



ELECTION COMMISSION OF INDIA

NATIONAL VOTERS' DAY

25th January, 2019

NO VOTER TO BE LEFT BEHIND



NATIONAL AWARDS

NVD Background

January 25, celebrated as the National Voters' Day (NVD) witnesses focused festivities at every polling station location across the country reverberating with the celebration of democracy and cores of Indians rejoicing their right to vote.

NVD aims at increasing enrolment of voters, especially newly eligible young voters (18-19 years old) and ensures universal adult franchise for all, celebrated with gusto since 2011 on January 25, the foundation day of Election Commission of India (January 25, 1950).

After a fruitful year dedicated to 'Accessible Election', this year marks the 9th National Voters' Day with theme 'No Voter to Be Left Behind' ahead of Lok Sabha 2019 Election.

Awards for Excellence, Proficiency and Innovation in election processes and procedures are being conferred on National Voters' Day. These awards recognize contribution by election machinery, Government department/Agency/PSU/CSO and media in the year 2018. While State Awards are being presented in the NVD functions at State Headquarters, the National Awards are being presented at the national function in Delhi.



GETTING READY FOR LOK SABHA ELECTION 2019

Desh Ka Mahatyohar: 360 Degree Media Campaign

Indian elections are perhaps the largest democratic exercise in the world. The 2019 Lok Sabha elections will involve more than 10 million election officials to set-up and manage the 1 million polling stations across the length and breadth of this country to enable and facilitate 875 million Indian electorates to exercise their franchise.

An informative and motivational 360 degree national campaign targeting diverse population, is to go on floors from February in electronic, print, social and outdoor media to sensitise people towards their electoral rights.



Electoral Literacy Clubs - Taking the journey ahead

The Election Commission of India (ECI) took a landmark step towards the cause of electoral literacy with its initiative - 'Mainstreaming of Electoral Literacy through Educational Institutions, Organizations and Communities in India', under its Systematic Voters' Education & Electoral Participation (SVEEP) Programme. It's a platform to engage school students through interesting activities and hands-on experience to sensitise them on their electoral rights and familiarise them with the electoral process of registration and voting. ELCs are also present in colleges and rural communities. **2.2 lakh ELCs has been set up across the country.**



Voter Awareness Forum

Voter Awareness Forum (VAF) is an informal forum launched on January 16, 2019 for generating discussions and awareness around the electoral process, on the how, what and where of registration & voting, through the medium of real-time activities in Government Departments, Government and Non-Government Organizations as well as in Corporates; the Election Commission of India aims to spread voter awareness and facilitate voter education to the above stakeholders.

Accessible Elections

The endeavour to make elections accessible to all covers needs of persons with Disabilities as well as senior citizens has been a priority for the commission. Last year's National Voters' Day Theme was dedicated to Accessible Elections. National Consultation on Accessible Elections lead to a separate camping is to be used nationwide along with Lok Sabha Media Campaign to motivate Persons with disabilities to Come out & Vote.



Voter awareness through games

Mx. DEMOCRACY

ECI has developed a smartphone game - "Mr. Democracy" in collaboration with National Institute of Design, Bangalore. In this game, players can customize their game character as a Female, Male or Transgender with the clothing and skin tone that matches their culture and region. The player's character embarks upon a quest to unravel how Indians elect their legislators. During their quest, players will discover hidden scrolls, meet characters such as BLO, ERO, and Presiding Officer etc. and solve several in-game challenges. Players learn how to register and verify details as a voter, how to make an informed and ethical ballot decision, how to cast their vote using EVM-VVPAT machine, the facilities available at polling station etc. in an action-oriented simulated environment. The game will be available on popular online mobile app stores for free and citizens can directly download the game on their device.



FLOOR GAMES

Floor Games: Five stand alone floor games imparting messages on voter awareness have been developed. These 5 games include Stapoo describing the stages of voting, Snakes and Ladders describing the electoral process, Maze game giving information on the various forms used in the electoral process, Ludo on accessibility in elections and Gol Chakkar game on EVM-VVPAT.



NATIONAL AWARDS 2018

General Award

Voter Education & Outreach

Ashish Saxena, DEO Jhabua, Madhya Pradesh

- 4631 hamlets of the district visited for voter awareness & familiarization of 2.5 lac voters with EVM /VVPAT
- 8000 SHGs with 80000 voters participated in pledge ceremonies
- Queue less voting introduced for the first time in all booths
- 26 Voter awareness hubs established at bus stops/Railway stations to communicate with migrant voters

Outcomes:

- Increase in voter turnout by 7.35% from previous Vidhan Sabha Election
- 6700 PwDs voters also voted
- 25811 first time voters included in the voting list
- 7.62% increased in women voting

Security Management

Mohit Garg, SP Bijapur, Chhattisgarh

- Strength of naxalites especially in the pockets deep inside curtailed aggressively
- 35 hard-core naxalites neutralized and 369 arrested with recovery of 68 IEDs and 44 Weapons
- Illicit liquor amounting more than 7000 litres seized, 42 IEDs and 21 weapons recovered during MCC period

Outcome: Increase in voter turnout from 44.38% in 2013 to 48.49% with an addition of about 8000 voters including about 5000 female voters

Inclusive Voter Education & Outreach

Arti Dogra, DEO Ajmer, Rajasthan

- BLOs were made responsible for providing assistance to and motivating all the differently abled voters at their booth
- Divyang raths (15 or more vehicles) allotted to each constituency for bringing the PwDs to the booth

- 150 vehicle coordinators appointed for each divyang rath
- Provided 874 wheel chairs with 2 wheel chairs at every Gram panchayat
- 17000 PwD voters came to their respective booths and took 'Matdan Shapath' and made a record by the India Book
- Tricolour flag was formed by around 15000 students with special features of formation of Ashoka Chakra by differently abled children, as another record

Outcome: 59.88% voter turnout of PwD voters in the District

Innovative Measures

Manazir Jeelani Samoon, DEO Wokha, Nagaland

- Focused attention given to women voters by utilising institutions of ASHA, AWW & collaborating with Pulse Polio Immunization campaign of the district
- Young & First Time voters targeted through conduct of Mock Drills in colleges, Youth Voters & Social Media
- Painting of important locations with election slogans, signature campaigns, polling station wise EVM/VVPAT demo
- Use of mobile vans for airing jingles & dedicated demonstration booths at banks set up to create awareness among general populace
- All PwD manned polling station during Assembly Election

Outcome: The district fared better than the state average by the five percentage points in case of total voter turnout (90%) and in case of female voter turnout (90%)

Election Management

Vikas Singh, DEO Dhalai, Tripura

- Intensive SVEEP activities with emphasis on VVPAT Training and Ethical Voting covering 100% of all the habitats
- Rationalisation of Polling Stations taken up bringing down the maximum distance from 8.2 km to 2.5 km
- Android app "Election Dhalai" created giving election officials important information such as list of PS, ECI guidelines, handbooks, instructions MCC etc.
- The Election machinery took systematic steps to ensure appropriate security management of vulnerable & critical PS

Outcome: This helped in fair and peaceful election in the District

Special Award

Indian Railways For Movement of Forces

- For transporting a large quantity of election material like EVMs, indelible ink phials, symbol blocks, paper for printing ballot papers and other election materials in large quantities
- A large number of personnel (CAPF, Observers) deployed on election related duties are transported on top priority basis for smooth conduct of the election
- Besides, officers/staff of M/s Bharat Electronics limited and Electronics Corporation of India Ltd are also transported with reservation on top priority basis in public interest
- Special trains as well as extra coaches in available trains as per requirement and as when for timely deployment of troops in designated States is arranged

Vijay Kumar, IG CRPF For CPF Coordination

- Taking out flag marches, point patrolling and other confidence building activities
- CPF personnel guarding the polling stations, poll materials, poll personnel and the poll process
- After poll, the polled EVMs and the polling personnel escorted by CPF contingent to the receipt centre
- Duty for guarding the strong room where the polled EVMs shall be stored and kept till the date of counting

B. Shailaja, Director, Welfare of Disabled & Senior Citizens, Telangana For Accessible Election

- Polling state wise PwDs mapped and all PS were made accessible to PwDs
- Two films made with celebrities Pullela Gopichand & V.V.S Laxman with sign language on enrolment & ethical voting
- Android based application 'Naa Vote' to make the entire process of voting easy for PwDs
- Model PS setup and Mock polling conducted with various categories of PwDs
- Various facilities like free transport facility from home to PS (To and Fro)

Outcome: Make the entire process of voting easy for PwDs

Award for Excellence to States

Election Management Subrat Sahoo, CEO Chhattisgarh

- To ensure accessible, fair & inclusive elections in Chhattisgarh, which has a lot of diversity and challenges, the motto "Sugam, Sugghar and Samaaveshi" was adopted for the GE to LA, 2018, which means Accessibility, Fairness & Inclusiveness
- Campaign materials (video films, posters and banners along with icons, radio jingles including FM media effectively used in Cinema halls, malls, print/electronic /social media groups
- Innovative **C-TOPPS** (Chhattisgarh Tracking of Polling Processes Software) used for the first time having android application for the election officials, facility of obtaining real time polling percentage/poll activities data and SOS facility for polling persons (4 major types - EVM, health, vehicle and police)

Outcome:

- Voting percentage increased, with several polling stations reporting above 90-95% polling
- 148 number of PS reported polling percentages greater than 95% (125 in 2013)
- 154 number of PS reported polling percentages less than 10% (165 in 2013)
- PS reporting 0 voter turnout fell dramatically to 13 (58 in 2013)
- Voting percentage increased to 76.39% in worst affected LWE areas (75.93% in 2013)
- 24 out of 90 ACs, female voters outnumbered male voters in total

SVEEP F. R. Kharkongor, CEO Meghalaya

- Sustained campaign for people's participation under SVEEP through effective outreach measures and in forging effective partnerships for voter education and awareness
- A series of measures for voter awareness, purification of rolls, security management, and efficient use of technology were also done in the State
- The initiative to recycle the Election waste generated in the form of waste paper recycling, resulting in meaningful production of usable stationery and office material under the brand 'Ecocraft', besides other items represents an innovation in process and procedure
- The paper waste was the raw materials which were collected by SHG who made finished product of it

Outcome: High Voter Turnout in the State

Election Management

Sanjiv Kumar, CEO Karnataka

- Sustained campaign for registration of PwD voters. AMF were ensured to PwDs PwD manned polling Station were also ensured. In some Districts EPIC CARDS were distributed on Spot to eligible new voters and PwD voters. Video on sign Language was developed
- An efficient complainant monitoring system as part of the Elections with participative, Training and Awareness of EVM VVPAT was launched

Outcome: Record Turnout in the State

National CSO Award

Voter Awareness

Arushi Society, Madhya Pradesh

- Organised district level workshop for PwDs
- Developed several posters to vote in the elections & widely circulated through social media, newspapers & other visible public places
- Made an elaborate presentation on the needs, aspirations and difficulties faced during elections by PwDs in workshop organized by MPCEO
- Helped in developing Braille Ballet papers for various districts

Outcome: Make the entire process of voting easy for PwDs



National Media Award for Campaign on Voter Education and Awareness

Electronic Media (Television) Category

IBC24 News (Sawal Aapka Hai)

Satellite News Channel for its outstanding work focusing on voter awareness and motivating the native electors of Chhattisgarh and Madhya Pradesh regions of India. The channel telecast news stories and conducted direct public engagement program sensitizing and educating electors in Chhattisgarh and Madhya Pradesh regions throughout the poll period during State Assembly Elections 2018.

Print Media Category

Nai Dunia, (Raipur Unit, Chhattisgarh) of Dainik Jagran Group

For comprehensive coverage during State Assembly Elections 2018 on election related news, ECI initiatives especially security arrangements made in sensitive areas to ensure voter security. The pre poll and poll day coverage contributed to the voter turnout of the States of Chhattisgarh and Madhya Pradesh.

Online (Internet) Social Media Category

Josh Talks

For their campaign #MakeYourMark on Facebook emphasizing greater electoral participation with special focus on youth. Josh Talks, through its online platform, documents and popularizes the activities from rural and urban areas in various regional languages.





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Get Ready for
Lok Sabha Elections

#GoVerify

Your name and details in the latest Electoral Roll.
Call Voter Helpline 1950 or download 'Voter Helpline'
Android app or visit www.nvsp.in

If not registered as a voter,
#GoRegister on www.nvsp.in or use
'Voter Helpline' app.



Election Commission of India
<https://eci.gov.in>

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Voter Helpline
1950

