Manual on

Systematic Voters' Education & Electoral Participation

(SVEEP)

JULY 2023

भारत निर्वाचन आयोग
Election Commission of India
Nirvachan Sadan, Ashoka Road, New Delhi-110001

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राजीव कुमार
भारत के मुख्य निर्वाचन आयुक्त

Rajiv Kumar
Chief Election Commissioner of India

भारत निर्वाचन आयोग
Election Commission of India

Message

With the principle of "Nothing like Voting, I Vote for sure", the commitment of Election Commission of India (ECI) is reflected in the SVEEP programme, which focuses on providing information, motivation and facilitation because every vote counts. Low voter participation in elections may result from the complex interplay of social, economic, and demographic factors. SVEEP programme, hence, is based on multiple general as well as targeted interventions designed according to the socio-economic, cultural, and demographic profile of the State.

While the Election Commission's efforts to increase voter turnout are crucial, it's also recognized that addressing the root causes of low participation requires a comprehensive approach. Voter apathy which manifests as lack of interest, motivation, or engagement in the voting process, need to be addressed to further enhance the electoral participation of citizens and make the democratic process more inclusive. Several factors may contribute to low participation, such as a busy lifestyle vis-à-vis a perception of inefficacy where individual votes are deemed to have little or no impact, a higher population turnover due to factors like job relocations and transient lifestyles, which can lead to a sense of impermanence and indifference towards the electoral process.

In this context, the ECI has recently unveiled a new initiative, the Turnout Implementation Plan (TIP), as a crucial step towards addressing the most persistent challenge of low voter participation in the electoral process and enhancing voter turnout. TIP will be a paradigm shift in understanding specific challenges at the grassroots level and devising targeted interventions to enhance voter turnout in those constituents. The TIP will serve as a template to fulfil the communication requirements of each Assembly Constituency. By adopting a bottom-up approach, ECI aims to enhance democratic participation at the Assembly Constituency level.

The creation of a SVEEP Manual that captures the essence of this extensive programme is both relevant and timely, which will help in voter awareness/education leading to better participation of electors in the electoral process. I am sure the election machinery will make the best use of the manual for the forthcoming elections.

(Rajiv Kumar)

अनूप चन्द्र पाण्डेय
भारत के निर्वाचन आयुक्त
Anup Chandra Pandey
Election Commissioner of India

भारत निर्वाचन आयोग
Election Commission of India

MESSAGE

The core essence of SVEEP (Systematic Voters' Education and Electoral Participation) revolves around empowering citizens to willingly enroll and conscientiously vote in all elections while fostering a sense of responsible democratic consciousness. To bridge the gap of knowledge and information, SVEEP comes into play to carry out effective, authentic, and creatively crafted messaging to every corner of the country and instill in them a sense of responsibility and awareness regarding their duty. This active involvement leads to increased and broader participation in democratic governance and developmental processes. Notably, SVEEP has become a shining example and a focal point for various other initiatives both at ECI and state level aimed at widespread engagement.

I am delighted to observe that the comprehensive scope of the SVEEP initiative is succinctly encapsulated in this Manual, presented in the form of a Framework and Guidelines. This resource will undoubtedly serve as a valuable handbook for election officials and field-level functionaries.

(Anup Chandra Pandey)

अरुण गोयल
भारत के निर्वाचन आयुक्त

Arun Goel
Election Commissioner of India

भारत निर्वाचन आयोग
Election Commission of India

Message

The necessity for a comprehensive handbook for the SVEEP program has been apparent for some time now. Over the decade, the SVEEP program by the Election Commission has continually evolved through each election. Innovations introduced in one election have become integral parts of subsequent elections.

Valuable lessons learned from districts and states have been integrated into the program's policy framework, fortifying its foundation. This handbook succinctly captures the entire program, offering essential guidance in a compact format.

I am delighted to see this SVEEP Manual come to fruition and anticipate that it will not only aid election managers in implementing the SVEEP program effectively but also enhance their professional competence throughout the process.

(Arun Goel)

मनोज कुमार साहु
उप निर्वाचन आयुक्त

Manoj Kumar Sahoo
Deputy Election Commissioner

भारत निर्वाचन आयोग
Election Commission of India

Message

Systematic Voters' Education and Electoral Participation programme - SVEEP's role is rooted in comprehending the managerial aspects that lead to gaps in citizen registration as voters and the more pronounced gaps like behavioral tendencies and reasons behind voter turnout fluctuations across elections. It operates as a methodical instrument with planned IEC (Information, Education and Communication) strategies. SVEEP 4 refined this approach and applied it more systematically through the IMF-EEE Framework, which entails informing, motivating, facilitating, educating, engaging, and empowering voters, thereby promoting the essence of democracy.

Introduction of concept of Turnout Implementation Plan (TIP), a bottom-up approach of understanding the gaps in voter turnout and offering targeted interventions to enhance voter participation, will definitely help in Commission's undivided focus to address the concerns of urban and youth apathy. TIP is an integral part of the SVEEP manual now.

This manual provides insights into the most effective practices, framework and foundational principles of SVEEP programmes. It is designed to serve as a valuable resource for upcoming elections, aiding in the enhanced performance of the electoral apparatus.

I am sure the SVEEP manual will help the election functionaries in States/ UTs to understand the gaps/ requirements and activities to be carried out better, and they will make the best use of the manual as per the expectations in the forthcoming elections.

(Manoj Kumar Sahoo)

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मजबूत लोकतंत्र सबकी भागीदारी
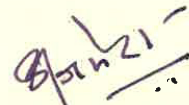*Greater Participation for a Stronger Democracy*

PREFACE

The SVEEP program has evolved over last one decade. Information, Education, and Communication activities through SVEEP have led to, an enhancement of electoral participation, not only in quantitative but also in qualitative terms. Furthermore, the development of a continuous electoral literacy programme in schools, colleges, and various institutions, and the transformation of elections from an administrative activity into a celebration of the biggest festival of Indian Democracy, are important outcomes of SVEEP interventions at the ground level. The effectiveness of the SVEEP program thrives on a continuous cycle of ground-level innovation, customized approaches based on situational analysis, and a wealth of creative strategies. Consequently, this has led to the SVEEP program entering its 4th phase of implementation.

The SVEEP manual, as a result, has compiled all recent guidelines and circulars, along with the SVEEP calendar of activities. It will serve as a guiding document for the implementation of SVEEP activities at the ground level. Divided into eight chapters, it is based on its implementation during specific Election periods, SSR, NVD, and other year-round activities. The manual also provide details on forging partnerships and collaborations for CEO/DEO offices. Additionally, it uniquely encapsulates recently launched Turnout Implementation Plan (TIP) templates, along with targeted intervention strategies for Women, PwD voters, Urban Voters, Youth, Senior Citizens, Rural voters, Marginalized Sections, Difficult and Conflict Areas, etc.

This document will be a highly useful guide for election functionaries and officials at the state and district levels to ensure the successful conduct of the SVEEP program.

Santosh Ajmera
Director (SVEEP)

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ACRONYMS AND ABBREVIATIONS

AERO	Assistant Electoral Registration Officer
AO	Awareness Observer
AV	Absentee Voter
ARO	Assistant Returning Officer
AMF	Assured Minimum Facilities
BE	Budget Estimate
CAs	Campus Ambassadors
CEO	Chief Electoral Officer
DEO	District Election Officer
ELCs	Electoral Literacy Clubs
EP Ratio	Electors to Population Ratio
ERO	Electoral Registration Officer
FY	Financial Year
IEC	Information, Education and Communication
IMF	Information, Motivation and Facilitation
KABBP	Knowledge, Attitude, Belief, Behaviour and Practice
KAP	Knowledge, Attitude and Practice
MT	Master Trainers
NO	Nodal Officer
NVD	National Voters' Day 25th January
PB	Postal Ballot
PWD	Persons with Disabilities
PS	Polling Station
RE	Revised Estimate
RO	Returning Officer
SVEEP	Systematic Voters' Education and Electoral Participation
UC	Utilization certificate
SSR	Special Summary Revision
SNO	SVEEP Nodal Officer
TIP	Turnout Implementation Plan

CHAPTER 1
GENERAL

1.1 Background

Across the world many democracies are experiencing declining voter turnout and increasing apathy to vote amongst specific groups of people. Voters' education is not only the correct but also the most appropriate way to improve participation in a democracy compared to any other alternative. Realizing this, several countries have voters' education as part of their constitutional mandate. To meet the challenge of eligible and yet unregistered citizens and not so high voter turnout, ECI consciously introduced a process of dialogue with citizens. It started reaching out to citizens to understand what was stopping them from registering in the electoral rolls and voting. Certain amounts of Information, Education and Communication (IEC) activities were taken up in 2009 to benefit the voters. The IEC initiative of ECI was subsequently revamped in 2010 as a national programme, titled Systematic Voters' Education and Electoral Participation (SVEEP).

1.2. Concept

Voters participation in the electoral process is integral to the success of any democracy and the very basis of wholesome democratic elections. The Constitution of India laid out the aspiration to have every eligible Indian on the electoral roll and get everyone on the electoral roll to voluntarily vote. Through its flagship initiative of Systematic Voters' Education and Electoral Participation (SVEEP), the Election Commission of India has left no stone unturned to translate the ideal of 'of the people, by the people, for the people' into an effective and accessible power of vote for every individual. The journey of SVEEP has already gone through four phases (SVEEP-1, SVEEP-2, SVEEP-3, SVEEP 4), since its inception in 2009.

1.3. Objectives

i)   Purifying the electoral roll of every polling booth.
ii) Bridging gender gap in enrolment and turnout .
iii) Ensuring inclusion of all non-voters/ marginalised sections through targeted interventions, technologica l solutions and policy changes.
iv) Addressing urban and youth apathy in electora participation.
v)   Turning around all low turnout constituencies and polling stations.
vi) To enhance the quality of electoral participation in terms of informed and ethical voting through continuous electoral and democracy education.

The four phases of SVEEP activities and efforts are:

SVEEP I (2009-2013)

The first phase of SVEEP spread broadly from end 2009 to March 2013, and covered 17 general elections to state assemblies and three revisions of the Electoral Rolls. In this phase only, Knowledge Aptitude Practice (KAP) surveys were introduced for the first time as an evidence-based learning and design of the communication and outreach interventions. CEOs were asked to implement State Level SVEEP Plans and also to facilitate district level plans. Partnerships with educational institutions, media and civil society were initiated to make the outreach wider. ECI in 2011 decided to celebrate its foundation day, i.e., 25th January as National Voters' Day, with the objective to increase enrolment of voters, especially of the newly eligible ones. The concept and practice of engaging national-icons for encouraging people's participation in the election process was introduced in this phase. Further, EVM awareness programmes were conducted at the lowest administrative unit level and voters' facilitation booths were set up at strategic locations such as haats, bazaars, and community centres etc. Voter Helpline (1950) service was launched in all the districts to facilitate the voters in getting right information on different electoral matters during this phase.

SVEEP II (2013-2014)

SVEEP II strengthened the initiatives of SVEEP I. This phase of SVEEP involved a planned strategy for a targeted approach towards meeting the voter registration and voter turnout gaps. A structured framework was adopted including steps like **identifying 10% of the lowest turnout polling stations, polling station-wise situation analysis, planning and implementation of interventions, followed by evaluation and review at regular intervals.** It also included content development for voter education for different groups. There was a pronounced emphasis on the supply side of SVEEP, particularly in providing facilities at polling stations on the Poll Day. The programme also intensified the interventions **on addressing gender gap, youth disconnect and urban apathy countrywide.** This phase witnessed institutionalisation of the implementation structure and a wide range of effective partnerships across all sectors for maximising outreach.

SVEEP III (2015-21)

SVEEP was reshaped and strengthened for connecting people with the electoral process and empowering them by way of information, motivation, and facilitation with a focus on informed and ethical voting in this phase. **Undertaking of micro surveys to understand voter behaviour, greater synergy with partners, enhanced interaction with the citizens through social media, competitions, online contests, voters' festivals and use of ICT tools for outreach were some of key components of SVEEP III.** Mainstreaming of electoral literacy was initiated by means of curricular and extracurricular interventions through Electoral Literacy Clubs (ELCs) for future voters in schools and young voters in colleges; Chunav Pathshalas for communities and school dropouts as well as Voter Awareness Forums (VAF) for Government Departments, Institutions and Corporates. Additionally, community radio leveraging through NIOS (National Institute of Open Schooling) and UNESCO, were a few noteworthy initiatives. Another important initiative included organizingcompetitions such as National Elections Quiz (NEQ) of 2018 (13.63 lakh participants across 38,000 schools) and crowdsourcing of creative content through National Voter

Awareness Contest (NVAC) of 2022 (12.5 lakh participants) held across the country. National Voters' Day was further expanded in scope and reach to give awards for best practices in electoral management. Partnerships and collaboration with government ministries and departments, PSUs, private sector, media, and NGOs/ CSOs were undertaken. Global Knowledge Network VoICE. NET (Voter Information, Communication & Education Network) and India AWEB Center were initiated to share resources and expertise with other Election Management Bodies (EMBs) around the world. Publications such as My Vote Matters, VoICE International and the Journal of Elections were introduced to disseminate information nationally and internationally Steady monitoring & evaluation of SVEEP programmes and activities on ground helped ascertain which interventions were more impactful and identify the reasons behind the success/ failure of any particular initiative.

SVEEP IV (2022-25)

In order to address emerging challenges and the need for further enhancing voters 'participatio in coming years, the forth phase of SVEEP has been envisaged. The recent landmark reforms like with **four qualifying dates** in a year for voters' registration (January 1, April 1, July 1 and October 1), **EPIC- Aadhar linkage, enactment ensuring gender parity for spouses of service voters need to be duly incorporated in the SVEEP strategy.** Voter education for electoral participation has now acquired a new sense of urgency. With several Assembly Elections, as well as the Parliamentary Elections 2024, approaching, it is time to gear up.

The overarching strategy for voter registration and participation is IMF (Information, Motivation and Facilitation) and comprises of plethora of systematic interventions to involve the people in the electoral process.

1.4. SVEEP 4 Strategy

The strategy for the fourth phase of SVEEP (SVEEP 4) builds on the key learnings and progress made in electoral participation during the last 12 years. It is intended to consolidate the work already done and add new dimensions to the crusade of ECI for educating and empowering the voter to further strengthen democracy in India. The rationale for development of the national SVEEP 4strategy lies in the expanding size, scale, scope, diversity and complexity of the electorate, the changing and evolving media landscape, the need for mainstreaming evidence into decision making, the growing expectations of voters and the ever evolving election management practices and reforms.

1.4.1. IMF – EEE Framework

Since the inception of SVEEP, the overarching framework for voter registration and participation has been Information, Motivation & Facilitation (IMF). SVEEP framework builds on the IMF paradigm to expand it to IMF-EEE by adding the important elements of Education, Engagement and Empowerment (EEE). This expanded framework will be integrated into the key strategies, campaigns, media, messages, social mobilization activities, interpersonal communication and action on ground during SVEEP.

TO INFORM and generate awareness by providing correct, complete, clear and timely information to every citizen to improve their knowledge and understanding about the election system.

TO MOTIVATE, enthuse and inspire the disinterested and alienated citizens to address their apathy and skepticism towards electoral participation.

TO FACILITATE greater participation of the public in elections by making the electoral process

voter-friendly and by assisting enabling citizens at every stage.

TO EDUCATE the electorate on the value of each vote and the right and duty of exercising one's franchise as an enlightened voter from an early age onwards.

TO ENGAGE the electors and voters and harness their energy and enthusiasm for participation in the electoral process and make them feel involved, delighted and proud.

TO EMPOWER the citizens to voluntarily register and ethically vote in every election as also proudly disseminate the spirit of participative democracy.

Fundamental Principles

The following fundamental principles should guide all future planning and implementation in order to make the SVEEP effort more wholesome, relevant and effective:

i) Triad of voter focus, booth focus and evidence focus.

ii) Transition from the erstwhile IMF (Information, Motivation and Facilitation) paradigm to a more holistic IMF-EEE (Information, Motivation, Facilitation, Engagement, Education and Empowerment) paradigm.

1.4.2. Targeted Interventions: To engage specific target groups identified through a rigorous mechanism that considers data from each polling station, customised interventions are designed, with focus on the following:

i)   For addressing gender gap
ii)   Addressing urban apathy
iii)   Overcoming youth 'disconnect'
iv)   Targeting service voters
v)   Outreach to overseas Indian electors
vi)   Special outreach for Persons with Disabilities and senior citizens
vii)   Inclusion of marginalised segments
viii)   Address update of migrant voters

1.5. Funding

Ministry of Law and Justice has acknowledged the fact that voter education, including the observance of National Voters' Day is part of the regular electoral roll management exercise and any expenditure on it should be met with from the budget provision for maintenance and management of electoral roll under 'Head 103-Electoral Roll' under the Major Head 2015 – Elections which is shared on 50:50 basis between Central and State Governments.

1.5.1. State Budget: CEOs shall seek sufficient funds for the voter education and awareness under Head 103 from the State Government for expenses for SVEEP programme and its implementation, in addition to other components under this head.

1.5.2. Grant-in-Aid: ECI shall disburse some funds to States/ UTs from its budget Head 02-Voters Awareness and Sub-Head 02.00.31- 'Grant-in-Aid' on identified events/ workshops. All other

expenses on all voter education and awareness interventions shall be from the Head 103-Electoral Roll. **There should not be any duplication of expenditure from ECI Grant-in-Aid and from State Budget.** Under 'Grant-in-Aid', fund within a FY is disbursed in two instalments. The second instalment shall be released only after receipt of the Utilization of the amount released in the **first instalment**. The UC for the first instalment shall be sent by 30th October for release of the **second/ final instalment.**

1.5.2.1. Funds to Districts: States shall disburse part of 'Grant-in-Aid' to Districts for district specific interventions.

1.5.2.2. Utilisation Certificates: Utilisation certificates (UCs) shall be given by DEOs to the CEO's office for the funds disbursed to the district in the prescribed format and by prescribed date. CEO office shall submit UC to ECI in the prescribed formats, for the entire amount, which include the funds disbursed to districts and funds utilised at State HQs. Funds for a Financial Year shall be released by ECI to only those States/ UTs who submit correct UC for the full amount released in the preceding FY.

1.5.3. Budgeting Guidelines

SVEEP strategy 4 is fundamentally based on evidence and strategy of voter and booth focus along with empowerment and engagement with voter education, ethical and inclusive participation. The proposed budgeting guidelines for SVEEP 4 are as follows:

i) The SVEEP fund allocation should be based on need and requirements as projected by CEOs in their State SVEEP strategy and action plan. These budget requirements should be carefully analysed by ECI before deciding on allocation of funds;

ii) Budgeting for Non-election time SVEEP and election time SVEEP should be calculated appropriately based on the action plan;

iii) It is suggested that the cost of institutional strengthening at CEO level as per the HR policy framework of ECI is met from SVEEP funds allocated by ECI;

1.5.4. Procurement & Contracting Guidelines

Procurement and contracting issues are time consuming and cumbersome. The hiring of experts and agencies for various tasks such as research, campaign development and execution, social media, media planning and management, social mobilisation, event management require due diligence. A clear guideline for procurement and contracting purposes needs to be developed with an association of experts in the area. Guidelines should be issued regarding paid advertisement on social media platforms as there are no DAVP/ BOC rate for such outreach.

1.5.5. Financial Management System and Training

Under the SVEEP 4 strategy, there is a need for enhanced fund allocation at all levels given the scale, scope for the plans and activities reaching out to the last mile. With enhanced focus on evidence, voter and booth focus, leveraging partnerships, IT & ICT utilisation, capacity building, as well MIS, it is necessary that a proper financial management system is put in place involving experts inthis area in close consultation with the states. Training and orientation of relevant functionaries at the state and districts may be necessary. A format for submitting budget proposals by CEOs is

given. While budget allocated by the Election Commission to a state shall be spent to carry out the activities listed in the budget proposal format, it will be incumbent on the CEOs to ensure that the said activities are strictly compliant to the principles of SVEEP 4 strategy framework (triad focus,six key strategies, core themes, strategic actions for targeted segments, institutional strengthening and capacity building) failing which future budget allocations will be appropriately curtailed. However, due flexibility is given to CEOs subject to achievement of the objectives of SVEEP 4 strategy.

CHAPTER 2
ELECTIONS

India, often referred to as the "world's largest democracy," is a testament to the remarkable journey of democracy in the modern era. The Indian democratic system is the most extensive and robust, showcasing the magnitude and seamless integration of its diverse and complex society.One of the fundamental tenets of Indian democracy is universal suffrage and every election cycle brings forth an unparalleled display of political engagement, reflecting the collective voice of over a billion citizens.

2.1. Overall Objectives

i) To target an increase in voter turnout in the identified low turnout polling stations and an overallincrease in turnout by at least 5-10% over the previous assembly election.
ii) To remove the gender gap in enrolment and turnout.
iii) Inclusion of Persons with Disability in electoral roll and in turnout for voting.
iv) Inclusion of excluded groups/ communities in electoral roll and in turnout for voting.
v) Visible enhancement in the quality of electoral participation in terms of informed, ethical andinducement free voting in tandem with supply side expenditure control measures.
vi) Increase in postal ballot voting (through ETPBS) by facilitating and educating service voters and employees.

2.1.1. Situation Analysis

i) Identification of 10% of Polling Stations in each district with lowest turnout in last Election and reasons thereof.
ii) Identification of overall 10% lowest turnout Polling Stations in the State and reasons thereof.
iii) Identification of lowest turnout Assembly Constituencies and reason thereof.
iv) Identification of reasons for drop in turnout (if any) between last Assembly election and last LS election in the State.
v) Identification of excluded groups, communities at each Polling Station, if any.
vi) Identification of PwD at each PS and assess the facilitation required, if any.

2.1.2. SVEEP Strategy for Elections

i) The States and District plan shall include situation analysis, outputs/ activities, monitoring and evaluation mechanism keeping in mind the indicators as given in the reporting format.
ii) A KAP survey is conducted to understand the reasons for gaps in electoral participation, both at enrolment stage and voting and to understand the underlying reasons for low voter turnout in previous election in the State and to identify the barriers to voting. The survey findings may

be suitably utilised while formulating State and District Plan. The survey date relating to the AC/ PCwithin a district may be shared with the concerned DEO for fine- tuning the district plan.

iii) Booth Level Action Plan and basic minimum SVEEP activities: With booths as the focal point for SVEEP strategy, Booth Level Action Plan have been trengthened. Basic mandatory SVEEP activities to be organized at booth level to inform and educate all voters. Informative posters on EVM-VVPAT, Voter Registration, Ethical Voting & IT Apps to be displayed at all polling stations.

iv) Targeted campaign on major gaps like Women, Urban, weaker sections, Persons with disability etc. shall also be a part of the State and District plan.

v) To overcome the gap in turnout, targeted interventions have to be carried out at polling station level.

vi) DEOs shall innovate at their level and prepare specific operational plan after identifying excluded communities/ groups in each polling station. The district plans shall flow out of the broad State plan, and also contribute to it.

vii) Emphasis on informed and inducement free voting.

viii) Appropriate information dissemination on NOTA, continuous on NOTA, continuous EVM awareness combined with VVPAT information, wherever applicable.

ix) Facilitation of the Voter will be a key component besides the range of Informed and Motivation measures.

2.2. SVEEP Action Plan for Elections

Based on the findings of the KAP survey and situation analysis, States shall prepare the State Action Plans specifying the objectives and detailing out the implementation plan, based on the IMF strategy (Information, Motivation and Facilitation) along with the calendar of activities. Details of interventions for each of the identifiedmajor target audience shall be given out in the Action Plan along with the mechanism formonitoring and reviewing of the SVEEP programme in the districts. The districts shall submit their plans to the State for approval. The State Action Plan is approved by the Commission. The SVEEP Plan shall be drawn up with the following components:

2.2.1. Planning & Implementation

i) The State SVEEP Core Committee headed by the CEO shall supervise the implementation of the SVEEP Plan in the entire state. The Committee shall have representation from various Departments, Agencies and organizations.

ii) The District Core Committee shall be chaired by DEO/ CEO (ZP) to supervise the implementation of the SVEEP plan in the district. Each district shall appoint a Nodal Officer, in charge of SVEEP . S/ he will function as the Member secretary of the District Core Committee. The core committees should be set up sufficiently in advance.

iii) The network of partnership should be developed at State level and also at District level for strengthening the SVEEP programme. In this connection, the framework of partnerships already issued by the Commission in relation to CSOs, PSU/ Corporates and Media and also the scheme of Campus Ambassador's may be optimally harnessed.

iv) CEO and DEO will mobilize and brief partner agencies and provide them requisite resources and outreach material at state level and district level respectively.

v) DEOs in Naxal affected districts and other violence affected areas will involve SPs in operationalizing the SVEEP programme so that the environment of confidence and fearlessness against intimidation can be built into the programme.

2.2.1.1. Outreach Activities

The activities shall be planned based on the situation analysis

i) Forms 6, 6A, 7 and 8 be made available at all prominent places based on the situation analysis Post Offices having large footfall besides in all Colleges and Universities, and also in High Schools for newly eligible electors.

ii) Special registration camps in weekly haats, during festivals and through mobile vans may be conducted.

iii) Corporates need to be contacted so as to ensure registration of their employees. Alternative registration hubs for corporate employees to be established.

iv) Mass mobilization activities may be taken up, closer to elections, to motivate people to participate in the electoral process.

v) Communication campaigns shall be carried out through mass media, folk media, social media and other media vehicles besides direct people-to-people contact.

vi) A dedicated awareness campaign for voters to check background and criminal antecedents of contesting candidates for informed and ethical voting.

vii) EVM familiarization activity combining with NOTA and VVPAT familiarization, where necessary.

viii) Copies of Electoral Rolls may be to be provided to SLMA workers at Gram Panchayat besides partner CSOs and political parties.

2.2.1.2. Outreach Material Development

i) In material development, CEO and her/ his team will first consider the archive of approved material compiled by the SVEEP Division of the Commission. This is available on the ECI website and SVEEP Portal.

ii) CEO would take necessary steps for further Inventory Building on Voters' Information and Awareness software for the state: outreach material developed for Special Revision, National Voter's Day shall be extensively used, after suitable modification.

iii) For preparation of software to be used in the State Assembly elections, the office of CEO would set up an expert Committee at State level for quality check and control of content comprising of Heads of AIR & DD among others.

iv) Survey findings may be utilized for designing the campaigning material and deciding the media vehicles for dissemination.

v) Regional and/ or local icons may be identified from different target groups (women, persons with disabilities, senior citizens etc.) by each State/ UT and promotional material for voting may be prepared availing their services, after getting approval of Commission on the content

(messages), in addition to the National Icons of ECI and the regional icons already approved by Commission.

vi) Material on voter awareness may be given to partner CSOs/ media houses for wider dissemination.

vii) All messages used in the elections shall require approval of the Commission, if these are not earlier vetted.

2.2.1.3. Voters' Facilitation

i) Voter Registration and Education centers to be set up at strategies locations for facilitation and awareness generation as well. The Centers shall be supplied education and awareness material in good quantity.

ii) Registration of left-out Voters to continue till the last date of filing of nominations of candidates under the provision of continuous updating.

iii) The EROs and AEROs shall ensure that EPICs are issued to all those enrolled.

iv) Ensuring that Voters' Slips are distributed on time as per directions of the Commission.

v) Setting up of more numbers of Polling Stations to facilitate voters to exercise their franchise without inconvenience.

vi) DEOs to ensure that suitable and adequate arrangements are made for provision of drinking water, ramp, shed, toilets for women and other facilities at all Polling Stations as directed by the Commission from time to time, to make voting a pleasant experience, including setting up of model polling station with appropriate theme equipped with necessary facilities.

2.2.2. Monitoring & Review

i) Mid period review and constant monitoring of SVEEP programme in the districts shall be conducted to assess the efficacy of the interventions including about the timely and proper utilisation of funds.

ii) Regular Video Conferences to be organized by CEO with all DEOs for review of implementation.

iii) The programme shall be reviewed at the national level by the commission. The reporting format has already seen shared and is annexed herewith for reference.

2.2.3. Evaluation & Documentation: The DEOs shall evaluate the interventions carried out in their district and submit a report to the CEO within a month of closing of polls. They shall focus on the following in their report besides an analysis of the overall turnout including:

i) analysis of the registration ahead of polls.

ii) analysis of the comparative turnout among women, urban voters and youth.

iii) analysis of the turnout of the identified excluded groups/ communities at specific polling stations.

iv) analysis of comparative turnout in the identified 10% of the lowest turnout polling stations.

2.3. Informed and Ethical Voting

The SVEEP Action Plans shall include a comprehensive component on informed and ethical voting.

States and Districts shall identify expenditure sensitive constituencies and polling stations where focused campaign needs to be taken out on ethical voting. Special measures shall be taken in these identified areas on ethical and informed voting, including wide dissemination on expenditure control guidelines, so that public can inform the election authorities about any violation of the Commission's instructions in this regard. At booth level, in expenditure sensitive regions, the BAGs shall be the dissemination hub for messages on ethical voting.

2.4. Model Polling Stations (MPS)

The concept of Model Polling Stations (MPS) is to provide a pleasant experience to the voters when they come to the polling station to cast their vote. Model Polling Stations were set up in the country for the first-time during LS 2014. Besides providing Basic Minimum Facilities (BMFs) like drinking water, shed, toilets, ramps at all the polling stations, Model Polling Stations attempted to provide additional comforts like queue less voting, waiting halls, crèche, first aid kits etc.

The Model Polling Stations shall be set up using the existing budget resources and dovetailing ongoing schemes. As part of its firm commitment towards gender equality and greater constructive participation of women in the electoral process, **at least one polling station managed exclusively by women shall be set up in every Assembly Constituency** in Election going States which will have all women election staff, including police and security personnel.

2.5. MPS shall meet the following parameters

2.5.1. The physical structure of building and facilities

i)   Good condition building with fresh wall painting.
ii) Easy access to the building.
iii) Good quality furniture for polling personnel and polling agents.
iv) Voting compartments of fibre glass.
v)   Display board/ signage's, e.g., name of polling station/ AC, Election Commission Logo, National Voters Day (NVD) pledge, important contact numbers, signage like "exit", "entry" etc.
vi) Provision of basic minimum facilities such as electricity (generator/ petromax as standby agreement), separate toilets, drinking water, shades, ramp with appropriate gradient and wheel chairs for voters with disability.
v)   Voter assistance booth manned by Booth Level Officer (BLO) with a copy of electoral roll in alphabetical order and undistributed voter's slip.
vi) Other facilities such as first aid box, tactile signage, poll volunteers, crèche for small children accompanying their parents.
vii) Voter Information posters at the polling station.

2.5.2. Improved Queue management

i)   Use of queue managers or rope separates
ii) Assistance of volunteers, distribution of token, serving drinking water to voter in queue.
iii) Separate queue for persons with disabilities.
iv) Priority voting for senior citizens, pregnant women/ lactating mothers, PwD voters etc.

v) Sitting arrangements for voters in queue

2.5.3. The behaviour of the polling staff/ volunteers

i) Uniform dress for polling staff
ii) Dos and don't s for voters
iii) Arrangement of medical/ First Aid facilities
iv) A Feedback form the Voters
v) Feedback from Persons with Disabilities and senior citizens in particular

2.6. All Women managed Polling Stations

i)   There is one all women polling station per Assembly Constituency (AC) and number maybe
     increased as per convenience by DEO basis women polling officials.
ii). These may preferably be located in rural and urban areas separately especially in areas with low
     women turnout
iii) As per existing guidelines, these are managed by all women staff, including police and security
     personnel. It is suggested that the polling agents of political parties present inside the polling
     station may also be women
iv) Initiatives to popularize these polling stations should be taken by the CEO / DEOs more actively
     during SVEEP activities.

2.7. All PwD managed Polling Stations

i) Assured Minimum Facility (AMF) should be ensured for PwD Voters also PWD pollingofficials
   should be preferably deployed at these Polling Stations, per district.
ii) Permanent ramps with appropriate gradient should be provided as per National standard
iii) Braille facility should be provided in the EVMs
iv) Proper accessibility to the polling station should be ensured
v) The polling officials should be given proper training to facilitate PwD and sensitize them about
     PwD requirements.

2.8. Youth managed Polling Stations

i) As far as possible youth polling officials shall be deployed in these Polling Stations to addressyouth
    apathy
ii) These may be established two per district to the extent possible.
iii) To ensure to involve the local youth for aesthetic makeover for the youth polling station
iv) Appointment of local youth Icons and utilizing them for popularizing the youth oriented
     initiatives.

2.9. Visit of Commission to Poll going states

2.9.1 Activities before Commission visit to the State (s):

Before the Commission's visit to the state, CEO is called to ECI headquarter for the detailed presentation from the state. Bnefore the review meeting. CEO is required to submit SVEEP activity report in the format.

The CEO is required to carry out field activities/ event during the Commission visit, to give the Commission, a glimpse of SVEEP interventions/ activities as carried out at the state level and district levels.

Field Events: When the Commission visits the State to review the poll preparedness, field event (of 1 hour duration approx.), to be launched/ inaugurated by the Commission, may be organized by the CEOs with the objectives listed below:

i) Such events represent the glimpse of the ongoing/ planned SVEEP activities in the state.

ii) This also provides ample media coverage at the State level, which in turn accelerates SVEEP campaign in the State.

iii) An atmosphere of faith and festivity is generated among the voters of the State.

Following field events may be organized by the CEOs during the Commission's visit to the State: -

i) **Organizing Multimedia Exhibition:** A multimedia exhibition may be inaugurated by the Commission during the State visit, depicting the glimpse of the Voter Awareness programmes throughout the State.

ii) **ELC Activities:** ELCs at all levels can play an important role imparting voter education to newly registered voters if their activities are particularly geared towards this end and to meet with this purpose a programme of Commission's visits to selected ELCs may also be made a part of State review.

iii) **Cultural Programme/ Skit:** - A Cultural programme/ skit may also organized during the Commission's field visit on the theme of voter education.

iv) **Interaction with different voters:** During the state visit of the Commission, a programme of interaction with different categories of electors may also be held.

2.9.2. DEOs are required to make a presentation before the Commission on following aspects of SVEEP:

i) Analysis of Low voter turnout,

ii) Details of Partnership with stakeholders for SVEEP interventions, and

iii) Unique SVEEP interventions and details thereof.

2.10. Checklists of Activities at Different Levels

In order to guide SVEEP action at different levels, as per the framework of SVEEP Strategy-4, detailed checklists have been prepared for every level as given below. The checklists are also helpful in formulating action plans at each level. The checklists are not exhaustive and may be supplemented according to local requirements and gaps identified based on data/ evidence. The activities should be planned across the year and tailored on the basis of specific requirements of the election or non-

election period as the case may be. It must be borne in mind that an activity is merely a tool and not an end in itself. What is more important is 'what' is the objective, 'who' is the target audience and 'how' to stimulate desired behaviour change. These are not one-off or stand-alone activities, they build upon each other, support and supplement each other and lead to tangible outcomes. Checklists of activities at different levels are mentioned at annexures as follows: -

i)   National Level Checklist

ii) State Level Checklist

iii) District Level Checklist

iv) Constituency Level Checklist

v) Booth Level Checklist

2.11. Awareness Observers

Central Awareness Observers were first appointed for the Assembly Elections in Madhya Pradesh, Rajasthan, Delhi, Chhattisgarh and Mizoram that took place in late 2013. This was further strengthened in subsequent elections with officers from senior cadres of Union Information & Broadcasting Ministry drawn for the purpose.

2.11.1. Role of AOs: For all purposes, they will act as the eyes and ears of the Commission during the period of the election and provide direct inputs to the Commission from the field. Their inputs/ observations are confidential and solely for the use of the Commission and not for any other agency including media.

i) Targeted Approach in Planning: S/ he may observe that the DEO has identified the 10% lowest turnout Polling Stations (PS) in the district and also the excluded groups and communities at the PS level for making suitable interventions. S/ he may also observe interventions planned and already taken up to facilitate persons with disabilities (PwDs).

ii) Partnerships: The Awareness Observer may observe that a network of partners have been developed for carrying out the outreach programme. S/ he may also observe that educational institutions and state departments besides GoI Media departments are roped in.

iii) District SVEEP Core Committees: The Awareness Observer may observe that meetings of the Core Committee are held periodically. The Core Committee shall ensure quality production and monitor timely distribution of the material. The Observer shall see if the communication/ outreach material has been produced/ received on time, stored properly and distributed well ahead of the polling date right upto the polling station areas.

iv) Nominations: The Awareness Observer may observe that the affidavit submitted by the candidates to the RO regarding criminal background, assets, liabilities and educational qualifications is suitably displayed by the RO outside his/ her office and also given to those who ask for it free of cost. S/ he may also observe that the affidavits are updated on the CEO's website and the details regarding the government dues as given in the affidavit (under the heading 'liabilities') is also published in two newspapers with local circulation.

v) Roll Related: The Awareness Observer may observe that the citizens are facilitated at Matdar Sahayata Kendras/ Voter Facilitation Centres/ Common Service Centers for issue of EPIC, duplicate EPICs, display of Voter List and Voter Education material. The observer shall visit some of the VFCs. The Awareness Observer may observe that DEO has carried out awareness campaign informing people that having name in the Voter List is a pre-requisite for casting a vote. The Awareness

Observe may observe that DEO has extended facilities for searching name in the Voter List and locating polling station through internet, SMS, telephone and other means.

vi) Informed and Inducement Free Voting: The Awareness Observer may observe that ethical and inducement free voting forms a vital part of the campaign carried out for promoting electoral participation among people.

vii) Media Certification and Monitoring Committee (MCMC): The Awareness Observer may observe that the MCMC is set-up and its members are imparted training specially regarding 'paid news'. The Observer may extend help in way of advice and suggestions to the desired functioning of the MCMC.

viii) District Media Cell: The Awareness Observer shall also observe that the District Media Cell is active and functioning. The Observer shall also observe that the election machinery at district level has proper communication established with the public through media.

i) Electronic Voting Machine: The Awareness Observers will check if adequate EVM awareness has been undertaken in the district to familiarize electors with the operation of the EVM and VVPAT wherever implemented.

xi) Preparations for Poll Day: The Awareness Observer may observe if adequate information is disseminated at public places regarding alternate identity documents that can be used for voting. S/he may also observe that voter awareness and motivational messages are displayed at major public places and through mass media.

x) AMF & MPS: The Awareness Observer shall observe if AMF facilities exist at PS i.e., proper lighting, drinking water, toilets, sheds, ramps, etc. as per the Commission's directions. The Awareness observer shall also visit some of the Model Polling Station in all the districts they are assigned to.

2.11.2. Logistics and Coordination: The Addl/ Joint CEO (SVEEP) shall be the nodal officer to ensure smooth flow of communications among Observers, District level authorities, State level authorities and the Commission. The DEO shall compile information/ particulars as enumerated in the check list and furnish the same to the Awareness Observer on his/ her arrival alongwith the District SVEEP Plan. The DEO will organize a structured meeting with the Awareness observers. All the Nodal Officers and MCMC members shall be present in the meeting to apprise the Observer about the specific issues needing his special attention.

2.12. Election Reports

CEOs shall apprise the Commission on the status and progress of various interventions as chalked out in the State SVEEP plan and in pursuance of various instructions of ECI through the Election Reports in the prescribed format. These reports shall be uploaded by the CEO's office on the PGRS portal on a fortnightly basis starting immediately after the announcement of elections.

2.13. Best practices

Best practices shall be showcased on the ECI SVEEP portal at *https:/ / ecisveep.nic.in/ articles. html/ good-practices/* . CEO office shall upload the best practices on the SVEEP portal with the log in ID issued to them. For timely dissemination to the public and media, the best practices shall be uploaded on the portal during the election period. The portal also displays documents, reports and

district and state SVEEP plans besides various creatives.

2.14. Approval of the creatives used in Election

All creatives to be used during the elections prepared by the CEO's office have to be approved by the Commission. A vetting committee at ECI to vet and approve the creative produced by the CEOs during elections. The committee consists senior experts from all creative domain and senior officers of the functional divisions of the Commission. Similarly, the creative produced at the district level shall be approved by the CEO. The creatives also have to be provided in accessible formats.

However, the creatives prepared by the CEO's office for the non-election period or SR period does not require the approval of the Commission.

2.15. Guidelines for engaging Children under 18 years in SVEEP activities

School children under 18 years shall not be engaged for any rallies, human chains or similar mass mobilisation activities outside the school in relation to any electoral awareness campaign. Similarly, children under 18 years shall not be sent door-to-door for creating awareness on elections or electoral registration under the SVEEP programme. However, any rally or other extracurricular activity relating to voter education within the school premises shall be encouraged. The following is the framework within which children under 18 years shall be engaged in SVEEP programme at State and District level:

i) National Voters' Day (if it is not a holiday for the school) may be celebrated in schools for making children under 18 years aware about their Right to Vote on attainment of 18 years of age.

ii) Extra and co-curricular activity, including sports competitions, races etc. on voter education and electoral participation themes within school premises.

iii) Drawing, debate, quiz or similar competitions organized specially for children on electoral literacy in and outside the school premises.

iv) Any marathon runs or similar competition for children on Voter Education and electoral participation outside school premises.

v) Any school project for school children on electoral literacy that may involve collecting information from family or neighborhood as part of academic curricula.

vi) Any event organized by school as its own initiative for children and not as a directive from election machinery.

vii) Engaging school children for getting signatures from their parents on the sankalp patras/ pledge letters pledging to enroll/ vote, as already instructed by Commission.

2.16 . Turnout Implementation Plan (TIP)

In order to enhance voter turnout, the concept of AC wise Turnout Implementation Plan, as a major SVEEP intervention/ strategy, to be implemented across the country. In this regard CEOs/ DEOs will have to compile a comprehensive gap analysis template and accordingly prepare SVEEP intervention for the Assembly Constituency. These templates will serve as the foundation of developing TIP i.e., SVEEP interventions for the area. Further, the template has specific fields which allow the state to customise and add any additional information to be highlighted, which could not be captured in the questions asked. CEOs may, based on their experience and deeper knowledge of ground conditions,

come to the conclusion that multiple ACs could be combined together in one TIP.

The following is a general guideline for preparation of TIP:

A. For States where the voter turnout is below the National average during Lok Sabha 2019 elections i.e., 67.4% or marginally higher (For states like Bihar, Gujarat, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Punjab, Rajasthan, Telangana and Uttar Pradesh): The aim here is to substantially improve voter turnout through various means, including targeted communication efforts to remove voter apathy and enhance overall voter participation. The following broad strategy needs to be adopted while preparing the TIP:

i) Analysis and plan for bringing voter turnout of each AC/ PC below the national average to the level of the national average;

ii) Plan for all ACs having above national average voter turnout to maintain the same;

iii) All polling booths in PC/ AC where voter turnout was less than that of the State/ national average to make efforts to maintain the State/ national average voter turnout, whichever is higher; and

iv) The State must plan to aspire for the higher voter turnout which shall be at least at the level of national average of 2019 elections or to the State average, whichever is higher. Prepare a comprehensive State Turnout Implementation plan with appropriate aspirations for higher voter turnout.

B. States/ UTs other than mentioned in part (a) above (substantially having higher voter turnout than the National average during Lok Sabha 2019 elections i.e., 67.4%): The aim here will be to retain the voter turnout of last election (2019 Loksabha) as an absolute minimum. Further, states will have to make further efforts to improve the turnout to the extent possible. The following broad strategy needs to be adopted while preparing the TIP:

i) All ACs (aggregation to PCs) with voter turnout lower than the State average to aspire to maintain the State average voter turnout;

ii) All polling booths in each AC where voter turnout was less than that of the State average to make efforts to maintain the State average voter turnout;

iii) All PSs/ ACs/ PCs having higher voter turnout than the state average to maintain the same.

iv) Prepare a comprehensive State Turnout Implementation plan with appropriate aspirations for higher voter turnout.

Considering the above objectives, a detailed Analysis Template is enclosed, which is intended to serve as a guide for CEOs / DEOs, towards the preparation of suitable TIP (to be prepared in consultation with DEO concerned) that will eventually be implemented by respective DEOs. The various fields and inputs mentioned in the template will serve as a guide towards:

i) Major gap analysis;

ii) Media consumption habits;

iii) Apathetic groups including youth and urban segments;

iv) Other segments requiring specific attention;

v) Key messages;

vi) Organizations, platforms, and channels through which targeted, communication interventions can be made; and

vii) Icons/ influencers/ partners to be roped in at the local level.

C. Instructions for combining multiple ACs together under one TIP: As mentioned, CEOs while combining multiple ACs together in one TIP, basis their similarities.

Shall specify clearly which ACs are being clubbed together under one TIP. The analysis template has to be filled very carefully, for all ACs and for each such group (where ACs have been combined under one TIP). However, it may kindly be ensured that urban constituencies and rural constituencies should not be clubbed under the same group.

CHAPTER 3
ROLL REVISION

3.1. Overall Objective

Voter is the backbone of the electoral system. Voter, by definition, is a citizen whose name figures in the voter list. As such, the voter list or electoral roll is a crucial document in the electoral system. Importance of 'Healthy Roll for a Healthy Poll' therefore cannot be overemphasised in election management. Elections cannot be inclusive if the voter list is not inclusive. Therefore, every eligible citizen in a polling station area must be motivated and facilitated to register as an elector.

Further, the voter list must not contain duplicate/ multiple entries or names of deceased or permanently shifted citizens or erroneous photo, address, relation, relation name, age, gender, etc. The voter list should be inclusive, accurate and pure. It is therefore important to periodically analyse the electoral roll and update it comprehensively in order to make it truly inclusive and accurate. This exercise is done annually by conducting a special summary revision in the last quarter of the calendar year.

The Election (Amendment) Act, 2021 has addressed the problem of long wait after turning 18 years old by introducing four qualifying dates i.e., 1st day of January, the 1st day of April, the 1st day of July and the 1st day of October to reckon the age for electoral registration. The SSR will continue to take place once a year and before an election. During SSR the prospective voters who will become eligible till 1st October of the following year will be able to submit an advance application for electoral registration. Such advance applications will be processed during the relevant quarter when the applicant concerned will actually become eligible to register.

In order to fully achieve the objective of SSR, it is important that these changes are mainstreamed into the SVEEP plans and activities at all levels and SSR is carried out in a systematic manner duly supported by a well-designed SVEEP strategy at all levels - from the ECI to the booth.

3.2 Streamlining SVEEP activities during SSR

SSR should not be a superficial exercise but **should become a mass campaign.** Concerted efforts should be made to engage with citizens in every polling station area to secure their commitment, participation and assistance in updating the electoral roll and making it truly inclusive, accurate and pure.

The exercise of SSR should, therefore, be planned in the following manner:

i) Review the availability of manpower and expertise at every level and address any gaps by inducting consultants, experts and professional agencies as necessary. Ensure that all vacant positions are duly filled up at all levels.

ii) Appropriate training should be imparted at all levels well before the SSR to inculcate amongst them the vision, goals, objectives, focus triad, core themes, important concepts and Key Srategies of SVEEP IV strategy framework and the specific objectives of the SSR.

iii) Mainstreaming of voter focus, booth focus & evidence focus should be undertaken amongst the

election machinery and SVEEP partners. The entire machinery should be sensitized about the shift in the paradigm of SVEEP from IMF to IMF+EEE and necessary orientation and skills towards educating, engaging and empowering citizens to enrol as voters should be inculcated through training.

iv) In line with Key Strategy No.1 (Booth Level Planning and Action) a comprehensive situation analysis should be carried out at the booth level by undertaking a thorough analysis of the electoral roll to identify obvious flaws like repeat/ multiple entries or unclear/ missing photos and doing house to house survey to identify newly eligible citizens, prospective voters, left out citizens, unmarked PwD voters, occupants of newly constructed habitations, third gender citizens, PwDs, homeless citizens, in-migrants, newly arrived brides, deceased voters and permanently shifted voters.

Special efforts should be made to identify and enrol the non-voter communities (sections of people who remain outside the fold of the electoral system due to their peculiar circumstances or beliefs or apathy) and the target audiences as per key strategy no.3. The house-to-house survey should also be utilized for identifying gaps or errors in the electors' details. Based on this information, the BLO register should be updated. Relevant forms for enrolment/ deletion/ correction/ Aadhar linking, mobile number linking/ photo updating/ PwD marking etc should be collected during the house-to-house visits through GARUDA App. Any socially prominent elector should be identified and marked in the electoral roll.

In order to make the house-to-house survey and collection of forms effective, advance information should be given to the residents concerned by the BLO. There should be an SOP for such visits which must be meticulously followed by the BLO. Every BLO should be given behavioural training, ID cards, uniform in order to make it a citizen friendly and truly professional visit.

v) The BLO must involve the BAG members, the BLAs, the RWAs and the Chunav Pathshala in the SSR campaign for creating awareness amongst all residents. Politically neutral local celebrities could be appointed as booth icons to motivate residents. Citizens should be made aware about the registration system, the four qualifying dates, application forms, online services, helpline number, grievance portal etc. SVEEP hoardings and banners should be displayed at every polling location. Special camps should be organized on weekends at every polling station and on weekdays at educational institutions and workplaces in the area with prior publicity. This exercise will impart the necessary booth focus, voter focus and evidence focus to the SSR.

vi) In line with key strategy no.2 (addressing low registration and low turnout at constituency level), special focus should be given to the ACs reporting low registration or low turnout. One reason for low turnout could be impurities in the electoral rolls. A thorough situation analysis at AC level must be done. The roll should be evaluated with reference to EP ratio, gender ratio, PwD ratio, age cohort ratios etc. House to house surveys be carried out through BLOs to identify left out, newly eligible, newly arrived, prospective voters, deceased and permanently shifted voters etc. All duplicate or multiple entries, entries of dead voters and permanently shifted voters should be identified and deleted by due procedure.

All non-voter communities should be identified and enrolled through active outreach, motivation and facilitation. Appropriate SVEEP efforts should be made in order to solicit the cooperation and assistance of local residents in such constituencies. Mass mobilization activities on ground should

be organized. Any misconceptions about the electoral system or technologies should be dispelled.

All SVEEP partners at the AC level should be involved in the campaign. The hoardings, banners should be displayed at all crowded or prominent places. Community radio should be leveraged to disseminate SSR messages. ELCs, should be involved in SSR campaign and enrolment camps held there. Another reason for low turnover could be unpleasant voting experience, therefore, deliberate efforts should be made to review the location and building of the polling station as well as the status of assured minimum facilities and any issues in this behalf should be identified and comprehensively addressed to enhance ease of voting in the next election.

vii) In line with Key Strategy No. 3 (Targeted Interventions to ensure Inclusive Elections), appropriate SVEEP content should be designed to target the women, youth, transgender, homeless, migrants and other marginalized section of the society in order to encourage them to enroll as voters. Multimodal campaign should be carried out and enrolment of every citizen of such marginalized groups should be enabled to enroll as voter. Home to home survey provides an opportunity to the BLO to contact every left-out citizen belonging to such marginalized groups, collect their registration form on GARUDA App and include them in the voter list. This will make the electoral rolls more inclusive.

viii) In line with Key Strategy No.4 (Flagship Programmes), awareness about the importance of SSR in updating the electoral rolls and making it fully inclusive, accurate and pure should be created during NVD and through the ELC network comprising schools, colleges, ELC, Chunav Pathshalas and voter awareness programmes. These occasions should also be utilized for creating awareness about the quarterly qualifying dates, Aadhar linking and the new application forms introduced by the Election Commission of India by amending the law recently as a part of ongoing electoral reforms.

ix) In line with Key Strategy No.5 (Partnerships & Collaborations), appropriate partners should be identified at all levels who could contribute at the time of SSR towards making the electoral roll inclusive, accurate and pure. At the booth level, Booth Awareness Groups (BAG) & Booth Level Agents (BLA) of political parties could be effective. NGOs/ CSOs and government departments/ PSUs and private companies could be roped in at the booth, AC, district and state level. Their resources, events and energies could be utilized for creating awareness and conducting the SSR exercise in an effective manner.

x) In line with Key Strategy No.6 (Communication and O utreach), professional agencies may be engaged at the state level for designing and running the SVEEP campaign through outdoor media, printed media, electronic media, social & digital media and folk media for SSR. Mass mobilisation activities should be an integral part of the SSR campaign. Paid advertisements on television and social media may however, be undertaken at the ECI level for the entire country.

The activities for enhancing participation of people in this important programme should be carefully designed strictly as per the strategic framework. The messages, the messengers and the media platforms must be driven by the findings of situation analysis and preferences/ profiles of the target audiences where gaps in enrolment exist. This should be done on the basis of KAP survey. The content must cover the whole spectrum of IMF-EEE paradigm and must particularly address existing the gender gap in registration, the problem of urban and youth apathy and the challenge

of identifying and enrolling the non-voter communities who remain excluded due to their peculiar circumstances, beliefs or apathy. Interesting content on social media and should be extensively used to address the urban and youth apathy.

Mass mobilisation to folk media and other ground activities should be carried out at the booth/ AC level. Personal contact during home-to-home survey or independently should be a part of the SVEEP campaign. Traditional media, social and digital media and IT/ mobile applications should be used for the campaign to make it 360-degree campaign. Icons and partner agencies should be actively involved in the campaign at all levels. The recent electoral forms like quarterly qualifying dates, Aadhaar linking through Form-6B, abolition of Form-8A and facility of advance filing of enrolment forms by 17+ year old prospective voters should be embedded in the content of SSR campaign. Voter friendly nomenclature like Voter Registration Form (Form-6), Voter Deletion Form (Form-7) and Voter Correction/ Updation Form (Form-8) and EPIC-Aadhar linking form (Form-6B) should be used instead of simply usingthe numerical nomenclature.

The SSR and the supporting SVEEP activities should be closely monitored for their adherence to the SVEEP Strategy -4 framework and their linkage to focus triad. After the SSR an assessment should be done of the finally published electoral roll to check the improvement in the electoral roll with respect to such key parameters like EP ratio, gender ratio, PwD ratio, age cohort ratios, electors with mobile numbers, Aadhar linking ratio etc.

3.2.1. Role of BAGs in Implementation of SVEEP activities

i)   BAGs shall be the hub for implementation of SVEEP activities at the booth level i.e., disseminating information about the electoral process, motivating people for participating in the electoral process through activities and facilitating their participation by extending support to the election machinery during election, roll revision and National Voters' Day celebrations.

ii) They shall ensure that adequate awareness material on registration and voting is available at the booth level in form of booklets, pamphlets, posters, A/ V promos etc and also supervise its dissemination at suitable points.

iii) They shall organize street plays among the youth based on the scripts provided by the DEOs. They shall involve schools within their areas for street plays, games, quizzes, competitions etc based on the theme of electoral literacy.

iv) BAGs shall facilitate electoral awareness in Anganwadi centres through board games, film viewing, audio programmes, flash cards etc. provided by DEO.

v)   They shall utilise the Community Radio, if any, to engage with people for dissemination of lectoral awareness.

vi) They shall supervise and partake in the mass mobilization activities during roll revision, National Voters Day celebrations and elections.

vii) They shall associate other stakeholders like Campus Ambassadors, senior citizens, retired officers, NSS or NCC Cadets, civil society organization, etc. with various activities taken up by them.

CHAPTER 4
NATIONAL VOTERS' DAY (NVD)

4.1 Background

As a measure of enhancing participation of citizens, especially the youth in the electoral process, ECI celebrates 25th January, its foundation day, as the National Voters' Day every year since 2011. The celebration from national, state, district down to polling station areas seeks to connect lakhs of voters across the country and aims at enhancing electoral participation. Various Departments of Govt. of India, State Governments, Political parties, Media, Civil Society, Opinion Groups, etc. are fully associated with the event. Several voter education activities are organized at the State/UT level including a multi-media campaign to popularise electoral participation and democratic practices and dissemination of information about electoral processes. A rigorous exercise is taken up to identify all eligible voters attaining 18 years of age in each polling station area of the country, enrol them and hand over their Elector Photo Identity Cards (EPICs) during the NVD celebration.

The initiative of NVD enhances among citizens the sense of citizenship, empowerment and pride in electoral participation.

It also to inspire them especially the young voters for ethical exercise of the newly acquired franchise on this day

Celebrations are organized at the national level, state level, district level down to the polling station level and that is what constitutes the largest celebration of democracy in the world.

The newly enrolled electors are also given a badge with slogan **'Nothing like Voting, I Vote for Sure'** during the felicitation ceremony along with their EPIC. A National Voters' Day pledge is also administered.

NVD celebrations are held in the following manner:

National level function is organised at New Delhi where usually the President of India graces the occasion as Chief Guest. The event is marked by honouring election officials and other organisation/partners with Best Electoral Practices awards for distinguished service during elections. New voters are felicitated and handed over their EPIC, by the President.

The Chief Electoral Officers organise similar celebrations in association with State government departments and institutions, media, Civil Society organisations, educational institutions, youth organizations, representatives of political parties etc. Usually, the Governor of respective State presides over state level functions where awards for Best Electoral Practices for State are given to election officials.

The District Election Officers organise similar events involving the panchayats, academic institutions, civil society organizations, media and youth organizations.

The EROs organise the NVD function at the AC level by involving all stakeholders to create voter

awareness and a sense of pride in electoral participation.

At the polling stations, new voters are felicitated at a brief ceremony by handing over their Elector Photo Identity Card.

4.2. Best Electoral Practices Awards at National Voters' Day

During the NVD function on 25th January every year awards, both at national and state level, are given away in different categories to people and organisations for their contribution in the field of voter education, voter registration and various other areas of election management. These awards recognise contributions by electoral machinery, government departments, PSUs, CSOs, and media. The awards were instituted to recognise exemplary services rendered by election managers and other stakeholders, including media and civil society to further the voter education. (Annexures for nominations for each category is provided.)

4.2.1. National Awards: The CEO shall send the nominations for the Best Electoral Practices Award to ECI.

4.2.2. Best Electoral Practices Awards

i) **The General Category Award(s)** are presented to the best performing District Election Officer s (DEOs)/ Superintendents of Police (SPs) in the area of election management. The award would carry a cash prize along with a plaque and a citation.

ii) **The Special Award(s)** are presented to officers, other than DEO/ SP, who have made significant contribution to conduct of elections, covering areas like Expenditure Control, SVEEP, Technology, Security, Infrastructure, Electoral Roll Management and other innovative measures. The awards would carry a cash prize along with a plaque and a citation.

iii) **Best State Awards** are given to the State displaying best overall performance in various areas of election management. The Award would carry a cash prize along with a plaque and a citation and would be received by the Chief Electoral Officer of the State/ UT.

4.2.3. National Media Award: is presented to Media Houses for promoting electoral participation through campaign on voter education and awareness.

4.2.4. National CSO Award: is given away to institutions, organisations or individuals for promoting electoral participation through effective and innovative programmes or projects including accessible elections.

4.2.5. National Award for Govt. Department/ Agency/ PSU: is given away to Govt. Department/ Agency/ PSU for enhancing electoral participation including accessible elections. The Award would carry a plaque and a citation.

4.2.6. Nominations: The CEOs shall send the nominations with recommendations for Awards in the specified format along with requisite documents. For Main and Special Award, CEOs shall

nominate officers based on outstanding performance in election management in any one of the following:

i)   Election Management
ii)   Voter's Education and Electoral Participation
iii) IT Initiatives
iv)   Security Management
v)   Electoral Roll Management
vi)   Innovative Measures
vii) Accessible Elections
viii) Electoral Literacy Clubs
ix)   EVM Management

4.2.7. Selection Process for National Awards: The nominations for the Best Electoral Practices Award shall be scrutinized / shortlisted by a Sub Committee. The shortlisted Nominees shall be invited to give presentation before the Selection Committee. Selection Committee, based on the presentations, shall recommend names for the Awards to the Commission. Commission may, if it so wishes, reviews the presentations before declaring the Award Winners.

4.2.8. State/ UT Awards: State Award was instituted in 2014 to recognize the efforts and contribution of the Officers in the State, to commend and encourage individual and team accomplishments in diverse fields of election management. The Awards shall be given away at the State level. The funds for the Award shall be met from the State funds and no separate budget shall be provided by ECI for the same. The guidelines and framework for this award is enclosed as Annexure.

4.2.8.1. Main Award shall be presented to be performing District Election Officers (DEOs) (other than National Award winners), ERO/ AERO and BLO of the State. The awards may carry cash component.

4.2.8.2. Special Award shall be presented to officers who have made significant contribution to conduct of elections, covering all areas like Election Management, SVEEP, IT Initiatives, Security Management, Electoral Roll Management, EVM Management, Innovative Measures, Accessible Elections and Electoral Literacy Clubs etc. from among all officers/ staff of all categories outside those mentioned at 4.3.8.1. This may also carry cash component.

4.2.8.3. Other Awards may be instituted by the CEO to recognize the contribution from Campus Ambassadors, Village Awareness Groups (formed under directions from EEM), Civil Society and Media for their contribution to the electoral process. These Awards may be instituted on need basis and wherever the contribution from this category of partners have been worthy of recognition and acknowledgement.

4.2.9. Selection Process for State Award: CEO shall constitute a Committee to scrutinize the nominations and shortlist the winners. The constitution of the Committee shall be sent to the Commission for approval. All officers nominated by the CEO for the National Award shall automatically be included for the State Award for consideration of the State Committee. In addition,

more entries may be invited. DEOs may submit their nominations to the CEO for Best DEO Awards. Nominations for remaining awards (including others) shall be forwarded by DEOs to the CEO. The selected names shall be recommended to the Commission for approval. The awards shall be given away on National Voters' Day at State/ UT HQs. Detailed guidelines on the selection and nomination shall be chalked out by the CEO within this broad framework and communicated to the Commission.

4.3. Strengthening SVEEP during NVD

National Voters' Day has great potential for continuous voter education and connecting people, especially the youth connect. Following measures are suggested for strengthening NVD:

i) Week-long celebration: Making the occasion a week-long event for greater impact, the seven-day celebration could have thematic focus (or voter segment focused) activities to make it even more interesting and engaging.

ii) Greater awareness regarding NVD: NVD should be well promoted in all media channels and innovative messages should be circulated through all available platforms particularly on social media. The theme chosen for the NVD may be well publicised and activities, campaigns etc, for the same should be announced much in advance for wider participation. Further, some activities shall be organised throughout the year around this theme by the States.

iii) Pledge taking by all Government Departments and all Institutions: NVD pledge is required to be administered by all government departments across the country as well as by private sector organizations on 25th January. ECI may ensure compliance of Government of India and state governments in this regard similar to Vigilance Week/ Rashtriya Ekta Diwas. A follow up advisory can go to the private organisations from respective coordinating Ministries.

iv) Enhanced electoral registration of voters: It is utmost important that more and more new voters are registered and provided with their EPIC card. Concerted efforts may be made for maximising the registrations. There is also a need to organize more activities for engagement of people at state, district, constituency, booth levels including holding competition-based activities.

v) Dashboard for capturing registrations: Since there is a big potential to mobilise and engage the voters for registration, a dashboard can be created for capturing the extraordinary efforts and achievement done at different levels.

vi) Publicising Best Electoral Practices Awards: The exemplary work done by the awardees of best electoral practices need greater visibility through various means including on social media platforms. New categories of Awards, such as awards for best performing ELCs, BLOs, EROs, DEOs and institutions which mobilise and enroll first-time voters, could be introduced.

CHAPTER 5
PARTNERSHIPS AND COLLABORATIONS

5.1. Introduction

Working with partners has been a very important part of SVEEP since its inception. ECI has forged partnerships with a variety of partners and successfully chalked out very fruitful collaborations with them - both in the government and non-government sectors to tap new voters, promote greater awareness among them about the electoral process, and to utilize their existing infrastructure and manpower for electoral education and outreach. Some of these partners have contributed significantly in terms of creative inputs and outreach as also have been a source of inspiration for election functionaries.

SVEEP Strategy seeks to further involve the central ministries and departments along with PSUs, PSEs, CSOs/ NGOs and Media to leverage their strength, reach, infrastructure and manpower to further amplify the reach of SVEEP programme. Leveraging resources of ministries and departments is critical to achieve the goal of informed, enhanced and ethical participation.

Implementation of voter education programme in future years in this area is about ECI inspiring its partners to take on the challenge of making the electoral process more inclusive and participative, and taking new partners on board. Intensive collaborative and participative actions with new and existing partners are required during election period along with continuous awareness activities during non-election period.

5.2. Operational steps for forging the partnership with Central Ministries & Departments

The partnerships with the Ministries and Departments are crucial due to their reach, competence and engagement with the community. The following operational steps may be undertaken for the same:

i)   Detailed discussions with each ministry are necessary to identify the scope, resource network and mechanism available with them and the nature of partnership possible with them.
ii)   A list of common activities is suggested which needs further articulation and customization for each partner.
iii)   Outreach using the strengths of available networks of the partner.
iv)   Monthly registration and voter help desk for facilitating new registrations, corrections and deletion of names.
v)   Creation and dissemination of communication material.
vi)   EVM-VVPAT display and demonstration in accordance with the ECI instructions.
vii)   Information and usage about ECI mobile apps and Voter Helpline number
viii) Information about SVEEP social media platform handles
ix)   Organising NVD camps and taking the pledge by functionaries
x)   Making PwD members of the organisation aware of the facilities, accessibility and inclusion

steps that are undertaken by ECI.

xi) A standard MOU/ a framework of engagement clearly specifying the terms and conditions of engagement along with a plan of action may be developed, agreed upon and signed between ECI and the ministry which may be reviewed periodically. Task allocation and accountability should be kept in mind to avoid overlap.

xii) Setting up Voter Awareness Forums (VAFs); nominating a nodal person from the ministry concerned to ensure a systematic and consistent collaboration.

xiii) The technical information, creative prototypes, training material and the training experts (if needed) may be provided by the ECI as part of collaboration. The actions to be taken, modalities, training and monitoring should be clearly spelt out and mutually agreed upon in the framework of engagement.

xiv) Reporting and documentation of the action taken, lessons learnt and success stories. The proposed online MIS for SVEEP4 may capture the progress of the partnership.

xv) Partnerships can be developed at national level by ECI, state level by CEO and district level by DEO.

Suggested Activities for specific Ministries/ Departments

In addition to the aforesaid common activities, listed below are some specific activities and collaborative efforts that may be undertaken by some Ministries, Departments CSOs/ NGOs, Corporate sector etc. List of Ministries/ Departments is given below as examples of SVEEP collaboration and is by no means exhaustive.

5.2.1. Ministry of Education

The two departments of the Ministry of Education are School Education and Literacy and Higher education, have vast reach, scope, importance and connect with key constituencies from the SVEEP point of view to enhance participation of the young people. The suggested actions with this ministry are as follows:

i) Integration of voter education and electoral literacy in the curricular framework of various grades of schools and in college. For this the current electoral education content needs to be analysed and suitable changes suggested in discussion with CBSE/ NCERT/ ICSE State Boards.

ii) Introducing/ updating textbooks of NCERT/ CBSE/ ICSE to incorporate electoral literacy.

iii) Orientation of teachers in taking up the electoral literacy programmes in the classrooms.

iv) Mainstreaming voter education content in the teaching and assessment.

v) It is imperative that smooth registration of young citizens above 17 years of age onwards takes place to ensure that one is registered as a voter at an earliest eligible qualifying date. A framework needs to be created to facilitate line registration facilities by developing a data base for prospective voters (from the age of 17 years onwards) in all schools/ colleges.

vi) An election help desk may be setup at every school, college level.

vii) A comprehensive and exclusive student portal may be devised which can be correlated with database of various boards CBSE/ ICSE/ State Boards.

viii) ECI entered into an agreement with the Ministry of Education for data sharing through U-DISE

(Unified District Information System for Education) on school going children who have attained 17+ years of age with relevant details to enable the election functionaries to reach out to them and collect advance Form-6 for their registration.

ix) Educational institutions need to work in close collaboration with ECI so that the filled board form/ college admission form of the students may be utilized for date and accordingly election official may do needful for presentation of their voter cards.

ix) Active involvement and ownership of State Education departments in conducting ELCs in schools and colleges; training of nodal teachers for organizing ELC activities.

x) Campus Ambassadors to be appointed in schools and colleges and trained to lead the activities of ELC.

xi) Pledge to vote by students in educational institutions, organizing mock polls.

xii) Conducting national, state and district level competitions in slogan writing, essay writing, painting, quiz and other participatory events to help internalise the content of electoral participation.

xiii) Utilising education TV channels to promote voter education programmes; Developing voter education programme videos and courses in the SWAYAM portal.

xiv) Organising intensive activities on the occasion of NVD on 25th January and during election time.

xv) Strengthening the partnership with National Literacy Mission Authority (NLMA) with whom ECI had signed a memorandum of understanding in the year 2013. Capacity building of NLMA key resource persons is an important component to take forward electoral literacy in villages where NLMA had footprints.

xvi) Electoral literacy to become a major component of the Saakshar Bharat Programme for lifelong education.

xvii) Developing educational content on electoral processes for Adult Education and Lifelong Learning vertical on Diksha portal of NCERT. Such content can be in the form of a training module as also creatives on relevant topics in elections.

xviii) Setting up special chairs in major universities for further research on electoral democracy through IIIDEM.

5.2.2. Ministry of Youth Affairs and Sports

The Ministry of Youth Affairs and Sports with its large-scale well-established organisations such as Nehru Yuva Kendra Sangathan (NYKS) and National Service Scheme (NSS) have a huge potential for SVEEP outreach activities to mobilise youth.

i) Including voter education in the training modules of NSS and NYKS.

ii) Mainstreaming voter education in all regular programmes of NSS and NYKS.

iii) Setting up helpdesk/ facilitation centres for registration, corrections in voter lists in the different institutions.

iv) Undertaking intensive campaigns and outreach activities through NSS NYKS across the country especially during the NVD & SSR.

v) There are a number of special days observed such as National Youth Day, National Sadbhavana

Diwas among others which could also be used to spread the voter education messages.

vi) Organise activities to create user generated content on social media. Encouraging the youth to come up with innovative content on voter education and disseminate the same.

vii) Holding competitions and giving recognition to the young people for their participation could be considered.

viii) Mass mobilisation events like rallies, candle light vigils, entertainment shows, rock festivals etc may be utilised for youth mobilisation.

ix) Utilizing the sports bodies, sports associations, training academies, national sports events, marathon runs, cricket and wrestling tournaments etc. as a platform for enhancing voter registration and participation activities.

5.2.3. Ministry of Health and Family Welfare

The Ministry of Health and Family Welfare has a vast outreach across the country in urban as well as rural areas. They have Health and Wellness centres, district hospitals, Community Health Centres, Primary Health Centres, sub centres, training institutions such as National Institute of Health & Family Welfare, state level training institutes and personnel including medical specialists, lab technicians, medical officers, field functionaries most importantly ASHAs and ANMs. They also have research establishments such as ICMR and its regional and specialised units. With this tremendous reach, MoHFW can play a crucial role in taking forward the voter education to their employees and functionaries as well as the patients and caregivers who visit for services and counselling apart from outreach to the community during mass mobilization campaigns (like pulse polio, routine immunization, etc.) Some activities are highlighted below:

i) Administer pledge for voter registration of its students in medical and paramedical Colleges on the lines of the other education departments.

ii) Share and forward voter education messages and social media posts into their websites and social media handles and platforms.

iii) Engage ASHA workers and ANMs for social mobilization activities in villages.

iv) Display of communication material on voter education on District Hospitals, CHCs, PHCs and Sub-canters.

v) Orient the staff and functionaries on ECI Mobile Apps demonstration, organise EVM/ VVPAT display and demo in accordance with ECI's instructions at their establishments.

vi) During the health and immunization camps held across the country, a help desk or a trained officer/ functionary may be designated to facilitate the walk-in persons and the patients and their caregivers to also impart information of registration and voting process.

vii) Partner with medical professional associations and bodies such as Indian Medical Association (IMA), Indian Public Health Association, Pharma associations, among others to leverage their members to further spread voter education messages through their officials and members.

5.2.4. Ministry of Rural Development and Ministry of Panchayati Raj

These Ministries play a crucial role in reaching out and mobilising the rural audience.

i) National Panchayati Raj Day (24th April) provides a good platform for taking up electoral

literacy as well including informed and ethical voting.

ii) National Institute of Rural Development (NIRD) and State Institutes of Rural Development (SIRDs), can add a module and suitable content in their training programmes on SVEEP in their regular training programmes for Panchayati raj functionaries.

iii) Gram Sabha meetings are held four times in a year across the country. In each meeting, the agenda of universal registration and participation needs to deliberated in detail and necessary action to be initiated by the BLO through Chunav Pathshala.

iv) The network of PRIs across the country may be utilised for imparting voter education through locally suitable ways. Celebration of NVD could be organised in Panchayats.

v) The Self-Help Groups (SHGs) under the Rural Livelihood Programme provide a huge network for mobilisation of rural women to seek their electoral participation.

vi) The data base of beneficiaries of MGNREGA/ other major rural development programme can be utilised for facilitation of voter registration by DEOs/ EROs.

vii) The Ministries can have a link to ECI websites/ portals to facilitate easy link for information to their users and visitors.

5.2.5. Ministry of Social Justice and Empowerment

The Department of Empowerment of Persons with Disabilities, Ministry of Social Justice and Empowerment (MSJE) caters to a segment that is very important to the election process from an inclusion and accessibility perspective. The Ministry deals with marginal segments of society including Persons with Disability (PwDs) and senior citizens.

i) MSJE partnership can be leveraged for evidence-based outreach facilitating registration and participation of PwDs and Senior Citizens.

ii) Partnership with NGOs and CSOs who work with MSJE on marginalised section of the population and PwDs can also base to extend the outreach for SVEEP messages.

iii) Helpdesk/ facilitation centres for providing electoral services, information and download of ECI mobile apps, EVM-VVPAT display and demonstrations and display of communication material at MSJE institutions and homes.

iv) Celebration of NVD in the offices and institutions of MSJE.

v) MSJE expertise may be harnessed for developing training modules for sensitizing electoral machinery and developing empathy towards the marginalized segments like PwDs (especially developmental and intellectual disability) and third gender. Further MSJE can provide resource persons and volunteers.

vi) MSJE can also help to facilitate inclusion of inmates of old age homes and those people getting treatment at the drug de-addiction centres and facilitate their registration.

vii) ELCs may be set up in larger institutions/ homes.

5.2.6. Ministry of Women and Child Development

The Ministry of Women and Child Development (MWCD) caters to women and adolescent girls and children and that is a very critical part of the audience section that are a focus of SVEEP. Second, MWCD has a large spread across every village in the country. As on 31.3.2021, there were 13.87

lakh Anganwadi Centres (AWCs) operational across the country. The Ministry also work with a large number of training and partner institutions. That makes them an ideal partner to forge an alliance with for SVEEP expansion.

i) The Anganwadi workers (AWW) work with women, adolescents and children in the villages. They can play a very important role to engage with women to ensure that women and girls have correct and accessible information to register and also to vote. They can work with BLOs to ensure timely and easy registration and share SVEEP information and election dates to ensure that the voter turnout of women's voter in particular is maximised.

ii) AWWs can display SVEEP related IEC material in their Anganwadi Centre premises. They can also use the 'Mahila Mandal meetings and other community-based events that they organise for talking about the electoral process and participation and popularizing ECI's mobile app.

iii) Training institutions such as NIPCCD, AWWTCs at national, state and district levels can integrate a module and sessions on electoral literacy besides the role of AWWs in the community's engagement for electoral participation.

iv) Helpdesk/ facilitation centres for EPIC and registration issues could be set up.

v) Celebration of NVD at AWCs and activities to popularise ECI Mobile Apps, helplines, Demonstration of EVM-VVPAT display could be organised in accordance with ECI's instructions.

5.2.7. Ministry of Railways

i) Printing of voter education messages on railway tickets, platform tickets, railway reservation slips, display/ LEDs at railway stations & platforms, reservation counters, waiting rooms, etc.

ii) Hoarding may be placed outside the railway stations in the open areas, parking areas, luggage storing areas and other vantage points. Flex banners, kiosks, wall writings etc. may be displayed in waiting rooms, pantry cars and other available public spaces.

iii) ECI messages may be added in public announcements at railway stations for arrival and departure, and other announcements done about train movements.

iv) Social mobilisation activities and social media engagement may be done by the Ministry in association with ECI.

v) A training module on SVEEP may be added in the regular orientation programmes of the railway officers, and staff in the railway training institutes.

vi) National and state icons may do the flag offs of selected trains; railway sports players may be approached to be ECI icons.

5.2.8. Ministry of Information and Broadcasting

The Ministry of Information and Broadcasting has in the past been a very active partner with ECI in disseminating information through print & electronic media. They can be partnered with in several different ways.

i) Ministry's various departments could draw up a communication plan for SVEEP. The Central Bureau of Communication (CBC) may take a lead in this.

ii) Intensive outreach for voter awareness during election time and NVD using various media departments especially the Field Publicity and Song and Drama divisions.

iii) DD and AIR can produce a variety of voter education clips which can be shown repeatedly in-between the regular programmes.

iv) DD and AIR may dedicate free time for broadcast during elections and dedicate a chunk in news programmes.

v) Utilizing potential of radio jockeys in wide and accurate dissemination of information through programmes.

vi) DD and AIR can produce special fiction-based programme/ reality show/ any other creative interactive programmes for enhanced participation.

vii) Encouraging famous artists/ celebrities and film makers in creating innovative content and endorsement on public broadcast.

viii) Advocacy with Media with the help of Press Information Bureau (PIB).

ix) Bringing out publications and disseminating them in the field.

x) Setting up ELCs in its institutions such as FTII, IIMC, NFAI, NFDC etc.

5.2.9. Ministry of Agriculture and Farmer Welfare

The Ministry of Agriculture reaches out to one of the largest population segments in farming, fisheries, animal husbandry, horticulture, veterinary centers and other centers like FPOs, mandis and agriculture produce marketing systems. They can be partnered with for greater connect and activation for voter registration and participation amongst the rural population.

i) The Ministry can organise meetings with FPOs and farmer unions, mandis, marketing federations, training institutes and farmers agriculture insurance organisations for SVEEP purposes.

ii) Develop tailored modules and communication materials for different agriculture segments and distribute them at all touch points.

iii) The Ministry can have a link to ECI website link to redirect any person in the agriculture sector to know more about the rights, processes and steps for registration and voting.

iv) Set up ELCs at all educational institutions under the Ministry, at agricultural universities, Krishi Vigyan Kendras (KVKs), training institutions of the agricultural sector.

v) Farmer training centers in the States can facilitate voter registration at these centers for its members/ trainees. The training module on voter registration and participation may be introduced at their training centers.

vi) Helpdesk/ facilitation centres for providing electoral services, information and download of ECI Mobile Apps, EVM-VVPAT display and demonstrations in accordance with ECI's instructions, and display of communication material at training centres, mandis, educational institutions, KVKs, cooperatives, etc.

vii) Display of voter education material at primary agricultural cooperatives.

viii) Milk cooperatives could be a venue for taking up SVEEP activities.

5.2.10. Ministry of Defence

Service Voters are facilitated by ECI regularly so that they can cast their vote using ETPBS despite not being in the location of their constituency. This facility has been utilised by a large number of service personnel for Indian Army, Navy and Air Force but there is a need to further share the information and facilitate the service voter to enrol themselves on the online portal to cast their vote through ETPBS in a timely manner. The following areas of collaboration may be explored with the help of Defence Ministry:

i)   Different units and establishments of the Services could undertake intensive voter education activities to help participation of service voters.
ii) Voter Helpline Desks at CSD Canteens (which has high footfalls) in collaboration to educate about correct ETPBS Protocol; to reduce 'unreturned', 'aborted' or delayed postal ballots.
iii) Set up helpdesk/ facilitation centres for providing electoral services such as registration/ corrections, information and download of ECI mobile apps, at different units and offices of the three Services.
iv) Organise the celebration of NVD in the offices and institutions of the Ministry • Familiarise defence personnel with ECI mobile apps, helpline 1950.
v)   Mainstreaming voter education in training institutions of the Ministry through setting up of ELCs at their establishment and institutions.
vi) Documenting and disseminating good practices developed.

5.2.11. Ministry of External Affairs

The Ministry of External Affairs can be an important partner in the electoral domain as it deals with two crucial voter segments - service voters (personnel of Government of India serving in the Indian embassies and posts abroad) and overseas voters (citizens of India living abroad without acquiring any foreign citizenship). MEA can disseminate voter awareness material and messages amongst their officials at the Indian (NRI) community at large to sensitize them about enrolling as service voters or overseas voters as the case may be and further motivate them to cast their vote during elections through ETPBS or by visiting the polling station in their constituency in India carrying their passport on poll day. Following areas of collaboration may be explored through MEA:

i)   Conducting voter awareness campaigns through overseas Indian associations.
ii) Setting up facilitation counters for enrolment of overseas voters at the Embassy and consulates and at ICCR events, CII/ FICCI international events, Indian community gatherings, etc.
iii) Providing links of ECI portals, ECI Mobile Applications and provisions available for overseas voters through their official websites.
iv) Display of SVEEP material at various institutions, airlines and airport lounges, on airline tickets, boarding passes and inflight magazines.
v)   Utilise the events of ICCR to mainstream voter education messages.
vi) Mainstream voter education during the celebration of 'PravasiBharatiya Diwas' observed on January 9 every year and promote celebration of NVD at the Indian missions, embassies and by NRI associations abroad.
vii) Awareness generation and facilitation of service voters in enrolling themselves and casting their votes through ETPBS.

viii) Leverage visits of high-level Indian dignitaries for enhancing participation of overseas voters.

5.2.12. Ministry of Home Affairs

The Ministry of Home Affairs deals with internal migrants, internal security, Left Wing Extremism, etc. In relation to SVEEP, it can be an important partner to facilitate inclusion of migrant workers, encourage their participation, mitigate vulnerabilities of inhabitants in LWE prone areas and conduct peaceful and free and fair elections. MHA also is the nodal ministry for paramilitary forces who are service voters. Central police forces constitute a significant number of electors and their participation in the electoral process is crucial. The following areas of collaboration may be explored with the help of the Ministry of Home Affairs:

i) Sensitization of central police forces help overcome information and motivational gaps and work towards full participation of the electors in voting during the elections.
ii) To facilitate voters in difficult areas to take part in elections through the Central Paramilitary Forces.
iii) Facilitation for enrolment of electors in the service voter category belonging to the paramilitary forces working in the remote areas.
iv) Ensuring that service voters cast their votes through the ETPBS.
v) Training and orientation of police forces for confidence building among people in LWE prone areas and facilitating voting by the inhabitants.
vi) Providing links to ECI portals through official websites of central police forces, popularising the use of ECI Mobile Applications.
vii) Undertake NVD celebrations by central police forces for voter education.

5.2.13. Ministry of Housing and Urban Affairs

The Ministry of Housing and Urban Affairs has several flagship programmes and schemes that can be leveraged to extend the reach and coverage of SVEEP.

i) Utilising services of 4,800 urban local bodies – the municipal corporations, the municipalities and the notified area Councils which play an important role in reaching out to the people through integrating voter education in their ongoing programmes or by mounting special programmes for greater electoral participation.
ii) ULB members can also be trained to popularise the use of ECI Mobile Apps including Voter Helpline App etc and explain to the people the use and benefits of these apps in addition to facilitating installation of these apps by them.
iii) Smart Cities project offices and personnel can be utilised as partners to reach out to urban cities and centres to engage and work towards overcoming urban apathy.
iv) Construction and building agencies may be roped into ensuring the registration and voting by the informal construction sector workers and members of housing societies.
v) A large number of metro projects can be leveraged for expanding SVEEP outreach in metro cities.
vi) A database of RWAs in all the municipal corporations, municipalities etc may be prepared and their services utilised for expanding the reach of SVEEP.

vii) Help of municipal corporations, district administration, district authority municipalities may be taken to put up hoardings/ banners etc for outdoor publicity.

5.2.14. TRAI (Telecom Regulatory Authority of India) under Ministry of Communication

Pre recorder messages and information about registration process and SSR activities during SSR period while making call/ dialling.

5.2.15. Ministry of Civil Aviation

Instructions by cabin crew members during the flight about safety measures will also share information about ongoing SSR activities and related information to on board passengers.

5.3. Icon Engagement

To leverage the ability of inspirational personalities to establish an authentic connection with the masses, ECI associates itself with renowned Indians from various fields who enjoy national appeal and appoint them as ECI's National icons to motivate voters. Similarly, renowned individuals in states are appointed as state icons. Non-partisan, non-political antecedents of the individuals are ensured before recommending them as ECI Icons. It is important to utilize the services of these Icons as brand ambassadors of ECI at all times as the relevance of SVEEP is not limited to election period only. Voter education is a constant endeavor of the ECI during all times and seasons.

5.4. Partnership with Corporate/ Private Sector

Public Sector Enterprises and Corporate Houses can play a vital role in enhancing citizen engagement by partnering in SVEEP programme alongside fulfilling their Corporate Social Responsibility (CSR). Partnership with the Corporate and Private sector has been tried in the previous SVEEP strategy. This included chambers of commerce like CII, ASSOCHAM and FICCI and other associations like NASSCOM among others. This partnership has great potential for SVEEP and it needs to be explored and forged with clear terms of reference for the partnership and collaboration action points. States should also be encouraged to develop partnerships with the private sector at the state and district level. Another aspect of the partnership with the resourceful private and corporate sector is the CSR funding and initiatives. The Ministry of Corporate Affairs could facilitate this. Awareness generation, capacity building, research and community participation aspects may be explored for accessing and utilizing that window of opportunity if available under CSR.

The following areas of collaboration with the private and corporate sector could be explored:

i)   Registration of all its employees, in coordination with the ERO.
ii) Setting up Voter Awareness Forums (VAFs) and ensure their proper functioning. The Nodal Officer of each VAF should ensure that all employees install the VHA and register as voters. He should also motivate all registered voters of the VAF to participate in all elections in an informed and ethical manner. He should check whether all employees who availed paid holiday on poll day actually voted.
iii) Organising facilitation camps for voter registration and displaying voter education material in office premises for employees and at public offices for customers and motivating their employees to cast their vote.

iv) Sponsor Youth Voter Festival activities and prizes for various competitions on voter education under CSR.

v) Sponsor targeted interventions for specific categories- for example SVEEP campaign for women, PwDs, etc.

vi) Integrate Voter education themes in their corporate advertisements; extend support to CSOs and NGOs carrying out Voter education programmes; conduct voter awareness campaigns on its own clubbed with a special registration drive; conduct special electoral awareness campaigns for old, schedule tribe population, excluded groups and communities, differentlyabled & also for migrant labourers.

vii) Celebrate National Voters' Day; administer NVD oath to its employees.

viii) Integrate voter education n ongoing orientation and training programmes for the employees.

ix) Promote ethical and informed voting free of inducements and educate voters about their rights and duties to strengthen democracy.

x) Business and professional associations like CII, ASSOCHAM, FICCI, NASSCOM, at national level and regional and state chambers can be approached for reaching out to their business members for joining SVEEP collaboration.

xi) Market associations, Traders associations, manufacturers associations, hotel associations, medical associations, export and import associations may be approached to organise orientation, facilitation and training programmes to their member organisations on EPIC, Mobile apps, EVMVVPATs

5.5. Partnership with CSOs and NGOs

Civil Society Organisations can play a significant catalytic role in enhancing citizen engagement especially in the areas of reaching out to the last- mile in furtherance of the Election Commission's goals. CSOs including RWAs and SHGs are a great source of expanding the reach and connect of SVEEP and amplifying the impact. A framework for engagement of CSOs was developed in SVEEP I phase that needs to be updated and widely used at national, state, district and constituency levels. National level NGOs can be approached for formal partnership for facilitation of activities and linkages for programmes and activities.

The following roles may be assigned to CSO partners in furthering the SVEEP agenda:

i) Setting up Voter Awareness Forums (VAFs); assisting the election officials in taking up voter awareness programs on electoral registration process and encouraging voters' participation.

ii) Assisting both rural and urban population to register as voters at convenient registration locations and at timings that are convenient to them.

iii) Supporting various participative initiatives to make electoral rolls cleaner and poll process more efficient.

iv) Help overcome information and motivational gaps and working towards full participation of the electors in voting during the elections.

v) Promote ethical and informed voting free of inducements and educate voters about their rights and duties to strengthen democracy.

vi)   Provide constructive feedback, new and innovative ideas to increase voter participation.

To enable NGOs to play a meaningful role, it may be necessary to organise a national and state level consultation to look at suggestions and observations from them. Providing training and orientation to conduct activities like social mobilisation, folk media and familiarization with mobile apps and registration may be necessary

5.6. Partnership with Media

Media can play a significant catalytic role in enhancing citizen engagement by reaching out to a large audience in furtherance of the Election Commission of India's goals. It is a powerful force in today's society from an electoral system perspective.

SVEEP has had a tryst with media partnership through DD, private channels, print media, radio and

social media entities. Other than paid activity with media, partnerships should be forged with the media houses and channels for extended social responsibility and civic engagement roles of the public and private broadcaster through campaigns, shows, talks, contests, endorsements and testimonials. Media houses in print, TV, Radio have been great partners in SVEEP in the past and they have voluntarily participated in the voter's education programmes in a variety of ways. ECI has also collaborated with DD/ AIR for allocating equitable time for their election campaigns through state owned media.

The following specific roles may be assigned to media houses from the perspective of SVEEP IV strategy.

i)   Disseminating to the public, on pro-long basis information like when, how, where and why to register as voters.
ii)   Providing free print space and air-time during elections and ahead of SSR to air out messages & promos from CEO's office for encouraging voter registration and participation in polling.
iii) Promote ethical and informed voting free of inducements and educate voters about their rights and duties to strengthen democracy.
iv)   Create its own promos and spots for registration and voting on pro-bono basis, especially during elections. However, all such content should be vetted by the CEO/ competent authority of election office.
v)   Film, video, OTT platforms are potentially new and prospective partners that can be engaged to produce communication material and blend the voter education concepts and programmes in their content. They can also be commissioning content with elections and voters' participation as new products and series.
vi)   Social media platforms and advt., marketing and PR agencies can be engaged through crowdsourcing and competitions to produce innovative content and campaigns that can be rewarded and given national certificates and prizes.
vii) Journalists should be imparted SVEEP training through a well-designed module.
viii) Students and faculty from Mass communication, film, TV and radio production colleges and institutions may be engaged for projects, crowdsourcing and development of SVEEP campaigns.

CHAPTER 6
CONTINUOUS ELECTORAL LITERACY

Electoral Literacy Club is one of the flagship programmes of Election Commission of India. Strengthening he structure, processes adopted and outcomes of ELCs would further improve the SVEEP outreach in years to come.

6.1 Electoral Literacy Clubs (ELCs)

Evidence based on international practices and research suggests that electoral literacy imparted through education at a young age helps in confident, informed and ethical electoral participation. In order to make the process of imparting electoral education to the youth more robust, the Election Commission felt the need to institute Electoral Literacy Clubs in educational institutions to impart electoral education to young and future voters in a co-curricular, extra-curricular manner. It was also thought necessary to create an institutional structure to reach out to out of school youth and the communities in general to educate them all electoral processes.

Accordingly, the flagship programme-Electoral Literacy Club was formally launched on 25th January 2018 on the occasion of the 8th National Voters' Day. Electoral Literacy Clubs/ Chunav Pathshalas have been designed to disseminate information in an engaging manner focusing on participatory activities, games, films, etc, with an aim to familiarise the members of ELCs with the electoral process, instill the idea of ethical and informed voting and ultimately ensure wholesome citizenship development. Care is taken that learning is imparted in ELCs in an engaging and joyful manner.

Specific Objectives of ELCs:

i)   To educate the targeted populations about voter registration, entire electoral process and related matters by engaging them through well designed attractive resources and hands on experience

ii)   To facilitate voter registration for its young members as they achieve the age of 18

iii) EVM and VVPAT familiarization and sensitization about robustness and non tamperability of EVM and integrity of the electoral process using EVMs

iv) To help target audience understand the value of their vote and exercise their right to vote in a confident, proud and ethical manner

v) To harness the potential of ELC members in spreading the electoral literacy in communities

vi) To get continuous electoral literacy and democracy education

Types of Electoral Literacy Clubs

The ELCs are established as per the following pattern:

ELC for Schools (Future voters) - for Classes IX to Class XII (Secondary and Senior Secondary Level).

Electoral Literacy Clubs is set up in each of the schools for students at the Secondary and Senior Secondary Level. The club has students from Class IX, X, XI and XII as its members. The learning under ELCs for School is spread over 4 years in a systematic manner. Interesting and thought provoking activities and games are designed to stimulate and motivate students provoking them to think and ask questions. A teacher at the school is designated as the Nodal Officer and nominates Conveners for each class/ section for conduct of ELC activities. The Nodal Officer

coordinates with DEO's office for receipt of ELC resources and facilitates training of Teachers on specific Resources/ Tools as per the Resource Guide for each class.

ELC for Colleges (New Voters) - for colleges, universitiesy, all other educational institutions including professional and technical educational institutions.

Electoral Literacy Club is set up for engaging students in hands-on experience in electoral literacy. Guidance and involvement of teachers, especially those who have experience of election duties are important components. Electoral Literacy Resources for students and teachers are provided online or other means by the District Election Officer through the Nodal Officer of ELC. Campus Ambassador, nominated at every college, is the Convenor of the ELC who assists the Nodal Officer.

The club has students as its members and is run by an elected body from amongst the students with elected representatives from each of the Classes. The elected representatives constitute the Executive Committee of the ELC, who elect one of the representatives as its chairman and another as Vice Chairman. Due care is taken to ensure that the ELC is apolitical and non- partisan.

ELC for Community - 'Chunav Paathshala' - organised at each Panchayat/ Booth level for Community including out of school students.
A Chunav Pathshala has the respective BLO of the polling station as the Nodal Officer under the overall supervision of ERO/ AERO. BLO can identify a convener i.e., MatdataPrashikshak from among the community. Teachers and Preraks under NLMA are preferred as the conveners of Chunav Pathshalas. Alternatively young members from BAG or NSS, NYKS or notable NGOs may be nominated and trained by District Level Master Trainer (DLMT).

Session at Chunav Pathshalas is proposed to be held once in two months – Second Saturday of the alternate month and between 2pm–4pm (preferably). Activities need to be conducted as per the Resource Guide developed by ECI. The venue of the Chunav Pathshala may be Panchayat Bhawan/ Polling Booth as identified by the BLO/ ERO. Chunav Pathshala provides a useful platform for collective conversation to engage with the community to ascertain the reasons for nonvoting as also to motivate people for electoral participation.

Voter Awareness Forums - for government departments, government and nongovernment organizations and institutions, corporate and other institutions.
The essential feature of VAFs is to introduce electoral culture for informed, inclusive and ethical voting, appreciation of EVM and VVPAT and use of other technology in electoral processes, as also obliteration of voter apathy especially in urban areas. Membership of Voter Awareness Forums is open to all employees of the concerned office. Head of each Organiszation/ Department/ Office appoints one person as the Nodal Officer,. Preference is given to an officer who has experience of the election duty. Nodal officer liaises with the District Election Officer or the CEO of the State for VAFs Resources. The resource material is available on ECI website or can be availed through the CEO office.

Moreover, briefing of respective nodal persons is conducted at ECI, State and District HQs. It is envisaged that the first VAFsin District is set up in the office of the District Collectors. ECI National Trainers brief Nodal persons of Ministries of Government of India and federations e.g., FICC/ CII/ ASSOCHAM etc. for conduct of VAFs.

The ELC project revolves around imparting voter education in an engaging manner through a host of co-curricular and extra-curricular methods for the young and future voters. The ELCs and Chunav Pathshala activities are conducted by the Convener using a resource guide where step by step instructions are given for conducting each activity. Separate resource books have been developed for Class IX to XII, colleges and the community. The convener should conduct the classes as per the resource guides. Online tutorials are provided to guide the convener for the same.

A calendar of activities in a year has also been indicated. A total of 6-8 activities including a few games, with specific learning outcomes, have been identified for each category. The conveners of all ELCs have been given a training and provided with resource material and tutorials along with a Resource Guide to help them conduct activities.

Initiatives by ELCs during LS 2019
Lok Sabha Election 2019 witnessed ELC members from different schools and colleges spreading awareness among the electorate in their family, and friends.
Apart from making use of material developed and shared by ECI, several states have gone a step further to incorporate innovative measures such as:
i)   Organising Youth Parliament in colleges and institutions
ii)   Mock registration and poll practice to choose student representatives in schools
iii)   Field visits of ELC students to remote and tribal areas
iv)   Creation of ELC resource material in local languages and contexts
v)   Conceptual familiarisation with Centre-State relations and 'First Past the Post System'
vi)   Recognition to best ELCs
vii)   Deputing ELC volunteers for queue management on poll day to assist PwDs and senior citizens
viii) Visits to State Legislative Assemblies
ix)   Appointment of Youth Icons from within ELCs
x)   ELC activities have now also been transformed into e-learning tools.

Overall, a total of approximately 9 lakhs ELCs in schools and colleges and Chunav Pathshalas in the Community have been set up.

6.2 Strengthening of ELCs in SVEEP

i) Greater ownership of education departments: SVEEP envisages that ELCs are set up in each school, college, university and technical education institution. This will require complete ownership of the ELC programme by education departments (School/ Higher Education).
Necessary instructions are required to be issued not only to the state education departments for their ownership and support to this programme but also to NCERT, CBSE, SCERT, UGC, NAAC etc. Substantial handholding of all state government departments of education by the CEOs will be necessary for the setting up and functioning of ELC in every school and college in a phased manner so as to universalize the ELC programme.

ii) Scaling up of ELC Programme: Efforts for curricular and co-curricular integration of electoral literacy have been initiated again with Ministry of Education recently. Hence, there exists a potential to scale up the ELC programme in partnership with education department.

iii) Setting Chunav Pathsahalas in all Polling stations: The Chunav Pathshalas can become an

effective forum on voter education for out of school children and the community. The BLOs with the help of BAGs will need to ensure convening Chunav Pathshalas on a defined date and time once in every two months. The CEO/ DEO/ ERO to monitor the formation of Chunav Pathshalas at every panchayat/ polling station, develop a framework of activities and review their functioning on quarterly basis

iv) Tackling Urban Apathy: VAFs to be galvanised in all govt./ private and corporate sector with an aim to connect urban elite to elections. The Nodal Officer of the VAF can ensure that all employees of the organisation are registered and their details are updated as also motivate the employees to cast their vote.

v) Tech-enabled solutions for registration of prospective voters: It is imperative that smooth registration of young citizens above 17 years of age takes place at school/ college/ ELC so that they do not necessarily have to wait for the criterion of attaining the age of 18 years. An election Help Desk may be set up for this purpose. It is recommended to have tech-enabled facilities in all schools/ colleges. Recognition by ECI for those education institutions which achieve 100% enrolment can be a motivating factor.

vi) Revising resources: Resources developed for ELC including resource guides and games should be reviewed and updated periodically and new engaging activities explored. Content on Voter Help-line App, recent electoral amendments and importance of ethical and informed voting may be added.

vii) Conduct of activities as per Resource Guide: It is important to ensure that the activities conducted in each ELC and Chunav Pathshala as per resource guide in an engaging manner and the lecture method should be avoided. SVEEP mobilisation initiatives may be undertaken at ELC but it is not a substitute for conduct of activities as per the Resource Guide.

viii) Non-Monetary Incentives for ELC students: It will be desirable to provide non-monetary incentives in form of certificate/ credit points for students' participating in ELCs which can be recognised at the time of their admission to higher educational institutes/ international avenues.

ix) Incentivizing Nodal Teachers in ELCs & BLOs in Chunav Pathshalas: BLOs, Nodal Officers at school, college as well as community trainers, volunteers and partners should be well trained, empowered and incentivised for ELC work over and above their other work for recognition.

x) Instituting ELC awards: To encourage good practices among ELCs/ Chunav Pathshalas, National Level and State Level awards may be instituted for best performing schools/ colleges/ Chunav Pathshalas

xi) Introducing online ELC mode: Concerted efforts are required for the ELC sessions/ lessons going online with present e-learning games alongside the in-class room engaging activities.

xii) Develop E-modules and E-games: New online modules using e-gamification tools and techniques as well as computer games need to be developed for the end users. Short training videos for the same should be developed to ensure engaging manner in conducting ELC activities.

xiii) Using technology in ELC for better reach out: Technology may be utilised for innovative measures in ELCs/ Chunav Pathshalas, / VAFs. A WhatsApp group of nodal

teachers of schools/ colleges, BLOs of Chunav Pathshalas, and nodal officers of VAFs can be formed for distribution of resources, addressing queries, sharing good practices and providing feedback

xiv) Organising competitions: Organiszing competitions and crowdsourcing may be taken up every year to engage and enthuse the audience.

xv) Develop Training Tools and Conduct of Training: There is a need to develop quality training tools for the master trainers and delivery at the grassroot levels. Refresher training courses should be held periodically. Training of conveners for ELCs (schools/ Colleges) and Chunav Pathshalas as also, Nodal Officers of VAFs should be conducted at definite intervals in order to train new entrantsas well as refresh and take feedback from the existing trained conveners.

xv) Certification Courses: A certification course should be developed for master trainers, ELC Nodal Officers and Campus Ambassadors who then conduct training in the field.
xvii.) Tracking database of ELCs post sessions: A database of the future voters enroled enroled in the ELCs should be maintained and tracked to see the progression to their early voter registration as and when they become eligible. This could be matched with SSR and NVD campaigns. Post ELC tracking system should be developed for the transition to become an elector and then a voter.

xviii) Strengthening institutional set up at all levels: A programme manager at SVEEP division to manage, guide and lead this initiative needs to be appointed. Similarly, a designated officer at state level should coordinate and facilitate ELC activities. Support of a dedicated officer at the district level and more active involvement of EROs and AEROs is also necessary to achieve the objective of this flagship programme.

xix) Key Performance Indicators (KPIs) for ELC campaign: Key Performance Indicators (KPIs) need to be developed for ELC/ Chunav Pathshala beyond the numbers of units established, number of persons enrolled or attended or sessions conducted.

xx) Effective Monitoring: A robust mechanism needs to be put in place and effective tools for monitoring the ELC operations across the country through an online tracking. It is important to set up a central dashboard and develop a mobile app for management, monitoring and grading of ELCs. State wise ELC evaluation should be undertaken on an annual basis.

6.3 Campus Ambassadors
CEOs shall appoint Campus Ambassadors (CAs) from among neutral, non-political students in recognised colleges and universities to bridge the gap in youth electoral participation. Each Campus Ambassador shall be in position for one Academic year and appointment may be renewed on a yearly basis. In co-educational college two Campus Ambassadors (one male and one female) can be selected.

6.3.1 Role of Campus Ambassador
i) 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;
ii) Facilitating their registration in the electoral roll by providing forms and guiding how to fill the forms and coordinating with the electoral machinery for approval of the new applications, cor rection and distribution of EPICs to the Campus electorate;

iii) Organising with the help of CEO/ DEO office, special drive for registration and also online registration;

iv) Educating campus electorates about the electoral process i.e., registration, correction of errors, transposition of names, voting process and ethical voting;

v) 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;

vi) Creating core team of students to work as volunteers for the SVEEP activities in the campus;

vii) Coordinating with campusrelated organisationslike Scout and Guide, NCC, NSS for enrolment

viii) Organising talks/ workshop etc for capacity building in voter education among student community;

ix) Organising National Voters' Day programmes in their campus;

x) Acting as an educator and motivator in family and neighbourhood and helping them in filling registration forms.

Incentives

i) CEOs shall devise criteria for identifying best Campus Ambassadors (CAs) in the state and felicitate them on NVD function at State HQ. Incentive shall be given to the CAs in form of jackets/ caps or any similar incentive. Campus Ambassadors of ECI will be provided necessary identifying items and outreach material by CEO/ DEO from time to time.

ii) The data base of the CAs along with their details, email ids and dates of workshop shall be strictly maintained at CEOs office and details submitted as and when the Commission asks for it.

CHAPTER 7
TARGETED INTERVENTIONS

The Targeted Intervention strategy was introduced in SVEEP 2 phase starting from 2013. In SVEEP the Targeted Intervention strategy is further refined and sharpened to make it more effective and efficient. Targeted interventions for specific target audience segments are to be necessarily based on evidence, i.e., data and analysis in order to understand the challenges, barriers and gaps through analysis of KAP surveys and other available data.

To engage specific target groups identified through a rigorous mechanism that takes into account data from each polling station, customised interventions may be designed, especially to make possible the active participation of youth, women, apathetic urban voters and identified left out groups/ communities. Different audience segments have specific characteristics, issues, challenges, barriers, needs, media habits, knowledge levels, power dynamics, drivers, triggers to help them to come forward and take the desired action.

The steps in undertaking the targeted intervention include mapping of the target segment, situation analysis, defining objectives, communication, media and outreach activities, involving partners and collaborators, training and capacity building, monitoring and tracking of activities and outcomes.

Target Audience Segments

The target segments need to be further studied and analysed. The demography of these target segments is provided below for illustrative purposes to help states and districts to develop contextual, need and evidence-based interventions.

7.1. Targeted Intervention Strategy for Women

Women are a very important segment from election and voter participation perspective as theyconstitute almost 50% of the population. Although there has been very significantprogress in women participation and reduction in gender gap in voting over the years there are some challenges that need to be addressed strategically to further enhance the participation of women.

In Lok Sabha Election 2019, the women voter turnout exceeded that of men thereby not only reducing but also reversing the gender gap. This achievement needs to be sustained with continued efforts.

Key Issues:

i) Women are not a homogeneous target segment. They include various sub segments such as rural, urban, tribal, illiterate, low-literate, moderately literate, educated and professional. From a Social Economic Status (SES) perspective, the home makers, working and professional category as well as daily wagers, and unemployed women have to be understood differently. Migrant, marginalised, vulnerable, minority women have their own share of challenges and barriers.

ii) A large number of women, especially middle aged and older women, may not have any access to information sources, such a newspaper, radio TV, mobile etc. even though that may be available to other male members of the family. This creates an information asymmetry and makes it even more difficult to reach out to them with correct and timely information about elections including ethical and inclusive aspects.

iii) Women are also influenced by the male members of the family and community and may not vote strictly as per their own choice.

iv) Women who have married in a different location or are working in transferable jobs or are seasonal migrants, sometimes are not aware of the facility of moving their voter ID to the new constituency.

v) The new women voters or first-time voters may face a challenge in registration and participation due to lack of access to internet and restrictions on mobility.

Action Points:

i) Update and maintain gender disaggregated data for planning evidence-based interventions.

ii) Conduct detailed analysis of media consumption patterns of women segments.

iii) Develop gender sensitive checklists for producing communication material and activities and take up women centric communication interventions.

iv) Produce creative communication material on registration and voting in the form of print, A/ V and other formats for different media and disseminate at suitable points.

v) Utilising women Icons for motivation of young women for enhanced participation.

vi) A comprehensive trainer's kit may be designed and made available to the states. Translation of the literacy material and Training of Trainers & Facilitators for CSOs, SHGs, ASHA, AWW, etc needs to be done at CEOs level.

vii) Include gender sensitisation in training modules for master trainers at ECI and state level. Gender sensitization of election officials including BLO and security personnel deployed during elections.

viii) Raise awareness on new mobile apps, voter helpline 1950 and NVSP for access and information updates.

ix) Use the existing local AIR and DD programmes focussed on women to spread electoral awareness.

x) Door to door outreach to rural women through Aanganwadi workers, ASHA, Self Help Groups and cooperatives working with women. Organise activities and competitions like folk art, rangoli etc.

xi) Enhanced focus on inclusion of doubly marginalized categories of women like migrant-women, tribal women, marginalised women, those in far-flung and conflict-ridden areas especially difficult terrains.

xii) All women polling stations managed exclusively by women officials.

xiii) Facilitation of women voters through separate queues, separate toilets, creches and volunteers at polling stations.

Partnerships:

i) Ministry of Women and Child Development may be requested to have electoral education in all its outreach initiatives, especially the large ICDS/ 'POSHAN' programme with over 13 Lakh Anganwadi workers (AWW) across the country.

ii) National Rural Livelihood Mission with State Rural Livelihood Missions across the country have a large network of SHGs, which may be utilised for outreach at grass root level.

iii) Ministry of Education can assist in voter awareness endeavours through its various programmes for women and girls.

iv) Partnership can be formalised with CSOs/ NGOs working with women and adolescent girls, training institutions working with women

v) Media Houses producing programmes on women leaders can be encouraged for voter awareness messaging.

vi) Business, corporate houses and associations with larger participation of women in their workforce. can be utilised for voter awareness.

7.2. Targeted Intervention Strategy for PwDs

PwDs constitute a special category of citizens. As per Rights of Persons with Disability **Act 2016** there are 21 types of disabilities. The ECI vision of a fully accessible election must enable people of all 21 disabilities to be able to register as voters and participate in voting without any hardship or inconvenience. This in itself is a huge challenge as each type of disability has to be comprehensively addressed and overcome at each stage of the electoral cycle through appropriate procedures, technologies, infrastructural facilities and logistical support. In addition, there is the challenge of changing attitudes of the society as well as the election machinery in respect of each specific disability with respect to their electoral rights. It is important to understand the issues and challenges faced by each category of PwDs and take steps at policy and operational level to ensure enhanced PwD electoral participation. Therefore, accessibility is a major theme of SVEEP strategy.

Various instructions have been issued from time to time to render the entire electoral process (from enrolment to voting) accessible to all including persons with disabilities and senior citizens. Some of the initiatives are:

i) Marking of PwDs in the electoral rolls

ii) Pre poll and poll day facilitation

iii) Assured Minimum Facilities: Ramps, wheelchairs, volunteers, priority voting, ISL interpreters, braille posters, braille dummy sheet etc.

iv) PwD Polling Stations (manned by PwD staff)

v) Printing of EPIC in Braille

vi) Braille enabled EVMs

vii) PwD mobile app (with accessibility features)- SAKSHAM

viii) Pick and drop facility

ix) Absentee voter postal ballot facility

x) Disability coordinators in all Assembly Constituencies (ACs)

An evaluation study4 of the outcomes of SVEEP activities and facilities provided to PwDs in

General Assembly elections 2018 and Lok Sabha elections in 2019 in Karnataka cites that in an effort to encourage participation by PwDs, 26 polling stations were fully manned by PwD staff in general assembly elections in 2018 which was increased to 98 polling stations in 2019 Lok Sabha elections.

The National Advisory Committee (NAC) on accessible elections has developed a vision document5 for implementing fully accessible elections by 2024 and to devise Accessibility Action Plan 2020-2024. It should be tracked regularly for its progress.

Crossing the Barriers: Accessibility initiative 2021 (ECI) documents innovative practices and accessibility initiatives for empowering PwDs and charts the way forward for SVEEP.

Key Issues

i)   Persons with Disabilities have to be identified and included/ marked in the electoral roll.

ii) Electoral machinery is not fully sensitized to the special needs of PwDs.

iii) Some polling stations may still not be accessible to disabled voters.

iv) There is a lack of motivation among PwD voters to turn out to vote.

Action Points

i)   Maintaining and updating a disaggregated data base for all types and categories of PwDs and sharing it with all levels of election functionaries.

ii) Ensuring that BLOs collect information about PwD electors and their type of disability while carrying out routine house to house surveys that will help polling officials to provide facilities to them during elections.

iii) Streamlining, expanding and marking PwDs electors by linking ERO NET and MSJE portal and by the BLO through Garuda app.

iv) Designing strategy and evidence-based interventions for enhancing electoral participation.

v)   Hiring professional agency for accessibility audit of polling stations before at least six months of elections and after carrying out remedial action.

vi) Door to door electoral services to PwDs and ensuring that no PwD voter is left behind. Providing information about absentee voter postal ballot facility for PwDs. Correct and complete information dissemination to PwDs through all forms of available communication channels.

vii) Use of 3D tactile signage at polling stations, use of braille and other non-negotiable interventions as per existing standards issued by the Ministry of Social Justice and Empowerment.

viii) Distribution of accessible photo voter slips to voters.

ix) Ensuring Assured Minimum Facilities (AMF)-separate queues, ramps and their standardization at all polling stations, besides PwD friendly toilets, availability of wheelchairs and free transport.

x)   Special informative material to be developed for PwDs in form of brochures, audio/ AV material etc. with the help of specialized agencies and departments along with a trainer's kit.

xi) There are skill development programmes for PwD organised by the Ministry of Social Justice and Empowerment; voter education content should be included in these programmes.

xii) Some CSOs regularly conduct vocational training for blind and deaf people. Voter education

xiii) There should also be focus on doubly marginalised groups such as women with disabilities who are below the poverty line.

xiv) Engagement strategies with Icons with disabilities need to be increased to motivate persons with disabilities to get enrolled, marked as voters with disabilities and to cast their vote during elections. More PwD Icons should be engaged (e.g., Paralympic winners).

xv) The existing PwD mobile application to be promoted to reach out to all PwDs. Additionally, PwDs should be made aware of the accessibility features in mobile apps, website, helpline and other social media platforms.

xvi) Development of accessible communication formats for specific disabilities.

xvii) Accessibility observers to be deployed in all elections.

xviii) Special training modules for SVEEP teams, volunteers, polling parties and security personnel to sensitize them about needs of PwD.

xix) Sign language windows in audio visual and advertisement content for the convenience of deaf persons should also be provided. All social media outreach to cater to accessibility standards.

xx) The facilitation of Persons with developmental and intellectual disabilities for their registration as voters and participation during elections.

Partnerships:

i) Partnership to be formalised with Department of Empowerment of Persons with Disabilities in Ministry of Social Justice and Empowerment for voter awareness activities.

ii) Institutions and NGOs at national, state district & local levels which look after PwDs.

7.3. Targeted Intervention Strategy for Urban Voters

India has reached a "tipping point" of transition from a predominantly rural to an urban society. According to the United Nations World Urbanization Prospect Report, 2018 around 34 percent of India's population at present lives in cities and towns, an increase of three percentage points over Census 2011. By 2031, it is expected to touch the 40 percent mark. By 2051, half of the nation's population is expected to live in cities/ townships. Future of urban voting, therefore, is both interesting and challenging to contemplate. Cities, for instance, attract migrant workforce who could, in theory, remain rural voters even while residing in the city.

Though cities act as hubs of urban politics, they are also marked by apathy towards it. The outlook of its inhabitants is more individualistic and apolitical. More interested in economic pursuits, they feel they have little to gain or lose from politics. Administrators matter more in the perceptionof city dwellers than the elected representatives. A sizable section of people in cities live in rented accommodations. They might shift from one constituency to another, and drop out on voting on the polling day. Migrant workforce might not feel any 'cultural connect' with candidates put up by political parties, and might not feel motivated to vote.

In successive elections, electoral participation in India's big, metropolitan cities has been lower vis-à-vis semi-urban and rural constituencies. According to the data available, voter apathy is acute in urban areas despite high awareness about voting rights. Several cities experience a cluster of holidays around polling day leading to vacation exodus. In this regard, the Commission has recently

taken note of the fact that under the Negotiable Instruments Act, the polling day is declared as a holiday for all workplaces with the primary purpose of facilitating voting by the employees. It has been decided to write to all central and state government departments, CPSUs and State PSUs and Corporate entities with 500 plus employees to monitor how many employees avail special casual leave on polling day but don't vote. The DEOs have been tasked with the responsibility to ensure that these organisations appoint nodal officers to ascertain leave availing but non-voting employees. Such non-voters, who have availed paid holiday on poll day, need to be reached out to and motivated for electoral participation.

Action Points

i) Urban sub segment data may be disaggregated for better targeting and designing sub segment specific communication strategies.

ii) Specific media plans with targeted messaging could be tried for:

iii) Urban Rich: Appeal to privilege and taking initiative to make voting a trend.

iv) Urban Middle class: Appeal to rights, responsibility and opportunity.

v) Urban Poor: Appeal to the power, voice and choice.

vi) The motivation gap in urban voters despite having awareness about voting rights and responsibility may be met through innovative mobilisation activities to capture their interest.

vii) Utilising services of Urban Local Bodies - the Municipal Corporations, the Municipalities and the Notified Area Councils (which play an important role in reaching out to the people) through integrating voter education in their ongoing programmes or by mounting special programmes.

viii) Urban Local Bodies (ULB) members can be trained to popularise the use of ECI Mobile Apps including Voter Helpline App, etc and explain to the people the use and benefits of these apps in addition to facilitating installation of these apps by them.

ix) Effective utilisation of Social and Digital Media applications and platforms and special online campaigns through Facebook, Instagram, Twitter, YouTube, WhatsApp, Telegram, Koo, etc.

x) Mass mobilisation events like rallies, human chains and candle light vigils may also be utilised with good effect.

xi) Corporate bodies, trade organisations, RWAs and other community organizations may launch special campaigns. Such efforts may be focussed more in mega cities - Delhi, Mumbai, Kolkata, Hyderabad, Bengaluru etc.

xii) Smart Cities project offices and personnel can be utilised as partners to reach out to urban cities and centres to work towards overcoming urban apathy.

xiii) Construction and building agencies may also be roped into ensuring the registration and voting in the informal construction sector workers and members of housing societies.

xiv) A large number of metro projects can be leveraged for expanding SVEEP outreach in metro cities.

xv) Engaging activities specially for the migrant persons in urban areas may be organised through print, electronic and interpersonal communication and with the help of youth organisations, local influencers etc.

xvi) Special registration drives and camps for urban poor segments in resettlement colonies and slum areas. Voter Facilitation Centre that has been set up already could be re-energized.

xvii) Utilisation of frequent points of contact such as Water bills, Electricity bills, Health outlets, Dispensaries, Pollution check certificates, CSCs, Ration shops for information dissemination and demonstrations of EVMs-VVPATs.

xviii) ELCs in Schools and Colleges can play an important role in combating the challenge of urban apathy. Preparation of more engaging edutainment material for easy access and viewing may help.

xix) VAFs at workplaces can be extremely useful in combating urban apathy and not voting despite availing polling holiday.

Partnerships

i)   Ministry of Housing & Urban Affairs, Urban Local Bodies.
ii)   Corporate sector, business and industry associations.
iii)   RWAs, NGOs and youth organisations.
iv)   Airports, banks, food delivery and e-commerce services.
v)   Transport services (Metro, Bus etc)

7.4. Targeted Intervention Strategy for First Time Voter/ Youth

The population of the country as per Census 2011, below 35 years of age is 51.8%. Of this 48.2% are women and 51.8% are men. About 30.1% reside in urban areas and 69.9% are based in rural India. Significantly, the Census numbers estimate the population in the critical demography category of 18-35 years of age to be 31.3%%. The first-time voters, estimated from the Census data and adjusting for the fact that the survey was conducted in 2011, stacks up to 14.93 million.

The promise of democracy lies in a sincere youth voter. The Constitution (Sixty First Amendment) Act, 1988 lowered the minimum qualifying age for voting from 21 years to 18 years by amending the Article 326 of the Constitution. The demand to rationalize the threshold age was long one, and as early as 1971 a joint committee of Parliament recommended its reduction to 18 years. While the decision resulted in larger enfranchisement, electoral participation in the age group 18 to 19 years has not been encouraging. Political indifference also tends to overshadow the greenhorn enthusiasm. It puts an obligation on the authorities to cultivate political awareness amongst youth and facilitate them in the registration and voting process.

Key Issues

i) While imparting knowledge to children from school level itself on the right and duty of exercising one's franchise as an enlightened voter is a critical necessity, electoral literacy is yet to be integrated in the curriculum of schools, colleges and universities.

ii) The educational institutions are yet to play a proactive role to facilitate online registration of first-time voters. A database for the same may be created for prospective voters from the age of 17 years old onwards.

iii) Through ECI efforts to engage the youth in formal education system, some benefits have been

achieved in enhancing participation of the youth, the challenge is more to reach out to youth outside educational institutions.

iv) The school dropouts and young force in unorganized sectors, both in urban and rural areas can be effectively connected to electoral processes through VAF and ChunavPathshalas respectively.

v) Youth apathy despite awareness on electoral participation is an issue that needs to be countered through peer education and creative campaigns.

Action Points

i) Institutional tie up with the Ministry of Education on scope and modalities for integration of electoral literacy in the curriculum of educational institutions and its roll out. Content creation, orientation of teachers and integration with formal assessment systems.

ii) Ensuring support of education departments to ELC programme.

iii) Making college campuses and the Electoral Literacy Clubs the hub of activity to engage young voters led by the Campus Ambassadors.

iv) Facility of automatic capturing of data of students at the time of admission in Colleges/ Schools by ECI/ CEO may be developed. When a student fills board College form, that date may be utilized by ECI and accordingly BLO may be asked to contact them for registration.

v) An election help desk may be setup at every school, college level.

vi) A comprehensive and exclusive student portal may be devised which can be correlated with database of various boards CBSE/ ICSE/ State Boards.

vii) Engaging out of school/ college youth through 'ChunavPathshalas', youth organizations,

viii) Maintain disaggregated data for first time voter/ youth elector and voter (and non-voter), and analyse the state, district, constituency specific demographic characteristics and barriers to electoral participation.

ix) Design evidence - based strategies for the young population keeping in mind the context, access, reach and media consumption habits of the youth.

x) Design creative awareness and motivational material on registration and voting in a variety of formats and disseminate the same; with an aim to counter urban apathy.

xi) Undertake intensive campaigns and mobilisation efforts by youth organisations such as NSS, NYKS , NCC and NGOs working with the young people. Mainstreaming electoral literacy in training programmes of youth organizations.

xii) Utilise the reach of mass media and spread electoral awareness through existing local AIR and DD programmes on youth.

xiii) Use social and digital media besides other possible digital platforms to connect to youth through mobile apps like whatsapp, facebook, instagram, twitter, SMS, emailers etc. Crowdsourcing for generating content from youth themselves.

xiv) Organise college - based competitions, hold rallies, sports tournaments etc to expand the reach.

xv) Energise Campus Ambassadors System to provide a platform for exchange of information in schools and colleges.

xvi) Mock registration and polling at educational institutions.

Partnerships Opportunities can be explored with:

i)   Ministry of Youth Affairs and Sports.
ii) NYKS, NSS, NCC, Sports clubs and associations.
iii) Ministry of Education.
iv) CSOs and NGOs working with youth.

7.5. Targeted Intervention Strategy for Senior Citizens

In the 2011 Census, people aged 60 years and above accounted for a total of 8.6 percent of the total population of India. Growing at around three percent annually, share of the elderly population is projected to further rise to 19.5 percent (31.9 crores) by 2050, according to Longitudinal Ageing Study in India (2020) undertaken by National Programme for Health Care of Elderly & International Institute for Population Sciences under Ministry of Health & Family Welfare, Government of India. This explains why Senior Citizens as a category will be more consequential in the future than at present in determining the electoral participation. Targeted interventions in this category must gain traction to keep the voter turnout figures afloat in the long run.

A significant portion of our legislators are senior citizens themselves. The 17th Lok Sabha, for instance, has 241 members aged 60 years or more (188 when elected in May, 2019). However, 60 + is a below par performance category when it comes to voting. The percentage of electors in the age cohort 60-79 is 13.15 percent. No actual figure of their electoral participation is available. The odds for this category are easy to appreciate. Growing dependence on others for mobility, illness, creeping indifference towards political issues might be some of the reasons.

Action Points

i)   Identification of senior citizens through suitable mechanisms and extend facilitation to them for registration and voting.
ii)   Focus on AMF for senior citizens: giving senior citizens priority in voting, access to wheelchairs besides volunteers to assist them.
iii) Helpdesk/ facilitation centres for providing electoral services, information and download of ECI Mobile Apps, EVM-VVPAT display and demonstrations.
iv)   Sensitisation of the election machinery to special needs of senior citizens.
v)   Develop appropriate IEC material to carry messages and stories of senior citizen voters.
vi)   Identification of centenarians and appointing them as Icons for their polling station areas to motivate others. Appointing the oldest voter in the polling station area as an Icon subject to his/ her willingness and non-political affiliation.
vii) Special outreach programmes in old-age homes and through Resident Welfare Associations. Display of appropriate communication material at institutions and old age homes.
viii) Celebration of NVD involving senior citizens.
ix)   Giving special attention to octogenarians (80 Plus) as a sub category, facilitating them to cast their vote at the polling station like provision of pick and drop facility and informing them about the Postal Ballot Facility for these voters are the areas of special importance for the 80 plus category.

Partnerships Opportunities can be explored with:

i)   Ministry of Social Justice and Empowerment.

ii) CSOs (including RWAs), NGOs, Institutions, corporates and CSR Foundations working for senior citizens.

7.6. Targeted Intervention Strategy for Service Voters

The service voter is an important category of electors who due to specific working conditions face difficulties in registration of electoral rolls and casting their votes during election. Members of Indian Army, Navy, Air Force and Indian Coast Guard, the personnel of Central Paramilitary Forces, members of State Armed Police Force of a State serving outside that state and persons employed under Government of India in a post like Indian Missions outside India come under the category of service voters.

The difficulties and hardships encountered by the Service Voters had been receiving the attention of the Commission.

Key Issues

i)   Preparation and updation of the last part of electoral roll was not happening properly.

ii)   Deletion of Service Voters after their retirement or leaving services or demise was not systematically done.

iii) Important information such as service numbers or buckle numbers are not provided by the applicants at the time of registration.

iv)   Addresses where the postal ballot is to be sent during elections, are not properly mentioned and recorded in the last part of the Roll.

v)   Often service persons are getting transferred within the wing or deputed outside the wings. The current addresses of their posting at a unit level are not getting updated.

vi)   Ownership of record is a joint responsibility of ERO and Record officers, and the communication between them at times is poor and not timely.

vii) Training to service voters as to how to vote and seal different envelopes is not done periodically, because of which received postal ballots do have tendency to get rejected.

viii) Units move around as per the demand of their deployments, and such movements are causing postal ballots to move around through postal service, causing delay in allots being received by the service voters, which in turn causes difficulties in casting votes.

ix)   The rights of being a service voter is not clearly understood by the service men and there are gaps in complete information available to them.

x)   Service men get the opportunity to become general voters at peace stations if they are posted in such station. They get to vote for candidates contesting elections for the constituency where the peace station is situated. Because of the transfers often taking place, such voters may need to switch over between general voter at peace station and service voter and vice versa. In a manual method, it would be time consuming.

In order to overcome the issues listed above, the Election Commission of India devised an online enrolment system-Online Service Voters Registration Portal (OSVP) in 2017. Simultaneously, Electronically Transmitted Postal Ballot System (ETPBS) was introduced as one of the methods of voting. Voters entitled to postal ballots can now download the postal ballot and print the blank postal ballot. After marking his vote in the blank postal ballot, the same can be returned to the concerned Returning Officer by post as in the present system of postal ballot. Since the recent amendment in election law (Election Laws (Amendment) Act, 2021), registration of spouses of female service personnel has now been allowed as a service elector and will help their participation.

Action Points

i)   The facility of OSVP though has been utilised by a large number of service personnel, there is still a need for further awareness generation relating to procedures available for registration of service electors' Special camps and campaigns may be organised for their registration.

ii) Imparting complete knowledge of the ETPBS (Electronically Transmitted Postal Ballot System) is necessary as it has been found in the past that the Postal Ballots sent to Service Voters were being returned without being delivered in large numbers.

iii) Designing educational material at national level for service voters (posters, A/ V, songs etc.) and training kits for Facilitators and Nodal Officers.

iv) Training of facilitators from among the service personnel;

v)   Regular coordination with Nodal Officers from the services.

vi) Orientation programmes may be held to familiarise Service Voters with the mobile apps, helpline and social media platforms.

vii) Special campaign on Air Force and the defence forces could be a part of NVD celebrations.

viii) Dissemination of messages through the Armed Forces Clubs, Army Schools, defence personnel wives' welfare associations, canteens, VFCs at cantonment areas.

ix) Tie up with local AIR and DD for their special broadcasts for Defence personnel to include electoral awareness components.

x)   An annual national consultation on service voters may be organised regularly.

xi) A special award category in NVD may be constituted for the election functionary who works towards spreading information, increasing registration and participation of service voters.

Partnerships Opportunities can be explored with:

i)   Ministry of Defence

ii) Ministry of Home Affairs

iii) Ministry of External Affairs

7.7. Targeted Intervention Strategy for Overseas Voters

A statutory amendment (Act. No.36 of 2010) in the Representation of the People Act, 1950 through insertion of Section 20A introduced 'special provision for citizens of India residing outside India' with effect from February 10, 2011. According to a report compiled in December, 2018, there were 31 million Indians living abroad (as informed by the MoS, External Affairs in Rajya Sabha on July

18, 2019). Out of them 1.31 million fell in the category of Non-Resident Indians (NRI), thus eligible to be registered as voters for elections in India, while the rest being Persons of Indian Origin (PIOs) are not eligible.

Despite this statutory right, the electoral participation of the NRI voters has been meagre, due to certain practical problems. While Non-Resident Indians (NRIs) could register either online or by post, they must be physically present in their respective constituencies on the polling day to vote. There have been demands for extension of ETPBS (Electronically Transmitted Postal Ballot System) facility, which resulted in a massive jump in electoral participation by the electors in the service voters' category. Pending these crucial future electoral reforms, the following measures could be attempted to enlist enhanced participation of overseas voters.

Action Points

i)   Maintain and update disaggregated data on overseas voters database.

ii) Organise special camps for overseas voters' registration through select Embassies and Consulates with a large Indian diaspora.

iii) Setting up of facilitation counters for enrolment of overseas voters at ICCR events, CII/ FICCI international events, Indian community gatherings.

iv) Providing Information about the provisions available for overseas voters and dissemination of awareness material through embassies, consulates and NRI associations.

v)   For designing appropriate content for communication campaigns, online competitions among NRI children may also be organised to create local buzz.

vi) Creating more awareness on ETPBS amongst the staff posted in Missions abroad and ensuring that they cast their vote.

vii) Airlines and airport lounges may be roped in to carry out voter education; information messages may be provided on airline tickets, boarding passes and inflight magazines.

viii) Web advertising on social networking sites about the elections and e-portals where NRIs look for local news about their home towns etc.

ix) Develop Videos on YouTube; promos for overseas voters in popular entertainment channels shown abroad.

x)   Popularise NVSP link for online registration; make a link on SVEEP portal for overseas voters.

xi) Mainstream voter education during the celebration of the 'PravasiBharatiya Diwas' observed on January 9 every year.

xii) Partner with ICCR for integrating voter education in their programs held abroad.

xiii) Student communication in major universities abroad may be organised under a new category of ELCs (say ELC abroad or ELCA).

xiv) Leverage visits of high- level Indian dignitaries for enhancing participation of Overseas electors.

xv) Organising NVD celebration at the Indian Missions by NRI Associations.

Partnerships opportunities can be explored with:

i)   Ministry of External Affairs

ii) Indian Missions abroad

iii) NRI associations

iv) Indian Council for Cultural Relations

7.8. Targeted Intervention Strategy for Rural Voters

India's demographic composition is predominantly rural, which differentiates her from the leading democracies of the West. Around 70 percent of India's population is concentrated in her villages. Many constituencies, therefore, would have a heavy rural component, and comparatively few would be exclusively urban. The Constitution (Seventy Third Amendment) Act, 1992 which came into effect from April 24, 1993 deepened and decentralised democracy in the nation by mandating the formation of Panchayats at the village, intermediate and district levels. There were 5,97,618 inhabited villages in India, as per Census-2011. As of December, 2020 data provided by the Department of Telecommunications, it was estimated that all except 25,067 villages enjoy mobile connectivity.

Villages are home to settled families, and influx of new population is not common. The diversification of the economy is limited, and standard of living lags behind urban centres. Through available data it is estimated that voting percentages are better in villages than in towns. However, personal liberty is more likely to be curtailed or influenced in the villages due to the societal structure that impedes freedom of choice in the elections.

Action Points

i) Conduct detailed analysis of electoral rolls of constituency and booth level, voter turnout in past elections, to understand better the reasons for non- participation of electors.

ii) Design appropriate strategies to address the barriers in electoral participation to reach out to rural segments.

iii) Organise social mobilisation activities for connecting with the electors with the help of field level functionaries-ASHA, AWW, and others. Special efforts needed to reach out to rural women.

iv) Potential of Panchayati Raj Institutions to be fully tapped for voter participation. In Gram Sabha meetings, the issue of registration of voters and participation may be taken up and BLO advised accordingly. Conducting training sessions for Panchayati Raj Institutions to enable them to reach out to the communities. Gram Sabha meetings to take up the SVEEP agenda.

v) Common service centres at panchayat Levels may facilitate electoral awareness through digital means.

vi) Utilising weekly haats/ melas, fairs and festivals to hold special registration camps. Carrying out activities like local and folk-art competitions, etc to engage specially with rural women.

vii) Identification of rural and local Icons to support in the outreach through different communication platforms. Design messages appropriate for the rural audience.

viii) Setting up helpdesks/ facilitation centres for providing electoral services, download of EC I mobile apps, EVM-VVPAT display and demonstrations etc at KVKs, Agriculture Extension Centres, Cooperatives etc.

ix) Impart electoral literacy to rural children through ELCs in educational institutions.

x) Connecting with the older rural population through the social welfare departments to engage with old age pensioners.

Partnerships opportunities can be explored with:

i) Ministry of Rural Development
ii) Ministry of Panchayati Raj
iii) Ministry of Women and Child Development
iv) Ministry of Agriculture
v) CSO/ NGOs working in the rural areas
vi) Social welfare departments

7.9. Targeted Intervention Strategy for Marginalised Sections

Certain segments of population may have remained marginalised e.g., third gender, homeless people, sex workers, and some other groups in difficult conditions. Inclusion of marginalized communities in the mainstream still remains a major challenge. Issues like sensitization of the society towards these population groups, to ensure their security, dignity and electoral participation continues to be a priority. Reaching out to these communities is of utmost importance to ensure inclusive elections.

Following the landmark decision of the Supreme Court of India, recognizing transgender as the Third Gender', outreach campaigns have been taken up to educate and facilitate transgenders to register themselves as 'Third Gender' if they choose to do so, and encourage them to exercise their democratic right of voting. Educational and motivational content has already been created specifically reaching out to transgender voters.

Extensive efforts are necessary to identify members of all marginalised sections and enroll them in the voter list without any inconvenience or hardship caused to them. It is also important to give them the confidence to cast their vote without any fear or embarrassment - rather with a sense of pride.

Action Points

i) Maintaining and updating a database of TGs, homeless, and other socially excluded population group members
ii) Identifying the marginalised groups at the district and AC/ booth level and understand their issues vis-à-vis electoral participation.
iii) Inviting members from these communities to provide ground level analysis of the situation and to devise voter education strategies.
iv) Special registration drives for third gender, homeless people, sex workers etc. Since some of the marginalized communities tend to stay together in secluded areas, registration camps may be set up in such areas. Mobile registration vans may be deployed in areas where such communities tend to congregate.
v) Sensitization of the electoral registration machinery, polling officials, security personnel, etc. to interact with them with dignity.
vi) Conducting special outreach programmes for marginalized communities with the help of CSOs and NGOs especially working with these groups.
vii) Roping in prominent activists from marginalised communities as icons to motivate them for their electoral participation.

viii) Familiarising them with Mobile apps, Helpline 1950 etc.

Partnerships Opportunities can be explored with:

i)   National AIDS Control Organisation (NACO)
ii)   Ministry of Health and Family Welfare
iii) CSOs working with specific marginalized communities
iv) Ministry of Women & Child Development
v)   Social welfare departments

7.10. Targeted Interventions for voters in difficult and conflict areas

Some parts of the country are affected by Left Wing Extremism (LWE) and other conflicts making it challenging for the voters as well as the electoral machinery. Eastern partof Madhya Pradesh, Chhattisgarh, Jharkhand and Bihar, some parts of West Bengal, Odisha, Telangana and Andhra Pradesh are affected by the LWE. To ensure fearless electoral participation ECI has developed special targeted intervention strategies to facilitate peaceful and enhanced voter participation which has yielded good results in the past. There have been certain instances of boycotts of elections, disruptions, and attacks on security forces, election officers. Improving electoral participation in such areas continues to be a challenge.

Action Points

i)   Organise special registration drive to be carried out in difficult and conflict areas.
ii) Tribal youth volunteers engaged for confidence building and social mobilization measures.
iii) Local Icons should be encouraged to join as champions for motivating the ST and other population segments to participate in the electoral processes.
iv) Special awareness campaigns for specific audience groups on different platforms may be taken up including use of IT/ ICT.
v)   Electoral literacy through ELC/ ChunavPathshalas can play a significant role.
vi) Regular sensitisation of the security forces for inclusion of communities in election process.
vii) Training and orientation of polling officials with special emphasis on safety and security of voters.
viii) Advocacy with political parties and media for creating a positive and enabling environment.

Partnerships

i)   Ministry of Home Affairs
ii) Ministry of Tribal Affairs
iii) Ministry of Education
iv) Social welfare department

ANNEXURES

Utilization Certificate

Financial Year 20XX-XX

Utilization Certificate
(From the CEOs to ECI)

(Format)

It is certified that out of the amount of Rs... (in figures) ....
.... (in words)
sanctioned by Election Commission of India for the purpose of SVEEP for enhancing people's
participation in electoral process in the financial year 2019–2020, the amount of Rs.........................
....................(in figures) ....
.... (in words) has been utilized upto................................. (dd/ mm/ yyyy) for the said purpose. The
expenditure has been incurred in accordance with the instructions/ guidelines of the Commission
and in compliance of General Financial Rules of the Government of India.

The details are as follows :

(I) Funds received by CEO from ECI (in Rs) ....

Financial Year 20xx– 20xx				
Sl. No.	Name of the District	O/ o CEO's order No. & Date	Details of Mode of Fund Transfer (e.g. RTGS/ NEFT/ Cheque/ DD No. & Date)	Amount of Fund Transferred
(1)	(2)	(3)	(4)	(5)
(I A) Total Fund Transferred to Districts = Rs...				
(I B) Total Fund left with CEO = Rs..				
(I = I A + I B)				

(II) Expenditure for SVEEP incurred at CEO level :

Sl. No.	Heads	Outputs	No.	Actual Expenditure (in Rs)	Expenditure from ECI's Grant-in-Aid (inRs.)
(1)	(2)	(3)	(4)	(5)	(6)
1.	Education & Awareness Material	Content Produced (messages/ designs/ scripts/ jingles/ video spots etc)			
		Insertions in electronic/ print/ internet outdoor media etc			
		Other material like posters/ pamphlets/ stickers			
		Democracy Bus/ Van-villages or municipality areas covered			
2.	Fee/ Honorarium/ Prizes/ Incentives	Contractual help engaged			
		Campus Ambassadors (Prizes or Kits)			
3.	Consultations	Consultations held			
		Personnel participated			
		Documents/ reports produced			
4.	Surveys (if any)	Survey Reports			
5.	Other Operating Expenses	Details:			
6.	Electoral Literacy Clubs (ELCs)	Development/ Printing of Resource Materials, Games, Kits, Training & Capacity Building, Publicity Campaign, Workshop, Honorarium etc.			
7.	Total Expenditure				

II A. Fund with CEO (I B) = Rs....................................

II B. Fund received back from Districts (if any) = Rs...........................

II C. Additional fund transferred to other Districts: (if any) Rs...........................

II D. Net fund at CEO level: II A + II B – II C = Rs......................................

II E. Expenditure incurred at CEO level: Rs............................

(III)   Expenditure for SVEEP incurred at District level :

Sl. No.	Heads	Outputs	No.	Actual Expenditure (in Rs)	Expenditure from ECI's Grant-in-Aid (inRs.)
(1)	(2)	(3)	(4)	(5)	(6)
1.	Education & Awareness Material	Content Produced (messages/ designs/ scripts/ jingles/ video spots etc)			
		Insertions in electronic/ print/ internet outdoor media etc			
		Other material like posters/ pamphlets/ stickers			
		Democracy Bus/ Van-villages or municipality areas covered			
2.	Fee/ Honorarium/ Prizes/ Incentives	Contractual help engaged			
		Campus Ambassadors (Prizes or Kits)			
3.	Consultations	Consultations held			
		Personnel participated			
		Documents/ reports produced			
4.	Surveys (if any)	Survey Reports			
5.	Other Operating Expenses	Details:			

6.	Electoral Literacy Clubs (ELCs)	Development/ Printing of Resource Materials, Games, Kits, Training & Capacity Building, Publicity Campaign, Workshop, Honorarium etc.			
7.	Total Expenditure				

III A. Fund transferred to Districts (I A) = Rs............................

III B. Additional funds transferred to Districts (if any) = Rs.............................

III C. Total funds transferred to District level (III A + III B) = Rs.............................

III D. Expenditure incurred at District level = Rs.............................

(4)

(IV)   Total Expenditure which is claimed from ECI's Grant-in–Aid II E + III D =   Rs.. ....

(V)   Expenditure claimed as percentage of Grant-in–Aid General sanctioned from ECI (IV*100/ I) = ...%

(VI)   Estimated expenditure / demand for the 2nd instalment = Rs.......................................

'It is certified that the expenditure shown in (IV) is met from Commission's fund and not from any other fund like State/ UT budget etc.' Further, it is ensured that there is no duplication in expenditure on this account.

Date:..................................

Place:..................................

....
(Signature of Chief Electoral Officer)

....

(Name of the CEO)

....

(Name of the State/ UT)

Confidential when filled\

Questionnaire number

Baseline/ Endline Survey Template
Knowledge, Attitude and Practice(KAP)

Introduction and consent: Greeting! My name is ------------- (full name). I work for --------------
(name of institute) a research organization based in --------------- (place) that regularly conducts
surveys on various socio-economic and political issues. Presently we are interviewing people here
in ------------------ (name of town/ village) in ------------- (state) and collecting information regarding
about their electoral participation. I'm going to ask you some questions related to registration and
participations in elections. Some of the answers to the questions may be personal, but I want you
to know that all your answers will be kept completely confidential. There is no compulsion on
answering every question and you may choose not to respond to any question. Further, you may
also terminate this interview at any time if you are uncomfortable answering the questions. There
is no penalty for refusing to take part in this interview nor is there any incentive for participation.
However, your honest answers to these questions will help us better understand how people think.
We would greatly appreciate your help in responding to this survey. The survey will take about ----
----------- minutes to ask these questions. Would you be willing to participate?

Section A: Identification and quality control

Q No.	Question	Response	Code		Skip
A1	Consent	Not received	0		
		Received	1		
A2	Name of state/ UT & census code				
A3	Name of district & census code				
A4	Type of residence and region	Rural	0		
		Urban	1		
		Hilly Region	2		
		Non- Hilly Region	3		

A5	Name of AC & code					
A6	Name of polling station & part no.					
A7	Name of village/ urban block & code					
A8	Landmark near house					
Subsection A(i): Details of interview						
A9	Date of interview	(In DD-MM format) 2019				
A10	Start time of interview	(In HH:MM, 24 hour format)				
A11	End time of interview	(In HH:MM, 24 hour format)				
A12	Interview result codes	Completed	1			
		Entire HH absent for a long time	2			
		Postponed	3			
		Refused (Pl. specify reasons)	4			
		HH/ dwelling vacant	5			
		Address of HH/ dwelling not found	6			
A13	**Name of enumerator and ID/ code**					
A14	**Name of enumerator and ID/ code**					
Subsection A(ii): Quality control						
A15	Field: back check					
A16	Field: scrutiny					
A17	Data entry: double entry					

Subsection B(i): Household (HH) roster

NOTE: LIST ALL THOSE WHO LIVE UNDER THE SAME ROOF, SHARE THE SAME KITCHEN AND ARE ABOVE 18 YEARS OLD STARTING WITH THE HH HEAD. THE NUMBER OF ENTRIES IN THE HH ROSTER (B3) SHOULD BE EQUAL TO THE CODE IN B2.

B3	B4	B5		B6	B7	B8	B9	B10	B11
S No.	Name	Relation with HH head		Sex	Age (in years)	Disabled	Migrated in last 1 year	Voted in last Lok Sabha election	Voted in last Assembly election
1		0	1						
2									
3									
4									
5									
6									
7									
8									

CODE LIST FOR HH ROSTER:

• Relationship with HH head: Head=01; Wife/ Husband=02; Son/ Daughter=03; Daughter-in-law/ Son-in-law=04; Grandchild=05; Father/ Mother=06; Brother/ Sister=07; Father-in-law/ Mother-in-law=08; Nephew/ Niece=09; Brother-in-law/ Sister-in-law=10; other relatives=11; Servant/ Others=12

• Sex: Male=1; Female=2; Third gender =3

• Disabled: No=0; Yes (in seeing)=1; Yes(in speech)=2; Yes(in hearing)=3; Yes(in movement)=4;

• Migrated in last 1 year: No=0; Yes=1

• Voted in last Lok Sabha/ Assembly election: No=0; Yes=1

8LAST DIGIT OF Q9UESTIONNAIRE NO.	TOTAL NUMBER OF ELIGIBLE RESPONDENTS IN HOUSEHOLD							
	1	2	3	4	5	6	7	8
0	1	2	2	4	3	6	5	4
1	1	1	3	1	4	1	6	5
2	1	2	1	2	5	2	7	6
3	1	1	2	3	1	3	1	7
4	1	2	3	4	2	4	2	8
5	1	1	1	1	3	5	3	1
6	1	2	2	2	4	6	4	2
7	1	2	1	4	1	2	6	4
8	1	1	2	1	2	3	7	5
9	1	1	2	1	2	3	7	5

INSTRUCTIONS TO SELECT RESPONDENTS FROM KISH GRID: Look at the last of the questionnaire number on the cover page. This is the row number you should circle. Check the total number of eligible respondents from the household roster or B2. This is the column number you should circle. Find the box where the circled row and the circled column meet and circle the number that appears in the box. Record this in B12. This is the selected respondent to whom you should administer the questionnaire. For example, if the household questionnaire number is '3716', go to row 6 and circle the row number ('6'). If there are three people eligible for an interview in the household (it does not matter if they are available for interview or not), go to column 3 and circle the column number ('3'). Draw lines from row 6 and column 3 and find the box where the two meet, and circle the number in it ('2'). This means you have to select the second eligible person.

Q No.	Question	Response	Code	Skip
B12	Number selected from kish grid	Enter code from kish grid		
B13	S. No. of the sampled respondent	Enter code from HH roster/ B3		

Section C: Voter registration

Q No.	Question	Response
B12	Number selected from kish grid	Enter code from kish grid
B13	S. No. of the sampled respondent	Enter code from HH roster/ B3

Q No.	Question	Responses
C1	Do you have a voter's card? (If registered as a voter) (Write 1 = Yes; 2 = No)	
C2	If no, why? (Write 1 = Not aware, how to procure this card; 2 = Lost by self; 3 = Lost by the department; 4 = Could not get time to get photographed; 5 = Did not get information when they are making; 6 = Lack of time; 7 = Cumbersome procedure; 8 = Not Interested in getting the same)	
C3	Are you aware of 'Voter's List'? (Write 1 = Yes; 2 = No; 3 = Can't say/ do not know)	
C4	If yes to Q-3, has your name been enrolled/ included in the voter's list? (Write 1 = Yes; 2 = No; 3 = Can't say/ do not know)	

Q No.	Question	Responses
C5	If no to Q-3 what was the reason? (Write 1 = Did not know about it; 2 = Was not told; 3 = Can't say/ don't know; 4 = Was not interested)	
C6	If yes to Q-4 how did you come to know that your name has to be enrolled? (Write 1 = Friends/ Relatives; 2 = Newspapers; 3 = Local Community leaders; 4 = BLO; 5 = TV; 6 = Can't say)	
C7	If yes to Q-4, was it correctly written in voter's list? (Write 1 = Yes; 2 = No; 3 = Can't say/ do not know)	
C8	Are there members in your family who are 18+ years of age and not registered? (Write 1 = Yes; 2 = No)	
C9	If yes to Q8, what are the reasons for them not to enroll in the voter's list? (Write 1 = Lack of awareness; 2 = Lack of interest; 3 = Lack of valid documents; 4 = Lengthy (difficult) procedure; 5 = Not permanent resident)	

Q No.	Question	Responses
C10	Do you know where to get registered as elector? (Write 1 = Taluka Office; 2 = BDO; 3 = Panchayat Office; 4 = Collector's Office; 5 = Matdar Sahayata Kendra / Voter Centre)	
C11	Are you aware of the EPIC (Election Card)? (Write 1 = Yes; 2 = No; 3 = Can't say)	
C12	Do you have your EPIC? (Write 1 = Yes; 2 = No)	
C13	If yes to Q12, when did you get the EPIC made? (Write 1 = Before last assembly elections; 2 = After last assembly elections; 3 = Don't remember)	
C14	How many days did it take for you to get the EPIC? (Write 1 = Within 15 days; 2 = Within 1 month; 3 = Within six months; 4 = Don't know)	
C15	Was it easy for you to get the EPIC? (Write 1 = Yes; 2 = No; 3 = Can't say/ don't remember)	

Q No.	Question	Responses
C16	If no, what were the main problems you witnessed while getting your EPIC? (Write 1 = Long procedure; 2 = Unfriendly officials; 3 = Can't say; 4 = Inaccessibility of the concerned office)	
C17	If you did not have EPIC, which alternative ID did you use for voting? (Write 1 = License; 2 = Ration Card; 3 = Opening Bank account; 4 = Voter Slip; 5 = Any other)	
C18	Do you know that Govt. / Election office has appointed local persons to help for enrolment? (Write 1 = Yes; 2 = No)	
C19	If yes, to Q18 then what is his/ her designation? (Write 1 = Booth Level Officer; 2 Identification Officer; 3 = Election Agent; 4 = Don't know)	
C20	Has s/ he ever visited your house / office? (Write 1 = Yes; 2 = No; 3 = Can't say)	
C21	Do you know about Voter Centers or VCs (Matdata Sahayata Kendra)? (Write 1 = Yes; 2 = No; 3 = Can't say)	

Q No.	Question	Responses
C22	Do you know VCs provide various services relating to the elector roll? (Write 1 = Yes; 2 = No)	
C23	Have you visited VC any time? (Write 1 = Yes; 2 = No)	
C24	If yes, were you satisfied with the services provided? (Write 1 = Yes; 2 = No)	
C25	Do you know where your Polling booth is? (Write 1 = Yes; 2 = No)	

Section D: ELECTIONS – KNOWLEDGE, ATTITUDE, BEHAVIOUR, BELIEF, AND PRACTICES

Q No.	Question	Responses
D1	Did you vote in last Assembly Elections? (Write 1 = Yes; 2 = No)	
D2	Did you vote in 2019 Parliamentary Elections? (Write 1 = Yes; 2 = No)	
D3	If no to Q1 or Q2 what were the reasons? (Can record more than one reasons) (Write 1 = I did not have electoral photo ID Card; 2 = I did not know my polling station; 3 = Polling station was at distance (I had transportation logistic problem; 4 = Long queue and I did not have time;	

Q No.	Question	Responses
	5 = No faith in political system (or electoral democracy);	
	6 = Did not vote as community or religious leader said so;	
	7 = Head of family said not to vote;	
	8 = Voting is not essential for maintenance of democracy;	
	9 = There was no good candidate;	
	10 = Candidate was not of my choice or community;	
	11 = I just did not want to vote as nothing will change;	
	12 = I was not in my constituency;	
	13 = I was afraid/ felt insecure to go to the polling station;	
	14 = My name was not on electoral roll;	
	15 Any Other (Specify)……………………………	
D4	If yes to Q1 or Q2 what were the reasons? (Can record more than one reasons)	
	(Write 1 = I am political party sympathizer;	
	2 = Casted vote due to threat or coercion;	
	3 = Head of family said to vote;	
	4 = Influenced by friends;	
	5 = Wanted to defeat a particular candidate and/ or a political party;	
	6 = It was my duty/ right;	
	7 = Because of repeated appeal and advertisement by Election Commission;	
	8 = Because of enabling environment (free and Fair) created by Election; 9 = Commission;	
	10 = I got registered in electoral roll;	
	11 = Candidate was good;	
	12= Candidate was of my choice and from community and religion;	
	13 = Candidate visited me personally;	
	14 = Money / Liquor was offered;	
	15 = Any Other (Specify)……………………………………………….…	

Q No.	Question	Responses
D4	How did you find the electoral experience during your last voting? (Write 1 = Convenient; 2 = Inconvenient; 3 = Taxing; 4 = Can't remember)	
D6	What motivated your choice of the candidate during last elections? (Write 1 = Personally known; 2 = Experience; 3 = Honesty; 4 = Commitment; 5 = Any other specify…………………………………………………………..)	
D7	Are there any family members eligible for voting who have not voted? (Write 1 = Yes; 2 = No)	
D8	If yes to Q7, specify possible reasons: (Write 1 = S/ he did not have electoral photo ID Card; 2 = S/ he did not know the polling station; 3 = Polling station was at distance (S/ he had transportation / logistic problem; 4 = Long queue and S/ he did not have time; 5 = No faith in political system (or electoral democracy); 6 = Did not vote as community or religious leader said so; 7 = Head of family said not to vote; 8 = Voting is not essential for maintenance of democracy; 9 = There was no good candidate; 10 = Candidate was not of his/ her choice or community; 11 = S/ he just did not want to vote as nothing will change; 12 = S/ he was not in his/ her constituency; 13 = S/ he did not get voter slip even on polling day at the booth;	

Q No.	Question	Responses
	14 = S/ he was afraid/ felt insecure to go to the polling station; 15 = His/ her name was not on electoral roll; 16 = Any Other (Specify)………………………………………….	
D9	Which is the most influencing factor that affects your voting preference? (Write 1 = Family; 2 = Caste; 3 = Religion; 4 = Candidate; 5 = Any other)	
D10	The Factor influencing high Voter turnout is: (Write 1 = Money power; 2 = Muscle power; 3 = Both; 4 = Good Candidate; 5 = Any other)	
D11	How would you describe your experience in the last elections? (Write 1 = Very Good; 2 = Good; 3 = Not so perfect; 4 = Imperfect; 5 = Can't Say/ Don't Know)	
D12	Do you feel there was security threat during elections at any point? (Write 1 = Very much; 2 = Somewhat; 3 = Not at all; 4 = Can't say)	

Q No.	Question	Responses
D13	Do you think the deployment of police force was sufficient during the last elections? (Write 1 = Very much; 2 = Somewhat; 3 = Not at all; 4 = Can't say)	
D14	What was your experience at the polling booth during elections? (Write 1 = Very Good; 2 = Good; 3 = Not so good; 4 = Not at all good; 5 = Can't Say)	
D15	Whether the polling staff was cooperative during the election process? (Write 1 = Very Cooperative; 2 = Cooperative; 3 = Not so cooperative; 4 = Not at all cooperative; 5 = Can't say)	
D16	Did you face any difficulties in voting? (Write 1 = Yes; 2 = No)	
D17	If Yes to Q 16, then difficulties were (can record more than one option) (Write 1 = Long queue; 2 = No separate queue for senior citizen; 3 = Lack of facilities including drinking water toilet and ramp; 4 = Coercion/ threat by political party booth operators; 5 = Difficulties in locating my polling station; 6 = Difficulties in getting my voter slip at facilitation center; 7 = No guidance from polling personnel; 8 = Any other, specify………………………………………….)	

Section E: Voter awareness and attitudes

Q No.	Questions	Response	Code		
E1	What is the minimum age of registration to be a voter? * Code 99 FOR DON'T KNOW	In years			
E2	What is the date for determining qualifying age for getting registered on the electoral roll/ voting?	18th Birthday	0		
		1st January 11	11		
		Don't know	99		
E3	When is the National Voters' Day celebrated?	Incorrect Date	0		
		Correct Date	1		
		Don't Know	99		
E4	Do you know about: a. option of NOTA/ none of the above on EVM that could be used if you don't like any candidate b. names of candidates available in Braille on the EVM? c. Voter Verifiable Paper Audit Trail VVPAT, that helps verify your vote?	Responses	a.	b.	c.
		1. Yes, saw it when I cast my vote	1	1	1
		2. Yes, have seen one in electoral literacy	2	2	2
		3. Yes, have heard/ read about it	3	3	3
		4. No	4	4	4
E5	Finally, I am going to read out a few more statements and I would like to know your opinion on them. Please tell me if you strongly disagree (=1), disagree (=2), neither agree nor disagree (=3), agree (=4) or strongly agree (=5). There are no correct or incorrect responses so please give me your honest opinion.	Every vote counts			
		Voting should be made compulsory			
		Voting is cumbersome chore			
		Elections are conducted freely and fairly in India			
		EVMs provide accurate results			
		Women should consult male members or elders before voting in elections			
		The influence of money and muscle is increasing in elections			
		I do not intend to vote in the upcoming elections			

Section F: Exposure to SVEEP interventions

Q No.	Question	Response	Code	Skip
F1	Do you recall seeing or reading any voter/ election related campaign of Election Commission of India	Yes	0	G1
		No	1	
		Don't Know	9	G1
F2	Which source did you receive the election related information/	Newspapers/ magazines	1	
		TV advertisements and programmes	2	
		Radio and FM channels	3	
		Activity like Rallies, PrabhatPheris, loudspeaker announcement	5	
		Government offices circular	7	
		Posters, hoardings and publicity materials	8	
		NGO and Civil society Group	9	
		Internet/ social Media/ Whatsapp	10	
		SMS	11	
		PwD app	12	
		At Polling Station	13	
		Others (please specify)		
F3	What were the voter information/ messages you received? * MULTIPLE CODING POSSIBLE	Date of voting and schedules	01	
		Voting is my right and duty	02	
		Cast vote as per choice and without taking any inducement	03	
		≠Go Register or Register	04	
		≠Go Verify or Verify name in Voter list	05	
		12 identity documents allowed for Voting	06	
		Facilities provided at Polling Station	07	
		Priority Voting for old and PwDs	08	
		Voter helpline 1950 or Voter Helpline App	09	
		cVIGIL App related	10	
		NVSP portal	11	
		Others (please specify)		

F4	Do you recall tagline of the campaign during this election? (1 for yes, 0 for No) (State to add state specific tag lines)	a. Sahaj, Sugam, Surakshit matdaan		
		b. chalo kare matdaan		
		c. ≠ Go Register, ≠ Go verify or ≠ Go Vote		
F5	Which of the following celebrities/ Icons do you recall who gave a message for voting? (1 for yes, 0 for No) (State to add regional Icon)	a. M.S. Dhoni		
		b. Mary Kom		
		c. Saina Nehwal		
		d. Aamir Khan		
F6	Have you ever accessed voter portal	Yes	0	F9
		No	1	
		Don't know	9	F9
F7	If yes, for what purpose did you access the website?	To search name and other details on the Electoral Roll	1	
		To register/ make modifications online	2	
		To download registration forms	3	
		To know polling station details	4	
		Others (please specify)		
F8	Did you have a satisfactory experience?	No	0	
		Somewhat	1	
		Yes	2	
F9	Have you ever called on the Voter Helpline No 1950 or used the Voter Helpline App?	None of the two	0	G1
		Voter Helpline No. 1950	1	
		Voter Helpline App only	2	
		Both of them	3	
F10	If yes, for what purpose did you make a call?	To know about registration or voting process	1	
		To verify name on voter list	2	
		To know my polling station	3	
		To know details of my BLO	4	
		To register a complaint	5	
		Other (please specify)		
F11	Did you have a satisfactory experience/ was your problem addressed satisfactorily?	No	0	
		Somewhat	1	
		Yes	2	

Section G: Background information

S. No.	Questions	Response	Code			
G1	What's your educational qualification?	Illiterate	1			
		Primary school	2			
		High school	3			
		Higher secondary	4			
		Diploma/ Certificate	5			
		Graduate & above including Professional/ Technical Courses	6			
G2	What's your occupation?	Student	1			
		Unemployed	2			
		Unemployed available for work	3			
		Government Service	4			
		Private Service	5			
		Own enterprise	6			
		Labourer/ Cultivator/ Agricultural and allied activities	7			
		Home maker	8			
		Others (please specify)				
G3	What's your marital status?	Never married	1			
		Married, no gauna	2			
		Married	3			
		Widowed	4			
		Separated/ divorced	5			
G4	What's your social group?	SC	1			
		ST	2			
		OBC	3			
		Others	4			
G5	How often do you:	Responses	a.	b.	c.	d.
	a. read a newspaper or magazine?	1. Almost every day	1	1	1	1
	b. listen to the radio?	2. At least once a week	2	2	2	2
	c. watch television?	3. Less than once a week	3	3	3	3
	d. Internet (Facebook, WhatsApp etc.)?	4. Not at all	4	4	4	4

S. No.	Questions	Response	Code
G6	During elections, which of the following sources did you rely on the most to get news on elections and politics?	Newspaper/ Magazine	1
		Television	2
		Radio	3
		Internet	4
		Mobile phone	5
		Family/ relatives/ friends	6
		Others (please specify)	
G7	Did you return back home due to impact of COVID-19	(Write 1 = Yes; 2 = No)	
G8	If Yes in G7, did you vote in the last assembly elections	(Write 1 = Yes; 2 = No)	
G9	What type of facilities you were provided on the polling booth on the day of voting related to precautionary measures associated with COVID-19	More than one option may be marked (Write 1 = Markings on ground to know where to stand in the queue; 2 = Availability of soap and water; 3 = Availability of sanitizers; 4 = Availability of masks; 5 = Thermal screening at the polling station; 6 = Any suggestion…)	

Section G: Background information

Q. No.	Questions	Response
H1	Have you come across any publicity/ voter edutainment material aimed at participation of PwDs? (Write 1 = Yes; 2 = No)	
H2	Have you been contacted by the BLO of your area? (Write 1 = Yes; 2 = No)	
H3	How you rate the process of registration (Write 1 = Easy; 2 = Neither easy nor difficult; 3 = Difficult) If option 3 is chosen, please elaborate on the difficulties faced in the process of registration.	
H4	Please elaborate on the difficulties faced in the process of voting. (can record more than one option) (Write 1 = Long queue; 2 = No separate queue for senior citizen/ pwds; 3 = Lack of facilities including drinking water toilet and ramp; 4 = Coercion/ threat by political party booth operators; 5 = Difficulties in locating my polling station; 6 = Difficulties in getting my voter slip at facilitation center; 7 = No guidance from polling personnel; 8 = Any other, specify……………………………………………………)	
H5	Are you aware of the facility of postal ballots is extended to Senior citizens above 80 years/ Person with Disabilities (Write 1 = Yes; 2 = No)	

Section I: Inducement

Q. No.	Questions	Response
I1	Were there any inducements from any groups to influence voting? (Write 1 = Yes; 2 = No)	
I2	Was there use of money power / muscle power by candidates / political parties to influence voters during the last elections? (Write 1 = Yes; 2 = No)	
I3	Do you participate in rallies organized by political parties / candidates? (Write 1 = Yes; 2 = No)	
I4	If yes in I3, Who bears the expenditure incurred on participating in those rallies? (Write 1 = Own expense; 2 = Organizing party)	
I5	Were any of the following inducements used to lure you during the last elections: [Multiple options Applicable] (Write 1= Distributing cash among women through self help groups; 2 = Funding of local club to organize cricket / football matches; 3 = Distributing TV, Radio, Projector etc. for small groups / communities / schools; 4 = Distributing Purse, Bangles, Vanity Case among women; 5 = Distributing liquor; 6 = Distributing food packets; 7 = Distributing coupons for free Diesel, Petrol, LPG, Kerosene; 8 = Distributing cash for construction of toilets, hand pumps and buying of mobile phones and laptops; 9 = Any other, specify………………………………..………………………)	

Sample Chapter Plan (for KAP Survey)

Sample Chapter Plan (with Sample Tables)

    Table of Contents

    Tables and Figures

    Acknowledgements

    Summary of Findings/ Executive Summary

1. Chapter one: Introduction

The objective of this chapter is to introduce the study, detail the research design and outline the research method according to which the project was implemented.

1.1. Background of the Study

This section will provide context to the research.

1.2. Research Objectives

The overall objectives of the study will be listed in this section. These will be defined from the terms of reference provided by ECI and can be expanded by the research institute, as the case might be.

1.3. Research Design

This section will describe the exact research method that was adopted to answer the research objectives outlined in Section 1.2

1.3.1. Geographical Coverage

This sub-section will specify how the total sample size was spread across the state. Ideally, a map portraying the assembly constituencies/ districts (or the appropriate sampling unit) sampled should be provided.

For illustration purposes, consider the following hypothetical example where the survey was conducted only in Seraikela–Kharsawan (SK) district of Jharkhand:

Figure: Map of geographical coverage in a hypothetical survey

1.3.2. Research Methodology

This section will outline which specific research method was adopted for the study i.e. what was the definition of the target respondents and which research tool was used for each component of the study.

The following is an example of a hypothetical sub section:

"Component A: Quantitative survey

Research Tool

A structured questionnaire was used to collect the data. Since the structured questionnaire captured information on knowledge, attitude, beliefs, behaviour and practice, it was called the KABBP tool. It included single response and multiple response questions; most questions are close ended.

Target Group

The KABBP tool was administered to registered voters in the age group 15-60 years.

Component B: Qualitative survey

Research Tool

A discussion guide was used to conduct the focus group discussions and in-depth interviews. A discussion guide is a detailed written outline of topics or prompts for the moderator to illicit information on the above defined information areas.

Target Group

The FGDs were conducted with males and female voters in the age group 18-25 years, 26-40 years and 41-60 years. In-depth interviews were conducted with booth level workers."

1.3.3.   Sample Size

This sub-section will specify the chosen design effect, confidence level, statistical power and any other assumptions that were made in calculating the sample size of the study. The exact formula used should be specified in an appendix. This sub-section will also provide the sample breakdown by assembly constituency/ district or a conveniently chosen unit of analysis, along with breakdown of sample actually achieved and the rate and reasons of non-compliance (in %).

Table: Sample size for quantitative component in a hypothetical survey

Assembly constituency/ district	Sample size proposed	Sample size achieved	Rate of noncompliance (in %)
Ichagarh	400	390	3
Seraikela	400	350	13
Kharsawan	400	400	0
Total sample size	1200	1140	5

The overall rate of non-compliance was 5 per cent because of refusals and non-availability of respondents.

Table: Sample size for qualitative component in a hypothetical survey

Assembly constituency/ district	Focus Group Discussions	Total no. of participants in FGDs	In-Depth Interviews
Ichagarh	10	80	5
Seraikela	10	75	5
Kharsawan	10	70	5
Total sample size	30	225	15

1.3.4.   Sampling Methodology The procedure followed for sampling in experimental/ intervention group and control group (if applicable). It should clearly specify the Primary Sampling Unit (PSU) and the sampling of such PSUs. If the sampling is conducted using a multi-stage random sampling technique then this section will explain how the sampling was conducted at each stage to ensure that representativeness of the survey is maintained. At the end of this sub-section the information could be summarized in the following table

Table: Overview of sampling method adopted for quantitative component in a hypothetical survey

Type of sampling methodology adopted	Three-stage random sampling
Number of districts covered	1
Number of Assembly Constituencies surveyed	3
Number of Polling Stations (PSUs) surveyed	20*3+60
Total sample size targeted (with sample size achieved in brackets)	400*3+=1200(1140)

1.4. Project Implementation

The aim of this section of the report is to provide information about the operational details of the study. It will specify the time period during which the survey was conducted and the practical issues involved in conducting the fieldwork.

1.4.1. Development of Research Tools

This subsection will describe the process of questionnaire development, translation, back-translation and field testing of the research tool.

An example of this again from our hypothetical study is as follows:

"The research tools were developed keeping in mind the overall objective of the research. They were then translated into the local language and also back translated from the local language to English to ensure that no information was being lost due to translation. The tools were finalized after incorporating comments from ECI, feedback received during the training of field teams and research team's observations during the pilot testing."

1.4.2. Training of Field Teams

This subsection will describe the qualifications and experience of the enumerators, along with the process of selection and training of the enumerators.

An example of this from our hypothetical study is as follows:

"The enumerators who were going to administer the survey underwent a rigorousthreeday training on aspects related to the conducting of field work. On the first day, the field enumerators were briefed on the quantitative KABBP tool. It included a detailed question-by-question discussion and various methods of probing/ asking questions were also discussed. Day two included a session on the various ethical considerations during fieldwork, such as privacy, informed consent and special considerations. The field enumerators also conducted mock interviews with each other on the second day. Day three was used to conduct a field visit and familiarize the enumerators with the practical issues during fieldwork. At the end, a quiz was organized to test the enumerator's competence and the results formed a part of the basis of selecting the final group of enumerators."

1.4.3. Fieldwork and Data Collection

This subsection will describe how the data collection process was organized and the team structure.

An example of this from our hypothetical study is as follows:

"The fieldwork was coordinated by Best Survey Research Institute, Ranchi. The Ranchi office recruited the quantitative team, comprising of 16 enumerators and 4 supervisors, and the qualitative team, comprising of 2 facilitators and 2 moderators. The roles and responsibilities assigned were as follows:

The enumerators administered the questionnaires. They were selected by a test. All enumerators could read and speak Hindi and Bengali and had prior experience in conducting surveys.

- A supervisors managed a team of four enumerators. She or he was responsible for scrutiny of all interviews and ensure that data was collected as per the highest quality norms.

- The facilitators helped with the recruitment of the respondents for the focus group discussions. They also set up appointments for the in-depth interviews.

- The moderators, who were graduate students in social sciences, managed the qualitative component of the study.

- A field coordinator, who is an employee of Best Survey Research Institute, monitored the work of supervisors. She was tasked with recruitment of enumerators and training them. Thus, she was the main point of contact person for the research team.

- The research team directed the study and closely monitored the entire process of data collection. They were also present for the training of enumerators and supervised the fieldwork, thus serving as the resource persons for all the teams."

1.4.4. Data Processing

This sub-section will detail how the data entry process was conducted.

An example of this sub-section in our hypothetical study is as follows:

"After the fieldwork was complete, the data entry was conducted by experienced operators under the supervision of the analytics and research team. A double entry system was adopted and the same data was entered by two different operators. Thereafter, the two files were crosschecked to ensure that there was no error at the time of data entry. All data was coded, punched, cleaned and validated before it was handed over to the research team, which conducted data analysis (the findings for which are detailed in the subsequent chapters). The raw data was stored in ASCII format that was converted to STATA/ SPSS format."

1.4.5. Quality Control

This sub-section will describe all quality control mechanisms that were in place both during the fieldwork and at the time of data entry.

An example of this from our hypothetical study is as follows:

"Each team of enumerator was led by a supervisor who supervised the fieldwork for his or her team. Quality checks like accompaniments and spot checks were conducted by the supervisor in 50% of the cases. All questionnaires were scrutinized at the end of the day. (Scrutiny of the questionnaires is the process of double checking the questionnaire to make sure that no vital information has been missed by the enumerator.)

The field manager conducted back checks on the questionnaires in 25% of the cases. (Back-checks are quality control measures that are conducted after an interview has been completed and the questionnaire reviewed by the investigator and handed over to the supervisor. The supervisor visited the same household/ respondent and asked key questions to cross check responses.) In 10% of the cases, the field manager conducted surprise field visits to check if the field team was canvassing the questionnaire correctly.

It should be noted that fieldwork for 2.5% of the questionnaires were conducted again because they did not satisfy the necessary quality procedures."

1.5. Data Analysis and Documentation

This section will briefly discuss any important considerations that matter for the report writing and documentation. In case of quantitative research studies it should discuss the statistical analysis that was carried out. In case of qualitative research studies it should specify how the process of transcription and content analysis was carried out.

1.6. Ethical Considerations

This section will summarize the ethical considerations that were taken into account while conducting the study. These include, but are not limited to: seeking consent of the respondents, ensuring privacy and confidentiality of the respondent is maintained, allowing the respondent the freedom to not answer a particular question/ terminate interview and being sensitive to respondents with special needs.

An example of this from our hypothetical study is as follows:

"- Informed consent

The study warranted a free and fair execution of respondents' right to know the purpose of the visit by the investigator. The investigator informed the respondents the nature and purpose of the study clearly. For the qualitative study, prior consent of the participants was taken. In some cases the consent of the husband was also taken.

- Freedom to terminate the interview & not to respond to questions

Respondents were given complete freedom to not to respond or to terminate the interview/ FGD at any point in the course of the interview/ FGD. The purpose of the study was explained to respondents and opportunity was given for non-participation in case the respondent does not feel comfortable.

- Privacy and confidentiality

Interviews were conducted in a safe setting and respondents of the interview were informed about that though their name will never be disclosed, the information (based on their responses) will be shared with others.

- Respect and dignity of the respondent

The investigators, moderators, recruiters and researchers were strictly asked respected the rights and dignity of all participants. The respondents were treated as being engaged in a process, rather than being treated as mere information givers. Gender roles and cultural factors were kept in perspective in conducting the field work, especially the qualitative component of the study."

1.7. Limitations of the Study

This section will specify the constraints faced by the research team during fieldwork that limit the scope of the study (like whether some part of the sample could not be covered due to rain, safety concerns etc.) and otherwise. For example, it's possible that the research design adopted constrained the scope of the study and such limitations should be summarized in this section.

2. Chapter Two: Socio-Economic Demographic Profile

The objective of this chapter is to profile the respondents according to their social, economic and demographic characteristics so that it can be shown that sample size of the survey was representative of the entire state's population.

2.1.   Age, Sex and Residence

A sample table would be as follows:

Table: Age distribution of the respondents

	Aggregate	Disaggregation 1	Disaggregation 2	Disaggregation 3
Base: All respondents	1140	390	350	400
18-25 years (in %)				
26-35 years (in %)				
36-45 years (in %)				
46 years and above (in %)				
Summary statistics				
Mean age (in years)				
Mean age (in years)				

Table: Sex of respondents (in %)

	Aggregate	Disaggregation 1	Disaggregation 2	Disaggregation 3
Base: All respondents	1140	390	350	400
Male				
Female				

Table: Residence of respondents (in %)

	Aggregate	Disaggregation 1	Disaggregation 2	Disaggregation 3
Base: All respondents	1140	390	350	400
Urban				
Rural				

The age distribution, sex ratio and urbanization rate should be compared with results from the latest round of the Census.

2.2.　Social Profile

Table: Social group of respondents (in %)

	Aggregate	Disaggregation 1	Disaggregation 2	Disaggregation 3
Base: All respondents	1140	390	350	400
Scheduled caste				
Scheduled tribe				
Other backward class				
Others				
Don't know				

2.3.　Education and Occupation

Table: Education of respondents (in %)

	Aggregate	Disaggregation 1	Disaggregation 2	Disaggregation 3
Base: All respondents	1140	390	350	400
Up to primary school				
Middle school				
Secondary school				
Higher secondary				
Graduate and above				

	Aggregate	Disaggregation 1	Disaggregation 2	Disaggregation 3
Base: All respondents	1140	390	350	400
Category 1 / Unemployed				
Category 2				
Category 3				
Category 4				
Category 5				

2.4.   Standard of Living and Wealth index

Table: Sex of respondents (in %)

	Aggregate	Disaggregation 1	Disaggregation 2	Disaggregation 3
Base: All respondents	1140	390	350	400
Household Structure				
Pucca				
Semi-pucca				
Kutcha				
Assets				
Electricity				
Mattress				
Table				
Chair				
Radio				

	Aggregate	Disaggregation 1	Disaggregation 2	Disaggregation 3
Assets				
Television				
Telephone				
Bicycle				
Motocycle/ scooter				
Car/ jeep/ van				
Bank account / post office				
None of the above				
Cooking Feul				
LPG/ Natural gas				
Coal/ lignite				
Charcoal				
Wood				
Straw/ Shrubs/ Grass				
Dung cakes				
Source of drinking water				
Tap inside house				
Tap outside house				
Hand pump/ tube well				
Well				
Pond/ inland lake				
Others				

An asset index/ wealth index can be constructed using Principal Component

Analysis/ Proportionate Possession Weighting.

2.5.   Exposure to media

Table: Exposure to media at least once a week (in %)

	Aggregate	Disaggregation 1	Disaggregation 2	Disaggregation 3
Base: All respondents	1140	390	350	400
Listen to radio				
Listen to radio				
Read newspaper/ magazine				
Visit cinema/ theatre				
Not regularly exposed to media				

2.6. Exposure to intervention (in case of Endline Report)

Table: Exposure to intervention (in %)

	Aggregate	Disaggregation 1	Disaggregation 2	Disaggregation 3
Base: All respondents	1140	390	350	400
Intervention 1				
Intervention 2				
Intervention 3				
.....				

Similarly, one may want to include some additional tables on the frequency of the reach to respondents.

Section 2.5 and 2.6 can also form a separate chapter in the report, since they analyze the impact of the SVEEP Programme (in which case it can be the last/ penultimate chapter in the report, depending on whether there is chapter on conclusions or not).

3. Chapter Three: Knowledge

This chapter of the report presents findings on the levels of awareness on information areas that will be pre-decided by the EC, in addition to any state-specific indicators that were included in the survey. The knowledge indicators could be classified as: correct knowledge and misconceptions. This chapter will also explore the variation in knowledge across socio-economic and demographic background. In addition, the sources of knowledge (radio, television, newspapers/ magazines, friend/ relative, school/ teacher, IEC campaign and other sources) will also be described.

Table: Awareness levels of respondents on key critical indicators (in %)

	Aggregate	Disaggregation 1	Disaggregation 2	Disaggregation 3
Base: All respondents	1140	390	350	400
Key Indicator 1				
Key Indicator 2				
.....				

A good practice is to present disaggregated results and findings on source of awareness as well. The following sample table is an example of the former, where knowledge indicators are cross analyzed with sex, social group & media exposure:

Table: Awareness levels of respondents by key critical indicators (in %)

	Aggregate	Sex		Social Group					Media Exposure				
Base: All respondents	1140	M	F	SC	ST	OBC	Oth	DK	1	2	3	4	5
Key Indicator 1													
Key Indicator 2													
.....													

In case of endline reports, a comparison between baseline and endline should be drawn. A sample table could be as follows:

Table: Awareness levels of respondents on key critical indicators (in %)

	Aggregate		Disaggregation 1		Disaggregation 2		Disaggregation 3	
	B'line	E'line	B'line	E'line	B'line	E'line	B'line	E'line
Base: All respondents								
Key Indicator 1								
Key Indicator 1								
...								

4.   Chapter Four: Attitude

This chapter of the report will present findings on the willingness of respondents to register and turn out to vote, thus shedding light on the attitudes of people towards elections. (The specific on information areas and indicators will be pre-decided by the ECI.)

5.   Chapter Five: Practice

This chapter of the report presents findings on the behaviour of respondents with regards to registration and voting. (The specific on information areas and indicators will be pre-decided by the ECI.)

6.   Chapter Six: SVEEP Programme

The aim of this chapter is to analyse how awareness of ECI's campaign impacted knowledge, attitude and practice among respondents. As mentioned earlier this chapter would be based on section 2.5, section 2.6 and additional analysis.

7.   Chapter Seven: Conclusions

This chapter provides overall conclusions and recommendations based on the findings of the survey.

References

Appendix

   A.   Research tools

   B.   Formula for calculation of sample size, assumptions and estimates of sampling errors

Sample Size & Sampling Methodology (for KAP Survey)

The following formula was used to determine the sample size for various target groups:

$$S = (c^2 \times p \times (1-p) \times d) \div e^2$$

where,

S = Sample Size c = Confidence Interval

p = Proportion of respondents with key characteristics d = Design effect

e = Standard error

For the purpose of the survey, the following assumptions have been made: c = 1.96 (Z-value corresponding to 95% confidence level)

p= 0.5 (it is assumed that at least 50% – a conservative estimate – of the respondents have key characteristics)

d= 1

e= 0.05 (in order to estimate sample size with 5% margin of error)

According to the above formula, the minimum sample size required for the quantitative survey at 95% confidence level and 5% margin of error (with a design effect of 1) is 384. In other words, say we are trying to calculate a sample that is representative of the young voters in the age group 18-25 and our prior belief is that about half of them don't vote. Thus, assuming that roughly 50% (0.5) of all the electors in the given age group 18-25 have not voted in election the sample size for it on the basis of formula given above will be 384.

If we consider that roughly 7% (0.07) of all the eligible voters has not been registered in electoral roll in age group 18-25. The sample size for it on the basis of formula given above will be 100.

If we consider that roughly 10% (0.1) of all the electors has been benefited by SVEEP Programme in age group 18-25. The sample size for it on the basis of formula given above will be 138.

In this illustration, we assume that the objective of the KABBP survey is to measure (a) gaps in registration (b) reasons for low turnout and (c) impact of the SVEEP intervention campaign. Given this, we define the following terms:

Design effect:

The loss of effectiveness by the use of cluster sampling, instead of simple random sampling, is called the design effect. The design effect is basically the ratio of the actual variance, under the sampling method actually used, to the variance computed under the assumption of simple random sampling. The interpretation of a value of (the design effect) of, say, 3 is that the sample variance is 3 times bigger than it would be if the survey were based on the same sample size but selected randomly. In general, for a well designed study, the design effect usually ranges from 1 to 3. It is not uncommon, however, for the design effect to be much larger, up to 7 or 8, or even up to 30.

If we consider a design effect 2.5 for the survey, then to know the non-registration, the sample size will be 250; the sample size for voting-turnout will be 960, for benefit from SVEEP Programme, the sample size for it will be 345.

Contingency:

The sample is further increased by 5% to account for contingencies such as non-response or recording error. To know the non-registration, the sample size will be 263; the sample size for voting-turnout will be 1008, for benefit from SVEEP Programme, the sample size for it will be 362.

For stratum-wise estimate:

If we want reliable estimate for 5 stratum separately, then to know the non-registration, the sample size will be 1313; the sample size for voting-turnout will be 5040, for benefit from SVEEP Programme, the sample size for it will be 1811.

Number of households to be interviewed:

If we consider on an average three eligible voters from each household, for estimates of non-registration, the number of households to be surveyed will be 438, for estimates of voting turnout survey of 1680 households will be required and for benefit from SVEEP Programme 604 households will be required to survey. Thus, according to one set of assumptions, it can be said that 1680 households need to be surveyed in each state. The ECI should recalibrate the entire exercise to suit its own needs.

State wise variation in selection of sample:

The sample size will be varying in large states and small states with taking account of design effect or probability of selection. In small states, probability of selection of PSU will be high and in big states, it will be low, even an equal probability may not be achieved at the stage of selection of household, as the size of PSU may vary. It can be adjusted partly by increasing sample size for big states and partly by state-wise weight design.

Weights:

Data will be weighted if the sample design does not give each individual an equal chance of being selected. Weight is usually the inverse of probability of selection for each sampled household. Weight adjusts over-representation and under-representation of household. It takes account of non-response also. Weight design may include the differential in probability of selection by states and by socio-economic or demographic categories and a national level estimate can be produced.

Sampling Methodology

Concepts and definitions:

A scientific method of sampling which can produce reliable estimates is probability sampling. A probability sampling is one in which every unit in the population has a chance (greater than zero) of being selected in the sample, and this probability can be accurately determined. The probability sampling allows for the adjustment of biases and errors so that reliable estimates are possible. When every element in the population has the same probability of selection this is known as an Equal Probability of Selection (EPS) design. EPS is possible either in simple or systematic random sampling. This is the simplest method of sampling of a given population and the least complex for the purpose of estimation. However, in the large scale sample survey we have to include the following methods in our sample design:

1.   **Stratified sampling:** Where the population embraces a number of distinct categories, and we need inferences about specific subgroup, the frame can be organized by these categories into separate "strata." Each stratum is then sampled as an independent subpopulation, out of which individual elements can be randomly selected. Dividing the population into distinct, independent strata can enable researchers to draw inferences about specific subgroups that may be lost in a more generalized random sample. Since each stratum is treated as an independent population, different sampling approaches can be applied to different strata, potentially enabling researchers to use the approach best suited (or most cost-effective) for each identified subgroup within the population.

2.   **Multistage or cluster sampling**: Sometimes it is more cost-effective to select

respondents in groups ('clusters'). Sampling is often clustered by geography. It also means that one does not need a sampling frame listing all elements in the target population. Instead, clusters can be chosen from a cluster-level frame, with an elementlevel frame created only for the selected clusters. Cluster sampling is commonly implemented as multistage sampling. This is a complex form of cluster sampling in which two or more levels of units are embedded one in the other. The first stage consists of constructing the clusters that will be used to sample from. In the second stage, a sample of primary units is randomly selected from each cluster (rather than using all units contained in all selected clusters). Cluster sampling generally increases the variability of sample estimates above that of simple random sampling, depending on how the clusters differ between themselves, as compared with the within-cluster variation. For this reason, cluster sampling requires a larger sample than SRS to achieve the same level of accuracy - but cost savings from clustering might still make this a cheaper option.

3.   Probability-proportional-to-size (PPS) sampling: In which the selection probability for each element is set to be proportional to its size measure. The PPS approach can improve accuracy for given samples size by concentrating sample on large elements that have the greatest impact on population estimates. In multi-stage sampling, often we need to combine PPS method to adjust the size of the cluster which we select before the selection of the ultimate unit of sampling.

Examples of sampling methodologies

National Election Studies

The National Election Studies use a three-stage sampling method. In the first stage, the sampling unit (for the selection of assembly constituencies) is the state. In national surveys, the assembly constituencies are stratified according to states and ACs are sampled using Probability Proportionate to Size (PPS) sampling method, while keeping past election results and demographic characteristics of the sampled constituencies in mind. In the second stage, polling stations within each sampled constituency are sampled (again using PPS) . In the final stage, the respondents are from the electoral rolls using a Systematic Random Sampling (SRS) method. All interviews are face-to-face using a standard, paper and pencil structured questionnaire.

National Family and Health Surveys

There are separate sampling methodologies for urban and rural areas. For rural areas, a two stage stratified sampling is adopted in which the selection of village is followed by selection of household. The first level of stratification is geographical and district are subdivided into regions. Villages are further stratified based on size, distance from nearest town, proportion of

non-agricultural workers, proportion of schedule castes/ tribes and female literacy. Stratification was aimed to create not more than 12 stratum in small states and not more than 15 in large states. Primary Sampling Units (PSU) are selected systematically with PPS method. In some cases small adjacent villages has been merged. On average 30 households were selected from each village. For urban area, three stage of sample design has been adopted, selection of towns, urban block, and finally household. The survey also applies a weights to make estimates reliable at the state leve.

National Sample Surveys:

A stratified multi-stage design was adopted for the 68th round survey. The first stage units (FSU) were the 2001 Population Census villages (panchayat wards in case of Kerala) in the rural sector and Urban Frame Survey (UFS) blocks in the urban sector. In both sectors the ultimate stage units were households. When a large FSU was selected, there was an intermediate stage of sampling: the FSU was partitioned into a suitable number of hamlet-groups/ sub-blocks and two of these were selected to provide the households which would form the sampling frame for ultimate-stage sample selection.Within each district of a State/ UT, generally speaking, two basic strata were formed: (i) a rural stratum comprising all rural areas of the district and (ii) an urban stratum comprising all urban areas of the district. If, however, within the urban areas of a district, there were million-plus cities (towns with population 10 lakhs or more as per Population Census 2001), each such city formed a separate basic urban stratum and the remaining urban area of the district, another basic urban stratum. For the rural sector, from each substratum, sample villages were selected with Probability Proportional to Size With Replacement (PPSWR), size being the population of the village as per Census 2001.

Terms of Reference for a Survey Agency

Baseline and Endline Survey of Knowledge, Attitude, Belief, Behaviour and Practice(KABBP) of voters and non-voters in XYZ state for the Election Commission of India.

(a) Background

Same as in ECI's SVEEP Compendium (2013)

http:/ / eci.nic.in/ eci_main1/ current/ SVEEP%20Compendium%20Final.pdf

(b) Need and Scope of Study

Same as in ECI (2013)

(c) Impact Assessment

•   To asses voter enrolment rates, knowledge of Form 6 and find reasons for nonenrollment among non-voters.

•   To asses EPIC ownership rate and find reasons for not owning among nonholders.

•   To find voter turnout in the sample and find reasons for not voting among eligible voters.

•   To assess the awareness and knowledge of electoral process, their attitudes towards and beliefs about democracy and elections, their experiences of previous elections, perceptions and practice of voters.

•   To measure the effectiveness and impact of SVEEP.

(d) Coverage

The proposal should specify the target groups and coverage for qualitative and quantitative component of the survey. It specifies the name of state(s) in which the research will be conducted, the total number and sampled number of constituencies, electors and polling booths. The survey agency should also suggest a scientific sampling design so that the sample is representative. The proposal should also specify the formula (and assumptions) used to calculate sample size and the justifications for doing so.

(e) Operations and Quality Control

The proposal should outline the operational procedures and quality control norms that will be followed during the survey. It should discuss:

•   Development of research tools (for example, what will be the language of questionnaire/ discussion guide, will it be translated and back translated, where and how will the tool be piloted etc.)

•   Fieldwork team structure and composition (for example, what will be the field team size, how will be enumerators and supervisors be recruited/ what are the criterion for recruitment etc.)

•   Training of enumerators and supervisors

•   Quality control checks during fieldwork (for example, what percentage of the sample will be back checked etc.)

•   Data entry and management and quality controls (for example, how will the data be processed, will there be single or double data entry etc.)

(f) Professional Qualification The firm/ institute should have:

•   Demonstrated expertise in the research and data analytical skills required for this study, including sampling, research design, methodology and data analysis

•   A strong technical team led by a social scientist/ expert/ consultant who has experience

working with election studies, development sector , law & governance, communication & population studies .

•   Sufficient and experienced staff who are able to ensure quality fieldwork, data entry and analysis.

•   Firms/ research institutes/ Non-Governmental Organizations/ Agencies with a political identity and with instances of financial or administrative irregularities are not eligible.

(g) Schedule and Deliverables

The following is the expected schedule of tasks:

1.   Finalize a sampling frame and operational/ management plan (Date)

2.   Conduct pilot test (Date)

3.   Develop survey tools and instruments (Date)

4.   Training of the field teams (Date)

5.   Conduct field research (Date)

6.   Undertake analysis of data collected (Date)

7.   Make a presentation on the top line findings (Date)

8.   Submit a final report based on feedback given by Election Commission (Date)

The following are the expected deliverables:

1.   Inception report and final research design

2.   Final research tools and field manuals

3.   Raw datasets in STATA/ SPSS (preferred) or excel format

4.   Final report (Word format) along with clean and labelled data sets.

Due Date for Submission of Proposals:

Responses to this TOR should be submitted no later than (Time) on (Date). Applications delivered and/ or received after the due date will not be considered.

(h) Submission of Proposal

Qualified agencies are required to submit a detailed study proposal with the following components:

Format of the proposal should be as follows:

Form TECH-1: Letter of Proposal Submission:

Mention the names and addresses of the company and each associated consultant in the project if it is a consortium.

Form TECH-2

Provide here a brief description of the background and organization of your firm/ entity and each associate for this assignment/ job. The brief description should include ownership details, date and place of incorporation of the firm, objectives of the firm etc.

Also if the consultant has formed a consortium, details of each of the member of the consortium for this assignment/ job.

Form TECH - 3

Suggest and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the Assignment/ job (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and incorporated in your proposal.

Form TECH-4

Technical approach, methodology and work plan are key components of the Technical Proposal.

You are suggested to present your Technical Proposal divided into the following three chapters:

a) Technical Approach and Methodology

A detailed methodology on how the assignment shall be conducted. Technique for development of research tools and pilot testing should also be mentioned in detail. Data analysis and tabulation techniques/ plans must also be mentioned in detail.

b) Work Plan

Propose and justify the main activities of the assignment/ job, their content and duration, phasing and interrelations, milestones (including interim approvals by the Employer), and delivery dates of the reports, in line with the methodology. Information you would need from ECI, plan for data collection phase, and outline plan for managing data collection. Also details of mechanisms you will use for data quality assurance during field work (what percentage of

the sample will be back checked, spot checked etc.) and data entry process (will there be single or double data entry?).

c) Organization and Staffing

The consultant should propose and justify the structure and composition of your team. You should list the main disciplines of the Assignment/ job, the key expert responsible, and proposed technical and support staff.

FORM TECH-5, FORM TECH-6

Details, including CV's of staff/ consultants who will be made available for the study, including duration of availability

FORM FIN-1, FIN-2, FIN-3

Financial proposal must have provided detailed explanation of the budget, summary of costs and breakdown of the remuneration of each staff/ consultant.

Do's and Don'ts for Media Outreach

1	**Don'ts - Strict No** ● Don't criticize any party or candidate. ● Don't criticize the government. ● Don't talk about development or criticize existing infrastructure and systems. ● Don't talk about CHANGE (as it may be construed as campaigning against the party in power). ● Don't ask people who they will vote for. ● Don't ask people who they voted for, on or after poll day. ● Any advertisement on voter participation by ECI/ CEO should not immediately precede or immediately follow any political advertisement; it can be misleading ● Hosts/ RJs of partner FM/ CR stations should not share the dais with any political party or candidate at any public function during the election period ● Don't talk about making the country NEW or STRONG, as it may be associated with any one party ● Don't talk about youth leadership of the country, it may be construed as promoting a particular party ● Avoid colours of Political parties of the State/ Nation ● Avoid slogans or phrases being used by Political Parties ● Be aware of the tag lines and advertisement statements of political parties, so that it can be strictly avoided
2	**Do's – Yes** ● Talk about participation — Registration and Voting ● Talk about process — What, Why, Where, When and How to Register and Vote a. Only those registered on Electoral Roll, can vote. Thus it's important to check if name is on the roll, even if you possess an EPIC. In some cases, EPICs were issued to electors some years back, however name were deleted following due process (maybe person was not found at his residence on visits by BLO etc).:- b. Verify your Name & Details on Electoral Roll:- i Through www.nvsp.in ii By Calling National helpline No. 1950.

Do's and Don'ts for Media Outreach
iii   By using 'Voter Helpline' mobile app. iv   SMS <ECI><space><EPIC No> to 1950 or on alternate numbers given by States. v   Names can also be checked at ERO office, Voter Facilitation Centres (wherever they exist) or from Booth Level Officer, CEO's website or Election Commission's website. vi   EPIC is the identity document issued by ECI to all those who are registered on the electoral roll vii   If you have not received the Voter slip, no worries, contact your BLO, however, voter slips can also be collected from the election official outside the polling station on the poll day. ●   Talk about ethical and informed voting a.   Under Section 123 of RPA 1951, giving as well as taking of bribe is deemed a corrupt practice and can invite disqualification from voting b.   Don't be induced into voting for money c.   Don't be induced into voting on caste and religious lines d.   Vote for right candidate e.   Vote without fear ●   Talk about democracy, having a voice in democracy ●   Talk about Voting as a Right ●   Voting is easy ●   Make Voting fashionable ●   Make Voting Cool ●   Make Voting Smart ●   Make non-voting uncool ●   Be innovative and interesting ●   Have contests ●   Have phone-ins from people at Polling Stations

Do's and Don'ts for Media Outreach

3	On Poll Day

● Announce the poll timings — the same are usually from 7 am to 6 pm at most polling stations, but confirm with CEO's office before announcing

● People can use the photo voter slip given by the elections officials as identity document. Even if voter slip not received, one can carry EPIC or one of the specified identity document and go to the polling booth to vote

● Alternate Identity document that can be used may be specified - the same is announced few days before polls

● If you are standing in the queue at the time of the close of polls i.e. 6 pm, in most places you can vote, the polling booth shall be kept open till the last man who had joined the queue before specified closing time of the poll, casts his vote.

● Inform that Mobile phones, laptops, I pads etc are not allowed inside the polling booth, so they should leave the same at home

● Remind people to come and vote throughout the day

● Motivate people to vote

● Make it clear that voters should not reveal whom they voted for on the poll day on any telecast or broadcast media

Knowledge Resources	
1	**Facilitation at Polling Station** a. Voter Slip with details of Polling Station and location in Electoral Roll is given to every voter few days before poll day by BLO b. Voter Slip can also be generated online at www.nvsp.in c. Ease of Voting; Volunteers at Polling station to assist voters d. Separate queue for men, women and PwDs e. Priority given to PwD and elderly; f. Crèche facility for small children g. Drinking water and First Aid facility h. Ramp, wheelchair and proper signages i. Tactile Signages, Sign language facilitation, Braille on EVM for PwD voters j. Voters cannot carry any gadgets, mobile phones or electronic equipments inside the polling station
2	**Use of EVM-VVPAT** a. EVM carry names and symbols of all contesting candidates. NOTA option is available as the end of the list on EVM. b. VVPAT is placed adjacent to EVM and it displays the name and symbol of the candidate in whose favour the vote has been cast on a printed paper slip through a transparent window. c. This printed paper slip is visible for 7 seconds and then falls back into the VVPAT machine. d. To cast your vote, press the blue button on EVM against the name/ symbol of the candidate of your choice. Red light will go against the chosen candidate's name/ symbol with a loud beep sound. e. VVPAT machine will print a slip containing Serial Number, Name and Symbol of the chosen candidate. The printed slip goes back into the VVPAT machine.
3	**Voting Provision for Overseas Indian Electors** a. Any citizen of India who is 18 years old or older who is living outside the country for education/ job or any other purpose can register at the place/ constituency as show in the Passport b. The person needs to submit Form 6 A to register as an Overseas Indian Elector

	c. Voting has to be physically at the Constituency; No Voter ID given, Passport has to be shown at Polling Station d. If person was earlier registered as a general voter, then they should surrender their EPIC while submitting Form 6A for registration as Overseas voter e. After coming back to India, they can register as general voter at their place of ordinary residence and get their enrollment as overseas elector deleted.
4	**Voting Provision for Service Voters** a. Members of Armed Forces, Paramilitary, State Armed Police deployed in other state and Indian Missions can register as Service Voters b. They can register as Service Voter at www.servicevoter.nic.in c. Service Voters can vote through Postal Ballot i.e. unlike General voter they can vote at their constituency even when they are away on duty through a postal ballot d. Armed Forces are given additional facility of Proxy vote; i.e. they can choose any ordinary resident of their constituency as a proxy voter who can vote on behalf of Service Voter e. Armed Forces personnel can also register as General Voter at place of posting if it is a peace station f. Wife of a Service Voter can be enrolled in the same part on the basis of a declaration made by her husband in the form and no separate declaration is required from her.
5	**Voter Helpline Number – 1950 (toll free)** a. Helpline Service available in regional language based on location of caller b. Information related to election, EVM-VVPAT, electoral registration process can be sought c. Information related to Polling Station, Assembly/ Parliamentary Constituency as well as details of Electoral Officers d. Complaints and grievances can be lodged

Knowledge Resources	
6	Voter Helpline App
	a. Can be directly downloaded from Google Play Store
	b. User can submit form online through the app as well as track its status
	c. User can verify their name in Electoral Roll
	d. Other information related to election, EVM-VVPAT as well as results
7	PwD App
	a. Can be downloaded from Google Play Store
	b. App has in-built accessibility features
	c. Eligible PwD citizens can register as a PwD voter. Already registered PwD electors can mark themselves as a PwD voter to avail wheelchair and other facilities better
	d. They can also lodge their complaints through the app.
8	cVigil App
	a. Can be downloaded from Google Play Store
	b. User can lodge complaint of any violation of Model Code of Conduct or illegal expenditure directly to Election Commission through this app
	c. Send real time photo/ video directly to DEO
9	Informed & Ethical Voting
	a. Electors can take an informed decision during election by:
	i. Scrutinizing the manifesto of the candidate
	ii. Reviewing the educational, financial and criminal background of the candidate in their affidavit submitted to ECI.
	iii. Candidates' affidavit can be reviewed at State/ UT's CEO website or at the office of Returning Officer of the constituency.
	b. Voting on the basis of caste and religion is detrimental to the interest of our society and the country
	c. Taking or receiving any bribe or inducement for voting is an offence

Major Initiatives by ECI

1	Icons/ Ambassadors: National/ State Icons/ Ambassadors, PwD icons have been appointed at National / State level to serve as neutral influencers.
2	MatdaataMitra (Poll Volunteers): These volunteers shall be provided with elementary training on the do's and don'ts at the Polling station alongwith basic etiquettes session on helping the persons with disabilities, elderly, or any other person, who may require basic assistance at the polling Station.
3	Ground level support. Anganwadi workers and other field functionaries like P&RD, Women and Child Welfare, Health & Family Welfare, Youth Affairs, and Civil Defence- SHGs, ICDS workers, ASHA workers, Block Youth Affairs and Civil Defence Volunteers are widely used to reach the potential women and young electors and getting them enrolled.
4	Electoral Literacy Clubs (ELCs). ELCs have been established all across in India in educational institutions and communities not covered under the formal education system. The main objectives for Establishment of ELCs are as under :- a. To educate the targeted populations about voter registration, entire electoral process and related matters by engaging them through well designed attractive resources in hands on experience; b. To aid in EVM and VVPAT familiarization and education about the robustness and integrity of the electoral technology in place in India. c. Capacity building for generating / locating information on what, when, where and how of the elections and electoral process right from a young age of around 14 years. d. To help the target audience understand the value of their vote and exercise their suffrage in a confident, comfortable and ethical manner. e. To facilitate the target audience in understanding the constitutional, legislative and legal provisions besides the technological innovation and integration in elections and nature and role of the Election Commission, Courts, Media and other stakeholders. f. To harness the potential of ELC members for carrying the electoral literacy in communities. g. To facilitate voter registration for its members as they achieve the age of 18. The ELCs have been established as per the following structure : a. ELC Future voters – for classes IX to class XII. b. ELC New Voters – College, University, all other educational institutions including professional and technical education institutions.

Review of Poll Preparedness
CEO SVEEP Activity Report

Name of the State:……………

Date:

SVEEP activity calendar:

	Period	Starting Day	Ending Day	Duration	Status update and details thereof
More than six months before poll day					
1	Formation of State and District SVEEP Core Team	300	240	61	
2	Formation of State and District SVEEP Core Team	300	P	301	
3	Preparation of state SVEEP Plan	240	210	31	
Six months before poll day					
4	Stakeholder Consultations for SVEEP at State & District level for partnership & colorations.	180	P	181	

	Period	Starting Day	Ending Day	Duration	Status update and details thereof
Five months before poll day					
5	Preparation of the District SVEEP plan	150	135	16	
Four months before poll day					
6	Updating of DEO's website	120	P	121	
7	Updating of CEO's website and CEO's portal on ECI website	120	P	121	
8	Identification of low voter turnout areas and reasons analysis	120	100	21	
9	DEOs/ CEOs personal visit to the low voter turnout areas	120	30	9	
10	SVEEP: Preparation of campaign material	100	80	21	
11	Appoint State and District Icons	90	75	16	
12	Finalization of SVEEP creatives and Media plan	90	60	31	
Three months before poll day					
13	Implementation of SVEEP plan	90	P	91	

	Period	Starting Day	Ending Day	Duration	Status update and details thereof
Two months before poll day					
14	Workshop for Campus Ambassadors	50	48	3	
15	Activate BAGs	50	45	6	
16	Preparation of communication plan	50	45	6	
17	Issue and collect Sankalp Patras/ Pledge letters through schools	40	10	31	
One month before poll day					
18	Mass mobilisation events	15	1	15	
19	Distribution of Photo Voter Slips and Voter Guide to every household	9	5	5	
20	DEO's invitation letter to vote in newspapers	1	P	2	
Poll Day					
21	Poll Day reminders through SMS, Tickers on TV channels	P	P	1	

Analysis of voter turnout areas (Voter Participation/ Identification of gaps/ Low Voter Turnout (LVT):

Analysis template should, inter alia cover the following:

• Deficiencies or reasons for failure in previous SVEEP attempts:

• SVEEP deficiencies in past

• Voter apathy

• Socio-cultural reasons (female turnout data, etc)

• Other reasons such as health of electoral roll, migrated voters, extremism, booth-level issues etc.

1. ACs with low voter turnout and its analysis:

ACs with low voter turnout (below state average)	Voter Turnout	Reasons behind non-voting	Identified segment groups (of non-voters)	Targeted SVEEP activities/ strategy/ interventions

2. Polling station with low voter turnout and its analysis:

Polling stations with low voter turnout (below AC/ state average)	Voter Turnout	Whether visited by DEO personally?	Reasons behind non-voting	Targeted SVEEP activities/ strategy/ interventions

3. Details of ELCs/ VAFs/ ChunavPathshalas

Electoral Literacy type	Total number	Active ELCs
Electoral Literacy Clubs (For future voters/ Schools)		
Electoral Literacy Clubs (For Young voters/ College)		
Voter Awareness Forums		
Chunav Pathshalas		

4. Details of Partnership with stakeholders for SVEEP interventions

Partnering organization / Institution	SVEEP activities undertaken/ planned	Outcomes

5. Details of State and District level Icons

Name	Specialization / details	Icon appointed since	Activities undertaken/ planned	Contact details (Email/ Mobile no.)

6. **Unique SVEEP interventions and details thereof:**

Unique SVEEP interventions planned/ carried out	Details	Outcome

7.   Post poll activities

●   Submission of human/ unique stories for compilation

●   Uploading of high res videos/ photos on ECISVEEP portal

●   KABP- Endline Survey (by CEO)

(To be signed by the CEO Concerned)

DEO SVEEP Activity Report

Analysis of voter turnout areas (Voter Participation/ Identification of gaps/ Low Voter Turnout (LVT):

Analysis template should, inter alia cover the following:

- Deficiencies or reasons for failure in previous SVEEP attempts:
- SVEEP deficiencies in past
- Voter apathy
- Socio-cultural reasons (female turnout data, etc)
- Other reasons such as health of electoral roll, migrated voters, extremism, booth-level issues etc.

1.   **Analysis of Low voter Turnout areas (AC wise)**

Polling stations with low voter turnout (below AC/ state average)	Voter Turnout	Whether visited by DEO personally?	Reasons behind non-voting	Targeted SVEEP activities/ strategy/ interventions

2.   Details of Partnership with stakeholders for SVEEP interventions

Partnering organization / Institution	SVEEP activities undertaken/ planned	Outcomes

3.   Details of State and District level Icons

Name	Specialization / details	Icon appointed since	Activities undertaken/ planned	Contact details (Email/ Mobile no.)

6.   Unique SVEEP interventions and details thereof:

Unique SVEEP interventions planned/ carried out	Details	Outcome

Checklist

2.6.1 National Level Checklist

2.6.1.1 GENERAL

1. Set up a full-fledged directorate of SVEEP at the national level comprising an optimal mix of in-house experts, officials, consultants and professional agencies.

2. Lay down a comprehensive framework for hiring of domain experts/ consultants and professional agencies at the state, district and constituency levels.

3. Conduct conferences, workshops and seminars with states and other stakeholders to create awareness about SVEEP Strategy -4 framework.

4. Provide adequate SVEEP funds to the states to support due implementation of the SVEEP Strategy- 4 framework.

5. Develop a national consultative framework for SVEEP covering all levels and stakeholders; organize an annual national consultation conference as a flagship event; setup National Advisory Committee (NAC) on SVEEP.

6. Develop a structured framework by which various divisions of ECI (ER. Media & Communication, IT, SDR, Accessibility etc) are assigned tasks relating to SVEEP☐ strategy and they work in close coordination with the SVEEP division towards achieving the objectives set out in the strategy.

7. Develop a framework of engagement (Model MoU) for SVEEP partnerships.

8. Institutionalise a robust framework for imparting continuous electoral and democracy education in the country; introduce credit based courses at the school and college level; setup chairs on electoral education in renowned central and state universities; establish a centre for electoral education at the national level to run a flagship diploma course.

9. Introduce a regular series of sponsored programme on popular TV and radio channels for enhancing electoral awareness; partner with suitable production entities for producing such series.

10. Run specific SVEEP campaigns on TV during SSR, continuous updation and election periods.

11. Develop a national SVEEP training framework; prepare SVEEP training modules and a SVEEP training calendar for conducting cascaded training of SVEEP functionaries/ agencies/ partners at all levels; conduct training for master trainers from national to AC level; review training outcomes.

12. Develop a national SVEEP plan for the ensuing Lok Sabha Election 2024 in consultation with all stakeholders and in consonance with the SVEEP Strategy-4 framework.

13. Develop a theme, logo and signature tune for every parliament election, every NVD and every SSR to be used by all states.

14. Launch an FM radio (may be named FM Nirvachan) in all major languages to be run through outsourcing; the channel may primarily carry popular entertainment content as per the taste of various target groups identified by the strategy document and delivering awareness content in between, in an interesting/ exciting manner.

15. Develop an online SVEEP directory of messages, slogans, cartoons, songs, videos, other creative content, and documentation of SVEEP campaigns, success stories and case studies etc to facilitate sharing and mutual learning.

16. Monitor the penetration/ usage level of citizen-centric mobile apps.

17. Monitor social media footprint of states and rate all states.

18. Evaluate SVEEP action plans of states with reference to the strategy framework.

19. Develop a suitable mobile application (or a module in Garuda app) through IT division to enable to and fro personalized communication between the BLO and each Voter in his jurisdiction for facilitation, feedback, suggestions and sharing of SVEEP messages.

20. Review the status of SVEEP partnerships at all levels as per the 5th key strategy.

21. Develop a SVEEP calendar, a minimum SVEEP package, a voter information package for the guidance of all states/ districts/ ACs; periodically update the same.

22. Formulate guidelines for using CSR resources in SVEEP.

23. Formulate guidelines for issuing paid advertisement on social media platforms, as no DAVP rates exist for this type of outreach.

24. Issue guidelines on conduct of KAP survey and framing of questionnaire.

25. Formulate policy guidelines for appointment of icons from state to booth level; introduce a sunset clause (2 years) with a provision for annual extension at the level of CEO.

26. Develop a chatbot and WhatsApp service on electoral registration and participation to answer queries and assist citizens.

27. Make provision for marking PwD electors in all 21 disability categories as per RPD Act 2016 against the current system of marking only in 4 categories (visual, hearing, locomotor and others); enable self-checking of the PwD marking status via SMS service, 1950 helpline and on NVSP and VHA; enable PwD marking service and marking status on Garuda app.

28. ECI may enter into agreements with Ministry of Education, Ministry of Social Justice and Empowerment and Registrar General of India for sharing data of students, PwD beneficiaries and deceased persons.

29. Explore the possibility of getting projected census data at the booth level so that various ratios

could be worked out in respect of part-rolls too, which will help in objectively rating the BLO performance.

30. Create suitable mechanism to capture the turnout data of all target groups (through Booth app or otherwise) to plan and implement target interventions more effectively.

31. Issue SOP for identification, consequential field work and documentation of poll day individual non-voters by BLO and its utilization for cleaning up rolls, designing SVEEP campaigns and reaching out to such non-voters before the next election.

32. Assess the health of the electoral rolls of all constituencies on specific parameters (EP ratio, Gender ratio, Age cohort ratios, PwD ratio, DSE, PSE, Repeat EPICs, Aadhar linking, Mobile linking etc) through the ER and IT divisions; rate the electoral rolls of every AC, district and state on a monthly basis; generate SVEEP guidance for improving the ratings.

33. Develop prototypes of SVEEP messages/ creatives (covering the entire spectrum of the IMF-EEE paradigm) to create awareness about changes in the electoral law, online registration methods, self-checking of voter details, linking Aadhar and mobile number with voter ID, filing advance application by prospective electors, deletion of deceased and permanently shifted electors, combating urban and youth apathy in registration and motivating each target audience as per the 3rd key strategy to register as voters. Share these prototypes with the states for local adaptation.

34. Monitor the efforts made by states regarding identifying and cataloging all categories of non-voters (who generally remain outside the fold of electoral system due to their peculiar circumstances) particularly in the low registration constituencies, mapping them to specific booths and mainstreaming them into the electoral system.

35. Evaluate and rate every state on accessibility of electoral infrastructure and processes, status of PwD marking and doorstep delivery of electoral services, appointment of accessibility icons, accessibility partnerships and accessibility training and sensitization.

36. Devise a mechanism to monitor the quantity and quality of ELC network (ELC schools & ELC colleges, Chunav Pathshalas & VAFs) and ELC activities; rate all states and districts on this parameter; develop a centralized calendar of ELC activities; develop a mobile app for management, monitoring and grading of ELCs; introduce awards to best performing ELCs in each of the 4 categories at the NVD function at the national, state and district levels.

37. Standardize the formats and contents for SVEEP display at every PSL and VFC during continuous-updation, SSR and election periods.

2.6.1.2 RESEARCH STUDIES/ PROJECT

38. Commission a pilot study for identifying, understanding, cataloguing, enrolling, and securing participation of non-voter communities (who live in peculiar circumstances that hamper their registration and participation) in 2-3 states of India.

39. Commission a pilot study on combating youth and urban apathy in registration and participation in 2-3 metropolitan cities of India.

40. Commission a pilot study on the lowest turnout AC of 2-3 states to understand the causes behind the low turnout and the effective remedies to turn around such ACs.

41. Commission a pilot study in 2-3 ACs of India on the impact of out-migration on voter turnout in the home AC, barriers to voting in the host AC, the incidence of double/ multiple enrollments amongst out-migrants and finding effective remedies to these problems.

42. Commission a pilot study in 2-3 organizations in different metropolitan cities to understand the incidence and reasons of availing paid holiday on poll day but not voting and possible remedies to address this problem.

2.6.2 State Level Checklist:-

2.6.2.1 GENERAL

1. Mainstream ECI's core themes (inclusive and accessible election, informed and ethical election, leveraging technology for election and continuous electoral and democracy education) in the entire organization; ensure that these themes are deeply ingrained in the attitude and the day-to-day functioning of the entire election machinery of the state.

2. Conduct workshops to create awareness in the whole organization about SVEEP-4 strategy framework including its vision, goal, objectives, voter-focus, booth-focus, evidence-focus, IMF-EEE paradigm, six key strategies (Booth level planning and action, addressing the low registration/ low turnout ACs, targeted interventions, strengthening flagship programs like ELC/ SSR/ NVD, Building partnerships and Designing effective SVEEP campaigns) and capacity building through HR augmentation of training; ensure that the entire election machinery of the state is fully committed to this framework.

3. Appoint suitable icons at the state, district, and AC level as per ECI guidelines to motivate different segments of voters and involve them in all SVEEP campaigns.

4. Strengthen the SVEEP set up at the state, district and AC level by hiring domain experts, engaging interns, and appointing nodal officers for SVEEP and social media as per the HR framework given by ECI.

5. Hire professional agencies at the state level for designing and running SVEEP campaigns and producing SVEEP creatives for print/ outdoor media and electronic media and digital/ social media.

6. Constitute broad based SVEEP core committees at the state, district and AC levels as per the guidelines of ECI and ensure their regular meetings; monitor follow up action on recommendations.

7. Monitor the functioning of Voter Facilitation Centers (VFCs) of all the ACs in the state regularly;

ensure that every VFC is fully accessible and duly equipped with all citizen-friendly amenities like drinking water station, well-furnished waiting room, functional landline number, facilitation desk, information signages, SVEEP messages, well-groomed and ISL trained staff and a citizen friendly work culture.

8.	Enter into suitable SVEEP partnerships at the state level with specific govt, non-govt and private entities (in the fields of public service, welfare, business, culture, media, professions, technology, academics etc) and formalize them by signing MoUs clearing laying down the role and responsibilities of both parties; involve these partners in formulation and roll out of SVEEP campaigns at the state level; review the output of district and AC level partnerships; ensure that BAGs, RWAs and BLAs are active at the booth level; engage with recognized political parties to ensure appointment of booth, AC, district and state level agents and use them for increasing voter awareness and take their help during SSR for improving the health of electoral rolls.

9.	Implement the SVEEP training framework of the ECI in the state; designate NLMTs/ SLMTs/ DLMTs/ ALMTs (SVEEP) and ensure their training and retraining; conduct regular trainings and workshops for capacity building of all DEOs/ EROs/ ROs/ BLOs/ BAGs/ BLAs/ RWAs as well as the state level ER/ SVEEP machinery and partners.

10.	Monitor the performance of every DEO/ ERO/ RO with reference to their checklists and hold them fully accountable for carrying out the assigned tasks; recognize and reward the best performing DEOs/ EROs/ AEROs/ BLOs during NVD.

11.	Obtain data from education department, social welfare department and registrar of births and deaths; share data with DEOs; monitor progress in collection of relevant forms by through BLOs using Garuda app.

12.	Promote citizen-centric portals, mobile apps and social media handles of ECI/ CEO through SVEEP campaigns; ensure that BLOs explain their features and benefits to the voters during H2H visits.

13.	Utilise radio and TV channels at the state level; produce and disseminate SVEEP content regularly for posting on these channels.

14.	Set up a state level election museum and display all artefacts and documents depicting the rich history of elections conducted by ECI in the state; conduct museum tours of ELC members, partner agencies and citizens.

15.	Develop SVEEP facilities like inhouse unipole for SVEEP hoardings, inhouse studio for song/ video/ debate/ talk-show recording, inhouse 3-D movie theater for playing SVEEP movies/ videos; make extensive use of these facilities for wider voter awareness.

16.	Prepare the state level SVEEP action plans for the SSR period, the continuous updation period and the election period, as the case may be; these plans should be based on an objective situation analysis (including turnout during last LS & VS election, findings of the last KAP Survey, catalogue of non-voter communities, BLO reports on poll day non-voters, recent field surveys done in the

district and the findings of gap analysis carried out on the basis of Format 1-8); ensure that these plans are consistent with the strategy framework, have clear evidence, booth and citizen focus, conform to IMF-EEE paradigm, comprehensively address the core themes, target groups, identified gaps and urban/ youth apathy and duly involve the ELCs and partners; share the plans with ECI and implement with all vigour and passion; closely monitor the execution of district and AC level plans by DEO/ ERO/ RO.

17.   Ensure that the state level SVEEP campaigns inter alia include publicity through print media advertisement, radio jingles on FM and AIR channels, train/ bus wrapping, bus scrolls, utility bills, outdoor media at prominent locations in all districts, digital and social media, announcements at train/ bus stations, SMS/ WhatsApp messages, government websites; the messages/ creatives used must be appropriate to the needs/ gaps of the state as determined through the objective situation analysis; frequently conduct phone-in programs, social media live, press conferences and issue press notes.

18.   Report the SVEEP activities carried out at state level by making data entry in the MIS module of ECI SVEEP portal; learn from the SVEEP activities shared by other states on the portal and replicate the relevant good practices; monitor the SVEEP performance of every district/ AC using the CEO dashboard on the portal.

19.   Monitor the status of grievance redressal at NGRS portal on a weekly basis for every District/ AC; insist on prompt redressal and randomly call some complainants through 1950 call center to check their level of satisfaction with the claimed redressal; ensure that the receipt of complaints on NGRS steadily goes down (not up) in the state.

20.   Check whether DEOs have created/ registered/ activated ELC in every senior secondary school and every college/ university of the district, VAF in every major govt/ private workplace and Chunav Pathshala in every booth; schedule and monitor their activities; insist on 100% enrollment of eligible left out voters in every ELC/ VAF/ CP; ensure collection of advance Form-6 from every prospective (17+) voter through school level ELC; involve them in all SVEEP campaigns through districts.

21.   Celebrate the NVD at the state level with great fanfare; mobilize local community and leading citizens of the area, felicitate first time voters and give awards to best performing EROs/ ROs/ BLOs/ ELCs/ partners as per the ECI scheme; use the occasion as a platform for imparting continuous electoral and democracy education in the state; monitor NVD celebration at district/ AC/ booth level.

22.   Maintain an inventory of the most visible outdoor sites in the state for outdoor publicity hoardings for SVEEP during SSR and election periods.

23.   Maintain verified official social media handles of CEO office; appoint a nodal officer for social media; expand the social media footprint and engagement; follow the ECI handles and propagate all ECI social media posts; monitor social media performance of DEOs/ EROs; insist that all BLOs follow the official social media handles and disseminate the content to the voters through WhatsApp/

Telegram groups; frequently put out bytes/ testimonials of citizens satisfied with electoral services; use social media to counter youth/ urban apathy.

24.   Develop innovative mobile apps for engaging with voters in a creative interactive way to enhance their motivation to vote and overcome youth/ urban apathy; develop apps for providing innovative solutions for better planning and monitoring of voter registration and participation particularly in respect of accessible elections and inclusion of target groups; develop and promote e-learning apps for continuous electoral and democracy education.

25.   Review and improve the CEO website, make it fully accessible and citizen friendly, add a landing page for providing ready access to the information/ services that citizens often visit the website.

26.   Manage 1950 call center in a professional manner; constantly update and upgrade the knowledge of call agents; log all complaints into NGRS; monitor call statistics daily; enhance manpower during SSR and election periods.

27.   For enhancing the voter turnout the CEO should focus on

   a.   purging every part-roll of the dead, shifted, untraceable and duplicate electors,

   b.   reaching out to the non-voter communities,

   c.   motivating the individual non-voters of last election as documented by BLO on poll day,

   d.   convincing the out-migrants over phone/ WhatsApp to come and vote on poll day,

   e.   engaging with the urban youth and white-collar workers to overcome their apathy,

   f.   carrying out mass mobilization campaigns in the low turnout ACs and booths, and

   g.   roping in all employers to call out the employees who avail the paid holiday but don't actually vote, and putting out this arrangement in the media well before the poll day

2.6.2.2 ELECTORAL REGISTRATION

28.   Lead the organization in realizing the imperative of maintaining a truly inclusive, updated, pure and error-free electoral roll in every district, AC and booth; rate the electoral roll of every DEO/ ERO/ BLO and monitor their efforts to improve their rating.

29.   Monitor whether Chunav Pathshala and the Masik Matdata Baithak are regularly conducted in all booths of the state as per schedule.

30.   Review the health of the electoral roll of every district/ AC on a monthly basis during the continuous updation period; ensure that any gender gap and/ or youth gap (18-29 years) in the electoral roll (with reference to census data) is rapidly eliminated through meticulous planning and execution by the DEO/ ERO; ensure that all target groups (as per strategy document) are fully

included by undertaking the necessary field work; ensure that all social welfare institutions and NGOs are roped in and their inmates/ beneficiaries are enrolled; try to launch door-step services for PwD/ 80+ citizens.

31. Use the continuous-updation period for improving the functioning of VFCs/ CPs,/ ELCs, improving the delivery of electoral services, reducing receipt of complaints on NGRS, improving the ramps and toilet facilities at PSLs and imparting continuous electoral and democracy education to the community.

32. Meticulously plan the SSR operations; review the health of the electoral roll of each district/ AC with reference to EP ratio, Gender Ratio, PwD ratio, Age cohorts (particularly 18-19 &, 20-29 for 100% enrollment and 80+ for 100% verification), DSE, PSE, turnout at the previous LS and VS election; prepare Format 1-8 and identify/ analyse all gaps; prepare a strategy for addressing all gaps through H2H visits of BLOs; ensure 100% marking of PwD voters and 100% verification of 80+ voters in every SSR; prepare a SVEEP action plan and design a SVEEP campaign for the SSR period for the state.

33. Insist that every ERO inspects every PSL before SSR; review PSLs of all ACs with reference to the suitability of the building, number of existing booths at the PSL, status of permanent ramps of prescribed quality, sufficiency of separate male/ female/ accessible toilets, status of every other AMF, mobile/ data connectivity (shadow area); ensure that all deficiencies are comprehensively rectified the SSR.

34. Review every PS of every AC with reference to GIS tagging, 6 maps, standardization of addresses and sections, family tagging, Aadhar linking, mobile linking, e-EPIC downloads, BLO WhatsApp/ Telegram group with voters, eturned undelivered EPICs and get all gaps addressed by DEOs through the BLO during SSR.

35. Be aware that the targeted 75% turnout cannot be achieved in the low turnout ACs/ booths unless their part-rolls are cleaned up by verifying all 80+ voters, acting on DSE, PSE, duplicate/ multiple entries, repeat EPICs, ASD and poll day non-voter lists of the previous election, identifying all dead and permanently shifted electors through H2H visits and deleting all dead, shifted and duplicate electors in a mission mode during the SSR period.

36. Verify whether the H2H visits for the SSR have been carefully planned by DEO/ ERO and a checklist prepared for the BLO to ensure that all aspects are enquired, all relevant forms are collected (Form-6 from all prospective (17+) voters, newly eligible voters and left out voters; Form 8 from all newly in-migrated and newly arrived brides; Form-7 with respect to all dead, permanently-shifted voters) and verification carried out by the BLO in the same visit through Garuda app; BLO must verify every single entry of the part-roll during H2H visit in order to truly purify the part-roll.

37. Use the SSR to identify non-voter communities in every district/ AC living in nomadic, homeless, socially alienated (third gender, sex workers, forced labour etc) or other peculiar situations which hamper their participation in the electoral process; catalogue all such non-voter communities in every AC and ensure their registration using Garuda app.

2.6.2.3 ELECTORAL PARTICIPATION

38.   Conduct the baseline and endline KAP survey before and after the election; design the questionnaire carefully based on the situation analysis in order to understand the reasons for gaps more objectively; design the SVEEP campaign and create content in the light of the insights gained from KAP survey; use the endline survey to assess the impact of the SVEEP campaign.

39.   Design and roll out an attractive, informative and effective SVEEP campaign at the state level based on the IMF-EEE paradigm, focused on evidence/ booths/ voters, carrying messages specifically aimed at the gaps and turnout profile of the AC concerned apart from covering the core themes of inclusive, accessible, ethical elections, EVM/ VVPAT and citizen-centric mobile apps/ portals/ 1950 helpline; involve all ELCs/ Icons/ partners; carry out extensive hands-on EVM awareness; take green initiatives at PSLs; ensure that the state level SVEEP campaigns inter alia include publicity through print media advertisement, radio jingles on FM and AIR channels, train/ bus wrapping, bus scrolls, utility bills, outdoor media at prominent locations in all districts, digital and social media, announcements at train/ bus stations, SMS/ WhatsApp messages, government websites; the messages/ creatives used must be appropriate to the needs/ gaps of the state as determined through an objective situation analysis.

40.   Frequently conduct phone-in programs, social media live, press conferences and issue press notes; do interesting media stories on different aspects of election; provide e-Pledge facility on CEO website on the landing page with e-Certificate of pledge which citizens can proudly share on social media or frame and display at home.

41.   Verify whether DEOs have ensured 100% AMF at every PSL, organized pink booths, divyang booths and model booths in every AC to attract voters and release advance media stories on these arrangements, ensured timely and 100% delivery of VIS, VAG and CEO's voter appeal to every voter through BLOs, arranged mass voter pledges and e-pledge, used sankalp patra to motivate parents of schools students, ensured ease of voting and a memorable voting experience, and redressed voter grievances promptly.

42.   Check whether every RO has made special arrangements to reach out to all 11 target groups identified by this strategy document, all out-migrant electors, all catalogued non-voter communities and all poll day non-voters of the last election (as identified by every BLO) and motivated them by means of IMF-EEE activities.

43.   Achieve the voter turnout target of 75% in the state as envisaged in the strategy document, which would critically depend on how pure are the partrolls; identify low turnout ACs / booths and carry out massive mass mobilization campaign there in a mission mode.

44.   Make the election truly accessible and festive in the state; create a buzz in social and electronic media with pictures/ videos of voting-from-home conducted for PwD/ 80+ voters, testimonials of happy PwD/ 80+ voters, PwD managed booths, pink booths, centenarian voters' felicitation at booth, use of braille in electoral process, pick and drop facility, AMF, volunteers, wheelchairs, ISL interpreters, selfie points etc; carefully plan well in advance for the smooth implementation of

AVPD/ AVSC postal ballot facility.

45.   Issue instructions regarding identification of individual non-voters (who didn't turn up at booth nor voted through postal ballot) by BLO at the end of the poll, conduct of field survey after the election (using the ASD list and Non-voter list as the base documents) and ascertaining all deceased/ permanently-shifted voters (to initiate their deletion proceedings using Garuda app) and enquiring into the reasons for non-participation from those residing in the area but not voting (to analyze, document and take remedial action for future elections) and submitting a comprehensive report to the ERO within one month after the election; ensure that every ERO compiles all such reports and submits the AC level report to DEO who then compiles and submits district level report to theCEO with his analysis.

2.6.3 District Level Checklist:-

2.6.3.1 GENERAL

1.   Disseminate ECI's core themes of ECI of inclusive and accessible election, informed and ethical election, leveraging technology for election and continuous electoral and democracy education amongst the EROs/ ROs and the entire electoral machinery of the district; ensure that these themes are deeply ingrained in the attitude and the day-to-day functioning of the entire machinery.

2.   Ground the SVEEP-4 strategy framework including its vision, goal, objectives, voter-focus, booth-focus, evidence-focus, IMF-EEE paradigm, six key strategies (booth level planning and action, addressing the low registration/ low turnout ACs, targeted interventions, Strengthening flagship programs like ELC/ SSR/ NVD, building partnerships and designing effective SVEEP campaigns) and capacity building, HR augmentation of training; ensure that the entire machinery is fully committed to this framework.

3.   Tenaciously pursue the imperatives of maintaining a truly Inclusive, updated, pure and error-free electoral roll for every AC of the district; ensure that the roll of every booth also conforms to these imperatives.

4.vAppoint/ review district and AC level icons with the approval of CEO; strengthen the SVEEP set up at the District and AC level by hiring domain experts, engaging interns, and appointing nodal officers for SVEEP and social media as per the HR framework given by ECI; hire professional agency to assist in campaign design and creatives.

5.   Review the ER staffing at the district, AC and booth levels and ensure filling up of all vacancies; ensure that only those who can use smart phone, mobile apps, social media apps and web portals are deployed as BLO; issue a kit to every BLO as per ECI guidelines.

6.   Ensure constitution of broad based SVEEP core committees at the district and AC levels as per the guidelines of ECI and ensure their regular meetings; implement recommendations and report to CEO.

7. Visit the voter facilitation centers of all the ACs of the district on a quarterly basis; ensure that every VFC is fully accessible and duly equipped with all citizen-friendly amenities like drinking water station, well-furnished waiting room, functional landline number, facilitation desk, information signages, SVEEP messages, well-groomed and ISL trained staff and a citizen-friendly work culture.

8. Forge suitable SVEEP partnerships at the district level with specific govt, non govt and private (CSR) entities and formalize them by signing MoUs clearly laying down the role and responsibilities of both parties; involve these partners in formulation and roll out of SVEEP campaigns at the district level; review the output of AC level partnerships; ensure that BAGs, RWAs and BLAs are active at the booth level; follow up with recognized political parties for appointment of Booth, AC and District level agents and use them for increasing voter awareness and take help during SSR for improving the health of electoral rolls.

9. Diligently implement the SVEEP training framework of the ECI in the district; designate DLMTs/ ALMTs (SVEEP) and ensure their training through ECI/ CEO; conduct regular trainings and workshops for capacity building of all EROs/ ROs/ BLOs/ BAGs/ BLAs/ RWAs as well as the district level ER/ SVEEP officers and partners by using SLMTs/ DLMTs/ ALMTs as resource persons.

10. Monitor the performance of every ERO/ RO with reference to the Checklist for EROs/ ROs and hold them fully accountable; recognize and reward the best performing EROs/ AEROs/ BLOs on NVD; rate the electoral roll of every ERO and BLO and monitor their efforts to improve the rating; ensure that Chunav Pathshala and the Masik Matdata Baithak are regularly conducted in all booths of the district as per schedule.

11. Segregate AC wise the data received from education department, social welfare department and registrar of births and deaths and ensure collection of relevant forms through BLOs using Garuda app.

12. Promote citizen-centric portals, mobile apps and social media handles of ECI/ CEO; ensure that BLOs explain their features and benefits to the voters during H2H visits.

13. Prepare a SVEEP action plan for the district as a whole (to be implemented at by DEO) and specifically for every AC (to be implemented by ERO) for the SSR period, the continuous-updation period and the election period, as the case may be; these plans should be based on an objective situation analysis of the AC (including turnout during last LS & VS election, findings of the last KAP survey, catalogue of non-voter communities, BLO reports on poll day nonvoters, recent field surveys done in the district and the findings of gap analysis carried out at the district and AC level on the basis of Format 1-8); ensure that these plans are consistent with the strategy framework, have clear evidence, booth and citizen focus, conform to IMF-EEE paradigm, comprehensively address the core themes, the target groups, identified gaps and urban/ youth apathy and duly involve all ELCs and partners; get the plans approved by CEO and implement it with all vigour and passion; closely monitor the execution of AC level plans by ERO/ RO.

14. Ensure that the district and AC level SVEEP campaigns particularly include on door-to-

door visits, SVEEP display at every PSL, selfie points at all crowded locations, mass mobilization events, activities, and contests, munadi, vehicle wrapping and mobile canopies to give mobility and visibility to the campaign, special camps for registration, local vernacular media, folk media, nukkad nataks, outdoor media, interaction of DEO/ ERO/ RO with the print and electronic media and extensive use of community radio; the messages/ creatives used in each AC must be appropriate to the needs/ gaps of that specific AC as determined.

15. Report the SVEEP activities carried out at the district level by making data entry in the MIS module of ECI SVEEP portal; learn from the SVEEP activities shared by other districts/ states on the portal and replicate the relevant good practices; monitor the SVEEP performance of every AC using the DEO dashboard on the portal

16. Monitor the status of grievance redressal at NGRS portal on a weekly basis for every AC; ensure prompt redressal and randomly call some complainants to check their level of satisfaction with the claimed redressal; ensure that the receipt of complaints on NGRS steadily goes down (not up) in each AC.

17. Ensure that ELC is created/ registered/ activated in every senior secondary school and every college/ university of the district; VAF be established in every major govt/ private workplace and Chunav Pathshala in every booth; schedule and monitor their activities; ensure 100% enrollment of eligible left out voters in every ELC/ VAF/ CP; ensure collection of advance Form-6 from every prospective (17+) voter through school level ELC; involve them in all SVEEP campaigns

18. Celebrate the NVD at the district and AC level with great fanfare; mobilize local community and leading citizens of the area, felicitate first time voters and give awards to best performing EROs/ ROs/ BLOs/ ELCs/ partners; use the occasion as a platform for imparting continuous electoral and democracy education to the local community.

19. Maintain an inventory of the most visible outdoor sites in the district for outdoor publicity hoardings for SVEEP and share it with the CEO.

20. Maintain verified official social media handles of the district; appoint a nodal officer for social media; follow ECI/ CEO handles and share all content with EROs/ BLOs; ensure that BLOs follow the official social media handles and disseminate the content to the voters through WhatsApp/ Telegram groups; frequently put out bytes/ testimonials of citizens satisfied with electoral services; use social media to counter youth/ urban apathy

21. Review and improve the DEO website, make it accessible and citizen-friendly, add a landing page for providing ready access to the information or services that a voter often looks for.

22. Utilize the SVEEP fund and submit the utilization certificate in a timely manner; adhere to ECI guidelines on the use of SVEEP fund; make adequate provision in the state budget for SVEEP activities at the district, AC and booth levels.

23. Review the health of the electoral roll of every AC on a monthly basis during the continuous updation period; ensure that any gender gap and/ or youth gap

(18-29 years) in the electoral roll of every AC (with reference to census data) is rapidly eliminated through meticulous planning and execution; ensure that all target groups (as per strategy document) are fully included in every AC by undertaking the necessary field work; ensure all social welfare institutions and NGOs are roped in and their inmates/ beneficiaries are enrolled; try to launchdoor-step services for PwD/ 80+ citizens; ensure 100% marking of PwD voters.

2.6.3.2 ELECTORAL REGISTRATION

24.   Meticulously plan the SSR operations; review the health of the electoral roll of each AC with reference to EP ratio, gender ratio, PwD ratio, age cohorts (particularly 18-19 &, 20-29 for enrollment and 80+ for verification), DSE, PSE, turnout at the previous LS and VS election; prepare Format 1-8, identify and analyse all gaps; prepare a strategy for addressing all gaps through H2H visits of BLOs; arrange public reading out of the draft roll at a fixed time at the booth on the day of publication; prepare a SVEEP action plan and SVEEP campaign for the SSR period for every AC as stated above.

25.   Ensure that every ERO inspects every PSL before SSR; review PSLs of all ACs with reference to the suitability of the building, number of existing booths at the PSL, status of permanent ramps of prescribed quality, sufficiency of separate male/ female/ accessible toilets, status of every other AMF, mobile/ data connectivity (shadow area); ensure that all deficiencies are comprehensively addressed in the AC level SVEEP plan for the SSR.

26.   Review every PS of every AC with reference to GIS tagging, 6 maps, standardization of addresses and sections, family tagging, Aadhar linking, mobile linking, e-EPIC downloads, BLO WhatsApp/ telegram group with voters, returned undelivered EPICs and address all gaps during SSR using Garuda app.

27.   Do remember that the targeted 75% turnout cannot be achieved in the low turnout ACs/ booths unless their part-rolls are cleaned up by verifying all 80+ voters, acting on DSE, PSE, duplicate/ multiple entries, Repeat EPICs, ASD and poll day non-voter lists of the previous election, identifying all dead and permanently shifted electors through H2H visits and deleting all dead, shifted and duplicate electors in a mission mode during the SSR period

28.   Plan the H2H visits carefully for the SSR and prepare a checklist for H2H visits of the BLO so that all aspects are enquired, all relevant forms are collected (Form-6 from all prospective (17+) voters, newly eligible voters and left out voters; Form 8 from all newly in-migrated and newly arrived brides; Form-7 with respect to all dead, permanently-shifted voters) and verification be carried out by the BLO in the same visit through Garuda app; BLO must be asked to verify every single entry of the part-roll during H2H visit in order to truly purify the part-roll.

29.   Use the continuous-updation period for improving the functioning of VFCs/ CPs,/ ELCs/ VAFs, improving the delivery of electoral services, reducing receipt of complaints on NGRS, improving the ramps and toilet facilities at PSLs and imparting continuous electoral and democracy education to the community.

30.   Use the SSR to identify non-voter communities in every AC living in nomadic, homeless, socially alienated (third gender, sex workers, forced labour etc) or other peculiar situations which hamper their participation in the electoral process; catalogue all such non-voter communities in every AC and ensure their registration using Garuda app.

2.6.3.2 ELECTORAL PARTICIPATION

31.   Design and roll out an innovative, attractive, informative and effective SVEEP campaign at the district level and in every AC based on the IMF-EEE paradigm, focused on evidence/ booths/ voters, carrying messages specifically aimed at the gaps and turnout profile of the AC concerned apart from covering the core themes of inclusive, accessible, ethical elections, EVM/ VVPAT and citizencentric mobile apps/ portals/ 1950 helpline; involve all ELCs/ Icons/ partners; carry out extensive hands-on EVM awareness; take green initiatives at PSLs; use social media, outdoor media, mass media, folk media, SVEEP display at PSL and BLO WhatsApp/ Telegram groups extensively to inform and motivate voters.

32.   Ensure 100% AMF at every PSL; organize pink booths, divyang booths and model booths in every AC to attract voters and release advance media stories on these arrangements; ensure timely and 100% delivery of VIS, VAG and CEO's voter appeal to every voter through BLOs; arrange mass voter pledges and e-pledge; use sankalp patra to motivate parents of schools students; ensure ease of voting and a memorable voting experience; redress voter grievances promptly; do regular media briefing and put out interesting media stories.

33.   Ensure that every RO makes special arrangements to reach out to all 11 target groups identified by this strategy document, all out-migrant electors, all catalogued non-voter communities and all poll day non-voters of the last election (as identified by every BLO) and motivates them to vote by means of IMF-EEE activities.

34.   Achieve the voter turnout target of 75% in every AC as envisaged in the strategy document; identify low turnout ACs / booths and carry out massive mass

mobilization campaign there in a mission mode.

35.   Carefully plan activities to make the election truly accessible and festive in all ACs; create a buzz in social and local media with pictures/ videos of voting from home conducted for PwD/ 80+ voters, testimonials of happy PwD/ 80+ voters, PwD managed booths, pink booths, centenarian voters' felicitation at booth, use of ISL and Braille in electoral process, pick and drop facility, AMF at booths, volunteers, wheelchairs, ISL interpreters, selfie points etc; carefully plan well in advance for the smooth implementation of AVPD/ AVSC postal ballot.

36.   Ensure that every BLO convenes a special meeting of Chunav Pathshala and through collective conversation identifies the reasons of non-voting and addresses the same.

37.   Ensure that every BLO prepares a list of individual non-voters (who didn't turn up at booth nor voted through postal ballot) at the end of the poll, does a field survey after the election (using

the ASD list and Non-voter list as the base documents) and ascertains all deceased/ permanently-shifted voters (to initiate their deletion proceedings using Garuda app) and to enquire into the reasons for non-participation from those residing in the area but not voting (to analyze, document and take remedial action for future elections) and submit a comprehensive report to the ERO within one month after the election; ensure that every ERO compiles all such reports and submits the AC level report to DEO; compile and submit these reports to CEO.

2.6.4 CONSTITUENCY Level Checklist:

2.6.4.1 GENERAL

1.   Propagate ECI's core themes of inclusive and accessible election, informed and ethical election, leveraging technology for election and continuous electoral and democracy education amongst the entire electoral machinery working under ERO; ensure that these ideals do animate the attitude and the day-today functioning of every official.

2.   Internalize the SVEEP☐ strategy framework including its vision, goal, objectives, voter-focus, booth-focus, evidence-focus, IMF-EEE paradigm, Six key strategies and Capacity augmentation; ensure that the entire machinery is aware of and driven by this framework.

3.   Be fully committed to the imperatives of maintaining a truly inclusive, updated, pure and error-free electoral roll at the AC level; ensure that the roll of every booth also conforms to these imperatives.

4.   Review the ER and SVEEP staffing at the constituency and ensure filling up of all vacancies; strengthen the SVEEP set up by hiring an expert and appointing a nodal officer with the approval of DEO.

5.   Appoint an AC level icon with the approval of DEO/ CEO if a suitable apolitical local celebrity is available.

6.   Review the BLO deployment to ensure that polling booth assigned to a BLO is close to either him/ her home or his/ her place of work. Fill up all vacancies and; ensure that only those who can use smart phone, mobile apps, social media apps and web portals are deployed as BLO.

7.   Ensure constitution of a broad based SVEEP committee as per the guidelines of ECI and ensure its regular meetings; take follow up action on its recommendations in consultation with the DEO.

8.   Ensure that the Voter Facilitation Centre of the AC is fully accessible, equipped with all citizen-friendly amenities like drinking water station, well-furnished waiting room, functional landline number, facilitation desk, information signages, SVEEP messages, and well-groomed, ISL trained and helpful staff and citizen-friendly work culture.

9.   Maintain verified official social media handles of the AC; appoint a nodal officer for social media; follow ECI/ CEO/ DEO handles and share all content with BLOs; ensure that BLOs follow

the official social media handles and disseminate the content to the voters through WhatsApp/ Telegram groups; frequently put out bytes/ testimonials of citizens satisfied with electoral services; use social media to counter youth/ urban apathy.

10.   Maintain an inventory of the most visible outdoor sites in the AC for outdoor publicity hoardings for SVEEP and share it with the DEO/ CEO.

11.   Develop SVEEP partnerships with specific govt, non-govt and private entities and formalize them by signing MoUs clearing laying down the role and responsibilities of both parties; involve these partners in SVEEP campaigns at the AC level.

12.   Activate the BAGs/ RWAs at the booth level and involve them in all booth level SVEEP activities; follow up with all recognized political parties to ensure appointment of BLAs and AC level agents and use them in SVEEP activities.

13.   Diligently implement the SVEEP training framework of the ECI; designate ALMTs (SVEEP) and ensure their training through DEO; conduct regular trainings and workshops for capacity building of all BLOs/ BAGs/ BLAs/ RWAs as well as the AC level ER/ SVEEP officials and partners by using DLMTs/ ALMTs as resource persons; invite the DEO to inaugurate the training/ workshop.

14.   Monitor the performance of every BLO with reference to the checklist for BLOs and hold them accountable; motivate BLOs by explaining the importance of their work in electoral registration, participation and management; rate the electoral roll of every BLO and monitor their efforts to improve the rating; ensure that they regularly conduct the Chunav Pathshala and the Masik Matdata Baithak as per schedule; recognize and reward the best performing BLOs on a monthly basis and during NVD.

15.   Prepare specific SVEEP action plans for the AC for every SSR period, continuous updation period and election period; use findings of KAP survey, catalogue of non-voter communities, BLO reports on poll day non-voters, any field surveys done in the AC and gap analysis based on Format 1-8 of the AC electoral roll in the planning exercise; ensure that the plan is consistent with the strategy framework, has clear evidence, booth and citizen focus, conforms to IMFEEE paradigm, addresses all core themes, target groups, identified gaps and urban/ youth apathy, leverages all ELCs and partnerships and relies heavily on personal contact, mass mobilization, special camps for registration, local vernacular media, folk media and community radio; get the plan approved by DEO and implement it with all vigour and passion.

16.   Report the SVEEP activities carried out at the booth and AC levels by making data entry in the SVEEP MIS module; learn from the SVEEP activities shared by others on the SVEEP portal and replicate the relevant good practices.

17. Monitor the status of grievance redressal at NGRS portal, ensure prompt redressal and randomly call some complainants to check their level of satisfaction; ensure that the receipt of complaints on NGRS steadily goes down in the constituency.

18. Ensure that ELC is created/ registered/ activated in every senior secondary school and every college/ university, VAF in every major govt/ private workplace and Chunav Pathshala in every booth of the AC; plan and monitor their activities; ensure 100% enrollment of eligible voters in every ELC/ VAF/ CP; involve them in all SVEEP activities.

19. Celebrate the NVD at AC level with great fanfare; mobilize local community and leading citizens of the area, felicitate first time voters, give awards to best performing BLOs, ELCs and partners and use the occasion as a platform for imparting continuous electoral and democracy education to the local community.

2.6.4.2 ELECTORAL REGISTRATION

20. Use the period of continuous updation for imparting continuous electoral and democracy education in the AC.

21. Ensure that there is no gender gap or youth gap (18-29 years) in registration; ensure all target groups (as per key strategy 3 of the strategy framework) are fully included by doing the necessary field work; ensure all social welfare institutions and NGOs are roped in and their inmates/ beneficiaries are included; try to launch door-step services for PwD/ 80+ citizens in the AC; ensure 100% marking of PwD voters.

22. Take prompt action on the data received from education department, social welfare department and registrar of births and deaths; verify all cases and collect relevant forms through BLOs, using Garuda app.

23. Before every SSR review the health of the electoral roll of the AC with reference to EP ratio, gender ratio, PwD ratio, age cohorts (18-19 years, 20-29 years and 80+ years), DSE, PSE, turnout at the previous LS and VS election; prepare format 1-8, identify and analyse all gaps; prepare a strategy for the BLOs for addressing all gaps through H2H visits; prepare a SVEEP action plan for the SSR period as stated above.

24. Review every PS of the AC with reference to GIS tagging, 6 maps, standardization of addresses and sections, family tagging, Aadhar linking, mobile linking, e-EPIC downloads, WhatsApp/ telegram group with voters, returned undelivered EPICs and address all gaps through the BLO during SSR.

25. Visit every PSL before SSR and conduct a review with reference to the suitability of the building, number of existing booths at the PSL, status of permanent ramps of prescribed quality, sufficiency of separate male/ female/ accessible toilets, status of every other AMF; verify the mobile/ data connectivity at PSL; address all deficiencies for every PSL.

26. Plan the H2H visits carefully for the SSR and prepare a checklist for the BLO so that all aspects are enquired, all relevant forms are collected (Form-6 from all prospective (17+) voters, newly eligible voters and left out voters; Form 8 from all newly arrived migrants and brides; Form-7 with respect to all dead and permanently shifted voters) and verification carried out by the BLO in

the same visit by using Garuda app.

27.   Do ensure that every BLO verifies every single entry of the part-roll during SSR and collects Form-7 for those who are found untraceable during enquiry at the given address.

28.   Plan and meticulously organize special enrollment camps during SSR at every booth where BLOs must assist citizens using Garuda app.

29.   Promote citizen-centric portals, mobile apps and social media handles of ECI/ CEO; BLOs be asked to explain their benefits to voters during H2H visits and special camps.

30.   Identify and catalogue all non-voter communities in the AC who are unable to enroll as voters due to their peculiar circumstances (like nomads, homeless, forced labour, ex workers, third gender etc) and ensure their enrollment and participation.

31.   Identify and compile booth wise list of out-migrants and verify if they have subsequently been enrolled in the host constituency; if so, initiate deletion as per rules.

2.6.4.3 ELECTORAL PARTICIPATION

32.   Remember that voter turnout target of 75% envisaged in the strategy document cannot be achieved in the low turnout ACs unless the roll is cleaned up comprehensively by verifying all 80+ voters, acting on DSE, PSE, Repeat EPICs, ASD, and poll day non-voter lists, identifying all dead and permanently shifted electors through H2H visits and deleting all dead, permanently shifted and duplicate electors in a mission mode during every SSR period.

33.   Ensure that the BLO identifies and contacts all out-migrant electors of his booth and motivates them to come to visit the AC and vote on the poll day.

34. Verify the status of end-to-end ramps of prescribed specification, separate male, female and accessible toilets and other AMF at the polling station.

35.   Celebrate the spirit and jubilation of accessible election by creating a buzz on social and local media with pictures of voting from home for PwD/ 80+ voters, PwD managed booths, pink booths, centenarian voters' felicitation at booth, use of ISL and Braille in electoral process, pick and drop facility, AMF, volunteers, wheelchairs, ISL interpreters, selfie points etc; carefully plan well in advance for the smooth implementation of AVPD/ AVSC postal ballot facility as per the SOP laid down by ECI.

36.   Create awareness through CP/ MMB meetings, social media and WhatsApp/ Telegram groups of BLOs about KYC app, cVigil app, MCC and EEM in the local community to strengthen the spirit of informed and ethical election.

37.   Involve the BAG, BLAs and RWAs in booth level voter awareness campaign for increasing voter turnout and share all relevant SVEEP content with them for dissemination through personal contact and group meetings.

38.   Monitor distribution and return collection of Sankalp-patra through the school authorities to motivate parents to participate.

39.   Reach out to the non-voter communities, the individual non-voters of last election and the out-migrants (over phone/ email) and motivate them to participate; follow it up till the poll day through BLOs/ BAG, BLAs and RWAs.

40.   Verify distribution of VIS and VAG to all registered voters and submission of ASD list.

41.   Plan the help desk at every booth on the poll day to assist voters using the alphabetical roll / Booth app and document individual non-voters who don't turn up to vote.

42.   Ensure that every BLO submits his report on poll day non-voters after doing the necessary field work for identifying/ deleting the dead and shifted electors (if any) and ascertaining reasons for non-voting of those residing but not turning up to vote; compile the report for the whole AC and submit to the DEO with due analysis; plan and monitor follow up action for deletion of dead/ shifted/ untraceable electors and for motivation of the resident non-voting electors.

2.6.5 Booth Level Checklist:-

2.6.5.1 GENERAL

1.   Internalize the core themes of ECI viz. inclusive and accessible election, informed and ethical election, leveraging technology for election and continuous electoral and democracy education.

2.   Acquire a clear understanding about the SVEEP Strategy framework including its vision, goal, objectives, voter-focus, booth-focus, evidence-focus, IMF-EEE paradigm, Six key strategies and capacity augmentation.

3.   Be fully committed to the imperatives of maintaining an inclusive, updated, pure and error-free electoral roll at the booth level and ensure that his own part-roll conforms to these imperatives.

4.   Acquire mastery over use of Garuda app, all citizen-centric apps, and all official social media handles of ECI/ CEO/ DEO/ ERO.

5.   Activate Chunav pathshala (CP), regularly conduct its meetings as per the schedule given by ERO and use it as a platform to impart continuous electoral and democracy education to the local community.

6.   Conduct the Maasik Matdata Baithak (MMB) as per the schedule given by ERO and use this platform for assisting, facilitating and empowering the citizens so that complaints on NGRS portal decrease over time and eventually disappear.

7.   Carry out the GIS mapping of polling station location, polling station boundary, AMF, EMF and household locations using Garuda app and upload good quality images of the PS as per ECI specifications.

8.   Standardize all household addresses and sections and assist in the rationalization of booths.

9.   Prepare a booth level SVEEP plan for every SSR period, Continuous-updation period and Election period, get it approved by the ERO and implement it in collaboration with Booth Awareness Group (BAG)/ Booth Level Agents (BLA) of political parties and Resident Welfare Associations (RWA).

10.   Ensure active participation of BAG, BLAs and RWAs in creating voter awareness through personal contact and group meetings during SSR and election period for ensuring 100% registration and turnout respectively.

11.   Form WhatsApp/ Telegram groups with all voters of the booth, share all SVEEP content as received from CEO/ DEO/ ERO or through social media and remind them regularly to contact him for any electoral assistance.

12.   Ensure that all voters have downloaded the VHA, PwD, KYC, cVigil, VTO and other citizen-centric apps; explain their features and benefits to voters during H2H visits.

13.   Ensure that all voters know about NVSP and NGRS portals, ECI/ CEO websites, ECI/ CEO Social media handles and 1950 helpline number.

14.   Ensure that all voters know that BLO can assist them in filing online applications using Garuda app.

15.   Ensure that all voters know about and follow the social media handles of ECI/ CEO office.

16.   Ensure that all residents know about the new electoral reforms including Aadhar linking services, changes in electoral forms, 4 qualifying dates, advance application facility for the 17year+ prospective voters and the registration eligibility for the spouse of a service voter.

17.   Maintain BLO register as per ECI instructions, regularly update it and take follow up action for collection of relevant forms using Garuda app.

18.   Post poll, convene a special meeting of Chunav Pathshala to identify the reasons for non voting and address the issues to ensure their participation in future elections.

19.   Maintain lists of the non-voter communities, the non-voter individuals who didn't vote in the last election and the out-migrant voters; make sustained efforts to secure their participation in the next election.

20.   Organize the NVD function at the booth level in collaboration with BAG, BLAs and RWAs on 25th January, hand over EPICs to the first-time voters and felicitate them; also use the NVD as a platform for imparting continuous electoral and democracy education specially amongst the youth to combat youth apathy.

2.6.5.2 ELECTORAL REGISTRATION

21.   Carry out the routine work of field verification of applicants, DSE cases and PSE cases

diligently and promptly.

22.   Ensure that all voters have linked their mobile number and Aadhar number with their EPIC, reach out to those who haven't done so and assist them using Garuda app.

23.   Ensure no eligible citizen is missing from the electoral roll, reach out to all prospective (17+) voters, all missing eligible persons (particularly look for newly eligible youngsters, newly arrived migrants, newly married women, and occupants of newly constructed buildings) and assist them in registration using Garuda app.

24.   Ensure no dead or permanently shifted voter exists in the electoral roll, verify all ASD cases and all non-voters of last poll to ascertain the dead or permanently shifted voters if any; initiate deletion proceedings in respect of all deceased and permanently shifted voters using Garuda app.

25.   Ensure that all PwD voters are marked in the roll, assist all unmarked PwD voters using Garuda app.

26.   Ensure there is no repeat/ multiple entry in the roll, reach out to such voters and assist them in filing Form-7 using Garuda app to delete their extra entries.

27.   Ensure all members of the family are listed together in the electoral roll and are assigned the same polling station; take necessary action for family tagging in all cases of family splitting.

28.   Carefully go through every entry in the electoral roll and note down (in the BLO register) all deficiencies of each entry with respect to voter details, photograph, family tagging, repeat entries, death, shifting, mobile linking status and Aadhar linking status etc.

29.   Visit every household during the SSR period, discuss all existing entries of that family in the roll and obtain relevant applications using Garuda app for necessary correction/ updation/ Aadhar or mobile number linking/ PwD marking as required; identify all newly eligible, newly arrived, newly married and prospective voters of the family and obtain their applications using Garuda app; identify all deceased and permanently shifted voters of that family and obtain Form-7 for their deletion using Garuda ap; ensure that every single entry of the part-roll is verified during SSR.

30.   Conduct a thorough survey during SSR throughout the entire geographical area of the booth to identify non-voters living in nomadic, homeless, socially alienated (third-gender, sex-workers, forced labour etc) or other peculiar situations which hamper their participation in the electoral process; ensure their registration using Garuda app and ensure their participation in the next election by taking all necessary steps and document such success stories for publication by ECI.

31.   Organize special registration camps during SSR in a planned and diligent manner involving the BAG, BLAs and RWAs; conduct local munadi, well in advance regarding date/ time of the camp and documents to be brought; use Garuda app to assist citizens at such camps.

2.6.5.3 PARTICIPATION

32.   Verify the status of end-to-end ramps of prescribed specification, separate male, female

and accessible toilets and other AMF at the polling station; report and coordinate removal of any deficiencies.

33.   Create awareness about AMF through CP/ MMB meetings and through WhatsApp/ Telegram groups.

34.   Visit the homes of all PwD and 80+ voters to inform them in writing about the Absentee Voter Postal Ballot (AVPB) facility (immediately after announcement of election schedule by ECI) providing details of the AVPB registration process, copy of Form-12D, timelines for registration, mobile polling process and about the non-eligibility of AVPB registered voters for voting at the polling station on poll day; collect duly filled in Form-12D in subsequent visit.

35.   Create awareness about the free Pick and Drop (P&D) facility for the PwD and 80+ voters.

36.   Involve the BAG, BLAs and RWAs in booth level voter awareness campaign for increasing voter turnout and share all relevant SVEEP content with them for dissemination through personal contact and group meetings.

37.   Create awareness about KYC app, cVigil app, MCC and EEM in the local community to reinforce the spirit of informed and ethical election.

38.   Coordinate distribution and return collection of sankalp-patra with the school authorities.

39.   Create awareness about AMF and the attractive features of the polling station (model, pink, divyang etc.), if any, to heighten the interest of the local community.

40.   Reach out to the non-voter communities, the individual non-voters of last election and the out-migrants (over phone/ email) and motivate them to participate and follow it up till the poll day; involve BAG, BLAs and RWAs too in this exercise.

41.   Distribute the VIS and VAG to all registered voters and administer the voter pledge to them; prepare ASD list.

42.   Operate the help desk at the polling station on poll day, assist the voters using the alphabetical roll / booth app.

43.   Prepare a list of individual non-voters (who didn't turn up at PS nor voted through postal ballot) at the end of the poll, do a field survey after the election (using the ASD list and non-voter list as the base documents) to ascertain any deceased/ permanently shifted voters (to initiate their deletion proceedings using Garuda app) and to enquire into the reasons for non-participation in case of those residing there (to analyze, document and address the same before the next election) and submit a comprehensive report to the ERO within one month after the election.

Awareness Observer Report
(for each District)

Awareness Observer's Name:	
Observer Code:	
District:	
Constituencies visited:	
State:	

	Number of Voter Facilitation Centres/ CSCs in the District	
	Number of VFCs visited by AO	
	Avg time taken at VFCs to issue duplicate EPICs	
	Is adequate publicity given about NVSP/ VFCs and services offered?	Yes/ No
	Are search facility in Voter List offered through a) SMS b) internet	a) Yes/ No b) Yes/ No
	Has Core committee produced some Voter awareness material?	Yes/ No
	Has material been distributed to ACs	Yes/ No
	Is there specific material on inducement free voting	Yes/ No
	Names of govt partner departments in the District	
	Names of Non-government partner agencies in the District	
	Are Campus Ambassadors being suitably engaged in the SVEEP programmes	
	Are National Icons messages available in the District	Yes/ No
	Are state icons promos/ messages disseminated in media/ cable TV	Yes/ No
	Number of EVM (with VVPAT, wherever implemented) familarisation camps conducted	
	Are the two Helpline numbers functional: 1950 District Helpline	

	Number of Sankalp-patras or pledge letters issued and collected through school students?	
	One most striking information dissemination initiative	
	One most striking motivation initiative	
	One most striking facilitation initiative	
	After interaction with public: a. Are the respondent aware of the special awareness programmes launched in their AC for registration, EPIC etc.? b. Whether the people were aware that names in roll are must for voting? c. Whether they are aware that voting is allowed even in absence of EPIC	☐Mostly Yes ☐Nearly Equal ☐Mostly No ☐Mostly Yes ☐Nearly Equal ☐Mostly No ☐Mostly Yes ☐Nearly Equal ☐Mostly No
	Frequency of meeting of District MCMC	
	Has the MCMC members been trained adequately	
	Media sensitization on paid news and other media related RPA provisions (date)	
	Political parties briefing on paid news and media related provisions of RPA done on (give date)	

Election Reporting Format

SVEEP REPORTING FORMAT AHEAD OF GENERAL ELECTIONS

1.	No. of District SVEEP Plans received and scrutinized at CEO level	
2.	Has Training of District SVEEP Nodal Officers by SLMTs completed	
3.	Is total no. of all women Polling Stations finalized: If yes, how many?	
4.	Total ELCs set up till date in (a) Schools (b) Colleges	
5.	Total ChunavPathshala set up till date (for Communities)	
6.	Total VAF set up till date	
7.	No. of Campus Ambassadors in the State (updated figures)	
8.	No. of District where workshop of Campus Ambassadors completed till date	
9.	What hours is the State Helpline functioning	
10.	No. of District Helpline activated	
11.	Budget status	
	a)　　Total fund Transferred by ECI to State Headquarter	
	b)　　Total fund Transferred to Districts	
	c)　　Total fund left with CEO	
	d)　　Total Expenditure from 'C'	
	e)　　Amount available with CEO	
12.	Name of State Icons (inclPwD)	
13.	ACCESSIBILITY	
	a)　　No. of Districts where District (DMCAE) and AC Committees (ACAE) on Accessible Elections set up	
	a)　　No of Districts where Disability Coordinators appointed	
	a)　　Name, designation and contact details of State Disability Coordinator	
	a)　　No of PwDs mapped booth wise till date	
	a)　　How many PS managed by all PwD officials planned? If yes, how many?	

14.	a) Are accessible Voter Education Material available?	
	a) Is there a module in all Training on sensitization of officials	
	EVM- VVPAT RELATED	
	a) No of Districts who have given EVM-VVPAT reports as per prescribed format?	
	a) Total No. of Static EVM-VVPAT centres activated till date	
	a) Total number of mobile vans deployed for EVM-VVPAT Awareness in State till date	
	a) Cumulative no. of localities covered by these Vans(Villagers/ Hamlets)	
	a) Total number of mock votes polled during the awareness campaign till date (all centres, static & mobile) in the State/ UTs*	
15.	Outreach / Campaign	
	a) No of special awareness or registration camps held for Service Voters in cantonments	
	a) Total no of Public buildings like AWC, CSC, Banks, Post Offices etc where Posters for 'Verify Your Details' have been posted in the State	
	a) Are all Cinemas showing ECI films under PSA?	
	a) Are weekly Press Briefings being done at CEO and DEO level	

16. Calendar of SVEEP Activities (Media campaign and Mobilization Activity)

Week	Days	Activities at State Level	Activities at District Level	Activities at AC Level	Activities at PS Level
1.	Week 1				
2.	Week 2				
3.	Week 3				
4.	Week 4				
5	Week 5				
6.	Week 6				
7.	Week 7				
8.	Week 8				

"e.g. I AM READY by CEO Manipur"

Newspaper advt.	
TV	
Radio	
Cinemas	
Digital and Social	
Any other (pl Specify)	

Note:- * A proper record of such participants be kept by the DEOs in Mock Poll Demonstration register.

Turnout Implementation Plan (TIP) Templates

Analysis Template (AC level) for ACs with less than 50%VTR

No. of ACs (tentative):

No. of Districts/ DEOs:

Section A (Core data: Pre-filled or automatic fetching from ECI database)
State:
Assembly Constituency:
No.:   Name:
Voter Turnout: •   LS 2014: •   LS 2019: •   Most recent Assembly Election:
Section B (Demographics and other significant data - to be filled by DEO)
•   Data source(s) for filling this section:
•   Gender Ratio (F/ M):
•   E/ P Ratio:
•   Literacy Rate:
Age Profile (as percentage of population): •   18-19 years: •   20-40 years: •   40-80 years: •   80+ years:
•   Severely disadvantaged groups which might include, but may not be limited to SC,ST, other socially vulnerable segments, PwD, PVTGs, Third Genders etc (please also indicate the overall percentage of such population):

•   Urban population as percentage of total population:
Polling statistics (LS 2019):   •   Average turnout of ten lowest polling booths: •   Ratio of urban booths to rural booths among the above ten booths: •   Percentage Difference between Male and Female Voter Turnout (M-F):
Section C: Applicable for ACs below 50% turnout in LS 2019
•   Did any segment or socio-economic group face difficulty in voting in LS 2019? If so, elaborate:
•   If (M-F) is greater than 5%, specific causes for low female turnout:
•   If female voting in the AC is usually markedly lower than male turnout, any initiatives taken so far for the same:
Note on media consumption habits in urban areas of the AC: •   Any locally popular TV stations?   •   Any locally popular AIR stations?   •   Any locally popular FM stations?   •   Any community radio stations active in the urban areas of the AC?   •   Any locally published newspapers with strong readership in the AC?   Are any of the above media outfits owned by politically active individuals? Specify details.
•   Are there any prominent social media influencers active in urban areas of the AC. Specify with details.
Note on large employers in the urban areas of the AC: •   Any prominent PSUs located in the area?   •   Any agri/ dairy cooperatives active in the area?   •   Any industrial clusters in the town?   •   Any other large employers in the urban areas?   •   Does the town have a large presence of ex-servicemen?   •   No. of post offices in urban areas of the AC   •   No. of PSU bank branches in urban areas of the AC   •   No. of railway stations in urban areas of the AC   •   Any airports located in the urban areas of the AC

Note on education, social/ cultural organisations/ ULBs present in the urban areas of the AC:

- Prominent higher education institutions present in the region (colleges/ universities - name and number of students):

- Prominent social/ cultural/ women organisations active in the urban areas:

- Specify any local festivals, fairs, melas, or other traditional mass gathering occasions in the area, especially in the September to February period:

- Any other local government representatives/ officials regularly visiting households (specify frequency):

- Any traditional handicrafts, arts, local industry that is prevalent in the urban areas of the AC?

- Any prominent or popular sportspersons/ musicians/ folk artists/ actors of the region (exclude people of known political leaning):

- Any industry chambers active in the urban areas of the AC?

Note on public transport services:

- Metro networks?

- Cab services/ aggregators?

- Local bus networks (public/ private)?

- Local train systems?

- Do the urban areas have significant presence of RWAs, or other residents' associations. Elaborate.

- Any prominent market associations in the AC:

- Any prominent sports tournaments held in the AC between September and February:

Professional Associations active in the AC:

- Doctors:

- Lawyers:

- Engineers:

- Architects:

- CAs:

- MBAs:

- CEOs/ Startups:

- Others:

•   Details of PSUs and Government Departments present in the urban areas of the AC

Note on prominent landmarks in the urban areas of the AC:

•   Tallest buildings:
•   Fields/ Maidans:
•   Main thoroughfares:
•   Main markets/ malls/ food-courts:
•   Airports/ Railway Stations/ Bus Terminals:
•   Any other places of daily/ weekly or periodic mass congregation:
•   Any other feature of interest:
•   Based on above information and inputs, what is your plan for improving voter turnout:

Section D: To be filled for ACs below 50% turnout in LS 2019

Note on health of electoral roll, and measures taken to purify health of electoral roll:
•   Recent measures taken to improve health of electoral roll
•   Does the AC face significant outward migration? Elaborate.
•   Share inputs on the extent (percentage etc) of migrants who come back to vote, if relevant
•   Average number of voters per booth (LS 2019):
•   Average number of booths per location:
•   Note on status of AMF in booths:
•   Suggestions on any of the above (Section E):

Analysis Template (AC level) for Mega Cities

No. of ACs (tentative):

No. of Districts/ DEOs:

Section A (Core data: Pre-filled or automatic fetching from ECI database)
State:
Assembly Constituency:
No.:   Name:
Gender Ratio (F/ M):
E/ P Ratio:
Age Profile (as percentage of population): •   18-19 years: •   20-40 years: •   40-80 years: •   80+ years:
Voter Turnout: •   LS 2014: •   LS 2019: •   Most recent Assembly Election:
Section B: (Demographics and other significant data - to be filled by DEO)
•   Data source(s) for filling this section:
•   Literacy Rate:
•   Severely disadvantaged groups which might include, but may not be limited to SC, ST, other socially vulnerable segments, PwD, PVTGs, Third Genders etc (please also indicate the overall percentage of such population):
•   Urban population as percentage of total population:
Polling statistics (LS 2019): •   Average turnout of ten lowest polling booths: •   Ratio of urban booths to rural booths among the above ten booths: •   Percentage Difference between Male and Female Voter Turnout (M-F):

Section C: Applicable for ACs having more than 30% urban population
•   Did any segment or socio-economic group face difficulty in voting in LS 2019? If so, elaborate:
•   If (M-F) is greater than 5%, specific causes for low female turnout:
•   If female voting in the AC is usually markedly lower than male turnout, any initiatives taken so far for the same:
Note on media consumption habits in urban areas of the AC: •   Any locally popular TV stations? •   Any locally popular AIR stations? •   Any locally popular FM stations? •   Any community radio stations active in the urban areas of the AC? •   Any locally published newspapers with strong readership in the AC? Are any of the above media outfits owned by politically active individuals? Specify details.
•   Are there any prominent social media influencers active in urban areas of the AC. Specify with details.
Note on large employers in the urban areas of the AC: •   Any prominent PSUs located in the area? •   Any agri/ dairy cooperatives active in the area? •   Any industrial clusters in the town? •   Any other large employers in the urban areas? •   Does the town have a large presence of ex-servicemen? •   No. of post offices in urban areas of the AC •   No. of PSU bank branches in urban areas of the AC •   No. of railway stations in urban areas of the AC •   Any airports located in the urban areas of the AC
Note on education, social/ cultural organisations/ ULBs present in the urban areas of the AC: •   Prominent higher education institutions present in the region (colleges/ universities - name and number of students): •   Prominent social/ cultural/ women organisations active in the urban areas: •   Specify any local festivals, fairs, melas, or other traditional mass gathering occasions in the area, especially in the September to February period:

•   Any other local government representatives/ officials regularly visiting households (specify frequency): •   Any traditional handicrafts, arts, local industry that is prevalent in the urban areas of the AC? •   Any prominent or popular sportspersons/ musicians/ folk artists/ actors of the region (exclude people of known political leaning):
•   Any industry chambers active in the urban areas of the AC?
Note on public transport services: •   Metro networks? •   Cab services/ aggregators? •   Local bus networks (public/ private)? •   Local train systems?
•   Do the urban areas have significant presence of RWAs, or other residents' associations. Elaborate.
•   Any prominent market associations in the AC:
•   Any prominent sports tournaments held in the AC between September and February:
Professional Associations active in the AC: •   Doctors: •   Lawyers: •   Engineers: •   Architects: •   CAs: •   MBAs: •   CEOs/ Startups: •   Others:
•   Details of PSUs and Government Departments present in the urban areas of the AC
Note on prominent landmarks in the urban areas of the AC: •   Tallest buildings: •   Fields/ Maidans: •   Main thoroughfares: •   Main markets/ malls/ food-courts: •   Airports/ Railway Stations/ Bus Terminals:

•   Any other places of daily/ weekly or periodic mass congregation:
•   Any other feature of interest:
•   Based on above information and inputs, what is your plan for improving voter turnout:
Section F: Municipal Commissioners/ Relevant CEOs of 9 Metro cities to respond: Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Bengaluru, Ahmedabad, Surat, Pune
Commonalities between ACs in mega-cities   How many ACs are part of your metropolitan area?   Do you believe multiple ACs in your metropolitan area would yield largely similar responses to Sections D and E?   If the answer to the above question is yes, kindly enumerate the ACs within your metropolitan area that would be part of a common group, in your view? (Multiple groupings may be indicated, if required)
Are there certain localities in your city, which see daily migration of people from the surrounding hinterland?   •   Government offices?   •   PSUs?   •   Private Office Complexes?   •   Informal labour pools?   In the above cases, details of any SVEEP or voter awareness activities carried out in the recent past?
Are there certain localities in your city, which see daily migration of people from the surrounding hinterland?   •   Government offices?   •   PSUs?   •   Private Office Complexes?   •   Informal labour pools?   In the above cases, details of any SVEEP or voter awareness activities carried out in the recent past?
Identify consumer tech platforms which are popular in your metropolitan area: •   E-commerce: Amazon, Flipkart, AJIO etc   •   Delivery platforms: Swiggy, Zomatoetc   •   Cab aggregators: Uber, Ola, BluSmart   •   OTT platforms (Netflix, Amazon Prime, Zee5, etc)

I•   Multiplex chains (INOX, PVR)

•   Event Platforms (Bookmyshow)

•   Any others (please specify)

Analysis Template (AC level) for Urban Constituencies

No. of ACs (tentative):

No. of Districts/ DEOs:

Section A (Core data: Pre-filled or automatic fetching from ECI database)
State:
Assembly Constituency:
No.:   Name:
Gender Ratio (F/ M):
E/ P Ratio:
Age Profile (as percentage of population): • 18-19 years: • 20-40 years: • 40-80 years: • 80+ years:
Voter Turnout: • LS 2014: • LS 2019: • Most recent Assembly Election:
Section B: (Demographics and other significant data - to be filled by DEO)
• Data source(s) for filling this section:
• Literacy Rate:
• Severely disadvantaged groups which might include, but may not be limited to SC, ST, other socially vulnerable segments, PwD, PVTGs, Third Genders etc (please also indicate the overall percentage of such population):
• Urban population as percentage of total population:
Polling statistics (LS 2019): • Average turnout of ten lowest polling booths: • Ratio of urban booths to rural booths among the above ten booths: • Percentage Difference between Male and Female Voter Turnout (M-F):

Section C: Applicable for ACs having more than 30% urban population
• Did any segment or socio-economic group face difficulty in voting in LS 2019? If so, elaborate:
• If (M-F) is greater than 5%, specific causes for low female turnout:
• If female voting in the AC is usually markedly lower than male turnout, any initiatives taken so far for the same:
Note on media consumption habits in urban areas of the AC: • Any locally popular TV stations? • Any locally popular AIR stations? • Any locally popular FM stations? • Any community radio stations active in the urban areas of the AC? • Any locally published newspapers with strong readership in the AC? Are any of the above media outfits owned by politically active individuals? Specify details. • Are there any prominent social media influencers active in urban areas of the AC. Specify with details.
Note on large employers in the urban areas of the AC: • Any prominent PSUs located in the area? • Any agri/ dairy cooperatives active in the area? • Any industrial clusters in the town? • Any other large employers in the urban areas? • Does the town have a large presence of ex-servicemen? • No. of post offices in urban areas of the AC • No. of PSU bank branches in urban areas of the AC • No. of railway stations in urban areas of the AC • Any airports located in the urban areas of the AC
Note on education, social/ cultural organisations/ ULBs present in the urban areas of the AC: • Prominent higher education institutions present in the region (colleges/ universities - name and number of students): • Prominent social/ cultural/ women organisations active in the urban areas: • Specify any local festivals, fairs, melas, or other traditional mass gathering occasions in the area, especially in the September to February period:

• Any other local government representatives/ officials regularly visiting households (specify frequency): • Any traditional handicrafts, arts, local industry that is prevalent in the urban areas of the AC? • Any prominent or popular sportspersons/ musicians/ folk artists/ actors of the region (exclude people of known political leaning):
• Any industry chambers active in the urban areas of the AC?
Note on public transport services: • Metro networks? • Cab services/ aggregators? • Local bus networks (public/ private)? • Local train systems?
• Do the urban areas have significant presence of RWAs, or other residents' associations. Elaborate.
• Any prominent market associations in the AC:
• Any prominent sports tournaments held in the AC between September and February:
Professional Associations active in the AC: • Doctors: • Lawyers: • Engineers: • Architects: • CAs: • MBAs: • CEOs/ Startups: • Others:
• Details of PSUs and Government Departments present in the urban areas of the AC
Note on prominent landmarks in the urban areas of the AC: • Tallest buildings: • Fields/ Maidans: • Main thoroughfares: • Main markets/ malls/ food-courts: • Airports/ Railway Stations/ Bus Terminals:

Analysis Template (AC level) for Rural ACs

No. of ACs (tentative):

No. of Districts/ DEOs:

Section A (Core data: Pre-filled or automatic fetching from ECI database)
State:
Assembly Constituency:
No.:   Name:
Voter Turnout: •   LS 2014:   •   LS 2019:   •   Most recent Assembly Election:
Section B (Demographics and other significant data- to be filled by DEO)
•   Data source(s) for filling this section:
•   Gender Ratio (F/ M):
•   E/ P Ratio:
•   Literacy Rate:
Age Profile (as percentage of population):   •   18-19 years: •   20-40 years: •   40-80 years: •   80+ years:
•   Severely disadvantaged groups which might include, but may not be limited to SC,ST, other socially vulnerable segments, PwD, PVTGs, Third Genders, etc. (please also indicate the overall percentage of such population):
•   Urban population as percentage of total population:
Polling statistics (LS 2019):   •   Average turnout of ten lowest polling booths: •   Ratio of urban booths to rural booths among the above ten booths: •   Percentage Difference between Male and Female Voter Turnout (M-F):

Section C: Applicable for ACs having more than 30% rural population
•   Did any segment or socio-economic group face difficulty in voting in LS 2019?If so, elaborate:
•   If (M-F) is greater than 5%, specific causes for low female turnout:
•   If female voting in the AC is usually markedly lower than male turnout, any initiatives taken so far for the same:
Booth remoteness check: •   No. of booths in remote or inaccessible areas (> 500 meters from nearest motorable road): •   Average turnout in these booths in LS 2019: •   No. of booths with no mobile connectivity: •   Average turnout in these booths in LS 2019:
Note on media consumption habits in rural areas of the AC: •   Any locally popular TV stations? •   Any locally popular AIR stations? •   Any locally popular FM stations? •   Any community radio stations active in the AC? •   Any locally published newspapers with strong readership in the AC? Are any of the above-mentioned media outfits owned by politically active individuals? Specify details.
Note on large employers in the rural areas of the AC: •   Any prominent PSU located in the area? •   Any prominent mining establishments in the area? •   Any agri/ dairy cooperatives/ other cooperatives/ SHGs active in the area? •   Any industrial clusters in the region? •   Any other large employers in the region, especially those with rural catchment? •   Does the region have a large presence of ex-servicemen? •   No. of post offices in rural areas of the AC •   No. of PSU bank branches and cooperative banking in rural areas of the AC •   No. of railway stations in rural areas of the AC •   No. of Panchayats in the AC

Note on education, social/ cultural organisations present in the region:

•   Prominent higher education institutions present in the region (colleges/ universities - name and number of students):

•   Prominent social/ cultural organisations active in the rural areas:

•   Specify any local festivals, fairs, melas, or other traditional mass gathering occasions in the area, especially in the September to February period:

•   Frequency of ASHA workers visiting households:

•   Frequency of Anganwadi workers visiting households:

•   Any other local government representatives/ officials regularly visiting villages (specify frequency):

•   Any traditional handicrafts, arts, local village or cottage industry that is prevalent in the rural areas of the AC?

•   Any prominent or popular sportspersons/ musicians/ folk artists/ actors or other influential persons (including local social media influencers) of the region (exclude people of known political leaning):

Agricultural outreach:

•   Any KrishiVigyanKendras in the region?

•   Details of Mandis in the area

•   Details of fertilisers and seeds outlets/ shops in the region

•   Any other agriculture related PSUs or agri extension workers frequently interacting with farmers in the rural areas of the AC?

•   Any other important aspect of the rural areas of the AC, which has a potential to positively or negatively impact voter turnout:

•   Based on above information and inputs, what is your plan for improving voter turnout:

Special Summary Revision (SSR)

(Report to be sent by the CEOsto SVEEP Division after the conclusion of activity)

No.491/ ECI/ LET/ FUNC/ SVEEP-II/ Vol.II/ SSR/ 2023   Dated: 13thJune, 2023

To

Chief Electoral Officersof All States & UTs

(Except Chhattisgarh, Madhya Pradesh, Mizoram, Rajasthan and Telangana)

Subject: Annual Summary Revision of Photo Electoral Rolls with reference to

1stJanuary, 2024as the qualifying date -regarding

Sir/ Madam,

With reference to the instructions No. 23/ 2023-ERS (Vol.III) dated 29.05.2023 issued for the upcoming Annual Summary Revision of electoral rolls with reference to 1st January, 2024 as the qualifying date,the overall objectives are as follows:

i.)   EP ratio on the electoral rolls to match the 18+ population as per census

ii.)   Gender ratio on rolls to match the gender ratio as per census

iii.)   To increase the percentage of enrolment in the newly eligible 18-19 year age group

iv.)   To increase enrolment of Service elector in the last past of electoral roll

v.)   To increase enrolment of overseas Indian electors in the roll

vi.)   Registration of Persons with Disabilities (PwDs) in the Electoral Roll to match with the census data of 18+ PwDs of each state

vii.)   Visible improvement in the enrolment of people from marginalised groups and communities (Inclusion)

viii.)   Purification of Electoral Rolls

2.   In this regard, I am directed to convey that the Commission has directed you to launch a comprehensive campaign for the universal enrolment of all eligible citizens and de-duplication

of entries in the electoral roll by drawing up a plan of action, based on the following:

I. Strategy and Implementation

A. Gaps at Micro-level and Targeted intervention

i.) Analysis at AC and PS level - to detect gaps in enrolment

ii.) Door to Door survey by BLOS & distribution of awareness materials

iii.) Identification of groups, communities with lower representation at AC/ PS level

iv.) Special Enrolment camps of all eligible voters through music, street plays, etc. and through Social Media

v.) Wide circulation of SSR Creatives through Social Media (Facebook, twitter, WhatsApp, etc.)

vi.) Displays of SSR related videos at SSR camps, CEO & DEO offices

vii.) Display of posters/ creatives on Enrolment, Voting, etc.

viii.) Extensive use of social media, FM Radio, Community Radio, Web Radio, DDK local cable TV and AIR

ix.) Advertisements on CEO&DEO websites, print media & other platform

x.) Utilisation of Electoral Literacy Clubs at Schools, College Level, Community Level, Corporate levels, etc.

xi.) Active participation of members of Voter Awareness Forums

xii.) Holding of regular press meets

xiii.) Popularization of Voter Helpline Mobile App for online filling of application along with www.voterportaleci.gov.in and www.nvsp.in

B. Youth enrolment (including newly eligible)

i.) Utilisation of Electoral Literacy Clubs at Schools, College Level, Community Level, Corporate Levels, etc.

ii.) Enrolment drive in colleges/ campuses

iii.) Higher involvement of Nodal officers from Campuses in enrolment drive

iv.) Special drive for enrolment of non-student youth in this age-group

v.) Coordinate with NSS and NYKS for reaching out to youth widely

vi.) Make Youth Voter Festival' a part of the Calendar ahead of summary revision

vii.) Engaging State &District Icons to motivate & aim for 100% coverage of registration of young & future voters.

viii.) Forging of widened Partnership, stakeholder-ship and collaboration with prominent youth organizations, having strong peer group influence in educational institutions, along with robust digital presence for organizing online digital Electoral Literacy Clubs through various Social Media Platforms

ix.) Identification of dynamic and robust organizations, creative communities for deploying creative messaging on E2E process (Enrolment to Elections)

x.) Various online programmes such as ELC Boot Camp, Talk with Icons, Creatives and various online competitions may be organized in collaboration with the youth organizations to engage young and future voters through online mode

xi.) Organizing finales of all Competitions conducted at the District Level to enhance, amplify & widen visibility for all cumulative electoral campaign and targeted messaging

xii.) State/ District Level Online Quiz competitions shall be organized

C. Gender Gap

i.) Co-opting media and field formations to enrol women

ii.) Focused attention for enrolment of housewives and women engaged as labour in cities in factories, small industrial establishments, commercial establishments, textile mills etc.

iii.) Special camps for enrolment of women

iv.) Appointment of Women Icons to motivate & aim for 100% coverage of registration of Women voters

v.) Special advertisements targeting Women Voters

D. Persons with Disabilities

i.) Maintain information in the BLO register on their disability to help in facilitation and facilitate their registration in the electoral roll

ii.) Special camp and campaign may be taken up to register PwDs and such camps widely publicised

iii.) Identify Community Radio networks or magazines, channels, etc for PWDs to partner. Use programmes on AIR, DD and private radio and Cable TV to reach out to PwDs

iv.) Engaging State &District Disability Icons to motivate & aim for 100% coverage of registration of PwDs voters

v.) Collaboration with Commissioner of Disabilities for awareness & registration Camps of PwDs

vi.) Special disability oriented programmes (Blind football, wheel chair basketball, visually impaired music band etc) with its proper coverage through various media platforms.

E. Inclusion

i.)   Identify marginal groups and segments and their details within the Constituency

ii.)   Design educational material for identified segments or groups like Migrant labourers, Sex workers, Third Gender. Homeless, Nomads etc. Denotified, Nomadic or semi-nomadic tribes can be enrolled in the electoral roll only when they settle down at some particular place and satisfy the condition of ordinary residence.

iii.)   Identify credible partners to reach out to the identified groups and segments

iv.)   Outreach with help of partners with special registration camps

v.)   Design special awareness material for Tribal Communities in the region is their dialect

vi.)   Survey by BLOs for Migrant labourers, Sex workers, Third Gender, Homeless, Nomads etc

vii.)   Leveraging of tribal festivals

viii.) Engaging with community leaders from these special category groups

ix.)   Collaboration with Govt. departments & ministries

F. Service Electors

i.)   Special awareness and registration camps for Defence personnel disseminating information on enrolment as General or Service Voter

ii.)   Training Nodal Officers from defence as Resource Persons for dissemination of information on the entire process of registration and voting (explain FAQs & reasons for rejection of Postal ballots)

iii.)   Popularisation of http://servicevoter.nic.in/ for registration

iv.)   Special campaign for wives of service personnel

v.)   Tie up with local AIR and DD on their special broadcasts for Defence personnel to carry message on registration of service personnel; CEO can also have interactive sessions in these programmes

vi.)   Special Camps at Cantonment areas

vii.)   Awareness Posters & Hoarding in Cantonment areas

viii.) Orienting of Nodal Officer from the Armed forces by DEO

ix.)   Ad Plug ins on the websites of Defence Personnel

G. Overseas Indians

i.)   Focus on families having NRIs and promote registration of NRIs among them

ii.)   Popularise NVSP link for online registration of NRIs

iii.)   BLOs to share form 6A with families having a member who is NRI and familiarize them with NVSP portal

iv.)   Distribution of awareness materials by BLOs to families having NRIs

v.)   Distribution of guidelines for filling up of Form 6A to families having NRIs

vi.)   Wide Publicity at the Airports

vii.)   Collaboration with Ministry of External affairs & Other Embassies.

III. Multi-Media Campaign

Error free roll, surrender of multiple entries and voter portal & App has to be widely publicized. Suitable multi-media content may be created to support the drive and for wide dissemination of information and publicity of dates of registration drive adequate content may be created on motivational aspects and disseminated to Districts for wider reach. Ready-made content from the SVEEP portal and also from Voter Education Channel, Hello Voter Programme and from CEO's own archives may be used after due scrutiny of their local relevance and applicability

i.)   Advertisements of SSR related videos in theatres/ OTT platforms. Advertisements should be voter service centric and not just an administrative exercise of announcement

ii.)   Advertisement of SSR creatives in local dailies/ local cable and online news channels

iii.)   Campaign shall appeal to all target audience

iv.)   Campaign Creatives shared by the Commission shall be translated in vernacular language.

v.)   QR code to download Voter Helpline App shall be included in all multimedia creatives

vi.)   Hoardings & posters on schedule of SSR in Public places and govt offices.

vii.)   Wide circulation of SSR Creatives through Social Media (facebook, twitter, Instagram, Youtube, Whatsapp, etc.)

viii.)   FAQs videos to be widely circulated

ix.)   Use of Web Radio & Community Radio

x.)   Explore new media vehicles to enhance reach of the campaign.

Engagement with Icons: Video Bytes by State & District Icons shall be used on social media. Messages on various themes such as registration, checking name in the voter's list, Facilities of Voter Helpline App.

IV. Developing Partnerships

To carry forward the SVEEP programme in relation to registration, partnerships may be strengthened with the following:

i.)   State Govt Departments

ii.)   Departments of Ministry of I&B such as Press Information Bureau, Bureau of Outreach and Communication, Public Broadcaster, AIR and DD

iii.)   Railways

iv.)   Shopping Malls

v.)   Airport Authority of India

vi.)   Private Media - TV Channels, FM Channels, Newspapers

vii.)   Educational Institutions

viii.)   BSNL/ MTNL

ix.)   Corporate Federations

x.)   Transport Department

xi.)   PSUs like Indian Oil Bharat Petroleum

xii.)   Individuals like celebrities, artists etc

V. Inputs for Social Media Campaign for SSR activity

The CEOs can effectively utilise the social media platforms to further enhance electors engagement during the SSR activity. SSR should be carried out in a campaign mode.

•   CEO/ DEOs should proactively post about the various important dates and information of the SSR program on CEOs social media platforms.

•   Innovative social media campaigns may be organized like

i.)   Selfie campaigns on social media

ii.)   Selfie with the BLO: Selfie at the Voter Facilitation Centre'

iii.)   An engaging hashtag campaign with a photo/ small video of the user with a hashtag like 'Tag Your Friend Along' may also interest the first-time voters to go register and encourage their friends to register as well during the revision period.

iv.)   Online competitions like'5-minute challenge' asking voters to submit their forms online or using voter helpline app in less than5 minutes.

•   CEOs/ DEOS may also use crowdsourcing for getting important creatives for the SSR promotion by organizing online competitions on social media and involving local media/ journalism college students.

•   Information related to Voter Helpline App along with the downloading links may be shared on social media platforms for wider outreach and awareness.

•   CEOs/ DEOs may use the following hashtags while sharing any posts related to SSR on social media #SSR #Nothing Like Voting #I Vote for Sure

•   SVEEP Icons motivating videos to be used to promote SSR activity and motivate people for registration or any corrections.

VI. CEOs may ensure that an Addl/ Jt. CEO exclusively for SVEEP and a competent nodal officer in each district is in position as per directions given by the Commission from time to time.These directions are suggestive and CEOs/ DEOs may take up initiatives locally as required to meet the objectives of Special Summary Revision.

VII. Action as directed above may be taken up on a most immediate basis for the Special Summary revision. A reporting format for Special Summary Revision (SSR) is attached herewith which may be furnished to the Commission.

This issue with the approval of the competent authority.

Yours Sincerely,

(SANTOSH KUMAR)

SECRETARY

Enclosed: As above

Reporting Format

(Report to be sent by the CEOsto SVEEP Division after the conclusion of activity)

Name of the State / UT: **Date of Reporting :**

1	Identification of low EP Ratio/ Gender Ratio PS done. If yes numbers identified	
2	Any steps taken to identify person with disability (PWDs) electors	
3	Any Organisation/ Agencies partnered with for Summary Revision (Pl. specify)	
4	Media in which publicity given to the following: a. schedule of Summary Revision & date of eligibility for enrolment(1st January, 2024) b. location of display of draft Roll including its availability on CEO's website c. Types of Forms for enrolment d. Details of BLO/ Know your BLO	(Specify whether given in newspaper, website, radio, TV, or posters/ pamphlets) (Detailthereof)
5	Total No of Media insertions at State& UT level a. In print(newspapers) b. In TV c. In Radio d. Any other media (pl specify)	
6	Total no of mobilization/ special activities in the State& UT	

7	Special drives carried all for Youth Women PwD Service Electors Inclusivity Overseas Indians	
8	No of camps in theState & UT (PI specify no. and dates)	Nos
		Dates
9	How was the day and location of camp publicised a)　　In print media b)　　Electronic media c)　　Interpersonal (door-door, mike announcement, prabhatpheri, etc.) d)　　Any other (pl specify)	Yes/ No Yes/ No Yes/ No
10	Were any camps held specially for any particular group/ segment (e.g. service voters, NRls, or any other group) if yes pl specify	
11	Details of Multi-Media Campaign	
12	The most innovative activities and interventions(pl specify)	

Signature of CEO:_____

NVD Reporting Format

Reporting Format for National Voters' Day

(Prelim report by 1st January/ final by 5th February)

State:

Date:

S.No	Name of the activity		Data
1	Number of PS locations where NVD will be/ was organized		
2	Total electors to be/ was distributed EPIC on NVD (includes those given EPIC between final publication of ER and NVD)	Male	
		Female	
		Others	
3	Of these, how many in 18-19 yr age group (newly eligible)	Male	
		Female	
		Others	
4	Number of badges to be/ was distributed to new electors.		
5	Number of youth voters festivals planned/ organised in Colleges through ELC Colleges		
6	Number of Schools celebrating NVD through ELC schools		
7	Number of special awareness camps held for service voters		
8	Whether any document/ film to be/ launched in NVD, detail thereof		
9	Tableau for State RD parade on given theme		Y/ N
10	Chief Guest proposed/ attended the State NVD function		
11	Newspapers in which NVD advertisement is planned / was given on 25th January.		

Signature:

Nomination Form for Best Electoral Practices Awards (Format)

II.   Nomination for   : General Award / Special Award (Tick one)

II.   Name of the Officer   :

III.   Designation/ Post during the period of consideration:

IV.   Present Designation and Post   :

V.   Nominated for (Tick any one) :

(i)   Election Management

(ii)   Voter's Education and Electoral Participation

(iii)   IT Initiatives

(iv)   Security Management

(v)   Electoral Roll Management

(vi)   Innovative Measures

(vii)   Accessible Elections

(viii)   Electoral Literacy Clubs

VI.   Summary of Achievement/ Work-   The name of the achievement and a summary of the nomination. Describe the achievement/ work, key features and the outcomes/ effectiveness. (No more than 100 words)

VII.   Description of Achievement/ Work -   Use plain language to describe the achievement/ work of the nominee (No more than 1000 words)

VIII.   Enclosures   :

1.   ………………

2.   ………………

IX.   Recommendation of the CEO (upto 100 words)   -

…………..

Signature

……………......

(Name of CEO)

……………………….

(Name of the State/ UT)

Nomination Form for Best State Award
(Format)

I.   Name of the State   :

II.   Relevant Indicators (Comparative data for the period in consideration) :

(from list given at point 3.3 of the circular No 590/ ECI/ LET/ FUNC/ SVEEP-III/ Awardee/ 2019, dated _____ August, 2019)

III.   Summary of Achievement / Work-Use plan language to describe the achievement / work in the State (Note more than 1000 words)

IV.   Enclosures   :

     i.   ………………

     ii   ………………

     iii   ………………

V.   Recommendation of the CEO (upto 100 words)   -

…………..

Signature

…………......

(Name of CEO)

CEO of

……………………….

(Name of the State/ UT)

National CSO Award For Best Campaign On Voters' Education & Awareness – 20xx

A. Who is eligible?

Institutions, organizations or individuals from among CSOs promoting electoral participation through effective and innovative programmes or projects.

B. How to apply?

The submission of nominations shall be made to Under Secretary (SVEEP), ECI by the CEOs, as well as by Civil Society Organizations maintaining official partnerships with CEOs/ DEOs. Each nomination must be accompanied by a written recommendation by CEO/ DEO. A self-nomination cannot be considered.

C. Selection process

The selection of prize winners will be made by a Jury appointed by ECI. The Prize shall be awarded at the official ceremony on National Voters' Day (25th January). **It would not have any cash component.**

The following specific selection criteria will be applied to candidatures:

1.   The ability, as demonstrated in the proposal narrative, **to improve electoral participatory practices.**

2.   The project must have made an outstanding and tangible contribution to improving electoral participation and **developing awareness** on electoral process. Possible impacts to be considered include but are not limited to:

a.   Increased stakeholder engagement in elections;

b.   Increase of community awareness on registration and voting process;

c.   Increase of community understanding of informed and ethical voting;

d.   Assisting CEO / DEO on Accessibility.

3.   The best practice has been successful in developing awareness and action on electoral process among particularly:

a.   Women

b.   People with low levels of literacy

c.   Persons with disabilities

d.   Youth

e.   Urban Populace

f.   Tribal

g.   Specific groups/ communities

Please provide the information in the Application form:

NATIONAL AWARD FOR CSO

Application Form

1. BASIC INFORMATION

i.   Name of implementing organization:

ii.   Chief executive officer of the organization:

iii.   Type of Organization: National NGO ☐   International NGO ☐   Other National Institution ☐

iv.   Other (Local branch of National NGO, Private body, Trade Union, Religious mission, etc.). ☐ Please specify :

v.   Operating in: All India ☐   State ☐   District ☐ Community ☐   Other ☐ Please specify:

2. CONTACT DETAILS

i.   Name of contact person:

ii.   Job title (or position):

iii.   Full Address:

iv.   Telephone/ Fax:

v.   Web site, if any:

vi.   E Mail:

3. ORGANIZATION

Describe the organization, its history, its aims and mandate, its governance structure, any other relevant information (maximum 250 words):

4. PROGRAMME SUMMARY

Describe the vision and rationale of the programme/ project: the main goal and the particular problem/ s it seeks to address (maximum 250 words):

5. THEMATIC AREAS (tick those that apply)

i.	Electoral participation and Gender	☐
ii.	Weaker Section	☐
iii.	Special Communities/ Groups	☐
iv.	Fighting Urban Apathy	☐
v.	Inclusion of Persons with Disabilities	☐
vi.	Youth and Elections	☐
vii.	Other	☐ please specify:

6.   PROGRAMME DETAILS

A. Specific objectives

List and explain the specific objectives of the programme/ project (150 words):

B. Outreach

i.   Main target group(s):

ii. Number of locations where the programme is running for the specific theme:

iii.   Number of people reached annually (average) on the theme :

iv.   Number of participants reached in the year of consideration on the theme:

C. Programme delivery

Structure and mechanism

i.   How are the programmes organized? Please describe:

ii.   What kind communication or behavioural change methodology is applied? Please describe:

iii.   What kind of material is being used?

iv.   What are the main topics covered? Please describe:

v.   How and by whom is the material developed?

Language(s) of instruction

i.   Official language ☐

ii.   Mother tongue ☐

iii.   Other:

D. Resources

What resources were used and how were they mobilized?

E. Partners

Provide full list:

i.   Government:

ii.   List contributions from the private sector and/ or NGOs:

iii.   Other partnerships (please specify):

7.   Programme Results

List and describe the achievements of the programme/ project (minimum 150 words)

8.   Innovative Features

List and describe the innovative features of the programme/ project (max 150 words):

9.   Additional Information

List any sources from which information regarding the programme/ project is available:

10.   Please list here documents in the following categories that will accompany this application

i.   Documents, films, audio visual material available about programme:

ii.	Published research studies / reports available about the programme:

iii.	Internal or external evaluations of the programme, reports on impact assessments:

**11.	Recommendation by District Election Officer/ Chief Electoral Officer:**

National Award For Govt. Agency/ Psu For Enhancing Electoral Participation –20xx

A. Who is eligible?

Institutions, organizations or departments from among States/ UTs promoting electoral participation through effective and innovative programmes or projects.

B. How to apply?

The submission of nominations shall be made to Under Secretary (SVEEP), ECI by the CEOs, as well as by Govt. Departments maintaining official partnerships with CEOs/ DEOs. Each nomination must be accompanied by a written recommendation by CEO.

C. Selection process

The selection of prize winners will be made by a Jury appointed by ECI. The Prize shall be awarded at the official ceremony on National Voters' Day (25th January).   **It would not have any cash component.**

The following specific selection criteria may be applied to candidatures:

1.	The ability, as demonstrated in the proposal narrative, **to improve electoral participatory practices.**

2.	The project may have made an outstanding and tangible contribution to improving electoral participation and **developing awareness** on electoral process. Possible impacts to be considered include but are not limited to:

a.	Increased stakeholder engagement in elections;

b.	Increase of community awareness on registration and voting process;

c.	Increase of community understanding of informed and ethical voting;

d.	Assisting CEO/ DEO on Accessibility.

3.	The best practice has been successful in developing awareness and action on electoral process among particularly:

a.	Women

b.	Migrant Labours

c.   Excluded Classes

d.   People with low levels of literacy

e.   Persons with disabilities

f.   Youth

g.   Urban Populace

h.   Tribal

i.   Specific groups / Communities

Please provide the information in the Application form:

National Award for Best Govt. Agency/ PSU for Enhancing Electoral Participation
Application Form

1.   BASIC INFORMATION

i.   Name of department:

ii.   Name of Head Office:

iii.   Name & address of concerned Ministry:

iv.   Operating in   : All India ☐State ☐   District ☐ Community ☐Other☐Please specify:

2.   CONTACT DETAILS

i.   Name of contact person:

ii.   Designation:

iii.   Full Address:

iv.   Telephone/ Fax:

v.   Web site, if any:

vi.   E- Mail:

3.   SUMMARY OF THE INITIATIVE / INTERVENTION

(Maximum150 words):

4. DETAILS OF THE INITIATIVE / INTERVENTION

a.   Specific objectives

List and explain the specific objectives of the initiative/ intervention:

b.   Outreach

Main target group(s):

i	Women &Girls	☐
ii	Adults (18 +)	☐
iii	Youth in educational institutions	☐
iv	Urban Population	☐
v	Tribals	☐
vi	Persons with Disabilities	☐
vii	Minority groups	☐
viii	Employee of the Deptt	☐
ix	Other, please specify	

c.   Implementation (Details of the Intervention – 250 words)

d.   Partners

Provide full list:

i	Government:
ii	Private sector and/ or NGOs:
iii	Other partnerships (please specify):

5.   Results

List and describe the achievements of the initiative (minimum 150 words)

6.   Recommendation by the Chief Electoral Officer

State/ UT Awards for Best Electoral practices
(Framework)

Annual State awards for Best Electoral Practices shall be instituted by all States/ UTs from 2014to recognize the efforts and contribution of the Officers, and to commenced and encourage individual and team accomplishments in diverse fields of election management. The broad framework of the awards is as follows:

1.   STATE AWARDS

1.1   The Awards shall be presented to the performing District Election Officers (DEOs) (other than National Award winners), ERO/ AERO and BLO of the State. The awards may carry cash component. The awards would be given to the officials who have done exceptional innovative work in election management.

1.2   Special Award will be presented to officers who have made significant contribution to conduct of elections, covering all areas like SVEEP, Expenditure control, Technology, Security, Polling Station management etc. from among all officers/ staff of all categories outside those mentioned at 1.1. This may also carry cash component.

1.3   The Officers winning the National Award may not be given the State Award. However the National Award winners from the state shall be mentioned at the State level function (NVD) though they are not given any award there. **(The names of Nation Award winners shall be intimated before 15th December, 2019).**

Award	On Innovation/ best practice in any of the themes	Key Indicators (indicative)
Best DEO	i. Election Management ii. Voter's Education and Electoral Participation iii. IT Initiatives iv. Security Management v. Electoral Roll Management vi. Innovative Measures vii. Accessible Elections viii. Electoral Literacy Clubs	● Increase in Turnout over previous election. ● Identification of communities outside electoral roll and enrolling them. ● Innovations.
Best ERO/ AERO	i. Electoral Roll Management. ii. Complaint Disposal iii. SVEEP Activities.	● Identification of potential electors. ● Number of duplicate/ dead/ shifted electors identified and deleted following due process. ● Against errors identified, no of corrections made in ER. ● Percentage of complaints disposed – online and offline complaints. ● Increase in submission of form 6 over past year SR. ● EP ration compared to last year. ● 18-19 enrolment percentages against last data.

Award	On Innovation/ best practice in any of the themes	Key Indicators (indicative)
Best BLO	i. Improvement in the quality of Electoral Roll. ii. SVEEP Activities	● Identification of Prospective Electors and distribution of relevant forms. ● Correction of entries in Electoral Roll. ● Efforts in bridging gender gap. ● Efforts in enrolling 18-19 year olds. ● Efforts towards 100% EPICX and PER coverage. ● Efforts in enrolling non- registered communities/ groups.
Special Award	i. Election Management ii. Voter's Education and Electoral Participation iii. IT Initiatives iv. Security Management v. Electoral Roll Management vi. Innovative Measures vii. Accessible Elections viii. Electoral Literacy Clubs	

2.1.1. Number of Awards In States **(Indicative)**

Number of Districts in the State	Number of Awards			
	Best DEO	Best ERO/ AERO	Best BLO	Special Award
Up to 9	1	1	2	1
10 to 29	2	2	5	2
30-49	3	3	10	3
50 and more	4	4	15	4

3. UNION TERRITORIES AWARDS

3.1.1. The criteria for the Awards shall be similar to that in State except that the Best DEO Award shall be replaced with "Best Electoral Practice Award" and to be given to either a DEO or an ERO.

Award Title	Category	Numbers (indicative)
Best Electoral Practice Award	For DEO or DEO	1
Best BLO	Booth Level Officers	2

4. OTHER AWARDS

The State may also institute Awards to recognize the contribution from Campus Ambassadors, Village Awareness Groups (formed under directions from EEM), Civil Society and Media for their contribution to the electoral process. These Awards may be instituted on need basis and wherever the contribution from this category of partners have been worthy of recognition and acknowledgement.

5. SELECTION

5.1. A Committee at State/ UT Level may be constituted to scrutinize the nominations and shortlist the winners. The constitution of the Committee may be sent to the Commission for approval.

5.2. All officers nominated by the CEO for the National Award may automatically be included for the State Award for consideration of the State Committee. In addition, more entries may be invited.

5.3. DEOs may submit their nominations to the CEO for Best DEO Awards.

5.4.   The nominations for remaining Awards, including those instituted under SerialNo '4' may be forwarded by DEOs to the CEO.

5.5.   The selected names shall be recommended to the Commission for approval.

5.6.   The awards shall be given away on National Voters Day at State/ UT HQs.

5.7.   Detailed guidelines on the selection and nomination may be chalked out by the CEO within this broad framework and communicated to the Commission.

6.   FUNDING

The funds for the Award shall be met from the State funds (under Elections/ ER) and no separate budget shall be provided by ECI for the same.

MEMORANDUM OF UNDERSTANDING

(with Government Ministry)

This Memorandum of Understanding (hereafter referred to as "MoU") is signed on this _____

BETWEEN

The Election Commission of India (hereinafter referred to as "ECI") on One Part

AND

Ministry of Education including the Department of School Education & Literacy (DoSEL) andDepartment of Higher Education (DoHE) on the Other Part

And shall hereafter be collectively known as "Partners"

WHEREAS, the ECI is a body under the Constitution mandated with the 'superintendence, direction and control' of the conduct of elections to the Parliament and every State Legislature and preparation and revision of electoral rolls;

Further, ECI has been pursuing the ideals of inclusive & accessible elections and informed & ethical voting and striving to address the issues of youth apathy (national enrolment rate in 18–19-year age cohort is less than 14%) and urban apathy (voter turnout in cities is significantly lower than the average national turnout and metropolitan cities have been amongst the least voter turnout areas of the country) by making concerted efforts and forging suitable partnerships;

And;

WHEREAS, the Department of School Education & Literacy is responsible for ensuring school education and literacy in the country through universal access to quality education whichis fundamental for developing an equitable and just society, promoting national development, scientific advancement, national integration, and cultural preservation. The DoSEL works through its autonomous/ Statutory bodies and state governments and their autonomous/ statutory bodies;

WHEREAS, the Department of Higher Education, is responsible for the overall development of the basic infrastructure of the Higher Education sector and looks after the expansion of access and qualitative improvement in Higher Education, through world-class Universities, Colleges and other Institutions and regulates all institutions imparting higher education in the country through University Grants Commission (UGC), All India Council for Technical Education (AICTE) and other statutory bodies;

And;

WHEREAS, ECI is implementingits flagship programme called Systematic Voters' Education and Electoral Participation (hereinafter to be referred to as 'SVEEP') that aims at universal and

enlightened participation of all eligible citizens in electionsinter alia by addressing urban and youth apathy;

And;

WHEREAS, Continuous Electoral and Democracy Education (CEDE) is an important component of SVEEP strategy which needs to be formalised and grounded in the school and higher education system in order to motivate future voters for greater electoral participation that would enable them to be responsible citizens who take pride in being a part of our democratic system in an informed manner with a sense of duty and purpose to strengthen our democracy;

And;

WHEREAS, the National Education Policy 2020 (NEP) is a transformative initiative to usher India to prepare itself to meet the challenging demands of a 21st-century knowledge society;

And;

WHEREAS, the National Curriculum Framework (hereinafter to be referred to as 'NCF') being developed by NCERT, an Autonomous Body under the DoSEL, is one of the key components of NEP 2020, that enables and energizes this transformation, informed by the approach of NEP 2020. The revision of NCF provides an opportunity for ECI to integrate voter education and electoral literacy in the curricular framework of various grades of schools;

And;

WHEREAS, ECI carries out the SVEEP programme in collaboration with government departments and partner agencies at various levels who have the complementary strength and objectives; for achieving optimal and sustainable outcomes, electoral literacy needs to become a formal part of the school/ college education system in the form of a structured, curricular,

co-curricular and extra-curricular activities and having due linkages with accreditation and assessment systems;

And;

WHEREAS, both Partners have agreed to enter into an MoU to collaborate in their endeavours to attract the young minds in classes 6-12 and at the college level towards understanding the democratic electoral process, teach them the specific details of the constitutional and legal foundations of our electoral system, the core values and processes of inclusive, accessible and ethical elections and the range of election technologies as a means of empowering the citizen through ease of registration and ease of participation as a voter, besides also strengthening the school and college campus system for facilitating registration of newly eligible voters;

And;

WHEREAS, DoSEL and DoHE are also in a position to facilitate the registration of young voters.

THEREFORE,

Under this MoU, the DoSEL&DoHE, as the case may be, will:

1.   Integrate voter education and electoral literacy in a systematic manner in the curricular

framework under NCF for classes 6 to 12 for all schools of the country;

2.	Integrate voter education and electoral literacy appropriately in the curricular framework for all colleges/ universities in a manner and to the extent of credit & hours suitable for different disciplines.

3.	Introduce/ update textbooks of NCERT to incorporate electoral literacy and advise State Education Boards and other Boards to do the same;

4.	Orient/ train teachers in imparting electoral literacy in the classrooms;

5.	Mainstream voter education content in teaching, learning andassessment; and voter education and electoral literacy in pre-service teacher education courses;

6.	Create an institutional framework for using anonymised& aggregated UDISE (Unified District Information System for Education), All India Survey on Higher Education (AISHE) and other databases of students who have attained 17+ years of age with due regard to data privacy and protection with a view to facilitating online voter registration of eligible and prospective students after every qualifying date (1st January, 1st April, 1st July and 1st October of every calendar year) and during the Annual Summary Revision of Electoral Rolls (in the last quarter of every calendar year) using voter registration portals and mobile apps of ECI; evolve a robust mechanism to fulfil the aspirational goal of ECI to handover the Voter ID card to every student of the country immediately after their attaining the age of 18 years;

7.	Develop an institutional framework for inculcating a sense of ownership amongst State Education Departments for the Electoral Literacy Clubs (ELCs) in schools/ colleges for new/ future voters, and other co-curricular activities for imparting voter awareness amongst students with a view to making them fully conversant with the electoral system of the country and inculcate in them the willingness to register as voters and participate in every election in a passionate, informed and ethical manner;

8.	Conduct online/ offline/ blended training of nodal teachers for organising ELC activities and appoint/ train campus ambassadors in schools and colleges to lead the ELC activities;

9.	Include Electoral Literacy in the curriculum for adult literacy and basic education, develop educational content on electoral processes for

life-long learning and make electoral literacy an integrated component of life-long education.

10.	Disseminate communication material on electoral literacy prepared in consultation with ECI through various forms of media appropriate for school/ college students;

11.	Organise mobilisation campaigns and participatory activities in schools/ colleges,

administer a pledge to vote by students, organising mock polls, EVM-VVPAT demonstrations, information about ECI mobile apps, conduct competitions for electoral education and outreach;

12. Organise intensive activities on the occasion of National Voters' Day (25th January), and undertake voter awareness drive by students during the election time;

13. Devise a system of credits for students taking part in CEDE to pursue higher studies;

14. To regularly monitor the electoral literacy programme in all schools/ colleges/ universities at the national and state levels, among other things, to meet its objectives and to ensure the non-political and non-partisan character of the collaboration;

15. Introduce electoral literacy awareness programmes in colleges/ universities wherever elections to student bodies are held for inculcating practices of ethical voting right from the formative days and ensuring free, fair & inducement-free ethical elections at the student union level;

16. Designate and brand one of the rooms in every senior secondary school as the 'Democracy Room' for displaying SVEEP material on regular basis and conducting CEDE activities around the year;

17. Ensuring end-to-end accessibility of every school/ collegebuilding which is usedas a polling station during elections, by providing standard ramps (1:10 gradient slope); an adequate number of separate male and female toilets and accessible toilets; and proper lighting/ electricity;

18. Devise a mechanism by which the National Assessment and Accreditation Council (NAAC) includes electoral literacy as one of the components in conducting assessment and accreditation of Higher Educational Institutions.

THAT the ECI will:

1. Provide information, inputs, and assistance in defining content to be included in the curricular framework so that electoral literacy becomes an integral part of the school education system and the adult education system.

2. Identify co-curricular content based on activities, which could also be suitably developed in consultation with DoSEL/ DHE;

3. Prepare online content for training and conduct training of master trainers in the domain of SVEEP and outreach activities for capacity building of teachers/ field functionaries;

4. Share prototype IEC material for wider dissemination through MoE infrastructure, networks and platforms;

5. Chief Electoral Officers (CEOs), District Election Officers (DEOs), Electoral Registration Officers (EROs), and Booth Level Officers (BLOS) shall coordinate with the school/ higher education administration at respective levels for efficient execution of the partnership and take part in voter education and voter registration activities/ events.

THAT Both the Partners will:

1. Operationalize the provisions of this MoU in every School / Centrally Funded College / University by making it an integral part of the routine functioning of their relevant authorities and personnel and issue necessary directions to all the other Colleges / Universities for making it an integral part of the routine functioning of their relevant authorities and personnel.

2. Report and document action taken and lessons learnt under the MoU and appropriately disseminate success stories;

3. Review the operationalization of this MoU on a six-monthly basis or such other shorter periods as mutually decided at the national level;

This MoU will be valid for a period of five years, unless cancelled earlier with mutual consent, and can be extended from time to time.

Signed on behalf of:

Partner of One Part: Partner of Other Part:

Special Officer ECI   Additional Secretary (DoSEL)

      Signature

Additional Secretary (DoHE)

Signature   Signature

In the presence of:

WITNESS 1   WITNESS 2

Profile Performa for State Icon

Name of state (1)	Name of Regional Icon (s) (2)	Brief Profile of Icon(s) (3)	Specific field/ Area of Achievement (4)	Whether recipient of any award i.e. Padma Shri, Khel Ratan, Arjuna etc. pl specify (5)	Region of appeal (6)				Whether Undertaking enclosed (7)	Remarks (8)
					One District	One District	Whole State	Pan India		
					√ / X	√ / X	√ / X	√ / X	√ / X	
					√ / X	√ / X	√ / X	√ / X	√ / X	

Format for Undertaking by the Icon

I, Mr/ Ms …………………………………………………………………………………… ………………….. am pleased to convey my consent to be the State Icon for promotion of voters' participation and informed and ethical voting. I further certify that I have no political affiliation with any political party and I undertake that I will not associate with any political party/ candidate during the period of my being the Icon of the Election Commission of India.

Date:………………………………………………. Signature:…………………………….

Place:…………………………………………… Name:………………………………….

MEMORANDUM OF UNDERSTANDING
(Icon)

This Memorandum of Understanding (hereinafter to be referred to as "MOU") is signed on this _____ day of February, 2023 at [●]

BETWEEN

The ELECTION COMMISSION OF INDIA, a constitutional body, having its registered office at NirvachanSadan, Ashoka Road, New Delhi -01(hereinafter referred to as "ECI")

AND

Shri SACHIN TENDULKAR, an Indian resident,ages about 45 years, S/ o Mr. Ramesh Tendulkar(hereinafter referred to as "NATIONAL ICON")

Both the parties shall be collectively known as "Parties". "ECI" shall be referred to as "First Party" and "NATIONAL ICON" shall be referred to as "Second Party"

WHEREAS:

1.   The ECI is a constitutional body established under Article 324 of the Constitution of India, 1950, and is mandated with the superintendence, direction and control of elections to the offices of President, Vice President of India, to the Parliament and every State Legislature; and

2.   The First Party is engaged in a Systematic Voters' Education and Electoral Participation (hereinafter to be referred to as 'SVEEP') programme aimed at universal and enlightened participation of all eligible citizens among other things. Continuous electoral and democracy education ('CEDE') is an important objective of SVEEP strategy. The First Party carries out the SVEEP programme in collaboration with partner agencies and departments, who have the complementary strength and objectives; and

3.   Shri. Sachin Tendulkar, an Indian resident, S/ o Mr. Ramesh Tendulkar, resident of 19 – A, Perry ross Road, Bandra (West), Mumbai – 400050, Maharashtra, India, a world renowned professional sportsman engaged in the sports of cricket, has agreed to promote, inspire and motivate the electorate to enroll and exercise their right to franchise through the election process and has agreed to work for voter awareness initiatives and participate in ECI voter awareness activities as per availability on a pro bono basis.

4.   COMMENCEMENT AND DURATION: This MOU shall be effective from the date of its execution by authorized persons of both Parties. The duration of the MOU shall be for a period of THREE YEARS from the effective date ("Tenure"). This MOU may be revised at the discretion of either party during the period of MOU and the renewal shall be at the option of the Parties after the completion of the Tenure.

NOW THEREFORE THE PARTIES HERETO AGREE TO WORK TOGETHER FOR VOTER INITIATIVES UNDER TERMS MENTIONED BELOW:

1.   OBJECTIVE AND PURPOSE OF THE MOU

To leverage the ability of inspirational personalities to establish an authentic connection with the masses, and motivate voters to cast their vote. Voter education is a constant endeavour of the First Party during all times and seasons and it is therefore vital that awareness generation through the National Icon is a continuous process.

2.   RESPONSIBILITIES OF FIRST PARTY –(ECI)

2.1.   The First Party shall responsibly utilize the profile/ portrayal of the Second Party in all its authorized publicities through various media outreach platforms. The First Party, in consultation with the Second Party shall use the profile/ portrayal of the Second Party. The First Party reserves the right to use the Second Party's name/ face/ audio/ video etc. where required during the Tenure of engagement as mutually agreed to between the Parties.

2.2.   The First Party reserves all the rights to any intellectual property arising out of the collaboration and during the Tenure of the MOU. The Parties agree and acknowledge that, all intellectual property rights of the Second Party's identification and profile, including but not limited to, name, likeness, voice, image and marks shall continue to vest solely with the Second Party.

2.3.   Any claims by or against any person arising out of or in connection with the services, endorsements and/ or advertisements undertaken as part of this MOU or any action / activity done pursuant to this MOU, shall be the sole responsibility of the First Party. Further, the Parties agree and acknowledge that, the First Party shall not be made liable for any act undertaken by

the Second Party in his personal and / or professional capacity, provided that such act is outside the scope of this MOU.

3.   RESPONSIBILITIES OF NATIONAL ICON DURING ENGAGEMENT PERIOD INCLUDES:

3.1.   Subject to the availability and/ or prior commitments of the Second Party, the Second Party on a best effort basis, whenever requested by the First Party, oblige to the following:

3.1.1.   be a spokesperson for voter awareness and shall participate in press conferences, TV talk shows and programs, radio talk shows and programs, live social media interactions and any other interaction on platforms on behalf of the First Party;

3.1.2.   collaborate in various outreach and media platforms which includes but not exclusive to hoardings, press advertisements, posters, audio & visuals and creatives for social media;

3.1.3.   take possible steps to promote the voter awareness among the masses;

3.1.4.   be an active National Icon, present original ideas (if any) to the ECI for awareness generation;

3.1.5.   The Parties agree and acknowledge that basis mutual discussion and agreement of the Parties, the Second Party will share SVEEP content on his social media handles and allow ECI/ CEO/ DEO to tag him in their social media posts. for voters awareness;

3.2.   The Second Party agrees to the following restrictions for the period of the engagement of the MOU:

3.2.1.   The Second Party shall remain politically neutral during the term of engagement of the MoU.

3.2.2.   The Second party shall not be associated / campaign/ speak/ participate in rallies etc. with any political leader/ party or any contesting candidate/ s.

3.3.   The Parties shall ensure that they take due care and caution in their conduct, such that it does not tarnish the image of either Party; and

3.4.   The Parties shall take all necessary steps on to ensure the fruition of the provisions/ clauses of this MOU.

4.   AMENDMENT:

This MOU may be amended by mutual consent of the Parties, provided that the terms of any material amendment shall be approved by both Parties explicitly in writing.

5. TERMINATION:

5.1.   The MOU is valid for a period of 3 (three) years unless terminated earlier by either Party and shall be deemed to have come into force effective from the date of signing. Upon expiry of the MOU, the Parties may renew the MOU for such other term(s) on the same terms and conditions as may be mutually agreed in writing.

5.2.   The MOU stands terminated, if the Second Party indulges in any political activity. The First Party may inform the Second Party, in writing, if necessary.

5.3.   Both the Parties have the right to terminate the MOU, by providing a 15 (fifteen) days prior written notice and explanation, (if any). However, if the receiving Party provides a clarification on the notice, to the satisfaction of the other Party, the notice of termination may be reconsidered appropriately, for necessary action/ s.

5.4.   The notice of termination of the MOU therein in whole or in part shall specify the occurrence of any event or events warranting the issuance of such notice such as:

5.4.1.   If the Second Party fails to remedy a failure in the performance of its obligations under the present MOU as specified in a notice of termination.

5.4.2.   If the Party by its acts or omissions in the performance of its obligations under the present MOU adversely affects the rights, obligations or interest of the first party.

5.4.3.   If due to the occurrence of an event of force majeure a Party is unable to perform its obligations under the present MOU.

6. Notices and Submissions.

6.1.   All notices or material to be submitted / communicated under this MOU shall be in writing and shall be delivered in person or by registered post, acknowledgement due and addressed to such Party as set out at the head of the MOU, or via e-mail. Each Party shall have the right to change its address at any time and/ or designate that copies of such notices be directed to another person at another address by giving notice thereof to the other Party.

6.2.   All notices or submissions to be made or delivered by the Parties pursuant to this MOU shall be delivered to the other Party, via the proper address set forth in the recitals above, free of all charges.

7. Miscellaneous.

7.1.   Severability: If any provision of this MOU is invalid, unenforceable or prohibited by law, this MOU shall be considered divisible as to such provision and such provision shall be

inoperative and shall not be a part of this MOU, and the remainder of this Agreement shall be valid, binding and of like effect as though such provision was not included herein.

7.2.   Stamp Duty: The Parties agree that stamp duty and related costs that is applicable and payable under this MOU shall be borne solely by the First Party

Signed on behalf of:

First Party: Second Party :

_____

_____

Signature   Signature

In the presence of:

1.   ....
2.   ………………………………………………….

Framework of Engagement with PSU/ Corporate House

Framework of Engagement

1.   Introduction

The democratic framework of our country has been shaped through credible, transparent and impartial electoral processes put in place by the ECI over the last sixty years.

These processes, enfranchising every eligible elector in this country, begin with voter registration and ultimately seek to provide a level playing field for all political parties and create an environment that is conducive for conducting a free and fair poll, in which all eligible electors can and should participate

There needs to be an enabling environment combining information, motivation and facilitation so that potential voters are fully engaged in the process of democratic governance through effective electoral participation.

There is also an imperative need for greater participation of all stakeholders that in the broadest sense would imply greater citizen engagement in the election process. This is however, some times, not the case.

There are visible gaps in participation among women, urban population, migrant working population including labourers, weaker sections and others in various parts of the country owing to a range of factors. Young Indians who become qualified to be registered as voters on turning 18 years need to be given the necessary orientation & facilitation to understand their new role and get engaged with the electoral registration and further participation process.

Public Sector Enterprises and Corporate Houses can play a significant catalytic role in enhancing citizen engagement by partnering Election Commission of India in its Systematic Voters' Education and Electoral Participation (SVEEP) programme and also fulfill their Corporate Social responsibility.

2.   Goal and Objectives

Goal: To have every eligible citizen on the electoral roll and have every enrolled voter to vote voluntarily, thus ensuring widest electoral participation and inclusive elections through information, education, motivation and facilitation.

Objectives:

    I.   To bridge the gender gap in registration and voter turnout.

    II.   To fight urban apathy to electoral participation

III.   To overcome youth disconnect with the electoral process

IV.   To facilitate inclusion of marginal sections in the electoral process

V.   To promote informed and ethical voting

VI.   To bridge the gap in information, awareness, motivation and facilitation in the electoral process

3.   **Start off Criteria for PSUs/ Corporate Houses**

a) Non-political and non-partisan with clean antecedents

b) High Credibility and reputation among people

c) Capacity and outreach for engaging with the community

4.   **Role and responsibility of ECI/ Chief Electoral Officers of States**

i.   Accepting the PSU/ Corporate House as a partner organization in promotion of electoral democracy.

ii.   Creating a mechanism for coordination and periodic evaluation of the collaboration

iii.   While working out information and motivational campaigns for facilitating voter participation, they may involve the PSU/ Corporate House appropriately.

iv.   CEOs shall share the material on Voter education/ awareness with the PSU/ Corporate House for dissemination of the message among their employees.

v.   Setting up of registration/ facilitation desk during special registration drives, for the benefit of the PSU/ Corporate employees

5.   **Roles and responsibilities of PSU/ Corporate House**

i.   Promoting Voter education and awareness among people on pro-bono basis, particularly in the areas of their outreach.

ii.   Promoting electoral registration among its employees and family members and providing facilitation desks during special registration drives.

iii.   Promote ethical and informed voting free of inducements and educate voters about their rights and duties to strengthen democracy.

iv.   Extending due sponsorship and in kind support to the SVEEP programmes and activities carried out by CEO.

v.   Nominate a nodal officer to interact and coordinate with the CEO/ election machinery.

6.   **Possible activities that can be undertaken by PSU/ Corporate House for promoting**

Voter Education & Awareness

i.   Registration of all its employees, including the labour force, in coordination with the Electoral Registration Officer; Organising camps with the help of ERO for enrolment of their employees and family members

ii.   Organise facilitation camps for voter registration in areas they have adopted under CSR; extend online search facilities in all popular branch offices for searching names on electoral roll in a special drive with adequate pre-publicity; display Voter education material in its premises for employees and also at its public offices for customers

iii.   Sponsor Youth Voters Festival activities and prizes for various competitions in Educational Institutes on Voter education under CSR

iv.   Sponsor targeted SVEEP programmes e.g. SVEEP campaign for women, weaker section, physically challenged etc; support SVEEP material production and distribution for Chief Electoral Officers(CEO) of the State

v.   Integrate Voter education themes in their corporate advertisements; extend support to CSOs and NGOs carrying out Voter education programmes; conduct Voter awareness campaigns on its own clubbed with a special registration drive; conduct special electoral awareness campaigns for old, Tribals, excluded groups and communities, differently-abled & also for migrant labourers

vi.   Celebrate National Voters' Day on 25th January; administer NVD oath to its employees

7.   This framework will become operational between ECI/ CEO and any PSU/ Corporate House through exchange of appropriate letters, if the CEO wishes to get it operational.

8.   Safeguards

Since non-partisan, objective, non-political citizen awareness, facilitation and engagement are the basis of this framework of engagement, any deviation will automatically mean that the working arrangement with the concerned Corporate House has lost its relevance and stands dis-engaged forthwith.

Both the CEO and the Corporate House are at liberty at any time to suggest review, revision and modification of the content of the work and to ensure conformity with the directions that may be issued by Election Commission of India from time to time.

Framework of Engagement with a Civil Society Organisation

Framework of Engagement

1.   Introduction

The democratic framework of our country has been shaped through credible, transparent and impartial electoral processes put in place by the ECI over the last sixty years.

These processes, enfranchising every eligible elector in this country, begin with voter registration and ultimately seek to provide a level playing field for all political parties and create an environment that is conducive for conducting a free and fair poll, in which all eligible electors can and should participate

There needs to be an enabling environment combining information, motivation and facilitation so that potential voters are fully engaged in the process of democratic governance through effective electoral participation.

There is also an imperative need for greater participation of all stakeholders that in the broadest sense would imply greater citizen engagement in the election process. This is however, some times, not the case.

Young Indians who become qualified to be registered as voters on turning 18 years need to be given the necessary orientation & facilitation to understand their new role and get engaged with the electoral registration and further participation process. There are visible gaps in participation among women, urban population, weaker sections and others in various parts of the country owing to a range of factors.

Civil Society Organisations can play a significant catalytic role in enhancing citizen engagement especially in the areas of reaching out to the last-mile in furtherance of the Election Commission's goals.

2. Goal and objectives – ECI-CSO Partnership

Goal: To have every eligible citizen on the electoral roll and have every enrolled voter to vote voluntarily, thus ensuring widest electoral participation and inclusive elections through information, education, motivation and facilitation.

Objectives:

I.   To bridge the gender gap in registration and voter turnout.

II.   To fight urban apathy to electoral participation

III.   To overcome youth disconnect with the electoral process

IV.   To facilitate inclusion of marginal sections in the electoral process

V.   To promote informed and ethical voting

VI.   To bridge the gap in information, awareness, motivation and facilitation in the electoral process

3. Start off Criteria for CSOs

a) Non-political and non-partisan with clean antecedents (financial and criminal)

b) High Credibility and reputation among people within their regions of operation and should have good network in the region

c) Actively engaged in any developmental or social cause

d) A background of knowledge of one or more areas of :

(i)   Democracy

(ii)   Election Management

(iii)   Electoral Participation

(iv)   Education and Awareness

(v)   Inclusion, worked with marginalized segments/ group in the society

4. Role and responsibility of ECI/ Chief Electoral Officers of States

I.   Recognizing the CSO as a partner organization in promotion of electoral democracy.

II.   Creating a mechanism for coordination and periodic evaluation of the collaboration

III.   Imparting training and capacity building of CSOs through Workshops at IIIDEM/ RIDEMs.

IV.   Implement other demand and supply side measures for optimally reaching out to the community of electors/ potential electors by suitably associating the CSO.

V.   Involving CSO volunteers to assist the Booth Level Officer for each polling station area as a Booth Level Volunteer in the area of Electoral Roll correction and revision.

VI.   While working out information and motivational campaigns for facilitating voter participation, they may involve the CSO appropriately.

VII.   CEOs shall share the material on Voter education/ awareness with the CSO for wider dissemination of the message.

5. Roles and responsibilities of CSO

ii.   Assisting the Chief Electoral Officer in taking up voter awareness programs on electoral registration process and encouraging voters' participation.

iii.   Assisting both rural and urban population to register as voters at convenient registration locations and at timings that are convenient to them.

iv.   Nominating volunteers (BLVs) with clean antecedents for each polling station to help identify and include the eligible voters living in the polling station area in both rural and urban centres.

v.   Assisting the Electoral Registration Officers (EROs) and the Booth Level Officer in obtaining applications, photographs from the eligible and new voters in the polling station area and ensuring that electoral rolls are accurate and periodically updated.

vi.   Supporting various participative initiatives to make electoral rolls cleaner and poll process more efficient.

vii.   Help overcome information and motivational gaps and working towards full participation of the electors in Voting during the elections.

viii.   Promote ethical and informed voting free of inducements and educate voters about their rights and duties to strengthen democracy.

viii. Provide constructive feedback, new and innovative ideas to increase voter participation

6. Finances

The collaboration will be without any funding arrangement.

7. This framework will become operational between ECI/ CEO and any CSO through exchange of letters, if the CEO wishes to get it operational.

8. Safeguards

Since non-partisan, objective, non-political citizen awareness, facilitation and engagement are the basis of this framework of engagement, any deviation will automatically mean that the working arrangement with CSO has lost its relevance and stands dis-engaged forthwith.

If any other organization/ agency, is sought to be associated with this collaboration work by the CSO, that can happen only in consultation with the Election Commission.

Both the CEO and the CSO are at liberty at any time to suggest review, revision and modification of the content of the work and to ensure conformity with the directions that may be issued by Election Commission of India from time to time.

Framework of Engagement with Media Organisation

Framework of Engagement

1.   Introduction

The democratic framework of our country has been shaped through credible, transparent and impartial electoral processes put in place by the ECI over the last sixty years.

These processes, enfranchising every eligible elector in this country, begin with voter registration and ultimately seek to provide a level playing field for all political parties and create an environment that is conducive for conducting a free and fair poll, in which all eligible electors can and should participate

There needs to be an enabling environment combining information, motivation and facilitation so that potential voters are fully engaged in the process of democratic governance through effective electoral participation.

There is also an imperative need for greater participation of all stakeholders that in the broadest sense would imply greater citizen engagement in the election process. This is however, some times, not the case.

Young Indians who become qualified to be registered as voters on turning 18 years need to be given the necessary orientation & facilitation to understand their new role and get engaged with the electoral registration and further participation process. There are visible gaps in participation among women, urban population, weaker sections and others in various parts of the country owing to a range of factors.

Media can play a significant catalytic role in enhancing citizen engagement by reaching out to a large audience in furtherance of the Election Commission's goals.

2. Goal and objectives

Goal: To have every eligible citizen on the electoral roll and have every enrolled voter to vote voluntarily, thus ensuring widest electoral participation and inclusive elections through information, education, motivation and facilitation.

Objectives:

I.   To bridge the gender gap in registration and voter turnout.

II.   To fight urban apathy to electoral participation

III.   To overcome youth disconnect with the electoral process

IV.   To facilitate inclusion of marginal sections in the electoral process

V.   To promote informed and ethical voting

VI.   To bridge the gap in information, awareness, motivation and facilitation in the electoral process

3.   Start off Criteria for Media Houses

a) Non-political and non-partisan with clean antecedents

b) High Credibility and reputation among people and should have good reach in the region

4.   Role and responsibility of ECI/ Chief Electoral Officers of States

i.   Accepting the Media House as a partner organization in promotion of electoral democracy.

ii.   Creating a mechanism for coordination and periodic evaluation of the collaboration

iii.   While working out information and motivational campaigns for facilitating voter participation, they may involve the Media House appropriately.

iv.   CEOs shall share the material on Voter education/ awareness with the Media House for wider dissemination of the message.

5.   Roles and responsibilities of Media House

i.   Disseminating to the public, information like when, how, where and why to register as voters on pro-bono basis.

ii.   Providing free print space and air-time during elections and ahead of Summary revision to air out messages and promos from CEO's office for encouraging voter registration and participation in polling.

iii.   Promote ethical and informed voting free of inducements and educate voters about their rights and duties to strengthen democracy.

iv.   Create its own promos and spots for registration and voting on pro-bono basis, especially during elections.

v.   However all such content should be vetted by the CEO.

6.   Finances

The collaboration will be without any funding arrangement and without any financial liability on the part of Election Commission and CEO.

7. This framework will become operational between ECI/ CEO and any Media House through exchange of appropriate letters, if the CEO wishes to get it operational.

8. Safeguards

Since non-partisan, objective, non-political citizen awareness, facilitation and engagement are the basis of this framework of engagement, any deviation will automatically mean that the working arrangement with the concerned Media House has lost its relevance and stands dis-engaged forthwith.

Both the CEO and the Media House are at liberty at any time to suggest review, revision and modification of the content of the work and to ensure conformity with the directions that may be issued by Election Commission of India from time to time.

Documentation of ELC Activities

ELC @ School& Collages		
1	Name of the School/ Collage - District -	
2	Name of the ELC - Nodal Officer- Contact No. Email Id -	
3	Training Conducted : Date: Conducted by: Name- Designation- Contact No. Email Id -	
4	Attendance: Total No. of participants: No. of Girl/ Female students/ participants- No. of Boys/ Male students/ participants- - No. of Third gender/ participants – No. of PwD students -	
5	Total no. of students of 18 years and above age at ELC registered as voters (below 18 years in case of ChunavPaathshala)–	
6	ELC training/ activity photographs*	

ELC @ School& Collages	
7	ELC training/ workshop Videos (if any)	
8	Selected activities held (if any)	
9	Translation of Resource Material in vernacular (if any) – (Format- MS-Words)	
10	Feedback/ suggestions	

ELC @ District	
1	Name of the District Nodal Officer- Contact No. Email Id -	
2	List of Total No. of Schools present in the Districts: Government Schools - Private schools- Total No. of ELCs Established at schools so far -	
3	List of Collages/ Educational Institutions: Government Collages/ Institutions Private Collages/ Institutions Total No. of ELCs Established at Collages/ Institutions so far -	
4	List of DLMTs: Name – Contact No. Email Id-	
5	Total No. of students of 18 years and above age at ELC registered as new voters –	

ELC @ District		
6	Selected activities by State office: Photographs* Video (if any)	
7	Translation of Resource Material in vernacular (if any) – (Format- MS Words doc)	
8	List of Best performing ELCs across the state (district wise)	
9	Any new initiative taken up	
10	Comments/ suggestions from participants or Nodal Officer	

Mass Mobilization Events		
1	Name of the Event -	
2	Name of the Place Event conducted: Block/ Village- District- State-	
3	Date of the event- Time-	
4	Event Branding material: a) Posters- (photograph in JPEG. format) b) Banner- (Photograph in JPEG. format) c) Advertisement- (video) d) Logo- (AI or png format)	
5	Total No. of Participants	

Mass Mobilization Events		
6	Target audiences/ groups: a) General b) Women- c) Third Gender- d) Youth- e) First time voters- f) Elderly- g) PwDs h) Others (eg. Farmers, Migrant workers etc. please specify)	
7	a) Photographs* b) Videos (if any)	
8	Any Media Coverage (Hyperlink of the article/ news or an attachment)	
9	Nature of the Event: a) Cultural/ Traditional/ Folk- (Brief description in maximum 50 words) b) Sports/ Marathon- (specify)- c) Debate/ group discussion (mode of discussion – online/ offline/ others)- d) T.V show- e) Games- f) Rallies - g) Musical events – h) Fashion Shows- i) Quiz or any other competition j) Others (specify)-	

Mass Mobilization Events		
10	Feedback from the participants: Name of the Participant- Photograph* of the participant Gender- Age Contact No. Address- Answer the following: a) What you liked the most about the event: (Describe maximum in 30) b) What kind of similar event would you like to see? c) What is your message to others?	

*Format of photographs to be sent:

- Minimum 300 dpi

- EPS/ TIFF/ JPEG Format

- 6 to 10 MB

- No text on image

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. Incentives: CEOs may devise criteria for identifying the best Campus Ambassadors in the state and felicitate them on NVD function at State HQ. Jackets/ Caps or any similar incentive items may be provided to Campus Ambassadors. They will be provided with 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;

Template Of Sveep Documentation

(After Elections)

*The information within brackets is to assist the States in understanding what the specific topic may entail)

SVEEP INTERVENTIONS

1. Targeted Interventions

    a. Youth (Special Enrollment Drives, Registration Camps, Campus Ambassadors Program, Mock Polling, School and College Fests)

    b. Women (Activities like rangoli competitions, folk art, Door-to-door motivation through ASHAs, Anganwadi workers, All Women Polling Stations)

    c. PwD (EPICs in Braille, Voter Guides)

    d. Overseas Voters (Registration and Awareness Drives)

    e. Service Voters (ETPBS, Sensitization and Awareness Camps)

    f. Third Gender (Special Enrolment Drives, Registration centres)

    g. Tribal Groups (Inclusion, Security Measures)

2. Mass Mobilization (Marathons, Human Chains, Formations, Sports and Cultural Activities, Competitions, SankalpPatras)

3. Media

    a. Print (Newspaper, Local Magazines)

    b. Outdoor (Hoardings, Train/ Metro/ Bus/ Auto wraps)

    c. Publications (Posters, Pamphlets, Brochures, Hand-outs)

    d. Digital (Social Media – Facebook, Twitter, Instagram, Youtube)

    e. Radio (Private FM, Community Radio)

    f. Television Commercials (PSAs, interviews with Election Officials)

    g. Cinema (PSAs)

    h. Films (Informational, Motivational, Facilitation)

| Topics Covered: |
| Accessibility |
| Services for Voters |
| Awareness & Information |

4. **ICT**
    a. Apps (for better facilitation)
    b. Push Notifications (for Motivation, Announcements, Reminders)

5. **Capacity Building**
    a. Workshops
    b. Trainings
    c. Conferences/ Seminars/ Consultations

6. **Electoral Education**
    a. ELCs and ChunavPathshala
    b. Voter Awareness Forums

7. **Partnerships and Collaborations**
    a. Government Departments
    b. NGOs
    c. Private Sector

POLL DAY PREPAREDNESS

1. **Facilitation**
    a. Model Polling Stations
    b. Assured Minimum Facilities (AMF)
    c. Voter Facilitation Centres (VFCs)
    d. Voter Assistance – Helpline, Volunteers

2. **Accessibility**
    a. PwD Mapping
    b. Information, Awareness, Motivation drives
    c. Disability Coordinators
    d. EPICs in Braille
    e. All PwD Polling Stations
    f. Special Facilities for PwDs (ramps, wheelchairs, sign language, special volunteers, transport)

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National Voters' Day Pledge

"We, the citizen of India, having abiding faith in democracy, hereby pledge to uphold the democratic traditions of our country and the dignity of free, fair and peaceful elections, and to vote in every election fearlessly and without being influenced by considerations of religion, race, caste, community, language or any inducement"

"Nothing like Voting, I Vote for Sure!"