

# ELECTION COMMISSION OF INDIA

Nirvachan Bhavan, Ashoka Road, New Delhi 110001

## CVIGIL Campaign Strategies

CVIGIL Application is the innovative application launched by the Election Commission of India. The application system demands active participation of the citizens. It is only vigilant citizens who can make this phenomenon a success. It has been proven that where ever, the DEOs have taken active part, the citizens have responded positively. Therefore, every official must ensure that cVIGIL becomes viral.

### CVIGIL Key Promoters

Following are the key players who can promote cVIGIL amongst the citizens

1. CEO
2. DEO
3. Observers
4. RO / ARO
5. Field Units including Flying Squads
6. State SVEEP Nodal Officer
7. District SVEEP Nodal Officer
8. Electoral Literacy Clubs
9. Election Officials

### 15 Strategies for cVIGIL Engagement

Following the methodologies which CEO / DEO must adopt

1. **CVIGIL Selfie Campaign:** Citizens should be promoted to click their photos with the cVIGIL. The viral campaign should be started by posting of content such as "I am a cVIGIL, a vigilant citizen for this Lok Sabha Election. Join me by downloading cVIGIL" Application on and post it over social media with hashtag #cVIGIL #IAMcVIGIL
2. **CVIGIL AMBASSADOR Campaign:** CEO and DEO should institute ambassador campaign by volunteer solicitation who will spread the message of citizen participation through various medium

3. **Social cVIGIL:** Citizens should be promoted to create cVIGIL Fan Clubs via Facebook Pages and Facebook Groups. The fan club should be supported by DEO by placing a dedicated official to motivate others to join the club.
4. **CVIGIL Creative Directors:** The artist should be roped in to create cartoons and posters for the districts
5. **CVIGIL-Tuber:** Reward the citizen for making a help video and uploading in the Youtube / Vimeo
6. **CVIGIL Young Awareness:** Organize and show the cVIGIL video in colleges and School. When DEO goes to school / Colleges and tell about cVIGIL it has huge impact
7. **CVIGIL Police Campaign:** SP/ SSP of the District should be involved to give the training and awareness about the cVIGIL. SSP/ SP posing with cVIGIL in mobile with SHOs will motivate large number of citizens.
8. **CVIGIL Flags:** cVIGIL flags can be made and given to students and a Citi rally should be brought out.
9. **CVIGIL Download Targets:** Each of the Staff deployed in the Elections should be compulsory made to download the cVIGIL App, and each of the them should be given the target to get 20 more installation in their family and friends.
10. **CVIGIL Advertisements:** Each DEO must put the banner in front of his collectorate and each Police Station should carry the banner / Poster of cVIGIL. Similarly, each school / College should be placed with a cVIGIL Banner and Poster. The buses used for election duty, flying squads should have a water –proof sticker on their glass.
11. **CVIGIL web presence:** All the website of CEO, DEOs, social media accounts of CEO/DEO should have cVIGIL prominently placed.
12. **CVIGIL Icons:** The famous person / Movie Star/ Sports Star should be roped in and asked to endorse the idea of cVIGIL.
13. **CVIGIL Gram Sabha:** Organize the gram sabha and ask everybody to download the cVIGIL mobile application.
14. **CVIGIL Debate Competition:** Hold at least one debate competition on topic such as “Participation of citizens in ensuring free and fair election has important value”
15. **CVIGIL Awards:** See the highest cVIGIL submitter whose maximum number of cvigil have been found to be correct and give announce the name in various media and encourage others to also set an example.