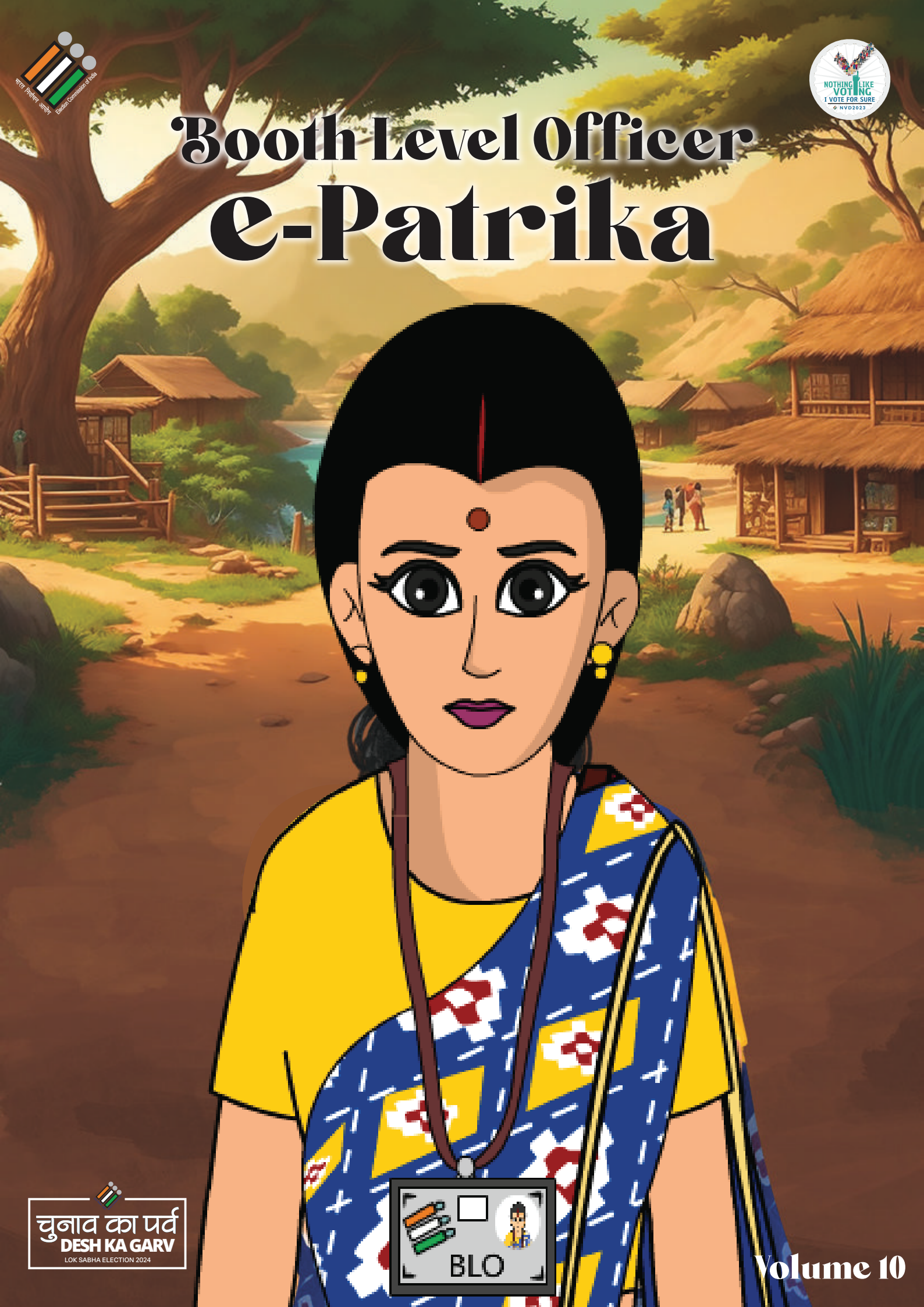
Booth Level Officer
e-Patrika



चुनाव का पर्व
DESH KA GARV
LOK SABHA ELECTION 2024

Volume 10

चुनाव का पर्व
DESH KA GARV
LOK SABHA ELECTION 2024

Elections in our country is not just a festival; they are also a matter of pride for every Indian. The Election Commission of India has aptly captured the essence of the Parliamentary election 2024 with the theme **"Chunav ka Parv, Desh Ka Garv"** (Elections: the biggest Festival and Pride of the Nation). This theme was unveiled on the 14th National Voters' Day- 2024 to educate and raise awareness among voters.

It emphasises the empowering nature of elections, enabling individuals to exercise their rights and responsibilities, while also showcasing Indian democracy's esteemed position on the global stage. This campaign adopts a comprehensive 360-degree approach to enhance voter awareness, leveraging various media channels such as television, radio, social media, and community outreach.

#NothinglikeVoting
#IVoteforSure
#MeravoteDeshkeliye

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Meet Mita Didi
BLO Mascot from Odisha



Hello, I am Mita, popularly known Mita didi. I am representative of Booth level officer from Odisha. I am an ambassador for promoting electoral literacy, and encouraging citizens to exercise their fundamental right to vote. Through various outreach programmes, interactive sessions and educational materials featuring, I have successfully conveyed the importance of voting and the electoral process. Just like me, each BLO stands as a beacon of democracy, embodying the principle of inclusivity, education and engagement within the electoral process. They foster a culture of electoral participation and awareness, which is commendable, setting a precedent for innovative approaches to enhance democracy across the country.

As the General Election 2024 is approaching, it's crucial for BLOs to gear up and maximize their efforts to ensure smooth voting for all voters. I'm here to discuss how each BLO can effectively promote the concept of "Ease of Voting" among fellow voters in their area. So, let's start by promoting how voters can check their name in the voter list:

- They can check their name in the voter list offline by visiting their BLO.
- They can also check their name online by downloading the Voter Helpline App or by visiting Voters' Service Portal(https://tmp.eci.gov.in/voters-services-portal).
- They can send an SMS at 1950 (ECI <space> <EPIC No>). The services are available on Airtel, Jio and Vodafone network.
- BLO must read the voter list at Gram/ Nagar Panchayat and Chunav Pathshalas of their respective booths.
- On the day of polling, the BLO must be available at the Help Desk at the booth to help the voters.
- The BLO needs to distribute voter guide and voter slip three days before polling day to every households of their Polling station area.



Mita Didi: Now, it is crucial to curate our messaging according to our target audience, which includes young people, senior citizens, women, newlyweds, third gender individuals, Persons with Disabilities (PwDs), Particularly Vulnerable Tribal Groups (PVTGs), nomads, sex workers, and others.

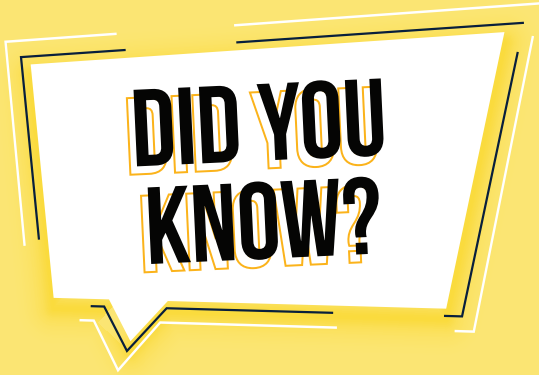
It is thrilling to know that we have about 1.85 crore young voters (18-19 age) on the electoral list. The efforts of our fellow BLOs are now visible. Our next task isto encourage each eligible youth elector to come and cast their vote. Creative posters. TVCs, and other initiatives on voter education should reach every youth voter to overcome existing apathy.

Do you know about the Election Commission of India's campaign

#MeraPhelaVoteDeshkeliye



The Election Commission of India has launched **#MeraPhelaVoteDeshkeliye** to address the pressing issue of youth apathy in elections, as it is observed to be one of the primary reasons for the low voter turnout among the 18-19 age group. This unique campaign specifically targets first-time voters and symbolises the importance of elections and the pride of voting in the largest democracy in the world.



Youth apathy in poll participation refers to a phenomenon where youth exhibit a lack of interest, motivation, or engagement in the voting process. This phenomenon is propelled by a confluence of factors, including disinterest/ lack of faith in the voting process and the perceived notion of *"humare ek vote se kya hoga"* amid youth voters. Furthermore, it is also observed that youth is indifferent to prioritising casting their vote on a voting day over their day-to-day activities and taking it as a holiday. If voting is on Friday, it becomes a "long weekend" for many. There is a dire need to motivate the youth and emphasise that it is not a holiday — it is "Voting Day" and instil it in the consciousness to perform their electoral duty.



Let me tell you an inspiring 'youth to booth' story of **Shri Ram Baksh, BLO, 107 -** Kamla Kanwant School Alam Nagar Mohan Road, 171 - Lucknow West from Uttar Pradesh. During the special review of the Electoral Roll 2024 in Lucknow district, his efforts led to the inclusion of the names of 34 maximum voters aged 18-19 in the voter list. As a recognition of his dedication, on the occasion of the 14th National Voters' Day-2024, he was honoured at a state-level ceremony held on NationaL Voters' Day on January 25, 2024 in Lucknow, Uttar Pradesh.

Targeted interventions for

Senior Citizens above 85 years of age and PwDs

In order to facilitate the Persons with Disability, the Election commission of India has developed a mobile application, the Saksham App. An eligible person with a disability or reduced mobility / physical functions can be enroled in electoral roll by declaring himself or herself as a person with a disability. This application provides various facility for all the PwD electors to their door steps.

Some of them are listed as below:

- Request For New Voter ID Registration
- Request For Transfer of residence
- Request For Updating the address
- Request For Wheelchair on Poll Day
- List of Contesting Candidate





The Assured Minimum Facilities of ensure ease of voting for senior citizens and PwDs and encourage them to come out in large number and exercise their democratic right. Furthermore, senior citizens above 85 years of age and PwDs with benchmark certificate have another queue at the polling booth, so no waiting time is needed. They can also opt for Home Voting /Postal Ballot Facility by filling Form -12D provided by BLO.

Assured Minimum Facilities at Polling Station





One inspiring story of facilitating Senior citizens and Persons with Disabilities (PwD) in the Assembly Election comes from **Ms. V Sampoorna, a BLO (PS No. 229) in Abbayipalem village, Mahabubabad district, Telangana.** She has been serving as a BLO for the past five years.

To improve voter turnout, especially among Senior citizens and Persons with Disabilities (PwD), she implemented proactive measures and ensured approximately 50% voter participation in these categories. In addition to these efforts, the distribution of Voter Information Slips, leaflets detailing Identity Proof Documents required for voting on Polling Day, as well as c-VIGIL and the Voter Information Guide in Telugu, acted as force multipliers in increasing the voter turnout at the Polling Station.

Mita didi: Facilitation for women is also ensured, with polling stations equipped with volunteers and separate rooms to care for mothers and children. A dedicated line ensures that their voting experience is both comfortable and efficient.







Don't forget to inform your friends & families to cast their vote through WhatsApp and other social media platforms like Instagram & Facebook.



There are some truly inspiring stories from the ground that motivate me to work even harder and ensure that no voter is left behind. Let me share a few of these stories with you; I'm certain they will also inspire you.



Snehi Chirag Vinubhai from 44-Sebaliya-1, 29-Khedbrahma Constituency was awarded best BLO (State Level) from Gujarat.



Sebaliya village, situated on the border and inhabited by tribal communities, lies within the Poshina taluka of Sabarkantha district in Gujarat. In this diverse and remote area, Chiragbhai Snehi has played a pivotal role as a BLO. He has actively engaged with the community, overcoming geographical barriers and cultural differences to ensure that every eligible citizen is registered to vote and understands the importance of exercising their democratic rights. Chiragbhai Snehi has organised numerous outreach programs, including voter education campaigns, registration drives, and awareness workshops.

Moreover, in areas where access to information and resources is limited, Chiragbhai has employed innovative methods to facilitate voter registration. As a result of his efforts, he has successfully enroled 41 new voters through the house-to-house program and 49 during the Special Summary Revision of the electoral roll. Additionally, in his role in purifying the electoral roll, he has processed 72 Form 7 applications, effectively eliminating duplication and logical errors. Chiragbhai has made special efforts to build a more inclusive and democratic society, ensuring that every voice is heard. He serves as a shining example of an exemplary BLO, carrying out his duties in an innovative and commendable manner.

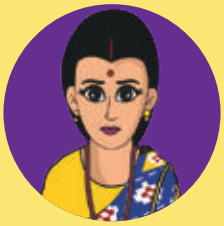


Another story is of **Charles Reddie Rodrigues, 32-Benaulim Assembly Constituency, Goa,** consistently dedicated to his duties, Mr. Rodrigues has diligently conducted house-to-house visits, gathering comprehensive information about the voters. He has effectively managed the verification of deceased and duplicate voters, while also checking eligible voters and updated records during the Special Summary Revision of 2024.

Displaying great enthusiasm for his BLO duties, he actively participated in various SVEEP activities during the SSR 2023-24. This included joining an Awareness Rally organised by the AERO for 32-Benaulim Assembly Constituency, as well as coordinating events such as Poster and Slogan Competitions on voting themes.

Mr. Rodrigues has diligently ensured an error-free electoral roll for Part No. 20 of 32-Benaulim Assembly Constituency, maintaining 100% photo updation and addressing any errors promptly. He has also conducted timely checklists and enroled a maximum number of voters aged 18-19 in his constituency, while efficiently managing necessary voter modifications.

Moreover, he conducted a comprehensive session on the BLO app for his fellow BLOs at the office of the AERO for 32-Benaulim Assembly Constituency. Known for his good behaviour, courteous demeanour, and energetic approach, Mr. Rodrigues has fostered positive relationships with both his superiors and the voters in his constituency. Mr. Charles Reddie Rodrigues is nominated for the Best BLO award and is an example for other BLOs in state.



Another crucial piece of information for BLOs to disseminate pertains to alternative identity cards besides the EPIC for voting.

There are other identity cards which can be used for voting.

- Voter ID Card (EPIC)
- Aadhaar Card
- PAN Card
- Unique Disability ID (UDID) Card
- Service Identity Card
- Passbook with photo by Bank/Post Office
- Health Insurance Smart Card (M/o Labour)
- Driving License
- Passport
- Smart card issued by RGI under NPR
- Pension Document
- Official identity card issued to MPs/ MLAs/MLCs
- MNREGA Job Card



All BLOs must be committed to ensure that no voter is left behind, and our efforts will be evident through the significant participation of voters in the upcoming elections at their respective booths.