

# ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

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No. 464/INST/2009/EPS

Dated: 28<sup>TH</sup> March, 2009

To,

The Chief Electoral Officers  
of all States/UTs.

**Subject:- General Election to the Lok Sabha, 2009-Communication Plan-regarding.**

Sir,

During the recent General Elections to the State Assembly of Madhya Pradesh, information and data were collected and actively utilized on the day of the poll, both by the ECI as well as in the state. The Communication Plan as evolved then has now been validated into a national concept by the ECI, with an intention to speedily track information on the poll-day and to make the management of election information-centric. A well developed Communication Plan is expected to have even higher utility in situations of limited availability of security forces.

A software for development of 'Communication Plan' was made available on the ECI website. In light of the feedbacks received from the states, and in order relating to ensure quick data collection and entry for generation of the Communication Plan, the Commission hereby circulates revised formats and procedures for development of the Communication Plan on the basis of the exercise undertaken in Madhya Pradesh.

In order to establish an efficient Management and Feedback System in this regard, each CEO shall nominate a State-level Nodal Officer for the State Communication Plan, and each DEO shall nominate a District-level Nodal Officer for the District Communication Plan. The State-level Nodal Officers shall coordinate with their district counterparts and ensure timely progress. The State-level Nodal Officers shall give feedback to the undersigned as the National-level

Nodal Officer for Communication Planning of the ECI, on the following e-mail address:

GE2009CP-ecino@gmail.com

A group e-mail facility for the specific purpose of Communication Plan has also been developed and the e-mail addresses/ passwords relating to each state/UT can be seen therein.

Formats 1 & 2A to 2D of the Communication Plan for the poll day(s) of the General Elections to the Parliament of India/ State Legislative Assemblies scheduled in the coming months are enclosed.

In Format 1 the details of the means of communication at the Polling Station level like mobile phone, land-line phone etc are to be filled, along-with telephone details of the nearest police station/ post and the sector/ zonal officers/ magistrates. Besides this, names of suitable, reliable persons and their telephone/mobile numbers in relation to every polling station have been asked for. In the absence of any other means of contact, names of two runners between the polling station and the closest telephone/wireless establishment and other details thereof have been asked for.

Format-1 is to be immediately provided to all DEOs, who shall generate sufficient copies of the same for manual filling (of the Format-1) by district staff through intensive field visits and consultation. All collection and manual filling of information in this format is necessarily to be completed, and all the completed forms collected at the district level necessarily by 3<sup>rd</sup> April, 2009. The ECI shall soon be circulating an internet based software using which data entry shall be done in districts for each polling station. These data entries shall thereafter be required to be uploaded on the state and national level URL(s) which shall soon be made available for this purpose.

Formats 2A to 2C relate to ARO,DEO,CEO and ECI level communication teams respectively. Data entries in formats 2A and 2B are to be one at the

district levels. Formats 2A to 2C shall be made available by the CEOs and DEOs to the ECI by e-mail on the above mentioned e-mail address and by post by 3<sup>rd</sup> April, 2009. In case these forms are also to be made available to the ECI by DEOs and CEOs by directly uploading on the internet then the manner of doing that shall be indicated soon, for which preparation must be kept.

In the meanwhile, such states which have already fully or partially worked on the Communication Plan software circulated (through internet) by the Commission earlier, should continue to develop and update that Plan while also collecting the information and doing the preparation for/ execution of this revised version of the Communication Plan.

This Communication Plan has to be specially prepared for the day of the poll, when starting with the mock poll certificate by 8.30 a.m. various reports have to be provided to the ECI and the CEO through the day. Moreover, this Communication Plan shall also be useful in situations of contingent/immediate requirements, law and order control etc. The Communication Plan shall be provided to the ECI Observer immediately on their arrival in the constituencies by the concerned DEOs.

The Communication Plan is to be necessarily filled Assembly Constituency segment-wise for every polling station by each district of the state in the Formats 1, 2A to 2C latest by 3<sup>rd</sup> April, 2009.

Please ensure strict timely compliance of these instructions.

Yours sincerely,



ASHISH SRIVASTAVA  
DIRECTOR







