

Point to the future



YOUR VOTE YOUR RIGHT

NATIONAL ELECTORAL ROLLS PURIFICATION



I HAVE SCALED
THE HIGHEST PEAK
I HAVE ENROLLED
I AM ON A HIGH

JOIN ME AND
ENROLL NOW!

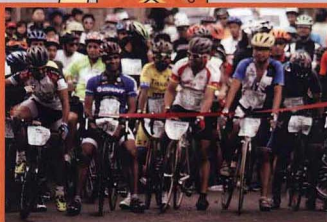


ENROLL NOW!

DOLYNE KHARBINH
2004-2005, 2008-2009

Chief Electoral Officer Meghalaya
Shillong

NATIONAL
ELECTORAL ROLL
PURIFICATION



Hasn't Compliments - CEO Meghalaya

CHIEF ELECTORAL OFFICER
MEGHALAYA

A brief report on SVEEP activities
undertaken by CEO, Meghalaya

POSTCARD glimpses of 360⁰ SVEEP campaign from Electoral Abode of Clouds-the Meghalaya Effort

Close on the heels of taking over as the Chief Electoral Officer, of Meghalaya, unexpectedly and to my trepidation, the Bye Elections to the vacant Tura Parliamentary seat were suddenly announced by the ECI on its website which we learnt, in the midst of an introductory video conference that I was convening with the DEOs of the 11 districts of the State.

After the hurly burly of the bye-Elections which by Meghalaya standards was highly volatile, with FIR’s and counter FIR’s flying thick and fast, including other dramatic incidents like hate speeches and seizures which ruffled the tranquil and hitherto placid surface of the state’s electoral canvas culminating in dramatic results. It was time for the dust to settle and more exciting events to unfold. The focus now shifted to the NERP (National Electoral Roll Purification) and the Election Commission unveiled a series of instructions through its fortnightly video conferences on the need to initiate a 360 degrees SVEEP awareness programme, combined with focused NERP related activities with an overall aim to drive home the NERP message, while also capturing the imagination of the states citizens through a series of fresh and innovative campaigns and strategies. The creative strategies that emerged and took birth are listed below as “POSTCARD glimpses of 360⁰ SVEEP campaign effort from Electoral Abode of Clouds”

Launch of State Specific Election Mascots.

The clouded Leopard which is the State animal, inspired the office of the CEO to unleash MARK and MARKOR a pair of clouded Leopards, MARK being the male and MARKOR, the female counterpart. The Mascots are colorfully draped and attired in the traditional costumes of the three dominant tribes of the state- Khasi, Jaintia and Garo symbolizing the inclusiveness of the state mascots in the democratic canvass of the state, MARK the masculine feline of course, denotes the “indelible mark” on a voters finger and MARKOR the female cat, meaning precious had a larger implication of - “Your vote is precious, your choice is precious, your rights are precious” The mascots were launched at a press conference and unveiled in a dramatic video depicting a clouded leopard blithely running through the hilly forested slopes of Meghalaya only to suddenly metamorphose and morph into three different colorful and vibrant versions of MARK and MARKOR as Khasi, Jaintia and Garo embodiments, exhorted all voters to join NERP campaign and to register as new voters in Meghalaya.



A FAMILY THAT ENROLLS TOGETHER STAYS TOGETHER



LAUNCH OF MASCOT

Launch of Election Mascots MARK and MARKOR as part of SVEEP campaign by Election Department Meghalaya.





MARK

MARKOR

HOARDINGS



I HAVE SCALED
THE HIGHEST PEAK
I HAVE ENROLLED
I AM ON A HIGH

JOIN ME AND
ENROLL NOW!

DOLYNE KHARBHIH
STATE SECTOR YOUNG LEADER

NATIONAL
ELECTORAL ROLL
PURIFICATION



**ENROLL
NOW!**



Issued by
Chief Electoral Officer Meghalaya
Shillong



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PURIFICATION




**ENROLL
NOW!**




Issued by
Chief Electoral Officer Meghalaya
Shillong


ON YOUR **18TH** BIRTHDAY,
MAKE A WISH, BLOW THE CANDLES,
CUT THE CAKE, TREAT YOUR FRIENDS
&
GIFT YOURSELF AN **EPIC** CARD.



NATIONAL
ELECTORAL ROLL
PURIFICATION



**ENROLL
NOW!**



Issued by
Chief Electoral Officer Meghalaya
Shillong

A FAMILY THAT
ENROLLS TOGETHER
STAYS **TOGETHER**



NO **VOTER** TO BE LEFT BEHIND



**ENROLL
NOW!**



**YOU ARE AGING
GRACEFULLY.
LET YOUR IMAGE
DO THE TALKING.**

UPDATE YOUR VOTER ID CARD TODAY.

BE THE **FIRST ONE**
THE **CHOSEN ONE**

I WILL VOLUNTARILY INFORM IF

- ☒ THE IMAGE ON MY PHOTO IS POOR
- ☒ MY NAME IS REPEATED OR THERE ARE MULTIPLE ENTRIES
- ☒ THERE IS ERROR IN THE ELECTORAL ROLE BECAUSE
MY NAME OR MY FAMILY MEMBERS NAME IS ABSENT,
SHIFTED, DEAD
- ☒ I WANT HEALTHY ELECTORAL ROLLS

I AM READY TO HELP ..ARE YOU?

**NATIONAL
ELECTORAL ROLL
PURIFICATION**





Various messages were creatively crafted and woven around MARK and MARKOR a flavor of which can be sampled below:-

- *A family that enrolls together stays together* (For enrolling and urging families to register together in a particular P.S as part of Polling Station rationalization under NERP)
- *We are the world, we are the children, we are the ones to make a better world, so lets start enrolling.*(to encourage enrolling using well known lyrics to create larger connect with prospective voters)
- *You are aging gracefully let your image do the talking.*(EPIC image improvement)
- *On your 18th birthday, make a wish, blow the candles, cut the cake, treat your friends and give yourself an EPIC card.*(For newly enrolled and 18 plus voters)
- *Give me some sun shine, give me some rain, give me a chance I want to enroll my name.*(Enrollment for new voters using popular lyrics again)
- *It only takes a single thought to move the world, It only takes a couple of minute to get an EPIC card, Enroll now.*(EPIC card improvement)
- *Click....Click....Capture.... It's just a click away to enroll your voters ID card. Enroll now.*
- *Be the first one the chosen one. I will voluntarily inform if the image on my photo is poor, my name is repeated or there are multiple entries, there is error in the electoral role because my name or my family members name is absent, shifted, dead, I want healthy electoral rolls. I am ready to help...are you? (NERP Message)*

The messages above along with the mascots were widely deployed, circulated and disseminated through various mediums hoardings, posters in the prominent locations in all the 11 districts of the state, and on various airwaves, through FM spots, All India Radio, DDK through mass contact events and social media.

1. Special events

Shillong Public School acted as the lead school for engaging with eligible young voters with a mandate to initiate a range of SVEEP activities and propagation of NERP awareness programme through social media, Art competitions, music, instagram photography competitions, ditty competitions, and most prominently through an active social media presence through a dedicated facebook page called “*Point to the Future*” dwelling on the responsibility of young adults to enroll in the electoral roll, and to take voluntarily steps to initiate necessary corrections of errors on the voters’ IDs, Informing the election office about address change, Informing the election about the dead voters.

GREEN PEDAL CYCLOTHON AS PART OF SVEEP CAMPAIGN.



ART PROJECTS AS PART OF SVEEP CAMPAIGN





SOHRA CHERRAPUNJEE MARATHON 2016



ASSOCIATION OF FASHION SOCIETY IN SVEEP CAMPAIGN.



MUSIC AND MASCOT CUT OUTS TO ENLIVEN SVEEP CAMPAIGN.



In addition a series of illustrated comic strips were also creatively used to carry forward the key messages of NERP programme as part of SVEEP. All the competitions and events culminated in a special Evening Gala on the eve of Independence Day with a view to recognize, felicitate and offer a creative platform to the participants and winners of the month long campaign organized at various schools and colleges of the city and other parts of the state.



Image that appeared on the stamp



2. Commemorative My Stamp initiative with the postal department

With a view to build a lasting legacy for the campaign, the office of the CEO had initiated a unique collaboration with the postal department to launch special edition commemorative “My Stamp” to capture and depict the election mascot promoting voter awareness through stamps and a special cover which were released in the Gala “Point to the future” evening and widely covered in the local media. The Stamp release also found prominent space and mention on the Social Media page of the Indian Philatelists Forum and is now part of philately legacy.

RELEASE OF MY STAMP AND SPECIAL COVER AS PART OF SVEEP

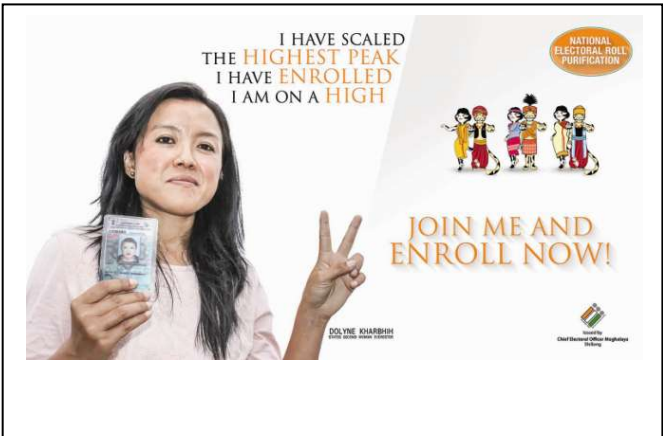
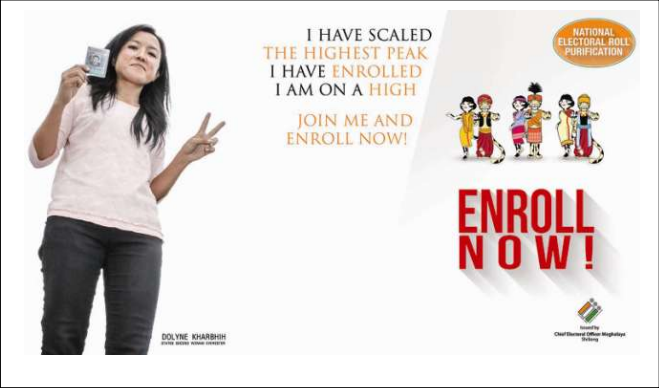




3. Engaging of the State Women Everester as SVEEP Icon.

Dolyne Kharbhih, the second State's Women Everester has been engaged as an icon for various SVEEP activities to motivate youngsters to enroll and to emulate the Icon in conquering every challenge as done by the Everester Icon while scaling the highest mountain in the world, Inspiring captions with her messages have been widely used and deployed, a sample can be seen below:

"I have scaled the highest peak, I have enrolled, I am on a high, join me and enroll now"



1. **SVEEP through various other engagements**

With the objective of broadening awareness and deepening the democratic process in the state advocacy programmes are being initiated in active collaboration with the various organizations like the Meghalaya Cycling Association, the Fashion Society Shillong, the Sohra International Marathon and other prominent and active leading Youth Organisations of the state. The Meghalaya Cycling Association toured the interior parts of the state on their cycles with the objective of spreading awareness on NERP and encouraging enrolment amongst young eligible voters. The Fashion Society has also through its members and contestant act as campus ambassadors encouraging and motivating young people to come out in large numbers to enroll using glamour as its platform.

2. **First to Vote**

In a unique initiative during the last parliamentary bye-election, as an innovative measure to encourage and increase voting, Early Voters were motivated to come early to polling stations, to cast their vote, and their early voting were recognized by the “First to Vote” medals which were awarded by the office of the CEO as a recognition of their efforts which resulted in increasing timely voting and also impacted significantly on voter turn outs in the polling stations in the recently concluded Tura Parliamentary bye Elections.



CEO awarding a first to vote medal as memento to National Sport Icon Smti. M. C Mary Kom

FIRST FIVE EARLY VOTERS

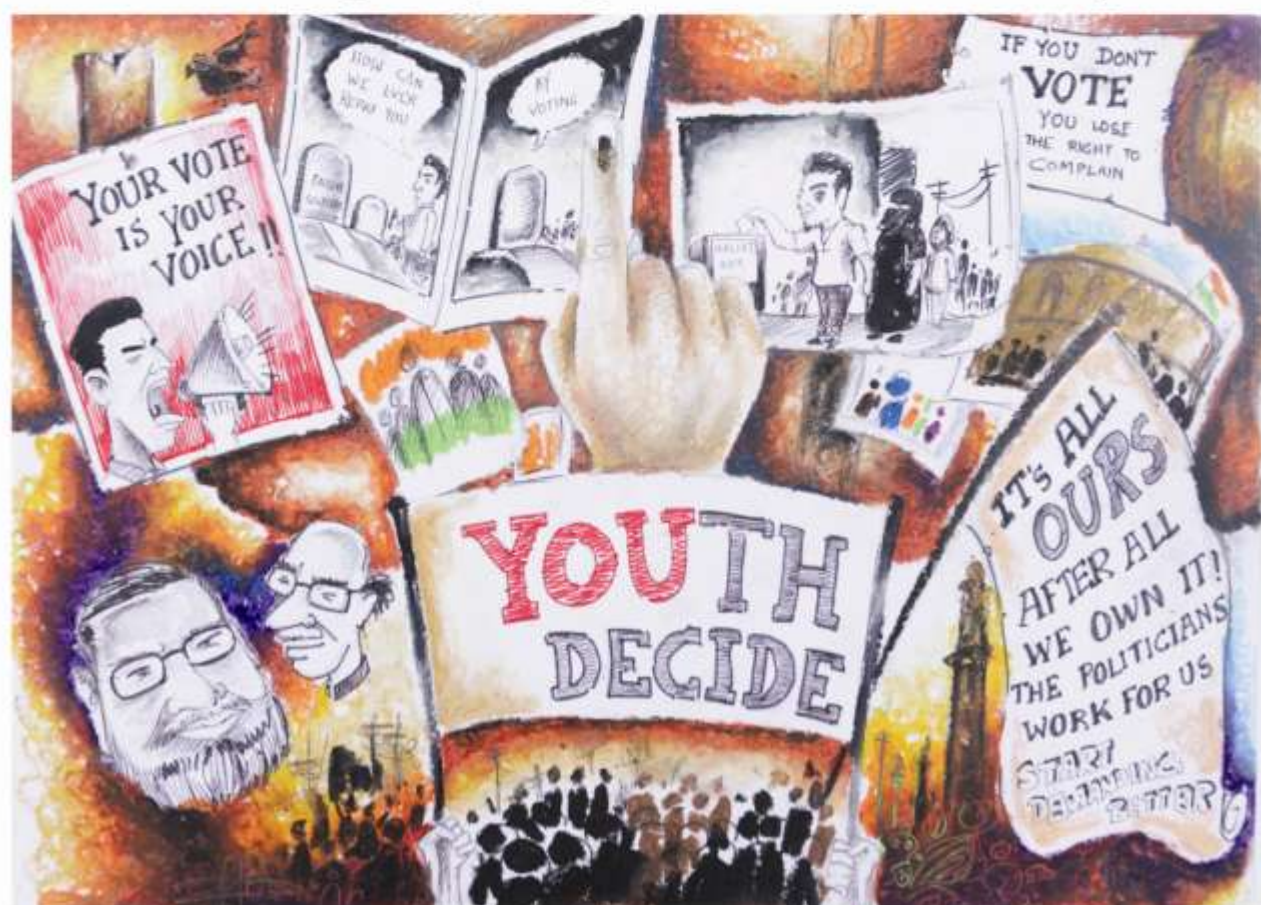




Point to the Future

Project initiated by Chief Electoral Officer, Govt. of Meghalaya
under the National Electoral roll purification
(NERP)

Organized by Shillong Public School, Laitumkhrach, Shillong



National Electoral Roll Purification (NERP)



Vision Statement

To speak with the language of the youths to make them understand the importance of preparing to exercise their democratic rights.

Mission Statement

Creating a responsible approach of young citizens towards a sustainable society by recognizing the importance of their democratic rights and the value of their responsibilities in creating and sustaining a healthy democracy.

Talking to the youth in their own language is the tool that this project aims, to convey the importance of enrolment of young voters to exercise their franchise.

This initiative is based on creative participation of the youth of Meghalaya which will have a great impact on spreading awareness towards enrolment for election.

Project Content

- Painting and Slogan Writing competition
- Ditty competition
- Instagram photography competition
- Gala Event
- Graffiti wall
- Online interaction and facebook page live stream
- Launching of the Special cover and My Stamp
- Promotional Video
- Promotional Song
- Cartoon instructions (based on Mark and Markor)



Graffiti Wall

The interactive platform where visitors of Gala Event were encouraged to paint on one large canvas on the topic of importance of enrolment for the young voters.



Gala Event

The Event took a place on 13th August 2016 from 1pm onwards.

Youth from different parts of Meghalaya came together to see the best painting, hear the best song created for the art competition under NERP. The prizes were distributed to the first three of the best from both categories – Painting & slogan writing competition and Ditty competition. Rs. 15 000/-, Rs. 10 000/- and Rs. 5 000/-.

The promotional song composed from the best ditty was launched during the prize distribution.

The event introduced the exhibition of best 50 selected entries of Painting & slogan writing art category.

The most popular Photography from Instagram online competition was awarded by Prize of Rs. 3 000/-

The evening inaugurated by Chief Electoral Officer of Meghalaya, followed by unveiling of the Special Cover and My Stamp was accompanied by performance of local bands as Colours, Satigia, The Lynx, Harmatia, dance group Funktronics and DJ Elton.

Visitors could join the Graffiti wall, take selfie with the mascots, learn more about the Enrollment and NERP at information booths and be a part of online Facebook discussion or Graffiti wall.



‘Special My Stamp’ launched to attract youth to enrol as voters

By Our Reporter

SHILLONG: A special event, ‘Point to the Future’, was organised recently by the office of Chief Electoral Officer, Election Department in city where a series of events were held to connect with the youth.

Prizes for best posters, and best ditty composition were also awarded on the occasion.

The highlight was the unveiling of a ‘Special My Stamp’ and special cover in collaboration with the postal department to commemorate the National Electoral Roll Purification (NERP) campaigns in the State with a view to spread awareness and connect with the youth.

At the unveiling Chief Electoral Officer FR Khawngte, other election officials and Director, Post were present.

Besides, there was a campaign on social media with



The recent launching of My Stamp and Special Cover in the city aimed at encouraging youth to enrol as voters.

‘Point to the Future’ Facebook page and Instagram competition.

Members of the Fashion Society and music bands also participated in the awareness programme which was coordinated by Shillong Public School.

The NERP programme is

a special campaign launched by Election Commission of India (ECI) to ensure parity of electoral rolls which is a prerequisite for healthy electoral rolls.

According to the Chief Electoral Officer, focus is on clearing correction of all dead, absent, and shifted

voters. The effort is also on to make sure that there are no multiple and repeated entries. The Chief Electoral Officer said, ‘There is a need to have clear images and EPIC.’ Khawngte also called upon the young eligible and never enrolled voters to enroll their names.

Engr. Gouri Jowai day a photo Prati Augu Audit. The on Aug 13, a time a Myson Social North Centre long as New T by the Conna Hills Di strate on Aug

JOWAI Deputy West Ja tione’s 3 pageant



Instagram Photography Competition

Point to the Future's online presence began on the 25th of June, 2016 with the launch of its Facebook and Instagram pages. The Ista-gram competition was conducted in online platform.

The open-to-all competition was based on the topic related to the Enrollment and Cor-recting of the Inaccuracies in the election role. The winning entry was the one which cause the most interest and evaluation by "likes" on Facebook.



nazareen012



leon_gabrielk



thekhatduh



State level:

The Jury took a place on 29th July to select the top 10 entries and decide for the winner of the 1st, 2nd and 3rd prize from each category.



Painting and Slogan writing competition & Ditty competition

College level:

From 27th Jun 2016 to 22th July 2016.

The announcement for the competition was spread via DSEL/DHTE. All Colleges of Meghalaya have been sent the detailed instructions along with a call-to-action poster to be displayed in the colleges.

Each college that responded to the call has been provided with official art material for the competition and each participating college had to select the 20 best paintings and the 10 best lyrics and send to coordinator of Point to the Future.

The open call for the competition has been spread via posters, whatsapp, facebook and other social media, besides other forms of advertisement to create the awareness and interest among large number of participants.



TOPICS

- Responsibility of young adults to enroll
- Necessary corrections of any error on the voter IDs
- Informing the eeeon office about address change
- Informing the election office about dead voters



CATEGORIES

Painting and Sogan

The paintings with slogans presented creativity in the form of promotional posters and banners and based on one of the above mentioned topics.

Ditty

Short and sweet lyrics for a witty jingle based on one of the above mentioned topics.



Prize Distribution
the Gala Evening
on 20th August 2016

Venue: State Centre library, Shillong

1st Prize
Rs. 15,000/-
2nd Prize
Rs. 10 000/-
3rd Prize
Rs. 5 000/-



National Electoral Roll Purification (NERP)

Issued by The Chief Electoral Officer,
Government of Meghalaya



Illustrated comic Strips as part of SVEEP widely circulated on Social Media to spread awareness on NERP through creative medium.



3.



Everyone who has attained the age of 18 has a right to vote. By enrolling yourself you can choose the future of your country.





I had a strange dream ...
Dad, we have to inform DC office about Grandma. Nobody should use her voter ID if she is no more.



If you are above 18
you have to enroll
yourself
as a voter.

We should explain
to our young ones.



Hey kids!
You are above 18
now, lets' all
enroll!

What a great
idea !

And remember a
family that
enrolls together
stays together.

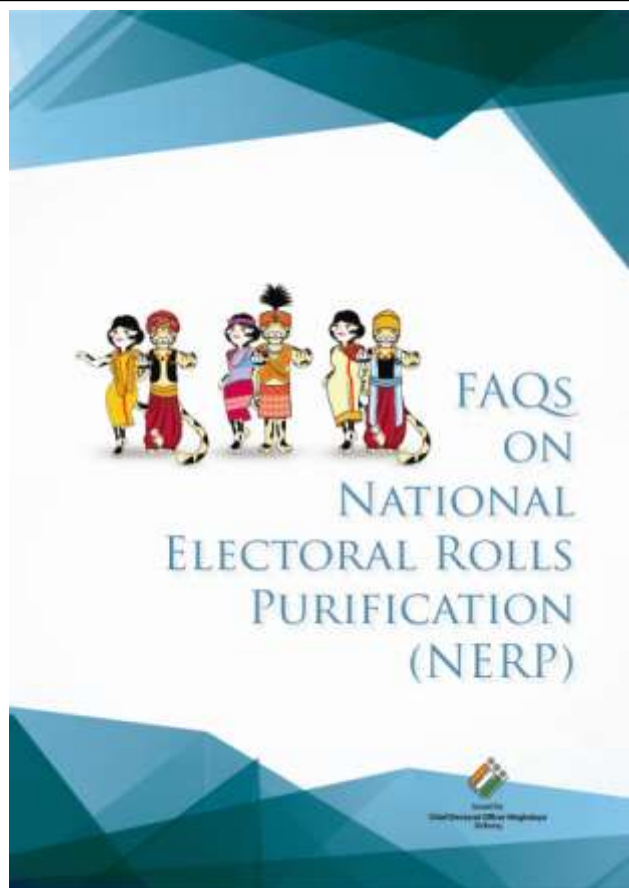
And do check
your existing
ID for any
errors in your
Name, Address

or
your Photo.

And ensure
that families
of dead voters
inform the
Election
Department
about the dead
voter.



LAUNCH OF NERP FAQ FOR USE BY DEO, ERO & BLO



Q1. What is NERP?

Ans. NERP or National Electoral Rolls Purification (NERP) is an intensive drive launched by the Election Commission of India to improve health of the Electoral Roll by removing all errors and inaccuracies and to standardize and optimize the sections, part boundaries and PS locations.

Q2. How do we improve health of Electoral Rolls?

Ans. Health of ER can be improved by performing the following activities:-

- Inclusion of all eligible voters in mission mode.
- ERs to be free from errors
- Single entry anywhere for every eligible elector; No multiple
- Absent and shifted electors' entry in ERs
- Removal of all Dead electors' entries
- Good quality correct images conforming to ECI standards
- Single unique EPIC for every Elector

Q3. What are the activity for standardizing and optimizing the sections, part boundaries and PS locations?

Ans.

- Sorting the electors- family wise, building wise and street wise
- Optimizing part boundaries by rationalizing bigger parts (<1000 in Rural area and <1200 in Urban area) with adjacent smaller parts
- Mapping existing and probable PS locations along with facilities available and selecting nearest PS location after stakeholder consultation
- Mapping of part boundary, PS location on GIS platform
- Improving the PS map with key maps, PS images and dimensioned drawing of PS room and mapped with the facilities available.

Q4. What leads to in-accuracies and errors in the Electoral Rolls (ERs)?

Ans. Some of the factors are as follows:-

- Existence of an elector's name in more than one place called repeat entries.
- Non enrolment of eligible electors particularly 18-19 age group.
- Existence of absent, shifted and dead voters.
- Corrections in entries of electors.
- Data entry errors
- Multiple EPIC no. for same elector
- Repeat EPIC no. for different electors
- Electors' images not conforming to the standards prescribed by the Commission.



6. POINT TO THE FUTURE – FACEBOOK PAGE

 Point To The Future





Point
to
the
Future

Point To The
Future

@pointtothefuture

Home

About

Photos

Events

Likes

Videos

Posts

Create a Page



Point To The Future shared Picasso Pupils International Art Community's album.

August 19 at 6:35pm · 🌐





Picasso Pupils International Art Community added 5 new photos to the album:
Picasso Pupils Graffiti Wall.

+2

Like Page



Point To The Future



Point To The Future

@pointtothefuture

Home

About

Photos

Events

Likes

Videos

Posts

Create a Page

to all the winners.



Like

Comment

Share

21

Chronological

10. Commemorative “MY STAMP”


Point To The Future



Point To The Future
@pointtothefuture

Home

About

Photos

Events

Likes

Videos

Posts

Create a Page


Point To The Future with Jediael Meshua Sumer and 2 others

August 19 at 4:31pm

Unveiling of the special cover for Election Department @ Point to the future Gala evening

shut down the dairy at Mawiong if quality milk was not distributed.

place. The project, which started in 2008-09 and was

leading to the newly built crematorium. Syiem expressed con-

district. "MUDA as the nodal agency and the sub-contractor seems to have

Tie and ma

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Besides, there was a campaign on social media with

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According to the Chief Electoral Officer, focus is on ensuring correction of all dead, absent, and shifted voters. The effort is also on to make sure that there are no multiple and repeated entries. The Chief Electoral Officer said, "There is a need to have clear images on EPIC." Kharkongor also called upon the young eligible and never enrolled voters to enroll their names.

The recent launching of My Stamp and Special Cover in the city aimed at encouraging youth to enrol as voters.



JOWAI Deputy West Jai tioned R payment

BLO KIT

