

# आयुक्तालय कॉलेज शिक्षा, राजस्थान, जयपुर

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क्रमांक: एफ.8(8)विविध/एनएसएस/आकाशि/2023/

दिनांक: 26 फरवरी, 2024

प्राचार्य,  
राजरत राजकीय/निजी महाविद्यालय,  
(एन.एस.एस. से सम्बद्ध)  
राजस्थान।

सन्दर्भ :- सशक्त एवं मजबूत लोकतन्त्र के लिए राजस्थान के समस्त पात्र नागरिकों की नैतिक  
चूनावी भागीदारी के सम्बन्ध में।

Ref: Praveen Gupta IAS, Chief Electoral Officer & Ex-officio Principal Secretary,  
Election Department, Government of Rajasthan D.O. No. F.4(3)(3)SVEEP/ Elect/  
2020/1489 Dated 20.02.2024.

महोदय,

उपरोक्त विषयान्तर्गत भारत सरकार द्वारा लोक सभा चुनावों में प्रदेश से ज्यादा से ज्यादा मतदाता  
भाग लेने एवं प्रचार प्रसार करवाने हेतु ECI ने 2011 से एक प्रमुख कार्यक्रम Systematic Voters'  
Education and Electoral Participation (SVEEP) तैयार किया है।

अतः सन्दर्भित पत्र की प्रति संलग्न कर दिये गये निर्देशों की पालना करवाया जाना सुनिश्चित करे।

संलग्न - उपरोक्तानुसार।

प्रतिलिपि -

- सम्बन्धित जिला समन्वयक, राजस्थान को प्रेषित कर लेख है कि सन्दर्भित पत्र में दिये गये  
निर्देशानुसार आपके अधीन महाविद्यालयों में पालना करवाया जाना सुनिश्चित करें।
- वेब साइट प्रभारी, आयुक्तालय कॉलेज शिक्षा राजस्थान, जयपुर को अपलोड हेतु।

(**डॉ. कृष्ण कुमार कुमावत**)  
राज्य समन्वयक  
युवा कौशल एवं विकास प्रकोष्ठ

Signature valid

Digitally signed by **Krishan Kumar  
Kumawat**  
Designation : Assistant Professor  
Date: 2024.02.26 14:48:40 IST  
Reason: Approved

90  
23/2/24

**Praveen Gupta**  
IAS



967  
21/02/24

**Chief Electoral Officer &  
Ex-officio Principal Secretary**  
Election Department  
Government of Rajasthan

D.O. No. F.4(3)(3)SVEEP/ELEC/2020 1489

Dated: 20.2.24

Coordinator  
CNSS/1  
23/2/24  
JD(Acad)  
As you are aware, the office of Chief Electoral Officer works under superintendence, direction and control of Election Commission of India and has been mandated to conduct elections to the offices of the President and the Vice President of India and Parliamentary and Assembly elections in the state. The vision adopted by us is "Informed and ethical electoral participation by all eligible citizens of Rajasthan for a thriving and robust democracy".

22/2  
In order to bring awareness amongst citizens and to educate and motivate them for increased electoral participation, ECI has devised a flagship programme Systematic Voters' Education and Electoral Participation - SVEEP since 2011.

✓ CCE  
The objective of the SVEEP program is to identify unregistered 18+ youth and enroll them to the Voters' list, to purify the electoral roll, to bridge the Gender gap in the electoral roll, to enhance the voter turnout during elections and to educate the masses about EVM-VVPAT usage and assure them about its robustness and tamper proof.

JS, TE  
JS, HE  
✓  
In order to achieve these objectives, it is imperative that all sections of society are reached effectively and efficiently and to reach to different citizen groups, which can further act as catalyst to motivate and influence for proactive electoral participation. For this purpose, I solicit active support of your department to build strategic partnership to support these initiatives and help us reach out to different citizen groups for awareness and motivation through various departmental activities and services.

21.2.24  
I request you to nominate a Nodal Officer at state level and one at each district to effectively consolidate the programme interventions and objectives. In this connection, you are also requested to support our program by:

1. Motivating and encouraging all staff and their eligible family members to get enrolled and participate in elections on poll day.
2. To help identify persons, who are not enrolled and motivate and encourage them to enroll them using Voter Helpline App (VHA) or National Voter Services Portal (NVSP) or BLO App.
3. To ensure that all eligible students are registered in the electoral roll.
4. To ensure that all students of the age 17+ in educational institutions and those residing in hostels for their advance application for registration on the next qualifying date, i.e., 1st January, 1st April, 1st July and 1st October
5. To motivate and encourage all to check their names to ascertain whether their names are in the Electoral Roll, if not, to get enrolled using VHA app.
6. To strengthen Electoral Literacy Clubs (ELCs) and ensure that regular voter awareness activities are effectively carried out through various engaging mediums like competitions, skits, mock polling process, Roll play etc.
7. To engage ELCs for effective communication on various interventions/aspects/

- nuances of ethical, informed and transparent poll process and to educate them on EVM-VVPAT, as also its usage specially for first time voters
8. To facilitate printing of voter awareness messages/slogans/material on various forms used by citizens for availing services under the department
  9. To facilitate dissemination of voter awareness information to citizens in the PMAY scheme.
  10. To engage NGOs, Icons and important persons for enhancing and giving wide publicity of electoral messages to enroll and participate in elections.
  11. To help identify Persons with Disabilities and get them flagged as PwD through Saksham app.
  12. Encourage the usage of various mobile apps, like VHA, Saksham, cVigil and others.
  13. Encourage all offices under the department and related agencies establish Voter Awareness Forums and carry out awareness activities, as mandated by ECI.
  14. Encapsulate electoral literacy/awareness agenda and propagate ethical voting, sharing and disseminating SVEEP related messages through various measures.
  15. To ensure that all staff (including contractual staff) get a paid time off on poll day to enable them to exercise their franchise.
  16. Support in wide dissemination of SVEEP communication material provided by CEO office through social media and other channels of the department.
  17. Resource persons for trainings, campaign activities/programs etc. shall be provided by the CEO Office.
  18. Extensive support shall also be extended by election functionaries like Electoral Registration Officer, BLO for effective coordination and fruitful engagement.

I sincerely solicit your support in this endeavour of national importance and request you to direct all concerned to extend support to the field level election functionaries for forging an effective partnership and convergence.

*Best Wishes,*

Sincerely yours . . .

*(Praveen Gupta)*

**Sh. Subir Kumar,**  
IAS  
Principal Secretary to Government  
Higher Education  
Government of Rajasthan