

**GOVERNMENT OF INDIA
MINISTRY OF LAW AND JUSTICE
LEGISLATIVE DEPARTMENT**

LOK SABHA

UNSTARRED QUESTION NO. 2620

TO BE ANSWERED ON WEDNESDAY, 03rd JANUARY, 2018

SURVEY BY ECI

2620. SHRI ASHOK SHANKARRAO CHAVAN:

Will the Minister of LAW AND JUSTICE be pleased to state:

- (a) whether the Election Commission of India (ECI) has initiated an online survey for Overseas Indian Citizens in collaboration with Tata Institute of Social Sciences (TISS);
- (b) if so, the details thereof along with the aims and objectives of the survey;
- (c) the terms and conditions of the survey along with the expenditure involved therein;
- (d) the steps taken/being taken by the Government to campaign for the said survey among the Overseas Indian Citizens;
- (e) whether the Election Commission of India has also launched an online competition to engage with the target population and seek their contribution to the cause of every Indian vote counts and if so, the details thereof; and
- (f) the steps taken/being taken by the Government to create a dialogue of their own to foster a vibrant democracy and ensuring that no voter is left behind?

ANSWER

**MINISTER OF STATE FOR LAW AND JUSTICE AND CORPORATE AFFAIRS
(SHRI P.P.CHAUDHARY)**

(a) and (b): Yes, Madam. The Election Commission has informed that they had conducted an online survey for overseas Indian citizens in collaboration with Tata Institute of Social Sciences (TISS). The objective of the survey was to assess the level of awareness among the overseas Indians about the registration and the voting process. It was also meant as an outreach measure to engage with the overseas Indians through an online competition linked with the survey, so as to attract maximum participation in the survey.

(c): The Commission had engaged the TISS for consulting assignments for the online survey cum competition among overseas Indian citizens. The budget of TISS was Rs. 9,49,100/-. The Commission had also hired a social media agency viz. M/s Crayons Advertising Pvt. Ltd. for promotion of the survey at a cost of Rs. 21,07,950/-.

(d): The survey cum competition was advertised through the respective websites of the Ministry of External Affairs and the Indian Missions abroad.

(e): The Commission has informed that an online competition was conducted by TISS on behalf of the Commission to crowdsource creative ideas from overseas Indian citizens holding Indian passport. This material would be further used for campaign purpose for increasing voter participation.

(f): The Commission has initiated a programme namely; Systematic Voters' Education and Electoral Participation (SVEEP) for this purpose.
