

Point to the Future



an initiative of the Chief Electoral Officer, Govt. of Meghalaya

Volume – II



EMPOWERING YOUNG AND FUTURE VOTERS

Join **ANDREA TARIANG** and give a great performance by enrolling yourself in the **ELECTORAL ROLL** & making a star debut with your name in the **ELECTORAL ROLL**

Contribute to the democratic process by enrolling your name and enabling the **ELECTORAL ROLLS** to be in the **PINK** of health

ENROLL NOW!

ANDREA TARIANG
Singer, Entrepreneur, and Activist



A brief report on SVEEP activities undertaken by CEO, Meghalaya



FOREWORD FROM THE CEO

IGNITING ENROLLMENT THROUGH SVEEP

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To capture the imagination of the voter, the CEOs office, in the course of the Special Summary Revision Campaign 2016 and in the run up to the National Voters' Day, 2017 unleashed a delectable array and panorama of innovative and pioneering programmes aimed especially at wooing young voters poised at the threshold of exercising their franchise so as to synchronize with the 2017 National Voters' Day theme "Empowering Young & Future Voter". A wide range of activities under the overarching umbrella and canvas of SVEEP, systematically wooed potential voters young and old alike who enthusiastically responded to the ECI's clarion call of "No Voter to be Left Behind" who actively demonstrated their electoral participation in SVEEP activities by participating in the panorama of SVEEP activities with great fervour and colour, reminiscent of a grand and joyous celebration. Signature performances were brilliantly showcased by the States nationally acclaimed Music bands and groups, who appealed to the sensibilities of the electorate, throughout the length and breadth of the 11 Districts of the states.

Mentionably, the most innovative & stand out campaign that emerged this time was the effective deployment of the colourful Mascots "Mark" & "Markor" specially crafted and creatively assembled to enthuse young voters and young people to enrol & vote for a better tomorrow. The various activities found an active presence on the Point to the Future Social media page and encouragingly each event registered a substantial number of likes, arousing huge interest for their creative merit combined with strong social messages with a strong underpinning of democratic values.

The momentum gained in the SVEEP Campaign will perhaps be a significant factor in substantially contributing towards increasing enrolment in particular and democracy in general as is evident in the increase of 3.38% in new voters enrolled over the last draft roll, resulting in a net addition of 55,865 newly enrolled voters against 74,360 claims received and 62,975 claims accepted.

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Frederick Roy Kharkongor, IAS

Blind Football: - First ever blind football match between the Kerala Blind Football team from the Kerala Blind Football Federation (BBFF) and the Meghalaya Blind Football team was organised by Bethany Society and the Jyoti Sroat School for the Blind in collaboration with the office of the Chief Electoral Officer.

The blind football Match was organized as part of raising awareness amongst PWD's in connection with the forthcoming summary revision exercise as the Election Commission this year has laid special focus on raising awareness and encouraging special categories like People With Disability(PWD) to participate in the democratic process by initiating a special drive for enrolment amongst the differently abled.

The theme of the programme was *“Come witness the players score a goal and enroll.”* as a special SVEEP initiative for PWD's.

Blind football is a 5 side game where blind players are blind folded with and has its own rules with the blind players tracking the football through a football having bells inside. The Kerala Blind team had previously also participated in international games in Singapore and Malaysia and a few of the players were also members of the Indian National Blind Team.

At the end of the game Meghalaya CEO FR Kharkongor dwelled on the Election Commissions theme of “No Voter to be Left Behind” and urged for focused participation of PWDs. Others who were present were Jt.CEO T Lyngwa, Director Bethany Society Carmo Naronha and SVEEP icon for PWDs Bertha Dkhar, who spoke the necessity of inclusive participation and enrolment of PWDs in the electoral process.



Vignettes of Blind Football Match





SVEEP Icon for PWD's Padmashri Smti. Bertha Dkhar commencing play

1. State Level – Awareness Programme on Special Summary Revision 2017 – With an aim to generate awareness on voter enrolment, the Office of the Chief Electoral Officer, Meghalaya organised an awareness programme on 4th October, 2016 in connection with the commencement of the Special Summary Revision of Electoral Rolls with 1st January, 2017 as the qualifying date at Pinemount Ridge, Meghalaya Bharat Scouts and Guides.

Speaking to the gathering of school students, youths and women groups, Chief Electoral Officer F.R Kharkongor stated that the awareness camp was aimed at encouraging the left out group comprising school students, Persons With Disabilities (PWDs) turning 18 on or before January 1, 2017, and others to get themselves enrolled as voters in line with the motto of the Election Commission of India for 2016 ‘No voter to be left behind’.

He also informed that the Election Department is focusing on enrolment in certain pockets across the state having huge left out voters through the Systematic Voters’ Education and Electoral Participation (SVEEP) Programme.

He urged upon all the citizens wishing to enrol as well as those desiring to make corrections or deletions to furnish proper documents in support of their claims and objections to ensure an error free Electoral Roll, scheduled for final publication on January 10, 2017.

AWARENESS PROGRAMME ON SPECIAL SUMMARY REVISION 2017
Date :- 4th October, 2016
Venue :- Pinemount Ridge, Meghalaya Bharat Scouts and Guides
Turning 18 on 1st January 2017 or Before?
Not Registered as Voter even though you became 18th on or before 1st January 2016?

Who can apply :-

- All Indian Citizens
- 18 years of age or before 1st January 2017
- Ordinary Resident of Polling area
- Not Disqualified on any of the ground as per a list of rights or of account not declared by any competent authority or Disqualified from voting due to specified corrupt practices or offences relating to Elections.

How to apply

- All forms (Form - 1) including of Name
- Name - All Declaration of Name for correction entries
- Name - 1) Deletion of Name
- Name - 2) Correction of Name
- Name - 3) Transposition of Name
- are available with Registration Office (RO) and Booth Level Officer (BLO) or form may also be downloaded from website www.eci.gov.in
- Apply by filling & submitting corrected form with Photo, Proof of Age and Address
- Form may be also submitted at Your Registration Centre
- Visit National Voters Service Portal (NVSP) www.nvsp.in

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Schedule for Special Summary Revision of electoral rolls with 1-1-2017 as the qualifying date

S.N	Stages of Revision	Period allowed for Stage
1	Draft Publication of Electoral Rolls	02.09.2016 (Friday)
2	Period for filing of claims and objections	03.09.2016 (Friday) to 01.10.2016 (Monday)
3	Reading of relevant part/section of photo electoral rolls in Gram Sabha/Local Bodies and Panch meetings etc. and verification of names	05.10.2016 (Saturday) and 08.10.2016 (Saturday)
4	Special Campaigns with Booth Level Agents of political parties for receiving Claims and Objections	15.10.2016 (Saturday) and 22.10.2016 (Saturday)
5	Disposal of Claims and Objections	By 25.11.2016 (Tuesday)
6	Updating the database, merging of photographs, updating the Control Tables and preparation and posting of supplementary list	By 10.12.2016 (Saturday)
7	Final Publication of Electoral Rolls	On 10.01.2017 (Tuesday)

CHIEF ELECTORAL OFFICER MEGHALAYA





Prize Winning Poster



Participative Democratic Canvas



Potential Young Voters



Handing CD to Political Party Representative



2. Umbrella campaign:- A unique Systematic Voters' Education and Electoral Participation (SVEEP) initiative-the "Umbrella Campaign", was launched by the office of the Chief Electoral Officer urging over 300 assembled youth drawn and hailing from all the 11 districts of the State and presently participating at the State Level youth exchange programme at the J. N Stadium Complex to come together under the 'Electoral Umbrella'.

The SVEEP campaign kicked off with a voter's pledge which was administered by the Chief Electoral Officer F. R. Kharkongor, Additional CEO T. Lyngwa and the ERO East Khasi Hills T. Marak who dwelt at length on the necessity to enroll not only for obtaining EPIC cards but for citizenship as well. Following this, all the assembled youth were brought under the Election Umbrella through a unique campaign where all the youths pledged to enroll and vote, while holding specially designed election Umbrellas as a symbol of their coming together for enrolment under one Election Umbrella as part of the SVEEP campaign.

Various youth related activities followed, which included a special dance group urging youths to enroll through flash dance and beat boxing activities, besides participation in skate boarding and other SVEEP activities including action skits with youths holding placards, depicting FORM 6, 7 & 8 for enrollment, Youth were also seen actively and enthusiastically painting on a colourful canvas and pledging to vote as part of the commitment to participate and enroll in the electoral process, within the overall theme of "No Voter to be left Behind"

"Encouraging Young & Potential Voters"

'Umbrella campaign' launched to woo young voters

By Our Reporter

SHILLONG: A unique Systematic Voters' Education and Electoral Participation (SVEEP) initiative-the "Umbrella Campaign", was launched by the office of the Chief Electoral Officer urging over 300 assembled youth drawn and hailing from all the 11 districts of the State and presently participating at the State Level youth exchange programme at the J. N Stadium Complex to come together under the 'Electoral Umbrella'.

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Road shows through bike rallies and skate boarding to various low enrollment pockets in both urban and rural areas are being planned to be undertaken, besides initiating action skits in educational campuses are also planned - which will culminate in a mega all inclusive youth voter connect festival called "Ignite to Vote" to encourage those turning 18 and above to enroll to vote as part of the special summary revision under SVEEP.



Youths from all over the State participate in the SVEEP Umbrella Campaign in the city.



CEO & Team administering Voters' Pledge



CEO , DEO & Artistic Team



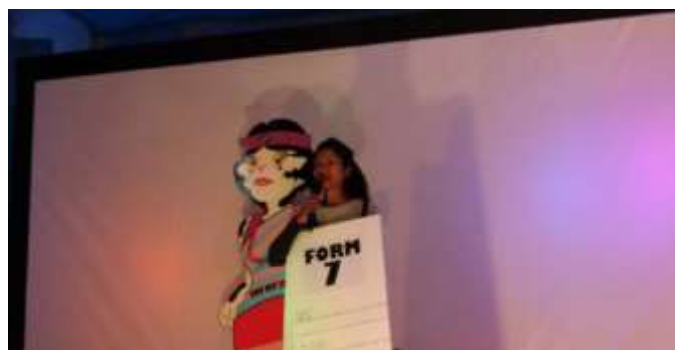
Explaining Form 6 by members of the Fashion Society Shillong



Explaining Form 6A by members of the Fashion Society Shillong



Election Chanting/Rapping to motivate youth from all 11 Districts



Awareness on Form 7 by members of Fashion Society



Explaining Form 8 by members of the Fashion Society Shillong

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*Umbrella Campaign wooing Young Voters to
come under the Election Umbrella*

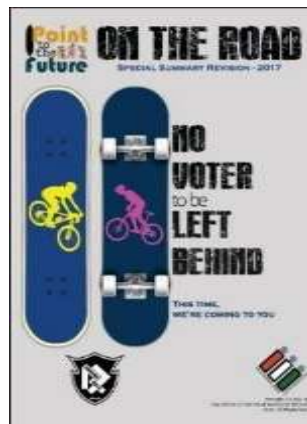


Campaigning under One Democratic Umbrella

PANORAMA OF SVEEP ACTIVITIES

Mass participation of graffiti wall painting on the theme “No Voter to be left behind”, travelling skit on Democracy staged in colleges around the State, energetic football and Futsal championship, Road Shows, involving stunt bikers, skateboards, BMEXRS, magicians, rap artist, specialized sweepstakes games with election theme and Gala Point to the future Youth Connect festival involving music, games and cultural shows and competitions comprised wide panorama of SVEEP activities that were undertaken with an aim to educate entertain and illuminate potential Voters about enrolment & Voting.

SVEEP ROAD SHOW – SVEEP on the ROAD





3. **Ignite to Vote:** - An awareness programme for the Youth to Enrol & Vote was organised on the 11th November, 2016 at Madan Iewrynghep, Fire Brigade Ground, Shillong and similar programmes were also organised at other low enrolment locations at Mawngap and Mawphlang, East Khasi Hills District. Activities like Music, Dance, Games, Skit, and Traditional drum beat etc. were performed by different artists in the events for drawing eligible voter for enrolment.



CEO's Team Administering Voters Pledge



Election related Cultural vignettes



Kaleidoscope Theatre Act Group of Mass Communication department performing Election street theatre



Participative Election canvas painting





Election Mascots - Mark & Markor







POINT THE FUTURE PARTICIPATIVE GRAFFITI ART AT INGITE YOUTH CONNECT FESTIVAL

A SVEEP initiative under Special Summary revision.

The Collective Voice of Youth, depicted on canvas and as wall Graffiti – with vivid brush strokes evoking strong appeals painted by the Youth of Meghalaya urging healthy electoral rolls & making a strong appeal for “No Voter to be left behind.” Using election mascots as a medium, the youth displayed the colours of a brighter tomorrow with a youthful pitch and enthusiasm for democratic rights.

The initiative took root as part of the Point to the Future activities. The democratic canvas is the fruit of spontaneous and active participation of the young citizens of Meghalaya and with the campaign aimed at

involving and preparing of young voters for enrolment, coalescing in a creative effort for raising collective awareness and focussing on the importance of taking active responsibility for one’s future.



By using the effervescent language of youth, for the Artists of the SVEEP Campaign, the efforts not only covered the targeted group, but also aimed at reaching out and appealing to a wider audience.

4. FUTSAL: -Tapping into the Meghalaya's youth passion for football a five a side Inter College Football tournament for boys and girls was organised from the 14th to 18th Nov, 2016 at Shillong, as part of SVEEP throughout the tournament and also on the last day the participants and students from different colleges were educated on the need for Enrolment and for enthusing youth on 'NO VOTER TO BE LEFT BEHIND' the students were encouraged to enrol. The winners and runner-up of boys and girls team were presented with trophies and badges emblazoned with the ECI's theme.



Addl. CEO presenting trophies to the potential young voters



Girls enthusiastically participating

5. **SVEEP campaign in Tura Supermarket:- (Garo Hills Region)**

TURA SUPERMARKET VOTERS AWARENESS PHOTOS



DEO enlightening Voters as part of SVEEP in Tura Super Market



DEO giving SVEEP talks in Tura Super Market

6. **PHOTOS OF ETHICAL CAMPAIGN**

Photos of the SVEEP campaign.





7. **SVEEP campaign in Damalgre market** using the Mobile Multi Facility Centre which is being used for election awareness campaign in rural pockets.



Schedule of Special Summary Revision
w.r.t. 01.01.2017

Draft Publication of Electoral Rolls
30TH SEPTEMBER, 2016(FRIDAY)

Periods for filling claims & objections
BY 31ST OCTOBER, 2016(MONDAY)

Special Campaign Dates with Booth Level Agents of Political Parties for Receiving Claims & Objections
15-10-2016 (SATURDAY) TO 22-10-2016 (SATURDAY)

Disposal of Claims & Objections
BY 15TH NOVEMBER, 2016

Final Publication of Electoral Rolls
10TH JANUARY, 2017

Pic from DEO Tura's Facebook Page
Election Tura

SVEEP activity undertaken by FASHION SOCIETY using glamour to attract young voters.



CHEERY BLOSSOM FESTIVAL using Art to engage and Woo young voters.



Glimpses from the Cherry Blossom Festival





Kaleidoscope of varied SVEEP activities from Ignite and Cherry Blossom Festival



MEGHALAYA'S PARTICIPATION IN ECI INTERNATIONAL EXHIBITION AT ECI INTERNATIONAL CONFERENCE IN DELHI IN OCTOBER 2016



CEO's Vol – I report showcased



Exhibition of States winning poster





State early voters Election Medal & stamps at International Exhibition at India Pavilion of ECI



Presenting First to vote election Medal to Star Cricketer and Indian opening batsman Shekhar Dhawan



Point to the Future

(The collaborative initiative between the office of the Chief Electoral Officer, Govt. of Meghalaya and Shillong public School)

Special Summary Revision – 2017

Introduction:

After the incredible success of the initial Point to the Future (PtF) activities in July/August 2016 conducted under the National Electoral Roll Purification programme, in collaboration with the office of the Chief Electoral Officer, the Shillong Public School – the challenge was to conceptualise and executed more innovative activities for the Special Summary Revision -2017. The idea being to bring about sharpened general awareness amongst voters and would be voters on the urgent need to enroll.



With the overall theme of, *No Voter to be Left Behind*, a more intensive and inclusive campaign was unfolded in the East Khasi Hills District. Three general demographics were identified:

1. Women
2. Youth
3. People with Disability



In East Khasi Hills, the areas identified as the ones with low enrolment pockets included:

1. Laitumkhrah (in Shillong) (Urban Cluster)
2. Mawphlang (Rural)
3. Sohiong (Rural)
4. Nongkrem (Rura)
5. Mawryngkneng(Rural)

Apart from these, urban apathy amongst the youth of Shillong was also focused. Hence activities in colleges in town (Shillong) were also undertaken on a more intensive mode.

After numerous brainstorming sessions between the PttF team and the CEO's office, the following are the Point to the Future activities that were chalked out for this Special Summary Revision:



1. A road show titled *Point to the Future On the Road*
2. A youth festival titled *point to the Future Ignite*



3. An inter-college futsal tournament or *Point to the Future Inter-College Futsal Tournament*
4. A street play titled *It's Epic* by the *Kaleidoscopic Theatre Arts Company*.
5. *Umbrella Campaign (Pics – News report)*



Chapter 1: Point to the Future On the Road

After the idea of *PttF On the Road* was conceived, it took approximately two weeks to get the crew together. The crew comprised of:

1. Members of Ground Rule – a group of young boys skilled at stunts on BMX bikes and skateboards
2. Members of Unity in Hip Hop – A groups of four (three boys and a girl) with dancing skills that left audience thirsting for more.
3. Members of Total Deception - A street magic duo.
4. An entourage of 10 bikers who escorted and managed traffic at every show location so that the show did not disrupt the flow of traffic too much.



When the show hit the road on the 28th of October, 2016, the destination was the State level Youth Exchange programme organized by the Directorate of Sports and Youth Affairs, Govt. of Meghalaya at Polo Ground, Shillong. This was the perfect beginning for the ten day road show planned. It was right in the city and not too far from base camp (Shillong Public School). The crowd comprised of young people from all over the state.



A voter's pledge kick started the programme and was administered by Shri. F. R. Kharkongor, Chief Electoral Officer, Govt. of Meghalaya along with Shri. T. Lyngwa, Joint Chief Electoral Officer, Govt. of Meghalaya and T. S. R. Marak Election



Point to the Future On The Road, started which comprised of a number of crowd pleasing items interceded by an interactive sessions with the crowd designed to get them to speak up about whether they're enrolled or not; whether they know which office or office bearer to approach; which forms to fill for which purpose; etc. Each person brave enough was awarded with a thematic sticker or badge. Each show was both entertaining and informative.



The activities included in the road show are as follows:

Item 1. A short dance sequence that was designed to be a crowd puller



Item 2. A thematic rap song based on the need to enroll (Hindi/English)



Item 3. Street magic



Item 4. Stunts on BMXes and Skateboards





Item 5. A choreographed dance performed freestyle by the break dancers.



After the first leg, this road show travelled to six villages:

1. **Mawngap (designated market for Mawphlang)**
2. **Sohiong**
3. **Smit (Nongkrem)**
4. **Mawryngkneng**
5. **Mawjriong**
6. **Sohra**

The same road show also went to some social events with the Kaleidoscopic Theatre Arts company:

1. **The Cherry Blossom Festival, Shillong**
2. **State Level Nehru Yuva Kendra Social at Youth Hostel, Shillong**



GLIMPSES OF ACTIVITIES IN COLLABORATION WITH NYK



Along with the Kaleidoscopic Theatre Arts Company, *PttF On the Road* also leading prominent colleges in Shillong City.

1. Shillong College
2. St. Edmund's College
3. St. Anthony's College
4. Union Christian College, Barapani
5. Leading Commercial hubs of Shillong City (police Bazar Iaitumkrah)

PttF On the Road along with the Kaleidoscopic Theatre Arts Company performed in major commercial areas in Shillong.

Chapter 2: Point to the Future Ignite: Youth Connect Voter Festival

PttF Ignite was conceptualised as a socio-cultural event to enthuse the youth of Shillong to assemble together in one space with an objective enrol to vote. It was held on **11th of November, 2016** at **Madan Iewrynghep, Laitumkhrach, Shillong** and comprised of numerous activities taking place almost simultaneously in a single location. PttF ignite included:

- 1. Traditional Drum Beats (main stage):** Ignite began with a taste of Meghalaya. The day started with traditional drumbeats showcased by the students of **Pariong Presbyterian Higher Secondary School**. A rhythmic and energetic way to begin the day



2. **Cultural Music (main stage):** Indigenous songs by a very melodic group from Nongstoin - *Kyndiap La Syrwet* and a Jaintia ensemble prepared by an indigenous troupe *Mookhuri*.



3. **Hip Hop Dance Battle (Basket ball court):** The hip hop battle started very early in the day in the basketball court behind the main stage and they were ready with the semi finalists by the time scheduled for the main stage to come alive. The Final round took place a little later in which the best crew and best breaker were awarded Rs. 10, 000 and Rs. 7000 respectively.





4. **Folk Fusion (Mainstage):** To continue on with the sounds of Meghalaya, a Garo fusion band Skuvo performed some really eclectic sounds followed by some good old country music – a sure five hit even amongst the younger crowd in Shillong.



5. **It's EPIC - a play by Kaleidoscopic Theatre Arts Company (in the crowd)** – *Description in chapter 4*



6. **Voter's Pledge and felicitation of early enrollers (mainstage)** – As part of the formal function, Meghalaya's Chief Electoral Officer Shri. F. R. Kharkongor led the young crowd present in administering pledge to enroll and vote. The Meghalaya Joint Chief Electoral Officer, Shri. T. Lyngwa, the Deputy Commissioner (also District Election Officer), Shri. P. S. Dkhar and the Extra Election Commissioner (EL) Dr. T. S. R. Marak joined on stage for the pledge taking and youth who had enrolled were handed a commemorative badge.



7. **SVEEPSTAKE - the EPIC game (stall)** – SVEEPSTAKE is a game that is played between three contestants at a time. Each contestant was given literature about the various aspects of the enrolment process to read in fifteen minutes. Once the fifteen minutes is over, they take their places on the game design laid out on the ground. They are quizzed on the literature they have just studied and are only allowed to move forward on the layout if they get the answer right. The first one who makes it to the finish wins Rs. 500. Numerous rounds of this game were conducted and young people enthusiastically increased their knowledge and their own.



8. **Graffiti Wall (on site wall present at the venue):** The Graffiti Wall is something that has been an important component of Point to the future since its inception being a prominent part of **NERP** programmes *PttF Ignite*, highly participative from the crowd can just walk up and paint a thematic painting on a piece of wall at the venue.





9. Street Magic (in the crowd) – Card Tricks by *Total Deception*



10. Rock and Roll music (main stage) on enrolment by Heavy Metal Band *Saligia*





11. Beat Boxing (main stage) – By event *MC Treky Pyngrope aka Yankee*. On enrolling to vote.



12. Hip Hop performance (main stage) – by members of *Unity in Hip Hop* reminding young voters about the ECI message of No Voters to be left behind.



13. Prize Distribution (main stage) – Dance battle winners



14. Forms Sketch: A short creative re-enactment bringing the various electoral forms to life conceptualised by Pont to the Future and executed by members of the Shillong Fashion Society to raise consciousness about the enrolment process.



15. Event finale DJ session (main stage) – DJ Parry (MARBLEYE). Igniting young people to enroll and vote.



Chapter 3: Point to the Future Inter College Futsal Competition

SCORE A GOAL & ENROLL

Simultaneously with all the PttF festivities a PttF inter college Futsal competition was also held for colleges in the city.



Colleges who registered:

1. Shillong College (Men)
2. St. Anthony's College (Men And Women)
3. Sankar Dev College (Men)
4. Raid Laban College (Mena and Women)
5. Synod College (Men and Women)
6. Union Christian College (Men)





The Day of the final matches saw every player at their competitive best and the prize distribution ceremony was graced by Shri. T Lyngwa, Joint Chief Electoral Officer, Govt. of Meghalaya, who led the players in the voter's pledge and distributed the prizes.





Teams that took home the trophies:

Champion Team

Men – Shillong College

Women – St. anthony's College, Shillong

Runner Up Team

Men – St. Anthony's College

Women – Raid Laban college, Shillong



Chapter 4: It's Epic: A play by the Kaleidoscopic Theatre Arts Company

The ***Kaleidoscopic Theatre Arts Company*** joined Point to the Future on the day of ***PttF Ignite***, i. e. the 11th of November, 2016 with their play ***It's EPIC***, a dramatic presentation of the various aspects of enrolment exercise and assertion of one's right to franchise.



It's EPIC is a creatively woven series of scenarios that informs the onlooker about the need to enroll and vote and how it rests on each one of us to shoulder the very important responsibility of enrolment and voting, which lies at the heart and are the very foundation of Democracy.

The play, scene by scene, discloses the various advantages of being enrolled, and the duty that comes with it. It directly seeks to address urban and youth apathy which also includes messages of inclusiveness, assembling together a broad spectrum of people under the democratic umbrella and entrusting them with a collective responsibility to make the right decision.

Pre-NVD SVEEP Campaign – 31st December, 2016 Midnight swim daring young voters to enrol

“Dare to swim on Midnight the 31st December in the Icy Cold Water we dare you to join as a New and Young Voter, So come let us welcome the New Year 2017 Together and not Leave Behind Any Young Genuine Indian Voter”



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Brave hearts: The swimmers emerge after plunging into icy water on December 31 night to herald the New Year at Saw Aiom Swimming Pool in Shyiap. 100 blocks of ice, each weighing 50 kg, were placed inside the pool for the event, a joint initiative of the Forever Young club, and the office of the Chief Electoral Officer of Meghalaya to encourage young voters to register their names.

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