

**ELECTION  
IMMEDIATE**

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**OFFICE OF THE  
CHIEF ELECTORAL OFFICER  
GUJARAT STATE**

**General Administration Department (Election Division)**

Sardar Bhavan, Block No. 7, 2nd floor, Sachivalaya, Gandhinagar-382 010.

**No. ELC-102021-539(4)-CHH (SVEEP)**

**Date: 17-01-2022**

**To**

Regional Director,  
NSS Regional Centre.  
Patnagar Yojna Bhavan, Near Gujarat College Campus.  
Near Gujarat College Campus, Ellisbridge,  
Ahmedabad.

**Subject : National Voters' Day, 2022**

National Voters' Day to be observed on 25<sup>th</sup> January, 2022 - regarding

**Madam/Sir,**

As a measure to enhance participation of citizens in the democratic electoral process, the Election Commission of India has decided to celebrate 25<sup>th</sup> January its Foundation Day, as the National Voters' Day every year. The Commission takes varied interventions for conduct of free, fair and participative elections. The Commission is committed for reaching out to voters in the remotest corner to include their names in the electoral roll and to encourage them to exercise the Right to Vote. ECI makes every effort to count every vote. The day will also be utilized to spread awareness among voters regarding effective participation in the electoral process.

The 12<sup>th</sup> NVD is going to be celebrated on 25<sup>th</sup> January 2022 on the theme ' **Making Elections Inclusive, Accessible and Participative**'. As part of National Voters' Day, a State Level Function at Gandhinagar, District Level Function at respective District Head Quarters and other celebrations, functions will also be organized up to the Polling Station level on 25<sup>th</sup> January, 2022. Your organization has been associated with elections since long and has made excellent efforts for Voters'

Education & Awareness activities during process of Revision of Electoral Roll and General Elections. Hence, your active support and cooperation is anticipated during National Voters' Day, 2022 celebration at all stages. You are therefore requested to instruct your district level representatives / volunteers to get actively involved with the district election machinery and extend their cooperation for successful celebration of National Voters' Day, 2022, strictly observing the latest COVID-19 Guidelines of the State Government and Central Government.

Yours faithfully,

  
(Anupam Anand)

Chief Electoral Officer,  
Gujarat.

Encl : ECI letter Dated.11.01.22

# ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi - 110 001

No. 491/ECI/LET/FUNC/SVEEP-I/NVD/2021

Dated: 11th January, 2022

To,

The Chief Electoral Officers of  
all States & UTs

**Sub: - National Voters' Day (25<sup>th</sup> January) 2022 - reg.**

Sir/Madam,

I am directed to state that the 12<sup>th</sup> National Voters' Day shall be celebrated across the country at State, District and Booth level on 25<sup>th</sup> January 2022. The Theme for the 12<sup>th</sup> NVD is 'Making Elections Inclusive, Accessible and Participative.'

You are requested to steer the NVD celebrations with wide publicity on the above mentioned theme. **The functions around NVD should be celebrated keeping in mind the COVID appropriate behaviour and guidelines in place. All efforts should be made to celebrate the festival in an Online mode.**

The NVD celebrations in the State, as in the past, shall include the following components in addition to already existing plan at the CEO and the DEO level.

## **Comprehensive Communication plan:**

- Various events/ programmes across the state shall be organised focussing on the above mentioned theme. Further a comprehensive communication plan shall be developed by issuing necessary Print, TV, Radio advertisements, social media campaigns, field programmes and interpersonal communication (as per Covid norms), webinars/ seminars etc.
- Propagation of NVD theme through various Government schemes and programs.
- The NVD theme & related messages in the form of posters and banners should be prominently displayed in the offices of the CEO, DEO, ERO and the VFCs.
- A Print Advertisement shall be brought out on 25<sup>th</sup> January highlighting the theme.

### **Engagement with state/ district Icons:**

- The State/ District Icons may be engaged (through recording of audio-video messages) to spread awareness, about the Commission's initiatives towards making elections inclusive, accessible and participative.
- All States/UTs should take appropriate efforts to nominate inspiring and non partisan personalities from all walks of life to be the Election Icon. Persons with disabilities, senior citizens, transgender and personalities from other marginalized sections shall be encouraged.

### **Partnership and Collaborations:**

- The CEOs/ DEOs shall ensure partnerships and collaborations with various Government departments such as banks, Post offices, Railways, Panchayati Raj institutions, Civil Bodies etc.
- The Corporate bodies, Civil Society Organisations and others may be engaged with, for organising various events like competitions (essay, debate etc), webinars etc in the run upto the NVD.
- Also various departments/ organisations/ bodies may be encouraged to administer NVD pledge on the National Voters' Day, and the same may be uploaded on their social media handles/ website using hashtag #NVD2022.

### **Social media engagement activities:**

- CEO/ DEO office may engage with various social media agencies, to create and develop the creative content for the NVD and get it uploaded on their respective social media handles.
- All the activities, by various departments/ organisations etc. to be uploaded on their respective social media handles.
- The hashtag #NVD2022 could be used while uploading the content on the social media accounts.

**1. Key Activities:** All SVEEP activities related to NVD must be conducted in an **Online mode** as per COVID appropriate behaviour and guidelines/norms in place.

**a) Activities at Booth Level:**

- i. The Booth Level Officers (BLOs) to organise an event (Online mode) at each polling station area and shall felicitate newly registered voters appropriately, also hand over the EPIC to new electors.
- ii. Video and other creatives to be shared extensively with all the households/ participants through WhatsApp groups and other media. Further other awareness films/ material as prepared by State or District on Postal Ballot, Assured Minimum facilities at Polling Stations, EVM/VVPAT, Voter Helpline App, Ethical Voting etc. can also be shown at the ceremony, in local languages. Please note that creatives are to be made available in accessible formats, in line with the current theme of NVD to make the information available to all stakeholders.
- iii. Further NVD pledge to be administered to all the people present during the event, through an Online mode. Further the copy of the pledge also to be circulated over Whatsapp groups.
- iv. DEO may provide the logistics required for the brief ceremony in each polling station area.

**b) Activities at District HQs:**

- i. The DEO shall organise the NVD function, in an Online mode, at the District headquarters in association with various institutions/ organisations such as Panchayat Raj institutions, Academic institutions, Civil Society groups, organisations of youth volunteers like NSS, NCC, Scouts & Guides, NYKS, media etc.
- ii. Newly registered voters shall be facilitated by handing over the EPIC Card during NVD function.
- iii. Further NVD pledge to be administered to all the people present during an Online event. Also the pledge to be circulated over whatsapp groups.
- iv. Awareness films on Postal Ballot facility, Assured Minimum Facilities, EVM VVPAT, Assured Minimum facilities at Polling Stations, EVM/VVPAT, Voter Helpline App, Ethical Voting etc. in local language shall be shown. Creatives to be made available in accessible formats, in line with the current theme of NVD to make the information available to all stakeholders.

- v. These material to be shared through WhatsApp group of various stakeholders.

**c) Activities at State HQs:**

- i. CEO organizes NVD function at the State capital, in association with Media, Civil Society, Volunteer Groups, State Administration, State Election Commission & Corporates etc.
- ii. Awareness films on Postal Ballot facility, Assured Minimum Facilities, EVM VVPAT, Assured Minimum facilities at Polling Stations, EVM/VVPAT, Voter Helpline App, Ethical Voting etc. in local language shall be shown and distributed over WhatsApp groups.
- iii. Newly registered voters shall be facilitated by handing over the EPIC Card during NVD function.
- iv. Further NVD pledge to be administered to all the people present during the event (Online/ offline as per Covid norms).
- v. Sign Language Interpreters to be deployed during the function in accordance with the present theme. The venue of the NVD functions to be made accessible as far as possible.
- vi. Necessary advertisement in print / electronic media to be issued, along with hoardings and banners across different locations across the state.
- vii. Deployment of dedicated staff at Block, Sub-division and District levels may be done to effectively undertake NVD related activities as directed. BLOs shall be trained about their role for NVD activities by the EROs/AEROs, as directed.

**As the theme of the NVD, this year, is making elections inclusive, accessible and participative, it is expected that events would be organised by involving PwDs, Women, Senior citizens and Vulnerable sections of the society. Further, efforts should be made to popularise PwD app through various CSOs working in the field. Also awareness regarding Assured Minimum Facility & Postal ballot provision would be ensured, through various events. Looking into the ongoing pandemic, efforts should be made to conduct all events through an online platform.** Offline Events, if any, shall be

conducted at accessible venues and sign language interpreters must be engaged to reach out to all stakeholders.

The preparations for the NVD may be closely monitored by the office of the CEO/DEOs. All COVID protocols issued by statutory authorities must be strictly followed.

Encl: NVD pledge (Hindi/English)

Yours Sincerely,

  
(ANUJ CHANDAK)  
JOINT DIRECTOR



## ELECTION COMMISSION OF INDIA

Pledge For National Voters' Day, 25<sup>th</sup> January 2022

मतदाताओं द्वारा ली जाने वाली शपथ

“हम, भारत के नागरिक, लोकतंत्र में अपनी पूर्ण आस्था रखते हुए यह शपथ लेते हैं कि हम अपने देश की लोकतांत्रिक परम्पराओं की मर्यादा को बनाए रखेंगे तथा स्वतंत्र, निष्पक्ष एवं शांतिपूर्ण निर्वाचन की गरिमा को अक्षुण्ण रखते हुए, निर्भीक होकर, धर्म, वर्ग, जाति, समुदाय, भाषा अथवा अन्य किसी भी प्रलोभन से प्रभावित हुए बिना सभी निर्वाचनों में अपने मताधिकार का प्रयोग करेंगे”।

### Voters' Pledge

“We, the citizens of India, having abiding faith in democracy, hereby pledge to uphold the democratic traditions of our country and the dignity of free, fair and peaceful elections, and to vote in every election fearlessly and without being influenced by considerations of religion, race, caste, community, language or any inducement”.



જા.નં./મા-૨/પરચ/૨૦૨૨/વશી.૪૮/ - ૯૨૨


જિલ્લા શિક્ષણાધિકારીની કચેરી,  
ઁ/૩, જિલ્લા સેવા સદન-૨,  
અઠવાલાઈન્સ, સુરત

Web : suratdeo.org

Email : suratdeo@gmail.com

તા. ૧૮/૦૧/૨૦૨૨

ઉપરોક્ત તા.૧૭/૦૧/૨૦૨૨ના પત્ર અન્વયે આપની કક્ષાએથી જરૂરી નિયમાનુસારની  
કાર્યવાહી કરવા સારું...

  
(~~એચ.એચ. સંજયગુરુ~~)  
જિલ્લા શિક્ષણાધિકારી  
સુરત, જિલ્લો-સુરત

પ્રતિ,  
આચાર્યશ્રી,  
તમામ માધ્યમિક અને ઉચ્ચ. માધ્યમિક શાળાઓ  
સુરત. જિ.સુરત