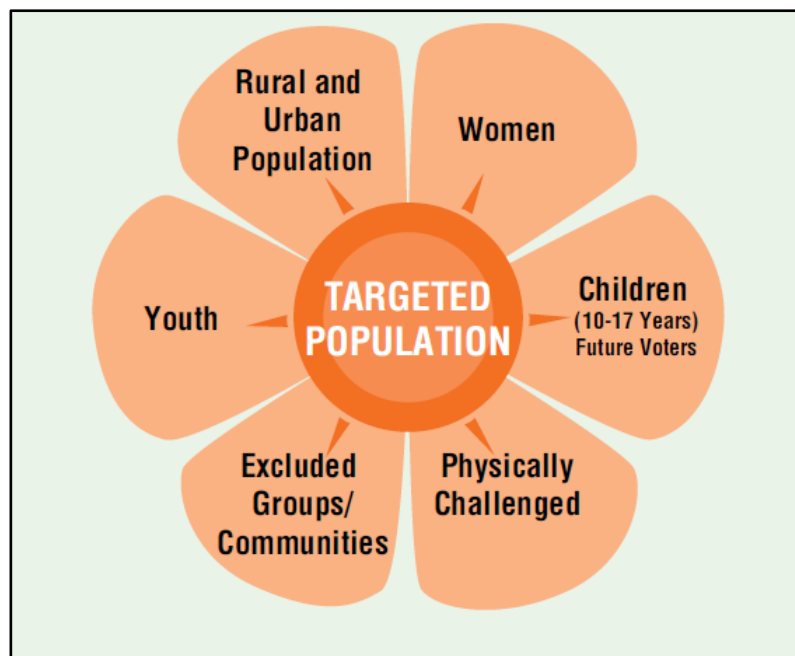
Systematic Voters' Education and Electoral Participation (SVEEP) ⁵

Systematic Voters' Education and Electoral Participation program, better known as SVEEP, is the flagship program of the Election Commission of India for voter education, spreading voter awareness and promoting voter literacy in India.

Since 2009, it has been working towards preparing India's electors and equipping them with basic knowledge related to the electoral process.

SVEEP's primary goal is to build a **truly participative democracy in India** by encouraging all eligible citizens to vote and make an informed decision during the elections. The programme is based on multiple, general as well as targeted, interventions which are designed according to the socio-economic, cultural and demographic profile of the state as well as the history of electoral participation in previous rounds of elections and learnings thereof.

The primary target groups for SVEEP are as follows: ⁶



Steps Taken by Election Commission of India for Voters:

- ECI launches digital voter cards, unique web radio on January 25, 2021⁷. The Commission rolled out digital voter identity cards or e-EPICs which are downloadable on mobile phone or in a self-printable form on the computer, after logging in from Voter Helpline Mobile App⁸, Voter Portal (www.voterportal.eci.gov.in) or National Voters' Service Portal (www.nvsp.in/).

⁵ <https://eci.gov.in/voter/voter-education/>

⁶ SVEEP India National Document (2009-2014): Election Commission of India and UNDP

⁷ <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1692194>

⁸ <https://play.google.com/store/apps/details?id=com.eci.citizen&hl=en>

- About [e-EPIC](#)⁹ - It is an electronic version or digital version of the Election Voter ID Card which can be accessed through official website and Voter Helpline App of the Election Commission of India. However, the candidates must fulfill the age criteria of 18 years as on given date.

- ['Radio Hello Voters'](#)¹⁰ - a 24x7 online digital radio service that will stream voter awareness programmes accessible on the Election Commission of India website. Radio Hello Voters has been envisaged to provide information on electoral processes through songs, drama, discussions, podcasts, spots, parodies etc. in Hindi, English and different regional languages from all over the country.

- *Chalo Karen Matdaan-*

[Chalo Karein Matdan \(Hindi\)](#)¹¹:

is a comic book that aims at voter education in a fun and thought-provoking way targeting the young, new and future voters. It is an engrossing comic book on voter awareness published for Election Commission of India by Amar Chitra Katha.

- **Ensuring accessibility:** The ECI has made consistent efforts to ensure truly inclusive and participative elections for all and moved that extra mile to empower and facilitate electoral participation of Persons with Disabilities (PwDs). Over the years, the Election Commission of India has undertaken various initiatives like postal ballot facility, braille EPIC, transport to and from the polling station, exhaustive mapping of PwD voters, assured minimum facilities as well as a comprehensive nation-wide multi



⁹ <https://www.nvsp.in>

¹⁰ [Web Radio Hello Voters \(eci.gov.in\)](http://Web Radio Hello Voters (eci.gov.in))

¹¹ <https://eci.gov.in/files/file/12739-chalo-karein-matdan-hindi/>

media campaign to ensure that the mandate of the Election Commission, viz., ‘No Voter to be Left Behind’ is fulfilled in letter and in spirit.¹²

International Cooperation

It is axiomatic that India, as¹³ the largest practising democracy in the world and with over 60 years’ record of holding effective, transparent and credible elections, should play a leading role in promoting participatory democracy and election administration world-wide. There are huge opportunities for democracy promotion and electoral support particularly in the Arab World, Gulf countries, and Central Asian countries, which have still not established themselves as functional democracies. Further, the Election Commission of India has also felt the need to continuously engage itself and others in generating innovative ideas and practices to respond to the emerging challenges in election management. This necessarily calls for bilateral and multilateral cooperation in promoting participatory democracy and best practices in election administration, professional contact and exchange activities, study and observation missions and technical support and advice.

Over the last decade, therefore, the Election Commission of India, has been making incremental efforts to promote inter-institutional contacts, and to provide technical support and user-friendly resources and advise the Election authorities elsewhere, on request. In the process, Election Commission of India has also acquired valuable learnings from its counterparts in other countries. This international cooperation outreach has been made in conjunction with India’s foreign policy objectives, to promote democracy and strengthen election administration world-wide.

The Indo-US Joint Declaration signed during US President Obama’s visit in November 2010 also spoke of a shared international partnership for democracy and development. As part of this agenda, the Joint Declaration pledged to explore cooperation in support of strengthening election organization and management in other interested countries. Hillary Clinton, during her visit to India in 2011 as US Secretary of State, referred to Election Commission of India as the “Gold Standard” in election management worldwide.

During Golden Jubilee Celebrations of the ECI, a number of Election Management Authorities and delegations from participating countries evinced keen interest in the electoral technology including EVM operations in Indian elections, exploring whether the ECI could provide them technical assistance. Nepal, Bhutan and Namibia are now using Electronic Voting Machines manufactured in India.

After Election Commission started annual celebrations of its National Voters’ Day in January 2011, countries such as Pakistan, Bhutan and Republic of Korea have also emulated this practice, and are observing their own National Voters’ Days to promote voter education and awareness.

¹² SVEEP India National Document (2009-2014): Election Commission of India and UNDP

¹³ [International Cooperation - Election Commission of India \(eci.gov.in\)](http://eci.gov.in)

Video References

- https://youtu.be/78cV_j4_SOI
- <https://youtu.be/NXwCLudKO-k>
- <https://eci.gov.in/gallery/category/1-national-voters-day/>
- <https://youtu.be/xJN95BAi5yM>

Twitter References

- <https://twitter.com/SpokespersonECI/status/1353666470937583617?t=1liglTmVNwpf1b9sWmw5Q&s=19>
- <https://twitter.com/ECISVEEP/status/1479436599347716097?t=WtCioHkJQSfNPi1rtziTPQ&s=19>
- <https://twitter.com/ECISVEEP/status/1353677312512774144?t=PDgaYaKxaXonhQSM5sbZdg&s=19>
- https://twitter.com/MIB_India/status/1353722579157061635?t=OnOc1PJ-Ii421mrppzOIVw&s=19
- <https://twitter.com/SpokespersonECI/status/1353666470937583617?t=1liglTmVNwpf1b9sWmw5Q&s=19>
- <https://twitter.com/rashtrapatibhvn/status/1220973720841285632?t=SLB96uT9hmenLDdm77ZDMw&s=19>
- <https://twitter.com/DDNewslive/status/1088639759310741505?t=libHB5ZNNBB-suSyQoXmSg&s=19>
- <https://twitter.com/DDNewslive/status/1088639759310741505?t=libHB5ZNNBB-suSyQoXmSg&s=19>
- <https://twitter.com/mygovindia/status/1088736464190398466?t=oareNPMe7f1txzNqAW4PSA&s=19>

References

- PIB Press Releases [PM wishes citizens on National Voters' Day](#) Dated January 04,2017
- <https://eci.gov.in/voter/voter-registration/>
- <https://play.google.com/store/apps/details?id=com.eci.citizen&hl=en>
- PIB Press Releases <https://pib.gov.in/PressReleasePage.aspx?PRID=1600512> Dated January 25, 2020
- [National Voters' Day 2020 - Brochure - Brochures/Posters - Systematic Voters' Education and Electoral Participation \(ecisveep.nic.in\)](#)

AG/HP/RC/RN/SB