



ETHICAL VOTING

UMESH SINHA
DY ELECTION COMMISSIONER
RAJESH LAKHANI
CEO TN

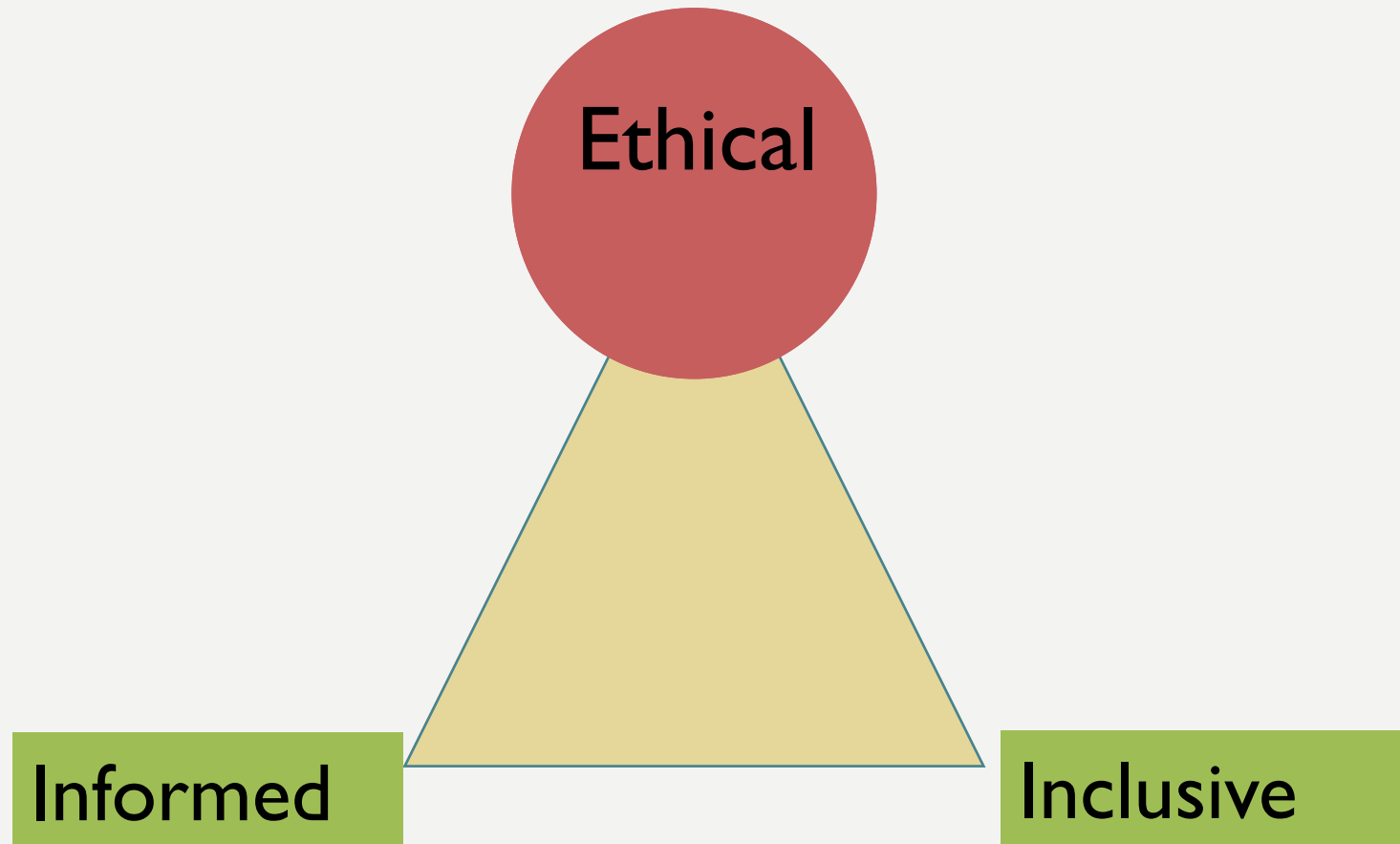
ETHICAL VOTING - DEFINITION

Nothing is more integral to democracy than **voting**. Most people believe that every citizen has the civic duty or moral obligation to **vote**, that any sincere **vote** is morally acceptable, and that buying, selling, or trading votes is inherently wrong.

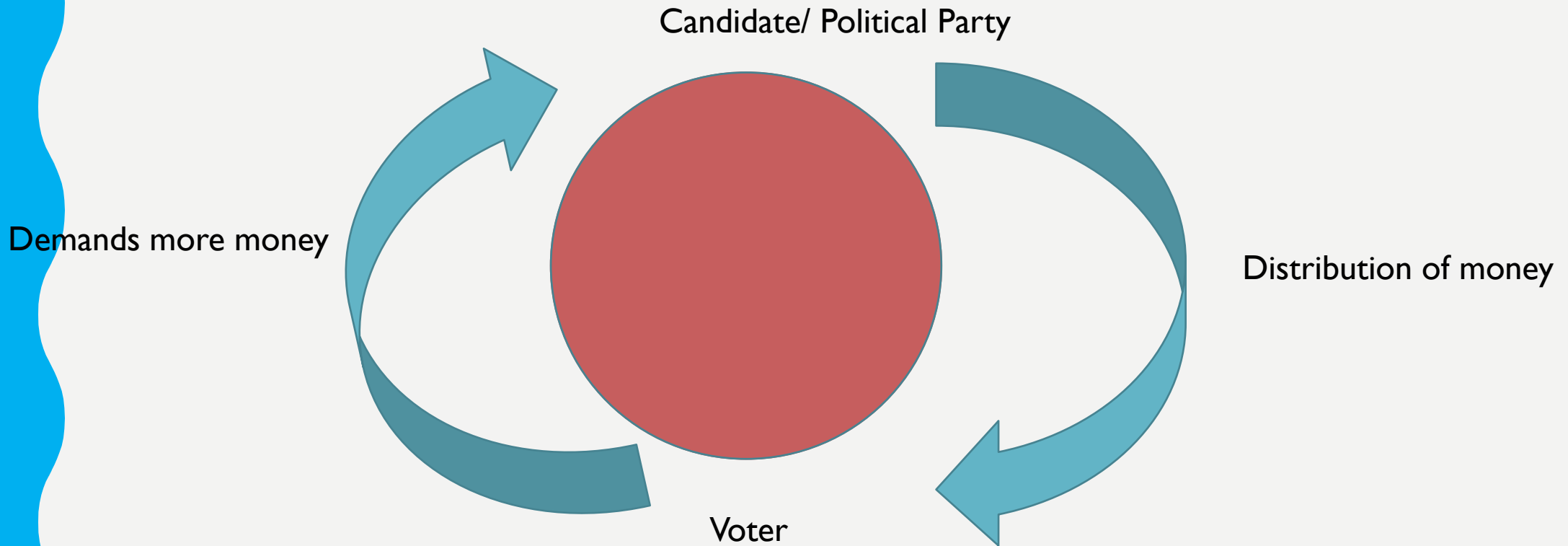
ETHICAL PRINCIPLES OF ELECTION ADMINISTRATION

- Demonstrate respect for Law
- Must be non partisan and neutral
- Must be transparent
- Must be accurate and designed to serve the voters

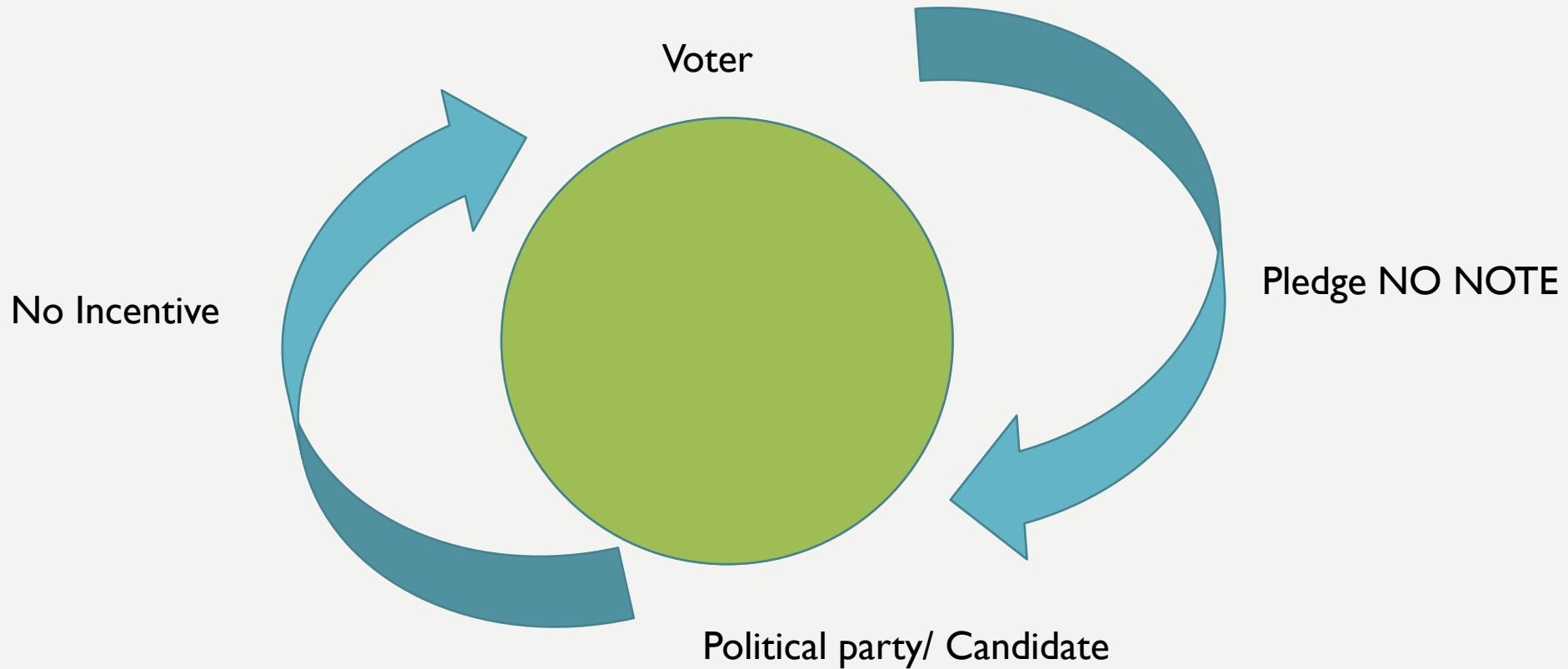
THREE DIMENSIONS OF ELECTORAL PARTICIPATION



VICIOUS CYCLE



VIRTUOUS CYCLE



ETHICAL AND INFORMED VOTING

- Buying, selling, or trading votes is inherently wrong.
- Don't be induced into voting for money
- Don't be induced into voting on caste and religious lines
- Vote for right candidate
- Vote without fear
- Giving as well as taking bribe for voting is an electoral offence and punishable under law with one year imprisonment

LEGAL PROVISIONS AT A GLANCE

Indian Penal Code 1860

Sec.171 B –
Bribery

Sec.171 E –
Provision of
punishment

Sec. 171 C –
Undue
influence at
election

Sec. 171 F -
Provision of
punishment

Sec.171 H -
Illegal
payments
and
punishment

LEGAL PROVISIONS AT A GLANCE

Representation of People Act, 1951

Sec. 8, 8A

Disqualification on conviction for certain offences (promoting enmity on ground of religion, race, language, etc), on ground of corrupt practices

Sec. 9, 9A, 10

Disqualification for corruption or disloyalty, for Government contracts, etc. office under Government company, for failure to lodge account of election expenses.

Sec. 11A.

Disqualification arising out of conviction and corrupt practices

MODEL CODE OF CONDUCT

- The Model Code of Conduct for guidance of political parties and candidates is a set of norms which has been evolved with the consensus of political parties who have consented to abide by the principles embodied in the said code and also binds them to respect and observe it in its letter and spirit.
- The salient features of the Model Code of Conduct lay down how political parties, contesting candidates and party(s) in power should conduct themselves during the process of elections i.e. on their general conduct during electioneering, holding meetings and processions, poll day activities and functioning of the party in power etc.
- MCC comes into operation from the day ECI announces the program for election in a constituency.
- Developed for maintaining a healthy and peaceful atmosphere conducive to the conduct of smooth elections
- Also, provides level playing field for all parties.

SVEEP (SYSTEMATIC VOTER' EDUCATION AND ELECTORAL PARTICIPATION)

- Started by Election Commission of India during 2009
- Multi Intervention programme
- Reaches out through different modes and media
- To educate citizens electors and voters about the electoral process in order to increase their awareness and participation
- Is designed according to the socio – economic, cultural and demographic profile of the State as well as history of electoral participation in previous rounds of elections and learning thereof

A Look at the Numbers



* As on 30th July, 2015

CASE STUDY

ETHICAL VOTING – THE CAMPAIGN

- Create awareness among the voters by educating them to cast their votes without any inducement
- Spreading awareness messages such as
 - ✓ “Vote with consciousness”
 - ✓ “Vote without Note”
 - ✓ “No Vote for Note”

ETHICAL VOTING – THE CAMPAIGN

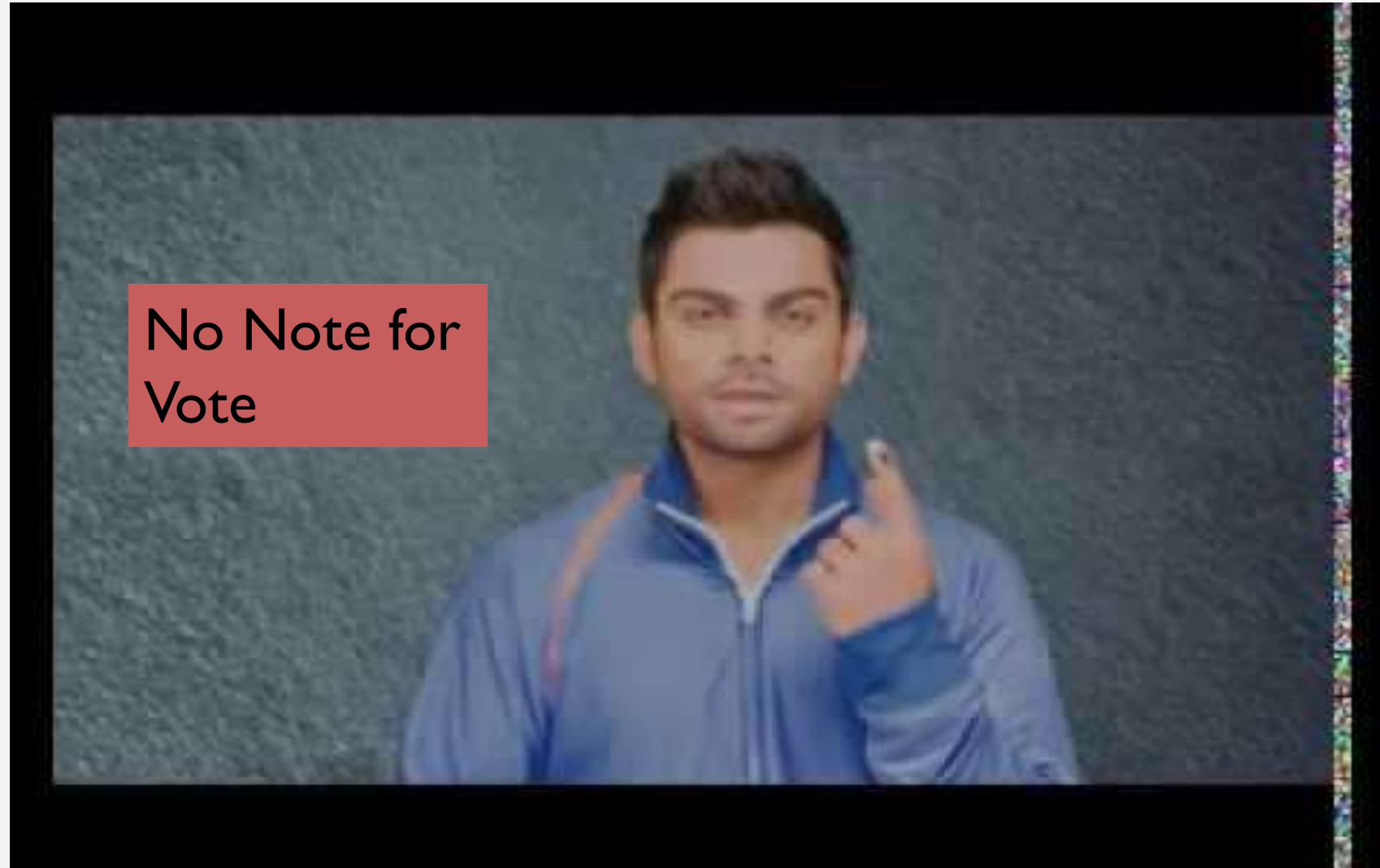
- The provision for imprisonment for receiving bribe for vote – was published widely by posters, media etc.,
- Ethical voting pledge was taken by candidates during nomination and the same was widely disseminated in all media.
- Mass Ethical voting pledge was taken throughout the state by all stake holders

CELEBRITY ENDORSEMENT

Tomorrow,
the biggest
festival of a
democracy
begins
1 day to go



VIRAT KOHLI- CRICKETER



No Note for
Vote



CHIEF ELECTORAL OFFICER, DELHI
www.ceodelhi.nic.in
Helpline No. 1800-111-400 or 1950

**MAKE AN
INFORMED
CHOICE.**





my VOTE makes my FUTURE

**my vote
is NOT
for sale**

BRIBING THE VOTER IS ILLEGAL

Issued by
OFFICE OF THE CHIEF ELECTORAL OFFICER, NAGALAND
Helpline No. 1950 (Toll Free)

For more information log on to
www.ceonagaland.nic.in

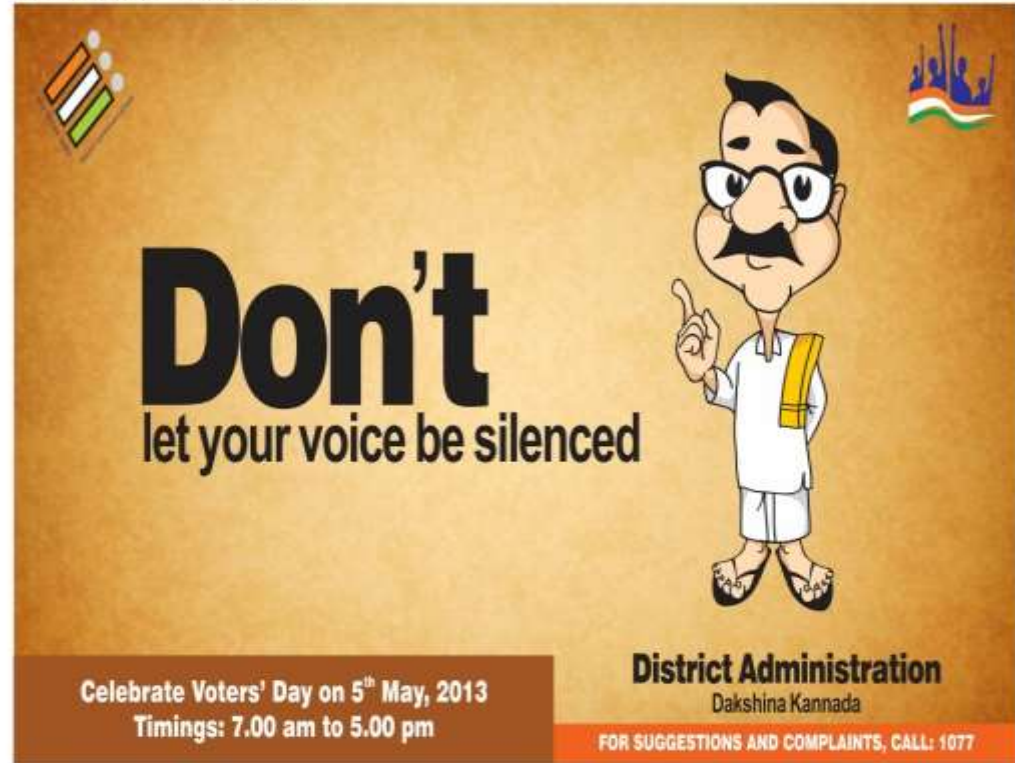
Vote for the future
Responsibly

Cast your valuable vote **it makes a difference**

Issued by
OFFICE OF THE CHIEF ELECTORAL OFFICER, NAGALAND
Helpline No. 1950 (Toll Free)




For more information log on to
www.ceonagaland.nic.in

DK Election Hoarding - Ethical (English) - Option 1



DK Election Hoarding - Ethical (English) - Option 1

Don't
let your voice be silenced



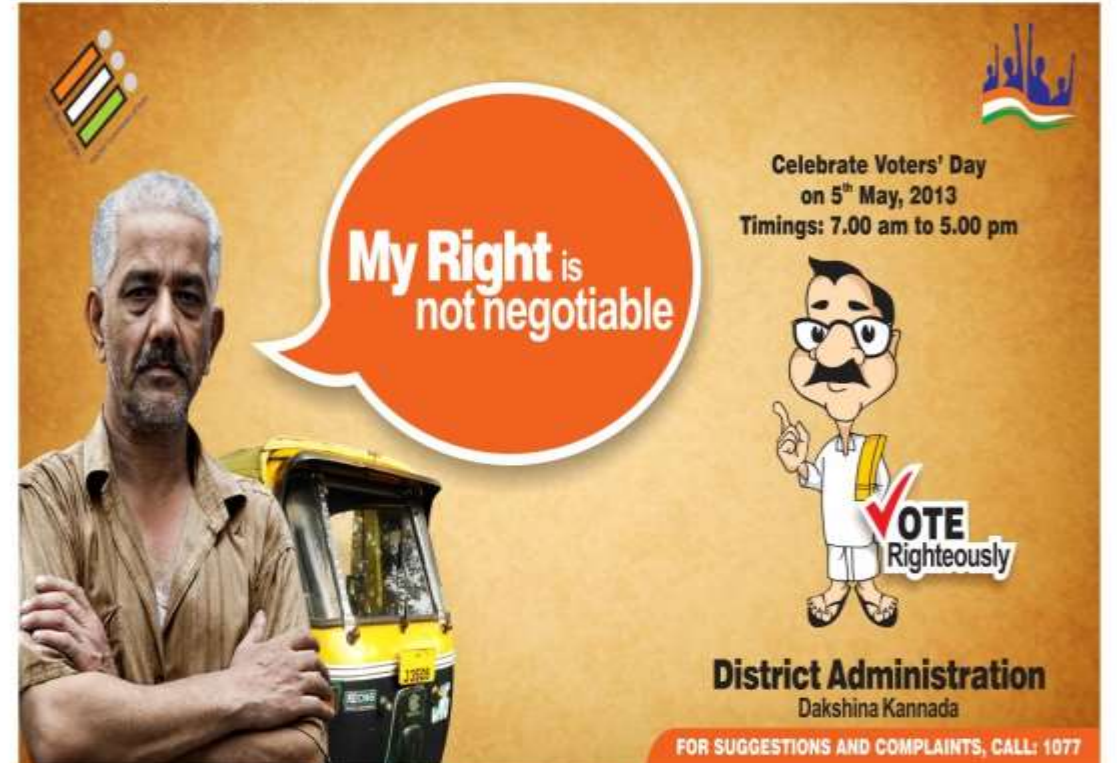
District Administration
Dakshina Kannada

Celebrate Voters' Day on 5th May, 2013
Timings: 7.00 am to 5.00 pm

FOR SUGGESTIONS AND COMPLAINTS, CALL: 1077

magnumintergrafiks





DK Election Hoarding - Ethical (English) - Option 4



DK Election Hoarding - Ethical (English) - Option 4

Celebrate Voters' Day
on 5th May, 2013
Timings: 7.00 am to 5.00 pm

My Right is
not negotiable



VOTE
Righteously

District Administration
Dakshina Kannada

FOR SUGGESTIONS AND COMPLAINTS, CALL: 1077

magnumintergrafiks

DK Election Hoarding - Motivational (Babarna) (English) - Option 1



Electing able candidate is your responsibility



Celebrate Voters' Day on 5th May, 2013
Timings: 7.00 am to 5.00 pm

District Administration
Dakshina Kannada

FOR SUGGESTIONS AND COMPLAINTS, CALL: 1077

magnumUntergrafska

DK Election Hoarding - Motivational (Youth) (English) - Option 2



Responsibility begins here



Celebrate Voters' Day on 5th May, 2013
Timings: 7.00 am to 5.00 pm

District Administration
Dakshina Kannada

FOR SUGGESTIONS AND COMPLAINTS, CALL: 1077

magnumUntergrafska

DK Election Hoarding - Motivational (Youth) (English) - Option 1



Exercise your right wisely



Celebrate Voters' Day on 5th May, 2013
Timings: 7.00 am to 5.00 pm

District Administration
Dakshina Kannada

FOR SUGGESTIONS AND COMPLAINTS, CALL: 1077

magnumUntergrafska

DK Election Hoarding - Ethical (English) - Option 2



My Vote is not for sale



Celebrate Voters' Day
on 5th May, 2013
Timings: 7.00 am to 5.00 pm

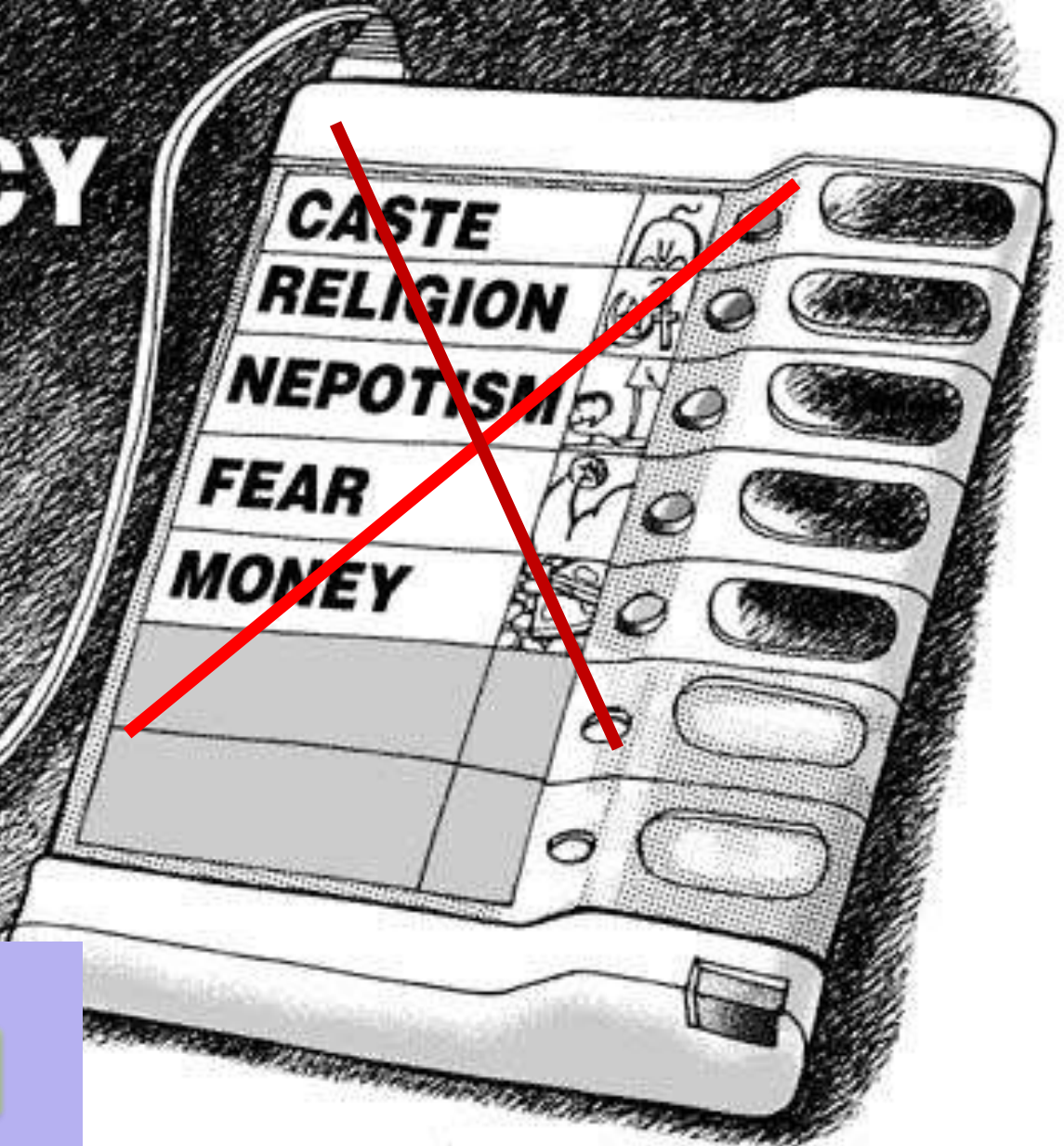


District Administration
Dakshina Kannada

FOR SUGGESTIONS AND COMPLAINTS, CALL: 1077

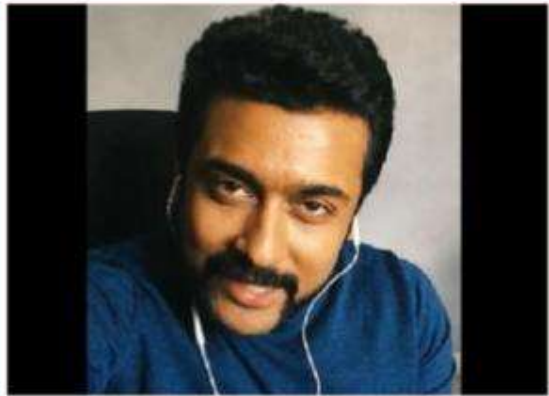
magnumUntergrafska

to strengthen
DEMOCRACY
do
cast
your
VOTE



Thank You

CELEBRITY VIDEOS TO CREATE AWARENESS



DUBSMASH VIDEO
WITH ACTOR SURYA
TO PROMOTE
#TN100PERCENT



ACTOR SURYA
PROMOTING
THE #TN100PERCENT
CAMPAIGN



CRICKETER DINESH
KARTHICK AND HIS
WIFE DIPIKA
PALLIKAL
PROMOTING
THE #TN100PERCENT
CAMPAIGN

NO NOTE FOR VOTE



CELEBRITY VIDEO MESSAGES



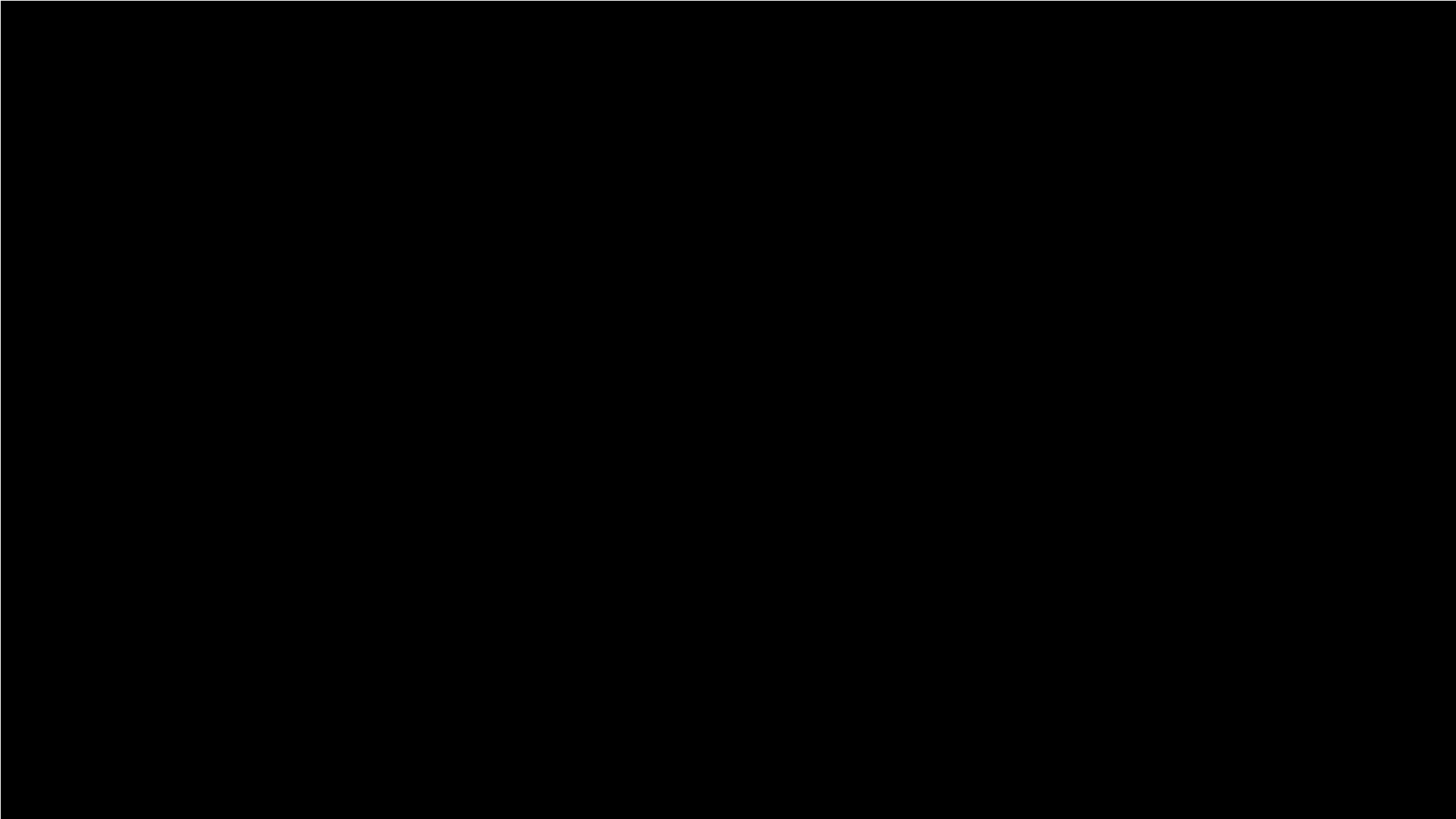
CELEBRITY VIDEO MESSAGES



CITIZEN PARTICIPATION



CELEBRITY VIDEO





BUS SHELTERS



SHOPPING BAGS



MILK SACHETS



PLASTIC BAGS

TN 100 PERCENT



SVEEP Buses



REACHING OUT TO PARENTS THROUGH THEIR WARDS





ELECTORS AND CANDIDATES PLEDGE FOR ETHICAL VOTING



1,64,32,213
pledges

1,07,517
locations

TN creates
history.

Thank you, TN
for your commitment to
#100percentEthicalVoting.
Let's create another
history on May 16.
#TN100percent

**NO NOTE
FOR VOTE**

@TN100percentCEO #TN100percent

ETHICAL VOTING – PLEDGE BY CANDIDATES

- For the first time in Indian elections, the contesting candidates were requested to take a pledge on ethical voting while filing their nomination to ensure a free and fair election without any inducement



Candidates taking ethical voting pledge

ETHICAL VOTING – PLEDGE BY CANDIDATE

PLEDGE BY CANDIDATES

I, Mr/Mrs, who has filed nomination as contesting candidate toAssembly constituency in the District for the General Elections to Tamil Nadu Legislative Assembly, 2016, having faith in democracy, hereby pledge to uphold the democratic traditions of my country and the dignity of free, fair and peaceful elections. I also promise to canvass for votes in this election honestly, without unduly influencing the voters on basis of religion, cast, language, etc.

I am aware that voting is the democratic right and duty of every voter and votes are not for sale. I am also aware that inducing voters with money or material is an offence. I also promise to help in the conduct of 100% honest election and will not permit my supporters to indulge in any malpractice.

நேர்மையான தேர்தல் வேட்பாளர் உறுதிமொழி

தமிழ்நாடு சட்ட மன்ற பொதுத் தேர்தல் 2016, மாவட்டம்,
..... சட்டமன்ற தொகுதியில்

போட்டியிடுவதற்காக வேட்பு மனு தாக்கல் செய்துள்ள திரு/ திருமதி..... ஆகிய நான் ஜனநாயகத்தின் மீது இணங்கி நடக்கும் நம்பிக்கை கொண்டுள்ளேன், நம் நாட்டின் ஜனநாயக மரபுகளையும், சுதந்திரமான, நியாயமான மற்றும் அமைதியான தேர்தல்களின் மாண்பையும் நிலைநிறுத்துவேன் என்றும், மேலும் தேர்தலில் அச்சமின்றியும், மதம், இனம், சாதி, வகுப்பு, மொழி ஆகியவற்றின் தாக்கங்களுக்கு ஆட்படாமலும் அல்லது எந்தவொரு தூண்டுதலுமின்றியும் வாக்கு சேகரிப்பேன், என்றும் உறுதி மொழிகிறேன்.

- > வாக்களிப்பது அனைவரின் ஜனநாயக உரிமை மற்றும் கடமை என்பதையும்
- > எவருடைய வாக்கும் விற்பனைக்கு அல்ல என்பதையும்
- > வாக்கிற்காக வாக்காளர்களுக்கு பணமோ, பொருளோ கொடுப்பதும், பெறுவதும் குற்றம் என்பதையும் நான் அறிவேன். எனவே பணமோ, பொருளோ அல்லது வேறு எந்த வித தூண்டுதலோ இன்றி 100 % நேர்மையாக தேர்தல் நடக்க நான் முழு மனதுடன் ஒத்துழைப்பேன் என்றும் இதுபோன்ற செயல்களில் நானோ என்னைச் சார்ந்தவர்களோ ஈடுபட அனுமதிக்க மாட்டேன் என்றும் உறுதி கூறுகிறேன்.

ETHICAL VOTING - PLEDGE BY VOTERS

Hospitals



Villages



CEO'S PORTAL – RECENT EVENTS IN PLEDGE



தலைமை தேர்தல் அதிகாரி, தமிழ்நாடு
Chief Electoral Officer, Tamil Nadu

[HOME](#) [CONTACT US](#) [OUR SERVICES](#) [RTI](#) [CEO'S LIST](#) [VENDOR'S LOGIN](#) [OFFICER'S LOGIN](#)


PRESS RELEASES

From the Chief Electoral Officer (Dt.19th April 2016)
19th April 2016

Violation of Election Rules - Flying Squad seized gold ornaments, Cigarettes and unaccounted cash
18th April 2016

Recent Event in Pledge


Election Commissioner Message



RECENT POSTER

TN Assembly Elections-2016 Results
[Click Here](#)

YOUR VOTE COUNTED
TN Election 2016 Results



ETHICAL VOTING - PLEDGE BY VOTERS

Panchayat Offices



Colleges





CEO'S PORTAL – RECENT EVENTS IN PLEDGE

Recent election related events were made available to public in the CEO's portal.

The screenshot shows the website of the Chief Electoral Officer, Tamil Nadu. The header includes the Tamil Nadu state emblem and the text 'தலைமை தேர்தல் அதிகாரி, தமிழ்நாடு' and 'Chief Electoral Officer, Tamil Nadu'. Navigation links include HOME, CONTACT US, OUR SERVICES, RTI, CEO'S LIST, VENDOR'S LOGIN, and OFFICER'S LOGIN. A search icon is also present.

The main content area is divided into three columns:

- PRESS RELEASES:** Lists two releases: 'From the Chief Electoral Officer - specifications prescribed for submission of photograph of the candidates - English Version' dated 20th April 2016, and 'From the Chief Electoral Officer (Dt.19th April 2016)' dated 19th April 2016.
- Recent Event in Pledge:** Features a large photo of a group of people, including officials and candidates, gathered around a table. Below the photo is a caption in Tamil: 'இன்று (10.5.2016) தலைமை தேர்தல் அதிகாரி தமிழ்நாடு சட்டப்பிள்ளை பொழுது போட்டி, வர்ணாக்கல் விவரங்களை வர்ணாக்கல் செய்தல். தலைமை தேர்தல் அதிகாரி திரு.சு.சி. சிவசுந்தரன், இ.ஆ.அ. அலுவலர் தலைமையில், டாக்டர் அழகர்சாமி & ஹரிமொழி எழுந்தருளினார். உடல் உருமல் தலைமை தேர்தல் அலுவலர் திரு.சி.சுந்தரன், இ.ஆ.அ., இலாபநாயகம் தேர்தல் அதிகாரிகள் திரு.அழகர்சாமி, இ.ஆ.அ., மற்றும் திரு.அ.சி.சுந்தரன், இ.ஆ.அ., ஆதித்யன் & சிவசுந்தரன்.'
- RECENT POSTER:** Displays two posters: 'TN Assembly Elections-2016 Results' with a 'Click Here' button, and 'YOUR VOTE COUNTED' with an illustration of people.

ETHICAL VOTING – PLEDGE BY VOTER

VOTER'S PLEDGE ON ETHICAL VOTING

I, the citizen of India, having faith in democracy, hereby pledge to vote ethically upholding the democratic traditions of my country and the dignity of free, fair and peaceful elections. I promise to vote in this election honestly, fearlessly and without taking money and without being influenced by any undue inducement. If I come to know of any malpractices, I shall bring it to the notice of electoral authorities for taking up corrective actions.

நேர்மையாக வாக்களிக்க வாக்காளரின் உறுதிபொயி

ஐனநாயகத்தின் மீது நம்பிக்கையுடைய இந்தியக் குடிமகனாகிய நான், என் நாட்டின் ஐனநாயக மரபுகளையும், சுதந்திரமான, நியாயமான மற்றும் அமைதியான தேர்தல் மாண்பையும் நிலைநிறுத்துவேன் என்றும், மேலும் இத்தேர்தலில் அச்சமின்றியும், பணமோ, பொருட்களோ பெறாமலும், எந்தவொரு தூண்டுதலுக்கும் உட்படாமலும் நேர்மையாக சிந்தித்து வாக்களிப்பேன் என்றும் உளமார் உறுதி ஏற்கிறேன். தேர்தல் விதிமீறல்கள் குறித்த எந்த செயல் பற்றியும் நான் அறிய வந்தால், அதனை தேர்தல் அதிகாரிகளிடம் தெரிவித்து உரிய நடைமுறைக்கு உட்படுத்துவேன் என்றும் உறுதி ஏற்கிறேன்.

ETHICAL VOTING – THE CAMPAIGN

For improving Voter turnout and ensuring Ethical Voting practice

- ✓ Mass Ethical voting pledge was taken throughout the state by all stake holders on 10-05-2016 and a record 160,95,163 persons took the pledge.
- ✓ 107,517 pics uploaded on website



THANK YOU