

# SVEEP

Implementation by  
Chief Electoral Officer  
Manipur



Chief Electoral Officer, Manipur

[www.ceomanipur.nic.in](http://www.ceomanipur.nic.in)

 ceomanipur  ceomanipur  ceomanipur  ceomanipur

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## FOREWORD



In line with the three objectives of SVEEP, CEO Manipur has initiated and implemented various activities across the state during the year. Efforts thus far have been directed primarily at increased enrollment to achieve 100% EPIC (Election Photo Identity Card) and PER (Photo Electoral Roll) coverage.

The CEO has also made plans to address various other SVEEP goals like informed and ethical voting, voter education, removal of gender gap, increased voter turn-out, etc. Various plans have already been executed with good results and more such programs will be undertaken in the coming months to achieve this goal.

All activities in the state have been developed using the three-pronged strategy of SVEEP. These activities have been targeted at the general public and specific target groups like youth, women etc.





# INTRODUCTION

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All activities in the state have been developed using the three-pronged strategy of SVEEP. These activities have been targeted at the general public and specific target groups like youth, women etc.



**INFORMATION:** Meeting the gaps in information related to registration and voting process – the what, where and how of the electoral process through interpersonal communication, mid-media, inter-media and mass media tools

**MOTIVATION:** Making citizens aware of their electoral rights and duties besides urging and encouraging citizens to partake in elections

**FACILITATION:** Delivery of services and facilities to make registration and voting more accessible, easier, quicker and hassle-free



## MEDIA AND COMMUNICATION PLAN

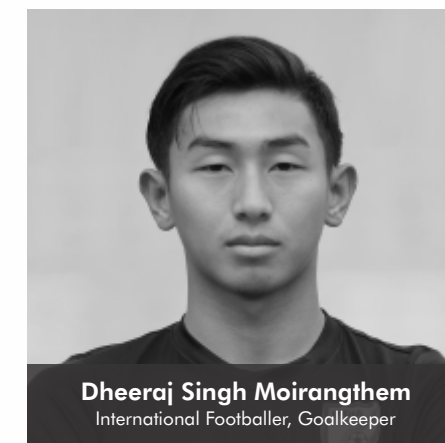
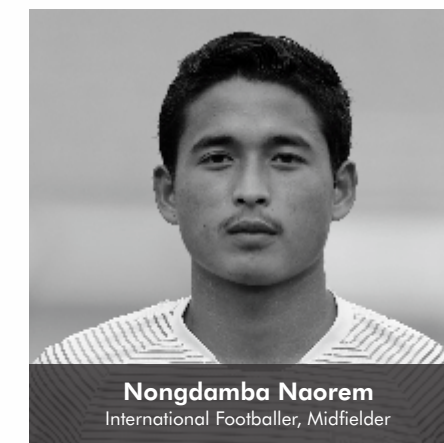
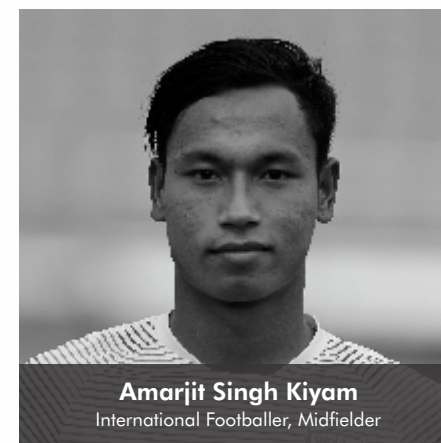
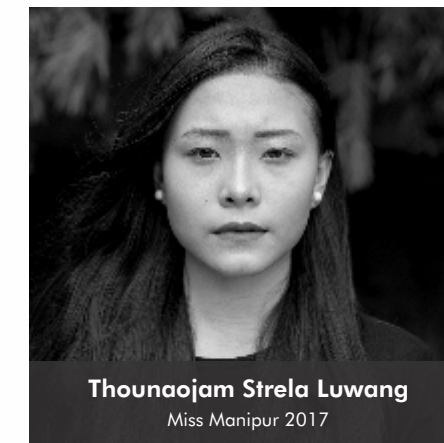
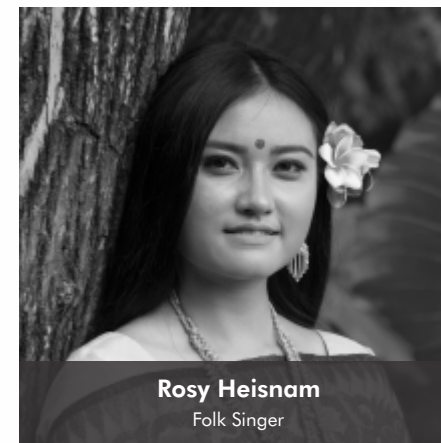
CEO Manipur with the help of a creative and media agency developed a multi-media co-ordinated awareness campaign called “**I am Ready**” comprising TV ads, Print ads, Outdoor, Radio, Online, etc.

**CAMPAIGN RATIONALE:** A prospective voter has to wait until he or she turns 18 to be eligible to enroll or in other words to be ready as a voter. Once enrolled as a voter, an individual is ready to vote for whatever he or she believes in and that one vote can become his or her tool to bring about a change in the society of which he or she is a member. We also wanted to bring out the individualistic nature of the voting process. To sum up all these thoughts in an easily understandable and memorable line, we zeroed in on this campaign line "I Am Ready".



## YOUTH ENGAGEMENT

The youth needs to be motivated to have their first experience and also join the democratic process. They need to feel responsible and attached to the democratic process so that this early infuse ensures their lifelong electoral participation. CEO Manipur has roped in Youth Icons for the campaign that include sensational young footballers from Manipur - Dheeraj Moirangthem, Amarjit Singh Kiyam and Nongdamba Naorem, and other popular youth figures – Thounaojam Strela Luwang, Rosy Heisnam and Sushant Rajkumar.





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**I AM READY**

**SSR**



# EXECUTION OF I AM READY CAMPAIGN

Campaign under the I AM READY platform has commenced to cover the following:

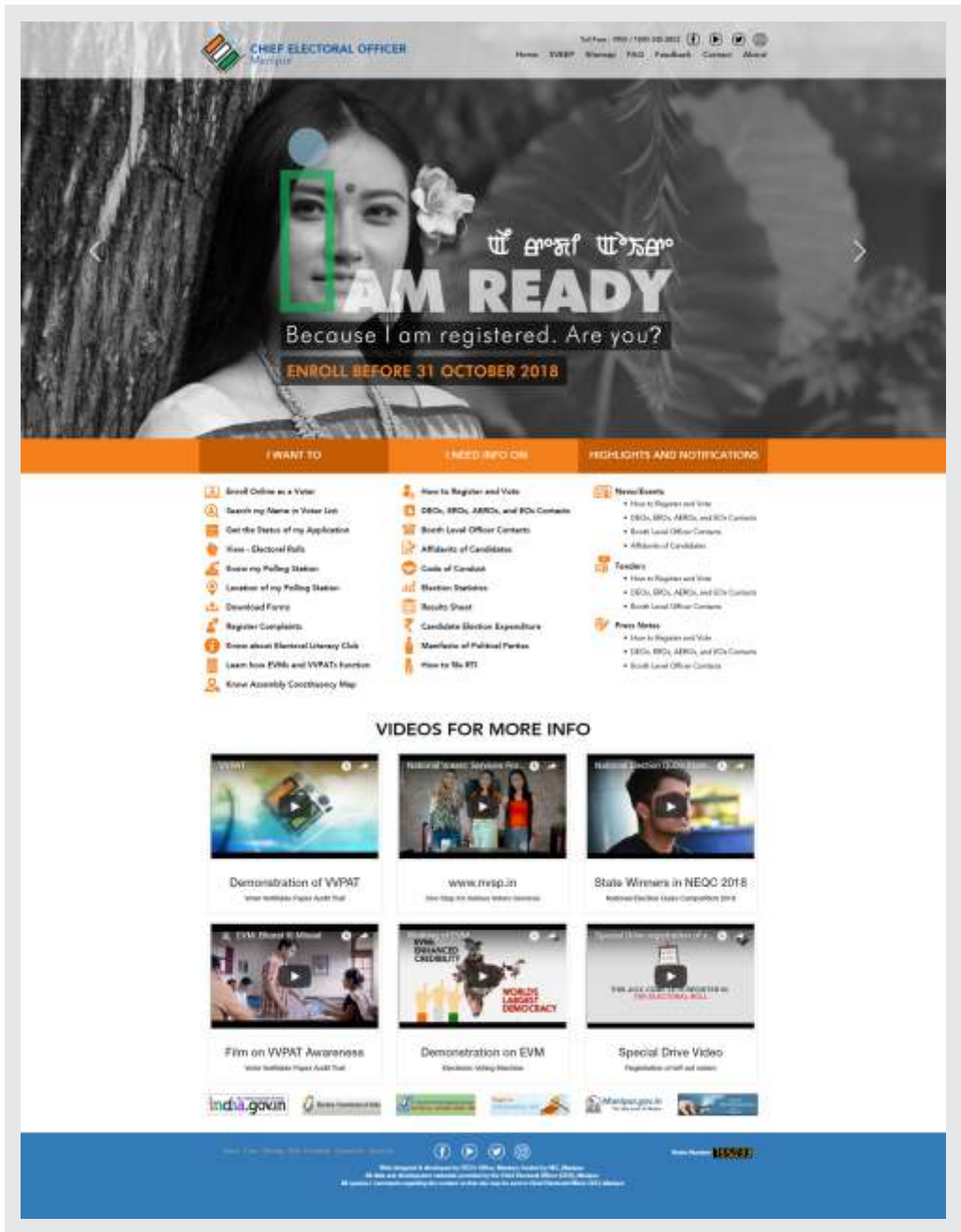
1. Website
2. Hoardings
3. Banners
4. TV Commercials
4. Newspaper Ads
5. Newspaper Island Ad
6. Standees
7. Leaflets
8. Press Conference
  - I) Invitation
  - ii) Backdrops/Screens
  - iii) Press Kit
  - iv) Press Release
9. Event
  - I) Posters
  - ii) Banners
  - iii) Newspaper Ads
  - iv) Social Media Posts
10. T-shirts
11. Bag
12. Umbrella
13. Souvenirs
14. Gas Cylinder Tags
15. Social Media
16. Anthem
17. Radio Spots

The response so far has been very encouraging and has resulted in a steady stream of enrollment, especially from the youth.

Chief Electoral Officer, Manipur

## 1. Website

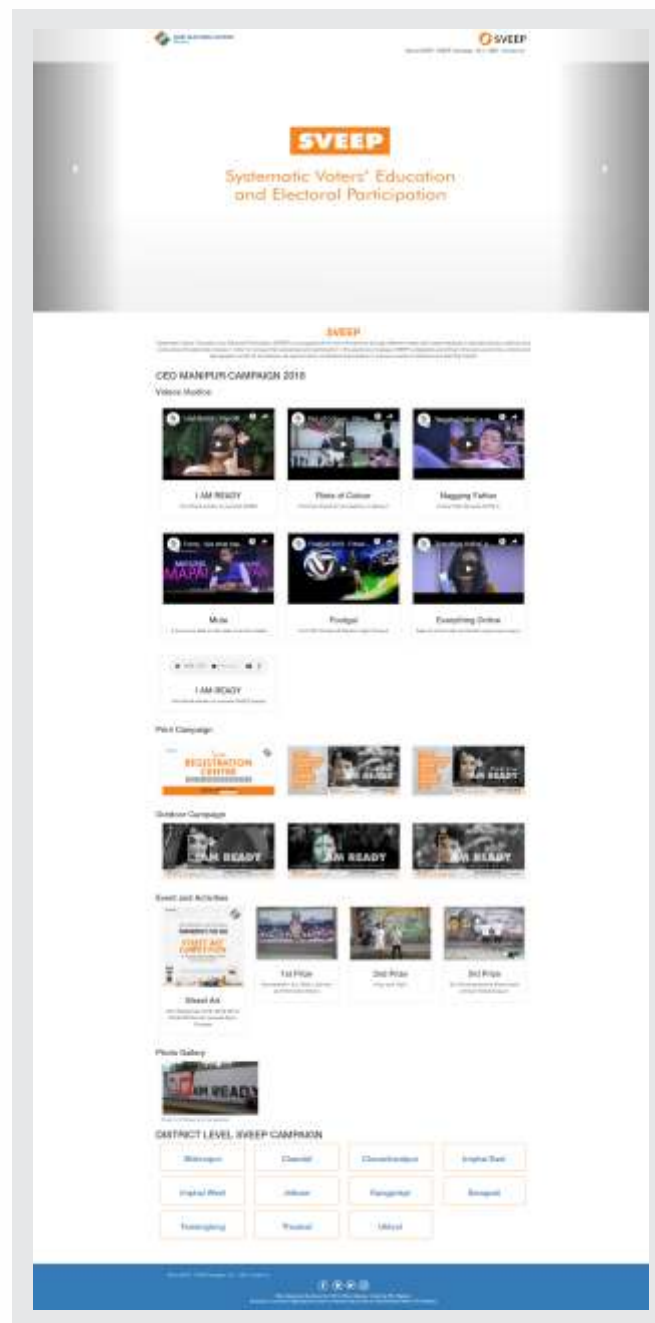
The website of CEO Manipur was revamped and redesigned in line with the “I AM READY” campaign. The new website is more organized, colourful and informative. The user interface is kept simple and user friendly.





## a) SVEEP Webpage

A dedicated web page was created to show case various activities carried out under SVEEP across the state. SVEEP activities carried out by the various districts are organised and listed under the district tab in a common format.



## 2. Hoardings







### 3. Banners

#IamReady

# REGISTRATION CENTRE

SPECIAL SUMMARY REVISION 2018

Chief Electoral Officer, Manipur  
To register online, visit [www.nvsp.in](http://www.nvsp.in)

## VOTER REGISTRATION CENTRE FOR SPECIAL SUMMARY REVISION 2018

#IamReady

𑜁𑜨 𑜁𑜨𑜫𑜨 𑜁𑜨𑜫𑜨

# AM READY

To be registered. Are you?

Register to vote  
**BEFORE 31 OCTOBER 2018**

Chief Electoral Officer, Manipur  
To register online, visit [www.nvsp.in](http://www.nvsp.in)



**VOTER  
REGISTRATION  
CENTRE FOR  
SPECIAL  
SUMMARY  
REVISION  
2018**

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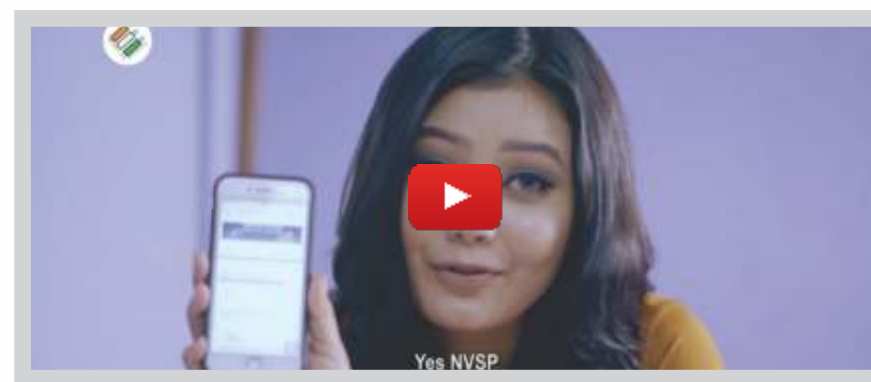
#### 4. TV Commercials



↑ “Nagging Father” – Link: <https://bit.ly/2RWJ4L3>



↑ “Mute” – Link: <https://bit.ly/2Owf0Yp>



↑ “Everything Online” – Link: <https://bit.ly/2CKr3vR>



## 5. Posters / Newspaper Ads



Chief Electoral Officer, Manipur



↑ Newspaper Ad





**WANT TO  
APPLY FOR  
VOTER ID  
ONLINE?**

To apply visit: [www.nvsp.in](http://www.nvsp.in)

 Chief Electoral Officer, Manipur



**CHECK  
YOUR  
APPLICATION  
STATUS  
ONLINE**  
[www.ceomanipur.nic.in](http://www.ceomanipur.nic.in)

Chief Electoral Officer, Manipur



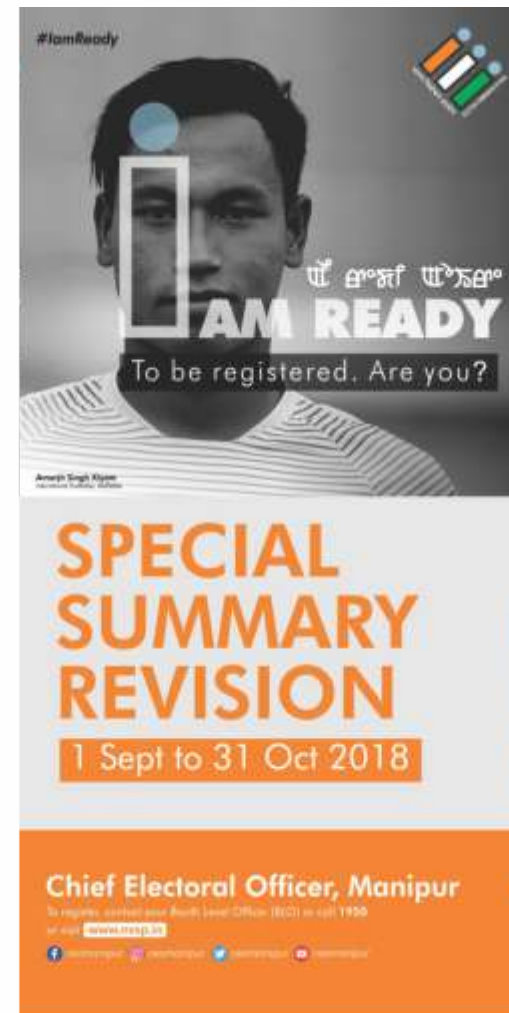
**REGISTER  
TO VOTE.  
MAKE THE  
RIGHT  
CHOICE.**

[www.nvsp.in](http://www.nvsp.in)

 Chief Electoral Officer, Manipur



## 7. Standees





## 8. Leaflets

#IamReady

AM READY  
To be registered. Are you?

**YOU ARE ELIGIBLE IF YOU ARE**

- An Indian Citizen
- 18 Years or more as on 01/01/2019
- Resident of the polling area

**TYPES OF FORMS AND THEIR APPLICATIONS**

- FORM 6 For New Enrollment
- FORM 7 For Deletion
- FORM 8 For Correction
- FORM 8A For Transposition

**Chief Electoral Officer, Manipur**  
To register, contact your Booth Level Officer (BLO) or call 1950 or visit [www.mepg.in](http://www.mepg.in)

#IamReady

AM READY  
I am registered. Are you?

**SPECIAL SUMMARY REVISION**  
1 Sept to 31 Oct 2018

**Chief Electoral Officer, Manipur**  
To register, contact your Booth Level Officer (BLO) or call 1950 or visit [www.mepg.in](http://www.mepg.in)

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Because I am registered. Are you?

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## 9. Press Conference

### a) Invitation

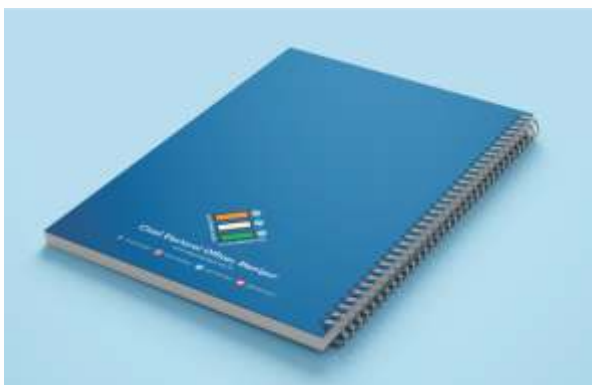


## 10. Backdrops/Screen



## 9. Press Kit

Chief Electoral Officer, Manipur



## 10. Street Art Competition

The Chief Electoral Officer, Manipur organized a Street Art Competition as a part of its SVEEP (Systematic Voters' Education and Electoral Participation) campaign on 22 September 2018.

The competition on the theme of "Democracy Rocks" was the first ever street art competition in the state and was held on the outer wall of the Khuman Lampak Sports Complex, opposite Nagaram, Imphal.

The competition was aimed at creating awareness about the necessity to participate in the democratic process of elections at the larger context while also highlighting the on-going Special Summary Revision to encourage young prospective voters to enroll before 31 October 2018 for upcoming elections.

#IamReady

**AM READY**  
To let my art speak

Chief Electoral Officer, Manipur presents

# STREET ART COMPETITION

22<sup>nd</sup> September 2018, 9:30 AM to 3:00 PM  
@ Khuman Lampak Sports Complex  
Northern Outer Wall (Opp. Nagaram)

**CASH PRIZES**

1<sup>st</sup> Prize - ₹30,000  
2<sup>nd</sup> Prize - ₹20,000  
3<sup>rd</sup> Prize - ₹15,000

**READY TO ENTERTAIN**

**GBB**  
GBB SRA Manipur

**ARDAC** (B-baying)

To register, visit our facebook page @ceomanipur or Call: 9871 978066 / 9354 008374

**General Info:**

- Theme - Democracy Rocks
- Can be individual or group participation (Max 3 Crew)
- Paint colours will be provided

**Rules & Regulations:**

- All art pieces must be based on the theme provided
- Protestive, misleading, offensive, unconstitutional or politically incorrect representations are strictly prohibited
- No violent or nude characters
- Do not use soap others work
- Art piece must be finished during the allotted time
- The decision by the judges is final, and no complaints will be considered
- Any artist or group who violate the rules and regulations of the competition will be disqualified



## 9. Event Promotion



Chief Electoral Officer, Manipur

## 10. Street Art Competition





a) Event Day



Screen shot (Riot of Colours - Glimpses of First Ever Street Art Competition in Manipur)  
Link: <https://bit.ly/2OtvD7f>



## b) Coverage of the event

The event was extensively covered in both local TV channels such as ISTV Network, Impact TV and Doordarshan, and Newspapers such as Sangai Express, Poknapnam and Naharolgi Thoudang, to name a few. Unfortunately, due to the internet ban the event was not covered live on Facebook, as was the plan. The event nonetheless generated a huge online discussion and images shared.



Event Newspaper Coverage



Event Newspaper Coverage



Online Coverage



ISTV Coverage



ISTV Coverage



IMPACT TV Coverage

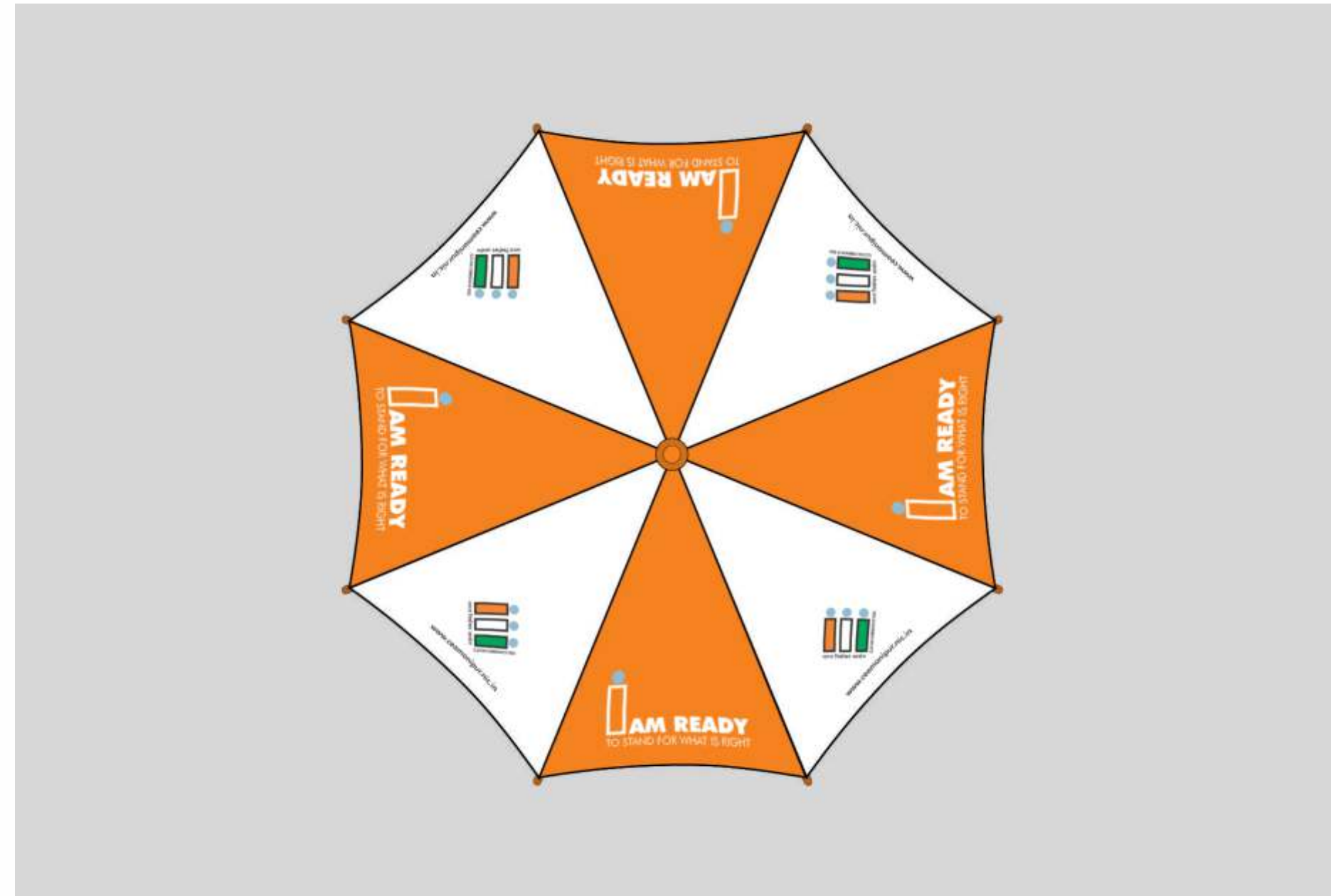


## 11. T-Shirt



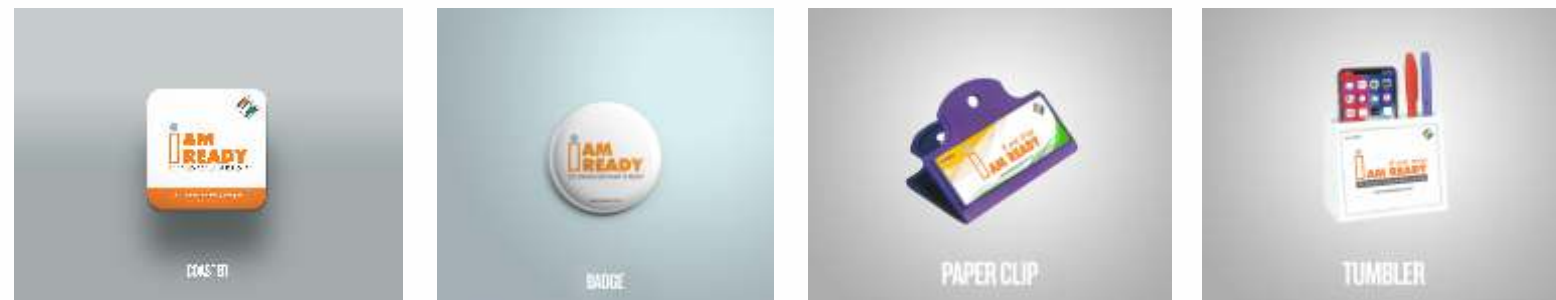
## 12. Bag

## 13. Umbrella





## 14. Souvenirs



## 15. Gas Cylinder Tags





16. Social Media Campaign

A comprehensive and aggressive social media campaign was also launched as a part of the SVEEP Campaign. Social media platforms like facebook, youtube, twitter and instagram were extensively used to disseminate information and create awareness among the public, specially the youths.



No. of page likes  
(before SVEEP campaign):

**34,710**

No. of page likes  
(after SVEEP campaign):

**45,668**



No. of subscribers  
(before SVEEP campaign):

**4**

No. of subscribers  
(after SVEEP campaign):

**170**



No. of followers  
(before SVEEP campaign):

**84**

No. of followers  
(after SVEEP campaign):

**142**



No. of followers  
(before SVEEP campaign):

**0**

No. of followers  
(after SVEEP campaign):

**165**



No. of people engaged\* on the date of campaign  
commencenet (before SVEEP campaign):

**81**

No. of people engaged till date  
(after SVEEP campaign):

**15,14,305**

No. of people reached\*\* on the date of campaign  
commencenet (before SVEEP campaign):

**174**

No. of people reached till date  
(after SVEEP campaign):

**1,24,56,622**

\* The number of people who engaged with our Page. Engagement includes any click or story created. (Unique Users)

\*\* The number of people who had any content from our Page or about our Page enter their screen. This includes posts, check-ins, ads, social information from people.



No. of minutes Youtube channel watched  
(since SVEEP campaign):

**1,54,700**

No. of times videos in Youtube channel  
watched (since SVEEP campaign):

**74,900**



No. of impressions earned by our Tweets  
(since SVEEP campaign):

**31,700**



No. of post likes (since SVEEP campaign):

**34,029**

## a) Facebook Covers



## b) Twitter Cover

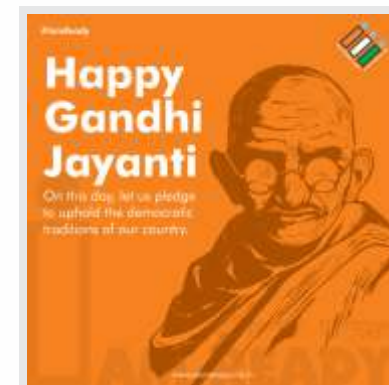
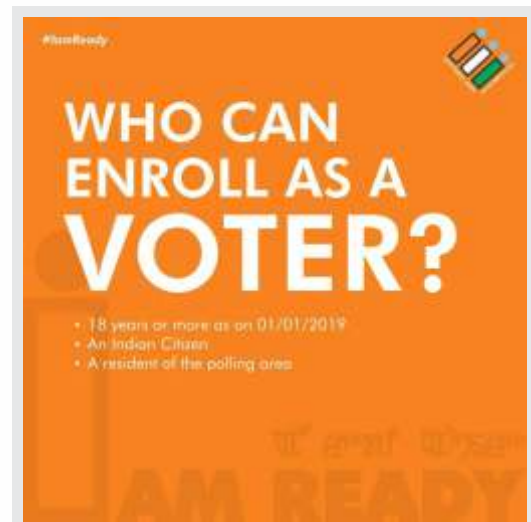


## c) Teasers





d) Posts





## e) Posts

Chief Electoral Officer, Manipur

Like Follow Share

Write a comment...

Chief Electoral Officer, Manipur is with RK Sushant.  
Yesterday at 12:38 PM

Make the right choice. Enroll yourself today and say #IamReady  
Enroll yourself at: <https://www.nvsp.in/>  
Subscribe us on Youtube: <https://bit.ly/2MX0BUH...> See More

#IamReady

**AM READY**  
TO MAKE THE RIGHT CHOICE

Chief Electoral Officer, Manipur  
Government Organization

Send Message

M Dinesh Singh and 51 others

4 Shares

Chief Electoral Officer, Manipur

Chief Electoral Officer, Manipur  
Published by Tejas Yambem (1) · 2 April

A nation becomes stronger when its citizens take part in the election process.  
Election Commission of India  
Ravi Hemam

#GoVote #LokSabhaElections2019 #LokSabhaElections  
#ElectionCommissionOfIndia #ElectionCommission #Elections2019  
#manipur #NoVoterToBeLeftBehind #DeshKaMahaTyohar  
#EveryVoteCounts #EveryVoteMatters

#IamReady

**GET READY**  
To vote for the right candidate and not give in to intimidation or threats

**LOK SABHA 11 & 18**

Chief Electoral Officer, Manipur  
Published by Tejas Yambem (1) · 5 April

Save the dates!  
Get ready for the largest election on Earth.  
Election Commission of India

#IamReady

**BLOCK YOUR CALENDAR**

GET READY FOR LOK SABHA ELECTION 2019

APRIL 11 Outer Manipur Parliamentary Constituency  
APRIL 18 Inner Manipur Parliamentary Constituency

Chief Electoral Officer, Manipur  
Published by Tejas Yambem (1) · 18 April

Not sure which is your Polling Station?

#IamReady

**LOCATE YOUR POLLING STATION**

Use the 'Voter Helpline' app or  
SMS <ECIPS> SPACE <EPIC NO> to 1950  
to locate your Polling Station

Download YOUR HELPLINE APP

Chief Electoral Officer, Manipur  
Published by Tejas Yambem (1) · 23 May

The day we have all been waiting for is finally here. The winning candidates of Lok Sabha Election 2019 will be announced today. Get ready for the results!

#LokSabhaElections2019 #LokSabhaElections #ElectionCommissionOfIndia #ElectionCommission #Elections2019 #manipur #DeshKaMahaTyohar

#IamReady

**Lok Sabha Election 2019  
COUNTING AND RESULT ANNOUNCEMENT DAY**  
is finally here

**TODAY** MAY 23

Chief Electoral Officer, Manipur  
Published by Tejas Yambem (1) · 4 April

Use the cVIGIL app and play a role in ensuring a free and fair election.  
Election Commission of India

#GoVote #LokSabhaElections2019 #LokSabhaElections  
#ElectionCommissionOfIndia #ElectionCommission #Elections2019  
#manipur #NoVoterToBeLeftBehind #DeshKaMahaTyohar  
#EveryVoteCounts #EveryVoteMatters

#IamReady

Use the cVIGIL app

**cVIGIL**

to report any election misconducts  
**#GoReport**

Chief Electoral Officer, Manipur  
Published by Tejas Yambem (1) · 8 April

Download the 'Voter Helpline' app to know more about the candidates and make an informed choice.  
Election Commission of India

#GoVote #LokSabhaElections2019 #LokSabhaElections  
#ElectionCommissionOfIndia #ElectionCommission #Elections2019  
#manipur #NoVoterToBeLeftBehind #DeshKaMahaTyohar  
#EveryVoteCounts #EveryVoteMatters

#IamReady

**KNOW YOUR CANDIDATE**

Use the 'Voter Helpline' app to know more about the candidates and make the right decision

Chief Electoral Officer, Manipur  
Published by Tejas Yambem (1) · 8 May

The Lok Sabha Election 2019 results will be declared on 23 May. Are you ready for the results?

#LokSabhaElections2019 #LokSabhaElections #ElectionCommissionOfIndia #ElectionCommission #Elections2019 #manipur #DeshKaMahaTyohar

#IamReady

**ATTENTION PLEASE !**

Results of the Lok Sabha Election will be announced

on **23 MAY**

Chief Electoral Officer, Manipur  
Published by Tejas Yambem (1) · 23 May

Watch the Lok Sabha Election 2019 live result updates on DD News and YouTube.

Election Commission of India  
#LokSabhaElections2019 #LokSabhaElectionsResults  
#ElectionCommissionOfIndia #ElectionCommission #Elections2019  
#manipur #DeshKaMahaTyohar

YouTube link: See more

#IamReady

**LOK SABHA ELECTION 2019 RESULT  
WATCH LIVE**

on **DD NEWS & YouTube**



## 17. Anthem

The anthem will serve as a tool to inspire and encourage prospective voters, especially the youth who are 18 or about to turn 18, to go out and register themselves as voters for the first time. The overall feel of the music is energetic and the pace of the music peppy.

The lyric covers quite a spectrum of facts including – that government is made by the people and people should take ownership, that getting enrolled to vote with one's free will is a right as much as it is a responsibility. The future of the society/nation lies with us, the people. The song also tries to capture, subtly, issues like urban apathy and reluctance of the third gender and marginalised people. The refrain hammers on the object that we wish to achieve – to get people to enrol.

(Refrain lines)

*I am ready  
I am ready  
Ready to have my right  
Ready to get enrolled*

*I am ready  
I am ready  
Ready to be counted  
Ready to be heard*



↑ Screen shot (I AM READY - The Official Anthem). Link: <https://bit.ly/2EuVUGW>

## 18. District Level SVEEP Campaign

Various SVEEP and ELC camps were held across numerous government offices, schools, colleges, health centres, gas agencies and communities in different districts in Manipur to spread awareness about the importance of voter registration and participation in the democratic process of election.

### a) Bishnupur District





## b) Chandel District



## c) Churachandpur District





#### d) Imphal East District



#### e) Imphal West District





## f) Jiribam District



## g) Kangpokpi District





## h) Senapati District



## i) Tamenglong District





## j) Thoubal District



## k) Ukhrul District





## 19. Footgal 2018

FootGal - 2018 is an initiative of the District Administration Churachandpur as part of its SVEEP Campaign to celebrate the Girl Child in furtherance of Government of India's Beti Bachao Beti Padhao (BBBP) Abhiyan. It endeavours to garner support from electors towards accessible and inclusive elections through purification of Electoral Rolls with the objective "No Voters to be Left Behind".



## a) Some Glimpses of the Tournament





## 20. Innovative Activations

Special Summary Revision publicity card communication through various medium.

- a) Gas Agency
- b) Water Bottle
- c) Newspaper Insert
- d) Bank Documents
- e) Packaged drinking water bottle
- f) Public Transport
- g) Hospital Tickets
- h) Grocery Items
- i) Stationary Items
- j) Sumaang Leela

### a) Gas Agency



### b) Water Bottle



### d) Bank Documents



### c) Newspaper Insert



### e) Packaged Drinking Water Bottle





f) Public Transport



Chief Electoral Officer, Manipur

h) Grocery Items



i) Stationery Items



g) Hospital Tickets





## 21. Special Campaigns For Persons With Disabilities (PWD)

Various Special Public Awareness and Education Programme for the person with Disability (PwD) across the different district in Manipur to spread the message of Accessible Elections.



## 22. SVEEP Activation Through Sports And Painting Competition







# **EVM & VVPAT AWARENESS**



## 1. Awareness Drive at Various Government Departments



↑ Awareness programme on EVM & VVPAT was also conducted for official & staff of various departments on how to operate the EVM with VVPAT system and understand the process of recording the vote using VVPAT



## 2. Manipur Sangai Festival 2018

The Office of the Chief Electoral Officer, Manipur opened an EVM & VVPAT familiarization stall at Manipur Sangai Festival 2018 which was held for 10 days (21st November to 30th November) at Hapta Kangjeibung, Imphal. The festival is one of the biggest and longest-running festivals in Manipur and approximately 5 lakh people visited the festival. 7127 people participated in the mock casting of vote at the EVM & VVPAT familiarization stall with much enthusiasm.



## 3. Lucky Draw

A lucky draw was conducted on 23 January 2019 by the Chief Electoral Officer, Manipur in the presence of Shri Jarnail Singh (Retd. IAS), Administrator, Manipur University, who was also the Former Chief Secretary and the Chief Electoral Officer, Manipur.

There were a total of 1,40,847 participants in the lucky draw. These were the people who participated in the mock poll of the EVM & VVPAT during the familiarization camps held across the State. Media personnel were invited to witness the lucky draw and the results were published in the local newspapers and prizes were distributed on the National Voters' Day, 2019 on 25 January 2019.

The State level lucky draw prizes were:

- **1<sup>st</sup> Prize:** Honda Activa
- **2<sup>nd</sup> prize:** LED TV
- **3<sup>rd</sup> Prize:** Refrigerator







↑ Winner of the First prize receiving the prize from Dr. J. Suresh Babu, IAS, Chief Secretary, Manipur



↑ Winner of the Second prize receiving the prize from DGP, Manipur



↑ Winner of the Third prize receiving the prize from Major General K.P Singh, YSM, IGAR Sounth, Assam Rifles



Assembly Constituency-wise lucky draw was also conducted in which 1(one) mobile phone was given to one person in each of the 60 ACs in Manipur.

A Photo Exhibition at the National Voters' Day, 2019 also showcased different electoral awareness campaigns taken up by the DEOs across the State.

## 4. Security

The DGP, Manipur was requested to instruct every Police Station to tie-up with the EROs and provide security wherever the programme is held.

## 5. Publicity

### a) Bus Wrapping

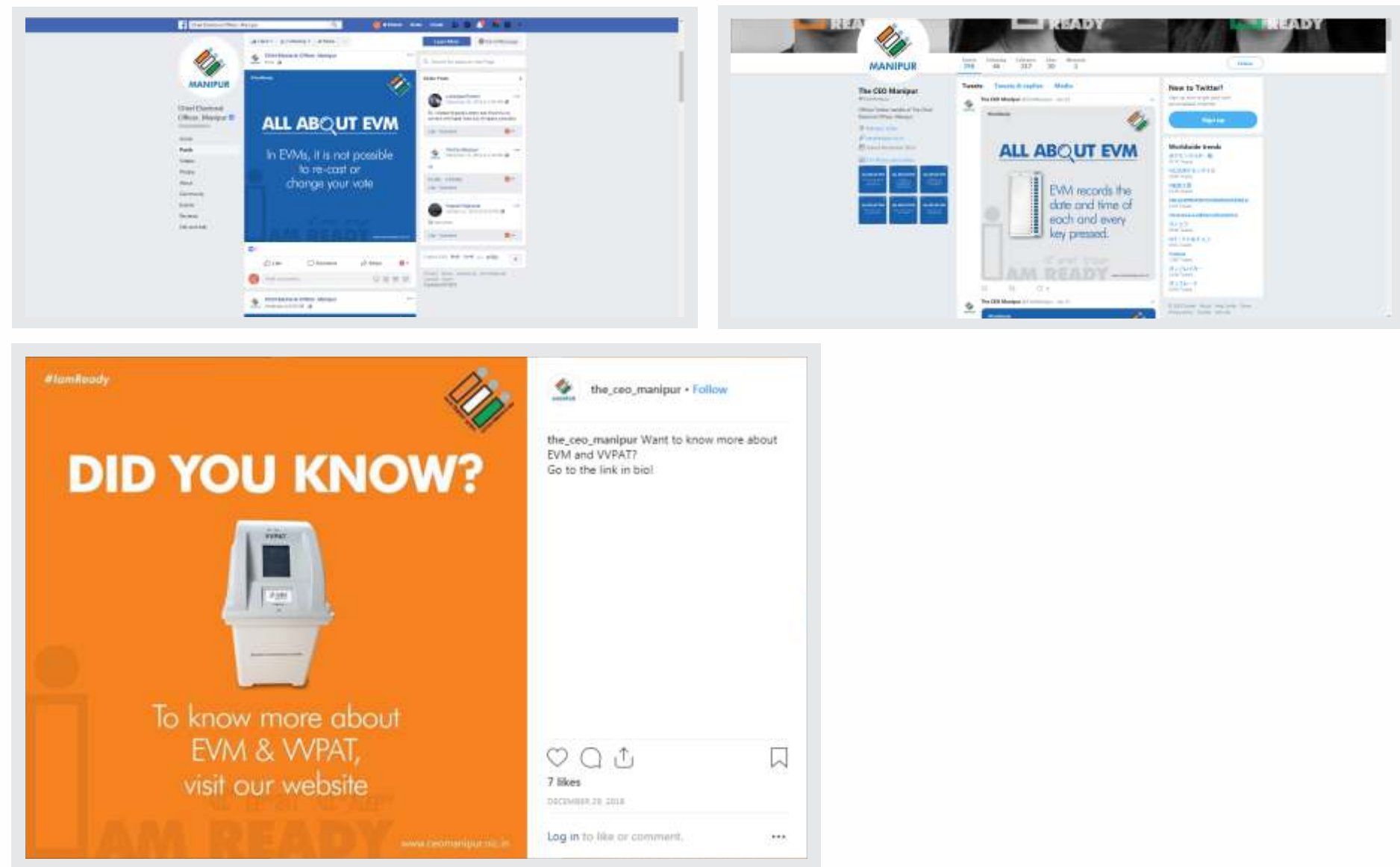
16 buses of the Manipur State Transport connecting the capital city Imphal to all the District Headquarters, passing through numerous Sub Divisional Headquarters were engaged for publicity about EVM & VVPAT.





## b) Social Media

Various modes of publicity through online platforms such as Facebook, Twitter, Instagram etc. were employed to spread awareness about the EVM & VVPAT programme.



## 6. Print Media

### a) Island Ads

The Sangai Express, which is the largest circulated local newspaper in Manipur, has been publishing island ads everyday since September 2018 on its front page of both its Manipuri and English editions. The island ads cover many election awareness aspects which include the EVM & VVPAT.





## b) Double Spread Advertorial

A double spread advertorial on EVM & VVPAT is being published bi-monthly in local newspapers.

Celebrating the spirit of Democracy on

# 9<sup>th</sup> NATIONAL VOTERS' DAY 2019

Booth Location at City Convention Centre,  
Palace Compound, Imphal at 10:00 AM  
on 25 January, 2019 (today)

## The Formidable Pair of EVM & VVPAT

And why you should finally put your anxiety to rest

**SO HOW SAFE AND SECURE ARE THE EVMs?**

Electronic Voting Machines (EVMs) are designed to ensure that the voter's vote is recorded accurately and securely. The EVMs are designed to be tamper-proof and are equipped with multiple layers of security to ensure the integrity of the voting process. The EVMs are designed to be tamper-proof and are equipped with multiple layers of security to ensure the integrity of the voting process.

**TECHNOLOGICAL SAFEGUARDS:**

The EVMs are designed to be tamper-proof and are equipped with multiple layers of security to ensure the integrity of the voting process. The EVMs are designed to be tamper-proof and are equipped with multiple layers of security to ensure the integrity of the voting process.

**ADVANTAGES OF EVMs**

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**HOW TO CAST YOUR VOTE**

1. Insert the Ballot Paper into the Balloting Unit. 2. Press the Blue Button on the Balloting Unit. 3. The Ballot Paper will be printed and will fall into the VVPAT. 4. The VVPAT will display the serial number, name and symbol of the candidate of your choice. 5. The VVPAT will be sealed and will be kept in the sealed drop box.

**WHAT IS VVPAT?**

Voter Verifiable Paper Audit Trail (VVPAT) machines are an independent system, attached with the Electronic Voting Machines (EVMs), that allows the voters to verify that their votes are cast as intended. VVPAT consists of a Printer and a VVPAT Status Display Unit (VSDU). Control Unit and VSDU are kept with the Presiding Officer/Polling Officer and Balloting Unit and VVPAT Printer are kept in the voting compartment. When a vote is cast, the elector shall be able to view through transparent window of the VVPAT, the printed paper slip showing the serial no, name and the symbol of the candidate of his choice. The slip remains exposed through the window for 7 seconds, after which it automatically gets cut and falls in the sealed drop box of the VVPAT. VVPATs can be accessed, though, by the polling officials and not by the voter. VVPATs are a second line of verification and are particularly useful in the time when allegations around Electronic Voting Machines' tampering crop up.

**WHAT IS EVM?**

Electronic Voting Machine (EVM) is an electronic device for recording votes. An Electronic Voting Machine consists of two Units – a Control Unit and a Balloting Unit – joined by a five-meter cable. The Control Unit is placed with the Presiding Officer or a Polling Officer and the Balloting Unit is placed inside the voting compartment. The vote can be recorded by a voter from the ballot unit only after the Presiding Officer enables the ballot on the Control Unit. This will enable the voter to cast his vote by pressing the blue button on the Balloting Unit against the candidate and symbol of his choice. The next vote can be recorded only after the Presiding Officer enables the ballot on the Control Unit. In between, the machine becomes dead to any signal from outside (except from the Control Unit). On the right side of the balloting Unit along the candidates' vote button, digits 1 to 16 are embossed in Braille signage for guidance of visually impaired electors. Control Unit takes 12 seconds to accept a vote. A balloting Unit caters upto 16 candidates.

**Chief Electoral Officer, Manipur**  
For more info, visit [www.ceo-manipur.nic.in](http://www.ceo-manipur.nic.in)

## c) Pamphlet

Pamphlet on EVM & VVPAT is being distributed in all places where EVM & VVPAT awareness program are held.

# LET'S LEARN ABOUT EVM & VVPAT

## WHAT IS EVM?

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**Chief Electoral Officer, Manipur**  
To register, contact your Booth Level Officer (BLO) or call 1950 or visit [www.nvsp.in](http://www.nvsp.in)

**Control Unit**

**VVPAT**

**Ballot Unit**

**Chief Electoral Officer, Manipur**  
To register, contact your Booth Level Officer (BLO) or call 1950 or visit [www.nvsp.in](http://www.nvsp.in)



## d) Hoarding

Hoardings on EVM & VVPAT and Ethical Voting has been put up in all the market places and public places with high footfall in the capital city Imphal and all the District Headquarters.



Chief Electoral Officer, Manipur

## e) Electronic Media

The CEO, Manipur has launched two videos on EVM & VVPAT which were uploaded on the CEO, Manipur website and its Youtube channel. The videos are also being telecasted on popular local cable networks ISTV, IMPACT TV and Hornbil which have a combined viewer-ship of over 10,00,000.



Explainer Video on EVM & VVPAT (English & Manipuri)



Cynical Video on EVM & VVPAT (Manipuri)





## 7. Permanent EVM & VVPAT Familiarization Centre

Permanent EVM & VVPAT familiarization centres have been set up at the offices of CEO, Manipur, DCs / DEOs and EROs.



## 8. Dummy EVM & VVPAT Installation

Giant dummies of CU, BU and VVPAT have been made and installed at the office of the Chief Electoral Officer, Manipur for visitors to get familiarize with features of the machines.



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## 10. Democracy Van

On the occasion of National Voters' Day, 2019, the Chief Guest of the celebration, Dr. J. Suresh Babu, IAS, Chief Secretary, Manipur flag off three Democracy Vans for EVM & VVPAT awareness and familiarization campaign.

The Democracy Vans will initially cover places of high footfalls like markets in and around Imphal City and will later cover similar places in other Districts including Hill Districts for EVM & VVPAT familiarization campaign.





## 11. EVM & VVPAT Demo Presentation

An EVM & VVPAT demo was put up at the National Voters' Day, 2019 held at City Convention Centre, Imphal, Manipur where many invitees who came for the event experienced mock voting including the Chief Guest.



## 12. AIR & DDK

A general message from the CEO, Manipur on various aspects including that of EVM & VVPAT has been aired and telecast on All India Radio, Imphal and Doordarshan Kendra, Imphal.

## 13. Budget

An amount of Rs.38,22,000/- @ Rs.1500/Polling Station in the Hill Districts for 1296 Polling Stations and @ Rs.1200/Polling Station in the Valley Districts for 1565 Polling Stations was sanctioned for the awareness campaign of EVM & VVPAT for purchase of stationery items, arrangement of sound system and pen drives, etc.

## 14. Republic Day Tableau

A tableau featuring giant replicas of EVM & VVPAT along with a hand with the indelible ink mark represented the Office of the Chief Electoral Officer Manipur in the Republic Day Parade in Imphal, Manipur. The theme of the tableau was "No Voter To Be Left Behind". Incidentally, the CEO Manipur Tableau bagged the prize for the third best tableau among the numerous tableaux from various government departments.







**ETHICAL  
VOTING**



## 1. Awareness Ethical TV Commercials



## 2. Sumaang Leela





### 3. Poll Day Newspaper Prints

#IamReady

READY TO VOTE IN THE LOK SABHA ELECTION 2019?

## BE AN ETHICAL VOTER

Taking and giving bribes in elections is an offence under section 171-B of IPC. Bribery includes giving or taking Cash, Liquor or Free Gifts for votes.

Play a role in ensuring Free and Fair Elections

- Download the eVIGIL mobile app
- Click & upload a photo/video to report incidents of misconduct within minutes of witnessing them
- Police specially will investigate to the spot of a incidence with the help of auto location to take prompt action

Screen about your installation use **Voter Helpline** mobile app

Screen your Helpline Status SMS - 989898 - 989898 - 989898 - 989898

Chief Electoral Officer, Manipur

Google Play App Store eVIGIL

112/1111 NO VOTER TO BE LEFT BEHIND

#IamReady

## BE A RESPONSIBLE VOTER

Let us pledge to make an informed choice, not influenced by gifts and monetary gain or without giving in to threats or intimidation. Let us pledge to vote responsibly.

Photo voter slip is no longer a standalone identification document. Don't forget to carry one of the following 12 documents when you go to vote.

1. Voter ID Card
2. Passport
3. Driving License
4. Service Identity Card
5. Passbook
6. PAN Card
7. Smart Card
8. Health Insurance Card
9. Health Insurance Smart Card
10. National Document
11. Official Identity Card
12. Aadhaar Card

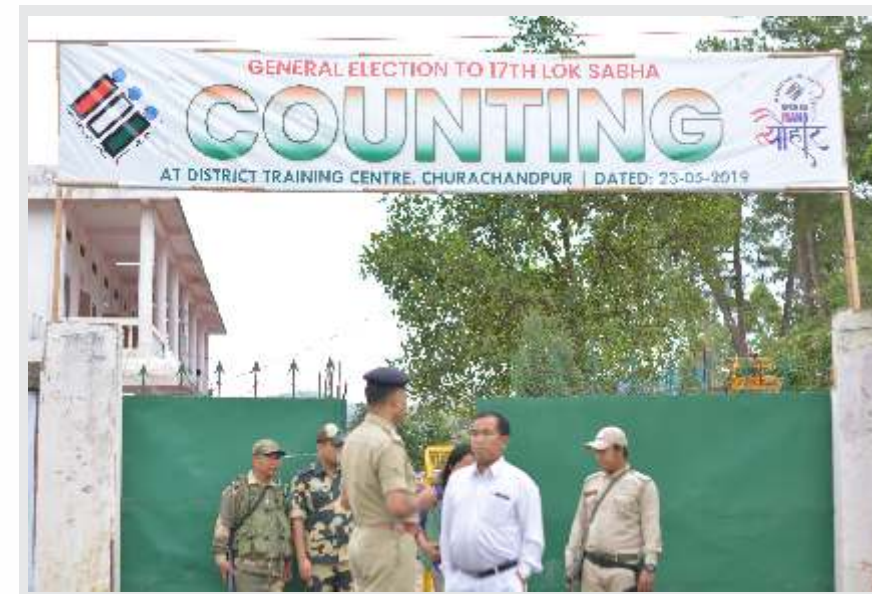
Chief Electoral Officer, Manipur

Google Play App Store eVIGIL

112/1111 NO VOTER TO BE LEFT BEHIND

Chief Electoral Officer, Manipur

### 4. Poll Day





## 5. Counting Day



## 6. Map

It was the overall guidance and encouragement from the Commission that led to the very smooth conduct of the election in the State. Working together as a close-knit group, the freedom allowed in working as a CEO and the overall feeling of being an important part of the election family were indeed overwhelming.





