

Special Drive for Reverification & Enrolment of New Voters and for Claims & Objections / Notice

OBJECTIVE

Broad message: ECI is committed to ensure

“Every Eligible Elector is added and no ineligible entries remain in the Electoral Roll”

Showcase the decisions of the Special Drive, i.e. Special Camps/Drive is part of ECI's commitment to ensure **No Eligible Voter is Left Out:**

- Special drive for reverification of entries deleted during SIR
 - BLOs to visit house to house with the deleted entries of their respective polling stations
 - Also, it will facilitate addition of new, young and first-time voters
- Special Camps for Claims-Objections/Notice (*States currently undergoing Claims & Objections or notice phase*)

Activities to start immediately from tomorrow

1 Preparation

- All BLOs to be ready with their lists of deleted entries (ASDDO) for verification in their respective polling stations, and ASDDO list to be posted on the website of DEOs and CEOs
- Photos of ERO briefing BLOs for house-to-house reverification of deleted entries and enrolment of new, young and first-time voters to be posted on social media and shared with regional media (with name of AC)
- *For States currently undergoing Claims & Objections or notice phase:* Special Camps to be set up for Claims-Objections/Notice in all districts; post photos or video clips on social media along with testimonials of electors with AC name, and share with regional media too

2 CEO Press Briefings

Each CEO to hold a press briefing announcing:

- The special drive/camps details: total camps, locations
- Information about BLOs starting house-to-house reverification of deleted entries from today
- Also emphasise that BLOs will also help add new, young and first-time voters
- To put all the relevant photos and video clips on CEOs' and DEOs' social media handles (with AC, District Name)

For States currently undergoing Claims & Objections or notice phase: Similar activities about Special Camps for Claims-Objections/Notice

3 Coverage During the Special Drive

- Photos and clips of the special drive on the ground may be shared with media on a daily basis and posted on social media handles of all DEOs, EROs as well as CEOs daily (mention the names of Polling Stations, AC and District)
- Bytes and testimonials of BLOs during the drive, amplified through social media and regional media
- Bytes and testimonials of new, young and first-time voters, and left-over voters getting added, amplified through social media and regional media
- Testimonials about smooth Claims & Objections and notice phase (*States currently undergoing Claims & Objections or notice phase*) — ease of getting enrolled

Note: Daily Social Media Posts by All CEO, DEO & ERO Handles

- Tag CEO and ECI social media handles
- Focus on all social media platforms (Instagram, Facebook, X, YouTube and others)
- Each CEO to target **approximately 200 posts** (this also includes the number of posts by each DEO/ERO of that State/UT)
- Mention the names of Polling Stations, AC and District with each post