

## Engagement with PSU/Corporate House

### Framework of Engagement

#### 1. Introduction

The democratic framework of our country has been shaped through credible, transparent and impartial electoral processes put in place by the ECI over the last sixty years.

These processes, enfranchising every eligible elector in this country, begin with voter registration and ultimately seek to provide a level playing field for all political parties and create an environment that is conducive for conducting a free and fair poll, in which all eligible electors can and should participate

There needs to be an enabling environment combining information, motivation and facilitation so that potential voters are fully engaged in the process of democratic governance through effective electoral participation.

There is also an imperative need for greater participation of all stakeholders that in the broadest sense would imply greater citizen engagement in the election process. This is however, some times, not the case.

There are visible gaps in participation among women, urban population, migrant working population including labourers, weaker sections and others in various parts of the country owing to a range of factors. Young Indians who become qualified to be registered as voters on turning 18 years need to be given the necessary orientation & facilitation to understand their new role and get engaged with the electoral registration and further participation process.

Public Sector Enterprises and Corporate Houses can play a significant catalytic role in enhancing citizen engagement by partnering Election Commission of India in its Systematic Voters' Education and Electoral Participation (SVEEP) programme and also fulfill their Corporate Social responsibility.

#### 2. Goal and Objectives

**Goal:** To have every eligible citizen on the electoral roll and have every enrolled voter to vote voluntarily, thus ensuring widest electoral participation and inclusive elections through information, education, motivation and facilitation.

#### Objectives:

1. To bridge the gender gap in registration and voter turnout.

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- II. To fight urban apathy to electoral participation
- III. To overcome youth disconnect with the electoral process
- IV. To facilitate inclusion of marginal sections in the electoral process
- V. To promote informed and ethical voting
- VI. To bridge the gap in information, awareness, motivation and facilitation in the electoral process

**3. Start off Criteria for PSUs/Corporate Houses**

- a) Non-political and non-partisan with clean antecedents
- b) High Credibility and reputation among people
- c) Capacity and outreach for engaging with the community

**4. Role and responsibility of ECI/Chief Electoral Officers of States**

- i. Accepting the PSU/Corporate House as a partner organization in promotion of electoral democracy.
- ii. Creating a mechanism for coordination and periodic evaluation of the collaboration
- iii. While working out information and motivational campaigns for facilitating voter participation, they may involve the PSU/Corporate House appropriately.
- iv. CEOs shall share the material on Voter education/awareness with the PSU/Corporate House for dissemination of the message among their employees.
- v. Setting up of registration/facilitation desk during special registration drives, for the benefit of the PSU/Corporate employees

**5. Roles and responsibilities of PSU/Corporate House**

- i. Promoting Voter education and awareness among people on pro-bono basis, particularly in the areas of their outreach.
- ii. Promoting electoral registration among its employees and family members and providing facilitation desks during special registration drives.
- iii. Promote ethical and informed voting free of inducements and educate voters about their rights and duties to strengthen democracy.
- iv. Extending due sponsorship and in kind support to the SVEEP programmes and activities carried out by CEO.
- v. Nominate a nodal officer to interact and coordinate with the CEO/election machinery.

*Amir Q. S.*  
25/01/2013

# Engagement with Media Organisation

## Framework of Engagement

### 1. Introduction

The democratic framework of our country has been shaped through credible, transparent and impartial electoral processes put in place by the ECI over the last sixty years.

These processes, enfranchising every eligible elector in this country, begin with voter registration and ultimately seek to provide a level playing field for all political parties and create an environment that is conducive for conducting a free and fair poll, in which all eligible electors can and should participate

There needs to be an enabling environment combining information, motivation and facilitation so that potential voters are fully engaged in the process of democratic governance through effective electoral participation.

There is also an imperative need for greater participation of all stakeholders that in the broadest sense would imply greater citizen engagement in the election process. This is however, some times, not the case.

Young Indians who become qualified to be registered as voters on turning 18 years need to be given the necessary orientation & facilitation to understand their new role and get engaged with the electoral registration and further participation process. There are visible gaps in participation among women, urban population, weaker sections and others in various parts of the country owing to a range of factors.

Media can play a significant catalytic role in enhancing citizen engagement by reaching out to a large audience in furtherance of the Election Commission's goals.

### 2. Goal and objectives

**Goal:** To have every eligible citizen on the electoral roll and have every enrolled voter to vote voluntarily, thus ensuring widest electoral participation and inclusive elections through information, education, motivation and facilitation.

**Objectives:**

- I. To bridge the gender gap in registration and voter turnout.
- II. To fight urban apathy to electoral participation
- III. To overcome youth disconnect with the electoral process
- IV. To facilitate inclusion of marginal sections in the electoral process
- V. To promote informed and ethical voting
- VI. To bridge the gap in information, awareness, motivation and facilitation in the electoral process

mean that the working arrangement with the concerned Media House has lost its relevance and stands dis-engaged forthwith.

Both the CEO and the Media House are at liberty at any time to suggest review, revision and modification of the content of the work and to ensure conformity with the directions that may be issued by Election Commission of India from time to time.

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# Engagement with a Civil Society Organisation

## Framework of Engagement

### 1. Introduction

The democratic framework of our country has been shaped through credible, transparent and impartial electoral processes put in place by the ECI over the last sixty years.

These processes, enfranchising every eligible elector in this country, begin with voter registration and ultimately seek to provide a level playing field for all political parties and create an environment that is conducive for conducting a free and fair poll, in which all eligible electors can and should participate:

There needs to be an enabling environment combining information, motivation and facilitation so that potential voters are fully engaged in the process of democratic governance through effective electoral participation.

There is also an imperative need for greater participation of all stakeholders that in the broadest sense would imply greater citizen engagement in the election process. This is however, some times, not the case.

Young Indians who become qualified to be registered as voters on turning 18 years need to be given the necessary orientation & facilitation to understand their new role and get engaged with the electoral registration and further participation process. There are visible gaps in participation among women, urban population, weaker sections and others in various parts of the country owing to a range of factors.

Civil Society Organisations can play a significant catalytic role in enhancing citizen engagement especially in the areas of reaching out to the last-mile in furtherance of the Election Commission's goals.

### 2. Goal and objectives - ECI-CSO Partnership

**Goal:** To have every eligible citizen on the electoral roll and have every enrolled voter to vote voluntarily, thus ensuring widest electoral participation and inclusive elections through information, education, motivation and facilitation.

#### Objectives:

- I. To bridge the gender gap in registration and voter turnout.
- II. To fight urban apathy to electoral participation
- III. To overcome youth disconnect with the electoral process

- IV. To facilitate inclusion of marginal sections in the electoral process
- V. To promote informed and ethical voting
- VI. To bridge the gap in information, awareness, motivation and facilitation in the electoral process

3. Start off Criteria for CSOs

- a) Non-political and non-partisan with clean antecedents (financial and criminal)
- b) High Credibility and reputation among people within their regions of operation and should have good network in the region
- c) Actively engaged in any developmental or social cause
- d) A background of knowledge of one or more areas of :
  - (i) Democracy
  - (ii) Election Management
  - (iii) Electoral Participation
  - (iv) Education and Awareness
  - (v) Inclusion, worked with marginalized segments/ group in the society

4. Role and responsibility of ECI/Chief Electoral Officers of States

- I. Recognizing the CSO as a partner organization in promotion of electoral democracy.
- II. Creating a mechanism for coordination and periodic evaluation of the collaboration
- III. Imparting training and capacity building of CSOs through Workshops at IIDEM/RIDEMs.
- IV. Implement other demand and supply side measures for optimally reaching out to the community of electors/ potential electors by suitably associating the CSO.
- V. Involving CSO volunteers to assist the Booth Level Officer for each polling station area as a Booth Level Volunteer in the area of Electoral Roll correction and revision.
- VI. While working out information and motivational campaigns for facilitating voter participation, they may involve the CSO appropriately.
- VII. CEOs shall share the material on Voter education/awareness with the CSO for wider dissemination of the message.

5. Roles and responsibilities of CSO

- i. Assisting the Chief Electoral Officer in taking up voter awareness programs on electoral registration process and encouraging voters' participation.
- ii. Assisting both rural and urban population to register as voters at convenient registration locations and at timings that are convenient to them.

- iii. Nominating volunteers (BLVs) with clean antecedents for each polling station to help identify and include the eligible voters living in the polling station area in both rural and urban centres.
- iv. Assisting the Electoral Registration Officers (EROs) and the Booth Level Officer in obtaining applications, photographs from the eligible and new voters in the polling station area and ensuring that electoral rolls are accurate and periodically updated.
- v. Supporting various participative initiatives to make electoral rolls cleaner and poll process more efficient.
- vi. Help overcome information and motivational gaps and working towards full participation of the electors in Voting during the elections.
- vii. Promote ethical and informed voting free of inducements and educate voters about their rights and duties to strengthen democracy.
- viii. Provide constructive feedback, new and innovative ideas to increase voter participation

#### 6. Finances

The collaboration will be without any funding arrangement.

7. This framework will become operational between ECI/CEO and any CSO through exchange of letters, if the CEO wishes to get it operational.

#### 8. Safeguards

Since non-partisan, objective, non-political citizen awareness, facilitation and engagement are the basis of this framework of engagement, hence, any deviation will automatically mean that the working arrangement with CSO has lost its relevance and stands dis-engaged forthwith.

If any other organization/agency, is sought to be associated with this collaboration work by the CSO, that can happen only in consultation with the Election Commission.

Both the CEO and the CSO are at liberty at any time to suggest review, revision and modification of the content of the work and to ensure conformity with the directions that may be issued by Election Commission of India from time to time.

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