Booth Level Officer
e-Patrika
(In-Focus: SVEEP Initiatives)



Volume 8

BLO Power: Driving SVEEP Initiatives & Tools

INTRODUCTION

In the eighth edition of BLO e-Patrika, the focus is on the crucial role of BLOs in executing SVEEP initiatives and utilising tools at the grassroots level. It is presented in a dynamic comic style, the series unfolds a dialogue between two BLOs.

It explores various ECI initiatives and tools like posters, slogans, special programs such as Matdata Junction, and ECI song, all aimed at actively engaging voters in their respective regions.

Furthermore, the SVEEP 4 Strategy emphasises booth-level micro-planning to deliver individualised and customised outreach, interpersonal communication, and social mobilisation efforts. BLOs must collaborate as a team with grassroots functionaries to implement booth-level action plans effectively.

This volume serves as a guide for BLOs, empowering them to effectively harness existing SVEEP resources to inspire voters and enhance their participation in the electoral process.







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A Conversation Between Two BLOs

Hello, I heard you have recently received the "Best BLO" award for increased registration and innovative ways of encouraging the voters of your area to cast their vote.

As a BLO, we need to to implement the guidelines of Election Commission of India effectively to fulfil ECI's motto of "No Voter to be left behind."

What are some interesting ways to motivate and engage the voters in our area?

I adopt engaging SVEEP initiatives to capture people's attention for awareness on registration, importance of voting, facilities for voters, etc.

You're absolutely right. Can you provide more details on how to make it more exciting and innovative?

Sure, the trainings are hence very important to understand our role better.

BLO Training





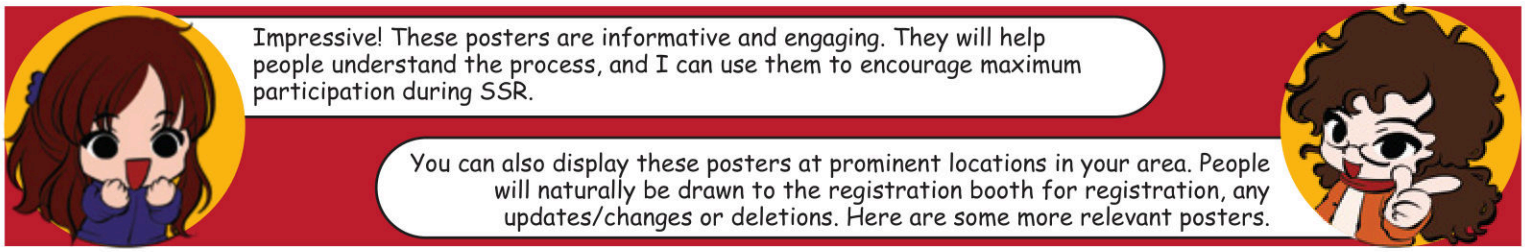


Please enlighten me on how I can successfully implement the SVEEP plan in my area to engage with voters.

Firstly, make sure you never miss BLO trainings and be attentive during each session. For now, I'll help you understand SVEEP in detail.


First, let's discuss SVEEP tools for the Special Summary Revision which began from 27th October till the 9th of December 2023. Here, our goal is to educate citizens about the online /offline registration process. Here are some posters and slogans to help with that.


"कदम पहला तो लो तुम चलो वोटर बनो तुम"
"बहाने छोड़ दो तुम चलो वोटर बनो तुम"
"बड़ा छक्का जड़ो तुम चलो वोटर बनो तुम"
"दमक कॉलेज की हो तुम चलो वोटर बनो तुम"


Impressive! These posters are informative and engaging. They will help people understand the process, and I can use them to encourage maximum participation during SSR.
You can also display these posters at prominent locations in your area. People will naturally be drawn to the registration booth for registration, any updates/changes or deletions. Here are some more relevant posters.


भारत निर्वाचन आयोग
Election Commission of India
IT'S YOUR FIRST 1, MAKE IT COUNT
Turning 18 years, is an incredible notion of freedom. Experience this freedom by casting your 1st vote in an informed and ethical manner.
Just log on to
voters.eci.gov.in
and fill Form 6 online to register as a voter
National Icon of ECI
Sh. Rajkummar Rao
Election Commission of India
https://voters.eci.gov.in/
Follow us
/ecisveep
DOWNLOAD VOTER HELPLINE APP
Google Play
App Store
App Store


भारत निर्वाचन आयोग
Election Commission of India
Not 1 but 4 Chances per year, to register to vote!
Mark your calendar
If you are 18 years old on any of following dates
01 01 01 01
SELECT YOUR
APPLICATION FORMS
FORM 6 Voter Registration
FORM 8 Correction of Details
FORM 7 Deletion of Name
FORM 6B Link Voter ID with Aadhar Card
Download Voter Helpline App or log on to www.nsvp.in
Fill form 6B to link your EPIC Card with Aadhar Card.
www.nvsp.in
www.eci.gov.in
1950
Voter Helpline App


Special Summary Revision 2024 of Electoral Rolls
is live now!
(27th October, 2023 to 9th December, 2023)
VOTER HELPLINE MOBILE APP
Download & Apply through
Log on to
www.voterportal.eci.gov.in
1950
Voter Helpline
Apply through
Voter Facilitation Center
or Contact your BLO
Enroll as an elector or update your details

It's essential to raise awareness about EVM-VVPAT, especially with the upcoming general elections. There are often misconceptions and fake news around it.

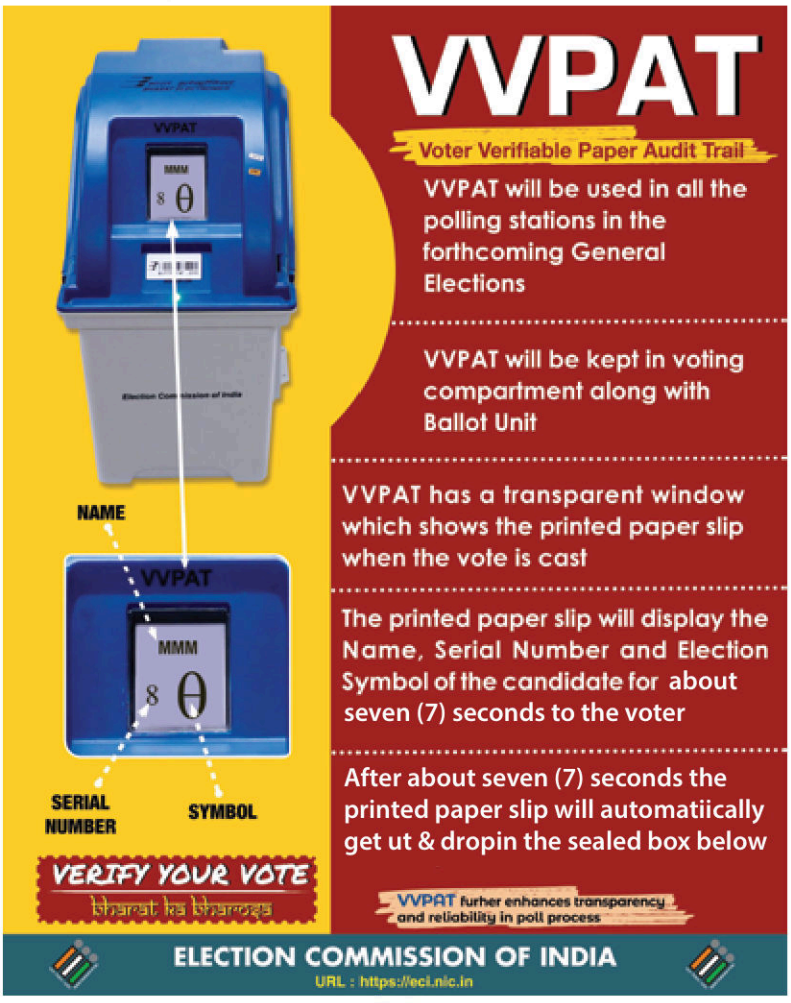
This is very engaging. Now, how can we inform people about the EVM-VVPAT and the voting process in an interesting way?

With suitable SVEEP posters, we can educate citizens about the security and integrity of EVM-VVPAT. This will help people distinguish real information from fake news. Here's a poster related to EVM and VVPAT.

Thank you for sharing these SVEEP posters. They will indeed help citizens understand the transparency, security, and simplicity of EVM-VVPAT, reducing human error.

Yes, it's crucial to educate citizens that there are no invalid votes with the EVM system. VVPAT provides confirmation of your vote and allows for result verification.







I often receive complaints about long queues and facilities at the polling stations from some people in my area. Though I tell them to convince but still they are not eager to come to vote.



You should reassure people in your area that there are separate queues for men, women, and PwDs, with priority for senior citizens. ECI has ensured that all polling stations are equipped with basic facilities, including Assured Minimum Facilities. Infact there is option of Home Voting for those aged 80 and above, and those with 40 % disabilities to cast their vote from home.

Voter's Facilitation Services

Home Voting for PwDs & 80+ voters



VOTER ASSISTANCE BOOTH
is a helpdesk setup at every polling station location

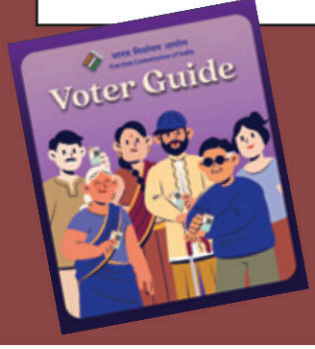


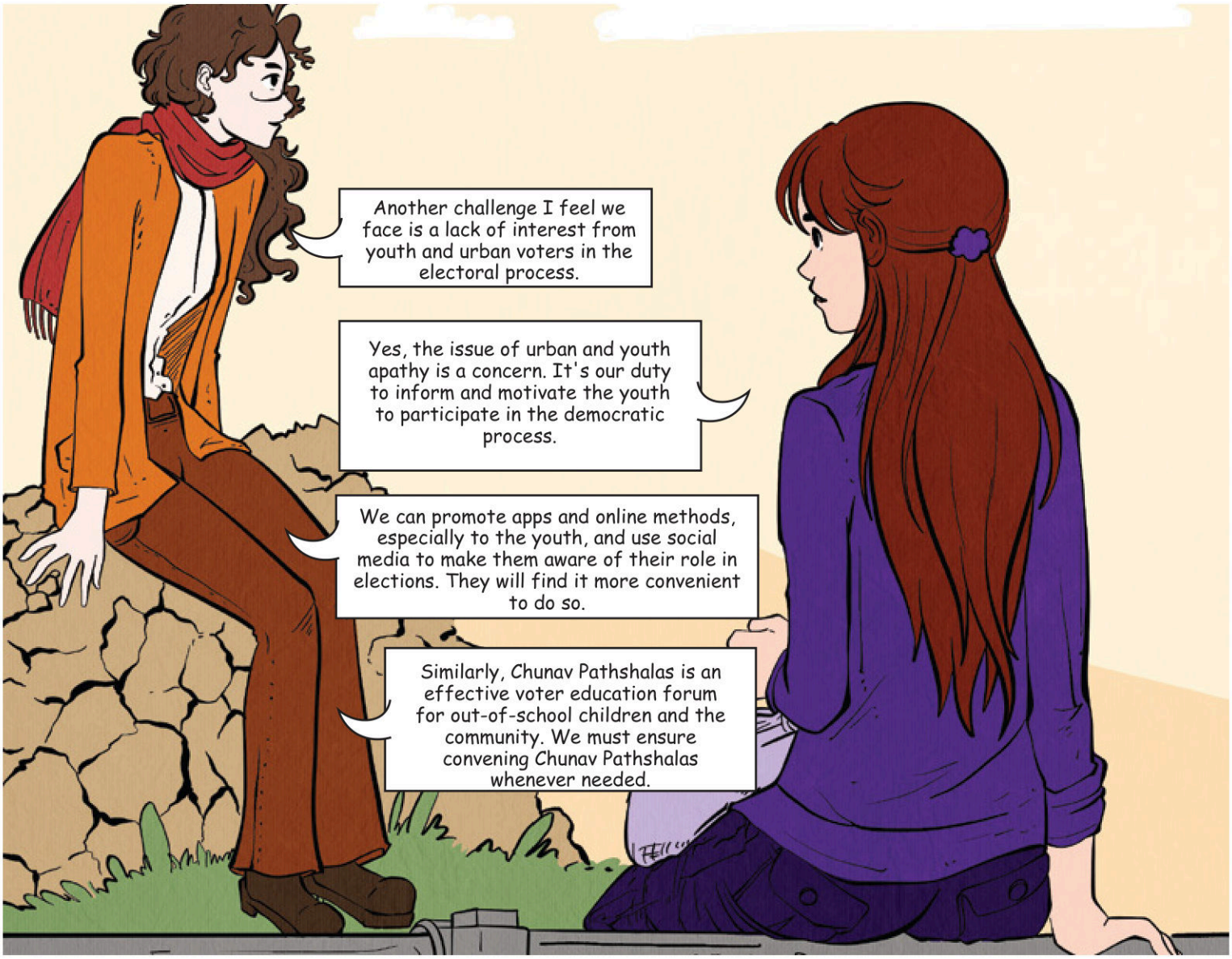
Volunteers at the Polling Station



Sharing this information through visuals and creatives in a concise and engaging manner is a great idea.

Absolutely. ECI's mission is to leave no voter behind and make elections a delightful experience for all voters. You should also provide a voting guide to every household in your area, a pocket-sized guide about the voting process provided to them by the RO office. It will help them better understand the process.





cVIGIL App

Join ECI Mandate on Enforcing Model Code of Conduct



1. Liquor Distribution
2. Gift Distribution
3. Money Distribution
4. Posters Distribution

Stauts In 100 Minutes

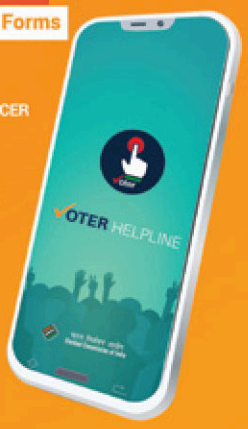
GET IT ON Google Play App Store

Voter Helpline App

Search Your Name, Fill Online Forms

- SEARCH YOUR NAME
- FIND YOUR BOOTH LEVEL OFFICER
- DOWNLOAD FORMS
- CHECK YOUR FORM STATUS
- SUBMIT ONLINE FORM
- KNOW ABOUT ELECTION
- READ ABOUT EVM

GET IT ON Google Play App Store



Know Your Candidate App



It gives details about Contesting Candidates including 'Criminal Antecedents' if any. Empowers citizens to make an informed choice while casting their valuable vote

GET IT ON Google Play App Store



Saksham App

GET DOOR STEP FACILITATION FROM BOOTH LEVEL OFFICER

- MARK YOURSELF AS PWD
- APPLY FOR A NEW PWD VOTER
- FIND YOUR BOOTH LEVEL OFFICER
- APPLY FOR WHEELCHAIR

GET IT ON Google Play App Store





(Bharat Ratna Shri Sachin Ramesh Tendulkar exchanging MoU with the Hon'ble Commission)



(Renowned Bollywood actor Shri Rajkummar Rao exchanging MoU with the Hon'ble Commission)

Role of National Icon

Shri Sachin Ramesh Tendulkar and Shri Rajkummar Rao have been designated as ECI National Icons by the Commission to actively participate in promoting voter awareness, education, and engagement in their personal capacities. This partnership aims to bridge the gap between citizens, specifically the youth and urban populations, and the electoral process. It is envisioned as an impactful collaboration to address apathy among urban and young demographics and reinforce the democratic foundation of India.



Thank you for sharing your experience and strategies. I'm excited to put these ideas into action make a positive change in our area. I will also tell our fellow BLO friends to adopt SVEEP tools to get better results.

Yes, and I'm confident that you can do the same. Let's work together to empower ourselves with such innovative SVEEP creatives, programmes and messages. This way we register more voters, and ensure maximum participation in the electoral process.



Story from the ground

Shri M. Sammaiah, Booth Level Officer (Village Level Officer) was connected with the re-mapping of displaced electors belonging to erstwhile Polling Station - 49, located in Gudatipalli village of Akkanapeta Mandal, Husnabad Constituency (Siddipet District), Telangana.

(A) Challenge- The Gouravelli Project in Husnabad Assembly Constituency posed a significant challenge for two Booth Level Officers (BLOs). They were tasked with maintaining accurate voter information in the midst of merger of two polling stations and Special Summary Revision, where time constraints and potential proxy addresses created hurdles.

(B) Solution- Shri M. Sammaiah adopted the following strategy:
1. Identified electors associated with Polling Stations to be deleted due to the merger.
2. Independently verified the new addresses of displaced families, gathering information from various sources, primarily village headmen, and contacting them directly for factual data.
3. Re-allocated displaced voters to the nearest Polling Station, updating electoral rolls with Form 8 applications via BLO apps and ERO net.





(C) Result - The BLO's efforts successfully enrolled 1,072 shifted electors in the electoral rolls of six different Polling Stations within the Constituency.

(D) Response - The exercise yielded positive results, with draft rolls published on 21-08-2023. Shifted voters were pleased to find their names in the electoral rolls of their nearest Polling Stations. Both the local press and the CEO's office acknowledged Sri M. Sammaiah's dedicated work in this regard.







Election Commission of India

recognised

Rajkummar Rao,

Renowned Actor

as its

National Icon