

BLO Power: Driving SYEEP Initiatives & Tools

INTRODUCTION

In the eighth edition of BLO e-Patrika, the focus is on the crucial role of BLOs in executing SVEEP initiatives and utilising tools at the grassroots level. It is presented in a dynamic comic style, the series unfolds a dialogue between two BLOs.

It explores various ECI initiatives and tools like posters, slogans, special programs such as Matdata Junction, and ECI song, all aimed at actively engaging voters in their respective regions.

Furthermore, the SVEEP 4 Strategy emphasises booth-level micro-planning to deliver individualised and customised outreach, interpersonal communication, and social mobilisation efforts. BLOs must collaborate as a team with grassroots functionaries to implement booth-level action plans effectively.

This volume serves as a guide for BLOs, empowering them to effectively harness existing SVEEP resources to inspire voters and enhance their participation in the electoral process.







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You're absolutely right.
Can you provide more details
on how to make it more
exciting and innovative?



BLO Training

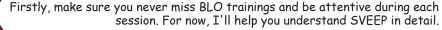








Please enlighten me on how I can successfully implement the SVEEP plan in my area to engage with voters.

















O Paragraphy (Paragraphy)

Impressive! These posters are informative and engaging. They will help people understand the process, and I can use them to encourage maximum participation during SSR.

App Store

You can also display these posters at prominent locations in your area. People will naturally be drawn to the registration booth for registration, any updates/changes or deletions. Here are some more relevant posters.





App Store







Thank you for sharing these SVEEP posters. They will indeed help citizens understand the transparency, security, and simplicity of EVM-VVPAT, reducing human error.

Yes, it's crucial to educate citizens that there are no invalid votes with the EVM system. VVPAT provides confirmation of your vote and allows for result verification.







SERIAL NUMBER

SYMBOL

VERIFY YOUR VOTE

VVPAT

Voter Verifiable Paper Audit Trail

VVPAT will be used in all the polling stations in the forthcoming General Elections

VVPAT will be kept in voting compartment along with Ballot Unit

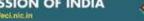
VVPAT has a transparent window which shows the printed paper slip when the vote is cast

The printed paper slip will display the Name, Serial Number and Election Symbol of the candidate for about seven (7) seconds to the voter

After about seven (7) seconds the printed paper slip will automatiically get ut & dropin the sealed box below

VVPAT furher enhances transparency & and reliability in poll process







I often receive complaints about long queues and facilities at the polling stations from some people in my area. Though I tell them to convince but still they are not eager to come to vote.



You should reassure people in your area that there are separate queues for men, women, and PwDs, with priority for senior citizens. ECI has ensured that all polling stations are equipped with basic facilities, including Assured Minimum Facilities. Infact there is option of Home Voting for those aged 80 and above, and those with 40 % disabilities to cast their vote from home.

Voter's Facilitation Services

Home Voting for PwDs & 80+ voters









VOTER **ASSISTANCE BOOTH**

is a helpdesk setup at every polling station location



Volunteers at the **Polling Station**



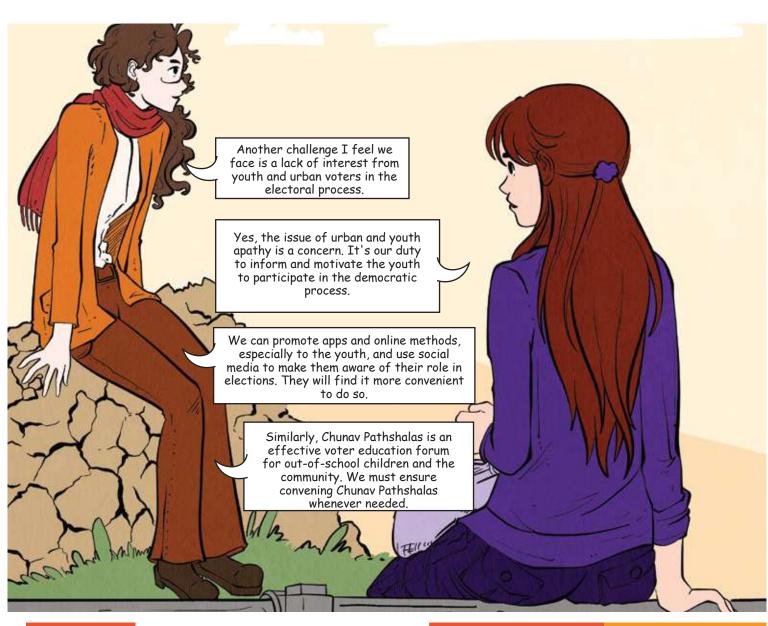
















Voter Helpline App

Search Your Name, Fill Online Forms

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SETITON Google Play App Store



Know Your Candidate App







It gives details about Contesting Candidates including 'Criminal Antecedents' if any. Empowers citizens to make an informed choice while casting their valuable vote





Saksham App















Famous celebrities can also be effective in encouraging urban population.

Absolutely, targeted messaging by ECI national icons like Bharat Ratna Sachin Tendulkar and actor Shri Rajkummar Rao can motivate urban voters. Additionally, initiatives like ECI's programme Matdata Junction, ECI song "Mai Bharat Hoon" are effective in voter awareness.





(Bharat Ratna Shri Sachin Ramesh Tendulkar exchanging MoU with the Hon'ble Commission)



(Renowned Bollywood actor Shri Rajkummar Rao exchanging MoU with the Hon'ble Commission)

Role of National Icon

Shri Sachin Ramesh Tendulkar and Shri Rajkummar Rao have been designated as ECI National Icons by the Commission to actively participate in promoting voter awareness, education, and engagement in their personal capacities. This partnership aims to bridge the gap between citizens, specifically the youth and urban populations, and the electoral process. It is envisioned as an impactful collaboration to address apathy among urban and young demographics and reinforce the democratic foundation of India.



Thank you for sharing your experience and strategies. I'm excited to put these ideas into action make a positive change in our area. I will also tell our fellow BLO friends to adopt SVEEP tools to get better results.



Story from the ground

Shri M. Sammaiah, Booth Level Officer (Village Level Officer) was connected with the re-mapping of displaced electors belonging to erstwhile Polling Station - 49, located in Gudatipalli village of Akkanapeta Mandal, Husnabad Constituency (Siddipet District), Telangana.

- (A) Challenge- The Gouravelli Project in Husnabad Assembly Constituency posed a significant challenge for two Booth Level Officers (BLOs). They were tasked with maintaining accurate voter information in the midst of merger of two polling stations and Special Summary Revision, where time constraints and potential proxy addresses created hurdles.
- (B) Solution- Shri M. Sammaiah adopted the following strategy:
- 1. Identified electors associated with Polling Stations to be deleted due to the merger.
- 2. Independently verified the new addresses of displaced families, gathering information from various sources, primarily village headmen, and contacting them directly for factual data.
- 3. Re-allocated displaced voters to the nearest Polling Station, updating electoral rolls with Form 8 applications via BLO apps and ERO net.





- (C) Result The BLO's efforts successfully enrolled 1,072 shifted electors in the electoral rolls of six different Polling Stations within the Constituency.
- (D) Response The exercise yielded positive results, with draft rolls published on 21-08-2023. Shifted voters were pleased to find their names in the electoral rolls of their nearest Polling Stations. Both the local press and the CEO's office acknowledged Sri M. Sammaiah's dedicated work in this regard.











Election Commission of India

recognised

Rajkummar Rao,

Renowned Actor as its

National Icon