



ਕੌਮੀ ਸੇਵਾ ਯੋਜਨਾ  
National Service Scheme



PTU

ਪਾਟੀ. ਟੀ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ  
Estd. Under Punjab Technical University Act, 1996  
(Punjab Act No. 1 of 1997)

Ref. No. I.K.G.P.T.U./NSS/PO/614

Date. 06/08/2020

To

NSS Programme Officers,  
IKG Punjab Technical Univeristy  
Kapurthala.

**Subject:- Establishment of Electoral Literacy Clubs (ELCs) in educational institutions-  
regarding.**

Respected Sir/Madam,

With reference to the subject cited above, it has been stated that an email has been received from the Department of Technical Education and Industrial Training, Government of Punjab regarding a special campaign for creating Voter Awareness among the public amid COVID-19 pandemic. Copy of letter, along with Proceedings of Meeting held by Chief Election Officer Punjab and performa are attached herewith.

In this regard, it has been informed that a letter with memo no. F.No. E31699-4ਸਿੱ.ਸੈਲੋਂ/845-865 dated 01.06.2020 was also received from Department of Higher Education and Languages, Government of Punjab regarding establishment of Electoral Literacy Clubs (ELCs) in educational institutions.

You are requested to establish these Electoral Literacy Clubs (ELCs) in your institute and information about this to the NSS department on the e-mail id [ptunss@ptu.ac.in](mailto:ptunss@ptu.ac.in) as soon as possible.

Dr. Chander Parkash  
(Programme Coordinator, NSS)

CC.

1. Director/Principals- for kind information.
2. Registrar office- for kind information.
3. Joint Registrar (Student Welfare)- for kind information.
4. Deputy Controller (Its)- for upload on university website.
5. File

ਦਫ਼ਤਰ ਮੁੱਖ ਚੋਣ ਅਫ਼ਸਰ, ਪੰਜਾਬ  
OFFICE OF THE CHIEF ELECTORAL OFFICER, PUNJAB  
SCO. No. 29-32, Sector : 17-E, Chandigarh

Phone : 0172-2704701, 2704743, 22704779, FAX: 0172-2707970, Email : ceo\_punjab@eci.gov.in, dyceo@punjab.gov.in

To:

1. Director General School Education Punjab  
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3. Director, Local Bodies Punjab  
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4. Director, Rural Development Punjab  
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13. DPI, Secondary  
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14. DPI, Elementary  
(dpiele.edu@punjab.gov.in)

Handwritten notes and signatures in the right margin, including a date "15.7.20" and various initials.

No. Elec-2020/SVEEP 2643

dated 15.07.2020

**Subject:** Special Campaign for Creating Voter Awareness among Public amid Covid-19 Pandemic-  
Proceeding of Meeting held with SVEEP Coordination Committee on 09.07.2020  
through Google Meet-reg.

With reference to subject cited above, a copy of Proceeding of Meeting held on  
09.07.2020 through Google Meet is forwarded for your kind information and necessary actions.

Yours faithfully,  
*[Signature]*  
Electoral Officer, Punjab  
Chief Electoral Officer, Punjab

## Proceeding of the meetings with SVFEP Coordination Committee through

Google Meet on 09.07.2020

### Agenda Points:

- **Activation of Electoral Literacy Clubs (ELCs)** – Activating all existing ELCs in the educational institutes; holding ELC meets during online classes in the Schools/Colleges.
  - Disseminating framework regarding ELCs, encouraging un-enrolled eligible voters to register
  - Instilling a sense of 'Responsibility', highlighting on 'Importance of Voting'
- Taking undertaking from all the Institutes for 100% enrolment and motivating the left-out eligible voters to register.
- Motivating volunteers/members of the partner youth based agencies such as NSS, NCC, Bharat Scouts & Guides through virtual mediums such as WhatsApp groups and Google meets.
- Disseminating information about the enrolment process with the emphasis on continuous updation despite the ongoing Covid-19 situation.
  - Flashing video bytes of DCs in all the social media channels
  - Issuing press notes about the continuous updation process
  - Publicity of online registration – NVSP portal, Toll Free helpline -1950
- **Facilitation of marginalized communities** – reaching out to marginalized communities such as migrant workers, brick kiln workers, transgenders, PwD. 'Non-partisan' NGOs/CSOs can be engaged in this matter.

### Minutes of the VCs

On the aforementioned agenda, a meeting through Google Meet was held with all the members of SVFEP Coordination Committee on 09.07.2020. The meeting was chaired by worthy CEO, Punjab along with worthy Addl. CEO, Punjab. Deliberation on collaborative efforts with various departments for strengthening and streamlining SVFEP activities initiated by the Office of Chief Electoral Officer, Punjab particularly in view of existing Covid-19 situation led to the following actionable points:-

- Covid-19 has thrown up unprecedented challenges in conducting SVFEP activities, which are all about reaching out to masses at field level involving social gatherings. Hence, a well-thought, advanced and closely coordinated involving concerned officials & field officers through various IT initiatives.
- Playing a collaborative role in seamless execution of SVFEP initiatives with proactive support of various departments coupled with experience/exposure of field officers.

- To dovetail various online initiatives with SVEEP program incorporating SVEEP messages in every possible manner in all the communication happening through online medium.
- Online outreach initiatives may be jointly taken up with other departments with financial support from CEO, Punjab. SVEEP fund may be utilized for this purpose.
- It was decided to make information as accessible as possible and wide spread to mitigate low awareness level and lack of motivation.
- All departments to share database of non-partisan NGOs/CSOs. CEO, Punjab to empanel the NGOs/CSOs and shall also add the feature of registration/empanelment of NGOs/CSOs in the CEO, Punjab website.
- CEO, Punjab to send framework regarding setting-up of ILCs (ILCs in educational institutes, Chunav Pathshalas at BLO level and VAFs at Departments, Government & Non-government organizations, Corporate etc.)
- It was apprised that the office of Chief Electoral Officer, Punjab is currently in the process of making its website more vibrant, informative and interactive.
- **Bottom line** - Collecting database of eligible electors, segregating data district wise, AC wise and block wise. Disseminating information/SVEEP material to reach out to all the Targeted groups such as Women, Youth, NRI & Service Voters and Excluded groups such as PwD, Transgender and Migrant workers.

#### **Actionable Points for Education department/ELC**

- Education department plays a pivotal role in handling the young minds, who have the potential to shape up the future; moreover they can have a positive influence on their parents regarding the voting pattern. Thus, the support of Education department is unparalleled in carrying out the SVEEP initiatives.
- Without burdening the students and affecting the ongoing online classes, it was decided to introduce a 5 minute module on SVEEP during the classes.
- DPI colleges and Department of Technical education to club enrolment with admission process. In this regard, it was also discussed that adding the column of EPIC No. in the admission form would streamline the matter.
- It was also observed that ELCs are not yet established in all the institutes and the process needs to be stepped up towards achieving the target of 100% ELCs in the educational institutes.

#### **Submission from Education department**

- Conducting online classes is proving to be a challenge in government schools as only 20% of the students have access to smartphones/gadgets. Alternatively classes are being conducted through a slot on Doordashan and there may be small insertion in that.
- SMSs can also be sent through the department.

#### **Submission from Department of Rural Development & Panchayat**

- The WhatsApp groups of Sarpanchs being managed by District Program Manager (DPMs) may be effectively used to disseminate information and create awareness.

#### **Actionable Points for Department of Health & Family Welfare**

- Health department to send district wise collated data of deceased persons.
- Health department to also advice the Office of Chief Electoral, Punjab on how to conduct healthy elections maintaining social distancing and safety protocol in the wake of Covid-19.

#### **Electioneering amid Covid-19**

- C.E.O. Punjab shall closely monitor the ensuing Assembly Elections in the State of Bihar and shall subsequently share the observation to all the departments. Besides, the guidelines & SOP received from ECI.
- Deliberations to happen on how elections would be different in times to come. Chalking out a well thought strategy to seamlessly conducting SVEEP activities accordingly.

S.No.	Name of Institute	Govt./Private	Name of Director/Principal	Mobile Number	Email ID

S.No.	Name of Institute	Govt./Private	Name of Student	Branch	Semester	M.No.	Email ID