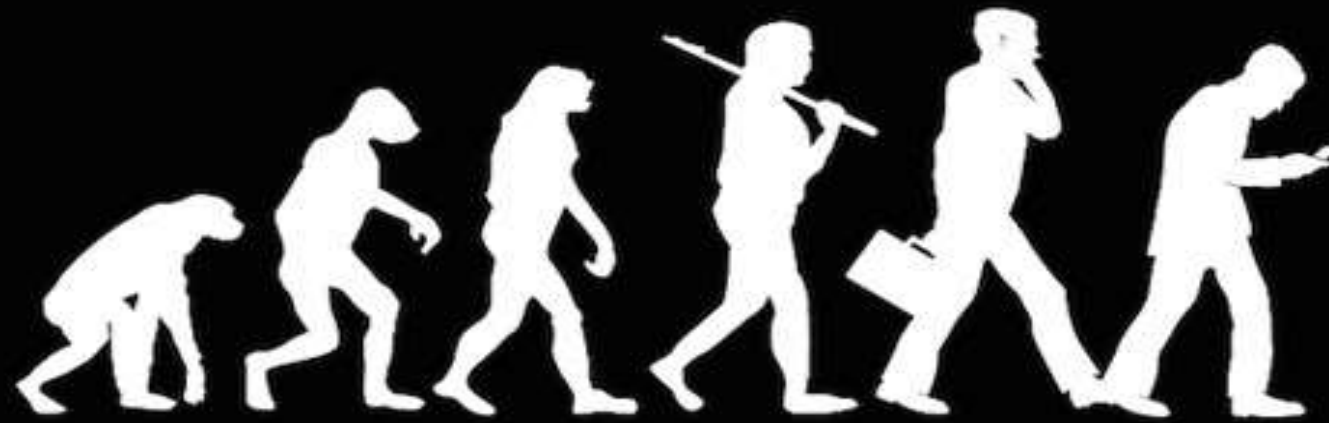


# **Role of Information and Communication Technology for Voter Education & Feedback**

**Rajesh Lakhani**  
Chief Electoral Officer  
Tamil Nadu India



EVOLUTION OF MAN

# MOBILE AND INTERNET PENETRATION



# ICT IN VOTER EDUCATION



- ✓ Building trust and confidence of voters in electoral processes
- ✓ Enhanced Voter Interaction - a two way communication
- ✓ Continuous consultation with all stakeholders of electoral process
- ✓ Increased transparency, credibility and accessibility over the entire period of elections

# Build Trust and Confidence of elector-Registration



- ✓ Computerisation of electoral roll- 1 Billion electors
  - ✓ Started in 1999
    - ✓ Ease of management for EMBs
  - ✓ Local servers to cloud
  - ✓ Nation wide unified Database
- ✓ Voter facilities
  - ✓ NVSP launched – year 2013

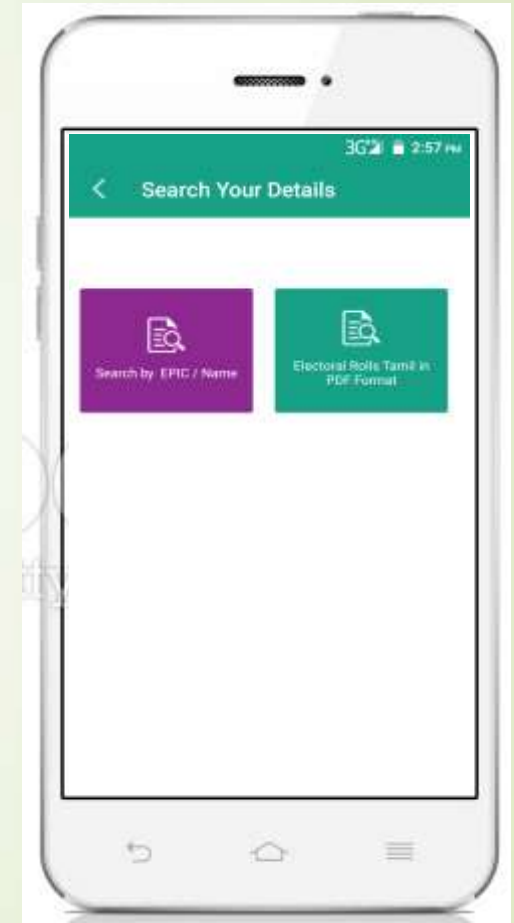
# Simplified Search of voter list



- ✓ Modified online search facility provided in both Web and Mobile applications to search by EPIC number and name / district.

## **Search by EPIC**

- ✓ Facility provided to electors to search their details in Voter's List using their EPIC number or Name.
- ✓ If the EPIC number is provided, the details of the EPIC will be automatically fetched from the electoral database.



# Simplification of Online Registration



- ✓ Launched simplified, easy to use mobile app and web application to deal with the following
  - Name Inclusion, Correction, Change of address and Display picture
  - Simplified to 3 minutes from 30 minutes
  - Tracking the progress of application
  - Back end improvement ERO Net and BLO net
- ✓ Eliminated the filling up of paper based electoral forms.
- ✓ Online forms usage is 100% in Province of Kerala

# Change Your Display Picture



- In Web and Mobile app, the recent photograph of the applicant can be uploaded online.

I am on my way  
to Correct my Name and Address in the Electoral Roll  
Come along  
If its your need too  
Get Enrolled or Details Corrected

- If you are 18 years or above or going to be 18 years as on 1<sup>st</sup> January
- If there is a change in your name and address or needs to be corrected

It's simple & easy - go to  
Designated Locations  
Your nearest Voters' Center  
Any Jeevan Centre across Delhi

Easy online enrolment : Log on to [www.ceodelhi.nic.in](http://www.ceodelhi.nic.in)  
Fill the form, attach the photograph and submit

**SPECIAL SUMMARY REVISION OF ELECTORAL**  
For full details, visit our website or call our helpline numbers  
[www.ceodelhi.nic.in](http://www.ceodelhi.nic.in) | Helpline Number  
**1950 or 23918888**

**OFFICE OF THE CHIEF ELECTORAL OFFICER, DELHI**  
Old St. Stephen's College Building, Kashmere Gate, Delhi - 110 008



# Mobile Applications



- Integrated mobile app was launched in all platforms i.e, android, apple and windows.
- The app offers 15 services to the electors and other stakeholders
  - ✓ 11 Voter services
- Users include public, political parties, candidates as well as officers and on the day of poll, even the polling personnel.
- The applications are developed with plug and play platform that are convenient to re-use and compatible for other states also

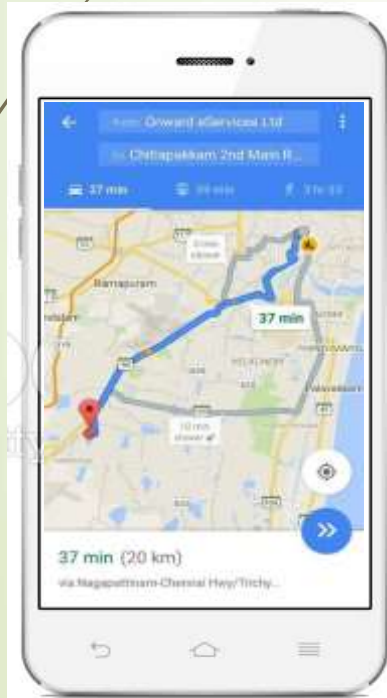


# KNOW YOUR POLLING STATION - GOOGLE MAP AND SMS SERVICES



- ✓ Online portal to get information about the polling station.
- ✓ For the first time in India, Interactive Google Map services provided in the Mobile App to get the geographical location of the polling station.
- ✓ SMS facility also provided to get polling station details.

## Google Map Service



## SMS Service



# SMS SERVICES- Engaging Voters

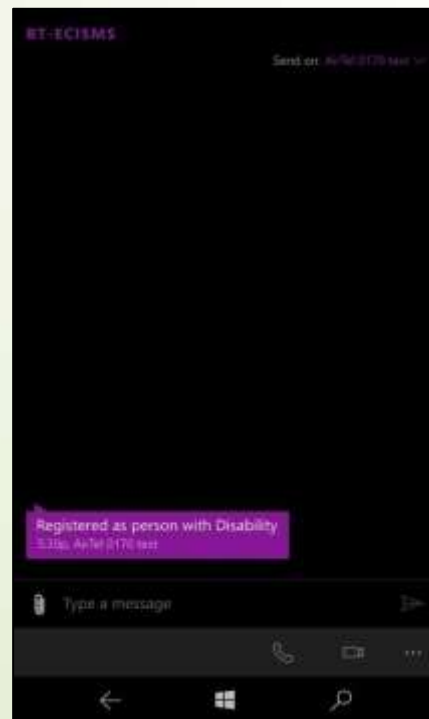


- ✓ SMS based service for E Voter List, Queue status checking, Poll monitoring and marking people as disabled were launched.
- ✓ SMS were sent to all 2 crores registered electors informing and involving them in poll process from nomination to poll day. The list of contesting candidates based on their AC was also sent through SMS. 6 crores SMS were sent.

## E Voter List



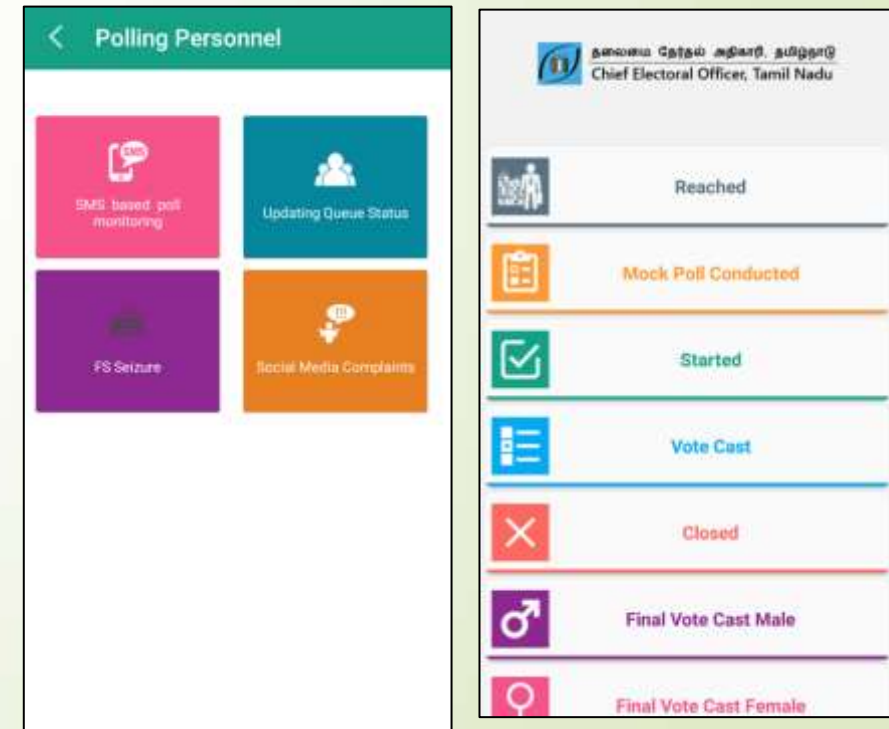
## Mark People as Disabled



## Awareness SMS



## Poll Monitoring – Mobile app





# MOBILE FACILITATION CENTERS WITH WIFI CONNECTIVITY



Trichy district – SVEEP – The Mobile Facilitation centre on wheels, equipped with personnel and a computer with internet connection. Voters can check their enrolment status, apply for duplicate EPIC, inclusion etc.

# Digital Publicity Vans- Cinema Theatres



## Direct Content up-linking



# Whats App- Messaging application

- MAXIMUM REACH
- First post 250
- First forward – 62 Thousand
- Second Forward 15.6 Million
- Third Forward 3.9 Billion



# SOCIAL MEDIA IN VOTER EDUCATION



# Social Media – Every One wants to speak



# SOCIAL MEDIA IN VOTER EDUCATION



## **Universality**

Most interactive and broad based public outreach platform.

## **Immediate Feedback**

Stake holders engagement in a two way communication.

## **Impartiality**

Transparency leading to credibility



facebook

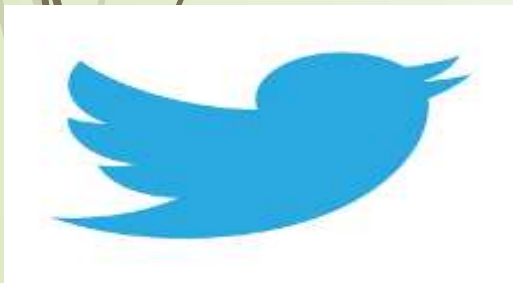
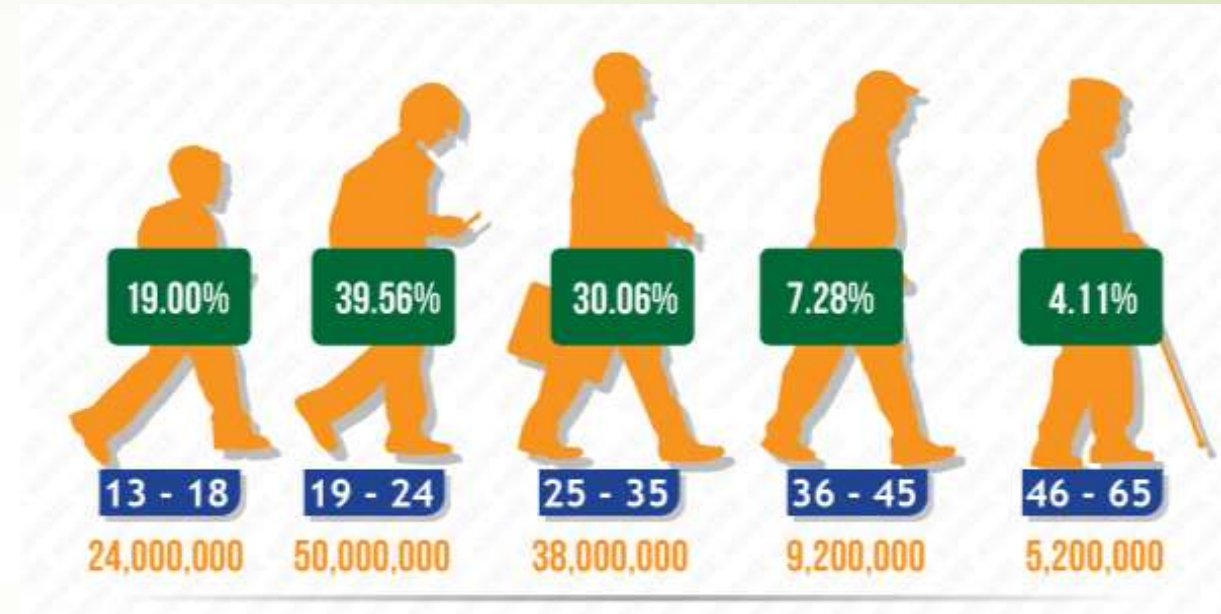
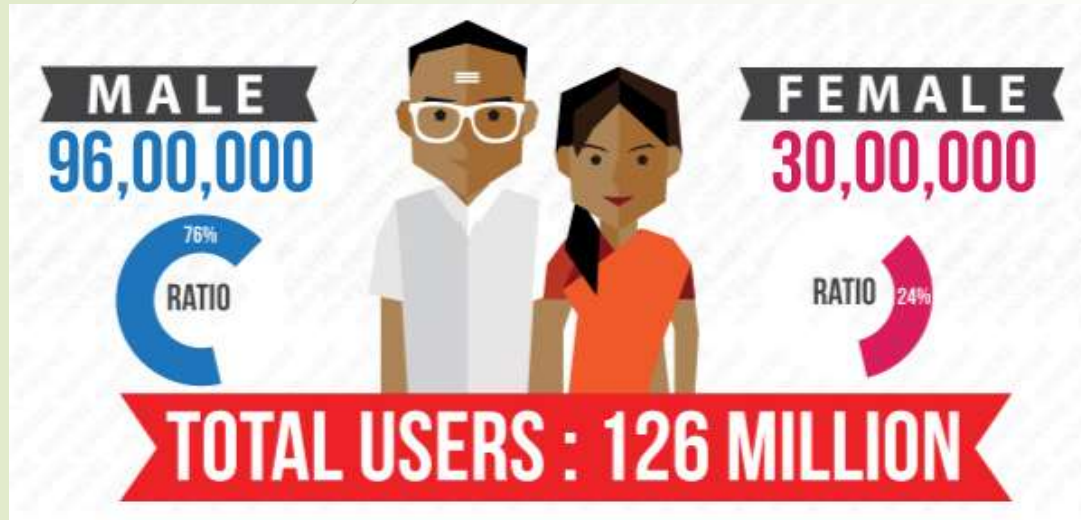


twitter



You Tube

# FACEBOOK USER'S GENDER AND AGE DISTRIBUTION



- ✓ 22.2 million – Twitter users in India
- ✓ Expected to grow by 16.5 per cent in 2018.

# LIVE TWITTER CHAT- PERISCOPE



Supported by Live tweet sessions and Facebook Live video chats with the CEO to dispel myths, and address any doubts the public may have with the electoral process.

**#AskTNCEO.**  
Special Twitter chat with  
the Chief Election Officer,  
Tamilnadu.  
Between 4 - 5pm  
16th March 2016.

@TNelectionsCEO  
www.elections.in.gov.in

TNelectionsCEO #TN100percent

**@dinkum**  
Or last time many corporate companies didn't announce holiday on election day. What did you do? ?

**@TNelectionsCEO**  
It will definitely be done this time.

**@PKumar007**  
Were all polling booths have CCTV Surveillance?

**@TNelectionsCEO**  
Around 20000 will be web streamed and another 10000 will be video recorded.

**@prakash @Rajini**  
I have voter id & get msg the voting venue by help centre number 1950, but don't have booth slip, can I vote?

**@TNelectionsCEO**  
Booth slip will be sent to you from 28-May onwards. Pl do vote.

**@Anandkumar**  
I heard that can apply voter-facilite cards, when I check @Shreeganesh said it is not there. Any plan?

**@TNelectionsCEO**  
Voter facilitation cards are different. There are B&U offices and Charma Corporation social offices.

**@PKumar007**  
What are the steps taken to stop donation of money before and on polling date?

**@TNelectionsCEO**  
We are watching all the bank transactions online. Income tax and other dept. r also gathering info. On ground checks r in place too.

**@mihirpals4**  
Can you simplify the process for getting voter id? And pls inform where to get back?

**@TNelectionsCEO**  
Pl visit any facilitation centre or apply online.

# FACEBOOK LIVE- Press Conference



# MEMES TO VOTE



**MEMES TO VOTE -CONTEST-**

Get TN to vote through your memes!  
Tweet / post your memes with #TN100percent  
and make your state proud!

**வாழ்த்துக்கள்!**  
@GuruChellakuty

செஞ்சு துப்ப மறைக்க  
குடுக்கிறான் "துட்ட"  
அது வளங்கிட்டு  
நீ போடாத "வேண்ட"

**வாழ்த்துக்கள்!**  
@optosaravana

காந்திய நோடல் கோடே,  
நாடல் தேடு,  
உன் வேண்டல் தேடு.

**வாழ்த்துக்கள்!**  
@sengodan4

அவசரத்துக்கு  
நகை நட்பை அடமானம்  
வைக்கலாம்...  
நாட்டையா அடகு வைப்பது?  
சிந்திச்சீ... செயல்படுசீ...

**வாழ்த்துக்கள்!**  
@sengodan4

அவசரத்துக்கு  
நகை நட்பை அடமானம்  
வைக்கலாம்...  
நாட்டையா அடகு வைப்பது?  
சிந்திச்சீ... செயல்படுசீ...

**வாழ்த்துக்கள்!**  
@pandiyar\_cool

வேட்டு போடுறவன் மனுசன்,  
பணம் வளங்காம வேட்டு  
போடுறவன் பெரிய மனுசன்.

Dear Winner, Please mail your EPIC number  
and contact details to [qa@elections@gmail.com](mailto:qa@elections@gmail.com)

#TN100percent

# Content Is Most Important-ELECTION QUIZ



**QUIZ**  
—CONTEST—

Q1 In which year was the voting age reduced from 21 to 18 years and how?

Surprise gift! for early bird answers.

@TheInfoCQ #TNEQ #TNI100percent

**#TNEQ**  
—QUIZ CONTEST—

Q2 The indelible ink was introduced in which elections?

Surprise gift! for early bird answers.

@TheInfoCQ #TNEQ #TNI100percent

**WINNERS**  
(Selected through Facebook)

SENTHILKUMAR PRITHVI G KRISHNA DYNANAR

@prithvi\_g @krishna\_dynanar

@TheInfoCQ #TNEQ #TNI100percent

**#TNEQ**  
—QUIZ CONTEST—

Q3 Which was the Tamil movie produced by Sivaji Ganesan to popularize his Political Party Thamizhaga Munnetra Munnani?

Surprise gift! for early bird answers.

@TheInfoCQ #TNEQ #TNI100percent

**#TNEQ**  
—QUIZ CONTEST—

Q4 If alphabetically ordered, what are the first and last districts of Tamilnadu?

Surprise gift! for early bird answers.

@TheInfoCQ #TNEQ #TNI100percent

**WINNERS**  
(Selected through Twitter)

HARISHANKAR SUBA SHAM KADIAS HISS

@harishankar @suba\_sham @kadias\_hiss

@TheInfoCQ #TNEQ #TNI100percent

**WINNERS**  
(Selected through Facebook)

HARISHANKAR SUBA SHAM KADIAS HISS

@harishankar @suba\_sham @kadias\_hiss

@TheInfoCQ #TNEQ #TNI100percent

# REMINDERS AND NEWS FEEDS ON PROMOTION



Online Reminders sent on Facebook and Twitter to all residents of the state 1 day before the elections.



# FACEBOOK REMINDER



Tamil Nadu Assembly Elections 2016



**May 16th is Polling Day**

Your vote will make the difference.

Let's vote to make #TN100percent.

Click below to find your polling station  
& share this message with all

[Find Your Poll Station](#)

# TWITTER E-CARDS





# NO NOTE FOR VOTE



# ETHICAL VOTING



Leveraging celebrities

Citizen Videos

# CITIZEN PARTICIPATION



## Lucknow



## SVEEPing the entire state Voter Awareness Expresses delight one & all

'Eye-catching, informative, smart, charming and oh-so-cool' were some of the expressions of delight used by the public who witnessed the colourful buses christened as 'Voter Awareness Express' drive past them!

Aiming to reach out to the last voter, a novel concept has been initiated for National Voters' Day 2014 in Uttar Pradesh. Buses christened as Voter Awareness Express were rolled out from 7 locations across the State on the 17th of January; all of them to converge on the State capital Lucknow by 25th January for NVD celebrations.

This idea was mooted to create voter awareness. Given the enormity of the State as also its electorate, seven routes were planned to cover the entire State. It was decided that the buses would reach each district along its route by morning and then ferry NSS volunteers and NSS coordinators of the district along with local talent and regional icons to different pre-decided venues. Here, they would enact programmes on

voter awareness to enthuse the voters and provide information.

The seven buses from were decorated with slogans on voter awareness. The intent was to make the voter aware of ethical voting and None of The Above (NOTA) option, besides conveying motivational messages for the youth and women voter to participate in elections. The buses also provided information on means for voters to check their names on the electoral rolls and also on functioning of EVMs in order to make the prospective voter more comfortable with them.

The seven Voter Awareness Vehicles were flagged off on 17th January from Lucknow University jointly by Prof.S.B.Nimbse, Vice-Chancellor, Lucknow University and Mr. Umesh Sinha, Chief Electoral Officer U.P. Each Voter Awareness Express was to follow a definite route chart and time schedule.

"The entire journey of the seven Voter Awareness Expresses has

# Other Initiative



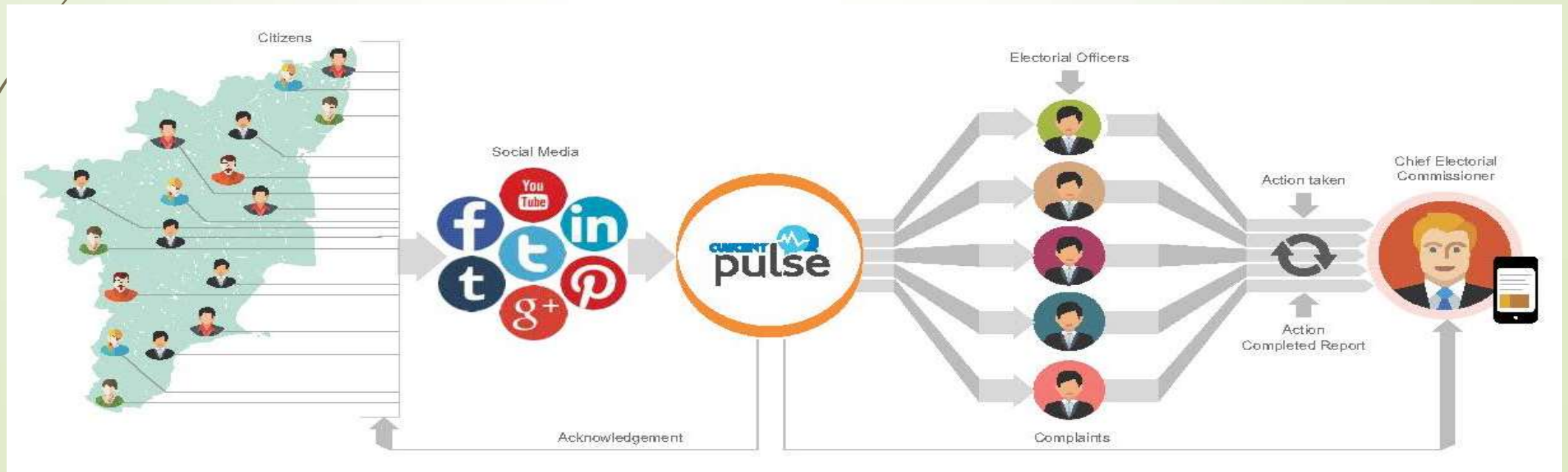
- ✓ Creation of Youth Corner – providing variety of information like hosting winning entries from Young Voter festival, creations for social media interventions, contact details of BLOs, Campus Ambassadors and Nodal Officers
- ✓ Special caller tunes created for Elections
- ✓ Dedicated YouTube channel and Digital Library for access to audio-visual creatives on elections and voting



# ELECTION WATCH



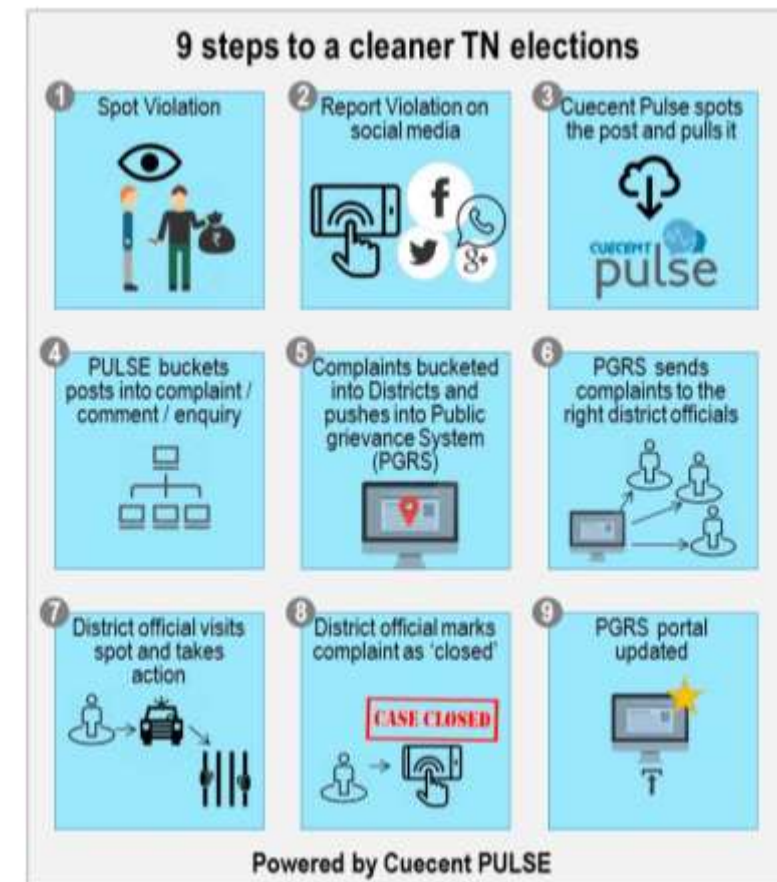
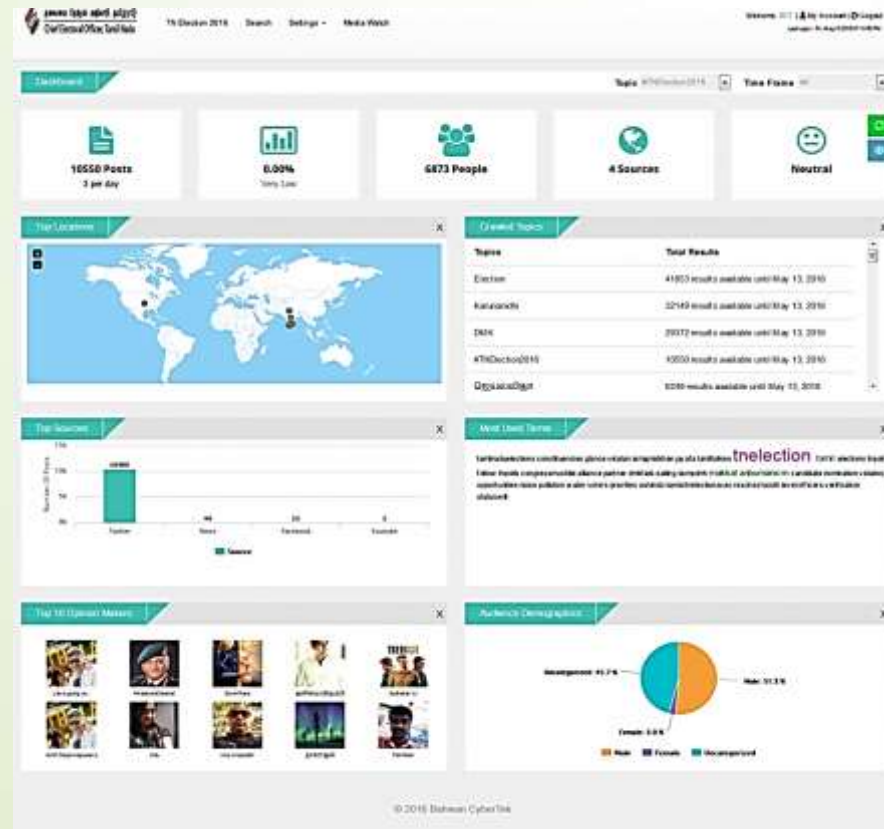
- ✓ Launched fine tuned mobile app and web application to monitor poll-related posts on various platforms such as Facebook, Twitter and other social media channels.
- ✓ Monitors texts, images, audios and videos on all social media platforms.
- ✓ Automated social listening-cum-analyzing software that senses sentiments also.



# PULSE – SOCIAL MEDIA LISTENING SOLUTION



- ✓ Live dashboard provided to see the incoming feeds/complaints/enquiries on a real-time basis.
- ✓ The complaints were automatically registered with PGRS to ensure immediate action and qualitative disposal.



# QUEUE MANAGEMENT SYSTEM



- ✓ Online service was provided to the public to know the current queue status at the polling station.
- ✓ SMS Facility – SMS Q<EPIC NUMBER> to 1950 to know the queue status through SMS.

## Updating Queue Status



1. Enter no. of people in queue

2. Click on "Update" to update status

3. Duration since last update with time stamp

# WHEELCHAIR BOOKING




- ✓ Online facilitation provided through both web and mobile applications to book a wheel chair for a person with disability or old aged people to get accessible polling stations and required support.
- ✓ Wheelchair and required people's help were provided at polling stations to the disabled people.
- ✓ 10,000 wheelchairs were provided to the PFOs.





# 360 degree Grievance redressal system

- Unification of all complaint channels
    - Web, E mail, Mobile, messaging applications
  - Using mobile technology and back end mapping for instantaneous communication to grievance redressing officer
  - Online tracking and feedback by complainant
  - Transparency – Details available for every one to peruse
  - Automatic escalation to next higher officer in case of delay
- 

# ELECTION RESULTS



**Tamil Nadu Assembly Elections Results - 2016**

For interactive results display and past results since 1967 visit <http://elections.tn.gov.in/Results.aspx>

@TNElectionsCEO TNElectionsCEO

**TNElectionsCEO**  
May 19 at 3:34pm · v8

The numbers, as of 2:26 pm. For updates, pls visit [elections.tn.gov.in/Results.aspx](http://elections.tn.gov.in/Results.aspx). #TNElection2016

Party	Win	Leading	Total
Indian National Congress	5	1	6
All India Anna Dravida Munnetra Kazhagam	16	16	32
Dravida Munnetra Kazhagam	10	16	26
Indian Union Muslim League	4	1	5
Parvati Hakkal Kallu	0	1	1
Puthiya Tholigal	0	1	1
<b>Total</b>	<b>16</b>	<b>34</b>	<b>50</b>

**Partywise Vote Share**

Please consider these are the results upto the time of the screenshot.

- Indian National Congress
- All India Anna Dravida Munnetra Kazhagam
- Dravida Munnetra Kazhagam
- Indian Union Muslim League
- Parvati Hakkal Kallu
- Puthiya Tholigal
- Others

72 likes, 23 shares

# ICT for Convenience and Engagement

Pl scan this  
QR code and  
Give us your  
feed Back



**THANK YOU**