

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
DIRECTORATE OF FIELD PUBLICITY
REGIONAL OFFICE (KARNATAKA) – BANGALORE.

Subject: **“SVEEP” Campaign Till Election Code of Conduct – Reg**

As you are all aware general elections are declared and one day polling is schedule on 17th April 2014 all over Karnataka.


2. All the unit in-charges are advised to conduct **Systematic Voters' Education and Electoral Participation (SVEEP) campaign**. The campaign is aimed to increases greater turn out of Voters at polling booths, so that maximum polling is achieved.

2. In view of the above all the FPU's are directed to organise campaign till the 16th April 2014. For publicity materiel and CDs/DVDs for SVEEP please contact respective Deputy Commissioners.

3. **Last but not the least each unit has to observe Election Code of conduct strictly and organise the SVEEP campaign with objectivity, impartiality and in fair manner to increase the Electoral participation.**

4. The copy of the guidelines for awareness activities of DFP during the election related code of conduct is enclosed for strict compliance.

Note : Please refer Election Commission Website : www.eci.nic.in/
www.ceokarnataka.kar.nic.in for Do's and don'ts & Model Code of Conduct to be followed.


(M. Nagendraswamy)
Director

All Unit In-charges, DFP, Karnataka Region

DFP:BNG : F.No.27/4/2013-14/Prog. dated: 07.03.2014

संयुक्त निर्देशक कार्यालय
Office of the Joint Director
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दिनांक संख्या

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Directorate of Field Publicity
(Ministry of I&B)

New Delhi- 66, dated 15-02-2012.

Guidelines for Awareness activities of DFP during the election related Code of Conduct period.

Please find enclosed a copy of Election Commission of India's letter No. 437/6/CG/2011-CC & BE /929 dated 13th February, 2012 wherein the Commission has decided that routine programmes of DFP can be carried out and that the personnel and vehicles of DFP shall be exempted from other election duties.

In the light of the instructions given by Election Commission, Regional Heads as well as all other field functionaries of DFP are directed to ensure that no party or person is benefited due to routine activities of the Directorate.

While carrying out programme activities during election related model code of conduct, all Regional Heads as well as the heads of Field Publicity Units of DFP would follow, *inter alia*, the following guidelines during the election periods when model code of conduct is in operation:

1. Scrupulously adhere to the Model Code of Conduct in letter and spirit.
2. Do not mention the name, carry the picture, signs, indicators, etc. in relation to any government functionary, Ministry/Department;
3. SVEEP (Systematic Voters' Education and Electoral Participation) activities would form an integral part of all other programme activities during the Election period. (The Regional Heads should approach the Chief Electoral Offices of concerned states for printed publicity, audio-visual material and other relevant outreach material in local languages for use during the SVEEP activities.)
4. Prize items distributed should not bear name, picture, sign or indicator in relation to any government functionary, Ministry or Department.
5. Awareness generation activities during this period should be restricted to disseminating information pertaining to the scheme. Achievements of the scheme, Department /Ministry are not to be mentioned.
6. Banners /Posters /placards should be displayed with utmost care.
7. No functionary of Central /State /local level government should be invited to participate in programme activities in any form.


The Regional Heads should bring these guidelines to the notice of all officers under their control.

This is issued with the approval of DG:DFP.

Encl: As above.

To: All Regional Heads of DFP.

Copy to the PS to Secretary, Election Commission of India for kind information.


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