



ENHANCEMENT OF PARTICIPATION OF SERVICE ELECTORS & OVERSEAS ELECTORS

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...a look at numbers

Defence Personnel
1.5 million

Central Armed
Police Personnel
1.29 million

ELIGIBILITY FOR SERVICE VOTER

- those serving in the Armed Forces
 - alternatively can also opt to enrol as General Voter at place of posting, if it's a peace station
- Central Armed Police Force
- State Armed Police Force serving outside that state
- those employed under the Government of India, in a post outside India
- Wife can also be enrolled as Service Voter

VOTING BY SERVICE VOTERS

- through postal ballot
- Proxy Vote to Defence and Central Armed Police Personnel (Classified Service Voter-CSV)

POLLING PERSONNEL

deployed in LS 2014



around 5
Million

- Is entitled to an EDC if s/he is on duty in the same constituency where he or she is enrolled as a voter
- Is entitled to a postal ballot if s/he is on duty in any other constituency

POLLING PERSONNEL ORIENTATION

- Nodal Officers appointed for various levels of polling officials
- Data base created of the 5 million odd polling officials
- polling official on duty within their constituency given Election Duty Certificate enabling them to physically vote
- Orientation given ahead of elections
- Special training given on how to vote through postal ballots
- Polling Officials facilitated to apply for postal ballots

LOK SABHA ELECTIONS 2014

ELECTORS – 834 Million

VOTES CAST – 554 Million

SERVICE ELECTORS

1.36 Million

*** 0.38 women**

**POSTAL
BALLOT**

- **1.1 million**
- **0.22 million rejected**

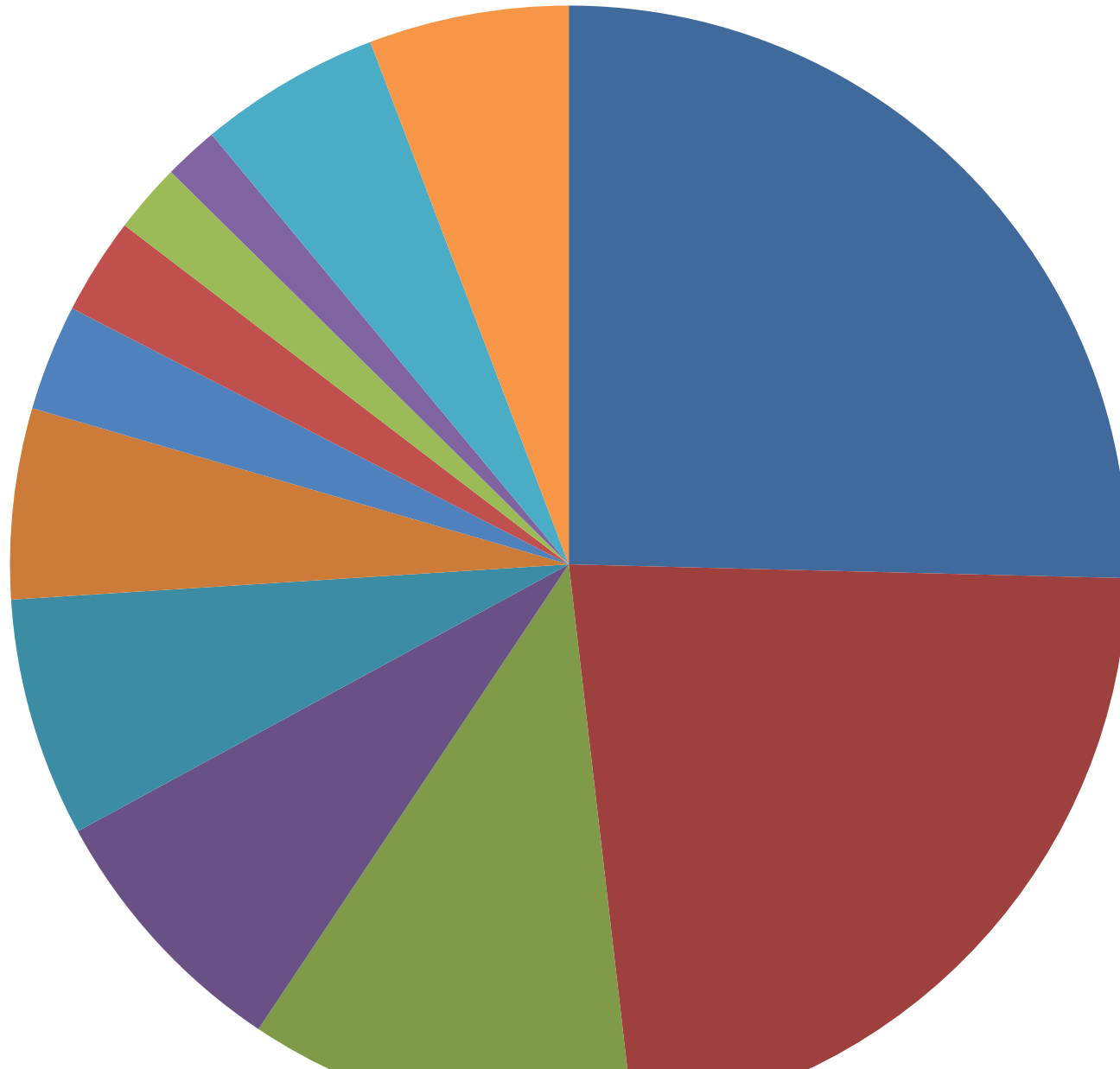
**PROXY
VOTES**

- **173**

ELIGIBILITY FOR OVERSEAS ELECTOR

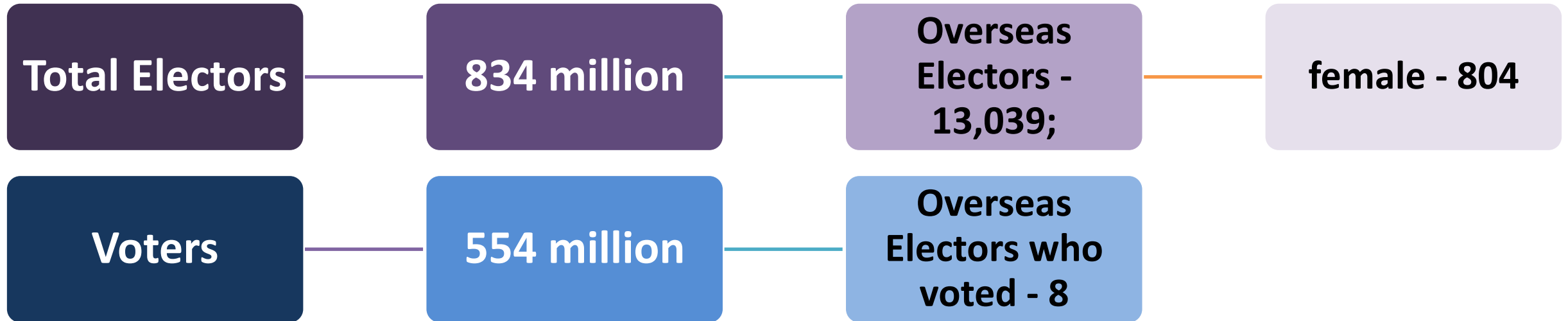
- a citizen of India, absent from the country owing to employment, education etc,
- has not acquired citizenship of any other country and is an Indian citizen
- has attained the age of 18 years on the qualifying date
- is not disqualified to be enrolled as an elector

11.4 MILLION OVERSEAS INDIANS



- Saudi Arab
- UAE
- USA
- Kuwait
- Oman
- Qatar
- Singapore
- UK
- Australia
- Canada
- Nepal
- Rest

LOK SABHA ELECTIONS 2014



the journey of Voter Education in ECI

Was renamed
**VEEP-Voter
Education and
Electoral
Participation**;
Later renamed
SVEEP in 2010 to
emphasise
'Systematic' in
the process

Started
post LS
2009 as
IEC

**SVEEP in Phase I
(2009-2012)**
covered 17
General Elections
to State
Assemblies and
three revisions of
the Electoral Roll

SVEEP-II
focussed on Lok
Sabha Election
2014 and the
Assembly
Elections to 15
States and
Union Territories
besides two
revision of
Electoral Roll

SVEEP-III

FOCUS AREAS

SVEEP

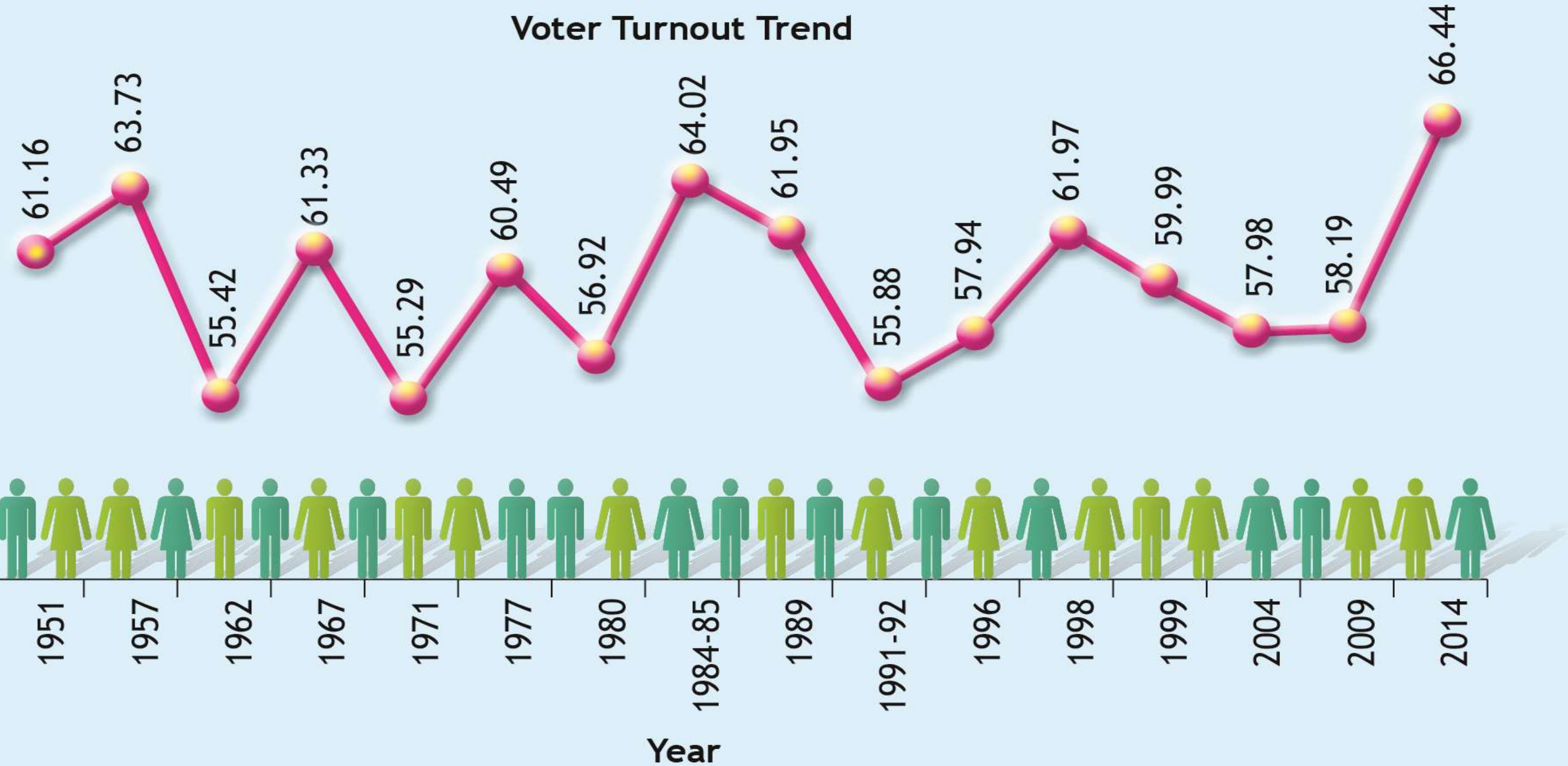
- Removing Gender Gap
- Fighting Urban Apathy
- Overcoming Youth disconnect
- Inclusion

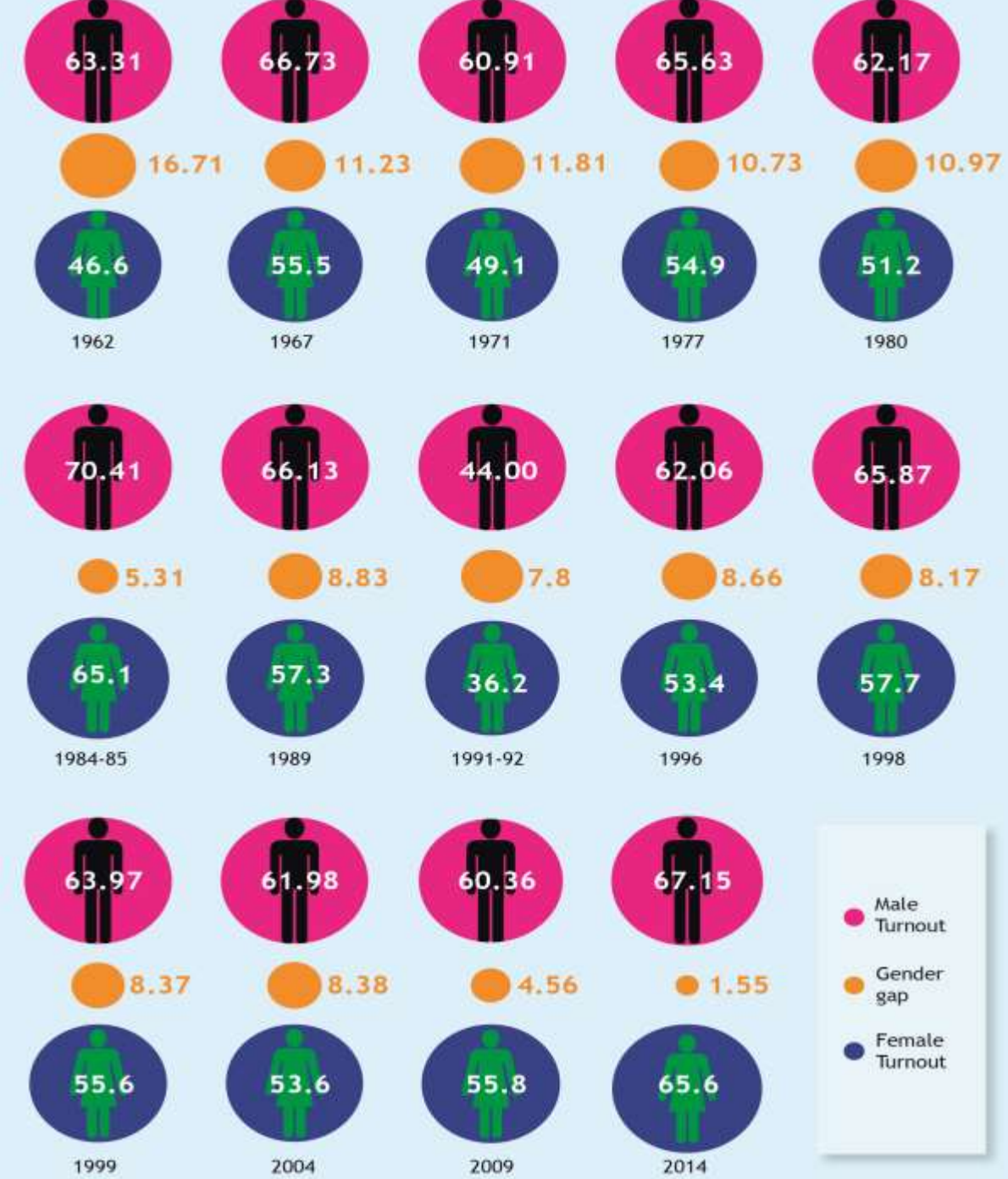
SVEEP-II

- Targeted interventions by identifying 10% of the lowest turnout Polling Stations and reasons thereof to make specific interventions

Graph 2.1: Voter turnout in Lok Sabha elections

Voter Turnout Trend





Gender Gap over the Years

SVEEP-III (2016-2020)

- Prospective electors
- Persons with Disabilities
- **SERVICE VOTERS**
- Migrants
- **OVERSEAS INDIANS**
- Other Marginalised Groups
- Women
- Youth



TECHNICAL COMMITTEES

- Technical Committees formed for target groups in 2015
- Service Voters Committee with representatives from Army, Navy, Air Force, CAPF, AWWA and MEA besides Prasar Bharati
- Overseas Indians Committee with representatives from MEA besides others
- Recommendations used for chalking out the strategy for SVEEP-III Project Plan

RECENT INITIATIVES

- Online Registration Facility for Service Personnel is being taken up
- E-postal ballot is in the pipeline
- A Guide for Service Voter prepared and shared
- A Knowledge, Attitude, Practice Survey proposed to be conducted through a channel approved by the Ministry of Defence

IN THE PIPELINE

- In-house trainings at officer's and at lower levels to have electoral literacy
- Awareness through Forces Wives' Welfare Associations
- In-house magazines and newsletters to carry messages
- Annual Days to facilitate registration of service personnel and wives
- Special camps in cantonments in coordination with the Chief Electoral Officers

IN THE PIPELINE

- Major collaboration with MEA to reach out to Overseas Indians
- Nodal Officers in Embassies in countries with large population of NRIs/Students
- NVSP link on kiosks in Embassies and Indian Missions
- Special awareness and registration camps in countries with large no of Indians
- Embassies and officials abroad to be sensitized On Service Voting Rights
- Embassies to display posters and pamphlets on How to use the Postal Ballot
- All training and skill development programmes of the MEA to include a module on Postal
- Outreach through NRI Associations

RECENT INITIATIVES

- Online Voters Portal for Overseas Indians available on major Government websites
- Brochure designed and shared with the Ministry of External Affairs and e-version made available on website
- First ever Knowledge, Attitude and Practice Survey to be undertaken online



everyvotecounts.in

- with Tata Institute of Social Sciences, TISS
- and supported by Ministry of External Affairs, GoI

...because every vote counts