

राजस्थान सरकार
(निर्वाचन विभाग)

ई-मेल/ड.

क्रमांक: एफ.4(3)(3)रोल्स/निर्वा/स्वीप/2013/५४९५

जयपुर, दिनांक २६/९/२०१३

प्रेषक : मुख्य निर्वाचन अधिकारी,
राजस्थान, जयपुर।

प्रेषित : समस्त जिला निर्वाचन अधिकारी
(कलेक्टर) राजस्थान।

विषय : शैक्षणिक संस्थानों में ब्रांड एम्बेसेडर नियुक्त करने के संबंध में।

प्रसंग : भारत निर्वाचन आयोग का पत्र क्रमांक 492/स्वीप/60/2013/(सीए)
दिनांक 05.09.2013 एवं पत्र क्रमांक दिनांक 20 सितम्बर, 2013 एवं
विभाग का समसंख्यक पत्र क्रमांक 4466 दिनांक 10.9.2013

महोदय,

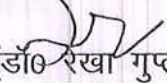
उपर्युक्त विषयान्तर्गत भारत निर्वाचन आयोग, नई दिल्ली ने राज्य के विभिन्न शैक्षणिक संस्थानों में कैम्पस एम्बेसेडर नियुक्त करने के निर्देश दिए हैं। कैम्पस एम्बेसेडर की नियुक्ति महाविद्यालय/विश्वविद्यालयों के छात्र-छात्राओं में से की जानी है। इस विषय में भारत निर्वाचन आयोग के विस्तृत दिशा-निर्देश प्रासंगिक पत्र दिनांक 20 सितम्बर, 2013 में दिए गए हैं, जिसकी प्रति संलग्न की जा रही है।

2. भारत निर्वाचन आयोग के प्रासंगिक पत्र दिनांक 20 सितम्बर, 2013 का पुनः अवलोकन करें। इस पत्र में कैम्पस एम्बेसेडर नियुक्त करने के विषय में मापदण्ड निर्धारित किए गए हैं तथा आयोग के निर्देशानुसार राज्य में कुल 1000 कैम्पस एम्बेसेडर नियुक्त किए जाने हैं। इसके अनुसार प्रति विधानसभा निर्वाचन क्षेत्र 5 कैम्पस एम्बेसेडर नियुक्त किए जा सकते हैं। जिला निर्वाचन अधिकारी (कलेक्टर) उनके जिले में विधानसभा निर्वाचन क्षेत्रों की संख्या को देखते हुए आयोग द्वारा दिए गए निर्देशों के अनुसार यथास्थिति कैम्पस एम्बेसेडर नियुक्त करने के विषय में कार्यवाही कर सकते हैं लेकिन उक्त नियुक्ति करने के क्रम में आयोग के निर्देशों की सख्ती से पालना सुनिश्चित की जाए।
3. इस विषय में आप कृपया अविलम्ब आपके जिले में कार्यरत महाविद्यालय/विश्वविद्यालयों में विभाग द्वारा समय-समय पर दिए गए निर्देशों के अनुसार नियुक्त किए गए नोडल अधिकारी/उनके निदेशक/प्राचार्यों के साथ एक बैठक आयोजित कर चर्चा कर लें उन्हें आयोग के निर्देशों से अवगत

कराया जाए जिससे कि कैम्पस एम्बेसेडर नियुक्त करने के विषय में कार्यवाही नवम्बर माह तक पूर्ण की जाकर उनकी नियुक्ति दिनांक 01.12.2013 तक की जा सके।

कृपया इस विषय में दिनांक 01.12.2013 के तुरन्त बाद आपके जिले में विभिन्न संस्थानों में नियुक्त कैम्पस एम्बेसेडर का नाम व उनसे संबंधित सूचना विभाग को भिजवाया जाना सुनिश्चित करें ताकि तदनुसार भारत निर्वाचन आयोग को अवगत कराया जा सके।

भवदीया,


(डॉ० रेखा गुप्ता)

अति० मुख्य निर्वाचन अधिकारी,
राजस्थान, जयपुर।

ECI Email

J. CEO

Address
2P
2013

2
2013

By E-mail/Speed Post

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi - 110 001.

F. No. 491/SVEEP/60/2013 (CA)

Dated: 20th September, 2013

To

The Chief Electoral Officers of
all States/UTs.

Subject: Framework for engagement of Campus Ambassadors-regarding.

Sir/Madam,

In continuation of Commission's letter No. 491/SVEEP/60/2013 (CA), dated 05.09.2013 regarding appointment of Campus Ambassador, I am directed to enclose herewith a detailed framework for engagement of Campus Ambassador duly approved by the Commission.

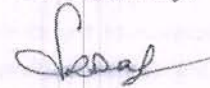
In this connection, I would like to invite your attention to the direction of the Commission during Chief Electoral Officers' Conference on 16th September, 2013 wherein the Commission has directed that the Campus Ambassador should be in position by 01.12.2013 positively. A compliance report to this extent may be sent to the Commission along-with number of Campus Ambassadors latest by 10th December, 2013.

The Chief Electoral Officers who are not in a position to identify and select Campus Ambassador(s), may convey that no Campus Ambassador (s) has been appointed along-with the reasons for non appointment.

Those who have appointed/are going to be appointed as Campus Ambassadors should indicate the total amount of honorarium to be paid to the Campus Ambassadors for the year 2014-15 @ Rs. 2000/- (Two Thousand only) per annum per Campus Ambassador, in their budget estimate for Financial Year 2014-2015.

Kindly acknowledge the receipt of this letter.

Yours faithfully,



(SUMAN KUMAR DAS)
UNDER SECRETARY

Encls: As above.

Election Commission of India
SVEEP Division

FRAMEWORK FOR ENGAGEMENT OF CAMPUS AMBASSADORS

Campus Ambassadors may be appointed only in Campuses identified by the CEO/DEO where neutral and non-partisan students can be easily identified. CEOs may communicate to Commission, if no such Universities and Government Colleges can be identified in their State.

I. Selection: Government Colleges and Universities may have Campus Ambassadors besides recognized Colleges identified by the CEO. In states where wide gaps in 18-19yr enrolment exist, some Higher Secondary Schools may also have such Campus Ambassadors.

- a. The Campus Ambassador/s shall be selected from among a list provided by the Head of the College/University. Alternatively CEOs may devise their own method of selection, with due weightage given to girl students. CEOs may like to involve NSS in the selection of the Campus Ambassadors.
- b. Each Campus Ambassador shall be in position for one Academic year. The appointment may be renewed on a yearly basis.
- c. In co-educational college two Campus Ambassadors (one male and one Female) may be selected.

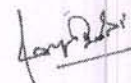
II. Conditions: The Campus Ambassador shall not have any affiliation with any political party and shall not associate in any activity of any political party. Also the immediate family of the designated Campus Ambassador should not be engaged in active politics.

As Campus Ambassador s/he shall act in a responsible manner and avoid indulging in any unbecoming activity. An undertaking to this effect will be obtained from the concerned student through the Head of the Institution. Any complaint regarding the conduct and behavior of the Campus Ambassador may be immediately investigated and appropriate action taken in this connection.

Police Verification of the designated Campus Ambassadors should be done by the district administration. (Collector-Returning Officer)

III. Role & Duties:

1. Identification of students, teachers and non-teaching staff and their family members who are not registered in the electoral roll and those without EPIC or with wrong EPICs;



2. Facilitating their registration in the electoral roll by providing forms and guiding how to fill the forms and co-ordinating with the electoral machinery for approval of the new applications, correction and distribution of EPICs to the Campus electorate;
3. Organising with the help of CEO/DEO office, special drive for registration and also online registration;
4. Educating campus electorates about the electoral process i.e. registration, correction of errors, transposition of names, voting process and ethical voting;
5. Facilitating inclusion of Voter Education in various co-curricular activities/festivals of the Campus through different activities such as Slogan writing, Poster making, quiz, debate, essay writing, song, street plays etc;
6. Creating core team of students to work as Volunteers for the SVEEP activities in the campus;
7. Coordinating with campus related organizations like Scout and Guide, NCC, NSS for enrolment
8. Organizing talks/workshop etc for capacity building in Voter Education among student community;
9. Organizing National Voters' Day programmes in their campus;
10. Acting as an educator and motivator in family and neighborhood and helping them in filling registration forms.

IV. Honorarium:


The honorarium to the Campus Ambassadors may be Rs 2000/- per annum paid in two instalments of Rs 1000 each on completion of six months each time. The maximum Campus Ambassadors in a state/UT shall be as given in the annexure.

Also CEOs may devise criteria for identifying best Campus Ambassadors in the state and felicitate them on NVD function at State HQ. Any other incentive or cash reward can be instituted by the CEO. Campus Ambassadors of ECI will be provided necessary identifying items and outreach material by CEO/DEO from time to time.

V. Coordination of Campus Ambassadors with Election Machinery:

1. CEO or DEO shall brief the Campus ambassadors immediately on their appointment about their roles and responsibilities; Campus Ambassadors may be given a road map for the year and if found achievable, quantitate targets may also be given.
2. CEO office or DEO Office (wherever the campus is situated) may regularly coordinate with the Campus Ambassadors for various activities to be carried out within the campus.
3. It may be ensured that all support is extended by various EROs office to the Campus Ambassadors for facilitating registration.
4. A quarterly meeting of the Campus Ambassadors may be taken by the CEO to review the various activities undertaken in the campus and progress made in registration;

<><><>



Annexure I

S No	States	* ACs	Maximum number of Campus Ambassadors (Limit)
1.	Andhra Pradesh	294	1500
2.	Arunachal Pradesh	60	150
3.	Assam	126	500
4.	Bihar	243	1500
5.	Chhattisgarh	90	150
6.	Delhi	40	1500
7.	Goa	40	150
8.	Gujarat	182	1000
9.	Haryana	90	150
10.	Himachal Pradesh	68	150
11.	Jammu and Kashmir	87	150
12.	Jharkhand	81	150
13.	Karnataka	224	1500
14.	Kerala	140	500
15.	Madhya Pradesh	230	1500
16.	Maharashtra	288	1500
17.	Manipur	60	150
18.	Meghalaya	60	150
19.	Mizoram	40	150
20.	Nagaland	60	150
21.	Odisha	147	500
22.	Punjab	117	500
23.	Puducherry	30	150
24.	Rajasthan	200	1000
25.	Sikkim	32	150
26.	Tamil Nadu	234	1500
27.	Tripura	60	150
28.	Uttar Pradesh	403	1500
29.	Uttarakhand	70	150
30.	West Bengal	294	1500
31.	Chandigarh	1 PC	100
32.	A&N Island	1 PC	10
33.	D& Nagar Haveli	1 PC	10
34.	Daman & Diu	1 PC	10
35.	Lakshadweep	1 PC	10

For UTs (excluding Chandigarh) – upto 10 Campus Ambassadors (CAs)

1- 100 ACs – max 150 CAs

151-200 – max 1000 CAs

Chandigarh- max 100 CAs

101-150 ACs – max 500 CAs

201 + – max 1500 CAs

Delhi - max 1500 CAs

* As stated, the number only suggests a maximum limit. The actual number will depend on the number of government colleges and Universities etc in the State.

Handwritten signature