



# Booth Level Officer e-Patrika

(In-Focus: SVEEP Initiatives)

No Voter  
to be  
Left  
Behind



Volume 8

# BLO Power: Driving SVEEP 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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## A Conversation Between Two BLOs

Hello, I heard you have recently received the "Best BLO" award for increased registration and innovative ways of encouraging the voters of your area to cast their vote.

As a BLO, we need to implement the guidelines of Election Commission of India effectively to fulfil ECI's motto of "No Voter to be left behind."

What are some interesting ways to motivate and engage the voters in our area?

I adopt engaging SVEEP initiatives to capture people's attention for awareness on registration, importance of voting, facilities for voters, etc.

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

Sure, the trainings are hence very important to understand our role better.

# BLO Training



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

Firstly, make sure you never miss BLO trainings and be attentive during each session. For now, I'll help you understand SVEEP in detail.



First, let's discuss SVEEP tools for the *Special Summary Revision* which began from 27th October till the 9th of December 2023. Here, our goal is to educate citizens about the online /offline registration process. Here are some posters and slogans to help with that.



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.

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.



भारत निर्वाचन आयोग  
Election Commission of India

# IT'S YOUR **FIRST 1**, MAKE IT COUNT

Turning **18 years**, is an incredible notion of freedom. Experience this freedom by casting your 1st vote in an informed and ethical manner.

Just log on to  
[voters.eci.gov.in](https://voters.eci.gov.in)

and fill **Form 6** online to register as a voter

National Icon of ECI  
**Sh. Rajkumar Rao**

Election Commission of India  
<https://voters.eci.gov.in/>

Follow us  
/ecisveep

DOWNLOAD VOTER HELPLINE APP

GET IT ON Google Play | Download on the App Store

भारत निर्वाचन आयोग  
Election Commission of India

## Not 1 but **4 Chances** per year, to register to vote!

Mark your calendar  
If you are 18 years old on any of the following dates

JANUARY 01 | APRIL 01 | JULY 01 | OCTOBER 01

SELECT YOUR APPLICATION FORMS

- FORM 6** ▶ Voter Registration
- FORM 8** ▶ Correction of Details
- FORM 7** ▶ Deletion of Name
- FORM 6B** ▶ Link Voter ID with Aadhar Card

Download Voter Helpline App or log on to [www.nvsp.in](http://www.nvsp.in)

Fill form 6B to link your EPIC Card with Aadhar Card.

[www.nvsp.in](http://www.nvsp.in) | [www.eci.gov.in](http://www.eci.gov.in) | 1950 | Download Voter Helpline App

Special Summary Revision 2024 of Electoral Rolls  
*is live now!*  
(27th October, 2023 to 9th December, 2023)

VOTER HELPLINE MOBILE APP

Log on to [www.voterportal.eci.gov.in](http://www.voterportal.eci.gov.in)

1950  
Voter Helpline

Apply through  
Voter Facilitation Center  
or Contact your BB

Enroll as an elector or  
update your details



# 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 automatically get up & drop in the sealed box below

**VERIFY YOUR VOTE**  
Bharat ka Bharosa

VVPAT further enhances transparency and reliability in poll process

**ELECTION COMMISSION OF INDIA**  
URL : <https://eci.nic.in>



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

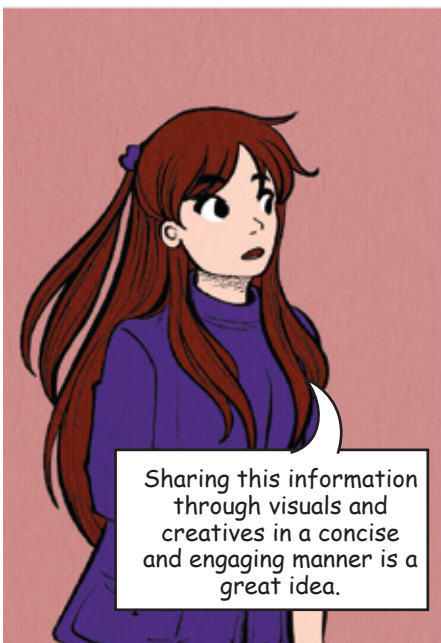


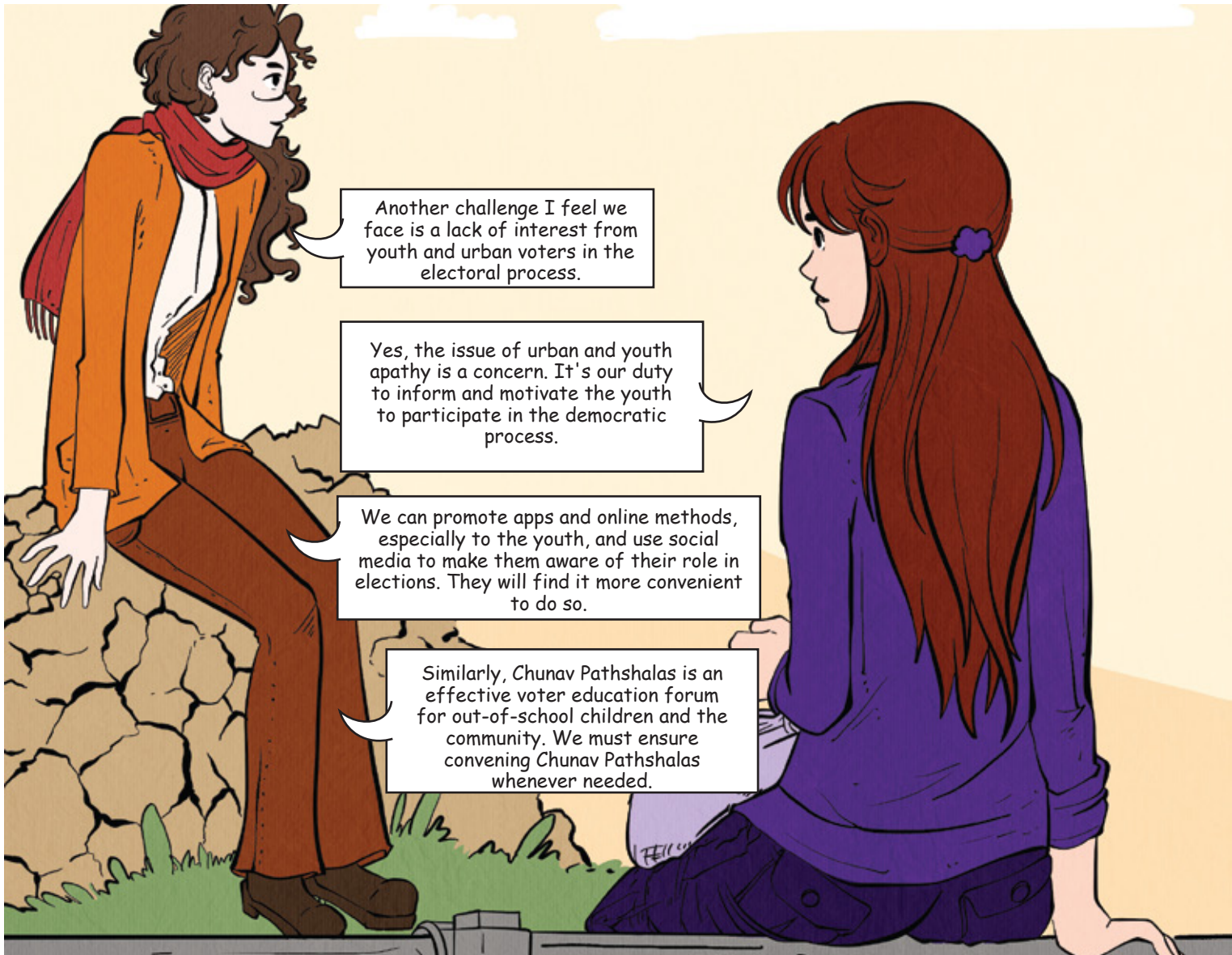
## Volunteers at the Polling Station



Sharing this information through visuals and creatives in a concise and engaging manner is a great idea.

Absolutely. ECI's mission is to leave no voter behind and make elections a delightful experience for all voters. You should also provide a voting guide to every household in your area, a pocket-sized guide about the voting process provided to them by the RO office. It will help them better understand the process.





Another challenge I feel we face is a lack of interest from youth and urban voters in the electoral process.

Yes, the issue of urban and youth apathy is a concern. It's our duty to inform and motivate the youth to participate in the democratic process.

We can promote apps and online methods, especially to the youth, and use social media to make them aware of their role in elections. They will find it more convenient to do so.

Similarly, Chunav Pathshalas is an effective voter education forum for out-of-school children and the community. We must ensure convening Chunav Pathshalas whenever needed.

### cVIGIL App

Join ECI Mandate on Enforcing Model Code of Conduct

- Liquor Distribution
- Gift Distribution
- Money Distribution
- Posters Distribution

Stauts In 100 Minutes

GET IT ON  
[Google Play](#) [App Store](#)

### Voter Helpline App

Search Your Name, Fill Online Forms

- SEARCH YOUR NAME
- FIND YOUR BOOTH LEVEL OFFICER
- DOWNLOAD FORMS
- CHECK YOUR FORM STATUS
- SUBMIT ONLINE FORM
- KNOW ABOUT ELECTION
- READ ABOUT EVM

GET IT ON  
[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

GET IT ON  
[Google Play](#) [App Store](#)



### Saksham App

GET DOOR STEP FACILITATION FROM BOOTH LEVEL OFFICER

- MARK YOURSELF AS PWD
- APPLY FOR A NEW PWD VOTER
- FIND YOUR BOOTH LEVEL OFFICER
- APPLY FOR WHEELCHAIR

GET IT ON  
[Google Play](#) [App Store](#)

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

Famous celebrities can also be effective in encouraging urban population.



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



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

# Role of National Icon

Shri Sachin Ramesh Tendulkar and Shri Rajkumar 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.

Yes, and I'm confident that you can do the same. Let's work together to empower ourselves with such innovative SVEEP creatives, programmes and messages. This way we register more voters, and ensure maximum participation in the electoral process.





# 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**