पत्र संख्या-स्था-6-सामान्य-निर्वाचन पत्रावली/2022-23/

३१८१/वाणिज्य कर
कार्यालय आयुक्त, राज्य कर, उत्तर प्रदेश
(स्थापना अराजपत्रित अनुभाग)
लखनऊ:: दिनांक:: १५दिसम्बर, 2022

1-समस्त जोनल अपर आयुक्त,
  राज्य कर, उत्तर प्रदेश ।
2-अपर निदेशक(प्रशिक्षण संस्थान)राज्य कर,
  गोमतीनगर, लखनऊ ।

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विषय:- National SVEEP-4 Strategy (2022-2025) Document-Reg.

कृपया उपर्युक्त विषयक मुख्य निर्वाचन अधिकारी, उत्तर प्रदेश के पत्र संख्या-1899/सी0ई0ओ0-4-58/4-2022 दिनांक 20.10.2022 का संदर्भ ग्रहण करें, जिसके साथ संलग्न भारत निर्वाचन आयोग, सचिवालय के पत्र संख्या-491/ECI/LET/FUNC/SVEEP-II/SVEEP Strategy/2021, दिनांक 12.10.2022 के माध्यम से स्वीप योजना के अन्तर्गत मतदाता जागरूकता एवं सहभागिता के संबंध में आयोग द्वारा तैयार की गयी National SVEEP-4 Strategy (2022-2025) document में दिये गये दिशा-निर्देशानुसार आवश्यक कार्यवाही कराये जाने के निर्देश दिये गये है ।

अत: मुख्य निर्वाचन अधिकारी, उत्तर प्रदेश के उक्त पत्र दिनांक 20.10.2022 के साथ संलग्न भारत निर्वाचन आयोग, सचिवालय के उक्त पत्र दिनांक 12.10.2022 की प्रति संलग्न कर इस आशय से प्रेषित की जा रही है कि पत्र में दिये गये दिशा-निर्देशानुसार आवश्यक कार्यवाही कराना सुनिश्चित करें ।

संलग्नक:-उपरोक्तानुसार ।

(ओम प्रकाश वर्मा)
अपर आयुक्त, राज्य कर,
प्रभार-अपर आयुक्त (प्रशासन) राज्य कर,
उत्तर प्रदेश, लखनऊ ।

पृष्ठांकन पत्र संख्या व दिनांक उक्त ।

प्रतिलिपि:- संयुक्त आयुक्त(आई0टी0), राज्य कर मुख्यालय, लखनऊ को एक प्रति विभागीय वेबसाइट पर अपलोड करवाये जाने हेतु ।

प्रभार-अपर आयुक्त (प्रशासन) राज्य कर,
उत्तर प्रदेश, लखनऊ ।

ई—मेल／स्पीड पोस्ट

कार्यालय मुख्य निर्वाचन अधिकारी उत्तर प्रदेश।

चतुर्थ तल विकास भवन, जनपथ मार्केट लखनऊ—226001

संख्या—1899／सी0ई0ओ0—4—58／4—2022   लखनऊः   दिनांकः 20 अक्टूबर, 2022

सेवा में,

1—निदेशक, राष्ट्रीय कैडेट कोर, अशोक मार्ग, लखनऊ

2—निदेशक, आकाशवाणी, लखनऊ

3—निदेशक, दूरदर्शन केन्द्र, लखनऊ

4—आयुक्त, राज्य कर विभाग, गोमती नगर, उत्तर प्रदेश, लखनऊ

5—नगर आयुक्त, नगर निगम, लखनऊ

6—निदेशक, खेल निदेशालय, उत्तर प्रदेश।

7—निदेशक, सूचना एवं जनसम्पर्क विभाग, उत्तर प्रदेश

8—निदेशक, संस्कृति विभाग, उत्तर प्रदेश।

9—प्रबंध निदेशक, उ0प्र0 राज्य सड़क परिवहन निगम, लखनऊ

10—ज़ोनल निदेशक, नेहरू युवा संगठन, लखनऊ।

11—नोडल अधिकारी, हेड क्वार्टर, मध्य कमान, उत्तर प्रदेश, सब एरिया, लखनऊ।

12—निदेशक सिविल डिफेन्स, रूम नं0—525, जवाहर भवन, पंचम तल, लखनऊ।

13—निदेशक, चौधरी चरण सिंह, एयरपोर्ट लखनऊ।

14—मुख्य महाप्रबंधक, स्टेट बैंक आफ इण्डिया, एलएचओ, लखनऊ।

15—महाप्रबन्धक, पंजाब नेशनल बैंक, लखनऊ

16—महाप्रबंधक, बैंक आफ बड़ौदा, लखनऊ

17—श्री चन्द्र प्रकाश, अध्यक्ष, कनेक्ट, हज़रतगंज, लखनऊ।

18—श्री संजय सिंह, एसोसिएशन फॉर डेमोक्रेटिक रिफॉर्म्स (ए0डी0आर0), 2／205, विवेक खण्ड गोमती नगर, लखनऊ

19—स्टेट को—आर्डिनेटर, राष्ट्रीय सेवा योजना, उत्तर प्रदेश शासन

20—स्टेट को—आर्डिनेटर, लखनऊ, मैनेजमेंट एशोसिएशन, 94, महात्मा गांधी मार्ग, लखनऊ

21—डी0आर0एम0, उत्तर रेलवे, लखनऊ।

22—डी0आर0एम0, पूर्वोत्तर रेलवे, लखनऊ।

23—जिला निर्वाचन अधिकारी, लखनऊ।

विषयः **National SVEEP-4 Strategy (2022-2025) Document- Reg.**

महोदय／महोदया,

उपरोक्त विषय पर कृपया भारत निर्वाचन आयोग के पत्र संख्या—491/ECI/LET/FUNC/SVEEP-II/SVEEP Strategy/2021, दिनांक 12.10.2022 (संलग्नक सहित छाया प्रति संलग्न) का संदर्भ लेने का कष्ट करें।

2— आयोग ने स्वीप योजना के अन्तर्गत मतदाता जागरूकता एवं सहभागिता के संबंध में आयोग द्वारा तैयार की गयी National SVEEP-4 Strategy (2022-2025) document के संबंध में निम्न निर्देश दिये गये हैं:—

c:\users\hp\desktop\sveep strategy 2022-2025.doc

"I am directed to convey that the Hon'ble Commission has approved the National SVEEP-4 Strategy document for (2022-2025). The strategy lays down a fresh vision and goal for the SVEEP program and defines the objectives for the 4th phase of SVEEP.

The triad of voter, booth and avidence focus constitutes the touchstone of the strategy together with its transition form the IMF paradigm (Information, Motivation and Facilitation) to the new IMF-EEE paradigm (adding Education, Engagement and Empowerment). The strategy is a guiding document for states to develop their state specific SVEEP action plans for SSR, Continuous updation and election period.

In this regard, I am directed to forward herewith the **National SVEEP-4 Strategy (2022-2025) document** for necessary action at your end. A soft copy of the document is attached herewith. The printed version would follow shortly.

To fecilitate the SVEEP strategy rollout, a detailed checklist of activities for state level & below levels is mentioned in chapter 5: Preparing Action Plan."

अतः आयोग के संलग्न दिशा–निर्देशों की प्रति आवश्यक कार्यवाही हेतु प्रेषित की जा रही है।

संलग्नकः यथोपरि।

भवदीय

(मनीष शुक्ल)
संयुक्त मुख्य निर्वाचन अधिकारी

संख्या–1899 (1)/सीईओ–4 तद्दिनांक–

प्रतिलिपि निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषितः–

1–अपर मुख्य सचिव, चिकित्सा एवं स्वास्थ्य, उत्तर प्रदेश शासन।
2–अपर मुख्य सचिव, उच्च शिक्षा, उत्तर प्रदेश शासन।
3–अपर मुख्य सचिव, माध्यमिक शिक्षा, उत्तर प्रदेश शासन।
4–अपर मुख्य सचिव, बेसिक शिक्षा, उत्तर प्रदेश शासन।
5–महानिदेशक, युवा कल्याण एवं पीआरडी, जेल रोड, लखनऊ।

(मनीष शुक्ल)
संयुक्त मुख्य निर्वाचन अधिकारी

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भारत निर्वाचन आयोग सचिवालय
SECRETARIAT OF THE ELECTION COMMISSION OF INDIA
निर्वाचन सदन, अशोक रोड, नई दिल्ली–110001
Nirvachan Sadan, Ashoka Road, New Delhi-110001.

No.491/ECI/LET/FUNC/SVEEP-II/SVEEP Strategy/2021   Dated:12.10.2022

To

The Chief Electoral Officers,
All States & UTs

Sub: National SVEEP-4 Strategy (2022-2025) document – Reg.

Sir/Madam,

I am directed to convey that the Hon'ble Commission has approved the National SVEEP-4 Strategy document for (2022-2025). The strategy lays down a fresh vision and goal for the SVEEP program and defines the objectives for the 4th phase of SVEEP.

The triad of voter, booth and avidence focus constitutes the touchstone of the strategy together with its transition from the IMF paradigm (Information, Motivation and Facilitation) to the new IMF-EEE paradigm (adding Education, Engagement and Empowerment). The strategy is a guiding document for states to develop their state specific SVEEP action plans for SSR, Continuous updation and election period.

In this regard, I am directed to forward herewith the **National SVEEP-4 Strategy (2022-2025) document** for necessary action at your end. A soft copy of the document is attached herewith. The printed version would follow shortly.

To fecilitate the SVEEP strategy rollout, a detailed checklist of activities for state level & below levels is mentioned in chapter 5: Preparing Action Plan.

Yours faithfully,

Encl: As above

(LOVE KUSH YADAV)
UNDER SECRETARY

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SVEEP ④
STRATEGY
2022-2025

Systematic Voters' Education & Electoral Participation

ELECTION COMMISSION OF INDIA

CONTENTS

CONTENTS

EXECUTIVE SUMMARY

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 three phases (SVEEP-1, SVEEP-2, SVEEP-3), since its inception in 2009.

The proposed strategy for the fourth phase of SVEEP (SVEEP④) 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.

Rationale for SVEEP④ strategy

The rationale for development of the national SVEEP④ strategy 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.

Process followed to develop the strategy

To develop the strategy, a consultative process was followed which included a series of discussions with ECI officials, CEOs of states and UTs, subject matter experts, other key stakeholders in addition to literature review, and gap analysis. A National Core Committee constituted for this purpose, advised and steered this task.

EXECUTIVE SUMMARY

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Strategic Framework

Vision
Universal and enlightened participation of citizens in elections and democracy.

Goal
To enlighten, enable and empower every citizen to register as a voter and cast his/her vote at every election in an informed and ethical manner.

SVEEP④ Objectives (2022-25)
The objectives envisaged for SVEEP④ strategy (2022-25) are:
1. Increase voter turnout to 75% in Lok Sabha elections 2024 by:
    *   Purifying the electoral roll of every polling booth
    *   Bridging gender gap in enrolment and turnout
    *   Ensuring inclusion of all non-voters/ marginalised sections through targeted interventions, technological solutions and policy changes
    *   Addressing urban and youth apathy in electoral participation
    *   Turning around all low turnout constituencies and polling stations
2. To enhance the quality of electoral participation in terms of informed and ethical voting through continuous electoral and democracy education

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:
1. Triad of voter focus, booth focus and evidence focus.
2. Transition from the erstwhile IMF (Information, Motivation and Facilitation) paradigm to a more holistic IMF-EEE (Information, Motivation, Facilitation, Engagement, Education and Empowerment) paradigm.

Core Thematic Areas
The following core thematic areas should animate each strategic intervention at all levels in order to align SVEEP plans to the larger philosophy of the Election Commission:
*   Inclusive and accessible elections
*   Informed and ethical elections
*   Leveraging technology for elections
*   Continuous electoral and democracy education

Key Strategies
Based on the situation analysis, literature review and deliberations with different

EXECUTIVE SUMMARY

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stakeholders, the following six interconnected key strategies are proposed:
Key Strategy 1: Booth/Polling station level planning and action
Key Strategy 2: Addressing low registration and low voter turnout at constituency level
Key Strategy 3: Targeted Interventions to ensure inclusive elections
Key Strategy 4: Strengthening flagship programmes (ELC, SSR and NVD)
Key Strategy 5: Leveraging partnerships and collaborations
Key Strategy 6: Effective communication, outreach and media campaigns

SVEEP⊕ strategy places emphasis on booth level micro-planning, cleaning up the electoral roll of every booth by removing all deceased, shifted and untraceable electors and identification of all non-voters at the booth level to secure their future participation. All District Election Officers are expected to address low registration and low voter turn-out scenarios in their constituencies and work out targeted interventions to bridge all gaps by employing key strategies 4, 5 and 6 and achieve the objectives of SVEEP⊕.

Preparing Action Plans
The strategy provides a broad direction for the future and guides the election functionaries to formulate action plans at their respective levels, based on evidence and local context, keeping a focus on voter and taking booth as the nucleus of action. Checklists for the national, state, district, constituency and booth levels have been provided to guide action at each level and serve as a constant reminder. Specific action plans are envisaged at every level for SSR period, continuous updation period and election period.

Capacity Building and Training
SVEEP⊕ strategy proposes a strong capacity building and training component at all levels. Since the booth will be an important point of focus, necessary capacity needs to be developed at that level for carrying out situational analysis, field work and evidence based planning and action. The SVEEP Division is expected to lay down a policy framework for capacity building and training.

Institutional Strengthening
The institutional strengthening at all levels with infusion of domain experts is essential in order to make the vision of SVEEP⊕ strategy operational on ground. It is suggested to set up a directorate of SVEEP, media and communication with a Programme Management Unit at the national level and lay down a policy framework for HR strengthening at the state, district and constituency levels. A comprehensive institutional assessment may be undertaken to look at this aspect

in detail. A national consultative framework on SVEEP should also be put in place to involve key stakeholders at all levels.

Monitoring and Evaluation

SVEEP④ strategy places a high premium on Management and Information System (MIS) for online monitoring, tracking and feedback mechanism. The document outlines the conceptual blueprint for a web based portal for reporting, monitoring, rating and ranking of SVEEP efforts at different levels. The MIS module is envisaged to be a part of a holistic SVEEP portal comprising other modules like action plan module, budget module, SVEEP assets module and SVEEP framework module etc.

Budget Allocation

It has been proposed that the SVEEP④ budget allocation at all levels may be based on need and performance linked to the state action plans. Adequate financial resources should be provided to states to support the initiative for HR strengthening at state, district and AC levels. A well-structured accountability based system for allocation of budget for SVEEP activities is recommended. This system can be supported by the budget module of the SVEEP portal as envisaged by strategy④.

The Road Ahead

The SVEEP④ strategy intends to build upon the past achievements of SVEEP programme in a spirit of continuity, consolidation and transformation. It contains elements that have demonstratively shown success and continue to be relevant and new elements that bring in a fresh perspective for addressing the emerging challenges. The SVEEP④ strategy is a guiding document to develop national, state district, AC and booth level action plans. The success of SVEEP④ will ultimately depend on its implementers in the field, led by the CEOs and DEOs in states. The ongoing electoral reforms are likely to throw up new opportunities for SVEEP functionaries at all levels and they need to respond with dynamism to achieve the objectives of SVEEP④ strategy in the run up to the Lok Sabha Election of 2024 and beyond.

EXECUTIVE SUMMARY

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SVEEP 1
2009-13

SVEEP 2
2013-14

SVEEP 3
2015-21

01 SVEEP JOURNEY SO FAR

T he essence of India as the largest democracy lies in its electoral strength and voter participation. A thriving and vibrant electoral democracy has been India's distinct identity at the global stage. In a country of over 950 million eligible voters, conducting elections with the sheer scale, size, diversity and complexities of Indian democracy, albeit challenging, is an extremely rewarding process.

The Constitution of India laid out the aspiration that every adult Indian, regardless of gender, literacy, socio-economic status or location would have the right to vote. The Election Commission of India has made numerous efforts to translate the principle of 'of the people, by the people, for the people' into an effective and accessible power of vote for every individual.

1.1   The Need for Voter Education

It is the endeavour of the Election Commission of India to inform, motivate and facilitate each voter to register and participate in electoral process. Despite the rising literacy rate in the country in three successive elections–2009, 2004 and 1999 – the voting did not exceed 60 percent *(Refer to the graph below for voter turnout over the Years)*.

Voter Turnout Over Years
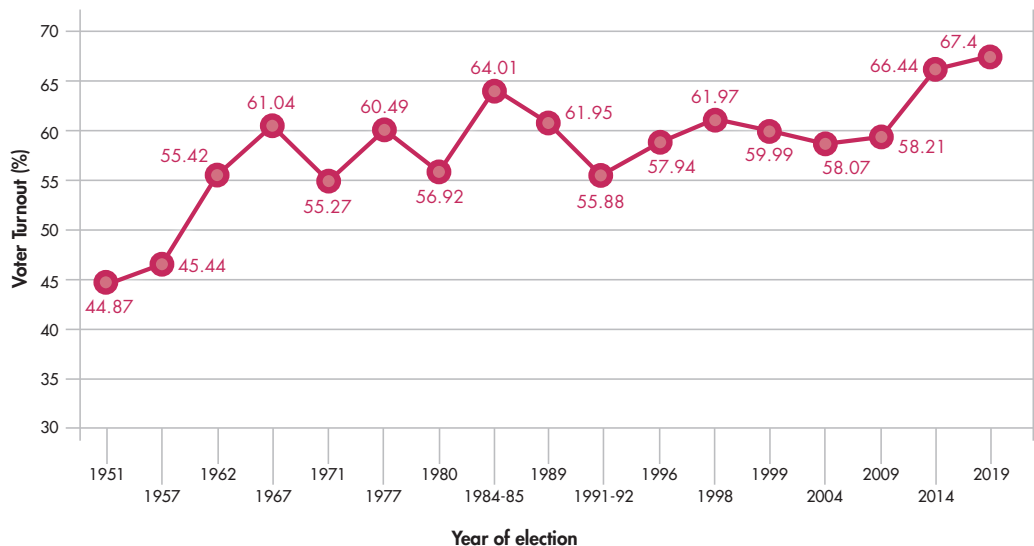
With the understanding that low participation could adversely impact the quality of democracy, it was apparent that there was a need for adequate interventions to address this problem. Hence, to address the gaps in the registration of eligible citizens as voters and the more glaring gap in voter turnout from election to election, a new initiative was undertaken for voters' education and electoral participation in 2009. It began with a small experiment during the Jharkhand Assembly Elections, where ECI initiated a process of dialogue with the people for enhanced and informed electoral engagement. It was institutionalised as Systematic Voters' Education and Electoral Participation (SVEEP) in 2010.

Electors And Voters In National Elections corresponding to Census Data

Elector: A person enrolled in the electoral roll.
Voter: An elector who cast his/her vote in an election.
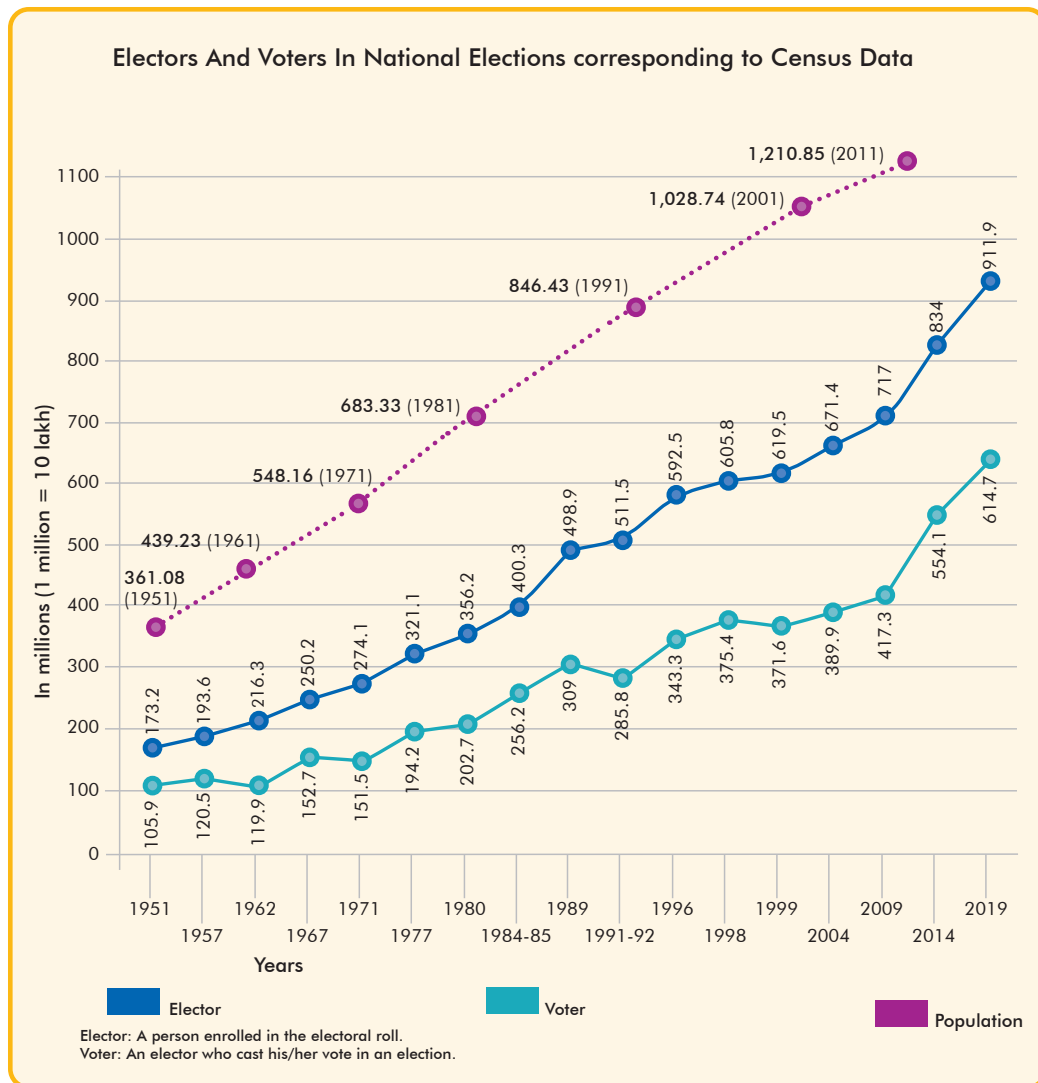
Adopting the motto of "Greater Participation for a Stronger Democracy" with the diamond jubilee year celebrations in 2010, ECI expanded its mandate beyond the traditional concept of election management. The focus was on the voters, the central actors of democracy.

A range of policy initiatives, programmes and activities for the purpose of empowering electors have evolved in the three phases of SVEEP implemented over the past twelve years. Through this systematic intervention, gaps in registration and voting were underlined and analysed, plans chalked out and implemented through the election machinery of states and Union Territories leading to an increase in the number of electors and voters. *(Refer to the graph on previous page on number of Electors and Voters corresponding to Census Data over the years).*

1.2 Objectives

Systematic Voters' Education & Electoral Participation is a multi-intervention programme that reaches out to educate citizens about the electoral process in order to increase their awareness & participation. It has the following objectives:
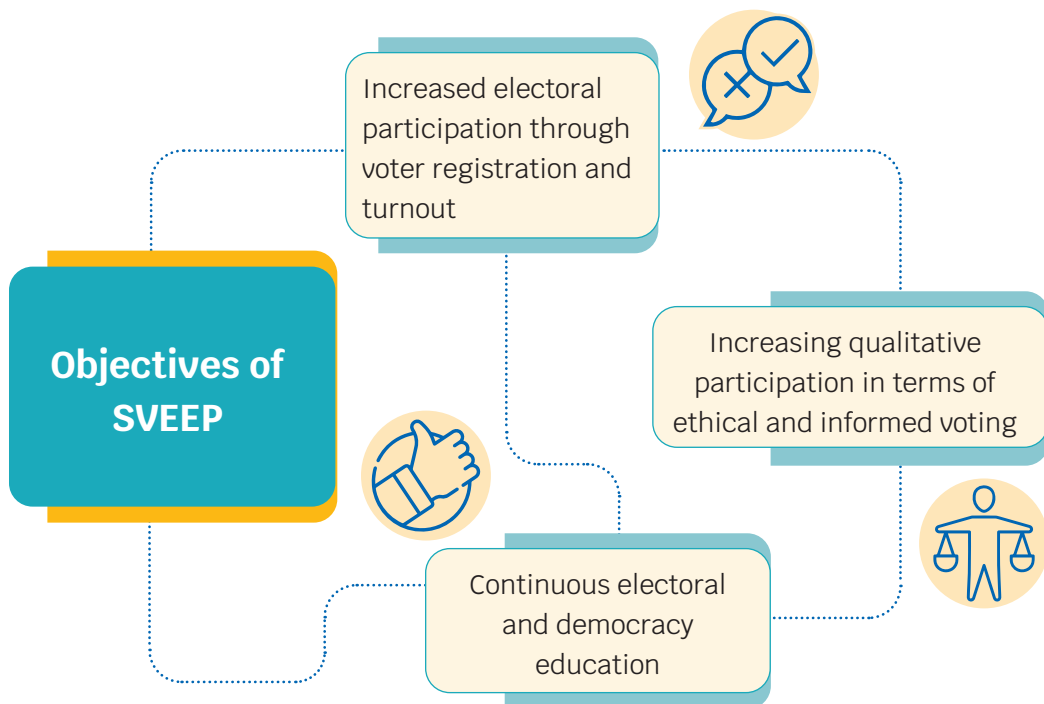
The programme is based on multiple general as well as targeted interventions which are designed according to the socio-economic, cultural and demographic profile of the state as well as the history of electoral participation in previous rounds of elections.

1.3   The Evolution

The SVEEP journey may be understood by the three phases it has travelled so far since 2009.

SVEEP I (2009 TO 2013)   SVEEP II (2013 TO 2014)   SVEEP III (2015 TO 2021)

1.3.1 SVEEP I (2009-2013)

The journey began with a comprehensive review of voter participation trends in 2009 Lok Sabha elections and the introduction of planned IEC (Information, Education and Communication) interventions in the Jharkhand elections in end 2009. The learnings and experiences along with a social appreciation of related issues resulted in the arrival of SVEEP in 2010. The overarching framework of SVEEP strategy for voter registration and participation named as IMF (Information, Motivation and Facilitation) comprised a plethora of systematic interventions to involve people in the electoral process.

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. KAP surveys were introduced for the first time as an evidence-based learning and design of the communication and outreach interventions. CEOs were directed 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. 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. On-ground mobilisation campaigns by ECI and its field units overtook the election campaign by political parties in innovation and scale.

1.3.2 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

SVEEP JOURNEY

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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 polling day. Lok Sabha Election 2014 was a major landmark in the history and development of SVEEP during phase II.

SVEEP II worked meticulously on differentiated population segments in relation to electoral participation. 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. Innovations made during SVEEP I were taken up as standard practices during SVEEP II, while a whole new range of innovations were introduced.

Lok Sabha 2014 elections saw a big jump in voter registration and voter turnout. The total electorate in the country as per final published electoral rolls with reference to 01.01.2014 was approximately 834 million compared to 717 million in 2009, an increase of approximately 117 million electors. There was a remarkable increase in the enrolment of electors in the age group of 18 to 19 years. More than 23 million electors, who were in this age group, constituted 2.88% of the total electors, against the 0.75% in 2009. The Commission had encouraged the enrolment of transgender persons with their gender written as "Others" in the Electoral Rolls since 2012. It was not surprising that a landmark in the journey of SVEEP II was the record 66.44% turnout in 2014 Lok Sabha elections, the highest in India's history up until then. Many states witnessed high registration and record turnout during this period with significant progress in women's participation, youth integration and notable remedies to urban apathy.

1.3.3 SVEEP III (2015-21)

Drawing on learnings from the Lok Sabha Election 2014, the SVEEP programme grew further and introduced several new initiatives during this phase. SVEEP was reshaped and strengthened for connecting people with the electoral process and empowering them by way of information, motivation, facilitation with a focus on informed and ethical voting.

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. Moreover, targeted interventions were developed and implemented for facilitating inclusion of all categories of eligible voters namely service voters, overseas-voters, PwDs, women, youth, urban voters and marginalized groups such as migrants, homeless, transgender and tribals.

Mainstreaming of electoral literacy was initiated by means of curricular and extracurricular interventions through Electoral Literacy Clubs (ELCs) for future voters

SVEEP JOURNEY

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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, Web Radio – Hello Voters streaming live 24*7 on ECI website, were a few noteworthy initiatives.

Measures such as the introduction of Electronically Transmitted Postal Ballot System (ETPBS) for service voters stationed away from their place of residence, Assured Minimum Facilities (AMFs) at each polling station, setting up of Model Polling Stations, All Women Polling Stations and PwD Polling Stations across the country sought to enhance voter participation during elections.

Technological advancements ushered an array of IT interventions like National Voters Service Portal (NVPS), Voter Helpline App, SVEEP portal besides applications such as cVIGIL and Know Your Candidate App to ensure informed elections. Social media platforms including Facebook, Twitter, Instagram and YouTube were also utilized to enhance the digital connect with voters.

Another important initiative included organizing competitions 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.

> *Technological advancements ushered an array of IT interventions in SVEEP III like National Voters Service Portal, Voter Helpline App, SVEEP portal besides applications such as cVIGIL and Know Your Candidate App.*

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. A large number of knowledge sharing platforms were used for documenting innovation across the world, developing publications for better reach and showcasing the work undertaken by states and districts. 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

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behind the success/failure of any particular initiative. The analyses of these evaluations were shared for further learning in order to help address the gaps during upcoming elections.

Linked to the KAP 'Baseline and Endline' surveys and extant guidelines of the Commission, comprehensive State SVEEP plans were prepared well in advance for the General Election 2019, implemented and monitored in a meticulous manner to engage citizens for maximizing their electoral participation.

A number of measures were taken to facilitate greater participation of PwDs and Senior citizens. These included setting up of a National Advisory Committee (NAC) to ensure accessible electoral process, appointment of Disability Coordinators in all Assembly Constituencies, mapping of PwDs mapped polling station wise, arranging AMFs such as separate queues, seating arrangement, wheelchairs, ramps, assistance at polling stations, free conveyance to polling station for senior citizens and PwDs, sign

SVEEP 1
2009-13

SVEEP 2
2013-14

SVEEP 3
2015-21

2009-13
- Framework of IMF
- Evidence-based interventions for registration and turnout
  - Gender gap
  - Youth Indifference
  - Urban apathy
- Mass mobilization
- Partnerships
- Launch of NVD

2013-14
- Targeted approach for different population segments:
  - New voters
  - Marginal segments
  - Third gender
  - Service electors
- Focus on AMF
- Edutainment
- Publications

2015-21
- Online applications
- Electoral Literacy Club (ELC)
- Accessibility
- Future voters
- Overseas electors
- 360 degree national campaign
- Use of social and digital media
- Community-radio
- EVM-VVPAT sensitization
- Ethical & informed voting
- Knowledge sharing platforms
- Publications

A roadmap of SVEEP over the years

language volunteers and manning of PwD Polling Stations by officials and personnel with disability to encourage PwD electors. *(Refer to Annexure 1 for more details)*

The Lok Sabha Election 2019 was a massive exercise in ensuring that every citizen exercised his/her vote. A 360 degree national multimedia campaign, *'Desh Ka Mahatyohar'*, was developed to reach out to the remotest regions of the country. To maximise voter connect, all possible mediums of communication were harnessed. The number of electors that was 834 million on the eve of 2014 general elections, increased to 911 million ahead of Lok Sabha Election 2019. The 2019 elections witnessed a historic voter turnout of 67.47% across 1 million polling stations. Women participation also increased to an all-time high of 66.79% in 2019 reversing the gender gap by 0.17% as compared to -1.46% in 2014 elections. In many states, the women voter turnout exceeded that of men by a significant margin.

COVID-19 posed new challenges before EMBs across the world. Undeterred, ECI redefined the electoral processes to address this challenge with the introduction of Postal Ballot facility for PwDs, senior citizens, COVID-19 suspects and persons in essential services as well as the development of a robust mechanism to ensure the safety of the voter at the booth. Intensive SVEEP campaigns ensured that the electorate was informed of the safety protocols and guidelines in place to encourage them to cast their vote with confidence in a safe and secure environment following all guidelines and protocols.

1.3.4 SVEEP④ (2022-25)

Since its inception in 2009, the SVEEP programme has grown by leaps and bounds, over the past decade, across the country with a robust mechanism that supports electoral awareness and participation activities from the national level to the grass-roots. In order to address emerging challenges and the need for further enhancing voter participation in coming years, the 4th phase of SVEEP has been envisaged.

Election Laws (Amendment) Act, 2021

One of the most important electoral reforms in one decade has been the Election Laws (Amendment) Act, 2021 which was passed by both Houses of Parliament, thereby amending several provisions of the Representation of the People Acts, 1950 and 1951. It includes provisions like replacing the single (January 1) qualifying date every year for fulfilling minimum age requirement of 18 years to be enrolled as a voter, with four qualifying dates (January 1, April 1, July 1 and October 1).

The Amendment also aims to improve the integrity of the Electoral Roll by linking the Electors Photo Identification Card Number (EPIC Number) with UID (Aadhar) in a

secured manner thereby addressing the problem of duplicate/multiple entries in the Electoral Roll. According to the 'Representation of the People Act', 1950 no person can be registered as a voter in more than one constituency (Section 17) and, further, no person can be registered more than once in any constituency for the purpose of voting (Section 18).

Moreover the recent enactment ensures gender parity for spouses of service voters at a time when many women are working in transferrable jobs, and their husbands stay with them at the place of their posting. The gender-neutral word "spouse" has therefore been used in place of 'wife'. The landmark reforms 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. This is the broad context for framing up the 'National SVEEP® strategy' for the next 4 years. The endeavour will be to ensure that no voter is left behind.

02 DEVELOPING SVEEP④ STRATEGY

▸ Need and Rationale for Development of SVEEP④

▸ Situation Analysis:
  Literature Review
  National and State SVEEP Action Plans
  Elector Registration and Voter Turnout Data
  KAP Surveys Insights
  IT and ICT Application Use
  Audience Analysis
  Gap Analysis

S VEEP^④ strategy is informed by evidence and learning from the past. This chapter describes at the outset, the rationale for developing the strategy and the evidence used for situation analysis for SVEEP^④.

2.1   Need and Rationale for SVEEP^④ Strategy

ECI in its endeavour to strengthen democratic spirit and enhance voter participation, has been conducting a number of consultative meetings in the past on various critical areas of election management. These included deliberations in eight Working Groups of CEOs of all States/ UTs constituted in 2019, various National Conferences of CEOs in the last three years and other consultations with key stakeholders.

At the National Conference of Chief Electoral Officers of all States and UTs conducted in New Delhi on 3rd June 2019, thematic working groups were constituted to deliberate in detail learnings from the Lok Sabha elections 2019 and identify areas of concern. Each working group made specific recommendations in a conference of CEOs convened on 17th–18th February 2020. The recommendations of the Working Groups are given in Annexure 2. These recommendations were useful in designing the SVEEP^④ strategy.

A National Core Committee was constituted under the chairmanship of Shri Umesh Sinha, Secretary General, ECI to facilitate formulation of the National Strategic Plan for the 4th phase of SVEEP program. The Commission's order dated 6th July, 2021 may be referred to at Annexure 3. The Committee comprising Seniors Officers of the Commission and selected Chief Electoral Officers held four meetings on 9th August 2021, 17th November 2021, 10th February 2022 and 18th April 2022.

A number of consultations were undertaken during 2021–2022 which informed the development of SVEEP^④ strategy. These included National Conferences of CEOs of States, consultations with poll gone/poll going states (inputs on initiatives from these states have been compiled at Annexure 4), meetings with senior officers of ECI, SVEEP Nodal Officers and other stakeholders.

DEVELOPING SVEEP④ STRATEGY

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The need and rationale for the development of SVEEP④ strategy is described as follows:

2.1.1 Expanded size, scale, scope, diversity and complexity of the electorate

2.1.2 Changing media landscape and media consumption habits

2.1.3 Greater expectations of voters and stakeholders

2.1.4 Need for enhancing voter participation

2.1.5 Addressing challenges to informed and ethical voting

2.1.6 Keeping pace with technological changes

2.1.7 Need for institutional strengthening of SVEEP effort

2.1.8 Greater use of research, evidence and new analytical tools

2.1.9 Responding to COVID-19

2.1.10 Qualitative voter participation

2.1.1 Expanded size, scale, scope, diversity and complexity of the electorate

India is a diverse and complex democracy. During the timeframe of SVEEP④ i.e. by the year 2025, Indian democracy and electoral system are bound to confront a far expanded scale of operations with increasing complexities and diversities. The scale of the electoral system is projected to be as follows:

- 100 Cr electors (one billion)
- 11,00,000 polling stations
- 1,50,00,000 election personnel
- 15,00,000 EVMs
- 15,00,000 VVPATs

The size and scale of this magnitude coupled with diversity and complexity of the electorate would necessitate strategic planning and robust execution of SVEEP actions from booth to national level.

2.1.2 Changing media landscape and media consumption habits

There has been a massive change in the media landscape and people's media consumption habits. The social and digital media revolution has changed the media mix and the components of the 360-degree media campaigns. Proliferation of TV channels, OTT Platforms, mobile apps, universal access to internet, large-scale content production (a large part also as User Generated Content), the sheer variety of influencers, the problem of fake news, and a whole world of misinformation and disinformation on social media is a reality now. This needs to be addressed in the coming years.

In the changing media scene, advances related to social media, statistical packages and softwares for sentiment and discourse analysis require the attention of voter education programmes in the coming years. There is also a need to expand social media footprint of ECI, develop capacity for content development for social media

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and use of tools for better engagement of citizens particularly the youth to motivate them for electoral participation.

2.1.3 Greater expectations of voters and stakeholders

The citizens – voters and stakeholders have an increased expectation from the election machinery. The enhanced literacy levels, media access and increased political awareness and awareness about rights and entitlements have influenced the public discourse on elections. There have been demands for technology based solutions such as remote or online voting to facilitate participation of migrants, NRIs etc. through electoral reforms. SVEEP④ also has to gear up to deliver a proactive, agile response to these enhanced expectations of voters.

2.1.4 Need for enhancing voter participation

There has been a significant increase in the voter turnout in elections (67.4%, highest ever in Lok Sabha in 2019) but that also means about 1/3rd of the electorate did not vote. A substantial number of young Indians who become qualified to be registered as voters on turning 18 years of age often don't register. There are visible gaps in participation among women, urban populations, weaker sections and others in various parts of the country owing to a range of factors. The goal of SVEEP should therefore be universal participation of voters in the long run.

2.1.5 Addressing challenges to informed and ethical voting

Informed and ethical voting continues to face challenges such as undue influence of money and muscle power. These are reflected in the KAP surveys and other data sources such as Voters' Helpline and grievance portal, etc. The challenges to informed and ethical elections need to be addressed on a continuous basis in the coming years through appropriate strategies and actions in voter education programmes.

2.1.6 Keeping pace with technological changes

The Election Commission has been a pioneer in leveraging cutting-edge technologies to bring improvements in the electoral process. The introduction of EVMs, computerisation of electoral rolls, ETPBS and citizen-centric portals and mobile apps (which empowered voters and enhanced the transparency of the electoral process) were duly promoted by SVEEP. The momentum of technological innovations in electoral process is going to only increase in future, which means it would need to be incorporated in future SVEEP campaigns all the time.

DEVELOPING SVEEP④ STRATEGY

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2.1.7 Need for institutional strengthening of SVEEP effort

The mandate and scope of voter education have significantly expanded in nature and scale over the years. The existing HR and resource structure may not be able to cope with the increased demand for reach, visibility and impact. Future programming needs to account for these factors. Coordination and convergence activities in the time to come, will need specialised skills and competencies to strengthen the institutional capacity to deliver optimum results.

2.1.8 Greater use of research, evidence and new analytical tools

There has been a need felt for increasing the use of research, datasets and evidence for decision making for SVEEP interventions. More robust and advanced level of quantitative and qualitative data analysis tools. Use of huge data and artificial intelligence, machine learning and real time tracking are now available which can provide sharper insights for planning for SVEEP④.

2.1.9 Responding to COVID-19

COVID-19 has significant implications with respect to conduct of elections including SVEEP④ activities. ECI has done commendable work to build confidence amongst the voter and electoral machinery alike in the conduct of safe elections in COVID-19 times. This issue will be a constant focus for voter education in coming years.

2.2 Situation Analysis

SVEEP④ strategy is informed by this situation analysis using the following evidence:

2.2.1 Literature Review

A large number of key reports, articles and research papers were reviewed in order to understand the situation. At national, state and district levels there has been a large body of work that has been reviewed and studied to look at what has worked and what are the issues and challenges. Strategic Plan 2016-2025, national and international best practices, academic articles, research papers and reports from India International Institute of Democracy and Election Management (IIIDEM), International Institute for Democracy and Electoral Assistance (Int. IDEA), International Foundation for Electoral Systems (IFES), ACE Electoral Knowledge Network, Association of World Election Bodies (A-WEB), Centre for the Study of Developing Societies (CSDS), and narrative reports of past elections were also reviewed in addition to publications/journals and resources, media articles etc.

DEVELOPING SVEEP④ STRATEGY

Situation Analysis

1	Literature review
2	National and state SVEEP action plans
3	Data set: electoral registration, voter turnout data, EP ratio, gender ratio, age cohort analysis
4	KAP surveys insights
5	Social media analysis
6	IT and ICT applications use
7	Audience analysis
8	Communication material content analysis
9	Gap analysis

2.2.2 National and State SVEEP Action Plans

A review of the national and state action plans and implementation reports, training manuals and other resource materials was undertaken as part of the process to inform the National SVEEP® framework. State-specific electronic and print campaigns, music videos, targeted interventions especially with PwDs, first-time voters and senior citizens were studied. Use of national, state and district icons, social mobilisation and activities like rallies, garba, rangolis, tableau, exhibitions, mobile van deployments, 'nukkad nataks', flash mob, art and quiz competitions, use of folk media were duly noted. Besides, voter helpline and mobile apps, special activities like NVD, SSR, EVM-VVPAT display, use of social media etc. were studied. Special strategies undertaken at various levels to address low turnout booths, high gender gap booths, difficult areas, partnership and collaboration with media, CSOs and government ministries and departments, activities during festivals, 'special days' and innovative activities were also taken note of.

2.2.3 Data Set
2.2.3.1 Electoral Registration and Voter Turnout Data
ECI has developed a very rich repository of national and state election data over

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the years. Having a closer look at this data especially for the last three Lok Sabha elections and state elections provides a greater, wider, deeper insight into the scenario of electors and voters behavioural patterns. The two major variables that are looked at as the basic parameters are registration and turnout along with EP ratio, gender ratio, youth participation and participation across states and regions.

Registration

- There has been an increase of approx 7.80 cr electors since 2014. This is not just due to a natural increase in population and coming in the fold of new first-time young voters but also numerous sections of society that have been engaged and motivated through various intensive and innovative efforts employed by SVEEP. These include mobilisation through special drives, targeted interventions, partnerships, ELC, SSR, NVD, and policy changes. The table below shows the total number of electors from the first General Election to the 17th General Election.

Total Electors over the years

Lok Sabha	Election Year	Total Electors	Lok Sabha	Election Year	Total Electors
1st	1951-52	17,32,13,635	10th	1991-92	51,15,33,598
2nd	1957	19,36,52,179	11th	1996	59,25,72,288
3rd	1962	21,63,61,569	12th	1998	60,58,80,192
4th	1967	25,02,07,401	13th	1999	61,95,36,847
5th	1971	27,41,89,132	14th	2004	67,14,87,930
6th	1977	32,11,74,327	15th	2009	71,69,85,101
7th	1980	35,62,05,329	16th	2014	83,40,82,814
8th	1984-85	40,03,75,333	17th	2019	91,19,50,734
9th	1989	49,89,06,129			

Voter turnout

The 2019 Lok Sabha elections witnessed the highest ever voter turnout at 67.4%. This election shows the sustained power of SVEEP and other election management processes leading to addition of over 7 Cr electors and increase of approximately 6 Cr Voters.

DEVELOPING SVEEP④ STRATEGY

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Voter Turnout in Lok Sabha Elections over the years

Election Year	Voter Turn-out %	Election Year	Voter Turn-out %	Election Year	Voter Turn-out %
1951–52	45.67%	1980	56.92%	1999	59.99%
1957	47.74%	1984–85	64.01%	2004	58.07%
1962	55.42%	1989	61.95%	2009	58.21%
1967	61.04%	1991–92	55.88%	2014	66.44%
1971	55.27%	1996	57.94%	2019	67.40%
1977	60.49%	1998	61.97%		

The last three Lok Sabha elections have shown a significant improvement in most of the key ratios *(Refer to the table below for details)*. In 2019 LS elections, voter turnout percentage was the highest ever with gender gap being at its lowest since the first general elections.

Comparative voter turnout in last three LS elections

Indicators	LS 2009	LS 2014	LS 2019
Total Votes polled in the Lok Sabha Elections	41.73 crore	55.42 crore	61.47 crore
Total Electorate	71.70 crore	83.41 crore	91.19 crore
Total Voter Turnout percentage	58.21 %	66.44 %	67.40 %
Women Turnout (as percentage of total women electors)	55.82 %	65.54 %	67.18 %
Male Turnout	60.24 %	67.00 %	67.02 %
Gender Gap	4.42 %	1.46 %	–0.16 %

Turnout by region, states

The voter turnout map given ahead suggests participation was higher along the eastern coast of the country, across the north east and in the south. This has been the case for long. The state wise turnout data also provides us insight into some of

the key states where the turnout was below national average. Given these variations and diversity, SVEEP® strategy looks to understand these data in a deeper sense and design a robust and bold strategy to address new and emerging challenges like issues arising out of COVID-19 and some of the old perennial ones like gender, youth, urban apathy and low voter turnout in some states and constituencies.

Women Voter trends and analysis

Women voters can give a decisive edge to electoral outcomes. This has been evident for a while now with the sharp rise in women voter turnouts in state and national elections. In the 2019 Lok Sabha elections, the percentage of women who turned out to vote marginally outstripped men for the first time.

In the recently concluded state legislative assembly elections held amidst the pandemic, women voter turnout exceeded that of men in eight states out of eleven namely in Goa, Manipur, Uttar Pradesh, Uttarakhand, Assam, Puducherry, West Bengal and Bihar. In the other three states namely Punjab, Tamil Nadu and Kerala - voter turnout difference between men and women was miniscule (less than 0.5%).

2.2.3.2 Gender Ratio

In the electoral roll, the gender ratio refers to the number of female electors per 1000 male electors. The sex ratio is the ratio of males to females in a population and calculated as the number of females per 1000 males. It is a sort of socio-demographic pointer on the balance between men and women in the population. Comparison of Elector Gender Ratio in each State/UT during General Election to Lok Sabha 2019 and General Election to Lok Sabha 2014 *(Refer to the map)* depicts that the gender ratio has shown a positive trend in recent elections which has increased to 926 with the bridging of the gender gap in Lok Sabha 2019 elections *(Refer to the table below)*.

Gender Ratio

Election Year	Elector Gender ratio	Election Year	Elector Gender ratio	Election Year	Elector Gender ratio
1971	910	1991–92	902	2009	913
1977	923	1996	913	2014	908
1980	920	1998	913	2019	926
1984–85	925	1999	913		
1989	940	2004	921		

Voter Turnout % (State/UT wise)

General Election 2019 vs 2014

All India Voter Turnout 2019 : 67.40%
All India Voter Turnout 2014 : 66.44%
0.96% ↑

+ve	-ve		
≥ 2	2 to 0	0 to -2	≤ -2
9	8	9	10

(% per State/UT)
Total State/UT
36

JAMMU & KASHMIR
2014 - 49.72%
2019 - 44.97%
↓ -4.75%

HIMACHAL PRADESH
2014 - 64.45%
2019 - 72.42%
↑ 7.97%

PUNJAB
2014 - 70.63%
2019 - 65.94%
↓ -4.69%

CHANDIGARH
2014 - 73.71%
2019 - 70.61%
↓ -3.10%

UTTARAKHAND
2014 - 61.67%
2019 - 61.88%
↑ 0.21%

HARYANA
2014 - 71.45%
2019 - 70.34%
↓ -1.11%

DELHI
2014 - 65.10%
2019 - 60.60%
↓ -4.50%

SIKKIM
2014 - 83.64%
2019 - 81.41%
↓ -2.23%

ARUNACHAL PRADESH
2014 - 79.12%
2019 - 82.11%
↑ 2.99%

RAJASTHAN
2014 - 63.11%
2019 - 66.34%
↑ 3.23%

UTTAR PRADESH
2014 - 58.44%
2019 - 59.21%
↑ 0.77%

BIHAR
2014 - 56.26%
2019 - 57.33%
↑ 1.07%

ASSAM
2014 - 80.12%
2019 - 81.60%
↑ 1.48%

NAGALAND
2014 - 87.91%
2019 - 83.00%
↓ -4.91%

MEGHALAYA
2014 - 68.80%
2019 - 71.43%
↑ 2.63%

MANIPUR
2014 - 79.75%
2019 - 82.69%
↑ 2.94%

GUJARAT
2014 - 63.66%
2019 - 64.51%
↑ 0.85%

MADHYA PRADESH
2014 - 61.61%
2019 - 71.20%
↑ 9.59%

JHARKHAND
2014 - 63.82%
2019 - 66.80%
↑ 2.98%

WEST BENGAL
2014 - 82.22%
2019 - 81.76%
↓ -0.46%

TRIPURA
2014 - 84.92%
2019 - 82.40%
↓ -2.52%

MIZORAM
2014 - 61.95%
2019 - 63.14%
↑ 1.19%

CHHATTISGARH
2014 - 69.39%
2019 - 71.64%
↑ 2.25 %

ODISHA
2014 - 73.79%
2019 - 73.29%
↓ -0.5%

DAMAN & DIU
2014 - 78.01%
2019 - 71.85%
↓ -6.16%

DADRA & NAGAR HAVELI
2014 - 84.09%
2019 - 79.58%
↓ -4.51%

MAHARASHTRA
2014 - 60.32%
2019 - 61.02%
↑ 0.70%

TELANGANA
2019 - 62.77%

GOA
2014 - 77.06%
2019 - 75.14%
↓ -1.92%

ANDHRA PRADESH
2014 - 74.64%
2019 - 80.38%
Combine data for
AP & TEL 2019 - 72.80%
↓ -1.84

KARNATAKA
2014 - 67.20%
2019 - 68.81%
↑ 1.61%

PUDUCHERRY
2014 - 82.10%
2019 - 81.25%
↓ -0.85%

TAMIL NADU
2014 - 73.74%
2019 - 72.44%
↓ -1.30%

KERALA
2014 - 73.94%
2019 - 77.84%
↑ 3.9%

LAKSHADWEEP (INDIA)
2014 - 86.62%
2019 - 85.21%
↓ -1.41%

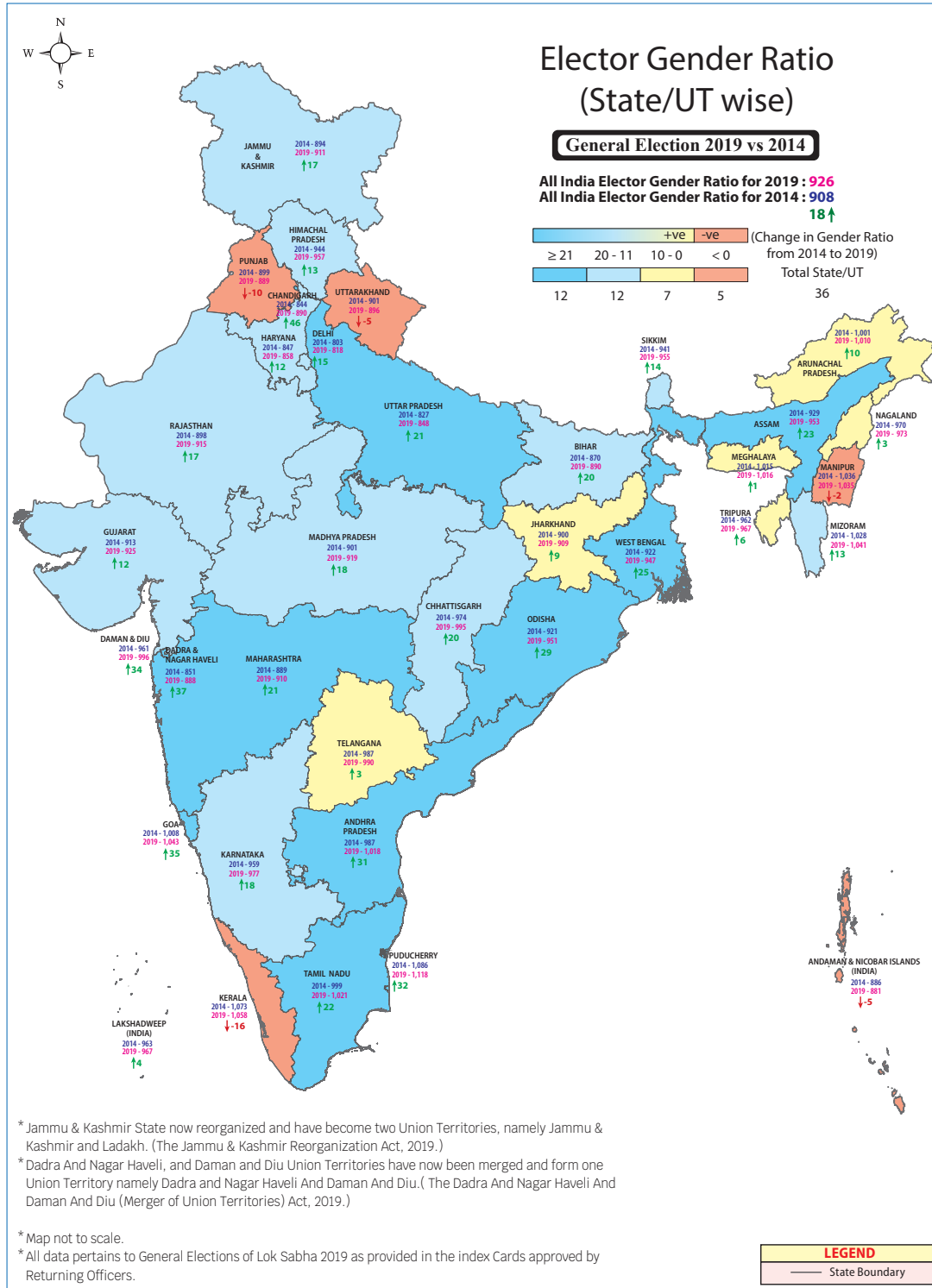**ANDAMAN & NICOBAR ISLANDS (INDIA)**
2014 - 70.67%
2019 - 65.12%
↓ -5.55%

*Jammu & Kashmir State now reorganized and have become two Union Territories, namely Jammu & Kashmir and Ladakh. (The Jammu & Kashmir Reorganization Act, 2019.)

*Dadra And Nagar Haveli, and Daman and Diu Union Territories have now been merged and form one Union Territory namely Dadra and Nagar Haveli And Daman And Diu.(The Dadra And Nagar Haveli And Daman And Diu (Merger of Union Territories) Act, 2019.)

*Map not to scale.

*All data pertains to General Elections of Lok Sabha 2019 as provided in the index Cards approved by Returning Officers.

LEGEND	
	State Boundary

Elector Gender Ratio
(State/UT wise)

General Election 2019 vs 2014

All India Elector Gender Ratio for 2019 : **926**
All India Elector Gender Ratio for 2014 : **908**
18 ↑

	+ve	-ve
	≥ 21	20 - 11	10 - 0	< 0

(Change in Gender Ratio from 2014 to 2019)

Total State/UT

| 12 | 12 | 7 | 5 | 36 |

N
W — E
S

JAMMU & KASHMIR
2014 - 894
2019 - 911
↑17

HIMACHAL PRADESH
2014 - 944
2019 - 957
↑13

PUNJAB
2014 - 899
2019 - 889
↓ -10

CHANDIGARH
2014 - 844
2019 - 890
↑46

UTTARAKHAND
2014 - 901
2019 - 896
↓ -5

HARYANA
2014 - 847
2019 - 858
↑12

DELHI
2014 - 803
2019 - 818
↑15

RAJASTHAN
2014 - 898
2019 - 915
↑17

UTTAR PRADESH
2014 - 827
2019 - 848
↑21

SIKKIM
2014 - 941
2019 - 955
↑14

ARUNACHAL PRADESH
2014 - 1,001
2019 - 1,010
↑10

ASSAM
2014 - 929
2019 - 953
↑23

NAGALAND
2014 - 970
2019 - 973
↑3

BIHAR
2014 - 870
2019 - 890
↑20

MEGHALAYA
2014 - 1,015
2019 - 1,016
↑1

MANIPUR
2014 - 1,036
2019 - 1,035
↓ -2

GUJARAT
2014 - 913
2019 - 925
↑12

MADHYA PRADESH
2014 - 901
2019 - 919
↑18

JHARKHAND
2014 - 900
2019 - 909
↑9

WEST BENGAL
2014 - 922
2019 - 947
↑25

TRIPURA
2014 - 962
2019 - 967
↑6

MIZORAM
2014 - 1,028
2019 - 1,041
↑13

DAMAN & DIU
2014 - 961
2019 - 996
↑34

DADRA & NAGAR HAVELI
2014 - 851
2019 - 888
↑37

MAHARASHTRA
2014 - 889
2019 - 910
↑21

CHHATTISGARH
2014 - 974
2019 - 995
↑20

ODISHA
2014 - 921
2019 - 951
↑29

TELANGANA
2014 - 987
2019 - 990
↑3

GOA
2014 - 1,008
2019 - 1,043
↑35

KARNATAKA
2014 - 959
2019 - 977
↑18

ANDHRA PRADESH
2014 - 987
2019 - 1,018
↑31

PUDUCHERRY
2014 - 1,086
2019 - 1,118
↑32

KERALA
2014 - 1,073
2019 - 1,058
↓ -16

TAMIL NADU
2014 - 999
2019 - 1,021
↑22

LAKSHADWEEP (INDIA)
2014 - 963
2019 - 967
↑4

ANDAMAN & NICOBAR ISLANDS (INDIA)
2014 - 886
2019 - 881
↓ -5

*Jammu & Kashmir State now reorganized and have become two Union Territories, namely Jammu & Kashmir and Ladakh. (The Jammu & Kashmir Reorganization Act, 2019.)

*Dadra And Nagar Haveli, and Daman and Diu Union Territories have now been merged and form one Union Territory namely Dadra and Nagar Haveli And Daman And Diu.(The Dadra And Nagar Haveli And Daman And Diu (Merger of Union Territories) Act, 2019.)

*Map not to scale.

*All data pertains to General Elections of Lok Sabha 2019 as provided in the index Cards approved by Returning Officers.

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—— State Boundary

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2.2.3.3 Elector Population Ratio

The EP Ratio is equal to the total number of registered electors divided by the total population of the State. As a reference this is compared to the Census projections of total population for the year of the analysis. In simple terms it refers to the proportion of the population of people who are 18 years of age and more in the total population. A very high EP ratio may indicate the presence of duplicate names in the Electoral Rolls while a very low EP ratio may point to the need to include missing but eligible persons as electors.

2.2.3.4 Age Cohort Analysis

The electoral rolls are analysed to get the number of electors in each age group (18-19 years; 20-29 years; 30-39 years and so on). These are then compared with the Census figures to identify which age groups require focus in terms of higher registrations and which require focus in terms of removing duplications or no longer valid entries. The annual analysis of every other age group is done in cohorts of 10 years, but that of young and new electors is done in the age cohort of 18-19 years. This enables the election machinery to focus their efforts on enrolling this age group immediately on their attaining eligibility. The map on the following page depicts state-wise age cohorts of 18-29 years.

2.2.4 KAP Surveys Insights

KAP surveys (baseline and endline) are undertaken to understand the reasons for gaps in electoral participation, both at the enrolment stage and voting; to understand the underlying reasons for low voter turnout in previous election in the State and to identify the barriers to voting; to identify the demographics of elector segments with lower enrolment, and lower participation during polls; to understand effectiveness of various formal & non-formal media vehicles; to suggest logical and plausible measures to ensure higher enrolment and higher voter turnout based on the outcome of the survey.

During the process of SVEEP® strategy formulation, a closer look was taken at the KAP surveys done before and after 2019 Lok Sabha elections as well as at the KAP surveys done at the time of state Assembly elections which took place in 2018 (Rajasthan, Chhattisgarh), 2020 (Bihar, Delhi) those in 2021 (Assam, West Bengal, Kerala, Tamil Nadu, Puducherry) and elections held in 2022 (Goa, Punjab, Manipur, Uttar Pradesh, Uttarakhand). Some states have done a detailed and rigorous exercise of conducting the baseline and endline KAP survey through an external agency. It was noted that the KAP survey tool was modified to reflect the challenges posed by COVID-19. The data generated through these surveys were very useful for designing the SVEEP communication campaigns and activities as well as for evaluation by comparison between baseline and endline.

The key findings from these KAP surveys are as follows:

Age Cohort 18-29 Years

May 2019

≥ 35	35 - 30	30 - 25	25 - 24	< 24	(% per State/UT)
					Total State/UT
4	5	10	7	10	36

* Jammu & Kashmir State now reorganized and have become two Union Territories, namely Jammu & Kashmir and Ladakh. (The Jammu & Kashmir Reorganization Act, 2019.)
* Dadra And Nagar Haveli, and Daman and Diu Union Territories have now been merged and form one Union Territory namely Dadra and Nagar Haveli And Daman And Diu.(The Dadra And Nagar Haveli And Daman And Diu (Merger of Union Territories) Act, 2019.)

* Map not to scale.
* All data pertains to General Elections of Lok Sabha 2019 as provided in the index Cards approved by Returning Officers.

LEGEND
— State Boundary

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- The LS elections voter turnout patterns are different from the state assembly election voter turnout even if they were conducted simultaneously.
- Knowledge variables vary across states. Some of the states have shown good knowledge and awareness on variables such as verifying vote on VVPAT, Braille provision in EVM, correct date for qualifying for registration.
- Attitude variables point out that a very large number of voters see voting or the reasons for voting as a "right" and a "duty". Interestingly a significant number of respondents see voting as a cumbersome chore and showed no interest towards participation in elections in future as well.
- Some of the states have a low to medium exposure and recall for the SVEEP, IT/ICT and communication activities and the probable causative factors are low frequency, quality and appeal of the messages/efforts and other issues related to migration, registration, money/muscle power and some scepticism due to negative news and views from the family, friends and community.
- There are significant number of barriers and mindsets about voting that need closer attention.
- The analysis of KAP survey findings should guide the planning and strategy for SVEEP.
- There is a need for taking a relook at the survey tool and methodology of KAP.

2.2.5 Social Media Analysis

ECI forayed into social media in 2016 and the experiment was scaled up in January 2018 with ECI formally launching its official Facebook Page. A dedicated Twitter handle of the spokesperson to give updates to media already existed but otherwise there was no other presence on any other social media platform. Ahead of Lok Sabha Election, the Commission decided to launch the Twitter handle and Instagram page in January 2018 specifically for voter education and outreach @ecisveep. There has been enhanced engagement and coordination with regular monitoring of CEO and DEO websites and social media accounts as well.

During the last one year i.e from April 2021 to May 2022, the @ecisveep Twitter handle has posted 1195 tweets generating a total of approx 12.8 million impressions. Engagement reached its peak during election months (Jan-Mar, 2022) recording over 56.7 lakh profile visits and 3.38 lakh mentions with addition of over 50,000 followers. In the past year, ECI's YouTube channel has gained 26,000 subscribers. In this period ECI's videos were watched 2.5 million times on YouTube with 66.7K (in hours) of watch time generating a total of 24.7 million impressions. ECI's Instagram account is also catching up with latest trends with creative reels being shared as part of the National Voter Awareness Contest. Currently there are 48,000 followers on the Instagram handle. In the last one year (i.e. from April 2021 to May 2022), ECI's Facebook page has gained 4,083,326 reach, 349,693 page visits and 38,219 new likes.

The data and analysis generated for social media engagement is limited. Although, with increase in subscribers, followership and engagement, there is a huge scope for further improvement. Presently, most of the Chief Electoral Officers are present on platforms like Facebook, YouTube, Twitter, Instagram; however more focus needs to be given to enhance the reach and engagement of their platforms so that voters and stakeholders including media have a direct relation with the CEOs/DEOs.

The above analysis was taken into account for SVEEP® planning.

2.2.6 IT and ICT Application Use

Various technological tools have enabled the Commission to bring in more efficiency, widespread reach, and greater accountability in the conduct of free and fair elections in recent times. There are several apps that directly reach out to the citizens like the Voter Helpline app, PwD app, KYC app, cVIGIL app and Voter Turnout app which the voter education programme has actively publicised and popularised. The data analytics on their usage patterns as well as feedback tells us a great deal about the process, the interface, the engagement success and challenges. These apps have served a very good purpose for voters to reach out to ECI with queries, clarifications, information and even complaints and grievance redressals. The feedback and engagement data also provided the process with rich insights. IT/ICT and mobile applications are at an evolving stage and are growing and taking on more engaging dynamics that will require greater analytics and feedback loops. Although, at present, numerous applications are being updated, their use is still relatively limited.

2.2.7 Audience Analysis

The voter education programme has been using a broad target audience segmentation using demographic and geographic variables. The voter is not a homogenous entity. Targeted interventions that the SVEEP strategy uses are very useful and are based on practical audience segmentation. SVEEP has addressed segments such as women, youth, urban, rural, PwD and senior citizens among others. Understanding the audience has been the hallmark of the SVEEP initiative. It is pertinent that SVEEP® strategy dwells for a deeper, wider and nuanced understanding of various dimensions of the audience segments and sub-segments. Better and sharper understanding of the voter from his/her perspective calls for a robust theoretical and evidence-based foundation of SVEEP®. KAP surveys also base the research on audience segments and their knowledge, attitudes and practices. Another interesting aspect for the audience analysis is distinguishing between the voter and the non-voter.

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2.2.7.1 Profile of the voter and the non-voter

Understanding the profile of the non-voter is very crucial as there are about 33% (approx. 29 Cr) of the people who did not vote in LS elections 2019. There have been attempts to understand the citizens who have been voters as the data is available and has been studied and analysed. But there are a significant number of electors who are non-voters, and it is equally important to understand them as well. The voter turnout analysis also sheds light on the number and percentage of the non-voters but understanding the profiles and personas of the non-voter will provide a great insight into the reasons, rationales, barriers, challenges and issues. Some of these aspects are highlighted in the KAP surveys. An analysis of voting percentages must focus on both macro and micro data which will aid in narrowing down the problem areas to a great extent. These gaps need to be understood in greater depth and then addressed appropriately and with new messages and approaches for SVEEP.

2.2.8 Communication Material Content Analysis

A lot of content through a variety of media and other platforms has been created in SVEEP over the years. The content analysis of the communication material, activities and events indicate the use of the following words and expressions as a central element to the effort. These are:

i. **Use of key words and expressions:** Words such as free, fair, inclusive, accessible, secure, safe, transparent, ethical, informed, vigilant, celebrate, right, responsibility, duty, power, festival, democracy, empowered are used.

ii. **Connecting visuals:** The visuals are related to Indian people in different parts of the country in their natural setting and traditional dresses. Also people with their Voter card/ inked finger and at the booth are showcased.

iii. **Regional and geographical variation:** Culture and tradition based variations are adopted in the pictures and words used, even as centrally prescribed and approved communication designs and approaches to content are followed.

iv. **Emphasis on targeted groups:** Focus on the celebration of democracy, accessibility, registration and voter participation especially with women, elderly, PwD, young voter and third gender is emphasised in visual elements.

v. **Evidence base and insight for message development:** The evidence from KAP surveys, media reports, feedbacks and reviews shed light on the barriers, blocks, bottlenecks faced by citizens during their voting and registration experience. These are taken into account while developing effective messages especially aimed at low and "missing" voter turnout booths and constituencies.

The above content analysis was noted for devising suitable action relating to media outreach during SVEEP④.

2.2.9 Gap Analysis

Review of reports, KAP surveys, rapid surveys as well as other research and inputs from states and partners have clearly shown significant achievements for SVEEP but has also pointed out a number of gaps that are internal, external, physical and operational at national, state, district and ground level. A rapid exercise was undertaken with states on what they saw as a challenge and gap at the state level and what are the expectations of voter. SVEEP④ strategy has tried to understand these further and devise appropriate responses to address these gaps and challenges. Some of the key gaps identified are as follows:

i. **Lack of use of evidence in planning interventions:** Often, there is a focus on activities, material production, organising visibility focused events etc which may not necessarily be based on data analysis and may not facilitate meeting the objectives of the voter education programme. Booth as the hub of voter education and outreach did not find adequate reflection in the existing reports reviewed. Additionally, low voter turnout segments and areas did not feature as the primary focus of action in SVEEP plans reviewed.

ii. **Low SVEEP communication initiatives recall:** The "recall" of the SVEEP communication efforts is weak as reflected in some of the KAP surveys. The need for more engaging campaigns and better use of media was highlighted.

iii. **Content and creatives produced could be sharper:** The focus of the content and creatives is good in terms of providing "information" but could be better on engaging and empowering material. Challenges in adoption of these materials locally in the local cultural context is also cited as an issue and gap.

iv. **Use of KAP Research findings and data analysis:** There are gaps in conducting and utilising the KAP surveys (Baseline and Endline) findings and other data already available for use in strategy formulation. Moreover, the KAP tools and methodology need updation.

v. **Need for continuous and synergetic activity:** SVEEP activity is often carried out during the election and SSR period - it is not always a continuous and synchronised activity on the ground. Therefore, activities during the non-election period need to be planned and implemented regularly.

vi. **Low subscription and utilization in social media and IT:** The engagement level for ECI social media platform use can be much greater, given the population and overall social media user base and growth in numbers projected in the future as well. This is a challenge and gap at state and district level as well. IT/ICT and mobile apps active access and use and engagement is low. There are gaps in promoting and popularising these apps.

vii. **Forging and leveraging partnerships and collaborations:** The huge potential and opportunity for greater and wider partnership and collaboration with

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government, private sector, Media and CSOs needs more attention, both at central and state levels.

viii. **Capacity building and training for SVEEP:** Planned and systematic capacity building and training for SVEEP for different levels of officers, functionaries and partners needed attention. Most of the stakeholders consulted during formulation of SVEEP④ strategy highlighted this as a gap and suggested a thorough training-needs assessment with a review of training modules and structures. Systematic collaboration with IIIDEM was found to be lacking.

ix. **Inadequate HR Set-up:** There is a need to revamp the HR set-up at booth level besides strengthening the existing structure at national, state and district levels. Professionals/experts need to be deployed.

x. **Budgetary allocations:** The process of financial allocation and budgeting for SVEEP needs a review and recalibration based on need, action plan prepared and the performance and additional fund requirements not fully met.

xi. **Media asset management system:** The communication, media and training materials need to be indexed and kept for easy reference, retrieval and usage. There is a need for a media asset management system to be developed for national, state and district level material.

xii. **Systematic monitoring and evaluation:** A mechanism needs to be in place for online, real-time monitoring on a monthly basis and independent evaluation of SVEEP strategies, activities and impact. The coordination with districts on operations of SVEEP required a closer look.

xiii. **Internal coordination in related ECI Divisions:** There are several other ECI Divisions that positively affect voters' education. These include IIIDEM, IT/ICT and Statistics Division among others. A better coordination system & mechanism is required for better efficiency.

xiv. **Documentation and Dissemination:** There is a need for more documentation of good practices at the central level as well as also at state, district constituency and booth level. These stories and innovations need to be more visible in the websites, social media and digital media platforms.

Summing up

The analytical and evidence based groundwork described above provided a perspective and foundation for developing the SVEEP④ strategy given in detail in the following chapters. Using these inputs and analysis, the National SVEEP④ strategy has attempted to find answers and suggested actions to address the gaps in the three years ahead.

03 STRATEGIC FRAMEWORK
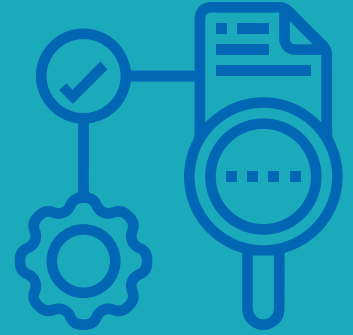
- ▶ Vision, Goal and Objectives
- ▶ IMF–EEE Framework
- ▶ Triad of Focus:
    Voter Focus
    Booth Focus
    Evidence Focus
- ▶ Core Thematic Areas

3.1 SVEEP④ Strategic Framework

The SVEEP④ strategic framework builds upon the learnings and achievements of previous three phases of SVEEP and seeks to move towards ensuring the participation of all eligible citizens in the electoral process in an inclusive, voter-centric and voter-friendly environment in the coming years.

SVEEP Vision

Universal and enlightened participation of citizens in elections and democracy.

SVEEP Goal

To enlighten, enable and empower every citizen to register as a voter and cast his/her vote at every election in an informed and ethical manner.

SVEEP④ Objectives (2022-25)

The objectives envisaged for SVEEP④ strategy (2022-25) are:

1. To increase voter turnout to 75% in Lok Sabha elections 2024 by:
    - Purifying the electoral roll of every polling booth
    - Bridging gender gap in enrolment and turnout in all constituencies
    - Ensuring inclusion of all non-voters/ marginalised sections through targeted interventions, technological solutions and policy changes
    - Addressing urban and youth apathy towards electoral participation
    - Turning around all low turnout constituencies and polling stations
2. To enhance the quality of electoral participation in terms of informed and ethical voting through continuous electoral and democracy education

3.2 IMF-EEE Framework for SVEEP④

Since the inception of SVEEP, the overarching framework for voter registration and participation has been Information, Motivation & Facilitation (IMF). SVEEP④ 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 (described in Ch. 4), campaigns, media, messages, social mobilization activities, interpersonal communication and action on ground during SVEEP[4].
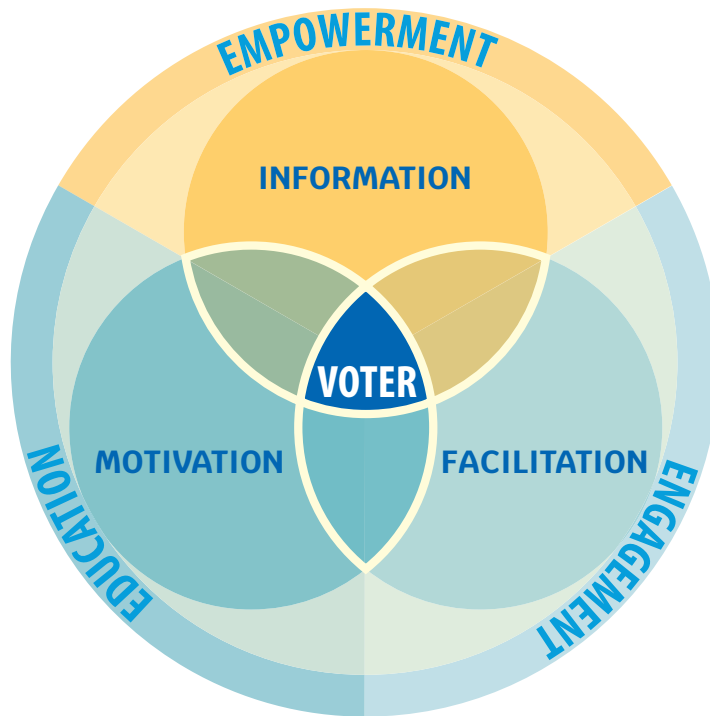
IMF–EEE SVEEP[4] framework

TO INFORM and generate awareness by providing correct, complete, clear and timely information to every citizen to raise 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 each and every election as also proudly disseminate the spirit of participative democracy.

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Given below is the indicative list of activities for the IMF–EEE framework:

INFORMATION

To provide correct, complete, clear & timely information to the citizens to raise their understanding of the following:

- Why voters should register themselves on the voters' list
- Who is eligible to register
- How to register (online/offline)
- Benefits of registration
- Documents needed to register
- Forms for Voter Registration
- Know your BLO/AERO/ERO
- Know your AC/PC
- Voter Facilitation Centre (VFC)
- Navigating ECI Apps like Voter Helpline App, PwD App, KYV, cVIGIL etc
- Dialling Voter Helpline Number 1950 for any information
- Linking of EPIC with Aadhar card
- Four qualifying dates for registration
- Online options & physical locations where registration is possible
- How to correct or update voter details
- Procedure for deletion of names
- How voters may change their place of residence on the Electoral Roll if they have shifted their residence/ address
- Fact that having an EPIC does not mean one is registered on the voters' list–(existence of name in the updated electoral roll is a condition for voting right)

- Procedure for downloading e-EPIC
- Having more than one entry in electoral roll is an offence
- Where will the list be displayed for voters to check their names
- How to raise queries, if any, on the displayed lists
- How to read and interpret the lists
- How will the lists be used on election day
- Time and Date of elections
- Location of Polling Station
- Do's and Don'ts at Polling Station.
- Approved identity proofs
- Assured Minimum Facilities available at booth
- Volunteers at polling station (Those proficient in ISL for PwD voters)
- Information on special voting services for various categories of voters
- Where to check profiles of contesting candidates
- Informed and Ethical Voting (Information on MCC, Election Expenditure Monitoring, profile of candidates, criminal antecedents, voting without influence of fear, greed, caste, religion, money, muscle power)
- Option of NOTA
- How to cast vote on EVM–VVPAT

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(including Braille features)
- Provision of Voter slips and Voter Guide
- Secrecy of vote
- Security Measures for peaceful elections
- COVID safety measures and protocols
- Platforms for grievance redressal.
- Model Code of Conduct
- Postal Ballot Facility including ETPBS
- Eco-friendly measures at polling station
- Information on NVD and ELC activities

MOTIVATION
To enthuse and inspire citizens to register, cast their vote and addressing their apathy and skepticism toward electoral participation through:

- Well thought out scientific campaigns to motivate those not wanting to vote despite being eligible
- Physical events and activities/competitions like poster, song, slogan writing, short story video, local and folk art competitions
- Organizing sporting events and tournaments like cricket, wrestling, as well as marathons, etc.
- Introduce national and state level quiz competitions in KBC format with all citizens, categories of citizens
- Conducting entertainment shows using street plays, magic shows etc
- Organizing dialogues and debates in schools and colleges
- Utilising Icons at national, state, district and booth level to motivate voters
- Direct people to people contact through BLO & grass root level functionaries
- Mass mobilisation events like rallies, human chains, and candle light vigils
- Providing Voter Guides and other creative and motivational content
- Inspiring voters through measures such as welcome kit to the new voters
- Reaching out through social and digital media platforms, online games etc
- Incorporation of motivational messages in curriculum
- Sharing testimonials through stories and short films of proud centenarian voters, first time voters, etc
- Awards and recognition to best performing ELCs.
- Encouraging all voters to take pledge to vote.
- Utilizing events like NVD and other important days to motivate voters.

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FACILITATION

Ensuring greater participation of the public in elections by making the electoral process voter-friendly and by assisting enabling citizens at every stage by providing:

1. **Facilitation Measures for Registration**
   - Online registration through NVSP and Voter Helpline App
   - Links to online registration made available on ECI and CEO websites as well as on DEO, College and University websites
   - Availability of name search facility on CEO and ECI websites
   - SMS based service for searching of name and polling booth
   - Information on election laws and rules, guidelines as well as details regarding the Election Officials, including the ROs, Assistant Returning Officers (AROs), BLOs available on the CEO's website
   - Establishment of Voter Facilitation Centres as one stop service to facilitate citizens on Electoral Roll issues such as additions, deletions, modifications and transpositions of their names, etc
   - Forms 6, 7 and 8 made available at prominent places including banks and post offices, colleges and universities, as well as in high schools for newly eligible electors
   - Election Help Desk set-up at every educational institution for registration of voter/ prospective voter
   - Special registration camps set up in weekly haats, during festivals and through mobile vans ahead of elections
   - Organise *monthly matdata baithaks* on the first Sunday of every month from 10am-2pm to facilitate registration, check their details on the voter's list and also to register new voters
   - Voter Helpline Number 1950 available country-wide, at national, state and district levels
   - Facilitate registration through ELCs and various partners and provide assistance to voters in downloading Apps, navigating NVSP, etc

2. **Facilitation Measures for Increased Turnout**
   - For every voter, voter slips are delivered at the residence a few days ahead of the poll day. These carry the name and details of the polling booth and serve as identification for the voter on the poll-day. Cross

Checking of delivery of voter slip on sample basis by making calls through 1950 whether all voters got voter slip or not

- VFCs are set up to assist voters and provide requisite information about voting and services like display of voter lists, issue of duplicate EPIC etc
- Poll hours extended to facilitate voters still in queue
- Assured Minimum Facilities – ramps, wheelchairs, toilets, electricity, helpdesks, sheds and drinking water at every PS in addition to providing volunteers familiar with ISL and Braille language
- Model Polling Stations established at various locations to provide additional facilities to voters to make voting a pleasant experience
- Separate queues for men and women at PS to facilitate women voters. Giving priority to infirm and physically challenged voters in voting at polling booths
- At each PS, an alphabetical list of electors is displayed prominently which makes the task of locating the elector's serial number in the PS much easier
- A list of alternative photo identity documents that can be used on poll day in lieu of EPIC

- Search facility for names on the voter list on the national website as well as on the CEO's website and through SMS alerts
- Voter Helpline Number 1950 to facilitate voters
- Polling day reminders through SMS alerts and also on radio and television and through public address systems
- COVID safety protocols
- Postal Ballot facility for such PwDs and Senior citizens (80+) who are incapable of reaching the polling station
- Facilitation of service voters through ETPBS facility

EDUCATION

Imparting knowledge on the right and duty of exercising one's franchise as an enlightened voter from an early age onwards through:

1. **Integration of voter education in curriculum of schools, colleges, universities**
   - Institutional tie up with education administration for acceptance in curricular framework and roll out
   - Content creation by education department and vetting by ECI
   - Integration of electoral education with formal assessment systems in consultation with ECI
   - Internship or Ph.D project work on election management system in colleges and universities
   - Mandatory celebration of NVD in each college and school, through ELC
   - Voluntary organisations like NCC, NSS, NYKS, Scouts and Guides etc incorporating voter awareness in their programmes

2. **Electoral Literacy Club activities**
   - Devise a strategy for universalisation of ELCs and augment their capacity/ resources in close collaboration with education departments
   - Extending ELCs the status of a co-curricular activity for assessment in schools and colleges
   - Monitoring implementation and assessing impact of ELC activities.
   - Introducing certification and internships through ELCs
   - Building the club members as foot soldiers in live elections at polling booths etc
   - Expand the network of VAFs to all major workplaces and holding regular sessions

3. **Lifelong and continuing electoral education**
   - Highlight importance of role of democracy and the contribution that citizens can make in a democracy
   - Creating knowledge about the importance of every vote and casting of vote as a duty
   - Building proper curriculum relating to adult education/ lifelong education that clearly informs adults about how to register and how to vote effectively
   - Follow up system to be created for a check on the progress of adults on electoral participation post completion of education
   - Regular visits of officials from ECI to the centres of lifelong education for orientation, follow up and clarifying operational doubts
   - Regular meetings of Chunav Pathshalas by BLO

4. **Education through mass media**
   - Regular programmes with DD, AIR, community radio, FM radio and private media houses on electoral education in high creative formats
   - Reaching out through vernacular newspapers
   - Secure the commitment of citizens, shape attitudes and mindsets, and provide information regarding what, how, when, where, why of the electoral process.

ENGAGEMENT

Harnessing the energy and enthusiasm of the citizen for the active, joyful participation in the electoral process and make them feel involved, delighted and proud through the following:

- Setting up dummy polling stations to engage with voters.
- Pledge to vote by masses in educational institutions, Gram Sabha, work places, gatherings and special events
- Engaging youth on social media to produce and share user generated content
- Utilizing mobile apps, helpline etc and giving feedback to ECI officials
- EVM-VVPAT demonstration camps
- Introduce sessions of our questions- our answers with local communities on FM, AIR channels and community radio etc.
- On NVD, involve all citizens (voter and non-voter) in simulated election activities
- Organise visits of school children, college students to major election centres/offices and have briefing sessions
- Introduce election related essay, painting, video-making competitions in all schools and colleges to be culminated in national awards on NVD
- After redressal of complaints, encouraging voters to provide feedback

- To inspire citizens to report any unlawful activity, provide feedback and raise complaints
- Engaging citizens through Chunav Pathshalas, BAGs, partner organizations through mass mobilization
- Utilizing festivals and fairs for addressing apathy in electoral participation
- Engaging eligible and prospective voters through activities of NCC, NSS, NYK, Scouts and Guides, Youth Clubs, etc.
- Crowd sourcing of content for 360 degree communication channels
- Provide e-Learning, e-Quiz, e-Pledge, e-Certificates facilities to citizens
- Develop computer games as voter awareness tools

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EMPOWERMENT

To enable citizens to voluntarily register and ethically vote in each and every election and to disseminate the spirit of participative democracy by:

- Improving ease of registration and ease of voting by use of technology and other means
- Empowering the voter to cast their vote fearlessly and without being influenced by considerations of religion, race, caste, community, language or any inducement
- Operationalising the pledge in the form of efficient campaigns on each of the components: religion, race, caste, community, language or any inducement
- Sharing complete information about the candidates and political parties to enable the voter to make an informed and ethical voting choice
- Transparency and accountability of the electoral system, building trust of voters in election machinery
- Community engagement for collective ownership: citizens themselves taking up the responsibility for ensuring registration and voting in their areas of influence
- Citizens feel free to voice their concerns on electoral processes

- Encouraging citizens to report MCC violations through cVIGIL app
- Engaging youth to be the catalysts for electoral participation
- Empowering the voters through technological solutions such as remote voting
- Celebrating the power of voters through felicitation at ECI and CEO offices, thanking voters after the election for their participation and seek their feedback on their voting experience
- Taking out 'we voted' processions – offline and online to demonstrate the right to vote being exercised
- To highlight NOTA as an option to express your rejection of all candidates

SVEEP[4] envisages to Inform, Motivate, Facilitate, Educate, Engage, and Empower the voter to participate in the electoral process through a systematic, synergised and evidence based focussed programme. The electoral machinery will be required to be sensitized about the expansion of IMF to IMF-EEE and the need to orient towards educating, engaging and empowering citizens for greater participation for a stronger democracy.

3.3 Key SVEEP[4] Strategic Framework Focus Dimensions – Triad of Focus

The SVEEP[4] strategic framework is guided by the three fundamental areas of focus which are intended to serve as the three touchstones to measure the efficacy of any SVEEP action. They are:

- Voter Focus
- Booth Focus
- Evidence Focus

Understanding these key focus areas and their implications is crucial to articulate it into practical action and towards achieving the goal and objectives of SVEEP[4].

3.3.1 Voter Focus

The voter is the central actor of democracy. His electoral journey goes through two major events, namely, (1) registration as voter and (2) voting during elections. Both these journeys and experiences have to be looked at separately and made delightful, smooth, happy and not just satisfactory. Since voters are the first representatives of the democracy, they need to be facilitated to an electoral experience based on pro-voter practices that drive their active participation. SVEEP[4] needs to focus on all 4 categories as mentioned below:

- Elector (who has registered in the electoral roll)
- Non-Elector (eligible but not registered)
- Voter (who has voted)
- Non-Voter (an elector who has not voted)

The elector and voter is not a homogeneous category and that's why one size cannot fit all. It is important to be able to see their different sets of characteristics to be able to customize, tailor and personalise the communication, engagement, connect, messages and approach to suit the electors and voters from their perspective and ensure that they continue to take part in elecotral process.

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Voter Education needs to focus also on non electors and non-voters and to understand them better, and help them to make the transition to become electors and voters. It is imperative that the Voter Focus is fully understood and then operationalised at national, state, district, constituency and booth level. through the IMF-EEE paradigm.

Voter Journey and Experience

To be able to make the voter journey and experience delightful and memorable, the strategy tries to decode the Voter journey and experience touchpoints to turn them into acts of joy and to remember them more than an inked finger and a selfie with a smile!

Voter journey

Research into user experience of the larger journey of voting reveals multiple factors that influence registration and voting behaviours. It would be useful to draw this journey and understand its milestones, touch points, pain points and entry points and interventions to overcome challenges, barriers, blocks and bottlenecks. The solutions are not just about correct and complete information and shaping people's beliefs and perspectives but also designing the journey and the experience that is seamless, delightful, and empowering. The Voter Journey can be divided into two stages:

1. Non-Election Period
2. Election Period

1. **Non-Election Period:** This is the time to update the electoral roll with the required additions and deletions. This is where many young voters are entering the arena for the first time, while others who are not yet registered or enrolled, have a chance to get on the list without hassle, cumbersome procedure, but with ease and delight. It is also the period to carry out the continuous electoral education for the voter and to train the election functionaries.

2. **Election Period:** This an important time for swift SVEEP planning and action. It covers the most crucial part of the voter journey from three months prior to the announcement of elections to the stage where the voter gears up and makes an informed and ethical decision to cast his/her vote at the booth. On poll day, SVEEP facilitation is critical for a positive and delightful experience. This leg of the voter journey consolidates and builds relationships for life and helps to spread the good word about voters' experience. Finally, the outcome and result of the experience takes shape and culminates in the pride of having voted and been a part of the world's largest democracy.

Voter Experience

Casting a ballot by pressing a button on the EVM is a key moment in the voter experience

that starts when a citizen registers as a voter. The Voter goes through different types and sets of experience during this journey and the aim is for this voter experience to be a pleasant, happy, joyful, delightful, friendly, easy, fast, smooth, satisfying, enriching, convenient, comfortable and memorable one. SVEEP④ will work around the strategic responses to reach out, connect and engage with the electorate to have a fulfilling positive experience.

3.3.2 Booth Focus

Booth Focus is the second key focus area in the SVEEP④ strategy with the emphasis on the action at the booth/ the polling station. Booth is where everything culminates, converges and confluences. Polling Station is the fundamental unit of the structure which has a direct interface with the voters. The booth focus necessarily will have several implications on redefining the role and responsibility, engagement, and reorientation of the BLOs and other concerned functionaries at Booth level. The emphasis is to start from Booth upwards making SVEEP④ a truly bottom-up approach. With an aim to focus on booth (details regarding booth level planning and action are given in key strategy 1 of chapter 4).

SVEEP seeks to address the gaps in two phases of electoral process. The first slip takes place when eligible citizens fail to register and the second slip occurs when those who are registered fail to vote. Therefore, SVEEP is designed to address gaps in two phases i.e. registration of voters and turnout of voters to cast their vote.

3.3.3 Evidence Focus

In the focus triad, the Evidence Focus is a critical element, which permeates into every aspect of SVEEP planning, design, implementation and evaluation under SVEEP④. According to SVEEP④ strategy, without the evidence focus, SVEEP effort cannot yield the desired result and will lack proper direction and efficiency. Evidence must be in the form of data and while analysing the data the other two elements in the triad (i.e. Voter Focus and Booth Focus) must be kept in mind.

Current and previous electoral data from recent elections and census should be carefully analysed to identify the gaps in enrolment and voter turnout with reference to gender, disability, different age cohorts and various target groups. For this purpose, comparative studies of existing statistical data along with a simultaneous evidence based analysis of socio-cultural and economic factors needs to be done in order to have a clear understanding of the gender gap, urban apathy, youth disconnect and reasons

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for non-participation of certain groups or communities and identification of polling stations with lowest voter turnout. The assessment is done based on population data, elector-population ratio, gender ratio, age cohort, data from KAP (Knowledge, Attitude, Practice) surveys etc.

It is necessary to engage survey agencies to collect primary data through KAP survey (Baseline and Endline) in order to gather evidence regarding reasons for specific behavior patterns and other phenomena relevant to SVEEP planning. Based on the analysis, appropriate strategies and activities should be planned and implemented.

KAP survey architecture (Baseline & Endline) should be reviewed and suitably modified in order to collect primary data from non-electors and non-voters to understand their reasons for not enrolling or voting. The objective of KAP survey should be clearly defined, and a standardised research method and operational procedure should be adopted across all states. and reports should be written in a consistent format and data on all indicators should be presented. It will be desirable that ECI develops long term partnerships with Social Science Research institutes and Universities of repute.

KAP surveys should also be used for identifying gaps in knowledge and attitude about EVMs and their reliability, about Model Code of Conduct (MCC), election expenditure monitoring, awareness about candidates, their

> *In order to plan evidence-based interventions at booth level for increasing electoral participation, every booth should be graded based on the voter turnout pattern in the most recent election. While doing so the gender, age cohorts, PwD, youth, senior citizen, third gender, migrants, homeless and other target groups must be kept in mind and their specific turnouts should be analysed as far as possible.*

affidavits and how to access information regarding candidates and party manifestos, about the importance of voting in a democracy, about perceptions regarding the facilities provided at the Polling Stations and previous voting experience, awareness about postal ballot facilities for PwD and senior citizens (80+), awareness about various ID documents allowed by the Commission for identifying voters, awareness about documents required for enrolment as a voter, about qualifying dates for eligibility to enroll, online and offline facilities for enrolment, about media preferences of non-electors and non-voters, specific difficulties faced by citizens in enrolling as voters or casting their vote at the election and suggestions for ease of enrolment and ease of voting. The findings of KAP survey should then go into the evidence based planning for

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SVEEP interventions.

In order to make the evaluation of SVEEP penetration, impact assessment and citizen feedback more objective and real time, it is also important to capture the counts of online visits at ECI portals and downloads of ECI Apps. A feature of review and rating by citizens should be provided in the web based application portal and mobile apps of the Election Commission of India. These usage data, ratings and reviews should be regularly monitored and should form the basis for continuous system improvement for better citizen experience.

3.4. Behaviour Change Communication for enhancing participation

Information and awareness is one of the factors that shapes human behaviour. It is not that possession of knowledge or awareness will necessarily lead to the desired behaviour in terms of greater participation. To enhance the participation of all sections of the electorate, not only information, motivation and facilitation are to be provided, but also education, continuous engagement and empowerment of voters needs to be ensured.

There are internal and external factors that may hinder the desired behavioural action. SVEEP intends to work as a facilitator/influencer in the process of the big decision of voting. A deep insight into the voters' behaviour derived out of situation analysis and KAP surveys should guide SVEEP planning.

A deep insight into the voters' behaviour derived out of situation analysis and KAP surveys guide the development of SVEEP strategy.

It is of vital importance that behaviour change communication is integrated into SVEEP planning, design, implementation and evaluation for bringing about the desired behaviour change. Pain and pleasure play a fundamental role in determining human behaviour. People avoid painful experiences and feel naturally inclined towards pleasant experiences. It follows that all pain points in the electoral registration process and voting process must be removed and enrollment as well as casting of vote should be made easy and pleasant. Ease of enrollment and ease of voting and its explicit communication through SVEEP campaigns will be a good strategy. People are also given to reasoned action. Therefore, mainstreaming of the rationale and importance of voting (for the individual, the community and the society in terms of its moral, social, economic and nation building benefits) in SVEEP campaigns is essential to encourage rational behaviour. Self efficacy is also an important factor influencing human behaviour. When individuals or groups of people believe that their

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vote does not have the efficacy to influence the results of an election, they may not be inclined to vote. Hence SVEEP campaigns must address such deficits of self–efficacy through narratives and anecdotes to reinforce the belief that every vote actually counts. Social learning and peer pressure also play a big role in human behavior. Therefore, through SVEEP campaigns a culture of desirable peer pressure in favour of electoral participation should be forged which can be really effective amongst young voters. Youth icons with credibility, popularity and commitment could play a big role in combating youth apathy and create positive peer pressure to enhance youth participation.

Human beings naturally appreciate aesthetic experiences. Hence the polling stations must be made attractive and their pictures and videos should be widely disseminated on social media to attract people to come and vote. In order to combat the tendency of people to proceed on vacation instead of heading to vote, it will be a good strategy to rope in airlines, railways and travel agents etc. to remind people about the importance of staying at their place of vote on the day of election on their ticket booking sites etc. Human beings crave for feeling welcomed, appreciated and valued and avoid experiences that lack these elements. Hence, in the delivery of electoral registration services and conduct of election on the polling day, voters should be made to feel welcomed, appreciated and valued for their contribution to democracy. Testimonials of satisfied citizens should be made viral on social media and reported through conventional media in order to motivate non-electors and non-voters. The facilities provided at the polling station and accessibility features for the persons with disabilities, special facilities for women, senior citizens, centenarian voters should be built into the SVEEP campaign and widely disseminated to motivate such voters. Special focus should be given to celebrate on social media the electoral participation of third gender voters, homeless voters and other marginalized voters to give them a sense of dignity and prestige in order to motivate such groups to enroll and vote. Also apolitical appeals for electoral participation may be issued through religious leaders of all religions and denominations. All social networks should be targeted in the SVEEP campaign in order to make electoral participation a point of discussion amongst their members and unleash a conversation on electoral participation in families, workplaces and peer groups.

> *Youth icons with credibility, popularity and commitment could play a big role in combating youth apathy and create positive peer pressure to enhance youth participation.*

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The SVEEP campaign at all levels should try to rope in popular apolitical iconic figures to motivate people to enroll and vote. An attempt should be made to appoint a booth icon in every polling booth area who could really run an energetic ground campaign in the polling booth area for maximum impact. Triggers can be very useful in nudging people towards electoral participation. Hence, from time to time, suitable trigger messages should be disseminated giving interesting facts or useful tips to citizens as an integral part of the SVEEP campaigns. The role of advocacy in getting the desired behavioural outcomes is discussed below.

3.5 Advocacy for SVEEP

Advocacy is a continuous process – primarily uni-directional – that aims to change practices and policies, initiate reforms, and alter behaviours and attitudes of communities, through awareness generation around issues. For this, information around issues is gathered, organized, and communicated to stakeholders to influence and engage them in providing support and commitment to the issue. Advocacy with key stakeholders can provide high visibility to issues and help redefine public perceptions.

Advocacy for electoral participation would require sensitive handling. Ordinarily, the advocacy functions in relation to civic causes are best carried out by political leaders who tend to occupy high official and social positions as well. The fact is that most of the leaders are campaigners for their respective political parties as well in electoral contests.

Election officials will do well to be discreet in soliciting advocacy from such leaders, particularly be watchful about the time and occasion context, especially in ensuring that such advocacy should not take the shape of a call for voting in favour of a formation. Constitutional authorities will have a natural responsibility to engage with people for strengthening the roots of democracy by eliciting their participation in the electoral schedule and ECI may activate this agenda.

Apart from such personalities, there are a wide range of influencers in a country like India who have a great number of followers and listeners - regional and national. SVEEP has to think harder beyond the Icons system to raise a battalion of advocates, who spare a good amount of time and energy to take forward the story of democracy, elections, participation and ethical voting among the wider population.

One has to look beyond the arenas of films and sports to find such advocates, who not only stand out as models in communication campaigns but serve as electoral democracy ideologues/ activists all the time. They may be local community leaders, teachers, students, doctors, entrepreneurs, doctors, shop owners and committed voters. There needs to be a scientific advocacy plan based on an assessment of the type of advocate and also the population being addressed. It goes without saying that the ECI at appropriate levels has to stay in constant contact and invested in these precious advocates for creating a deep impact.

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3.6 Quality of SVEEP④ Service

"Quality" participation of voters has been envisaged as the desired outcome of the SVEEP④ strategy. The strategy has tried to expand the quality participation mandate by including empowerment and using the voter journey and experience as tools of its strategy. There is a need to move towards a measurement system and benchmarking of "quality participation" in the coming years.

Measuring electoral quality is like chasing a moving target. Just as election management professionals improve their skills, other factors change and evolve, impacting the quality of elections. The introduction of new technologies, use of social media and analytics, role of private sector service providers, public tender and procurement processes, are only a few of the ever-changing factors. Measuring electoral quality assesses the integrity of an elections' adherence with international standards as the baseline.

Quality parameters for SVEEP as a service

Contribution of quality management is reflected in motivating individuals, organizations and expertise available to them in order to achieve better performance and effectiveness of services.

- Satisfaction level with SVEEP campaigns with respect to IMFEEE parameters
- Degree of ease of receiving services (e.g., EPIC card) from election machinery
- Level of satisfaction with the Assured Minimum Facilities (AMF) at booth level
- Prompt and satisfactory redressal of complaints and grievances by ECI
- Frequency and quality of SVEEP outreach & engagement interaction online or offline
- Level of confidence, trust in the ECI confidence building measures
- Degree & quality of outreach efforts for inclusion of PwDs, women, marginalised community

3.7 Core Thematic Areas

SVEEP④ envisages articulation and communication of a variety of themes to citizens with the aim to achieve free, fair, accessible and inclusive elections in order to have enhanced and enlightened voter participation. In this section, the core thematic areas are highlighted for synergised and effective SVEEP.

- Inclusive and accessible elections
  - Bridging the gender gap
  - Addressing urban and youth apathy
  - Greater participation of migrants
- Informed and ethical elections
- Leveraging technology for elections
- Continuous electoral and democracy education

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3.7.1 Inclusive and Accessible Elections

Inclusive election is one of the biggest priorities of the Commission it implies that all sections of eligible citizens enroll as voters and also cast their votes during election so that no voter is left behind. It follows that those sections of voters who have any particular vulnerability, inability, disability or disadvantage which comes in the way of their electoral participation should be especially assisted and facilitated. This includes women, youth, third gender, senior citizens, persons with disabilities. Similarly migrants or tenants, workers engaged in essential services, overseas voters and persons who are on election duty may get excluded unless special arrangements are made for their inclusion during registration and polling.

Bridging the Gender gap is an important focus of SVEEP to ensure inclusive elections. Though the gender gap has been reducing over the years and in the recent Lok Sabha Election 2019 women voter turnout percentage was higher than that of men – continued efforts are still required to bring gender parity in every constituency.

Additionally, voters migrate from the place of their registration to other places for education, employment and other purposes. It becomes difficult for them to return to their registered polling stations on poll day to cast their vote. Therefore, it is desirable that alternative voting solutions are provided for the migrants.

Young voters hold the key to the country's future and their low participation has been a matter of concern. Innovative strategies for enhancing youth participation (including young women) will need to be deployed using IMF-EEE framework and technological solutions.

Urban apathy, leading to low electoral participation in urban centres is an important issue that needs to be addressed. New ways of tackling this problem such as accountable utilization of paid leave provided to all employees on poll-day need to be explored. More engaging interventions in educational institutions as well as reaching out through social media, digital and mobile platforms may be useful.

Accessibility plays a crucial role in ensuring inclusive elections. It is important to highlight the accessibility of ECI apps and portals, the facilities available at door step and the braille features of EVM etc.

All polling stations should have end to end ramps and wheelchair facility, ISL facility, Braille dummy ballot sheet, magnifying glasses, volunteer facility, pick and drop facilities especially for PwDs and senior citizens and the facilitation measures for PwD need to be highlighted in SVEEP campaign for maximising participation of PwDs.

Assured Minimum Facilities (AMF) including creche at the polling booth, accessible toilets, help desk, first aid desk, three queues – one each for male, female and priority voting based third queue for PwD and senior citizens play an important role in inclusive participation. Model polling stations, all women polling station, PwD polling stations have played a positive role in ensuring inclusive and accessible elections. Targeted initiatives for different segments of voters such as service voters, overseas voters,

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migrants, third gender should be continued under SVEEP④. All such facilities, initiatives and endeavors should be highlighted through a well-defined communication strategy. A special effort should be made to identify and include all non-voter communities.

3.7.2 Informed and Ethical Elections

The quality of an election depends on its ethical credentials. Therefore, it is of paramount importance that our election process is characterized by high ethical standards in all its dimensions. ECI has adopted ethical election as one of its key themes and has taken several initiatives to enforce the ethical standards in all elections. It is extremely important therefore that voters are provided information on the norms of Model Code of Conduct (MCC), on election expenditure ceiling and on arrangements made for monitoring the election expenses of candidates and political parties. Voters should be encouraged to report MCC violation by any stakeholder including the candidate and political party or any other malpractice like voter bribing, voter intimidation or seeking vote in the name of caste or religion through the cVIGIL app.

It is vital that the voter makes an informed choice while casting his vote. Citizens should be made aware as to how they can easily access all information about candidates and their affidavits about their educational, financial, criminal antecedents. If the relevant information is not available in a timely and accurate manner then the voters may be easily misled which may affect their ability to participate in elections or make a right decision during voting.

The recently developed app 'Know Your Candidate (KYC)' provides complete information on the candidate and thus helps the voter make an informed and ethical choice. This app should be promoted vigorously.

3.7.3 Leveraging Technology for Elections

Election Commission of India uses a range of technologies for making the election process more inclusive, accessible, informed, ethical, efficient and voter friendly with an aim to ease voter registration and voting. ECI has launched online portals like NVSP, Voter portal and mobile apps like Voter Helpline App, PwD App, cVigil App, KYC App etc to empower citizens and to provide hassle-free online electoral services. Its important to promote and popularize these portals and applications through the SVEEP program. The level of technology adoption by the people for the available online services should be regularly assessed and feedback obtained through user reviews and ratings should be used internally for constant improvement of services.

Electronic Voting Machines (EVM) and the Voter Verifiable Paper Audit Trail (VVPAT) has brought in greater transparency in the electoral process. SVEEP interventions should inform and educate citizens about EVMs and remove all myths regarding their credibility and robustness. Also EVM & VVPAT familiarization camps should be organized.

Social media and digital platforms are mediums with great future potential and

therefore should be used for imparting voter education. There is a need to expand social media footprint at all levels, enhance capacity for content development for social media and use of tools for better engagement and education of citizens particularly the youth to motivate them for electoral participation. Moreover, chatbots and other platforms like Whatsapp, Telegram, Koo and audio platforms like Clubhouse and Mentza can be utilised for improved outreach and engagement.

To alleviate the issues faced in postal ballots due to delays in postage, Electronically Transmitted Postal Ballot Service (ETPBS) was introduced in October 2016. The facility entails one-way electronic transmission of the Postal Ballots to the Service Voters. Electors could register online on a dedicated portal www.servicevoter.eci.nic.in. Under the ETPBS, the ballots are automatically assigned to the Service Voters based on their constituency and transmitted electronically in a secured manner. ETPBS scripted a major success story in General Elections, 2019.

ECI is taking a host of initiatives to leverage new and emerging technologies for improving voter experience and electoral management. It is working on launching a new version of ERONET, making NVSP portal and all citizen mobile apps even more accessible and voter friendly, using facial recognition and artificial intelligence technology to purify electoral rolls, linking Aadhar with EPIC for identification, authentication and de-duplication purposes, GIS tagging of polling booths, households and public facilities to enhance voter friendliness, launching e-learning platform to enhance electoral literacy and developing robust booth monitoring systems for ensuring free and fair poll. Election Commission of India is also actively working towards making "Remote Voting" a reality. The facility will benefit the enrolled voters who are away from their constituencies for reasons of education, profession or medical treatment etc. Implementation of the facility would however,require an amendment in the Representation of the People Act, 1951. These IT initiatives should be a major thrust area for SVEEP in coming years.

3.7.4 Continuous Electoral and Democracy Education

Free and fair elections are the life force of democracy. Credible elections at stipulated intervals have enabled India's peaceful transformative journey. With the inclusion and empowerment of the common citizen in a manner that has inspired the world. The justification of election as a key anchor of democracy comes from the fact that it translates the idea of people's power to a physical reality; but that can effectively happen when people are able to exercise such power through informed participation.

SVEEP strives for universal and enlightened participation. The principle, philosophy, spirit and vision of SVEEP lies in the empowerment of the citizen to voluntarily register and ethically vote in each and every election and also to inculcate a perpetual and responsible democratic awareness. This participation leads to larger and wider engagement within the system of democracy, governance and development with a win-win situation for the citizen and the nation.

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Citizen engagement brings together as many stakeholders as possible to raise awareness regarding continuous electoral and democracy education. Through its emphasis on a participatory approach, citizen engagement creates a sense of involvement around the issue being communicated, initiates dialogue about the issue, with the community coming together on common platforms to collectively make decisions that affect their daily lives.

For continuous education of the people of India about the virtues of democracy and the importance of full electoral participation for making our democracy more vibrant and effective outreach to the people, it is important to institutionalise a robust framework for the same. A variety of measures could be explored for the same. A well structured course on electoral participation and democracy could be introduced in all schools and colleges of the country, with students receiving credit for it. Electoral Literacy Clubs at schools, colleges, work places (VAF) and Chunav Pathshalas at each polling station also need to become agents of continuous electoral and democracy education.

Other suggestions include the introduction of credit based courses at the school and college level; setting up chairs on electoral education in renowned Central and State Universities; establishing a centre for electoral education at a suitable organisation at the national level to run a flagship diploma course.

Besides, suitable communication initiatives such as the launch of FM radio (SVEEP Radio) in all major languages of the country could be considered, introducing a regular series of sponsored programme on popular TV and Radio channels could be tried out besides running specific SVEEP campaigns on TV during SSR, continuous updation and election periods.

Having described the strategic framework in this chapter, the six key strategies will be explained in the following chapter as a means to achieve the vision, goal and objectives of the fourth phase of SVEEP.

04 SVEEP④ KEY STRATEGIES
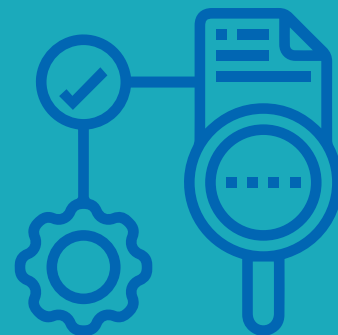
▸ Key Strategies

    1. Booth/Polling Station Level Planning and Action

    2. Addressing Low Registration and Low Voter Turnout at Constituency Level

    3. Targeted Interventions to Ensure Inclusive Elections

    4. Strengthening Flagship Programmes (ELC, SSR, NVD)

    5. Leveraging Partnerships and Collaborations

    6. Effective Communication, Outreach and Media Campaigns

An effective SVEEP® strategic framework requires that such key strategies are devised which seek to communicate all aspects of electoral participation to the voter in a compelling way.

Based on the situation analysis, literature review and deliberations with different stakeholders, the following six interconnected key strategies are proposed to address the emerging challenges, needs and identified areas of concern as described in chapter 2.

Key Strategies

Key strategy 1: Booth/Polling station level planning and action

Key strategy 2: Addressing low registration and low voter turnout at constituency Level

Key strategy 3: Targeted interventions to ensure inclusive elections

Key strategy 4: Strengthening flagship programmes (ELC, SSR, NVD etc.)

Key strategy 5: Leveraging partnerships and collaborations

Key strategy 6: Effective communication, outreach and media campaigns

1. Booth/polling station level planning and action
2. Turnout at constituency level
3. Targeted interventions to ensure inclusive elections
4. Strengthening flagship programmes (ELC, SSR, NVD)
5. Leveraging partnerships and collaborations
6. Effective communication, outreach and media campaigns
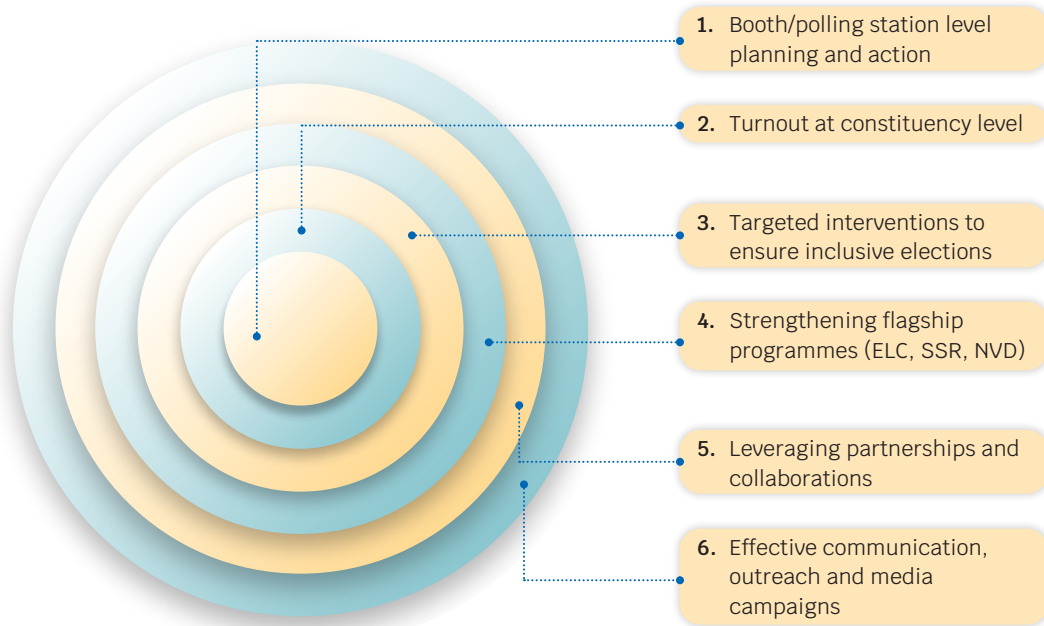
These six strategies depicted as concentric circles above are interdependent and complement as also supplement each other. Strategy 1 and 2 relate to 'micro planning', and the third strategy is for 'Bridging the Gap' and the remaining are for 'Environment Building'.

KEY STRATEGY 1 AND 2 — 'Micro planning' strategy

KEY STRATEGY 3 — 'Bridging the gap' strategy

KEY STRATEGY 4, 5, 6 — 'Environment building' strategy

SVEEP④ KEY STRATEGIES

4.1   Key Strategy 1: Booth/Polling Station Level Planning And Action

Booth/Polling station is the centre of electoral planning and action. In the SVEEP④ strategy there has been a sharp focus on the booth as the center of action extending from state, district and constituency.

4.1.1 Grading of Booths from a voter turnout perspective

It is proposed that the booths need to be graded according to their voter turnout percentage in colour categories of rainbow where red of VIBGYOR marks the booth with lowest (less than 40% voter turnout) and violet denotes the highest turnout percentage (90% & above). This would help to understand the turnout percentage at each booth at a quick glance.

S. No.	Voter Turnout percentage	Booth Grade – (VIBGYOR)	Colour
1	90% and above	A– Colour violet	
2	80–90%	B– Colour indigo	
3	70–80%	C– Colour blue	
4	60–70%	D – Colour green	
5	50–60%	E– Colour yellow	
6	40–50%	F– Colour orange	
7	Less than 40%	G– Colour red	

Voter turnout-wise polling booth categories depicted on basis of VIBGYOR

V	I	B	G	Y	O	R

For each upcoming election, registration and turnout at each booth need careful mapping and categorization based on the most recent election (Lok Sabha or Assembly Election as the case may be). This evidence based data must be analyzed for 'reasons for high turnouts' or 'reasons for low turnouts'. SVEEP VIBGYOR would guide the formulation of the micro plan for each booth which shall govern the entire SVEEP④ strategy.

4.1.2 Understanding key players at Booth Level Strategy

There are three key players at the booth, viz.

- Electors/ non-electors/ voters/ non-voters/prospective voters.
- Booth Level Officer (BLO).
- Booth Level Awareness Groups (BAGs) & other partners.

The booth level strategy has the power to deliver individualised, customised outreach and interpersonal communication and social mobilisation efforts to motivate the voters sitting on the fence and even the resisters. In order to carry out the multifarious responsibilities detailed below, the BLO needs to function as a team (himself being the team leader) along with the grassroot functionaries.

The Commission has already issued detailed instructions[1] regarding the constitution of BAGs, who may be the hub for implementation of SVEEP activities at the booth level. The BAGs are to be formed by the BLOs comprising of grassroot level functionaries, representatives of local body, school/college in the booth area, NSS/NYK volunteers, CSOs/NGOs. The DEO is the overall incharge of functioning of BAGs.

A booth specific strategy in future years calls for thorough understanding the evidence based planning, readiness and reorientation and training for the massive workforce of over 11 Lakh BLOs who are the real foot soldiers of the election registration and voter participation system.

4.1.3 Details of the Booth Level Strategy

There are two key aspects of the booth strategy:

- Registration
- Polling

The activities to be undertaken at booth level for both these aspects are outlined below:

- BLO should carry out a situation analysis and analyse the available data in the current electoral roll in addition to checking existing gaps in registration and turnout through field visits.
- Special efforts should be made to identify the newly eligible, newly arrived and prospective voters and their enrollment should be facilitated.
- Persons with Disabilities and the socially prominent electors should also be identified and marked in the electoral roll.
- The door to door surveys by BLOs should be utilized for identifying errors in the electoral rolls in terms of family tagging, error in age, relation type and relation name, identifying deceased/permanently shifted voters and collect the relevant forms for correction/deletion. Clean up the electoral roll of every booth by removing all decreased, shifted and untraceable electors. Apply DSE/PSE across states and

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[1] Vide Letter No. 23/1/2015/ ERS dated 27. 2.15

delete duplicate entries after obtaining the relevant form.

- Verify all 80 year plus and women (> 25 years), focus on high EP and low turnout booths, make Form 6 submission impossible for an already enrolled elector.

- An attempt should be made to add the mobile numbers of voters in the electoral roll.

- BLO to identify all categories of traditional/ habitual non voters in his jurisdiction and ensure their registration.

> **BLO to identify all categories of traditional/habitual non-voters in his jurisdiction and ensure their registration.**

- BLO to facilitate registration of eligible PwD and senior citizen electors for availing the absentee voter Postal Ballot (PB) facility.

- BLO and BAGs to also assist every voter in installing ECI mobile Apps: Voter Helpline App, PwD App, KYC App, cVIGIL, etc and explain their features. BLO should popularise the online electoral services amongst the citizens by explaining the ease and other benefits of using ECI portal and Mobile apps.

- ERO to ensure that all communication and outreach material–posters, handouts, booklets etc. are displayed/distributed through BLO at the booth and other prominent places.

- BLO must prepare in advance for the intensive SVEEP activity during SSR to ensure that the prospective, newly eligible and left out voters in his/her booth are all contacted, informed, and facilitated/assisted on the spot in submitting application for registration (form 6).

- A monthly session – *'Masik Matdata Baithak'* – needs to be scheduled on the first Sunday of every month from 10am till 2pm to provide access to citizens to get any registrations, corrections, information and other election related services and address their grievances.

- BLO, assisted by BAGs, should convene 'Chunav Pathshala' on the second Saturday of every alternate month from 2pm to 4pm.

- BLO should create WhatsApp/Telegram groups comprising voters, ELC nodal officers and campus ambassadors of school/college in his/her jurisdiction.

- BLO must distribute voter slips, voter assistance guide and administer voter's pledge to all electors in his/her area well before the poll day.

- Before the poll day, BLO should register eligible electors to avail the pick and drop facility.

- On poll day, BLO must man the helpdesk at the booth to assist the electors in locating their names. He should also tick the names of all voters who turn up for voting and prepare a list of non voters for subsequent interaction with them to understand the specific reasons for their non participation and document the same and submit to the ERO for planning the future interventions. BLO should use this information to initiate deletion proceedings if any non voters are found to be

deceased or permanently shifted.

- BLO must ensure due assistance to senior citizens, PwDs, pregnant women and lactating mothers at the polling station with the help of volunteers.
- BLO with assistance from booth level icons (wherever possible) should celebrate NVD at the polling booth and felicitate newly registered voters.

4.1.4 Support Recommended for Booth level strategy

- All BLOs may be provided with a customised tablet that will have the pre-loaded electoral roll of his polling station area, along with all ECI Apps and ELC resource materials.
- The dress code of BLOs and other election and polling functionaries should be defined.
- It should be ensured that the polling booth assigned to a BLO is close to either his/ her house or place of work.
- A Training Needs Assessment (TNA) for BLOs & BLOs supervisors should be conducted. Special SVEEP Training module for BLOs to be developed and new set of training exclusively on SVEEP and its new dimensions to be imparted to all the BLOs.
- The honorarium for the BLOs should be reviewed and enhanced to make it commensurate with the additional responsibilities entrusted to them.
- A systematic review of the existing BLO system should be undertaken at the ECI level with a view to bring it in tune with the current times.

4.2   Key Strategy 2: Addressing Low Registration and Low Voter Turnout at Constituency Level

In order to address low registration, a comprehensive situation analysis should be carried out by undertaking analysis of the electoral roll and reviewing the key ratios (EP ratio, gender ratio, PwD ratio, age cohort ratio). It is important to capture all non-voters to have better understanding, targeting and outreach.

The District Election Officers (DEOs) and the Electoral Registration Officers (EROs) are expected to play a pivotal role with respect to the turn around of low registration and low turnout constituencies. DEO should undertake analysis of ER data and turnout data of all the constituencies in his jurisdiction, grade them with regard to their registration and turnout levels. The ERO should then proceed in a systematic manner to identify the actual non-electors or non-voters with the help of BLO house-to-house visits and the BLO report on non-voters pertaining to the last election respectively. Based on these findings, they should plan suitable interventions, outreach and partnerships to address the gaps in registration and turnout as the case may be. The performance of ERO with respect to such plans should be regularly monitored by the DEO until the constituency is fully turned around. If any technological or policy level changes are required the same should be escalated to the Election Commission through the CEO.

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In this regard, PwD voters, occupants of newly constructed habitations, third gender citizens, homeless, migrants and all left out voters may be identified with the help of door to door surveys conducted by BLOs.

Special focus should be given to the polling stations reporting low turnout during the most recent election. One reason for low turnout could be impurities in the electoral roll. In order to address this issue, all duplicate or multiple entries, entries of dead voters and permanently shifted voters should be identified and deleted. This also requires appropriate SVEEP intervention in order to solicit the cooperation and assistance of local residents in low turnout constituencies. A concerted effort should be made to identify the non voters at the Booth Level as detailed above under key strategy 1 and ensure their registration and participation by employing the paradigm of IMF-EEE.

Most of the out migrants are not able to vote due to their being away from the constituency on the poll day. This problem needs to be addressed by ECI by extending the facility of postal ballot to such voters or developing suitable technological solutions.

Addressing the problem of youth apathy is critical particularly in the urban areas. For this purpose the appropriate collaboration needs to be forged with educational institutions and activating ELCs to ensure that the young voters do participate in the electoral process.

Another area of concern is the low registration of women as evident from the difference in gender ratio of the census data and that in the electoral roll. Therefore all constituencies reporting significantly low gender ratio must take up women centric SVEEP interventions, forging partnerships with NGOs and organising special registration camps. A concerted effort to be made to ensure inclusion of all newly married women in their new constituencies and deleting their names from the old constituency.

Low turnout could also be due to inconvenience during voting in the past as revealed in door to door survey during SSR, or in the Endline KAP survey. 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 (AME). Any issues in this regard should be comprehensively addressed to enhance ease of voting in the next election.

Other reasons for low voter turnout could be distance, unreachable pockets, fear, ignorance, and hesitancy, loss of wage, threat or inducement among other things. Therefore, election turnout data needs to be analysed to understand the patterns and factors for low turnout. Specific election data analysis with data slicing and mining is likely to give better evidence-based insight for SVEEP interventions for addressing low turnout at booth and constituency levels.

4.2.1 Capturing Voter Segment Turnout:

At present, voter turnout data is captured only at the gender level. Appropriate mechanisms should be developed by ECI to capture voter turnout data of every voter segment like PwDs, homeless, migrants, youth, senior citizens, etc.

If a particular voter segment is showing low turnout, it is imperative to understand their issues and perspective and design new engagement and extended outreach strategies. In this scenario, it is important to reach out to the community concerned to understand the reasons and a SVEEP strategy should accordingly be developed. Research and data analysis pre-SVEEP intervention and post SVEEP interventions should be undertaken.

4.2.2 Understanding Non-Voters

About 33% of the eligible voters did not vote in the last Lok Sabha elections in 2019. To be able to understand these non-voters some indications of the challenges and barriers have been highlighted in the KAP surveys that need to be taken into consideration.

There is a need for deeper understanding of the profile and categories of the non-voters to be able to better service them to actively participate in the electoral process. Non-voters are best identified and engaged at the AC and booth level. ECI may develop a standard framework for identification, analysis and engagement of non-voters at the booth and constituency levels.

Understanding the non-voters profile requires us to approach it from an evidence based analytical perspective. Available election data and research studies tell us that they can be seen in the following subtypes.

Migrants, PwDs, TGs, women, service voters, sr. citizens voters, overseas voters, first time voters, marginalised sections are more likely to become "non-voters" due to specific barriers, attitudes at individual or societal levels. People suffering from developmental or intellectual disabilities often get excluded due to societal prejudice about their ability to participate. Non-voters also include people in transit such as travellers and drivers, etc. as well as voters out of constituency due to work travel/business, tourism, education, marriage, health implications, incarceration or those involved in 24 hr essential or shift services. Additionally, this may include those who have not registered and hence do not have voter ID yet (although eligible), those whose names are deleted from the electoral roll and those who do not want to vote despite having voter ID or registration because of some reason. Existence of general apathy towards electoral participation would need to be understood and addressed in a systematic manner.

4.2.3 Actions for addressing Non-Voters

Every CEO should make a concerted effort through his DEOs and EROs to ascertain and catalogue the communities in different parts of the state who are currently not able to participate in the electoral process due to their peculiar circumstances and map such non-voter communities to specific constituencies and booths as far as possible. While cataloguing these non-voter communities the CEO should consult experienced field officers with known reputation for objectivity and public commitment, political parties and civil society leaders. There may be hundreds of such non-voter communities in the

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country who get excluded from the electoral process due to reasons such as:

- Inaccessible habitats or isolated existence
- Utter ignorance about the political and electoral process
- Living in a nomadic lifestyle with no fixed residential address
- Seasonal migration due to harsh winter or summer or floods
- Forced migration due to natural disaster or famine etc.
- Religious or cultural aversion to electoral participation
- Forced exclusion due to terrorism, militancy, naxalism
- Local boycott of elections due to community grievances
- Extremely exploitative working conditions/ forced labour
- Communities facing social stigma (eg sex workers)
- Social ostracisation or coercion by dominant groups
- Identity based political marginalization or alienation
- Homelessness in urban areas

Needless to say, it's going to be a dynamic catalogue that would need to be updated and mapped well before every election in order to design specific interventions and timely action by DEO and ERO to facilitate their registration and participation.

For designing specific interventions to motivate non-voters a suitable mechanism needs to be devised to understand the difficulties faced by them through BLO or by conducting a survey. Unless specific reasons for non-participation are ascertained, evidence-based SVEEP interventions cannot take off.

The BLO should engage with who are registered as voters but did not cast their vote on the poll day. For this, a special meeting of Chunav Pathshala could be convened and through collective conversation the reasons of non-voting could be identified and addressed. The endeavor should be that such electors are motivated to participate in the future elections. Names of those found to be dead or permanently shifted should be deleted by filing Form-7 at the Chunav Pathshala itself through Garuda app by BLO.

A special drive should be undertaken for the non-voters to address gaps in information, and help them overcome the mental blocks, myths, misconceptions and misinformation. A suitably designed campaign specifically to address non-voters to help them realise the importance of their vote and take all necessary steps to facilitate their participation and remove any difficulties faced by them.

A range of media may be utilised for communication and reaching out to the non-voters with a variety of materials and campaigns for taking the message forward. Communication campaigns may be done through mass media, folk media and other forms of media besides direct people-to-people contact using interpersonal communication through Anganwadi Workers (AWWs) and Accredited Social Health Activists (ASHAs). Familiarisation with the facilities and ensuring a pleasant voter journey and experience utilising role models, icons and common citizens who overcome

their resistance and barriers to cast their vote. Special non-monetary incentives and celebration of those voters who have been non-voters but choose to vote and make them visible in social media and user generated content can also be attempted.

Those non-voters who are temporary out-migrants owing to reasons of studies or business or work or medical treatment may be reached out through suitable means. They may be motivated through direct contact over phone, email, etc. as well as through their family members and their educational institutions or employers emphasizing the importance of voting. Incentives like fare concession in travel, giving appreciation certificates and honouring such voters by their institutions or employers and celebrating their electoral participation on the websites and social media handles of their institutions/companies could be considered.

Those who do not participate in the electoral process due to apathy, (which is particularly a phenomenon amongst youth and urban elite) may be reached out through a variety of engaging interventions including social and digital media. Targetted interventions and newer ways of tackling this problem such as accountable utilization of leave provided to the employees on polling day needs to be explored. ELCs at all levels can play an important role as well if their activities are particularly geared towards this end.

The subject of seeking participation of non-voter communities in electoral process needs further understanding for which pilot/ research studies may be commissioned. One such study recommended is identifying, cataloguing, enrolling and securing participation of non-voter communities (who live in peculiar circumstances that hamper their registration and participation) in 2-3 ACs of India. The study report should be shared with all CEOs to undertake similar excercise in all ACs of their states.

Commissioning Research Studies/ Projects

- 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
- Commission a pilot study on combating youth and urban apathy in registration and participation in 2-3 metropolitan cities of India
- 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
- 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
- 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

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4.3 Key Strategy 3: Targeted Interventions to Ensure Inclusive Elections

The Targeted Intervention strategy was introduced in SVEEP 2 phase starting from 2013. In SVEEP④ 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.

1	2	3	4	5	6
Youth **25–30%** First Time voters **2–3%**	Women/ Gender **50%**	Rural/Tribals **60–70%**	Urban/Semi-urban/Metros **20–30%**	Service Voters **1–2%**	Sr. Citizens/ Elderly/ Octogenarian **4–5%**

7	8	9	10	11
Migrants/ Daily Wagers **30–35%**	Marginal and vulnerable population including Transgenders **25–30%**	Overseas Voters/NRIs **1%**	Persons with Disability (PWD) **2–3%**	Populations in Conflict and Difficult Areas **5–6%**

(Note: The total is more than 100% because of the overlap in categories)

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.

4.3.1 Targeted Intervention Strategy for Women

Women are a very important segment from election and voter participation perspective as they constitute almost 50% of the population. Although there has been very significant progress 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

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

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Action Points

- Update and maintain gender disaggregated data for planning evidence-based interventions.
- Conduct detailed analysis of media consumption patterns of women segments.
- Develop gender sensitive checklists for producing communication material and activities and take up women centric communication interventions.
- 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.
- Utilising women Icons for motivation of young women for enhanced participation.
- 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.
- 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.
- Raise awareness on new mobile apps, voter helpline 1950 and NVSP for access and information updates.
- Use the existing local AIR and DD programmes focussed on women to spread electoral awareness.
- 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.
- 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.
- All women polling stations managed exclusively by women officials.
- Facilitation of women voters through separate queues, separate toilets, creches and volunteers at polling stations.

Partnerships

- 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.
- 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.
- Ministry of Education through its various programmes for women and girls.
- CSOs/NGOs working with women and adolescent girls, training institutions working with women.

- Media Houses producing programmes on women leaders.
- Business and corporate houses and associations for larger participation of women in their workforce.

4.3.2 Targeted Intervention Strategy for PwDs

PwDs constitute a special category of citizens. As per Rights of Persons with Disability Act 2016[2] there are 21 types of disabilities. *(Refer to Annexure 5).* 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[3] 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:

- Marking of PwDs in the electoral rolls
- Pre poll and poll day facilitation
- Assured Minimum Facilities: Ramps, wheelchairs, volunteers, priority voting, ISL interpreters, braille posters, braille dummy sheet etc.
- PwD Polling Stations (manned by PwD staff)
- Printing of EPIC in Braille
- Braille enabled EVMs
- PwD mobile app (with accessibility features)
- Pick and drop facility
- Absentee voter postal ballot facility
- Disability coordinators in all Assembly Constituencies (ACs)

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2 https://disabilityaffairs.gov.in/content/page/acts.php

3 In a circular issued on March 12, 2016 and September 7, 2016, the Commission directed mapping of PwDs, system sensitization & Training, auxiliary polling stations with better facilitation, involvement of stakeholders, and specific SVEEP activities and a comprehensive activity regarding ease of registration and voting for PwDs

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An evaluation study[4] 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 document[5] 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 SVEEP④.

Key Issues

- Persons with Disabilities have to be identified and included/marked in the electoral roll.
- Electoral machinery is not fully sensitized to the special needs of PwDs.
- Some polling stations may still not be accessible to disabled voters.
- There is a lack of motivation among PwD voters to turn out to vote.

Action Points

- Maintaining and updating a disaggregated data base for all types and categories of PwDs and sharing it with all levels of election functionaries.
- 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.
- Streamlining, expanding and marking PwDs electors by linking ERO NET and MSJE portal and by the BLO through Garuda app.
- Designing strategy and evidence based interventions for enhancing electoral participation.
- Hiring professional agency for accessibility audit of polling stations before at least six months of elections and after carrying out remedial action.
- 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.

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4 Evaluation study of the outcomes of SVEEP activities facilities provided to PWDs in General Assembly elections 2018 and Lok Sabha elections in 2019 in Karnataka, CEO Karnataka

5 Vision Document, National Advisory Committee on Accessible Elections (NACAE)

- 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.
- Distribution of accessible photo voter slips to voters.
- 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.
- 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.
- 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.
- Some CSOs regularly conduct vocational training for blind and deaf people. Voter education content for PwDs should be made available to these CSOs for training.
- There should also be focus on doubly marginalized groups such as women with disabilities who are below the poverty line.
- 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).
- 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.
- Development of accessible communication formats for specific disabilities.
- Accessibility observers to be deployed in all elections.
- Special training modules for SVEEP teams, volunteers, polling parties and security personnel to sensitize them about needs of PwD.
- 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.
- The facilitation of Persons with developmental and intellectual disabilities for their registration as voters and participation during elections.

Partnerships
- Department of Empowerment of Persons with Disabilities in Ministry of Social Justice and Empowerment.
- Various Line ministries & depts engaged with the sector.
- Institutions and NGOs at national, state district & local levels which look after PwDs.

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4.3.3 Targeted Intervention Strategy for Migrants

As per the Census of India 2011, the total number of internal migrants in India is 45.36 crore or 37% of the country's population. This includes inter-state migrants as well as migrants within each state. The annual net flows amount to about 1 percent of the working age population. As per Census 2011, the size of the workforce was 48.2 crore people. This figure is estimated to have exceeded 50 Cr in 2021.
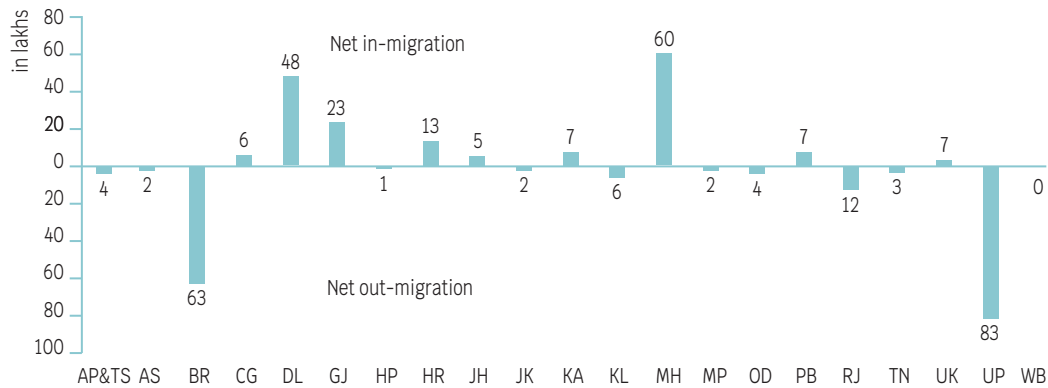

Figure: Inter-state Migration (in lakh)[6]

As India continues to urbanize at a rapid pace, cities and towns are going to continuously be growing, presenting a challenge for election management. While some migrants like agricultural labourers may migrate for specific seasons, there may be many who migrate and live in places other than their place of birth for years. Parts of their families may or may not migrate with them. There are a handful of small–scale studies[7] that attempt to document the problems faced by migrants in exercising their voting rights. In terms of enrolment and registration, the challenges include errors (names, address) in the electoral rolls. Some may have become voters at the new location. Yet some others may have their voter IDs at their native place and may not have changed it to their current place. Being away from home they may not be able to cast their vote in local, state or national elections as returning back to their constituencies at the time of elections is considered an expensive affair. Another challenge is the lack of awareness about other IDs being admissible for voter verification or how to get the voter ID in the new location.

[6] https://prsindia.org/theprsblog/migration-in-india-and-the-impact-of-the-lockdown-on-migrants?page=123&per-page=1

[7] TISS, 2015, Inclusive elections in India: a study on domestic migration and issues in electoral participation

A draft national policy on migrant labour was prepared by NITI Aayog and a working sub-group in 2020. Identifying the challenges, the draft policy underlines how "political exclusion" – their facing hurdles in voting — leaves migrants "unable to make political demands for entitlements or seek reforms." The policy recommends that there should be mechanisms to "enable voting" by migrants for greater electoral participation.

It has been recently decided by the Commission that the possibilities of remote voting, may be explored for migrants on a pilot basis. A Committee is being set up to examine the issues of migrant voters.

Key Issues

- Migration & change of residence occur due to education, for marriage, work, better quality of life and so on. More often than not, this shift entails movement from one state to another or from village to town or town to metropolis or within the same urban centre for reasons of housing. Most of out migrants are unable to cast their votes being away from their constituency.
- Migrant voters may fail to get voter identity cards in the place where they have migrated. Alternatively, they may fail to get their names deleted from the electoral rolls of their native place. They may not even wish to shift their names in the electoral roll for other personal interests. This creates the problem of double/multiple entries.
- The internal migration situation poses a major challenge for electoral registration and voter participation. There is a need to reach out to this migrating population and capture the migrants through as many authentic means as possible.

Action Points

- Migrants' data to be made available to DEOs and disaggregated data on migrants should be obtained and updated regularly.
- Migrant mapping and vulnerability exercise should be regularly undertaken during election and non-elections days. A research study and national level survey to be taken up to study the issue in detail and interventions to reach out may be planned based on the evidence .
- Identification of short term/seasonal migrants, especially among poor and disadvantaged sections construction workers, brick kiln workers, auto drivers, rickshaw pullers, sex workers, private security guards, household help, cab drivers, 'dabbawalas', courier workers, beauty parlour workers, plantation workers etc. and taking up appropriate voter education activities for them through all available means of communication.
- Direct contact with out migrants over phone, sms, e-mail as well as through their families, educational institutions, employers etc.
- A particularly vulnerable group of domestic migrants whose lives are often not

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captured in the official statistics are girls and women who are exposed to the danger of sexual harassment and violence and then remain invisible when it comes to voting for domestic migrants. A gender centric migratory approach may be developed for their safe and secure participation in elections.

- Provide awareness and electoral support services for migrants at the source and destination areas.
- Raise awareness about voter's rights among domestic migrants through a special campaign.
- Helpline for domestic migrants in their place of destination staffed by people speaking different languages.
- Enlisting the support of youth organizations and non governmental organizations in ensuring domestic migrants' participation in elections. Greater roles may be assigned to CSOs working in this field.
- Construction and building agencies may also be roped into ensuring the registration and voting by the migrant labourers employed.
- Sensitisation of voters to fill in necessary forms and also the motivation to check their names on the roll ahead of the poll day will have to be given priority.
- Create awareness about alternative admissible documents for voter verification at polling station.

Partnerships

- Ministry of Labour and Employment.
- Ministry of Housing and Urban Affairs.
- Youth organizations and NGOs.
- Corporates, Industrial associations.

4.3.4 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 perception

of 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

- Urban sub segment data may be disaggregated for better targeting and designing sub segment specific communication strategies.
- Specific media plans with targeted messaging could be tried for:
  - Urban Rich: Appeal to higher self-esteem and privilege.
  - Urban Middle class: Appeal to rights, responsibility and opportunity.
  - Urban Poor: Appeal to the power, voice and choice.
- 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.
- Utilising services of 4800 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.
- 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.
- Effective utilisation of Social and Digital Media applications and platforms and special online campaigns through Facebook, Instagram, Twitter, YouTube, WhatsApp, Telegram, Koo, etc.

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- Mass mobilisation events like rallies, human chains and candle light vigils may also be utilised with good effect.
- Corporate bodies, trade organizations, RWAs and other community organizations may launch special campaigns. Such efforts may be focussed more in mega cities – Delhi, Mumbai, Kolkata, Hyderabad, Bengaluru etc.
- Smart Cities project offices and personnel can be utilised as partners to reach out to urban cities and centers to work towards overcoming urban apathy.
- 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.
- A large number of metro projects can be leveraged for expanding SVEEP outreach in metro cities.
- 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.
- Special registration drives and camps for urban poor segments in resettlement colonies and slum areas. Voter Facilitation Centers that have been set up already could be re-energized.
- 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.
- 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.
- VAFs at workplaces can be extremely useful in combating urban apathy and not voting despite availing polling holiday.

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

4.3.5 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

- 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.
- 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.
- 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.
- The school dropouts and young force in unorganized sectors, both in urban and rural areas can be effectively connected to eletoral processes through VAF and Chunav Pathshalas respectively.
- Youth apathy despite awareness on electoral participation is an issue that needs to be countered through peer education and creative campaigns.

> *A database may be created for perspective voters from the age of 17 years old onwards*

Action Points

- 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.

- Ensuring support of education departments to ELC programme.
- Making college campuses and the Electoral Literacy Clubs the hub of activity to engage young voters led by the Campus Ambassadors.
- 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.
- An election help desk may be setup at every school, college level.
- A comprehensive and exclusive student portal may be devised which can be correlated with database of various boards CBSE/ ICSE/ State Boards.
- Engaging out of school/college youth through 'Chunav Pathshalas', youth organizations, volunteers and CSOs. Conduct special drives for enrolment of non–student youth in communities.
- 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.
- Design evidence based strategies for the young population keeping in mind the context, access, reach and media consumption habits of the youth.
- 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.
- 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.
- Utilise the reach of mass media and spread electoral awareness through existing local AIR and DD programmes on youth.
- 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.
- Organise college based competitions, hold rallies, sports tournaments etc to expand the reach.
- Energise Campus Ambassadors System to provide a platform for exchange of information in schools and colleges.
- Mock registration and polling at educational institutions.

Partnerships

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

4.3.6 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

- Identification of senior citizens through suitable mechanisms and extend facilitation to them for registration and voting.
- Focus on AMF for senior citizens: giving senior citizens priority in voting, access to wheelchairs besides volunteers to assist them.
- Helpdesk/facilitation centres for providing electoral services, information and download of ECI Mobile Apps, EVM-VVPAT display and demonstrations.
- Sensitisation of the election machinery to special needs of senior citizens.
- Develop appropriate IEC material to carry messages and stories of senior citizen voters.
- 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.
- Special outreach programmes in old-age homes and through Resident Welfare Associations. Display of appropriate communication material at institutions and old age homes.
- Celebration of NVD involving senior citizens.

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- 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
- Ministry of Social Justice and Empowerment.
- CSOs (including RWAs), NGOs, Institutions, corporates and CSR Foundations working for senior citizens.

4.3.7 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.
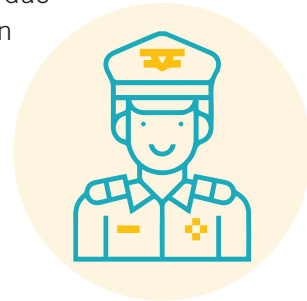
The difficulties and hardships encountered by the Service Voters had been receiving the attention of the Commission.

Key Issues
- Preparation and updation of the last part of electoral roll was not happening properly.
- Deletion of Service Voters after their retirement or leaving services or demise was not systematically done.
- Important information such as service numbers or buckle numbers are not provided by the applicants at the time of registration.
- Addresses where the postal ballot is to be sent during elections, are not properly mentioned and recorded in the last part of the Roll.
- Often service persons are getting transferred within the wing or deputed outside the wings. The current addresses of their posting at a unit level is not getting updated.
- Ownership of record is a joint responsibility of ERO and Record officers, and the communication between them at times is poor and not timely.
- 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.
- 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 ballots being received by the service voters, which in turn causes difficulties in casting votes.

- 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.

- 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 enrollment 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

- 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.

- 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.

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

- Training of facilitators from among the service personnel; Regular coordination with Nodal Officers from the services.

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

- Special campaign on Air Force

The gaps in complete information available to the Service Voters on ETBPS needs to be addressed.

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Day, Army Day, Navy Day functions could be used for voter education activities and the defence forces could be a part of NVD celebrations.

- Dissemination of messages through the Armed Forces Clubs, Army Schools, defence personnel wives' welfare associations, canteens, VFCs at cantonment areas.
- Tie up with local AIR and DD for their special broadcasts for Defence personnel to include electoral awareness components.
- An annual national consultation on service voters may be organised regularly.
- 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
- Ministry of Defence
- Ministry of Home Affairs
- Ministry of External Affairs

4.3.8 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.
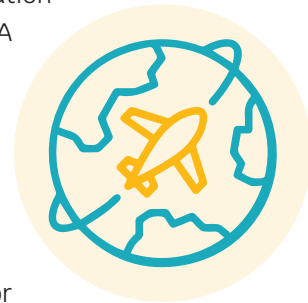
Despite this statutory right, the electoral participation of the NRI voters has been meagre, due to certain practical problems. While Non-Resident Indians (NRIs) could register either online or by post, they must be physically present in their respective constituencies on the polling day to vote. There 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 this crucial future electoral reforms, the following measures could be attempted to enlist enhanced participation of overseas voters.

Action Points
- Maintain and update disaggregated data on overseas voters database.
- Organise special camps for overseas voters' registration

through select Embassies and Consulates with a large Indian diaspora.

- Setting up of facilitation counters for enrollment of overseas voters at ICCR events, CII/FICCI international events, Indian community gatherings.
- Providing Information about the provisions available for overseas voters and dissemination of awareness material through embassies, consulates and NRI associations.
- For designing appropriate content for communication campaigns, online competitions among NRI children may also be organised to create local buzz.
- Creating more awareness on ETPBS amongst the staff posted in Missions abroad and ensuring that they cast their vote.
- 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.
- Web advertising on social networking sites about the elections and e-portals where NRIs look for local news about their home towns etc.
- Develop Videos on YouTube; promos for overseas voters in popular entertainment channels shown abroad.
- Popularise NVSP link for online registration; make a link on SVEEP portal for overseas voters.
- Mainstream voter education during the celebration of the 'Pravasi Bharatiya Diwas' observed on January 9 every year.
- Partner with ICCR for integrating voter education in their programs held abroad.
- Student communication in major universities abroad may be organised under a new category of ELCs (say ELC abroad or ELCA).
- Leverage visits of high level Indian dignitaries for enhancing participation of Overseas electors.
- Organising NVD celebration at the Indian Missions by NRI Associations.

Partnerships
- Ministry of External Affairs
- Indian Missions abroad
- NRI associations
- Indian Council for Cultural Relations

4.3.9 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. Bulk of the 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

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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

- 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.
- Design appropriate strategies to address the barriers in electoral participation to reach out to rural segments.
- Organise social mobilization 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.
- 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.
- Common service centers at panchayat Levels may facilitate electoral awareness through digital means.
- 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.
- Identification of rural and local Icons to support in the outreach through different communication platforms. Design messages appropriate for the rural audience.
- Setting up helpdesks/facilitation centres for providing electoral services, download of ECI mobile apps, EVM–VVPAT display and demonstrations etc at KVKs, Agriculture Extension Centres, Cooperatives etc.
- Impart electoral literacy to rural children through ELCs in educational institutions.
- Connecting with the older rural population through the social welfare departments to engage with old age pensioners.

Partnerships

- Ministry of Rural Development
- Ministry of Panchayati Raj
- Ministry of Women and Child Development
- Ministry of Agriculture
- CSO/ NGOs working in the rural areas
- Social welfare departments

4.3.10 Targeted Intervention Strategy for Marginalised Sections

Certain segments of population may have remained marginalized 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.
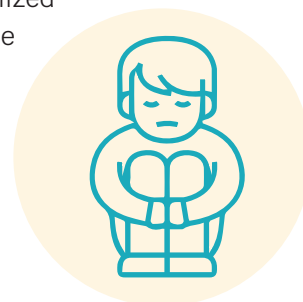
Following the landmark decision of the Supreme Court of India, recognizing transgender as the 'Third Gender', outreach campaigns have been taken up to educate and facilitate transgenders to register themselves as 'Third Gender' if they choose to do so, and encourage them to exercise their democratic 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

- Maintaining and updating a database of TGs, homeless, and other socially excluded population group members
- Identifying the marginalised groups at the district and AC/ booth level and understand their issues vis-à-vis electoral participation.
- Inviting members from these communities to provide ground level analysis of the situation and to devise voter education strategies.
- 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.
- Sensitization of the electoral registration machinery, polling officials, security personnel, etc. to interact with them with dignity.

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- Conducting special outreach programmes for marginalized communities with the help of CSOs and NGOs especially working with these groups.
- Roping in prominent activists from marginalised communities as icons to motivate them for their electoral participation.
- Familiarising them with Mobile apps, Helpline 1950 etc.

Partnerships
- National AIDS Control Organisation (NACO)
- Ministry of Health and Family Welfare
- CSOs working with specific marginalized communities
- Ministry of Women & Child Development
- Social welfare departments

4.3.11 Targeted Interventions for 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 part of Madhya Pradesh, Chattisgarh, 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.
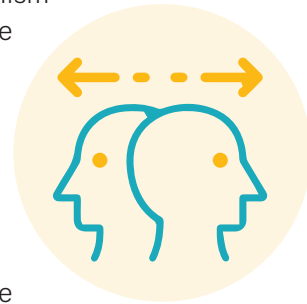
Action Points
- Organise special registration drive to be carried out in difficult and conflict areas.
- Tribal youth volunteers engaged for confidence building and social mobilization measures.
- Local Icons should be encouraged to join as champions for motivating the ST and other population segments to participate in the electoral processes.
- Special awareness campaigns for specific audience groups on different platforms may be taken up including use of IT/ICT.
- Electoral literacy through ELC/ Chunav Pathshalas can play a significant role.
- Regular sensitization of the security forces for inclusion of communities in election process.
- Training and orientation of polling officials with special emphasis on safety and security of voters.
- Advocacy with political parties and media for creating a positive and enabling environment.

Partnerships

- Ministry of Home Affairs
- Ministry of Tribal Affairs
- Ministry of Education
- Social welfare departments

4.4 Key Strategy 4: Strengthening Flagship Programmes (ELC, SSR, NVD)

ECI runs flagship programmes that include ELCs, NVD and SSR. Strengthening these flagship programmes on their structure, processes adopted and outcomes would further improve the SVEEP outreach in years to come.

4.4.1 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

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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 College, University, 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'** – organized 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.
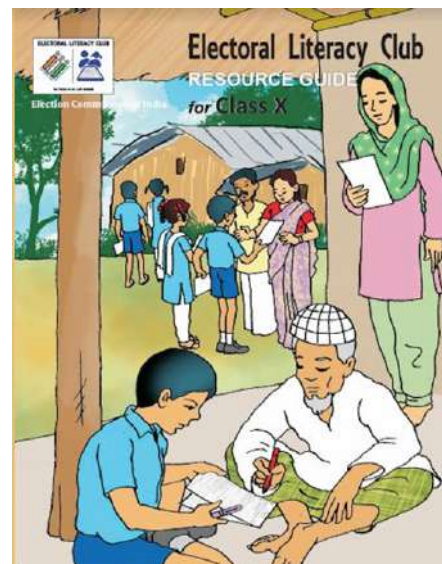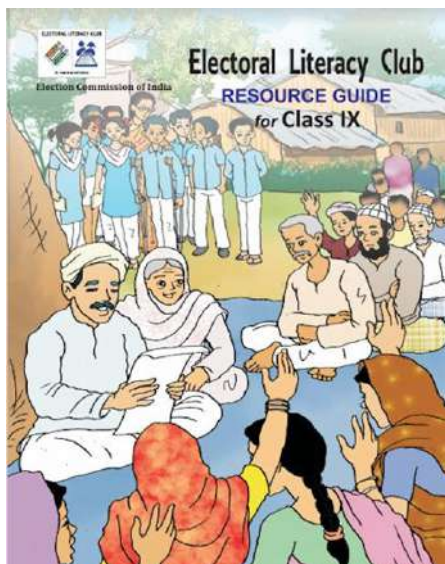
Matdata Prashikshak from among the community. Teachers and Preraks under NLMA are preferred as the conveners of chunav pathshalas. Alternatively young members from BAG or NSS, NYKS or notable NGOs may be nominated and trained by District Level Master Trainer (DLMT).

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 non–voting as also to motivate people for electoral participation.

Voter Awareness Forums - for government departments, government and non-government organizations and institutions, corporate and other institutions.

The essential feature of VAFs is to intoduce 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 Organization/ 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 Resources are supplied by the ECI online directly or through the CEO's.

Moreover, briefing of respective nodal persons is conducted at ECI, State and District HQs. It is envisaged that the first VAFs in District is set up in the office of the

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District Collectors. ECI National Trainers brief Nodal persons of Ministries of GoI 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, friends and vicinity on electoral processes. Apart from making use of material developed and shared by ECI, several states have gone a step further to incorporate innovative measures such as:

- Organising Youth Parliament in colleges and institutions
- Mock registration and poll practice to choose student representatives in schools
- Field visits of ELC students to remote and tribal areas
- Creation of ELC resource material in local languages and contexts
- Conceptual familiarisation with Centre-State relations and 'First Past the Post System'
- Recognition to best ELCs
- Deputing ELC volunteers for queue management on poll day to assist PwDs and senior citizens
- Visits to State Legislative Assemblies
- Appointment of Youth Icons from within ELCs
- Organising enrollment drives in colleges to register new voters

With the onset of COVID 19, ELC activities have now also been transformed into e-learning tools.

Overall, a total of approximately 7 lakh ELCs in schools and colleges and Chunav Pathshalas in the Community have been set up. *(Refer to Annexure 6 for details).*

The National Law University-Delhi had

Chunav Pathshalas can become an effective forum on voter education for the community and out-of-school children

conducted the ELC first phase evaluation on behalf of ECI in three states namely West Bengal, Jharkhand and Meghalaya. During the survey, even though the ELC Program was in its initial stages of implementation in the states, the recommendations noted that ELC modules, resource material, games and activities that have been developed, have kindled interest and made the activities participatory and joyful. However, this evaluation was very limited in scope and in early phase of ELC programme.

Strengthening of ELCs in SVEEP④

i. **Greater ownership of education departments:** SVEEP④ 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 galvanized 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 organization 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.

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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 Helpline 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 mobilization 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 Patshalas, National Level and State Level awards may be instituted for best performing schools/ colleges/ Chunav Patchalas.

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 reachout:** Technology may be utilised for innovative measures in ELCs/ Chunav Patshalas/ VAFs. A whatsapp group of nodal teachers of schools/ colleges, BLOs of Chunav Patshalas and nodal officers of VAFs can be formed for distribution of resources, addressing querries, sharing good practices and providing a feedback.

xiv.   **Organizing competitions:** Organizing 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 converners for ELCs (schools/ Colleges) and Chunav Pathshalas as also Nodal Officers of VAFs should be conducted at definite intervals in order to train new entrants as well as refresh and take feedback from the existing trained conveners.

xvi. **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 enrolled 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:** Measurable outcome 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.

4.4.2 National Voters' Day (NVD)

As a measure of enhancing participation of citizens, especially the youth in democratic 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 popularize 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, enroll them and hand over their Elector Photo Identity Cards (EPICs) during the 25th January celebration.

The initiative of NVD enhances among citizens the sense of citizenship, empowerment and pride in electoral participation as also to inspire them especially the young voters for ethical exercise of the newly acquired franchise on this day,

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'We, the citizens 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'.

simultaneous 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 'Proud to be a Voter-Ready to Vote' during the felicitation ceremony along with their EPIC. They are administered a pledge too.

NVD celebrations are held in the following manner:

- National level function is organized at New Delhi where usually the President of India graces the occasion as Chief Guest. The event is marked by honoring 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 organize similar celebrations in association with State Govt departments and institutions, media, Civil Society organizations, 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 organize 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.

NVD Theme

NVD celebration is based on a theme every year. The decade-long journey of NVD and the voter connect sets the tone for year-long activities. Based on the theme of the NVD, a series of new initiatives are taken by the ECI during the year for achieving desired outcomes.

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Themes for NVD over the years

1	2011	Greater Participation for a stronger democracy
2	2012	Women's registration
3	2013	Inclusion
4	2014	Ethical Voting
5	2015	Easy registration, Easy correction
6	2016	Inclusive and qualitative participation
7	2017	Empowering young and future voters
8	2018	Accessible elections
9	2019	No Voter to be Left Behind
10	2020	Electoral literacy for stronger democracy
11	2021	Making our Voters empowered, vigilant and informed
12	2022	Making Elections Inclusive, Accessible & Participative

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.

Strengthening NVD during SVEEP④

NVD 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 Govt 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.

4.4.3 Special Summary Revision (SSR)

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 overemphasized 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 & facilitated to register as a voter. 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.

> *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.*

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 fully consistent with the SVEEP④ strategy Framework at all levels – from the ECI to the booth.

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 strategies of SVEEP④ 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

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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

> *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.*

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. Multimodel 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) and Booth Level Agents (BLA) of

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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 outreach), 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 mobilization 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 reforms like quarterly qualifying dates, Aadhar 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 using the numerical nomenclature.

The SSR and the supporting SVEEP activities should be closely monitored for their adherence to the SVEEP④ strategy 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.

4.5 Key Strategy 5: Leveraging Partnerships and Collaborations

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.
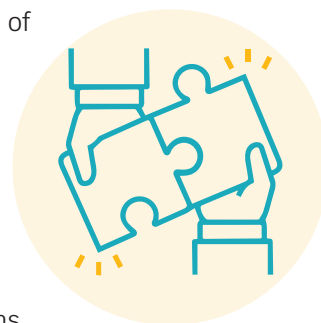
SVEEP® strategy seeks to further involve the central ministries and departments along with PSUs, PSEs, CSOs/ NGOs and Media to leverage their strength, reach, infrastructure and manpower to further amplify the reach of SVEEP programme. Leveraging resources of ministries and departments is critical to 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.

4.5.1 Operational steps for forging the partnership with Central Ministries & Departments

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

- 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.
- A list of common activities is suggested which needs further articulation and customization for each partner.
  a. Outreach using the strengths of available networks of the partner
  b. Monthly registration and voter help desk for facilitating new registrations, corrections and deletion of names
  c. Creation and dissemination of communication material

    d. EVM–VVPAT display and demonstration in accordance with the ECI instructions

    e. Information and usage about ECI mobile apps and Voter Helpline number

    f. Information about SVEEP social media platform handles

    g. Organising NVD camps and taking the pledge by functionaries

    h. Making PwD members of the organisation aware of the facilities, accessibility and inclusion steps that are undertaken by ECI

- 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.

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

- 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.

- 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.

- 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.

4.5.1.1 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:

- 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 analyzed and suitable changes suggested in discussion with CBSE/ NCERT/ ICSE State Boards.

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

- Orientation of teachers in taking up the electoral literacy programmes in the classrooms.
- Mainstreaming voter education content in the teaching and assessment.
- 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.
- An election help desk may be setup at every school, college level.
- A comprehensive and exclusive student portal may be devised which can be correlated with database of various boards CBSE/ICSE/State Boards.
- ECI may enter 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 adnvance Form-6 for their registration.
- 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.
- Active involvement and owndership of State Education departments in conducting ELCs in schools and colleges; training of nodal teachers for organizing ELC activities.
- Campus Ambassadors to be appointed in schools and colleges and trained to lead the activities of ELC.
- Pledge to vote by students in educational institutions, organizing mock polls.
- 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.
- Utilizing education TV channels to promote voter education programmes; Developing voter education programme videos and courses in the SWAYAM portal.
- Organising intensive activities on the occasion of NVD on 25th January and during election time.
- 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.
- Electoral literacy to become a major component of the Saakshar Bharat Programme for lifelong education.
- Developing educational content on electoral processes for Adult Education and Life long 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.

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

4.5.1.2 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.

- Including voter education in the training modules of NSS and NYKS.
- Mainstreaming voter education in all regular programmes of NSS and NYKS.
- Setting up helpdesk/facilitation centres for registration, corrections in voter lists in the different institutions.
- Undertaking intensive campaigns and outreach activities through NSS NYKS across the country especially during the NVD & SSR.
- 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.
- 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.
- Holding competitions and giving recognition to the young people for their participation could be considered.
- Mass mobilization events like rallies, candle light vigils, entertainment shows, rock festivals etc may be utilised for youth mobilisation.
- 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.

4.5.1.3 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 Centers, district hospitals, Community Health Centres, Primary Health Centres, sub centers, 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:

- Administer pledge for voter registration of its students in medical and para-medical Colleges on the lines of the other education departments.
- Share and forward voter education messages and social media posts into their websites and social media handles and platforms.
- Engage ASHA workers and ANMs for social mobilization activities in villages.
- Display of communication material on voter education on District Hospitals, CHCs, PHCs and Sub-Centers.
- 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.
- 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.
- 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.

4.5.1.4 Ministry of Rural Development and Ministry of Panchayati Raj

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

- National Panchayati Raj Day (24th April) provides a good platform for taking up electoral literacy as well including informed and ethical voting.
- 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.
- 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.
- 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.

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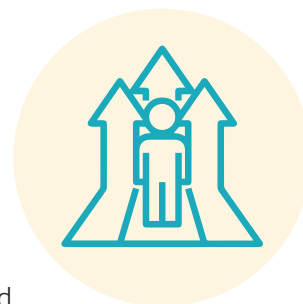
- The Self-Help Groups (SHGs) under the Rural Livelihood Programme provide a huge network for mobilisation of rural women to seek their electoral participation.
- The data base of beneficiaries of MGNREGA/ other major rural development programme can be utilised for facilitation of voter registration by DEOs/EROs.
- The Ministries can have a link to ECI websites/portals to facilitate easy link for information to their users and visitors.

4.5.1.5 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.
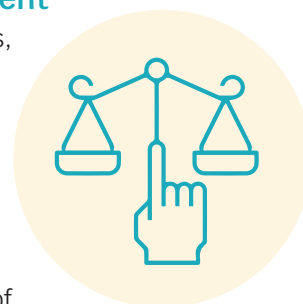
- MSJE partnership can be leveraged for evidence-based outreach facilitating registration and participation of PwDs and Senior Citizens.
- Partnership with NGOs and CSOs who work with MSJE on marginalised section of the population and PwDs can also besed to extend the outreach for SVEEP messages.
- Helpdesk/facilitation 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.
- Celebration of NVD in the offices and institutions of MSJE.
- 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.
- 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.
- ELCs may be set up in larger institutions/homes.

4.5.1.6 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.

- 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.

- 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.

- 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.

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

- 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.

4.5.1.7 Ministry of Railways

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

- 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.

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

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

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

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

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4.5.1.8 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.

- Ministry's various departments could draw up a communication plan for SVEEP. The Central Bureau of Communication (CBC) may take a lead in this.
- Intensive outreach for voter awareness during election time and NVD using various media departments especially the Field Publicity and Song and Drama divisions.
- DD and AIR can produce a variety of voter education clips which can be shown repeatedly in-between the regular programmes.
- DD and AIR may dedicate free time for broadcast during elections and dedicate a chunk in news programmes.
- Utilizing potential of radio jockeys in wide and accurate dissemination of information through programmes.
- DD and AIR can produce special fiction based programme/ reality show/ any other creative interactive programmes for enhanced participation.
- Encouraging famous artists/ celebrities and film makers in creating innovative content and endorsement on public broadcast.
- Advocacy with Media with the help of Press Information Bureau (PIB).
- Bringing out publications and disseminating them in the field.
- Setting up ELCs in its institutions such as FTII, IIMC, NFAI, NFDC etc.

4.5.1.9 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.

- The Ministry can organise meetings with FPOs and farmer unions, mandis, marketing federations, training institutes and farmers agriculture insurance organisations for SVEEP purposes.
- Develop tailored modules and communication materials for different agriculture segments and distribute them at all touch points.
- The Ministry can have a link to ECI website link to redirect any person in the
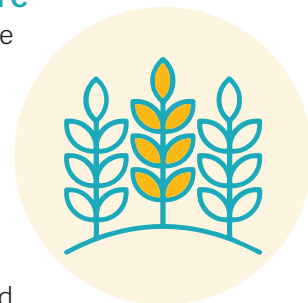
agriculture sector to know more about the rights, processes and steps for registration and voting.

- Set up ELCs at all educational institutions under the Ministry, at agricultural universities, Krishi Vigyan Kendras (KVKs), training institutions of the agricultural sector.
- 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.
- 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.
- Display of voter education material at primary agricultural cooperatives.
- Milk cooperatives could be a venue for taking up SVEEP activities.

4.5.1.10 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 enroll 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:
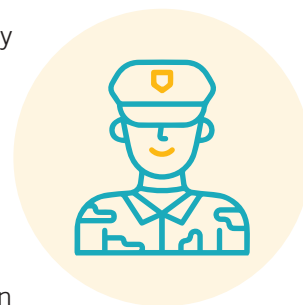
- Different units and establishments of the Services could undertake intensive voter education activities to help participation of service voters.
- Voter Helpline Desks at CSD Canteens (which has high footfalls) in collaboration to educate about correct ETPBS Protocol; to reduce 'unreturned', 'aborted' or delayed postal ballots.
- 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.
- Organise the celebration of NVD in the offices and institutions of the Ministry
- Familiarise defence personnel with ECI mobile apps, helpline 1950.
- Mainstreaming voter education in training institutions of the Ministry through setting up of ELCs at their establishment and institutions.
- Documenting and disseminating good practices developed.

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4.5.1.11 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:

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

4.5.1.12 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:

- Sensitization of central police forces help overcome information and motivational

gaps and work towards full participation of the electors in voting during the elections.

- To facilitate voters in difficult areas to take part in elections through the Central Paramilitary Forces.
- Facilitation for enrollment of electors in the service voter category belonging to the paramilitary forces working in the remote areas.
- Ensuring that service voters cast their votes through the ETPBS.
- Training and orientation of police forces for confidence building among people in LWE prone areas and facilitating voting by the inhabitants.
- Providing links to ECI portals through official websites of central police forces, popularising the use of ECI Mobile Applications.
- Undertake NVD celebrations by central police forces for voter education.

4.5.1.13 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.

- Utilising services of 4800 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.
- 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.
- Smart Cities project offices and personnel can be utilised as partners to reach out to urban cities and centers to engage and work towards overcoming urban apathy
- Construction and building agencies may be roped into ensuring the registration and voting by the informal construction sector workers and members of housing societies.
- A large number of metro projects can be leveraged for expanding SVEEP outreach in metro cities.
- A database of RWAs in all the municipal corporations, municipalities etc may be prepared and their services utilised for expanding the reach of SVEEP.
- Help of municipal corporations, district administration, district authority municipalities may be taken to put up hoardings/ banners etc for outdoor publicity.

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4.5.1.14 Ministry of Skill Development and Entrepreneurship

The Ministry of Skill Development and Entrepreneurship is a ministry that caters to youth, making it a very important potential partner. There are several schemes, Sector Skill Councils, DGT, NCVET, ITS, etc. that have a large presence, members and engagement potential.

- Leverage celebration of World Youth Skills Day on 15th July to spread messages on voter education.
- Setting up help desks and facilitation centres for registration and corrections of details.
- Demonstration of EVM–VVPAT in accordance with ECI's instructions and display of communication material on ECI Mobile Apps, Helpline 1950 to be taken up at vocational education institutes.
- Modules on voter awareness may be added to training material of vocational training institutes.
- NVD celebrations could be taken up at various vocational training institutes.

4.5.2 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:

- Registration of all its employees, in coordination with the ERO.
- 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.

- 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.
- Sponsor Youth Voter Festival activities and prizes for various competitions on voter education under CSR.
- Sponsor targeted interventions for specific categories- for example SVEEP campaign for women, PwDs, etc.
- 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, differently-abled & also for migrant labourers.
- Celebrate National Voters' Day; administer NVD oath to its employees.
- Integrate voter education n ongoing orientation and training programmes for the employees.
- Promote ethical and informed voting free of inducements and educate voters about their rights and duties to strengthen democracy.

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

4.5.3 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.

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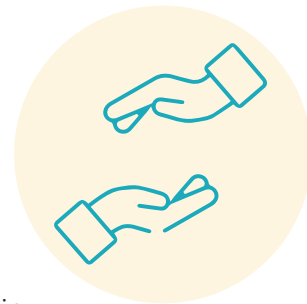
The following roles may be assigned to CSO partners in furthering the SVEEP agenda:

- Setting up Voter Awareness Forums (VAFs); assisting the election officials in taking up voter awareness programs on electoral registration process and encouraging voters' participation.
- Assisting both rural and urban population to register as voters at convenient registration locations and at timings that are convenient to them.
- Supporting various participative initiatives to make electoral rolls cleaner and poll process more efficient.
- Help overcome information and motivational gaps and working towards full participation of the electors in voting during the elections.
- Promote ethical and informed voting free of inducements and educate voters about their rights and duties to strengthen democracy.
- 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.

4.5.4 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® strategy.

- Disseminating to the public, on pro-long basis information like when, how, where and why to register as voters.
- Providing free print space and air-time during elections and ahead of SSR to air
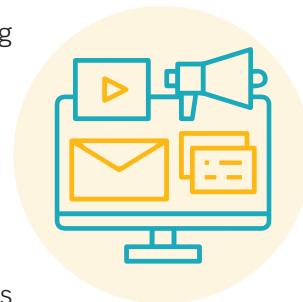
out messages and promos from CEO's office for encouraging voter registration and participation in polling.

- Promote ethical and informed voting free of inducements and educate voters about their rights and duties to strengthen democracy.
- 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.
- 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.
- 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.
- Journalists should be imparted SVEEP training through a well-designed module.
- 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.

4.6 Key Strategy 6: Effective Communication, Outreach and Media Campaigns

Communication, outreach and media campaigns have been utilised in the previous SVEEP phases very effectively. National and state levels mass media campaigns, social mobilisation activities, and on ground events, local and folk media performances, social media platforms and mobile apps have been used for education, motivation, engagement, and dissemination of key messages to different audience segments. This has led to substantial awareness generation and making voter education high on the public agenda. However, SVEEP programme has sometimes also been seen as too much of an activity oriented material production and visibility focused programme that do not necessarily make a real difference in terms of meeting SVEEP objectives.

SVEEP④ proposes to use the three fundamental areas of focus - voter focus, booth focus and evidence focus along with revamped strategic framework of IMF-EEE to make the communication, outreach and media engagement a really powerful key strategy. The endeavour is also to harness the power of the emerging formats in the media landscape and media consumption habits for compelling engagement and enthusing audience segments. Experience of major developmental programmes has shown that those communication activities are more effective which are either individual contact based or mass contact programme. Designing and executing the communication strategy with measurable and transformative impact in the landscape of voter education and behaviour change communication will be crucial during the coming years.

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4.6.1 Evidence based communication – Audience, Barriers and Benefits

Communication materials and campaigns are to be based on ground level evidence and insights gathered from election data, census data, KAP survey, Helpline (1950) feedback, social media reactions and posts, communication needs assessment etc.

There could be more nuanced expressions which can give us a better picture and understanding the issues, challenges, beliefs, perception and experience that people encounter in the voter journey and experience.

Based on the needs assessment and gap analysis, the campaign design will need to incorporate audience specific messages keeping in mind the

- a) "Pain points" or barriers
- b) Benefits or perceived benefits

To make a powerful, engaging and compelling message one has to understand people's drivers, enablers, benefits (they have to see it as a benefit) and pick cues for action which motivates, persuades them to go for registration and get out and vote.

A campaign is a strategic time bound communication activity for specific goal and user action. SVEEP④ should categorise their SVEEP campaigns in the following three types.

- Overarching philosophical, larger picture, cross cutting campaign
- Theme or issue or service or event specific campaign
- Audience segment specific campaign

SVEEP④ may continue with the current messaging but there is a need to go over and above – right, responsibility, duty, My Vote Matters, No Voter to be left behind. A little bit more of emotional and aspirational appeal besides nation building and duty and responsibility will enhance the connection. A touch of personalisation/benefit tangibility for each target segment would also be helpful.

Engagement points

Engagement/touchpoints are points where one can reach out and "touch" the voter in so many different ways. And also, it is not just about how many times or through how many channels and media platforms which is reached out to the voter but the more crucial point is whether one has been able to "touch" the voter's mind as well heart and engage him in a dialogue. The 360-degree campaign must be conducted all 365 days of the year to help voters see a 360-degree perspective and make due preparations for taking an informed and ethical decision to cast their vote in a free, fair, transparent and enabling environment.

There are several initiation points and milestones in the voter's journey and experience where SVEEP can play a very critical role. These engagement points include:

- Voter Registration Office/Enrolment/PwD marking/other electoral services

- Voter Participation: Casting your vote at the polling station
- BLO and BAG Volunteers coming home for meeting, facilitating or checking
- SVEEP on ground activities, events, ELC, NVD
- Voter Helpline 1950
- Social media outreach
- Mobile applications
- ECI polling team and polling agents at the booth
- SVEEP outreach by partners– government ministries, private sector, CSOs, media
- RWA, neighbourhood clubs and groups
- Citizen's vigilance against violations of MCC
- Citizen information needs
- Citizen grievance redressal
- Citizen feedback/suggestions on the electoral matters

Then there are others who are also making parallel entries and sharing information and using other tools and tactics to persuade and influence the voter.

MESSAGES NEED TO BE AFFIRMATIVE, INSPIRATIONAL, ASPIRATIONAL, CRISP, DYNAMIC AND CALL TO ACTION

- Political candidates coming home and making promises and seeking votes
- Political Party meetings
- Media (electronic/broadcast, print, social media) discourse on elections

How does the voter navigate through all this huge deluge of information, data and debates so that the voting experience is easy, delightful and memorable for him, is a critical issue which needs to be addressed by the stakeholders.

4.6.2 Repositioning of messages

Positioning is the act of lodging an intended idea (and its attributes) in the mind of the targeted person in a way that the idea stands out uniquely. Positioning is of importance, if an intended idea/ concept meant for mass benefit is to succeed in its aim or not. Proper positioning of the idea in a given communication landscape and its benefits needs to be achieved, by properly instilling it in the minds of the electors.

- **SVEEP Message source/Source credibility:** Message construction and use of a celebrity or a champion or an ICON or a symbol as a source of information and communication needs to be looked at very carefully. The source's credibility matters a lot for electors and voters in the message reception, interpretation and action.
- **Extension of SVEEP messages:** The core messages should have the flexibility of local adaptation and extension into segments, sub segments, languages, geographies, cultures and contexts.

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4.6.3 Communication, media and outreach interventions

The communication, media and outreach interventions under SVEEP fall under the following broad categories:

- **Mass media:** Print, radio, TV, video, film
- **Mid media:** Outdoor media, folk media, local media, tools such as roadshows, nukkad nataks, rallies and activities like wall paintings, quizzes, competitions, etc.
- **Interpersonal Communication and Community Mobilisation**
- **Social and digital media:** Facebook, Instagram, Twitter, Whatsapp, Koo, Youtube, Linkedin, OTT platforms, audiobooks, gaming platforms, podcasts, etc.
- **IT/ICT** include Mobile Apps, Portals, bulk SMS, etc.

4.6.3.1 Mass Media

Mass media plays a very significant role in taking the message out to a large number of audiences in a cost effective and easy way. There are a variety of tools, products, vehicles and materials that have been used and should further be used creatively and engagingly. However, the resources being limited, care should be taken to ensure optimum return on investment. Subject to this yardstick, the following media platforms could be utilized as found appropriate.

- Print (posters, brochures, booklets, handouts, stickers, flipbooks)
- TV (TV shows, reality shows, Talk shows, News shows, Impact feature, sponsored program, piggy-back riding on popular programmes)
- Film & Video (short films/ video, music video, video animation, cinema slides, user generated content)
- Radio (AIR/ FM/Community Radio), weekly programmes, features, news stories, talk shows
- OTT/Web series platform

Merchandise: Merchandise is used above and beyond the traditional media materials for promotion and communication. Some of the collaterals developed and used regularly in campaigns and events include branded cap, t-shirts, wrist band, balloons, pocket calendar, headbands etc. These may be used as a gift or incentives for innovation and competition winners.

4.6.3.2 Mid media

Outdoor media, folk media, local media, tools such as roadshows, nukkad nataks, rallies and activities like wall paintings, quizzes, competitions, etc.

Outdoor media: This is used extensively for visibility and recall to reinforce the audience for moving towards desirable action. These include hoarding, wall writing/painting,

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kiosks, banners and Out of Home (OOH) media. Professional agencies should be hired at the state and district levels for developing the outdoor media campaign.

Folk & Local Media: India is rich in folk and local media. Leveraging local cultural traditions can connect the voters in a much better manner. These include 'Nukkad Natak', 'Kathputli'/Puppetry among others. Trained troupes from the Communication Bureau of I & B Ministry (erstwhile Song and Drama Division) or any other suitable government organisations or private/civil society groups could be utilised. Festivals being a core cultural aspect of our country, trying out festival based interventions would be helpful in establishing a long lasting connection with the voter. Right from social media based creations linking festivals to electoral participation related messages to on ground SVEEP activities during the festival celebrations could be effectively conducted.

4.6.3.3 Interpersonal Communication & Community Mobilisation

Community mobilisation is a very powerful and engaging inter personal communication tool that involves two way dialogues and has been utilised in a diverse way at all levels. CSOs and CSR partners should be engaged for deeper and closer mobilisation and engagement with communities in their own settings. Outreach through field level workers i.e., ASHAs, AWWs, ANMs, members of Paani Samiti, Milk Cooperatives, SHGs and 'Shiksha Mitras' etc must be encouraged to reach out to the voters. In this context, panchayati raj institutions and urban local bodies have a crucial role to play in supporting SVEEP activities at the field level as the local representatives command a deep penetration among the electorate. Inclusion of Gram Sevak (Gram Panchayat Secretary) and equivalent officers of the local bodies in voter education may also be practiced during SVEEP® implementation. Community leaders too may be engaged to spread awareness through peer education.

A vast range of activities are being carried out in every district for better outreach. These need to be strengthened further to reach out to a wider range of voters. Some notable examples are as follows:

- Outreach by the Song and Drama Division and Field Publicity Units of Central Bureau of Communication (Ministry of Information and Broadcasting)
- Outreach by NYKS, NSS, NCC, Bharat Scouts & Guide etc.
- Pledge to vote – 'Sankalp Patras'/ Pledge letters for parents through school students, signatur e campaigns, democracy walls
- Invitation to vote – Invitation letters to public to vote from senior election officials
- Events – Marathons, walkathons, human chain formations, rallies, candlelight processions, torch relays, mime shows, puppet shows, *'Prabhat Pheri',* sports and cultural activities
- Competitions – Folk art, music concerts, rock shows, debates, essay writing contests, slogan writing competitions, painting competitions

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- Special registration camps in weekly '*haats*', fairs; dedicated camps for specific target group
- Community meetings, village chaupals and door-to-door visits for registration, problem solving, corrections and new additions by BLO

4.6.3.4 Social & Digital Media

Social media is a competitive landscape, it also provides an opportunity for organizations to tell their story, engage their supporters, drive and propel action. Social media is an integral part of engaging the community in strategic SVEEP efforts.

ECI forayed into social media in 2016, specifically for voter education. The active engagement through social media was aimed at creating awareness on electoral processes, voter awareness and education, regular & efficient information dissemination on various aspects of elections especially to youth and other stakeholders at large. The experiment was slowly scaled up and in January 2018 when ECI formally launched its official Facebook Page. A dedicated Twitter handle of the Spokesperson to give updates to media already existed but otherwise there was no other presence on any other social media platforms. Ahead of Lok Sabha Election, the Commission decided to launch the Twitter handle and Instagram page specifically for voter education and outreach @ecisveep.

There was a steady focus on social media during the Lok Sabha 2019 Elections with a professional agency on board to manage the platforms and the content. Social Media campaigns like #GotInked asking voters to share selfies with inked fingers, became popular. Current Followership of ECI social media platforms is given in the next page.
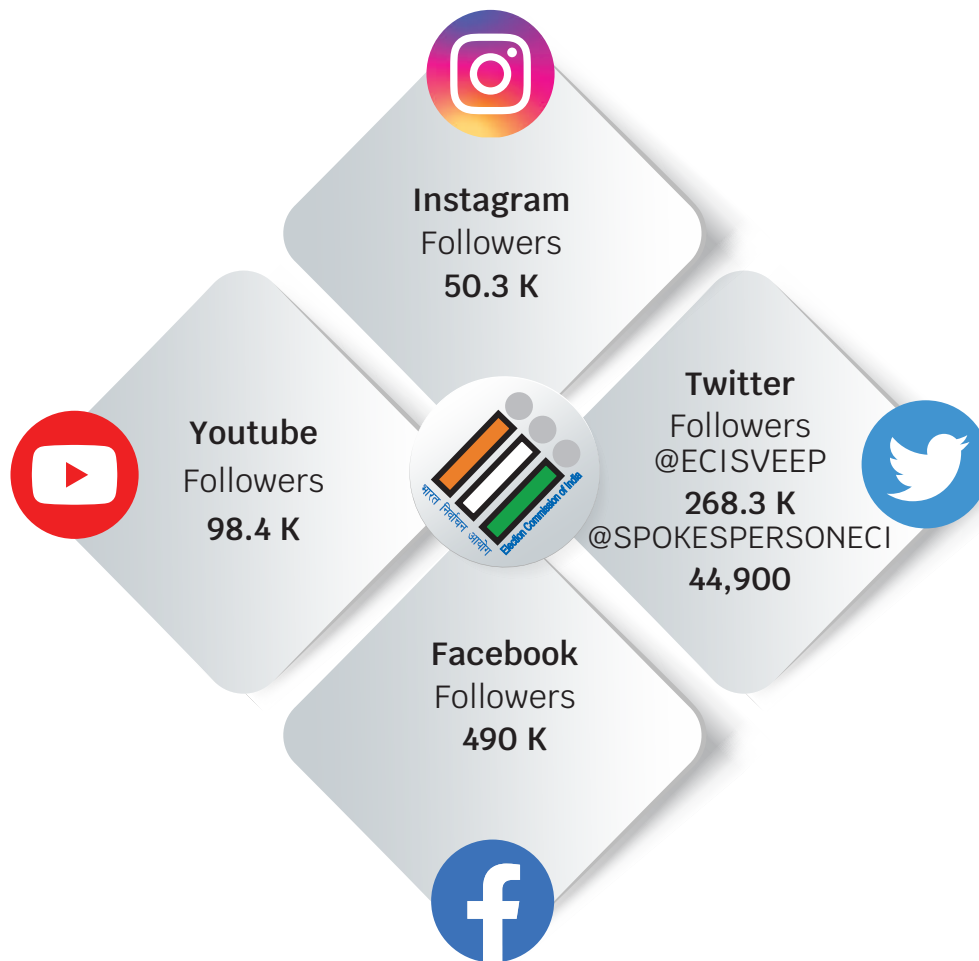
Social Media Engagement Strategy for SVEEP

SVEEP④ provides the appropriate opportunity for taking a leap in use of social and digital media which may be extensively used in future years for regularly sharing suitable narratives based on the findings of evidence based analysis in order to educate and engage the electorate at the social level and stimulate conversation on electoral participation issues in families, workplaces and social networks.

A social media engagement strategy connects social media tactics to goals on social networks. The approach summarizes what one needs plan to do and how it is expected to achieve it. The more detailed and specific the strategy is, the more effective it will be. Social media engagement is the measurement of user interactions with content posted on social media platforms like twitter, linkedIn, facebook, and instagram. It is a standard metric used by businesses to evaluate their social media performance.

Examples of social media engagement:
- Commenting on the post

Instagram
Followers
50.3 K

Youtube
Followers
98.4 K

Twitter
Followers
@ECISVEEP
268.3 K
@SPOKESPERSONECI
44,900

Facebook
Followers
490 K

- Sharing the post
- Liking the post
- Clicking on links to the website

Social engagement is vital because it indicates the average number of people who are interacting with and paying attention to the message. Having a large number of followers and reaching out to more people is the ultimate goal, but consistent interactions and engagement with the people on social media, though takes time and effort, but it pays off in the long run.

Benefits of social engagement

    a. **Better customer service experience** — Social engagement allows quick

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interaction between institutions and users to discuss feedback, questions, concerns, etc.

b. **Increased registrations and voter turnout** — While social engagement isn't directly linked to increased turnout, many likes and good comments can influence up to 27% of users' likelihood to subscribe to the idea or suggestion given.

c. **Brand awareness and website traffic** — It sets the foundation for strengthening brand awareness and increasing website traffic by reaching a more comprehensive range of the market and getting access to communicating with them quickly and effectively.

SOCIAL MEDIA ENGAGEMENT TACTICS

Social media engagement tactics are actions that increase engagement. Each tactic should be tied to the strategic goal in mind. Effective social media engagement tactics can help businesses create the best content that will build a community of brand loyalists and supporters over time.

a. **Live video is #1** — Almost 5 billion videos are watched every single day.
  • Live video gives the chance to respond and interact with users directly, which creates a personal connection.
  • Make a point to host live videos regularly (at least once per week).
  • Make sure to focus on driving interaction and make sure the video is interesting to watch.
  • Pre-recorded video is also popular among users.

b. **Photos attract eyeballs** — Good quality images added to the posts can affect cognitive and behavioral outcomes in three ways:
  • The presence of an image in a social media post helps the post stand out and encourage engagement.
  • Colorfulness consistently enhances a viewer's attention to the post.
  • Research has found a positive relationship between images and texts.

c. **Switch up post types** — If the platform offers multiple post types (video, photo, link, text/status updates, etc.), it needs to be made sure to include a variety of post types in the content schedule.

d. **Post timing** — Schedule the posts in order to reach the audience at prime engagement times. Evaluating the platform analytics will provide the best results for the target audience.

e. **Contests and giveaways** — Freebies are always an excellent way to get users to engage with the users. Choosing an exciting prize and encouraging interaction may be helpful in order to attract users. Before a contest is started, it may be made sure to know the social media platform's contesting rules — or run the contest on a third-party site and share the link on social media.

f. **Treat each platform individually** — Every platform has its own algorithm and unique features. Explore the different features on each platform, especially when new features are introduced. If one uses content on multiple platforms, make sure the content is altered to fit the platform it appears on.

g. **Emotions trigger engagement** — Social media users are more likely to engage with a post that makes them feel a strong emotion. The most powerful emotional triggers include joy, nostalgia, inspiration, empathy, sadness and anger.

h. **Use storytelling** — Everyone loves a story. Use a powerful narrative to draw the audience in and encourage them to share.

i. **Repurpose the best content** — If there is a popular blog post on the website, use stats and snippets of the post to create content on social media.? Create short video clips from each episode to share on social media. If a post is performing exceptionally well on LinkedIn, consider retooling it to fit another social media network.

j. **Social Media Content Ideas**
    • Create Videos
    • Repurpose Audio Content
    • Feature user-generated content
    • Work with influencers
    • Repurpose social media content across platforms
    • Use engagement prompts
    • Share Organisation news
    • Go live

Social Media Engagement Measurement

Measuring success on each platform is useful for increasing brand awareness, growing engaged audiences or increasing hits on the website. These metrics are the social media Key Performance Indicators (KPI).

a. **Tracking metrics like:**
- Number of likes/reactions
- Number of comments
- Average engagement rate
- Amplification rate
- Virality rate
- Total impressions
- Post reach percentage
- Click-through rates
- Audience growth rate (as opposed to total follower count)

b. **To avoid some of common mistakes**
- Focusing on quantity over quality
- Being on all social media platforms
- Posting the same content across platforms
- Using only landscape images and videos
- Sharing only our own content
- Not curating user-generated content
- Not uploading videos to social media platforms
- Not targeting specific audience for our content
- Not boosting the right posts
- Not replying to questions on social media (fast enough)

c. **Action Points for Social Media for SVEEP**
- A national social and digital media strategy for SVEEP④ using the outline presented above may be deliberated and further fine-tuned and adopted for action in states and districts.
- A professional social/digital media agency should be engaged to guide and support the social/digital Media communication efforts
- Develop SOPs for social media activities for CEOs and DEOs
- More clarity on expenditure part of social media activities required
- Social Media Monitoring by dedicated team on Posts
- Use analytical tools for content propagation
- Quick Response on complaints raised to social media sites
- Sustenance of social media campaigns during the non-election Period.

The successful completion of the National Voter Awareness Contest launched on NVD
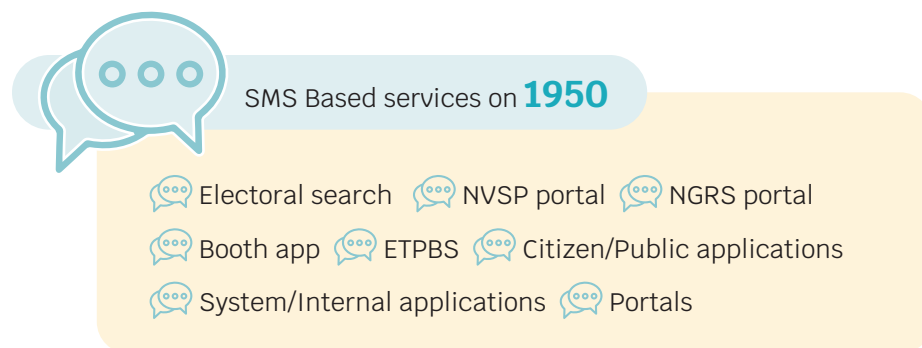
2022 is an excellent example of obtaining innovative creative user generated content (song, poster design, videos, slogans and quiz) obtained through crowdsourcing on social media which can now be utilized in a variety of ways in SVEEP communication in the future.

4.6.3.5 IT & ICT

Information Technology and Information and Communication Technology applications have performed an increasingly important part in the SVEEP④ efforts and outcomes. IT/ICT interventions were systematically introduced during SVEEP-III and have grown and evolved considerably over the years. They are poised to play an even more central role in SVEEP④.

Mobile Apps and role of SVEEP

The apps work in tandem during non-election, pre-election, in-election and post-election phases to create a perfect ecosystem providing seamless interfaces for all stakeholders. The applications have been so designed carefully, that they cover all the phases effectively. Regular updation of the existing apps and development of new apps is the cornerstone of technology in elections.

SMS Based services on **1950**

Electoral search   NVSP portal   NGRS portal
Booth app   ETPBS   Citizen/Public applications
System/Internal applications   Portals

NVSP

National Voters' Service Portal was developed with an aim to provide single window service through a user-friendly interface for citizens for the ease of access and doing business. Through NVSP, a user can avail and access various services under one umbrella. It could be to access electoral list, apply online for voter ID card, for corrections in voter's card, view details of polling booth, assembly and parliamentary constituencies besides getting access to the contact details of Booth Level officer and respective Electoral Registration Officer among other services.

The analytics show that the retention and continuation of the apps is relatively low. For example, Voter Helpline app "active users" in comparison to the downloads was reduced to just 15%. Similarly, the PwD app "active users" in comparison to the

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downloads reduced to 6.7 %. Similarly, cVigil app 'active users" in comparison to the downloads reduced to 4.2%. It is important to understand the reduction in download as well as reduced "active users".

Mobile Apps are powerful information engagers, solution providers and motivators to attract electors and voters to take desirable action forward. SVEEP 4 strategy needs to take this forward and move towards more user friendly, more interactive and easier to handle apps with exciting interfaces that are engaging, fresh and appealing to users. There needs to be a renewed strategy for enhanced mobile app use and much greater downloads, active users. In order to better leverage technology, voters can access e-voter slip for polling in addition to receiving physical copies of voter slip through BLOs. More robust and elaborated feedback system and use of data and feedback provided by the users' needs to be in place to take this engagement, voter journey and experience to a more engaging experience.

Connecting with citizens through IT/ ICT/ Apps

IT/ICT and mobile applications are expected to play a leading role in connecting to a large section of the citizenry for voter registration and participation. Some of the future and forward-looking action points are as follows:

- A thorough review of the current ECI mobile application should be undertaken to ascertain their user interface and user experiences. Based on that an appropriate redesign and configuration should be undertaken to make it more user friendly with better UX.
- ECI Mobile apps should be made in different language versions (currently they are in limited language versions usually in Hindi and English) so as to increase its reach and access by population that use only regional and local languages.
- The content and engagement factor and tools for the mobile apps as well as look and feel also need to be looked into. More frequent and more creative content and engagement tools and strategies should be utilised.
- Strategic and intensive communication and outreach efforts should be done to popularise the use of these mobile apps and increase its download and usage to benefit the young voters as well as other categories of audience segments.
- User data, feedback and activity logs from these apps should be collected with more rigour, collated, analysed and utilised for better targeting, reach and connect.
- Access to database of mobile numbers may be created through the help of organizations which are already having such networks in both government (Aanganwadi, ASHA, Paani Samiti, Milk Cooperative Members, SHG Members) and non-governmental sectors (IMA, Delivery Staff of Food Providers like Zomato, Swiggy and Public Transport Drivers including Ola, Uber, etc.)
- There is a need to strengthen the feedback loops from the mobile apps and

THE ECOSYSTEM OF MOBILE APPS FOR ELECTORAL SERVICES

ECI Mobile apps provide better personalisation and ease of sending the notifications. The mobile specific features like camera, contact list, GPS, phone calls, accelerometer & compass can be used meaningfully for election purpose. As the mobile allows working in offline mode, it works as the best work medium in shadow areas.

Election Commission of India deploys mobile apps for providing electoral services

From Voters to Voting ⟷ From Candidates to Counting

VOTER HELPLINE
This National award winning app is the one-stop solution for voters. It helps in voter registration, contesting candidate profiles, and live election results. The Voters can search their name & find the polling station location in the electoral roll by simply scanning their Voter ID card.

KNOW YOUR CANDIDATE
'Know Your Candidate' is a mobile application for electors which provides candidate's details and affidavits including criminal antecedents.

cVIGIL APP
This is also the National award winning application. It stands for Citizen Vigilance. The citizens can report the Model Code of Conduct violations like money distribution, inducements, liqour and gift distribution during the election period for prompt action by the enforcement agencies. The app provides clicking of live photo / video /audio from the app along with the geotagging & time stamping. This provides evidentiary proof for taking prompt action.

PwD APP
As the name implies, PwD app is meant for Person with Disabilities. The PwD elector can request for enrolment assistance, search for their name, navigate to the polling station and see the list of contesting candidates for their election. It utilises the accessibility features of mobile phones for voters with blindness and hearing disabilities.

VOTER TURNOUT APP
During the poll day, it captures the live voter turnout data as recorded by polling stations and displays in the mobile app. This is a very popular app for contesting candidates and Media to know the real-time voter turnout in the polling stations assembly constituency-wise.

CANDIDATE NOMINATION APP
Candidate Nomination App (2020) allows the candidates to file their nomination online, digitise their affidavits, and deposit the security amount online. The system generates printable filled-in form supported by a QR Code for easy submission before the Returning Officer. This App has come as a boon for elecons during Pandemic me. Once the application, complete in every respect, is successfully submitted, the applicant can track scruny status from or Candidate Suvidha App or its portal at hps://suvidha.eci.gov.in

SUVIDHA CANDIDATE APP
The political parties and candidate can track their application from the mobile app. During the elections, candidate/ political parties need to take permission from the authority to hold the rally and organise the event. All permissions once applied can be tracked from the mobile app.

GARUDA APP
Garuda App (2020) equips BLOs (Booth Level Officers) with facility to promptly capture changes in forms like 6, 7 and 8A pertaining to electors. It is particularly helpful during field verifications. Supporting documents and photos could be uploaded in digital form seamlessly over the App.

BOOTH APP
This app provides the facility of identifying the voter in the electoral roll by simply scanning the QR code in the voter slips which are distributed before the elections. This helps in faster identification, faster polling, real-time automated turnout information and advance queue information in their polling station to voters.

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this should be taken up urgently. A smooth and swifter feedback and response mechanism should be developed.

- Quality of websites and mobile apps developed by CEOs should be monitored and supported with technical and analytical inputs.

Future trends and technologies

5G and Artificial Intelligence (AI), Machine Learning (ML) will define the future of media in the next decade. Technology is a great enabler, with its ability to bring about a revolution across sectors. The last decade has been about building the right tech infrastructure for these platforms. The next decade will be about making things easier. There is a talk about AI as an enabler, but organizations are still to be adept at deploying AI at ease for challenges such as video moderation, language limitations and mapping the right content for the consumers. ECI may take the lead and initiate pilots using these technologies and tools in near future and SVEEP programme will need to keep pace with the technological advancements brought in in the ECI.

4.6.3.6 Developing media and communication interventions

Development of creative content is a skillful professional task. KAP and formative research insights should guide the development of new, bold and sharp messages with a new positioning. A creative message brief should be developed to brief the agency or creative consultant undertaking the job. All messages and campaigns should undergo a formal pretesting research process. This should be rigorously done with systematic tools.

Some of the following points need to be kept in mind while developing media material and executing campaigns and activities are as follows:

- **Planning:** All media and channels, products, material, activities and events require a lot of time and evidence using KAP, Demographics, Psychographics and media data to translate that into a creative rendition that will capture people's attention and spur them into taking the desired action.
- **Media planning and Multiple Exposure:** It is estimated that it requires at least 7-10 exposure from different sources and media over a short period of time for the effect to take place. A proper "media plan" should be formulated for roll out and monitoring of media products & activities.
- **Consistent, Coherent, Clear and Concise messaging:** Messaging has to be consistent and coherent, clear and concise. Creating effective messages is not just about providing information. One can try and use different types of message appeals and visuals to make it relevant, catchy, peppy and well positioned instead of being bland and preachy.
- **Sustained Mobilization:** Make mobilization and engagement a year-round effort – not just tied to Assembly or Lok Sabha elections. However, there will be a greater

frequency and intensity during elections and SSR.

- **Design and production:** Design and production of the materials (print, Video, radio, social media or even 'Nukkad Nataks') takes time, effort, professional advice, skills and competencies. It may also be an issue of "procurement" (engaging Ad agency or a consultant), so one needs to provide for adequate time and budget in advance.

- **Distribution and dissemination:** A well-designed and clear plan for distribution of these materials either physically or electronically has to be put in place along with the required personnel. One has to be conscious of this and keep the distribution and dissemination plan ready in advance for timely dissemination.

- **Adaptation of materials by states:** SVEEP communication material is prepared centrally at ECI and shared with states. There needs to be a clear-cut policy and

MEDIA PLAN FOR COMMUNICATION & OUTREACH

Media planning is the process by which organisations determine where, when, and how often they will run their advertisement activities in order to maximize engagements to achieve their goals. SVEEP® media planning and strategizing ultimately involves as to what, how, in which media, channel, activity, material and events do you articulate and manifest to reach out and connect with the audience you intend to engage with.

The media plan might split advertising spend and resources between various online and offline channels such as broadcast, print, paid ads, video ads or local content. An effective media plan will result in a set of advertising opportunities that target the specific audience and fit in with the organization's marketing budget. When establishing a media plan, media manager will often factor in the following considerations:

- Whom does the intended communication target
- What is the communication budget?
- Communication/Conversion targets
- Frequency of the message
- Reach of the message
- How to define success?

Media planning is most often done by media planners at advertising agencies. Media planners must work with media buyers and the client organization to develop a strategy to maximize impact from media spend. Media planning is more involved with formulating a strategy, evaluating its effectiveness, and making concurrent adjustments during the execution of the strategy.

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guideline for adaptation and localisation of the materials and messages developed by the SVEEP division. Local language, local cultural context and appropriate visuals, colours and backgrounds need to be built in when adopting the materials and messages shared by SVEEP division. Some standardisation and quality check mechanism should be in place to ensure there is no distortion or unintended issues that may crop up in translation and adaptation.

- **Storytelling and engagement:** Each media product should take forward its own story but also give leverage to the other media story making storytelling and engagement a cost-effective strategy.
- **Election event horizon for SVEEP messaging:** There are interesting calendar days, events, festivals etc. that can be utilised effectively for easy and better engagement and outreach. These national and international days, national and state and local festivals, and official celebration and observance of days and weeks that provide a ready-made opportunity to piggyback and ride on the entry points to multiply the reach and connect with embedded messages, display, and demonstration of voter education messages. *(Refer to Annexure 8).*
- **Repository of media assets:** It is planned that an exhaustive repository of SVEEP and communication "media assets" be prepared for easy access and reference by all functionaries at various levels across the country.

Refer to Annexure 9 for preparing media plan for communication and outreach.
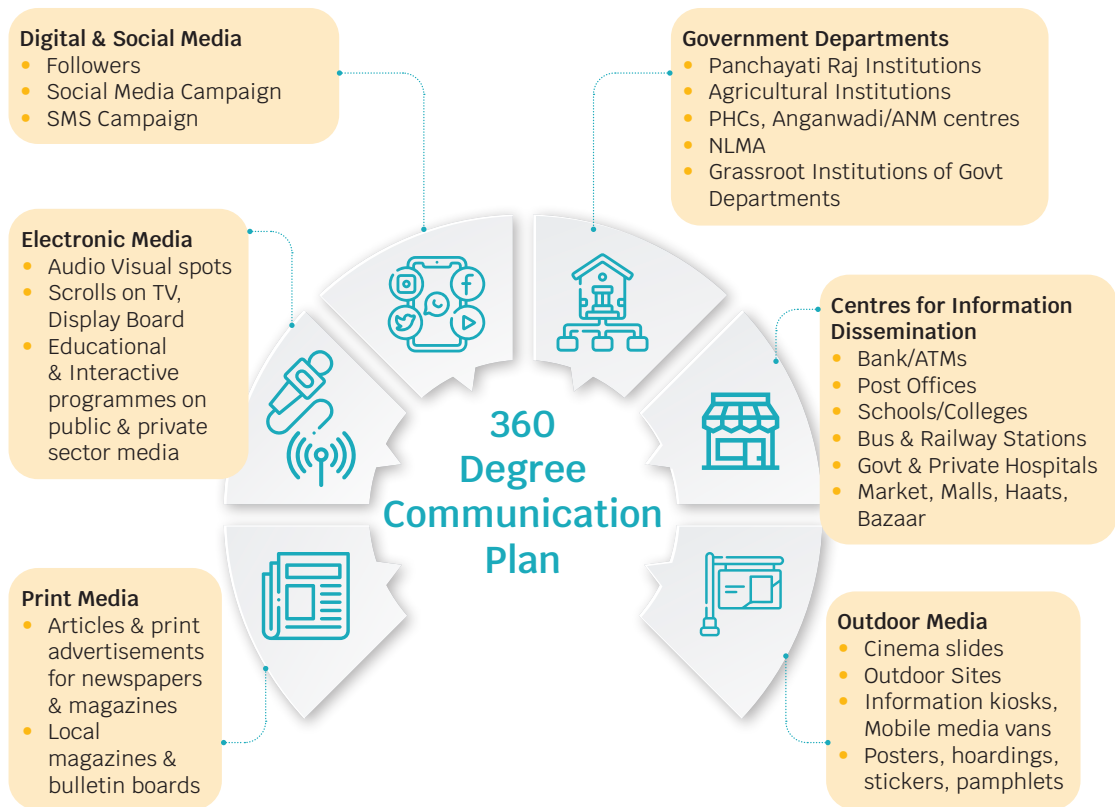
4.6.4 A 360 Degree Multimedia Campaign

A 360-degree multimedia campaign uses integrated marketing strategies to cohesively deliver a perceived benefit message consistently across all touchpoints, platforms, and devices at the right time, in the right place, and with the right message. The best possible combination involves a 360 degree multimedia strategic approach.

A campaign is a strategic specific time bound communication activity for specific goal and user action. SVEEP® may look at the voter education campaigns from the following three perspectives:
- Overarching philosophical, larger picture, cross cutting campaign
- Theme or issue specific campaign
- Audience segment specific campaign

360 degree is contextual and the choice from the menu of the channel selection and utilisation has to be guided by the local need, requirement and resource availability. It is important that 360-degree campaigning does not spread the resources thin and spending is undertaken judiciously and efficiently based on the circulation figures. *(Refer to Annexure 10 for details).*

In order to accomplish the above tasks, it will be necessary to hire a professional communication agency at the national and state level to develop the communication

Digital & Social Media
- Followers
- Social Media Campaign
- SMS Campaign

Government Departments
- Panchayati Raj Institutions
- Agricultural Institutions
- PHCs, Anganwadi/ANM centres
- NLMA
- Grassroot Institutions of Govt Departments

Electronic Media
- Audio Visual spots
- Scrolls on TV, Display Board
- Educational & Interactive programmes on public & private sector media

Centres for Information Dissemination
- Bank/ATMs
- Post Offices
- Schools/Colleges
- Bus & Railway Stations
- Govt & Private Hospitals
- Market, Malls, Haats, Bazaar

360 Degree Communication Plan

Print Media
- Articles & print advertisements for newspapers & magazines
- Local magazines & bulletin boards

Outdoor Media
- Cinema slides
- Outdoor Sites
- Information kiosks, Mobile media vans
- Posters, hoardings, stickers, pamphlets

strategy, creatives and undertake media planning. Special preparations will be needed for planning and executing a national level communication campaign in run up to 2024 Lok Sabha elections. This will involve developing a well-researched theme, a tag line, a signature tune, a radio and TV campaign. Besides the mass media, folk media, social media and other media vehicles will need to be employed alongwith direct people -to- people contact.

4.6.5 Election Icons

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 appoints 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

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is a constant endeavor of the ECI during all times and seasons. It is therefore vital that awareness generation through icons goes on during SSR and continuous updation periods as well.

SVEEP 4 strategy recommends that a formal agreement may be signed by ECI with the identified icon. There should be a sunset clause of 2 years in the appointment of icons. The period could be extended beyond 2 years subject to the satisfaction and requirement of the competent authority.

The agreement may specify the following restrictions for the icon during their period of engagement:

- ECI icon shall not be associated with any political party/ leader/ candidate
- ECI icon shall not publicly speak/ write/ post/ display/ express any politically aligned information
- ECI icon shall not attend any political meetings/ rallies during their engagement period
- ECI icon shall not be a part of any promotional program for government schemes

The Engagement agreement may also include a list of awareness generation activities to be undertaken by the Icons. The responsibilities of ECI icon during engagement period could include:

1. To be a spokesperson for voter awareness:
   i. Press Conferences
   ii. TV talk shows/ programs
   iii. Radio Talk shows/ programs etc.
2. To be the face of ECI in various media mediums:
   i. Hoardings
   ii. Press advertisements
   iii. Posters/ standees
   iv. Audio/ visuals
   v. Creatives for social media etc.
3. Other activities may include (as possible):
   i. Attend meetings & conferences organized by ECI/ CEO/ DEO
   ii. Acquire basic knowledge about electoral process and novel ECI/ CEO/ DEO initiatives.
   iii. Be an active Icon, present original ideas (if any) to the ECI officials for awareness generation.
   iv. Share all SVEEP content regularly on his social media handles and allow ECI/ CEO/ DEO to tag him in their social media posts.
   v. Exhort his fans and followers to promote voter awareness.

4.6.6 Thinking out of the box: Innovations

SVEEP has witnessed numerous innovations in the last 12 years. States have shown great innovative spirit in devising campaigns, tools and processes to further the agenda of enhanced voter participation.

The next level of innovations will be the key for higher participation as those citizens who have not yet taken part in elections are likely to present a tough situation. Most of the innovations need to be put in place at the district and sub-district level so that the local specific issues are addressed effectively by drawing upon creative ideas and solutions. Documentation and sharing of such good practices would help in replicating success in similar situations and will provide a direction for future work in SVEEP.

Chatbots: Voterdost as innovation in Goa Voterdost - An election chatbot on telegram by CEO Goa. This is on the telegram platform and is static but it can be made dynamic with direct linkage with ERO-NET through API will give dynamic info.

Integrated Control Rooms in Uttar Pradesh: Integrated Control Room was established on the day of polling in each phase for the Assembly General Election 2022. The control room, complaints received from all sources like electronic media, print media, social media and email etc. were disposed of in-time.

Green elections: Various states have taken numerous initiatives to make our elections not just free, fair, and inclusive but also environment-friendly. In the recent Legislative Assembly elections, Green election initiative was planned in Goa, where environmentally safe naturally decomposable materials were used in the conduct of the elections. 'Grow with Democracy' a plantation drive was organized in Bongaigaon district, Assam with the participation of more than 1500 voters. A green campaign was launched in the Sagar Island region, dominated by mangrove vegetation, in West Bengal. Other states such as Kerala, Meghalaya have also undertaken novel initiatives for Green elections during Lok Sabha 2019 elections.

Summing Up

The key strategies described in this chapter are the crux of SVEEP® programme action. These strategies are interdependent and work in tandem (and not in isolation and silos). This will require systematic efforts at planning, teamwork, coordination, manpower and capacity building that are described in the next chapters.

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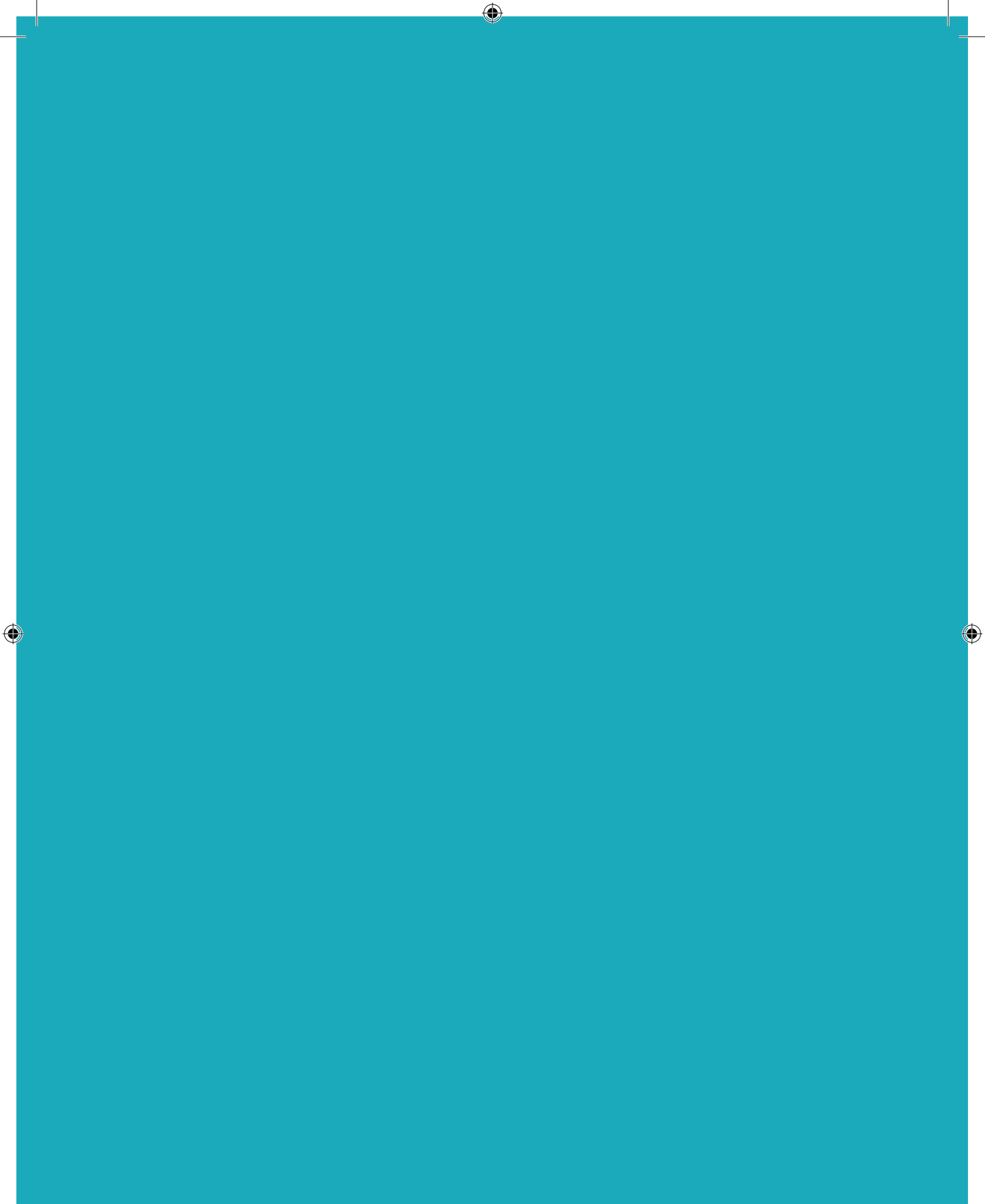
05 PREPARING ACTION PLAN

▸ Hexa Spiral framework

▸ Checklists for Electoral Registration & Participation:
   National Level
   State Level
   District Level
   Constituency Level
   Booth Level

▸ Implementing Action Plans

The SVEEP® strategy envisages a robust evidence-based action plan that can be implemented and operationalised in a systematic and measurable manner so as to maximise its impact.

The SVEEP® strategy document guides the election functionaries to formulate action plans at all levels. The conceptualization of the action plan is to be a disciplined exercise duly compliant to the triad of voter, booth and evidence focus, the six key strategies and the framework of Information, Motivation, Facilitation, Education, Engagement and Empowerment (IMF-EEE).
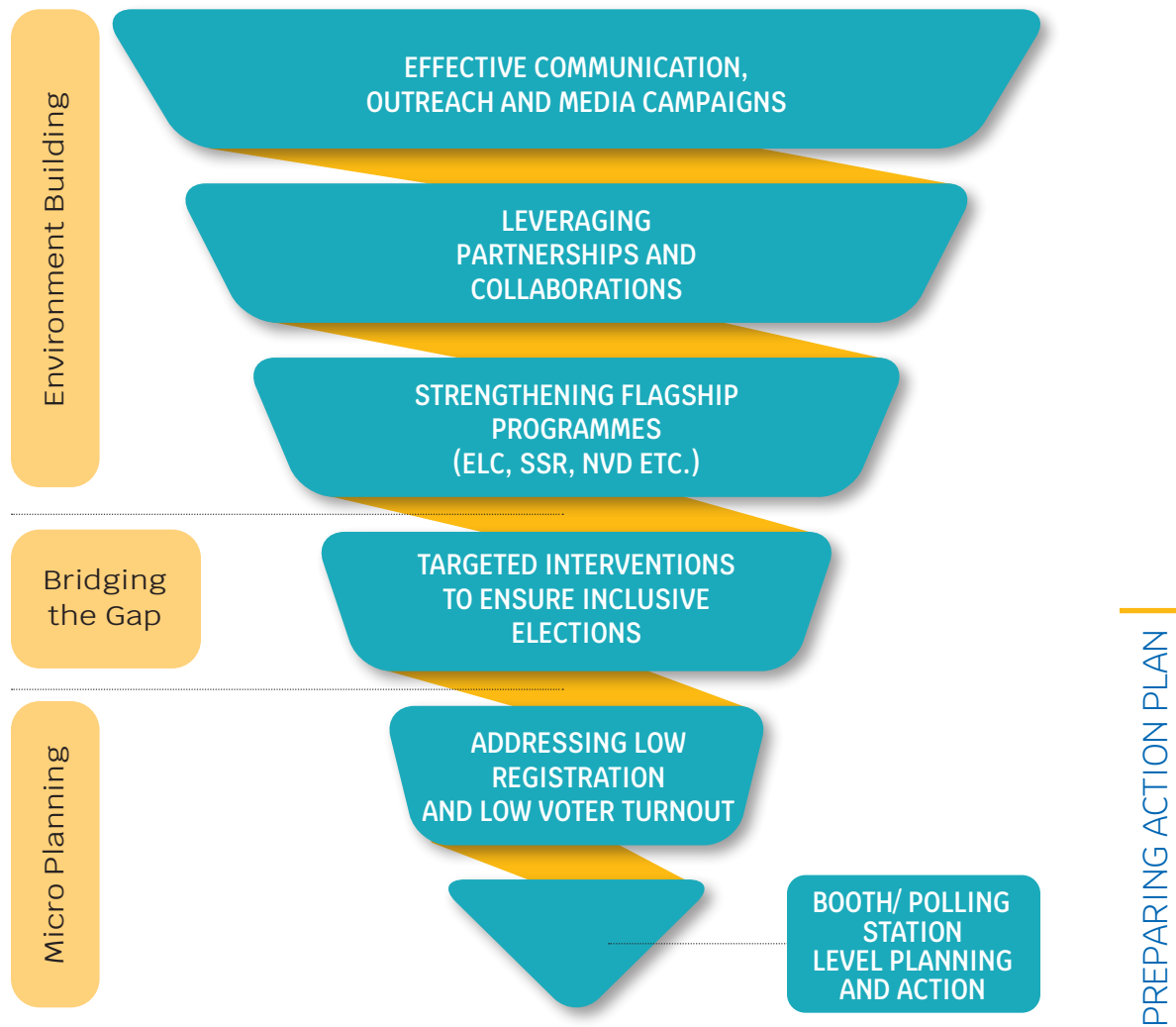
SVEEP action plans are to be prepared at national-level by SVEEP Division, at state-level by CEOs, at district-level by DEOs, and at the constituency and booth Levels by EROs/ROs. The states are expected to draw their action plans as per the local requirements and gaps identified through situational analysis. The strategy document provides checklists for the national, state, district, constituency and booth levels in order to facilitate preparation of action plans. Specific action plan is envisaged to be formulated for the SSR period, the continuous updation period and the election period respectively, apart from the annual action plan.

5.1   Hexa Spiral framework of Key Strategies

The six strategies described in the previous chapter envisage meeting the overall vision for SVEEP of universal and enlightened participation. These key strategies have their individual specific evidence based tailored intervention, processes and indicators and they work in sync with each other to have a multiplier effect and outcome. The six strategies can be showcased as a hexa-spiral with an aim to depict that each key strategy flows into another key strategy just like every SVEEP effort (like the water flow), which gravitates towards the booth, the bottom or innermost container where all the action is concentrated.

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The hexa spiral structure informs that each key strategy is not one – off, they are all interlinked and synergistic with the other. Whereas key strategy 1 and 2 namely the booth/ polling station level planning and addressing low registration and low voter turnout areas respectively are a part of microplanning, key strategy 3 on targeted interventions for inclusive elections helps to bridge the gap. The key strategies 4, 5 and 6 namely strengthening flagship programmes like ELC, NVD and SSR, leveraging partnerships and collaborations and effective communication, outreach and media campaigns respectively help build the environment. All strategies finally culminate into action at the booth in the form of registration and turnout.

Environment Building

- EFFECTIVE COMMUNICATION, OUTREACH AND MEDIA CAMPAIGNS
- LEVERAGING PARTNERSHIPS AND COLLABORATIONS
- STRENGTHENING FLAGSHIP PROGRAMMES (ELC, SSR, NVD ETC.)

Bridging the Gap

- TARGETED INTERVENTIONS TO ENSURE INCLUSIVE ELECTIONS

Micro Planning

- ADDRESSING LOW REGISTRATION AND LOW VOTER TURNOUT
- BOOTH/ POLLING STATION LEVEL PLANNING AND ACTION

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5.2 Checklists of Activities at Different Levels

In order to guide SVEEP action at different levels, as per the framework of SVEEP strategy④ detailed checklists have been prepared for every level as given below. The checklists will also be 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.

CHECKLIST – NATIONAL LEVEL   ECI

CHECKLIST – NATIONAL LEVEL

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 SVEEP④ strategy framework.
4. Provide adequate SVEEP funds to the states to support due implementation of the SVEEP④ strategy 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 SVEEP④ 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 SVEEP④ strategy 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.

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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.

RESEARCH STUDIES/ PROJECTS

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.

CHECKLIST – STATE LEVEL

CEO

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® 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 dtate 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;

CEO

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,

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CHECKLIST – STATE LEVEL

CEO

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;

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CEO

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

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CHECKLIST – STATE LEVEL

CEO

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, returned undelivered EPICs and get all gaps addressed by DEOs through the BLO during SSR

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CEO

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.

CEO

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,

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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 part-rolls; 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)

CHECKLIST – STATE LEVEL

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 the CEO with his analysis.

CHECKLIST – DISTRICT LEVEL   **DEO**

CHECKLIST – DISTRICT LEVEL

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 SVEEP④ 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. Appoint/ 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

CHECKLIST – DISTRICT LEVEL

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

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DEO

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 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.

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CHECKLIST – DISTRICT LEVEL

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.

CHECKLIST – DISTRICT LEVEL

ELECTORAL REGISTRATION

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 launch door-step services for PwD/ 80+ citizens; ensure 100% marking of PwD voters.
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

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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.

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 citizen-centric 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.

CHECKLIST – CONSTITUENCY LEVEL

ERO/ RO

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–to–day 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

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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 IMF-EEE 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

CHECKLIST – CONSTITUENCY LEVEL

ERO/ RO

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.

CHECKLIST – CONSTITUENCY LEVEL

ERO/ RO

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

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CHECKLIST – CONSTITUENCY LEVEL

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.

CHECKLIST – CONSTITUENCY LEVEL

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+

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ERO/ RO

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.

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CHECKLIST – BOOTH LEVEL

BLO

CHECKLIST – BOOTH LEVEL

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.

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BLO

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.

BLO

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.

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BLO

CHECKLIST – BOOTH LEVEL

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.

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ELECTORAL 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.

5.3 Implementing Action Plans

It is suggested that annual plans and specific plans (for SSR period, continuous updation period and Election period) submitted by CEOs on SVEEP Portal should be examined by ECI and revised with CEOs for further refinement as necessary. CEO shall ensure that actual SVEEP action on ground conforms to the action plan except where deviation is considered necessary in the interest of SVEEP objectives. All SVEEP activities actually implemented should be reported to ECI through MIS module of SVEEP portal.

06 CAPACITY BUILDING & INSTITUTIONAL STRENGTHENING

▸ Development of Training Modules

▸ SVEEP[4] HR Structure
  National Level
  State Level
 District Level
  Constituency Level
  Booth Level

Capacity-building is the process of developing an organization's strength and sustainability. More than just important, it is essential for the health and longevity of the organization. Capacity-building enables an organization to focus on its mission and vision, and not just on its survival.

At the individual level, capacity building refers to the process of changing attitudes and behaviours, imparting knowledge and developing skills while maximizing the benefits of participation, knowledge exchange and ownership.

At the institutional level, it focuses on the overall organizational performance and functioning capabilities, as well as the ability of an organization to adapt to change.

At the systemic level, it emphasizes the overall policy framework in which individuals and organizations operate and interact with the external environment to forge partnerships and create social value.
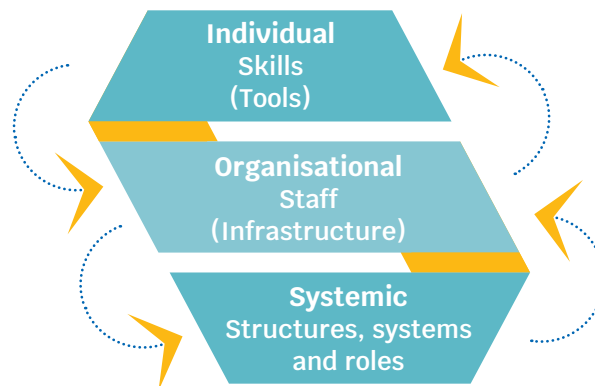
Currently capacity building is the weakest element in the SVEEP planning and delivery system in terms of institutional capacity as well as training. Therefore, there is an immediate need to address both these aspects. Institutional capacity needs to be developed at all levels in the electoral chain from ECI to BLO. For this purpose, qualified experts need to be provided in the areas of research and analysis, SVEEP planning, content design, campaign design, use of digital and social media, mass mobilization and development of partnerships. It is very important from the institutional capacity point of view that due flexibility and autonomy are granted for local creativity to flourish.

6.1 Review of Previous Training and Capacity Building Efforts

In the past, there has been some training and orientation component for field staff on SVEEP but there was no structured capacity building and training plan. Review meetings with SVEEP④ core committee, and various consultations with CEOs and SNOs have highlighted this aspect as an area of concern that needs to be addressed.

While IIIDEM also conducts domestic training for election management officers, perhaps there is a gap in taking up these structured SVEEP specific capacity building programmes. These are, however, only focused on 'technical' training for the election machinery about the conduct of polls. It is not specifically on strategic planning and communication designing, developing campaigns, social media use, monitoring and evaluation of SVEEP.

SVEEP Division has created a SVEEP module which is a compilation of instructions, circulars and guidelines that have been issued from time to time over the years. However, this may not cater to the requirements of planning and implementing SVEEP④.

A SVEEP manual needs to be prepared to provide the conceptual framework, the institutional framework, the vision and objectives of ECI and operational guidelines for SVEEP planning and implementation.

COVID-19 has thrown up new challenges not only for the conduct of elections but also for training and capacity building. New ways of learning and teaching (online, remote, work from home, accessing content on mobile devices etc.) have been evolving because of the implications of movement restrictions, social distancing and online contact.

Appropriate training modules for different levels need to be developed along with materials such as power-point presentations and video clippings for frequent viewing and refreshing. A training calendar is required to be chalked out on the lines of the Election Calendar.

6.2 Training & Capacity Building Strategy for SVEEP④

National SVEEP④ strategy lays utmost emphasis on training and capacity building for smooth transition to the new SVEEP④ strategic framework from national to block level. The emphasis of the training should be to explain concepts, principles, vision, objectives, key strategies, required planning tools and key competencies in order to develop leadership and managerial capabilities in accordance with the level of the participants. The triad of voter booth and evidence focus must be emphasized. Skills for SVEEP planning, development of suitable partnerships, content development and design, communication planning, research and analysis, leveraging social media and digital media,

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building key themes like inclusive election, accessible election, informed and ethical election, green election and technology in election should be imparted. Polling station aesthetics and AMF, target groups management, leveraging social and voluntary networks, mass mobilization, selection and management of election icons, outdoor publicity, mobile publicity, EVM–VVPAT awareness, importance of a vote, overcoming youth and urban apathy, the concept of Assured Minimum Facilities, SVEEP action plan, MIS, documentation and knowledge management need to be emphasized during the training. Practical sessions on preparing SVEEP action plan and using SVEEP MIS portal must be conducted. The transition from IMF to IMF–EEE framework should be emphasized during the training. Training must also include a capsule on strengthening of ELCs. Another important aspect is to develop and roll out specific training programs for development of SVEEP leadership and managerial skills throughout the organization.

> *The transition from IMF to IMF–EEE framework should be emphasized during the training. Training must also include a capsule on strengthening of ELCs.*

Steps for undertaking training and capacity building under SVEEP④ are proposed below:

1. Conduct Training Needs Assessment (TNA) for the entire gamut of functionaries at various levels as well as preparing suitable training manuals for them.
2. TNA should cover the following:
   a. To decide what training the staff will be benefited the most from
   b. What training is needed and why?
   c. Where is training needed?
   d. Who needs training?
   e. How will training be provided?
   f. How much will training cost?
   g. What will be the impact on the organisation?
   h. What are the current skills of the staff?
   i. Identify the knowledge gaps within the organisation.
   j. Decide which new skills could take the organisation forward.
   k. Plan for appropriate training to bridge those gaps.
3. Devise training strategies and training design based on training needs assessment with the help of IIIDEM and other experts.
4. Design of training programmes need to be standardized, continuous and customised depending upon the participants, the duration, mode of training etc.

5. Updating a national annual SVEEP④ training calendar at the beginning of the year indicating the schedule, topic, duration, and target group of participants of the training.
6. Updating training manuals for different targeted interventions by IIIDEM.
7. Develop training material, training aids, training videos, PPTs, case studies, posters, user generated content, exercises, quiz etc. for the training sessions.
8. Identify and develop a pool of trainers at different levels: National, State, district and AC level Master Trainers (NLMT, SLMT, DLMT and ACLMT)
9. Conduct intensive training programmes for functionaries at all levels – NLMT at IIIDEM, SLMT at State HQ/ IIIDEM, DLMT and ACLMTs at State/ District level
10. Develop an online SVEEP training e-module with IIIDEM to facilitate continuous training and learning. There needs to be a focus on implementing technological innovations (such as Learning Management System).
11. Organise orientation of CSOs, corporates, media personnels, Icons and representatives of ministries, instiutions and organisations partnering with ECI on voter education.
12. Develop framework of training assessment and measurement and ensure implementation.
13. Utilize the budget specially earmarked for the SVEEP training on a quarterly basis.
14. Document training feedback, testimonials and case studies of success stories, inspired by training for strengthening the learning and feedback loop. Make a repository of training and communication material for reading and reference at national and state level. In view of cruciality of Booth level planning and action in SVEEP④, a training needs assessment for BLOs & BLOs supervisors must be conducted, special SVEEP Training module for BLOs to be developed and training exclusively on SVEEP and its new dimensions to be imparted to all the BLOs. EROs training module will similarly need to focus on SVEEP related tasks as defined in key strategy 2.

6.2.1 Development of Training modules

Training modules are very important for the strategic and structured capacity building plan for SVEEP④. There is a need for a number of modules for different topics and different participant segments. For this purpose, IIIDEM will play a crucial role. Detailed session plans with learning objectives, learning outcomes, pre/post-test and training methodologies and timeframe may be developed and pretested before finalisation. Some of the topics that could be considered to be developed by IIIDEM in one overall comprehensive SVEEP training are listed below.

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Suggested Topics for SVEEP④
- Understanding the focus of SVEEP④ strategy and its operationalisation
- Three focused areas (Booth, Voter and Evidence) and IMF–EEE
- Six Key Strategies: **1:** Booth/Polling station level planning and action, **2:** Addressing low registration and low voter turnout at constituency level, **3:** Targeted interventions to ensure inclusive elections, **4:** Strengthening flagship programmes (ELC, SSR and NVD), **5:** Leveraging partnerships and collaborations, **6:** Effective communication, outreach and media campaigns
- Evidence based planning
- Formulation of strategic plans and their implementation
- Monitoring, reporting and evaluation
- Budgeting for SVEEP

Specific Subject Training Programmes Suggested for Resource Persons
- Conducting KAP surveys- Baseline and Endline survey
- Evidence based planning and focused interventions for non-voters
- Behaviour change communication
- Advocacy and CSR linkages
- Partnerships and collaborations
- Targeted Interventions-Engagement with youth, women, PwDs, migrants, service voters and marginalized sections (third genders, homeless, sex workers)
- Engagement with schools/ colleges/ NSS/NYKS
- Trainings for nodal persons of ELCs at schools/ colleges; BLOs at Chunav Pathshalas and nodal officers from VAFs
- Engagement with CSO and media
- Ethical and informed voting
- 360 degree communication-Design and creation of messages and materials, media planning, social media, mass media and IT/ICT based applications
- Inter Personal Communications skills, methods and tools
- Social Mobilization skills, methods and tools
- Icon engagement
- Confidence Building on EVM/VVPAT
- Documentation of success stories, lessons learned and best practices

6.2.2 Training of Trainers & Trainers' pool
SVEEP division in collaboration with IIIDEM and State CEOs would need to prepare a pool of high quality internal and external trainers that can be developed as Trainer of trainers or Master Trainers.
- National Level Master Trainers (NLMTs)
- State Level Master Trainers (SLMTs)

- District Level Master Trainers (DLMTs)
- Assembly Constituency Level Master Trainers (ACLMTs)

6.2.3 Categories of Trainees/Participants

There are different categories of trainees/participants at various levels that need training and orientation to effectively execute the SVEEP® strategy. These include:

- Master Trainers at National, State, District and AC Levels (NLMT, SLMT, DLMT, ACLMT)
- SVEEP functionaries at ECI
- CEOs/SNOs/SVEEP consultants
- DEOs/District SVEEP nodal officers
- EROs/AEROs/ROs/AROs
- Booth Level Officers (BLOs)
- ELC Nodal Officers
- Nodal Officers of Partner Organisations (Government, CSO, CSR & Media)

6.2.4 Levels of training

There are two different types of SVEEP training that can be planned. These are:

1. Induction and refresher training
2. Basic and specific subject training

The duration of these for respective trainings needs to be worked in detail so that it can be appropriately developed and budgeted. The suggested modules are mentioned in detail above.

Training Calendar

It is important that a training calendar is devised and followed diligently. A suggested template for Annual SVEEP training calendar is given below.

S. NO.	Training	Audience	Duration	A	M	J	J	A	S	O	N	D	J	F	M
1.	National Level														
2.	Refresher training														
3.	Specific subject training														
4.	NLMT Training														

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S. NO.	Training	Audience	Duration	A	M	J	J	A	S	O	N	D	J	F	M
5.	SLMT Training														
6.	DLMT Training														
7.	ACLMT Training														

6.2.5 E-learning

Under SVEEP® strategy it is imperative that the SVEEP Division invests in online, self-learning video modules as well as learning and access on mobile phones for easy and quick access. These may be taken up on priority through a professional e-learning, digital learning agency. The SWAYAM portal from the Ministry of Education and Ministry of Skill Development and Entrepreneurship can also be approached for support in this matter with IIIDEM leading the endeavour.

6.2.6 Monitoring and Evaluation for Training

The training design and delivery needs to be of high quality and standards. There is a need to install training measurement mechanisms and tools to give a sense of the quality and utility of the training by the participants.

Other than the general pre-test and post-test tool, there needs to be a measure of the utilisation and application of the training once the participants go back to the field and apply it in a practical situation. The true measure of these tools would be evident after one to three months of application of the training and learning on ground.

Each trainee or participant should also be asked to share their experience during the training and after they have applied it in their work areas. Some of them will be designing and conducting training in their respective states or district, so learning to design and conduct training should also be measured and tested before certifying them as a trainer.
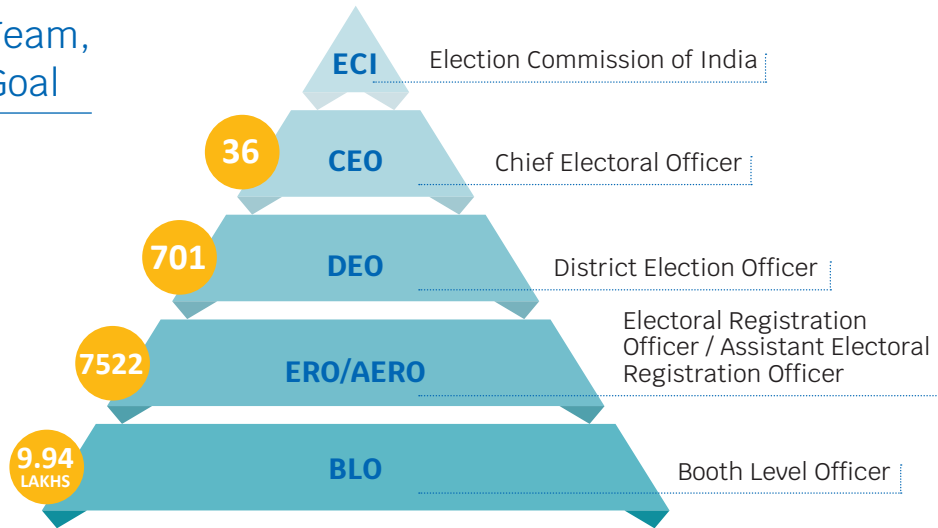
6.3 SVEEP④ HR Structure

National SVEEP strategy Phase® (2021-2024) is an ambitious and crucial initiative that requires a strong HR component if the goal and objectives of SVEEP® are to be achieved.

Present SVEEP Structure
- National- Director, SVEEP Division (Officers, Consultants, Executives)
- State- CEO, SVEEP Nodal Officer

- District– District Election Officer, District SVEEP Nodal Officer
- Constituency – ERO/AERO
- Booth– Booth Level Officer (to be assisted by BAGs)

One Team, One Goal

	ECI	Election Commission of India
36	CEO	Chief Electoral Officer
701	DEO	District Election Officer
7522	ERO/AERO	Electoral Registration Officer / Assistant Electoral Registration Officer
9.94 LAKHS	BLO	Booth Level Officer

SVEEP has to be grown into a strategic, scientific, systematic and synergistic initiative through dedicated leadership and teamwork. SVEEP has evolved in the past decade due to relentless and innovative efforts of the officers at various levels.

6.3.1 HR Structure at National Level

SVEEP Division at present is headed by a Director supported by a Joint Director, a Secretary, three Under Secretaries and Section Officers, Support Staff, Consultants and Executives. The scope of work includes formulating policies, laying down the framework, planning interventions, organising events, creating awareness material, and monitoring implementation at various levels besides carrying out continuous discourse with voters, various partners, Civil Society Organizations and media from a national perspective. These diverse functions require a team of competent professionals who are domain experts and engaged on an outsourced basis.

There are other Divisions that have a role to play in taking forward the SVEEP[4] goal and objectives. There is a need for a coordinated synergised mechanism with the following divisions to yield the desired results:

- IT/ICT Division
- IIIDEM/Training Division
- Communication/Media Division
- Statistical/Research Division

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Proposed HR Structure

The institutional strengthening of SVEEP infrastructure at all levels and inculcation of domain expertise is essential in order to really make the vision of SVEEP④ strategy operational on ground. Prior to this, a comprehensive institutional assessment is required to be undertaken by the Commission to look at the need and structure of the SVEEP Division and HR set up at national, state, district, constituency and booth levels. After a detailed study is undertaken to define the HR structure and its administrative and financial implications, a revamped HR may be approved following a detailed discussion with states. Pending that exercise, an indicative HR structure is proposed as below.

SVEEP Directorate at National Level

A SVEEP Directorate has been recommended keeping in mind the need, rationale, expanded scope and scale of the tasks as well as looking at current and future requirements for achieving the goals and targets set out in SVEEP④ strategy.

The Directorate may comprise the following key positions:
- Director General (1)
- Director (1)
- Joint Director / Secretary (2)
- Under Secretaries (2) alongwith full-fledged sections
- A Programme Management Unit (PMU) comprising experts/ professionals with specific expertise in the following domains:
  - Strategic planning (ideation)
  - Targeted interventions
  - Partnerships and Collaborations
  - Communication & media planning
  - Content creation
  - Campaigns & events
  - Use of social & digital media
  - Use of IT/ICT
  - Electoral Literacy Clubs
  - Knowledge management: Documentation & Publication
  - Training and capacity building
  - Coordination, monitoring & evaluation

There needs to be a clear chain of command to fulfill objectives of the Directorate and work managed with synergy and due coordination.

Programme Management Unit (PMU)

Since the National SVEEP④ strategy is a multi-dimensional endeavour requiring a range of expertise, right from evidence based planning to implementation on ground as indicated above, it is proposed to set up a Programme Management Unit manned

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* PMU will comprise of domain experts/ consultants/ executives engaged on contract basis
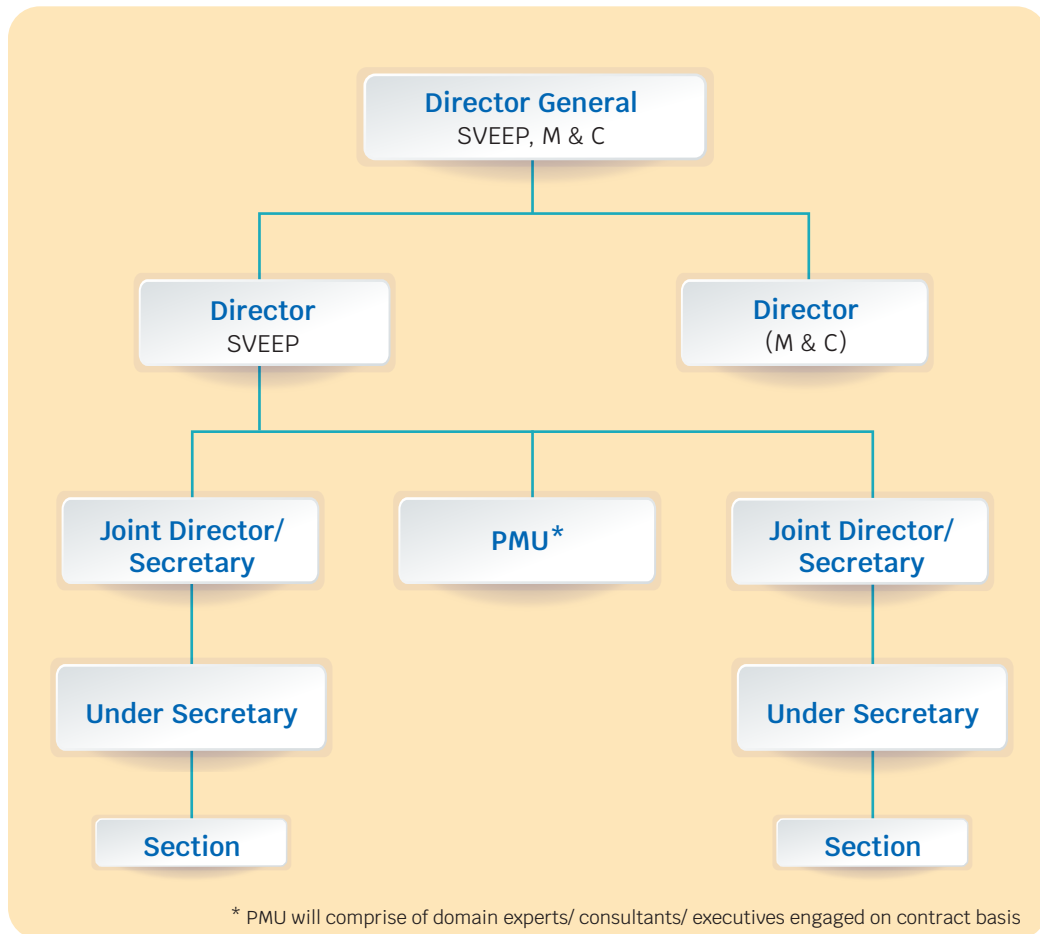
Outline of proposed SVEEP Directorate

by professionals with specific skills and competencies and qualifications to handle the tasks assigned as detailed above. The domain experts/ consultants/ executives may be engaged on contract basis for various tasks and will collectively constitute the proposed PMU with specific responsibilities. A policy framework for hiring of experts/ consultants will need to be laid down by ECI. The PMU may report to Director (SVEEP). It will be necessary to support the SVEEP directorate through engagement of a suitable communication/ media agency which can conceive campaigns and develop prototypes of SVEEP creatives (covering the entire spectrum of the IMF-EEE paradigm) and undertake productions as well on a long term basis.

National Advisory Committee on SVEEP
A National Core Committee needs to be put in place with experts from streams such as people's participation, social mobilization and behavior change communication–that

can guide the SVEEP Directorate in terms of new ideas and measures. This Committee may meet in every quarter and also review the progress of SVEEP④ strategy and other pertinent issues.

6.3.2 HR Structure at State Level

The Chief Election Officer (CEO) of the State/UT leads the overall action in the State/UT. State Nodal Officer (SNO) is the focal person in the state to not only work at the state level campaigns but also support and supervise the SVEEP activities at District level.

Core groups comprising representatives from educational institutions, youth organizations, women's organisations and Civil Society Groups guide the state election machinery in evolving and executing a comprehensive SVEEP plan.

Proposed HR Structure

In order to deliver the objectives of SVEEP④, the HR structure at the State level will need to be substantially upgraded alongwith setting up a PMU on the lines indicated for the National Level.

An indicative HR structure at State Level will include:
- Chief Electoral Officer (CEO)
- State SVEEP Nodal Officer
- CEO supported by a PMU having professionals/consultants/interns handling:
  - Planning and Strategy Development
  - Content, Creatives and Campaigns
  - Social Mobilisation, Outreach
  - Targetted Interventions
  - Partnerships & Collaborations
  - Coordination with Districts
  - Training and Capacity Building
  - Knowledge Management
  - Monitoring and Evaluation

(The above technical team could form a part of a PMU which could assist the CEOs.)

The number of experts /interns may be decided by states as per their requirements. The experts may also be appointed on deputation basis by creating regular posts if considered necessary by ECI.

State Level Core Committee

SVEEP Core Committees are already constituted at the State Level comprising representatives from I&B Ministry, media and partner organisations; and are expected to guide the state election machinery in evolving and executing a comprehensive SVEEP plan. The composition of the existing committee may be relooked at, meetings must be held quarterly with adequate documentation of the proceedings and follow up action taken.

6.3.3 HR Structure at District Level

At district level the institution of District Collector who is the District Election Officer (DEO) plays a key role in election management and spearheads the implementation of the SVEEP programme in the district. DEO is supported by the District SVEEP Nodal Officer (DSNO). A District SVEEP Committee is constituted and generally headed by the Chief Executive Officer or Chief Development Officer to supervise the implementation of the SVEEP plan in the district.

Proposed HR Structure

Since SVEEP® envisages a district specific strategy and action plan formulation and its implementation through multifarious activities and their monitoring, it is proposed that the district may have two experts/professionals for SVEEP functions given the increased tasks and focus on booth level strategy in particular. An indicative structure may include

- District SVEEP Nodal Officer (SNO)
- Expert/Professional – Situational analysis, strategic planning, coordination & monitoring
- Expert/Professional – communication, media, outreach & partnership & training

District Level Core Committee

A District Core Committee has already been constituted at the district level, the composition of which may be relooked at. It may be headed by the DEO or Chief Executive Officer of the Zila Parishad or Chief Development Officer or by the officer nominated by the DEO to facilitate & supervise the implementation of SVEEP programme in the district. The District SVEEP Nodal Officer may coordinate the efforts in this regard.

6.3.4 Support at Constituency level

Presently Electoral Registration Officer (ERO), supported by AERO undertake the repsonsibility for registration and other election related activities. It is envisaged that the EROs and AEROs will play a crucial role in facilitating the booth level SVEEP activities. They will ensure situational analysis and formulation of evidence based SVEEP plan at the booth level. He/she will also prepare constituency level situational analysis and SVEEP plan and ensure facilitation of working of BAGs and their training.

In view of the expanded responsibilities for voter registration and turnout, it may be necessary that at the constituency level, more human

> *It is envisaged that the EROs and AEROs will play a crucial role in facilitating the booth level SVEEP activities.*

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resources are provided to deliver on the roles and responsibilities expected. Perhaps, a SVEEP coordinator for the constituency may be explored to support the ERO/AERO.

An **AC Level Core Committee for SVEEP** is proposed in SVEEP® in view of the focus of activities at booth level. The committee will support and monitor the field level planning and action.

6.3.5 HR Support at Booth Level

The most important aspect of outreach to the voters is the involvement of over 10 lakh Booth Level Officers (BLOs). The human to human interface and exchange is unparalleled. They now constitute the primary block for SVEEP related connectivity with citizens and the real action lies at this level.

In view of the enhanced scope of work & responsibilities, the BLO (a government official, who is a part-time functionary of ECI) requires to be supplemented with some additional manpower to work as his/her team. In this regard, the Commission has already issued detailed instructions regarding the constitution of Booth Level Awareness Groups (BAGs), who shall be the hub for implementation of SVEEP activities at the booth level. The BAGs are to be formed by the BLOs comprising of grassroot level functionaries, representatives of local body, school/college in the booth area, NSS/NYK volunteers, CSOs/NGOs and Booth Level Agents (BLAs). The DEO will be the overall incharge of functioning of BAGs while ERO will monitor the day to day working of BAGs .
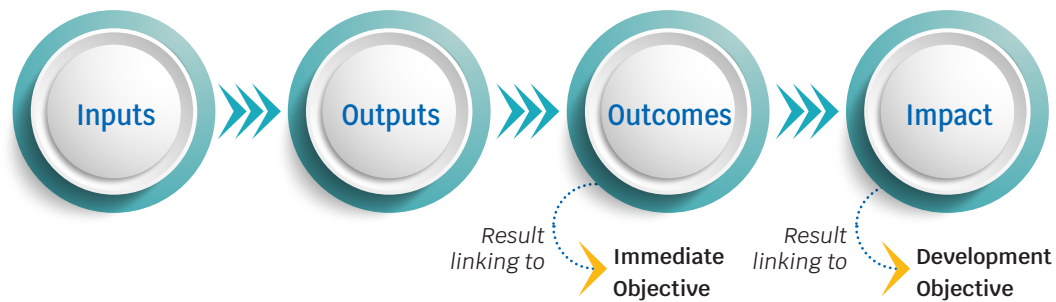
07 MONITORING AND EVALUATION

M onitoring and evaluation is a two-step process. Information compiled through a monitoring system serves as the basis for an in-depth evaluation. SVEEP® needs institutionalisation of regular monitoring, tracking, assessment and evaluation practices. As of now this area seems to be a major gap. There are some static one-time reporting formats but there is no structured monitoring and evaluation system. Needless to say, what is not measured can't be managed.

Monitoring and evaluation are linked to the SVEEP® objectives as set out in Chapter 3. Current or baseline values are taken into consideration and the outputs and outcomes are measured against the inputs and processes set in motion by the action plan.

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Inputs ⟫ Outputs ⟫ Outcomes ⟫ Impact

Monitoring: What has been invested, done and produced, and how are we supporting partners to achieve the objectives?

Evaluation and review: What progress has been made towards achieving its objectives?

Impact assessment: What long-term, sustainable changes have occurred and how did our interventions contribute to these?

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7.1   Monitoring in SVEEP [4]

Monitoring not only helps an objective assessment at various levels but also provides a platform for mutual learning. This has been an area of concern and SVEEP[4] strategy proposes a rigorous approach in this regard.

SVEEP[4] is an ongoing programme but also has a fixed timeframe, with a clearly defined start and end time, a set of activities and a budget, to accomplish well–defined objectives linked to concrete domains like registration and voter turnout for the target population. This entails three elements:

- Time
- Funds/Budget
- Resources (including people)

The rationale for monitoring in SVEEP includes:

- Measuring progress, direction
- Mid-course corrections
- Accountability for outcomes
- Cost benefit analysis
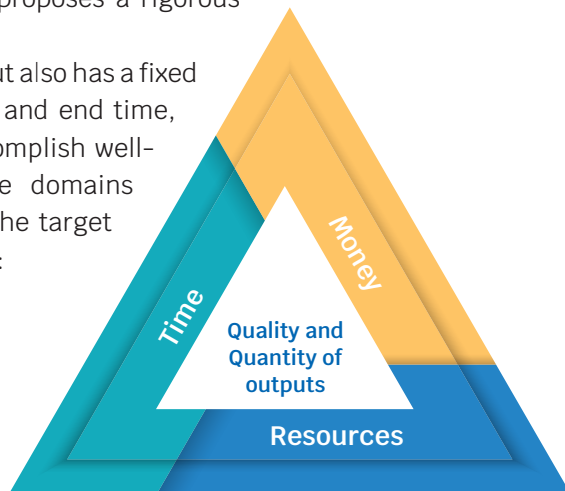
Monitoring has to be planned from the start. The first stage of a monitoring system is to compare what was originally planned with what is being actually done. The monitoring plan is proposed to be an integral part of the implementation plan. The very act of preparing the monitoring plan during the SVEEP[4] design phase will push one to think harder about the project goals.

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7.2 Monitoring Tools and Formats

There are mechanisms for monitoring of SVEEP that need to be in place in a systematic and structured manner. The following are some illustrative examples:

- Management Information Systems (MIS)
- Performance indicators (input/ output/ outcome)
- MIS reports, rating and rankings on different parameters.
- Evaluation and learning

7.2.1 Management Information System (MIS) for SVEEP

Evidence focus, research derived strategic action and data based decision making are critical components of SVEEP④. While there have been review meetings and some checklists in place, there are no online IT based periodic monitoring tools and processes that measure inputs, outputs and outcomes against specific targets. Hence a robust online MIS is necessary. The importance of a comprehensive and agile Management Information System (MIS) on SVEEP activities cannot be overemphasized. It will not only help objective assessment of SVEEP performance at various levels but will also provide a platform for mutual learning, encourage competition amongst states and fuel creative outburst in the field of voter education in India. The MIS will also nudge officers at all levels to design their SVEEP campaigns in a more scientific, holistic and systematic manner to achieve the objectives of SVEEP④ strategy. The MIS will enhance accountability for SVEEP at various levels. The MIS module is envisaged to be a part of a comprehensive SVEEP web portal comprising various modules like action plan module, budget module, MIS module, SVEEP assets module and SVEEP guidelines module etc.

The conceptual blueprint for the MIS to monitor SVEEP action by all states up to booth level is given at Appendix. Based on this conceptual blueprint an appropriate IT module is envisaged to be centrally developed. The Module will be used by authorised users at different levels for the purpose of data entry, review and monitoring as the case may be. The Module should have the functionality (SVEEPOMETER) to rate/rank different states/districts on various performance indicators as may be decided from time to time.

All relevant SVEEP officers will be trained and oriented to use the MIS. A dashboard will be created showing performance and achievements as well as shortfall in a colour coded display which will also help to take corrective action.

7.2.2 Monitoring Reports from MIS

Monitoring reports under the MIS facilitate the states and other units to track, course correct and plan to take it forward effectively and efficiently. The monthly and annual progress reports will also help the implementing units to distribute their activities,

events and campaigns accordingly and get sufficient preparation time to plan and execute them well.

A standardised and regular monitoring format and process will also help the SVEEP Division to monitor the progress and provide any feedback in case there is an issue or challenge noticed in the monitoring reports.
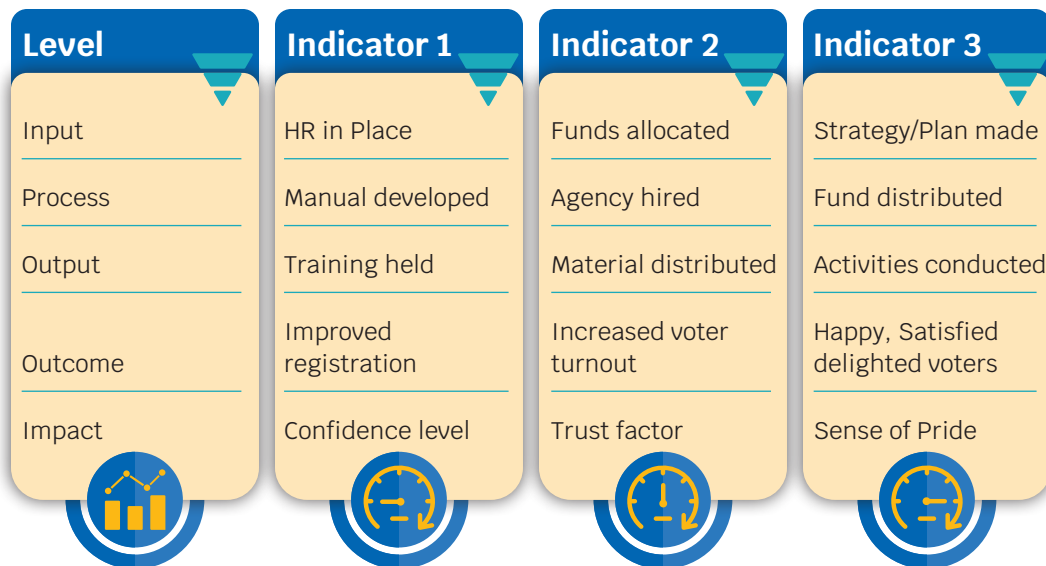
Monitoring reports will also help track budget spends, target audience engagement and media mix and highlight any uneven weightage or skew that can be corrected at the initial stage and appropriate action taken there and then.

7.2.3 Review meetings and Reports on Action Taken

A robust, transparent and real time system should be developed and employed for providing feedback and guidance to states. A quarterly review meeting with all states for SVEEP will be required on a regular basis. An annual review cum planning meeting will be necessary at the national level which can also decide on the further release of funds.

7.2.4 Monitoring Indicators

Analysis of the monitoring reports is the process of turning raw, detailed information into a synthesised understanding of patterns and trends that are useful for the project. To measure progress, it is necessary to develop appropriate indicators that are then applied periodically on data received from different states/ levels.

| Level	Indicator 1	Indicator 2	Indicator 3
Input	HR in Place	Funds allocated	Strategy/Plan made
Process	Manual developed	Agency hired	Fund distributed
Output	Training held	Material distributed	Activities conducted
Outcome	Improved registration	Increased voter turnout	Happy, Satisfied delighted voters
Impact	Confidence level	Trust factor	Sense of Pride

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Indicators are means to help one understand whether one is moving in the right direction in order to reach the final destination.

Indicators are defined at different levels – input, process, output, outcome, result, impact.

7.3   Evaluation in SVEEP④

Evaluation is a systematic and objective assessment of an ongoing programme. The aim is to determine the relevance and level of achievement of programme objectives, development effectiveness, efficiency, impact and sustainability. Evaluations also feed lessons learned into the decision–making process of the programme stakeholders.

Both monitoring and evaluation are geared towards learning from what one is doing and how it is being done. While the results of the monitoring activity should be used as feedback into the programme on an ongoing basis, the findings are also useful during more extensive and periodic evaluations.
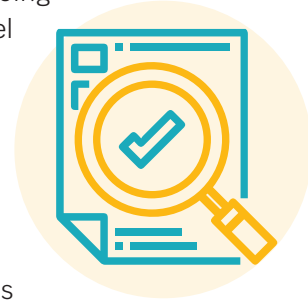
Internal Evaluation should be conducted at national, state and district levels. Proper protocols, research tools and processes should be developed for the purpose by the SVEEP division of ECI.

External Evaluation by an independent third party should be undertaken on a periodical basis. A proper protocol for the   purpose should be developed. A research agency should be hired for the evaluation. Reports should disseminated at all levels to learn and improve their actions, processes and outcomes.

7.3.1 KAP baseline and endline as an evaluation exercise

KAP baseline and endline as a paired research activity is an evaluation exercise too. KAP baseline actually sets the parameters before the SVEEP intervention and then KAP endline measures what outcomes in those parameters have been achieved which serves as comparative from the baseline. In fact this paired research activity should be further analysed to understand the areas that worked and others that did not. This will be clear once paired variables charts and graphs are presented. The awareness, attitude and behaviours and practices reflected here are a good reflection of the effectiveness of SVEEP design and media mix.

7.3.2 Tracking and Assessment

A concurrent tracking and assessment of SVEEP plans and activities should be undertaken. Media rating and other reception variables should be gathered to get

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an assessment of the performance of the initiatives. Monitoring field visits as well as observers and other field functionaries including citizens can give feedback which can serve as a quick rapid assessment. This tracking should be undertaken on a regular basis using monitoring visits and other means to get a sense of the reaction to the SVEEP efforts on the ground.

7.3.3 Key Performance Indicators (KPIs)/Deliverables

Key Performance Indicators (KPIs) for SVEEP® are defined at both quantitative and qualitative levels. They can also be seen from a process and impact indicators perspective.

Voter Registration and Turnout Measurements
Quantitative Outcome Indicators
The quantitative measurement indicators have been mentioned in previous SVEEP strategies and project documents.

Outcome 1	EP ratio on the electoral rolls to match the 18+ population as per census
Outcome 2	Gender ratio on rolls to match the gender ratio as per census
Outcome 3	Increase in registration of Service Personnel to cover 100% by the end of the project period
Outcome 4	Increase in overseas registration from the present level to 50% increase
Outcome 5	Registration of PwDs in the electoral roll to match with the census data of 18+ PwDs of each state
Outcome 6	To increase the percentage of enrolment in the newly eligible 18–19yr age group from existing 50% to near 80%
Outcome 7	Visible improvement in the enrolment of people from marginalised groups/communities in electoral roll and cataloguing of Non–Voter communities
Outcome 8	To target 75% national turnout average in the next general election
Outcome 9	Increase in postal ballot votes
Outcome 10	Decrease in the grievance received
Outcome 11	Increase in engagement as demonstrated in the social media analytics and sentiment and social listening analysis
Outcome 12	Increase in engagement as demonstrated by use of portal/ mobile app
Outcome 13	Increase in youth and urban turnout

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Qualitative Indicators

SVEEP⊕ would also endeavour to track progress against qualitative indicators as it is important to improve the quality of services, facilities, engagement and participation.

- Reduction in fear, apprehension, myths and misconception
- Increase in the confidence level of the voters in the election system, process and machinery
- Increase in the satisfaction level of citizens during registration and voting
- Perception of quick and satisfactory redressal of grievances
- Visible enhancement in the quality of electoral participation in terms of informed, ethical and inducement free voting

Processes, tools and mechanisms for measuring them at different levels need to be evolved. These indicators need to be measured at national, state and district levels and must reflect in their SVEEP action plans. KAP surveys could be an important tool to measure progress against qualitative indicators.

Indicators for Institutional strengthening

Indicators that measure institutional strengthening could demonstrate the deepening of the root of the SVEEP system in the country

- Number of partners and experts added and consultation meetings done
- Number of visitors to the website/knowledge portal
- Website and social media analytics and enhanced engagement and performance
- IT/ICT and mobile apps rated high and feedback loop with high user experience
- Data sets and specific insightful analysis on registration and voter participation
- Voter education material made publicly available
- Voter education certification e-courses launched and delivered
- Inclusion of electoral literacy in the school curriculum and its impact
- Number of master trainers developed
- New SVEEP specific training and capacity building modules developed
- SVEEP Training e-modules developed and enrolment increased
- CSR Resources/ leveraged

7.3.4 Documentation and Dissemination

SVEEP has prospered because of strong ownership across the election machinery. The programme will have the responsibility for creating advocacy for itself. There is a need for creating more platforms like journals, newsletters, portals, workspaces, for SVEEP, where managers and stakeholders express, share and learn from the insights and experiences from across the country as well as from across different parts of the world.

Although there has been some very good documentation and dissemination effort

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at national level, the practice, time and skills need to be upgraded at the state and district levels. Best Practices, lessons learned, success stories, innovations should be written in an exciting storytelling technique.

Quality documentation sharing with election officials and adequate dissemination in the public domain should be undertaken at national, state, district, constituency and booth level. These documentations may be recorded in different platforms and different languages with local cultural tone and forms.

- Print documentations
- News media reports
- Photo documentation
- Documentation of innovations & best practices
- Case study/ field story documentation
- Video/Audio documentation
- User generated content
- Crowdsourced content documentation

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SIX KEY STRATEGIES

TRIAD FOCUS

MONITORING AND EVALUTION

SVEEP④ Budget compliant to:

CORE THEMES

INSTITUTIONAL STRENGTHENING

CAPACITY BUILDING

08 BUDGET ALLOCATION

‣ Issues with the current financial planning and allocation
‣ Budgeting
‣ Financial Management System and Training

For any programme to run successfully, make an impact and achieve its objectives, it is imperative that it is provided adequate financial and human resources. SVEEP is implemented at national, state, district, Assembly Constituency (AC) and booth Level. While the programme is most visible during the election period when information dissemination and outreach activities are at its peak, and during the period of Summary Revision followed immediately by the National Voters' Day, on ground the SVEEP programme runs through out the year in form of electoral education through curricula and extracurricular activities in educational institutions, as part of the adult literacy programme and also through edutainment content in popular children comics, comic strips in newspapers, animation films and radio programmes for community viewing in villages, board games and e-kiosk games etc.

Accordingly the funds required to sustain such a programme is huge. Besides the budget allocated by the ECI and state government, part of the fund requirement are also met through indirect sponsorships by public sector institutions, corporate houses, media houses and civil society groups who extend their support for voter education.

The States are heavily dependent on the funds earmarked under the State Budget. The SVEEP④ will require greater financial resources as well as the capacity to track the allocation and utilisation of funds across the year to be able to get the best SVEEP outcomes.

8.1　Current Budget Allocation and Utilisation

Currently, SVEEP fund allocation and release functions are done by the SVEEP Division at ECI. There is a separate allocation for the SVEEP Headquarters at ECI and the states. States are advised to make State Annual SVEEP plans.

CEOs of all States/UTs get a budget allocated for carrying out the expenditure on surveys, voter education and awareness activities (functions, fee, honorarium, prizes, incentives, consultations, workshops), ELC, NVD and other operating expenses. The budget is released in two installments of 50% each of the sanctioned amount as Grant in Aid. About 10% of the total allotted SVEEP fund for FY 2020-21 was earmarked for voter education, awareness and engagement of PwDs in the State/UT.

### 8.1.1 Fund utilisation & Utilization Certificate

The details of the fund utilised under the Grant in Aid scheme are reflected by each state in the form of its utilisation certificate. The UC format segregates the fund at 2 levels, i.e., expenditure incurred at the level of CEO and expenditure incurred at the level of districts. The expenditure relates to:

1. Core interventions: Voter education & awareness (audio-video capsules, print media, social media adverts, on ground activities (competitions, merchandise, events), fee/honorarium/prizes/incentives, consultations, ELC other operating expenses.
2. Situation analysis: Knowledge, Attitude and Practices (KAP) Surveys, targeted interventions, partnership and collaborations, training, monitoring and evaluation.
3. Further, the funds available are utilised for training and capacity building with major stakeholders such as service voters, PwDs, ethnic migrant groups reaching out to the grassroots.

The CEOs of the concerned State/UTs utilize the funds as per their planned activities for voter awareness and submit the UC to the Commission after achieving the targets. The fund is released only to those States/UTs who have furnished the comprehensive/correct utilisation certificate (UC) for the previous years and surrendered the unspent amount (if any) for the previous financial year. The second instalment of fund is released only to those States/UTs who have successfully utilised the fund of first instalment and submitted the correct utilisation certificate or undertaking by October/ November every year. The unspent funds are required to be returned to ECI.

8.1.2 Issues with the current financial planning and allocation

- The budget allocation is not need based
- The allocation is calculated by the number of polling stations. This may vary from 0-500 booths (Andaman and Nicobar) to 1,20,000 and above booths (in UP). This method of allocation does not take into account the local situation, scale, needs and complexities which may significantly vary from state to state
- The financial allocations are made without a meeting to approve the plan submitted by the states
- Fund release is done in two installments and sometimes the second installment of funds is delayed because of low utilization of the previous installment
- There have been some instances where the states have returned the unutilised funds showing challenges in terms of capacity, procedure & procurement issues.

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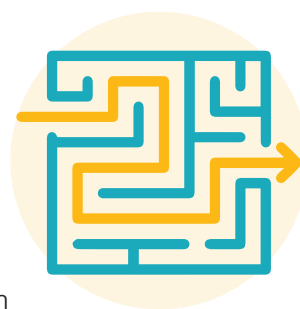
- There is lack of tracking of fund spend or patterns of spending as per the plans.
- States have raised the issue of inadequacy of allocation to them under ECIs SVEEP funds
- A bulk of funds is recieved by CEOs from state budget funds. However, the extent of state budget funds utilised for SVEEP related activities in CEOs office is not documented/ reflected (as this is not reported in the existing format)

F.Y.	Budget Estimate (in Cr.)	Revised Estimate (in Cr.) (A+B)	Grant–in– Aid (in Cr.) (A)	Remaining funds with ECI (in Cr.) (B)	Actual Expenditure (in Cr)
2018–19	43.34	71.00	33.60	37.40	89.79
2019–20	73.50	73.50 Cr.	41.78	31.72	68.84
2020–21	73.50	40.13	34.23	5.90	37.50
2021–22	58.80	66.84	39.65	27.19	56.80
2022–23	59.80		39.65	20.15	–

Details of Budget Allocation and Expenditure

(As per the directions of the Hon'ble Supreme Court, separate funds under the head "Awareness regarding antecedents of contesting candidates" are also allocated in the existing fund since 2021)

8.1.3 Proposed budgeting guidelines

SVEEP strategy④ 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 SVEEP④ are as follows:

- 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
- Separate allocations should be made for SSR, Continuous-updation and Election periods
- States may be encouraged and incentivised to receive additional funds for innovations and higher performance than planned or projected
- It may be desirable to earmark a fix percentage of total election budget for the SVEEP. However, this issue will need a detailed deliberation before reaching at any conclusion

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- Special provisions for a higher budget allocation may be considered whenever there is an upcoming election
- Budgeting for Non-election time SVEEP and election time SVEEP should be calculated appropriately based on the action plan
- 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
- A revised format for getting the SVEEP action plan from the states has been proposed which should be used to calculate and approve the budget
- Submission of annual SVEEP report including details of financial allocation and utilisation should be made mandatory for states
- The fund utilisation, issues and challenges may be taken up in every quarterly review meeting
- All financial allocation and utilisation should be monitored through an online financial performance system imbedded in the proposed budget module

8.2 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 need 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 rte for such outreach.

8.3 Proposed Revisions to Budget Allocation

Taking into account the observations, suggestions given by CEOs/SNOs during the consultations and SVEEP Core Committee members, a revised budgeting process is proposed.

The fund allocation should be done in consonance with the SVEEP[4] strategy along the following parameters:

- Need and requirement as expressed and calculated on evidence by the state SVEEP strategy and action plan (evidence, voter and booth focused)
- Annual action plan presentation and justification by the state on the fund requirement based on the objectives, achievement targets and projected Key Performance Indicators (KPIs)

8.4 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/

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ICT utilisation, Capacity building, as well MIS, it is necessary that a proper financial management system is put in place involving experts in this 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 below. 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 SVEEP④ 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 should be given to CEOs subject to achievement of the objectives of SVEEP④ strategy.

Format for CEOs to submit budget proposal

BUDGET HEAD	SPECIFIC ACTIVITY	FUNDS REQUIRED (INR)
Situation Analysis, Gap Analysis and formulating strategy/action plan	• Knowledge Attitude Practice (KAP) survey (Baseline and Endline) • Analysis of available data, other evidence • Preparation of atrategy and action plan.	
Special Interventions to Address Low Voter Turnout	• Booth level, Constituency level and Voter segment level.	
Targeted Interventions	• Women, Youth, PwDs, Senior Citizens, Service Voters, Overseas Voters, Rural, Urban Voters, Migrants, Third Gender, Homeless, Other marginalised sections etc. Cataloguing and including non–voter communities.	

BUDGET HEAD	SPECIFIC ACTIVITY	FUNDS REQUIRED (INR)
Communication, Outreach and Media Campaigns (360 Degree Communication)	• Content creation and dissemination of awareness materials through Traditional Media ie. Print, TV/Video, Radio, Outdoor, Folk Media, Interpersonal Communication and Social Mobilisation efforts/events etc.	
	• Social and Digital Media.	
	• IT/ICT Interventions (Mobile Apps, Web Applications and Modules, Portals, SMS, WhatsApp, Chatbots etc)	
	• Activities with partners and collaborators / Engagement with Icons	
	• Innovations and New Initiatives	
Strengthening Flagship Programmes	• National Voters' Day (NVD)	
	• Special Summary Revision (SSR)	
	• Electoral Literacy Clubs (ELCs) • ELC for schools • ELC for colleges • Chunav Pathshala • Voter Awareness Forum (VAF)	
Training and Capacity Building	• Modules and Manuals. • Conduct of Trainings etc.	

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BUDGET HEAD	SPECIFIC ACTIVITY	FUNDS REQUIRED (INR)
Institutional Strengthening	• Engagement of Professionals (Subject Matter Experts/ Consultants, Interns, etc.) • Committee Meetings • Stakeholder Consultations	
Knowledge Management	• Documentation (Reports, Publications, Resource Guides, Documentary Films) • Experience Sharing	
Other Operational Expenses/ Miscellaneous		

09 THE ROAD AHEAD

▸ Continuity, Consolidation and Transformation
▸ Immediate Action required to roll out SVEEP[4]
▸ Keeping pace with emerging reforms
▸ Summing Up

9.1 Continuity, Consolidation and Transformation

The SVEEP④ strategy is a bold endeavour to build upon a decade of a wonderful journey of SVEEP. It is a step towards addressing the emerging challenges in the way of achieving universal and enlightened electoral participation. It seeks to harness new opportunities and leverage partnerships under a new strategic framework based on a clear voter, booth and an evidence focus. It expands the proven IMF framework to the proposed IMF–EEE framework to include the elements of education, engagement and empowerment.
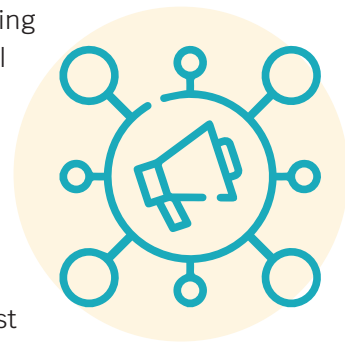
The SVEEP④ strategy intends to build upon the past achievements of SVEEP programme in a spirit of continuity, consolidation and transformation. It contains elements that have demonstratively shown success and continue to be relevant and new elements that bring in a fresh perspective for addressing the emerging challenges. In the time span of SVEEP④ there are major election events like state assembly elections in 2022 and 2023 and 18th Lok Sabha election in 2024. With higher expectation of voter registration and turnout while ensuring informed, ethical and inclusive elections, there is a need for strengthening the SVEEP action at national, state, district, AC and booth levels.

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9.2 Immediate Action required to roll out SVEEP④ Strategy

The following actions will require immediate attention:

- **Dissemination of SVEEP④ strategy:** The framework of SVEEP④ strategy will need to be disseminated vigourously to get all stakeholders on board. A national workshop with stakeholders and a CEOs' conference may be organised by ECI. Workshops should also be done at state and district levels. The next steps for implementing the strategy in the field may be decided in these workshops.

- **Formulation of National, State and District Action Plans:** SVEEP strategy document provides guidance to the SVEEP Division, states and districts to draw up their action plans suiting their requirements and based on evidence available at the field level. Checklists for the national, state, district, constituency and booth levels have been provided to guide action at each level and serve as a constant reminder.

- **SVEEP plan for Lok Sabha Elections 2024:** For the LS elections 2024, a separate plan of action for SVEEP may be chalked out in accordance with the strategy document by SVEEP division in collaboration with state CEOs. The objective of taking voter participation to 75% at the national level during the Lok Sabha elections 2024 would require concerted and well-planned action. In particular, the gender gap in registration, gap in youth registration, the problem of urban apathy, identification, cataloguing and registration of missing (non-voter) communities and low turnout constituencies and booths would need to be comprehensively addressed. A massive effort is required at the booth level to clean up the electoral rolls by deleting entries of all dead, shifted and untraceable electors and removing all duplicate/ multiple entries.

- **Internal coordination and synergy across Divisions:** it is necessary to develop a framework for constant coordination and synergy of SVEEP Division with other divisions of ECI (such as Media & Communication, ER, IT, SDR, Accessible Election etc). Similar convergence may also be encouraged at state level. The objective of this convergence is to ensure all initiatives being taken by various divisions are mainstreamed into SVEEP communication.

- **Capacity building and Training:** IIIDEM and SVEEP Division will need to chalk out the training program, develop modules & training material and conduct trainings.

- **Institutional Strengthening of SVEEP structure:** The SVEEP HR structure proposed at various levels will need immediate consideration and a full-fledged Directorate General of SVEEP, Media and Communication supported by a Programme Management Unit needs to be put in place. Further, a national policy

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framework on infusion of domain experts and consultants at the state and district levels needs to be worked out, operational guidelines need to be issued for hiring them and necessary budget allocation needs to be made under SVEEP fund.

- **SVEEP Portal:** As recommended, development of a comprehensive SVEEP Portal by ECI needs to be undertaken. The portal should comprise an Action Plan Module, MIS Module, Budget Module, SVEEP Assets Module and SVEEP Framework Module. Action Plan submission, SVEEP reporting, budget proposals etc may be done through the SVEEP Portal. The MIS Module should enable ECI to grade and rank the performance of all States based on the scale, quality and creativity of their SVEEP interventions/action as reported by them.

- **Research Studies/ Projects:** Commissioning of pilot studies on missing (non-voter) communities, youth and urban apathy, out-migrants, lowest turnout ACs and the phenomenon of not voting despite availing paid holiday may be considered in order to obtain necessary insights and empirical evidence for development of suitable policy interventions and technological solutions for ensuring their participation.

9.3 Keeping pace with emerging reforms

ECI has always been proactive in responding to emerging needs of voters and adopting emerging technologies for ease of voting and improving electoral management. Recently, the Commission has brought out important reforms by enacting the landmark Electoral Laws (Amendment) Act, 2021. These reforms include introducing four qualifying dates for eligibility for voter registration, linking of aadhaar number with EPIC, making the spouses of the service voters eligible for enrollment as service voters (instead of only wives) and empowering District Election Officers to requisition premises for electoral purposes. These reforms must become an integral part of the SVEEP action plans at all levels. Further reforms such as development of a foolproof technological solutions to enable remote voting, queue-less and convenient voting system and exploring technological options for eventually developing a secure online voting system also need to be considered in order to meet the emerging needs of the new age voter.
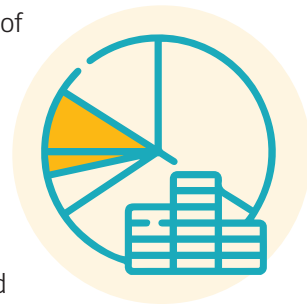
9.4 Summing Up

The roadmap for implementing the SVEEP⊕ strategy must start with grounding of the vision, goal, objectives, key strategies, focus-triad and IMF-EEE paradigm throughout the electoral machinery of the country. These key elements must become an integral part of the culture of the entire election organization.

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It is important to build the core themes of the Election Commission like inclusive and accessible election, informed and ethical election and leveraging technology for elections into SVEEP design at all levels as they represent the core philosophy of our democratic and electoral system.

As SVEEP® strategy advocates booth as an important point of focus, therefore necessary capacity and attitude need to be developed at booth level to analyse and clean up the electoral roll and also to register all left out, newly eligible and prospective voters using Garuda App. Chunav Patshala and Masik Matdata Baithaks need be held regularly. BLO should work in tandem with BLAs, BAG and RWA. ERO should be made responsible for monitoring booth level SVEEP effort and to turnaround all low turnout booths in the AC.

In SVEEP® the targeted Intervention strategy has been refined. Development of suitable partnerships at the national, state and district levels has been recommended for strengthening the SVEEP network which is crucial for leveraging synergy, reach and resources available with partner organizations. It is also necessary to augment the capacity of the SVEEP system to make use of social media and digital media in an effective way. Corporate social responsibility resources need to be leveraged for SVEEP delivery.

Institutional strengthening of SVEEP infrastructure at all levels is essential to implement the vision of SVEEP® strategy on ground. Infusion of domain experts and SVEEP training are extremely important in this regard.

Finally, the success of the SVEEP® strategy will primarily depend on the implementers in the field, ably led by CEOs in states and DEOs in the districts. The strategy provides a broad direction for the future, but the future too is evolving. The broad strands have been laid out, but to assume a rigid stance would be akin to doing injustice to the strategy. The SVEEP functionaries have to be objective, analyse the data, map the gaps and carefully plan interventions while adhering to the broad framework laid down by the Strategy. The SVEEP journey must now take new strides towards a truly universal, enlightened and ethical voter participation.

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Election Commission Of India
SVEEP MIS Portal

User id

Password

Submit

Election Commission Of India

SVEEP MIS Portal

Report for

Month & Year
(Calendar – to be clicked)

Submit

Activities Categories

Booth/P.S. Planning	Low Registration/ Low Voter Turnout	Targeted Interventions for Inclusive Elections
Flagship Programmes (ELC, SSR, NVD etc.)	Partnerships/ Collaborations	Communication, Outreach and Media Campaigns
Expenditure/ budget	New Activity (to be incorporated) at CEO Level	

Management Information System for SVEEP④

Introduction

The importance of a comprehensive and agile Management Information System (MIS) on SVEEP activities cannot be overemphasized. It will not only help objective assessment of SVEEP performance at various levels but will also provide a platform for mutual learning, encourage competition amongst states and fuel creative outburst in the field of voter education in India. The MIS will also nudge officers at all levels to design their SVEEP campaigns in a more scientific, holistic and systematic manner to achieve the objectives of SVEEP④ strategy. The MIS will enhance accountability for SVEEP at various levels.

The proposed SVEEP MIS is based on the National SVEEP④ strategy framework and is intended to facilitate better fructification of ECI's vision on SVEEP during its 4th phase.

Key features

The key features of the proposed MIS scheme are as follows:-

1. The MIS has a role based architecture envisaging objective data entry by authorized users at the polling booth, Electoral Literacy Club, assembly constituency, district, state and national level. Each user will confine the data entry to activities actually executed at his level so that there is no duplication of data.

2. The data entry will be evidence based, which will reinforce accountability at various levels for reporting SVEEP action actually carried out. Relevant office order/ supporting document will be uploaded.

3. The MIS will capture the quantity, quality and impact of SVEEP output at all levels.

4. The MIS will standardize data formats through use of drop-down menus for better data organization and analysis.

5. The MIS will provide a specific customized screen for each user level based on his role i.e. in the form of data entry interface or dashboard for monitoring.

6. All SVEEP activities as conceptualized in the SVEEP strategy framework are provided for in the MIS. Activities have been grouped under categories. Option of "others' has been given to add more activities as considered necessary by the user.

7. The MIS provides flexibility at the ECI/ CEO level to add any new or innovative SVEEP category that does not fit in the predefined categories.

8. Every activity has been linked to such parameters as category, theme, target group, impact description, duration, creatives upload status and whether it is a paid or free or CSR based activity. This will enable generation of reports with respect to any parameter or level or time period.

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9. 'Remarks' entry is given to enable the user to enter any clarification or highlights.
10. The data entry is intended to be done on monthly basis. However, frequency can be changed as required by ECI.
11. The standard ECI mapping of States/UTs with their PCs/ ACs/ PSLs/ ELCs/ booths shall be used for this MIS.
12. In the dashboard it will be possible to drill down to see further details for any level/ activity.
13. Wherever applicable this MIS will fetch the data regarding electors, voter turnouts, gender ratio, age cohorts etc. from ECI databases, based on which the State/ District/ AC/ Booth level users can indicate action taken to address gaps and concerns.

Benefits of MIS Report:

- **Comaparative analysis:** Analysis of SVEEP MIS reports across states and themes in terms of performance, expenditure and outcome.
- **Information Sharing:** The MIS can serve as a platform to share information across states and districts which will be useful for mutual learning.
- **Long Term Planning:** The MIS reports will provide an overview of the activities on current SVEEP data. Users can analyze past, current and projected data for long-term planning for SVEEP interventions.
- **Identification Of Problems:** SVEEP MIS report templates have been prepared after considering multiple parameters and aspects associated with strategy document. It may help ECI to figure out areas of concern across states, themes and activities using MIS reports.

Generation of MIS Reports:

The proposed MIS will be able to generate all kind of reports for performance monitoring, decision-making and future planning purposes. There will be complete flexibility in this regard. A few illustrative examples of MIS reports are given below:

1. Comparison of outdoor pubicity campaigns across states
2. Icons and their activities details
3. Details of innovative measures across states
4. Comparison of CSR and non CSR activities
5. Status of social media usage across states
6. Status and comparison of SMS/ Whats app messages across states
7. Status and comparison of pamphlets distribution
8. Monitoring of EVM VVPAT Awareness program
9. Comparison of of ELC activities
10. Status and comparison of press releases and media coverage

11. Comparison of SVEEP activities for addressing key challenges like non-voters, gender gap, specific target audiences, youth and urban apathy etc.
12. Any other report may be generated as considered appropriate based on SVEEP data available in the MIS.

The scheme of MIS architecture and indicative tables are given in the following pages to serve as guidance for software development by ECI.

Booth/P.S. Planning

Registration Aspect:

Name of PS (to be selected), Colour and Grade (Based on last election (to be chosen))-Automatic								
Sr. No	Survey and registration for category of known voter communities (brief and number to be filled)	BAG activities (25 char) with date	Number of posters/ banners at PS and prominent places	Number of VAG/VIS distributed	Last **Chunaav Pathshala** Date with brief activity details (in 25 chars)	Enrolled during reporting period (to be filled) • First • time voters • Women	WhatsApp / Telegram groups of booth voters, 'Chunav Paathsala' members, ELC nodal, campus Ambassadors (total number of members in group)	Number of VHA, PwD app and other apps downloaded
1								
2								
3								
Data Entry Level –ERO						View Level – ECI/ CEO/ DEO/ERO/BLO		

Masik Matdata Baithak

Name of PS (to be selected), Colour and Grade (Based on last election (to be chosen)) -Automatic				
Date of "Masik Matdata Baithak"	Total number of persons interacted	Number of Grievances (yet to be resolved/ pending)	Brief of baithak (max 25 chars.)	Status of last Matdata Baithaks: Grievances till date (all previous summed up) (resolved and pending- to be filled separately)
Data Entry Level–ERO			View Level – ECI/ CEO/ DEO/ERO/BLO	

Polling and voting related aspects

Name of PS (to be selected), Colour and grade (based on last election (to be chosen)) -Automatic							
Sr. No	Number of poster banners placed on different topics	Number of volunteers/ CSO including BLO at the Helpdesk	Dates of Training conducted for BLO and other help hands (to be filled)	BAG Activities (25 char.) with date	Implementation of training calendar of BLO (Y/N)	Number of VAG/VIS Distributed	Number of request of Pick Drop Facility on poll day
1							
2							
3							
Data Entry Level–ERO					View Level – ECI/ CEO/ DEO/ERO/BLO		

Low Registration/ Low Voter Turnout

Low Registration at Booth level

Name of PS (to be selected), Colour and grade (based on last election (to be chosen)) -Automatic			
Sr. No	"Non-voters" of the last election 1. General Voter 2. PwD 3. Third Genders 4. Women 5. Homeless 6. Young Voters 7. Sr Citizens 8. Service Voter 9. Overseas 10. Sex Worker 11. Migrants 12. Marginalised 13. known voter community 14. Others, Plz. Specify (Drop down)	Reason for Low Registration (Max 100 Characters)	Brief of special Activities done (Max 100 Chars.ie Special non-monetary incentive schemes, special campaign, Rapid research of the non-voter etc.)
1			
Data Entry Level–ERO			View Level – ECI/ CEO/ DEO/ERO

Low turnout Constituency

Name of AC (to be selected)		Voter Turnout (based on last election: to be chosen)-Automatic
Sr. No	Reason for Low Turn Out (Max 100 Characters)	Brief of special Activities done (Max 100 Chars.)
1		
Data Entry Level–ERO		View Level – ECI/ CEO/ DEO/ERO

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Targeted Intervention

Women / First Time Voters–Youth

Sr. No	Category 1. Women 2. First Time Voters–Youth	Activities	Ministries/ Stakeholders (Drop Down)	MoU to be uploaded/ Brief activity details max 25 char.)
		1.Partnership / MOU with different ministries/ stake holders 2. Data Segregation (voters & non voters). 3. Situation/ barrier analysis (appx 100 chars) 4.Awareness materials related to these categories (to be filled–max 50 chars) 5.Exclusive training 6.Special drive for enrolment/ polling 7.women icon / youth icon engagement 8.organizing activities and competitions like mock parliament, folk art, rangoli, rallies, candle light, sports tournaments etc 9.awareness through ELCs 10.appointment of youth/college ambassador and total numbers (to fill) 11.Youth voter festival 12.Others (Plz. specify)	• Central Govt Ministry/Central Govt Deptt. / Organization • CPSU/ PSU • State Govt deptt ./ Organization/ Authority • CSOs/NGOs • Media Houses • Business and corporate houses and associations/ training institutions • NYKS, NSS, NCC, Sports Clubs and associations * after selecting concerned Deptt / Ministry name to be filled	
1				
2				
Data Entry Level – ECI/ CEO /DEO			View Level – ECI/ CEO/ DEO	

PwD/ Sr Citizens

Sr. No	Category 1. Sr Citizens 2. PwD	Activities 1. Partnership/ MOU with different ministries/stake holders 2. to be filled : Marking PwD in reporting period, total marked PwD, total voters (%PwD –auto calculation) 3. Polling station infrastructure Status 4. Development of special module/information material 5. Engagement with PwD icons/Sr Citizen Icon 6. Facilitation of PwD 7. Number of PS (AMF Not complied) 8. Numbers of PwD App downloaded 9. Special campaign/ initiative (such as pick–drop etc) (in 50 chars) 10.Training of officials for PwD / Sr Citizens 11. Old age home engagement/involvement in NVD 12. Others (plz specify)	Ministries/ Stakeholders (Drop Down) • Central Govt Ministry/ Central Govt Deptt./ Organization • CPSU/PSU • State Govt deptt./ Organization / Authority • Media Houses • Business and corporate houses and associations /training institutions, CSR Foundations, CSOs/ NGOs working for Senior Citizens/PwD * After drop down Concerned Deptt / Ministry name to be filled	MoU to be uploaded/ Brief activity details max 25 char.)
1				
2				
3				
Data Entry Level – ECI/ CEO /DEO			View Level – ECI/ CEO/ DEO	

Service Voters/ Overseas Voters

Sr. No	Category 1.Service Voters 2.Overseas voters	Activities 1. Partnership/MOU with different ministries/stake holders 2. Training to the Cantonment /concerned officials 3. Special camps and SVEEP campaign/on AWWA Day 4. Maintain and update disaggregated data on service/Overseas Voters database 5. Design awareness content/Publicity material 6. awareness on ETPBS/ OSVP 7. Orientation program on Apps 8. social/digital media campaign 9. Others (plz specify)	Ministries/ Stakeholders (Drop Down) • Central Govt Ministry/ Central Govt Deptt./ Organization • CPSU/PSU • State Govt Deptt./ Organization/ Authority • Media Houses • Business and corporate houses, CSR Foundations, CSOs/NGOs • Indian Missions and Posts Abroad • NRI Associations, Armed Forces Clubs, Army Schools, defence personnel wives' welfare associations * After drop down Concerned Deptt / Ministry name to be filled	MoU to be uploaded/ Brief activity details max 25 char.)
1				
2				
Data Entry Level – ECI/ CEO /DEO			View Level – ECI/ CEO/ DEO	

Migrants/ Marginal/ Vulnerable / Difficult and Conflict Area

Sr. No	Category 1. Migrant 2. Marginal/ Vulnerable 3. Difficult and vulnerable area	Activities 1. Partnership/MOU with different ministries/stake holders 2. Special Registration Camps 3. mapping and vulnerability exercise for data 4. Situation /Barrier Analysis 5. Design awareness content 6. Publicity material 7. Training and orientation of polling officials/ concerned officials 8. Activities through ELCs 9. Local icon engagement/ TG Icon 10. Others (plz specify)	Ministries/ Stakeholders (Drop Down) • Central Govt Ministry/ Central Govt Deptt./ Organization • CPSU/PSU • State Govt deptt./ Organization/ Authority • Media Houses • Business and corporate houses and associations/ training institutions, CSR Foundations, CSOs / NGOs * After drop down Concerned Deptt / Ministry name to be filled	MoU to be uploaded/ Brief activity details max 25 char.)
1				
2				
3				
Data Entry Level – ECI/ CEO /DEO			View Level – ECI/ CEO/ DEO	

Urban /Rural

Sr. No	Category 1. Urban 2. Rural	Activities 1. Partnership/MOU with different ministries/stake holders 2. Campaign through Social/Digital media 3. mapping and vulnerability exercise for data 4. Situation /Barrier Analysis 5. Design awareness content/Publicity material 6. Mass mobilisation events like rallies, human chains and candle light etc 7. Awareness through Water bills, Electricity bills, Health outlets, Dispensaries, Pollution check certificates, CSCs, Ration shops etc. 8. ELC Activities 9. Rural/local icon appointment/engagement 10. Special camps in haats/melas, fairs and festivals etc. 11. Awareness at KVKs, Agriculture Extension Centres, Cooperatives etc. 12. Others (plz specify)	Ministries/ Stakeholders (Drop Down) • Central Govt Ministry/ Central Govt Deptt./ Organization • CPSU/PSU • State Govt deptt./ Organization / Authority • Media Houses • Business and corporate houses and associations/ training institutions, CSR Foundations, RWAs/ CSOs /NGOs/youth organizations • Airports, Banks, Food delivery and e-commerce services • Transport services (Metro, Bus etc) * After drop down Concerned Deptt / Ministry etc. name to be filled	MoU to be uploaded / Brief activity details max 25 char.)
1				
2				
3				
Data Entry Level – ECI/ CEO /DEO			View Level – ECI/ CEO/ DEO	

Strengthening Flagship Programmes (ELC, SSR, NVD etc.)

ELC Activities

Sr. No	Category (Drop Down) 1. Slogan writing 2. Article writing 3. Mehndi 4. Drawing / Poster making 5. Quiz competition 6. Video making competition 7. Sankalp Patra 8. Pledge taking 9. Showing Documentary movie/video or any voter related video 10. Song competition 11. Skit competition 12. Game (Pl write name) 13. Community Mobilization 14. VAF activity 15. Rangoli Competition 16. Group Discussion 17. Other (Plz .specify)	Type of ELC (Drop Down) 1. New Voter 2. Future Voter 3. VAF 4. Chunaav Pathshala	Type (drop down) 1. online 2. offline	total events during the period (to be filled)	Paid / CSR	Relevant Office Order to be uploaded	Remarks Max 50 Chars. (to be filled)
1							
2							
3							
Data Entry Level – ELC-VAF Nodal Officer/BLO				View Level – ECI/ CEO/ DEO/ERO			

Management, HR, Coordination, monitoring and evaluation for ELC

Sr. No	Activity 1. ELC action Plan developed (Y/N) 2. H R Status in ELC cell 3. Engagement of Program Officer/Consultant 4.Implementation of online tracking and monitoring mechanism 5. data base of the future voters(Y/N) 6. Number of ELCs(category wise) 7. Training for ELCs 8. best ELC recognition/KPI 9. enrollment drive in colleges 10. e- module/e- game development 11. Any App designed(Y/N) 12. Others (Pl. Specify)	Details in max 25 chars. (Separate line for each official)	Relevant Office Order to be uploaded	Remarks Max 50 Chars. (to be filled)
1				
2				
Data Entry Level – ECI/CEO / DEO / ELC Nodal Officer			View Level – ECI/ CEO/ DEO	

• Few data once filled will be shown (auto populated) and others may be changed regularly

National Voters Day Celebration

Sr No	Number of Participants	Name of dignitaries/ Icons present in the Function 1. 2. 3.	How many EPIC cards given to Young Voters	How many EPIC cards given to Other voters categories	Number of Awards given (to be filled)	Description of Activities (Max 50 chars)	Remarks Max 50 Chars. (to be filled)
1							
2							
3							
Data Entry Level –ECI/CEO/DEO/ERO/BLO/ELC Nodal Officer				View Level – ECI/ CEO/DEO			

SSR

Date of Last SSR (Period)	ER Quality improvement (on basis of parameter 1)	ER Quality improvement (on basis of parameter 2)	ER Quality improvement (on basis of parameter 3)	PwD marking in SSR Period	Press release/ notifications	Press release/ notifications	Remarks Max 50 Chars. (to be filled)
1							
2							
3							
Data Entry Level –CEO						View Level – No restriction	

• Improvement in ER Quality to be judged on the basis of parameters (DSE, PSE etc. as decided by ECI)

Campaign Logo/Theme/Signature Tune

(For Election/SSR/NVD/Non-election etc.)

Sr. No	Campaign logo (to be uploaded)	Theme logo to (be uploaded)	Signature tune (to be uploaded	Description max. 50 char (to be filled) 1……….. 2……… 3………..	Paid / CSR	Relevant Office Order to be uploaded	Remarks Max 50 Chars. (to be filled
1							
2							
3							
Data Entry Level – ECI/ CEO					View Level – ECI/ CEO/ DEO		

APPENDIX

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Partnerships and Collaborations

Partnership and Collaboration

Sr. No	Theme 1. Voter Registration 2. SSR 3. Bridging the gender gap 4. Voter participation 5. Urban and Youth Apathy 6. Leveraging Technology for Elections 7. Accessible Election 8. EVM/VVPAT awareness 9. Inclussive election 10. Electoral and Democracy Education 11. Ethical and informed election 12. Capacity building and institutional strengthening 13. ELCs 14. Others, Plz . Specify (Drop down)	Target Group 1. General Voter 2. PwD 3. Third Genders 4. Women 5. Homeless 6. Young Voters 7. Sr Citizens 8. Service Voter 9. Overseas 10. Sex Worker 11. Migrants 12. Marginalised 13. Conflict areas 14.Low Enrolment Area 15. Other , Plz.Specify (Drop down)	Stakeholders (Drop Down) • Central Govt Ministry/ Central Govt Deptt./ Organization • CPSU/PSU • State Govt deptt./ Organization/ Authority • CII/FICCI/ASOCHAM • Educational Institute/University • Media • CSOs/NGOs / Development Partners • Others (Plz specify)	MoU to be uploaded	Remarks Max 50 Chars. (to be filled
1					
2					
3					
Data Entry Level – ECI/ CEO /DEO			View Level – ECI/ CEO/ DEO		

Mobilization/ Interactions/ Meetings for voter awareness

Sr No	Target Group 1. General Voter 2. PwD 3. Third Genders 4. Women 5. Homeless 6. Young Voters 7. Sr Citizens 8. Service Voter 9. Overseas 10. Sex Worker 11. Migrants 12. Marginalised 13. Conflict areas 14. Low Enrolment Area 15. Other, Plz .Specify (Drop down)	Theme 1. Voter Registration 2. SSR 3. Bridging the gender gap 4. Voter participation 5. Urban and Youth Apathy 6. Leveraging Technology for Elections 7. Accessible Election 8. EVM/VVPAT awareness 9. Inclussive election 10. Electoral and Democracy Education 11. Ethical and informed election 12. Capacity building and institutional strengthening 13. ELCs 14. Others, Plz. Specify (Drop down)	Stake holders (Drop Down) 1. NGO / CSO 2. CII/FICCI/ ASOCHAM 3. Govt Deptts. 4. Educational Institute/ University 5. ELCs 6. Political Parties 7. Media 8. RWA 9. Traders Association 10. Doctors association 11. Teachers Association 12. Others (Plz specify)	Type of meeting (Drop Down) 1. online 2. off line 3. Mixed 4. VC 5. Other (plz specify)	Date of meeting (to be clicked from Calendar)	No of Participants (to be filled)	Remarks Max 50 Chars. (to be filled)
1							
2							
3							
Data Entry Level –ECI/CEO/DEO/ERO				View Level – ECI/CEO/DEO/ERO			

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Communication, Outreach and Media Campaigns
Print Media (News Paper) – Public Notice and Advertisement

Sr. No	Target Group 1. General Voter 2. PwD 3. Third Genders 4. Women 5. Homeless 6. Young Voters 7. Sr Citizens 8. Service Voter 9. Overseas 10. Sex Worker 11. Migrants 12. Marginalised 13. Conflict areas 14. Low Enrolment Area 15. Other , Plz. Specify (Drop down)	Theme 1. Voter Registration 2. SSR 3. Bridging the gender gap 4. Voter participation 5. Urban and Youth Apathy 6. Leveraging Technology for Elections 7. Accessible Election 8. EVM/VVPAT awareness 9. Inclussive election 10. Electoral and Democracy Education 11. Ethical and informed election 12. Capacity building and institutional strengthening 13. ELCs 14. Others , Plz .Specify (Drop down)	Languages – (Drop down) 1. Hindi 2. English 3. Punjabi 4. Urdu 5………. 6…………. 7…………. 8………. 9………. 10……….. 11. Others (Please specify)	Category (Drop Down) • Coloured Public Notice • Coloured Advertisement • B&W Public Notice • Coloured Advertisement	Number of Advt. /Public Notice during the reporting period (to be filled)	Size of Advt. (in L X B Format) – (to be filled)	Whether Creatives uploaded on ECI SVEEP Portal (Yes/ No)-Drop Down	Paid / CSR	Relevant Office Order to be uploaded	Remarks Max 50 Chars. (to be filled)
1										

Data Entry Level – ECI/CEO /DEO   **View Level - ECI/CEO /DEO**

Awareness through News coverage in Newspapers

Sr. No	Language - Drop down 1. Hindi 2. English 3. Punjabi 4. Urdu 5. Others (Please specify)	Press release/Media Interaction with topic (Max 30 chars) and date (to be filled)	Numbers of Newspapers covered the release (to be filled)	Remarks Max 50 Chars. (to be filled)
1				

Data Entry Level – ECI/CEO /DEO /ERO   **View Level - ECI/CEO /DEO /ERO**

Advertisement on TV, Radio and Cinema Halls

Sr. No	Theme 1. Voter Registration 2. SSR 3. Bridging the gender gap 4. Voter participation 5. Urban and Youth Apathy 6. Leveraging Technology for Elections 7. Accessible Election 8. EVM/VVPAT awareness 9. Inclussive election 10. Electoral and Democracy Education 11. Ethical and informed election 12. Capacity building and institutional strengthening 13. ELCs 14. Others, Plz. Specify (Drop down)	Target Group 1. General Voter 2. PwD 3. Third Genders 4. Women 5. Homeless 6. Young Voters 7. Sr Citizens 8. Service Voter 9. Overseas 10. Sex Worker 11. Migrants 12. Marginalised 13. Conflict areas 14. Low Enrolment Area 15. Other, Plz. Specify (Drop down)	Category (Drop Down) 1. TV 2 Cable TV 3. Web TV 4. Slides / Film 5. Radio 6. Community Radio 7. Web Radio 8.Cinema Hall 9. Others (Please specify)	Name of Channel **DD,** DD, Local TV...)FM Radio (... MHz), etc/ Total No. of Screens of Cinema Halls (To be filled)	No. of Spots/ impressions/ views per day (to be filled)	Duration of Advertisement/ jingle/ Talk show/ video/ image (Drop down) and to be filled	Whether Creatives / Program/ video etc. uploaded on ECI SVEEP Portal (Yes/No) Drop Down	Paid/ CSR	Relevant Office Order to be uploaded	Remarks Max 50 Chars. (to be filled)
1										
2										
Data Entry Level – ECI/CEO /DEO					View Level – ECI/CEO /DEO					

Outdoor Publicity

Sr. No	Theme	Target Group	Site location / medium	Category of display	Size of Advt.	Number/	Whether Creative uploaded on ECI SVEEP Portal	Paid/ CSR	Relevant office Order	Remarks
	1. Voter Registration 2. SSR 3.Bridging the gender gap 4. Voter participation 5. Urban and Youth Apathy 6. Leveraging Technology for Elections 7. Accessible Election 8. EVM/VVPAT awareness 9. Inclusive election 10. Electoral and Democracy Education 11. Ethical and informed election 12. Capacity building and institutional strengthening 13. ELCs 14. Others , Plz. Specify (Drop down)	1. General Voter 2. PwD 3. Third Genders 4. Women 5. Homeless 6. Young Voters 7. Sr Citizens 8. Service Voter 9. Overseas 10. Sex Worker 11. Migrants 12. Marginalised 13. Conflict areas 14. Low Enrolment Area 15. Pamphlet Distribution (Direct or through Newspapers) 16. Other, Plz. Specify (Drop down)	(Drop Down) 1. Along Road / Street 2. Park 3. BQS 4. Govt. office complex 5. Hospitals 6. Educational Institutes 7. Railway Station 8. Market place 9. Residential Colony 10. Municipal Toilet 11. Municipal Garbage Site 12. Inside Metro Train 13. Inside Railway Train 14. Wrapping on Railway Train 15. Wrapping on Metro Train 16. Wrapping on Bus 17. Wrapping on any vehicle, Plz. specify 18.Rail Rath 19. Metro Rath 20. Tractor Trolley 21. Boat. 22. Water bill 23. Electricity Bill 24. Mobile Bill 25. Railway Ticket 26. Others (Plz. Specify)	(Drop down) 1. Hoarding 2. Banner 3.Poster 4. Unipole 5. Standing Panel 6. Subway Panel 7. pamphlet 8. Transport Vehicle 9. Selfie points 10. utility bill 11. Others (Plz. Specify)	In ft. (L X B Format) (to be filled)	Quantity (to be filled)	(Yes/ No) Drop Down		to be uploaded	Max 50 Chars. (to be filled)
1										
2										
3										

Data Entry Level – ECI/CEO /DEO   View Level – ECI/CEO /DEO

SVEEP through Announcement and Scroll

Sr. No	Theme 1. Voter Registration 2.SSR 3. Bridging the gender gap 4. Voter participation 5. Urban and Youth Apathy 6. Leveraging Technology for Elections 7. Accessible Election 8. EVM/VVPAT awareness 9. Inclussive election 10. Electoral and Democracy Education 11. Ethical and informed election 12. Capacity building and institutional strengthening 13. ELCs 14. Others, Plz. Specify (Drop down)	Target Group 1. General Voter 2. PwD 3. Third Genders 4. Women 5. Homeless 6. Young Voters 7. Sr Citizens 8. Service Voter 9. Overseas 10. Sex Worker 11. Migrants 12. Marginalised 13. Conflict areas 14. Low Enrolment Area 15. Other, Plz. Specify (Drop down)	Category Drop down. 1. Municipal Vehicles 2. Metro Station 3. Railway Station 4. Munadi 5. Bus Station 6. Religious places/ place of Worship 7. Bus 8. Cable TV 9. In Malls 10. In Markets 11. Others (Please specify)	Numbers/ Quantity / insertions during the period (to be filled))	In case of **announcement** Metro Station/ Railway Station (Name to be filled) In case of **Scroll** Text Message (being Scrolled) (to be filled)	Duration of announcement/ Jingle (to be filled)	Whether Creative's / Pics, uploaded on ECI SVEEP Portal (Yes/ No)-Drop Down	Paid/ CSR	Relevant office Order to be uploaded	Remarks Max 50 Chars. (to be filled)
1										
2										
3										
Data Entry Level – ECI/CEO /DEO					View Level – ECI/CEO /DEO					

Branding at Electoral offices

Sr. No	Level 1. CEO Office 2. DEO Office 3. ERO Office 4. Voter Centre 5. PSL. 6. CSC 7. Other Plz. specify **Drop Down**	Type of display **(Drop Down)** 1.Hoarding 2.Banner 3.Poster 4. e-display / Digital panel 5.Any other (Plz. specify)	Numbers / Quantity (To be filled)	Theme 1. Voter Registration 2. SSR 3. Bridging the gender gap 4. Voter participation 5. Urban and Youth Apathy 6. Leveraging Technology for Elections 7. Accessible Election 8. EVM/VVPAT awareness 9.Inclusive election 10. Electoral and Democracy Education 11. Ethical and informed election 12. Capacity building and institutional strengthening 13. ELCs 14. Others, Plz. Specify (Drop down)	Paid / CSR	Relevant Office Order to be uploaded	Remarks Max 50 Chars. (to be filled)
1							
2							
3							

Data Entry Level – ECI/ CEO /DEO /ERO/BLO Supervisor
View Level – ECI/ CEO/ DEO /ERO/BLO Supervisor

Advertisement on Social Media

Sr. No.	Theme 1. Voter Registration 2. SSR 3. Bridging the gender gap 4. Voter participation 5. Urban and Youth Apathy 6. Leveraging Technology for Elections 7. Accessible Election 8. EVM/VVPAT awareness 9. Inclussive election 10. Electoral and Democracy Education 11. Ethical and informed election 12. Capacity building and institutional strengthening 13. ELCs 14. Others, Plz. Specify (Drop down)	Target Group 1. General Voter 2. PwD 3. Third Genders 4. Women 5. Homeless 6. Young Voters 7. Sr Citizens 8. Service Voter 9. Overseas 10. Sex Worker 11. Migrants 12. Marginalised 13. Conflict areas 14. Low Enrolment Area 15. Other, Plz. Specify (Drop down)	Category of Account – Drop down 1. Instagram 2. Twitter 3. Face book 4. YouTube 5.Club House 6.Others (Please specify)	Whether account authenticated (Yes/No)	Number of followers on the day of reporting (to be filled)	Number of View/ Reach (Monthly) of the most popular post	Numbers/ Quantity of Images/ Gif posted during the reporting month (to be filled)	In case of Video Duration and size: Separate entry for each post (to be filled)	Paid/ Free /CSR	Remarks Max 50 Chars. (to be filled)
1										
2										
3										
Data Entry Level – ECI/CEO /DEO/ERO					View Level – ECI/CEO /DEO /ERO					

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Social Mobilization

Sr. No	Theme 1. Voter Registration 2. SSR 3. Bridging the gender gap 4. Voter participation 5. Urban and Youth Apathy 6. Leveraging Technology for Elections 7. Accessible Election 8. EVM/VVPAT awareness 9. Inclussive election 10. Electoral and Democracy Education 11. Ethical and informed election 12. Capacity building and institutional strengthening 13. ELCs 14. Others, Plz. Specify (Drop down)	Target Group 1. General Voter 2. PwD 3. Third Genders 4. Women 5. Homeless 6. Young Voters 7. Sr Citizens 8. Service Voter 9. Overseas 10. Sex Worker 11. Migrants 12. Marginalised 13. Conflict areas 14. Low Enrolment Area 15. Other, Plz. Specify (Drop down)	category (Drop Down) 1. Cultural event 2. Mega Show 3. Nukkad Natak 4. Bike Rally 5. Marathon 6. Cycle Race 7. Sports Competition 8. Rangoli 9. Candle walking 10. Magical Show 11. Human Chain 12. Rally 13. Prabhat Pheri 14. Inter Personal Communication activities 15. Other (Plz specify)	Approximate Number Of Participants (Drop Down): 1. 50 < 2. 50 <200 3. 200 <500 4. 500<1000 5. 1000<2000 6. More than 2000	date of event and description – (to be filled Max 100 characters)	Paid /CSR	Relevant Office Order to be uploaded	Remarks Max 50 Chars. (to be filled
1								
Data Entry Level – ECI/ CEO /DEO				View Level – ECI/ CEO/ DEO				

Special Camps/Help Desk at popular events

Sr. No	Theme 1. Voter Registration 2. SSR 3. Bridging the gender gap 4. Voter participation 5. Urban and Youth Apathy 6. Leveraging Technology for Elections 7. Accessible Election 8. EVM/VVPAT awareness 9. Inclussive election 10. Electoral and Democracy Education 11. Ethical and informed election 12. Capacity building and institutional strengthening 13. ELCs 14. Others, Plz. Specify (Drop down)	Target Group 1. General Voter 2. PwD 3. Third Genders 4. Women 5. Homeless 6. Young Voters 7. Sr Citizens 8. Service Voter 9. Overseas 10. Sex Worker 11. Migrants 12. Marginalised 13. Conflict areas 14. Low Enrolment Area 15. Other, Plz. Specify (Drop down)	Number of such Camps/ help desks at any cultural event, mela, fete expo etc. (to be filled)	Total number of Forms Collected against each category (to be filled)	Relevant Office Order to be uploaded	Remarks Max 50 Chars. (to be filled)
1						
2						
3						
Data Entry Level –ECI/CEO/DEO				View Level – ECI/ CEO/DEO		

Promotion on Digital Media

Sr No	Theme 1. Voter Registration 2. SSR 3. Bridging the gender gap 4. Voter participation 5. Urban and Youth Apathy 6. Leveraging Technology for Elections 7. Accessible Election 8. EVM/VVPAT awareness 9. Inclusive election 10. Electoral and Democracy Education 11. Ethical and informed election 12. Capacity building and institutional strengthening 13. ELCs 14. Others, Plz. Specify (Drop down)	Target Group 1. General Voter 2. PwD 3. Third Genders 4. Women 5. Homeless 6. Young Voters 7. Sr Citizens 8. Service Voter 9. Overseas 10. Sex Worker 11. Migrants 12. Marginalised 13. Conflict areas 14. Low Enrolment Area 15. Other, Plz. Specify (Drop down)	Category of Platform – **Drop down** 1. Website 2. OTT 3. Others (Please specify)	**Name of the Website /OTT** (to be filled) Jagran. com, Hindustan times.com etc.	Size of Advt. (L X B) Format) – (to be filled)	No. of Impressions / views per day (to be filled) or "Permanently placed" If on the website of Govt Deptt/Pvt. Organization etc.	Whether Creative uploaded on ECI SVEEP Portal (Yes/ No)-**Drop Down**	Paid/ Free/ CSR	Relevant Office Order to be uploaded	Remarks Max 50 Chars. (to be filled)
1										
2										
3										
Data Entry Level – ECI/CEO /DEO						View Level – ECI/CEO /DEO				

Promotion through Messaging

Sr. No	Theme 1. Voter Registration 2. SSR 3. Bridging the gender gap 4. Voter participation 5. Urban and Youth Apathy 6. Leveraging Technology for Elections 7. Accessible Election 8. EVM/VVPAT awareness 9. Inclussive election 10. Electoral and Democracy Education 11. Ethical and informed election 12. Capacity building and institutional strengthening 13. ELCs 14. Others, Plz. Specify (Drop down)	Target Group 1. General Voter 2. PwD 3. Third Genders 4. Women 5. Homeless 6. Young Voters 7. Sr Citizens 8. Service Voter 9. Overseas 10. Sex Worker 11. Migrants 12. Marginalised 13. Conflict areas 14. Low Enrolment Area 15. Other, Plz. Specify (Drop down)	Category (Drop Down) • SMS • Whats app • Telegram • Others (Pl Specify)	Numbers/ Quantity (to be filled)	Category of the persons to whom message sent (Drop Down) 1. General Public 2. Young Voter 3. Women 4. Third Gender 5. Students 6. PwDs 7. Others (Please Specify)	Whether matter/ Creatives / Video/Gif uploaded on ECI SVEEP Portal (Yes/No) Drop Down	Paid/ CSR	Relevant Office Order to be uploaded	Remarks Max 50 Chars. (to be filled)
1									
2									
3									
Data Entry Level – ECI/ CEO					View Level – ECI/ CEO/ DEO				

EVM-VVPAT Awareness

Sr No	Number of Static Location	Number of Mobile Location	Total Number of vehicles/ Vans engaged during the period	Total Number of persons (static + mobile) of Mock poll in EVM VVPAT Awareness	Paid / CSR	Relevant Office Order to be uploaded	Remarks Max 50 Chars. (to be filled
1							
2							
3							
Data Entry Level – DEO				View Level – ECI/ CEO/ DEO			

Institutional Strengthening/Capacity Building

HR Augmentation / Survey & Planning

Sr. No	Activity 1. SVEEP action Plan developed (Y/N) 2. Status of SVEEP HR 3. Engagement of SVEEP Consultant/ manager etc 4. KAP /other survey 5. Situation analysis & strategy preparation 6. Others (Pl. Specify)	Details (with name) in max 25 chars. (Separate line for each official)	Details for 4,5 (in max 50 chars)	Relevant Office Order to be uploaded	Remarks Max 50 Chars. (to be filled
1					
2					
3					
4					
Data Entry Level – ECI/CEO			View Level – ECI/ CEO/ DEO		

SVEEP Consultations and Hiring of Agencies

Sr No	Engagement/ Formation (Drop down) 1. Core Committee Formation 2. Outdoor Media Agency 3. Electronic /Digital Media Agency 4. Social Media Agency 5. Creative (Static / Video) Designing Agency 6. Core Committee 7. Others (Pl. Specify)	Name & Details	Validity/ Engagement Period (in case of Sr. No 5 Core Committee , please mention date of meeting)	Relevant Office Order to be uploaded	Remarks Max 50 Chars. (to be filled)
1					
2					
Data Entry Level –ECI/CEO/DEO			View Level ECI/CEO/DEO		

SVEEP Training

Sr No	List of Modules (topic wise) (Drop down)	Category of Participants 1. Booth Level Officers (BLOs) 2. Booth Awareness Groups (BAGs) 3. DEOs 4. SNOs/SVEEP consultants 5. Campus Ambassadors 6. CSO Partners 7. CSR Partners 8. Government Partners 9. Media Partners 10. Mo I & B Partners 11. RO/ARO 12. ERO/AERO 13. Others (Pl. Specify)	Number of Training / during the period (to be filled)	Paid/ CSR	Relevant Office Order to be uploaded	Remarks Max 50 Chars. (to be filled)
1						
2						
Data Entry Level –ECI/CEO/DEO				View Level ECI/CEO/DEO		

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Icons Details and activities

Sr No	Name of Icon with Photograph	Description about Icon (Category of icon like PwD,Youth etc. and target group base) also to be mentioned) (Max 50 Characters)	Number of Activities / events performed by the icon during the period	Description of activities maximum 50 characters	Remarks Max 50 Chars. (to be filled)
1					
2					
Data Entry Level –ECI/CEO/DEO/ERO			View Level ECI/CEO/DEO		

Innovations/ Good Practices: During the Period

Sr. No	Category of the Persons Benefited (Drop down) 1.General Voter 2.PwD 3.Third Genders 4. Women 5.Homeless 6.Young Voters 7.Sr Citizens 8. Service Voter 9. Overseas 10. Sex Worker 11.Migrants 12.Marginalised 13.Conflict areas 14.Low Enrolment Area 15. Other, Plz. Specify (Drop down)	Description of Innovative Activities (Max 50 Chars.)	Value added by the innovation (Max 50 Chars)	Area name where activities done	Documentation (Success stories/ Best Practices details to be uploaded)	Remarks Max 50 Chars. (to be filled)
1						
2						
3						
Data Entry Level –ECI/CEO/DEO/ERO			View Level ECI/CEO/DEO/ERO			

Expenditure & Budget

Expenditure Incurred

Sr. No	Category (Drop down) 1. Situation Analysis, Gap Analysis and formulating Strategy/Action Plan 2. Special Interventions to Address Low Voter Turnout 3. Targeted Interventions 4. Communication, Outreach and Media Campaigns ((360 Degree Communication) Sub cat: (i), (ii), (iii), (iv) 5. Flagship Programmes (NVD, SSR, ELC) Sub Cat: (i), (ii), (iii) 6. Training and Capacity Building 7. Institutional Strengthening 8. Knowledge Management 9. Other Operational Expenses/ Miscellaneous	Exp under SVEEP Fund (during the reported month)	Cumulative Exp under SVEEP Fund during the financial year	Exp under General Fund/ State budget (during the reported month)	Cumulative exp under General Fund/ State budget (during the Financial Year)	Total Expenditure during the period	Cumulative exp (during the Financial Year)
1							
2							
3							
Data Entry Level – ECI/CEO/DEO				**View Level ECI/CEO/DEO**			

Budget (Annual Requirement)

Sr. No	Category (Drop down) 1. Situation Analysis, Gap Analysis and formulating Strategy/Action Plan 2. Special Interventions to Address Low Voter Turnout 3. Targeted Interventions 4. Communication, Outreach and Media Campaigns (360 Degree Communication) (i) (ii) (iii) (iv) 5. Flagship Programmes (NVD,SSR,ELC) (i) (ii) (iii) 6. Training and Capacity Building 7. Institutional Strengthening 8. Knowledge Management 9. Other Operational Expenses/ Miscellaneous	Sub category (Drop down) 4. (i) Content creation and dissemination through Traditional Media and Social Mobilisation etc. (ii) Social and Digital Media (iii) IT/ICT Interventions (Mobile Apps, Web Applications and Modules, Portals, SMS, WhatsApp, Chatbots etc) (iv) Activities with partners and collaborators/ Engagement with Icons (v) Innovations and New Initiatives 5. (i) NVD (ii) SSR (iii) ELC	Funds Required (INR)
1			
2			
3			
Data Entry Level – ECI/CEO/DEO		**View Level ECI/CEO/DEO**	

ANNEXURE

Annexure 1: Assured Minimum Facilities (AMF)

In continuation to the Commission's instructions No.464/INST-BMF/2013-EpS dated 27th January, 2014, No. 464/INST/2016-EPS dated 12th September, 2016 and No. 464/INST/2016-EPS dated 21st December, 2016. The Commission has re-considered the matter and directed that Assured Minimum Facilities (AMF) shall be provided by the DEOs at each polling station at the time of poll. These basic minimum facilities are:

1. **Provision for ramp** - A ramp of slope 1:10 or less should be provided at the polling station to facilitate the PwD (Persons with Disabilities) voters, as per the directions of the Hon'ble Supreme Court of India. In the polling stations where permanent ramps have not been provided; temporary ramps should be provided.

2. **Provision for drinking water** - There should be a proper arrangement for drinking water facilities (300 Litres drinking water pot with disposable glasses) at the polling station(s). In case, there is no provision for drinking water, make adequate arrangements at the polling station(s) for storage of drinking water pots and one employee or a daily wage-earner shall be deployed at the polling station(s) to refill the water pots and to serve water to the voters standing in the queue.

3. **Adequate Furniture** - There should be proper provision for basic amenities like tables, chairs and benches for voters standing in the queue at the polling stations.

4. **Medical Kit** - Make sure a medical kit containing paracetamol medicine & items like gauze pads (4x4 inches), large gauze pads, adhesive bandages, rolling bandage, ORS, triangular bandages, wound cleaning agent, scissors, blank tweezers, adhesive tape, latex gloves, resuscitation equipment etc., along with a medical attendant should be made available at each polling station for emergency use of voters.

5. **Proper lighting/Electricity arrangements** - Make sure that the inside of the voting compartment is sufficiently lighted. If necessary, arrangement for suitable lighting should be done for each compartment. However, halogen lamps or 200-watt bulbs to be strictly avoided directly above or in front of the voting compartment. There should be proper electricity arrangements at the polling stations. If the power connection is available; the condition of switches/bulbs/fans should be checked. If power connection is not there, alternative arrangement should be made by hiring of generator sets etc. so that, on the poll day, those polling stations are properly lighted.

6. **Help Desk** - In the polling booth locations having multiple polling stations, a help desk should be set up with the objective of providing assistance to the voter, facilitating the voters to locate their particular polling station and

issuance of voter slips. The Help Desk shall be set up at a prominent spot so that the same is easily visible and approachable as voters visit the premise/ building. The Help Desk should be manned by a Booth Level Officer (BLO) who should be supplied with an alphabetical list of electors.

7. **Proper Signage** - Proper Signage should be put at the polling station locations for guidance of the voters about the route/layout of the location, facilities available (like ramp, toilet, drinking water etc) and Help Desk.

8. **Toilets** - There should be separate toilet for men and women voters. If two toilets are not available, pucca one should be earmarked for female voters and one temporary toilet may be provided for male voters. One employee or a daily wage-earner shall be deployed to keep the toilet clean throughout the day.

9. **Shade in Polling Station** - Tented arrangement for shades with the size of 15 X 15 Sq Ft. should be made available at each polling station for the ladies/ senior citizens/differently-abled voters and children accompanying them.

10. **Volunteers** - Volunteers from NCC/NSS/Scout & Guides/ Chunavi Pathshala should be deployed to manage the voters' queue. Volunteers should be provided to assist the PwD voters to reach the polling station. The volunteers shall guide the PwD electors upto the entrance of polling station. inside the polling station, such PwD electors shall be assisted by polling staff. The age of volunteers should be less than 18 years. There should be arrangements for food for the volunteers engaged at the polling station on the day of the poll. The CEO shall prepare a detailed 'Does and Don'ts' for the volunteers.

11. **Provision for Food** - There should be an arrangement for food for the volunteers engaged at the polling stations during the poll day.

12. **Provision for Creche for children** - There should be proper arrangement for creche at each polling station for children accompanying the electors. One trained attendant should be deployed to take care of these children.

13. **Provision for Transport Facility**: Persons with visual and locomotive disabilities and infirmed voters with impaired movement should be provided with public transport. If public transport is not available, private vehicles should be hired for the purpose.

14. **Queue Management**: There should be three queues at the polling station: one for male voters, one for ladies' voters and another for senior citizens and PwD electors. As per present practice, one male elector should be allowed to vote per two female electors. Preference should be given to senior citizens and PwD electors.

15. **Display of Voter Facilitation Posters**: As per present practice, there are four posters to be displayed at the polling station to disseminate information to the electors. These four posters should be numbered as ¼, 2/4,3/4 and 4/4 respectively.

Annexure 2: Recommendations of Working Groups (Post General Elections 2019)

To deliberate on the learnings of the 2019 General Elections and to identify areas of concern, the Commission had set up Working Groups on various broad themes encompassing several topics on election management. After numerous deliberations and detailed discussions, the working groups submitted the following recommendations:

Group 1: Electoral Roll and Polling Stations
Recommendations

1. Strengthening electoral services delivery to the citizens by utilizing the network of Electoral Services Centres (ESCs) and Voter Facilitation Centres (VFCs).
2. Door-step electoral services to PwDs, Senior citizens (80+ years) and third gender.
3. Pre-registration for citizens attaining 17 years on NVSP and voter helpline app through facilitation in schools and colleges
4. Processing/maintaining the Electoral rolls of Graduates' and Teachers' constituency may be done on ERO Net for states concerned.
5. Single simplified Form for registration, modification and deletion of an entry in the electoral roll.
6. Revamping the BLO system to make it citizen-friendly. States may move towards a full time BLO system in a phased manner.
7. Provision for e-EPIC for general as well as overseas elector.
8. Half-yearly publication of electoral rolls on 1st January and 1st July of every year.

Group 2: Election Planning, Security Management, Observers
Recommendations

1. Modern election planning portal for conducting elections. Dedicated planning units at CEO offices
2. Setting up accessibility portal and Cell for mapping of PwDs and voters above 80 years and preparing comprehensive accessibility plan for every Polling Station, AC, PC, district and State/UT.
3. Electoral Atlas for digital thematic mapping of PCs, ACs, and polling stations on themes such as vulnerability, expenditure sensitivity, communication coverage/shadow, criticality, security related challenges, accessibility and so on.
4. Comprehensive digital election management plans for all polling booths, ACs, PCs, districts, states/UTs.
5. Modern Election Planning Units in all CEOs office
6. Digital Planning Calendar for ECI, CEO, DEO, ROs, BLOs.

7. Meeting of CS & DGP and Senior Officials of State to be held six months before expiry of the term of the house with specific directions to ensure–
   i. Implementation of transfer policy at least six months prior to expiry of term of the house,
   ii. Assured Minimum Facility (AMF) at polling booths within next two months.
   iii. In order to address the issue of shortage of polling staff, institutions like private banks and schools, cooperative institutions etc. be brought within the purview of section 159(2) of R.P Act 1951. Also, list of exempted government departments be reviewed and DEO be delegated with powers to decide their engagement in election related work.
   iv. GIS tools should be used extensively for election planning like location of booths, rout chart preparations, vulnerability mapping, deployment of CAPF, preparedness of booths with regard to AMF, data base of previous election relating to incidents, MCC violation also can be mapped for better monitoring.
   v. Enhanced remuneration should be provided to polling personnel deployed in insurgency prone areas.
   vi. Remuneration for polling staff which has not been revised since 2014, should be doubled.
   vii. One General Observer shall be appointed for 2–3 ACs in normal circumstances sensitive AC may have independent observer.
   viii. Those officers who have conducted elections earlier in the capacity of RO/ DEO should only be appointed as general observers.
   ix. They should also be trained adequately in IIIDEM prior to deployment.

Group 3: EVM and VVPAT, Election Materials
Recommendations
1. Permanent installation of night vision CCTV cameras inside and outside the warehouses of EVMs and VVPATs with set protocol for retention of CCTV data
2. Depending on the distances and need, dedicated and secure EVMs/VVPATs warehouses at AC/tehsil, district and regional levels to be provided
3. Use of warehouses of EVM/VVPAT as strong rooms after counting to avoid prolonged storage at educational and other institutions
4. For smooth functioning and handling, steps being taken for adoption of Inde-lible Ink Pen with different colour ink for different election (AC/PC)
5. For convenience, and for saving time, establishment of Regional Repair Hubs for EVMs/ VVPATs across the country by BEL/ECIL
6. Wherever feasible, Inter Sate transportation of EVMs/VVPATs in sealed

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containers by Railways for improved security.

7. Replacement of thread seals with plastic/metal wired seals, for tamper proof sealing and enhanced security.

Group 4: Election Expenditure Monitoring
Recommendations

1. Effective MIS for monitoring cases with regard to Electoral Offences
2. Modernizing Nomination filing
    i. Online nomination system with ERONet based authentication. E-affidavit to be introduced. Attempt pilot in Bihar Elections.*
    ii. Item no. 7 A & B: Shares /debentures/bonds/units of MF etc. if held in joint names should be covered and relationship with joint owner should be declared- relevant column to be added
    iii. Item 9 B: Note should be inserted in respect of joint contracts also and should ask for details of name of the work, date of agreement, value of the work and the present status of execution and may be called for all works in r/of Self, Spouse, dependents and joint works with 3rd parties.
3. Expenditure of candidates
    i. Pre-nomination expenses from date of announcement/notification of election should be added to the election expenditure of candidates who eventually get nominated. – A detailed proposal for amendment in law.
    ii. Online filing of expenditure by candidates/ agents/ political parties. Portal to close after 30 days to avoid backdating. – E-mail/mobile service of notices.
4. Political Party Expenditure
    i. Cap on expenses made by the party similar to candidates may be provided.
    ii. Online filing of periodic and final expenditure by political parties.
    iii. A separate, new bank account for the Political Parties for election purposes.
    iv. Breaching the prescribed limit should lead to graded penalties, including de-registration of the Party by ECI.
5. Other suggestions
    i. Amendment in Rule 86 of CoE Rules, 1961-to ensure that publicity of criminal antecedents is accounted for by candidates
    ii. Increase in the candidates' expenditure limit in keeping with Cost Inflation Index and increase in size of electorate (last revised in 2014)#

Group 5: SVEEP, Media, Paid News and Social Media
Recommendations
A. SVEEP
1. Institutional Strengthening

    a. Institutional partnerships-CII/FICCI/ASSOCHAM/PSUs/ Postal & Banking network, NID

    b. Digital platform to track ELC activity – ELC Festival- Tie-up with MHRD, WCD, RD, Apex youth organizations

    c. MY BLO MY FRIEND (BLO Icon)

    d. Inclusion of election process in school/ college curriculum

2. New Outreach Media

    a. Setting up of web-radio and web-TV to upload SVEEP material on ECI/CEO/DEO website and Social Media Platforms.#

    b. Tie-up with DD and AIR maybe done to launch ECI's periodic Programmes.

    c. ECI Community Radio*

    d. Enhanced digital footprint, similar to Josh Talks/Ted Talks

3. Augmenting Budget (Policy Change)

    a. Mandatory 10% earmarking of total election budget for SVEEP outreach

4. Strengthening Monitoring and Evaluation

    a. Impact study of SVEEP to be done to understand future requirements of SVEEP and workout action accordingly.

B. Social Media and Paid News

1. Strengthening of the Social Media Cells at CEOs and DEOs level.*
2. Detailed SOP for monitoring Social Media Platforms, esp. Expenditure Monitoring
3. Clarity on Silence Period during phased elections (Sec.126, Act amendment)
4. Mechanism to takedown the undesired posts from the Social Media Platforms.
5. MCMC to be strengthened further in view of Social Media messages
6. Online interface for issuing Authority Letter to media
7. Exit poll cannot be published before half an hour of close of poll, but there can be relaxation in conducting the survey
8. Social Media handles of political parties – content pre-certified

Group 6: IT & ICT
Recommendations

1. Revamping of Citizen centric ICT services Enhancing ICT by involving mobile-based eEPIC, form submission and tracking, push notifications, GIS based information, form simplification and field verification. Use of other Government agencies and integration into the Aadhaar, incorporation of data privacy provisions and online analytics tool for improving the health of electoral roll.
2. Improving existing Conduct of Elections Applications by consolidating and integrating various applications by development of Election Planning System,

     observer management, vacancy calculator, election scheduler and Manpower Management and Online Candidate# Nomination facility.

3.   Introduction of Booth App# technology for faster voter identification, advanced queue management and simplification of poll day reporting mechanism.

4.   Electronically Transmitted Postal Ballot System simplicity and higher enrolment of service voters.

5.   Introduction of online Voting mechanism using Blockchain technology to provide facility to vote from anywhere initially for migrant voters.

6.   Introduction of giving unique media pre-certification ID for advertisement made by political party / candidates which can be verified and authenticated.

7.   Setting up of ECI Datacenter & Data Centre Infrastructure, moving all application in the ECI secured ecosystem, permanent structure of Information Technology resources at ECI, Technology Research & Development Lab and increasing cyber security posture for robust and secured data management of Voters.

8.   Setting up Collaboration with Election Management Bodies for wider information sharing on cyber threats, cyber mitigation and Information Technology. Conduct of study tours for benchmarking and cross-learning on Information Technology.

Group 7: Training and Capacity Building

Recommendations

A. TRAINING

1.   Training Material:
2.   Thematic: New Focus
     a.   GIS: Basic & Advanced Course
     b.   Election Planning
     c.   Security Management

B. PEDAGOGY – New Focus

1.   E-Learning
     a.   Shift to e-learning platform
     b.   Self-learning & Certification
     c.   3rd Party Certification
     d.   Use of SWAYAM platform but IIIDEM should obtain services of high quality technical and content aggregators
2.   Case Study Methodology
     a.   LBSNAA/ISB/IIM Method

C. New Target Groups

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    a.   Media Persons

    b.   Political Party Representatives

    c.   Civil Society Organizations (CSOs)

D. Capacity Building – CEO Office

    a.   Training Coordinator in CEO Office

    b.   Knowledge Resource Centre in every CEO/DEO Office to link up electronically with ECI/IIIDEM library

E. Strengthening of IIIDEM

    a.   Strategic action plan of IIIDEM should be suitably modified with changing staffing requirement from MBA to sufficient field experience in Election Management at different levels

    b.   Training Calendars customized for every State

    c.   Continuous updating and pruning the number of NLMTs and selection of NLMTs from serving/retired officials as well professionals having background in election management.

Group 8: Electoral Reforms, Law, SDR & Political Party

Recommendations

1.   Online voting and onsite voting/proxy voting for NRIs/extension of postal ballot to Migrants.

    i.   The need for a unique ID no. for voters was recommended as a pre-requisite for any such facility.

    ii.   The proposal for linking EPIC with Aadhar has already been sent to Law Ministry.*

2.   Dynamic Electoral rolls

    i.   A proposal for four different dates was sent by the commission to the Law Ministry. *

3.   Biometric based authentication of electors/ Linking aadhaar with EPIC

    i.   It was discussed that making available the required machinery and facilities at polling booth, would be a matter of concern.

    ii.   However, the proposal for linking of aadhaar with EPIC has already been recommended by the Commission and is under process in Ministry of Law.

4.   Symbol Allotment-

    i.   CEO MP suggested that all symbols should be frozen before the start of election irrespective of any political party wanting to field candidates in 5% or 10% of the seats.

    ii.   Political party division may examine it.

5.   Amendment in Section 159 in The Representation of the People Act, 1951

    i.   It was pointed out that private persons and contractual staff shall also be included for the purpose of election duties.

    ii.   For this, it was agreed that section 159 needs to be revisited as it handicaps the DEO (as the requisition order can be given by a CEO only).

6.   Rejection of nomination paper under Rule 13 of The Election Symbols (Reservation and Allotment) Order, 1968

    i.   It was discussed that submitting Form A to CEOs again, once it is submitted to the RO creates unnecessary hassle.

    ii.   SDR/Political division may examine it.

7.   Strengthening of the Office of the CEO/DEO/ERO on legal issue

    i.   Possibilities as to engaging a permanent Law Officer in CEO office was discussed.

    ii.   It was expressed that requirement of legal officers would be primarily during elections.

    iii. To be discussed further.

8.   Social media regulation

    i.   ECI has already made a proposal to include election matters in the proposed amendments in Information Technology (Intermediaries Guidelines) Rules, 2011.

    ii.   Voluntary Code of Ethics has been evolved and Media Division is taking action on need basis.

9.   Changes in ERO-NET for name addition in E-roll

    i.   Suggestion regarding doing away of 7-days notice period to claims and objections and to permit applications even after nomination stage was discussed.

    ii.   However it was informed that this could lead to cases where name of a candidate is removed from the roll after he becomes a contesting candidate.

10. Efficacy of lodging cases for violation of Model Code of Conduct under Section 188 of IPC.

    i.   It was discussed that improper invoking of Section 188 of IPC has led to many High Courts striking down the FIRs.

    ii.   Focused training is needed (IIIDEM).

11. Online Filing of Nomination Paper.

    i.   In person presentation of Nomination Paper needs to be done away with by amending S. 33 (1) RPA, 1951.

    ii.   Suitable amendments for enabling digital payments/DD etc. should be brought in S.34 for payment of security deposit.

12. Movement of political and non- political persons during 48-hour silence period

    i.   After detailed discussion it was agreed that the instructions may need to be clarified, so that private persons may not face harassment.

    ii.   Planning Division may examine it.
13. Secrecy of Ballot
    i.   Situations of people posting their selfies with postal ballots on social media were pointed out.
    ii.   It was informed that a case can be registered against such voter u/s 188 IPC r/w Rule 39 of CoE Rules 1961 and his vote can be nullified.
14. Election Petition Commission has already approved the proposals for following amendments
    i.   Section 81: A proviso may be added to state that the HC can accept an EP even after the 45 day period if the facts came to light after the 45 day period.
    ii.   Section 81: A sub-section to state that an EP may be filed for declaration that a candidate (non-returned) indulged into corrupt practice.
    iii.   Section 82: Amendment to reflect the judicial pronouncements on non-inclusion of ECI / RO as party to EPs.
    iv.   Section 82: A proviso stating that candidates who lost their security deposits shall not be necessary parties.
15. Updation of manuals - Ongoing.
16. Fixing of maximum election expenditure that can be incurred by a political party
    i.   The Commission has already agreed to the proposal to cap maximum expenditure of political parties to a multiple of half of maximum prescribed limit for individual candidates with the number of candidates fielded.
    ii.   Limit for Pol Party = Limit for Candidates x Number of candidates fielded x ½.
17. Pre-registration of 16-17 years of age group with clear information that they would become eligible only on the qualifying date.
    ●   E-Roll and IT division may examine.
18. Provision of e-EPIC*
    ●   IT division to examine.
19. Integration with Citizen facing services such as Digi-Locker and UMANG
    ●   ICT division to examine.
20. Directorate of Prosecution
    ●   Directorate of Prosecution
21. MIS based monitoring
    ●   Planning/Co-ordination division

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Annexure 3: SVEEP Initiatives by Poll Gone States

State	Voting %	Best SVEEP Initiatives	Initiatives with modifications	Suggested initiatives	Failed initiatives
Assam	2021– 82.42% 2016 –84.67%	• Extensive campaign on social, electronic & print media • State election theme song • Engagement with Sveep icons • Targeted Sveep interventions in low voting pockets • Mobile tableaus for low voter turn out areas • Mobilization Activities – Plantation drives, Street art campaign, Cyclothon for democracy, Flash mobs • Traditional Sveep activities (Marathons, quiz & competitions)	• Engagement with local social media influencers to promote Sveep initiatives • Blog posts & articles in social media campaigns • Share your voting story – An online campaign • "Mystery gift" for competitions to trigger curiosity	• Mobile app based quiz competition • State level sports tournaments • Web based video games • WhatsApp/ Facebook groups for information dessemination	NA
Delhi	2020 – 62.59% 2015– 67.12%	• Turn Around – 30 initiative – Identifying low voter turn ACs • Door to door awareness campaign • Personalised interaction with voters • Nukkad Natak, Magic shows, Munadi • EVM–VVPAT demonstration, Publicity of Voter Helpline App • Quiz shows • Motivational slogans • Pamphlet distribution • Pick & drop facility for PwDs, senior citizens • Dedicated Nodal officer for Centenarian voters	NIL	Initiatives like Turn Around – 30 can be added to Sveep outreach programmes	NA
Kerala	2021– 74.06% 2016– 77.1%	• Social media promotion • Distribution of posters • Door to door campaign by ELCs & Student police Cadet Corps in tribal areas • Mock polls for tribal voters • Ad films for TV/Radio	State & district level camps for ELCs	• For better outreach, Sveep • Pavilions can be installed for boat races, Poorams, Binnale, etc. • Postal stamps with Sveep slogans/images	New Sveep activities should be adopted in urban areas

State	Voting %	Best SVEEP Initiatives	Initiatives with modifications	Suggested initiatives	Failed initiatives
Manipur	2022 – 90.28% 2017– 86.36%	• Mission 300 • 300 Polling stations with lowest voter percentage were forcussed • Print, radio, TV & social media were ustilised • Workshops at offices, community centres, colleges, etc. • Door to door campaigns • Special assistance for PwDs, transgenders, senior citizens	• Signing up new & relevant national icons • Adding messages with/from national icons • Designated musical band for road shows & tours • Contests with enticing incentives	• Employing state & district icons beyond pro bono, if required • Engagement with social media influencers • Focus on video messages	Sveep posters printed in paper maybe totally abolished
Meghalaya	2018– 86.65% 2013– 86.82%	State Election Theme Pan Meghalaya theme song , outreach through music in urban pockets , wall graffiti, extensive animations, creatives through social media, Election Talks programmes involving icons & leading citizens/ stakeholders & booth outreach through democracy vans.	• Outreach programmes on social media, road shows & talks shows can be modified • EVM–VVPAT road shows, workshops for media, accademic institutions, judicial officers, lawyers & the Hich Court • Wall paintings & murals	• Deployment of poll volunteers as AMF for PwDs • Animated videos, creative illustrative presentations	Bulk SMS should be more specific & targeted
Punjab	2022– 71.95% 2017– 76.83%	• Dedicated caller tune • Voting date imprinted on milk packets & LPG cylinders • Banners at toll plazas & petrol pumps • Folk artists performances • Election mascot 'Shera'	Use of LED publicity vans	Focussed approach to pursuade non–voters	Mehandi design & poster making can be discarded
Uttar Pradesh	2022– 60.78% 2021– 61.04%	• Targeted approach for young/ first time electors/PwDs • Use of social media/radio/TV/ print & other stakeholders like RWA, CSOs, Civil Defense, etc. • Use of Voter Awareness Forums • Participation of State icons • Online competitions like poster, song, essay, video, etc. • Banners & hoardings displayed prominently at public places • Workshops, seminars, cultural programmes in universities • Display & facilitation mobile vans	All the mentioned activities are sufficient	• Matdata Jaagrukta Buses • Use of railways, Bus announcement & awareness via stickers, posters, etc.	NA

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State	Voting %	Best SVEEP Initiatives	Initiatives with modifications	Suggested initiatives	Failed initiatives
Utttarakhand	2022– 64.81% 2017– 64.72%	• Mahila Chaupals • Majboot Loktantra – Roshan Uttarakhand (Strong democracy – enlightened Uttarakhand) • Awareness programmes in every polling booth	Workshops with PwDs, NGOs, various govt. departments	• Sveep awareness programmes should be added in NCERT/ state board curriculums • Campus awareness forums must be made compulsory at university level • Democracy van with local troops performing in local languages	NA
West Bengal	2016– 82.66% 2021– 81.56%	• Awareness through tableaux • Mobilisation drive – Cycle rallies in urban areas, Walkathons • Quiz & competitions, Wall of democracy in schools • Outdoor campaign – Bus stickering, Road paintings, Banners, hoardings & flexes • Development of audio jingles • Involvement of State/district icons • Special programme for migrant labours • Street plays	No such issue	• Bulk SMS • Web Radio • More intensive use of social media	NA
Tamil Nadu	2021– 73.51% 2016– 74.24%	• Social media promotion • Virtual reality videos for awareness • Online Sveep contest	• Audio/visual presentations for ELCs & Chunaav Pathshalas for easy understanding and enhanced outreach • Charges for print ads may uniformly be fixed	• Branding of public transport with voter awareness messages • Introducing an election mascot	Every activity has its own target audience & can't be discarded
Bihar	2020– 57.34% 2015– 56.66%	• Promotion on TV & multimedia • Door to door awareness & mobilisation by BLOs/ Aanganwad	Role of Booth Awareness Groups in SVEEP activities	• Enrolment & EVM–VVPAT awareness via Chunaav Pathshala & ELCs • Mock polling activities via Chunaav Pathshala & ELCs	Campus ambassador should be replaced by ELC co-ordinator in collegeS

Annexure 4: Setting up of National SVEEP Core Committee

It is hereby proposed to have a Core Committee of Seniors Officers of the Commission / Outside Experts to devise the blueprint of the next phase of SVEEP and to provide fundamental inputs in preparation of the Strategic Communication Roadmap 2020–2024. Accordingly, a committee is proposed as follows:

S. No.	Name of Official/ Expert	Designation
1	Sh. Umesh Sinha, Secretary General	Chairperson
2	Ms. Sheyphali Saran, Director General, Media	Member
3	Sh. Praveen Gupta, Chief Electoral Officer, Rajasthan	Member
4	Sh. H. R. Srinivasa, Chief Electoral Officer, Bihar	Member
5	Sh. Satyabrata Sahoo, Chief Electoral Officer, Tamil Nadu	Member
6	Sh. F.R. Kharkongor, Chief Electoral Officer, Meghalaya	Member
7	Sh. Nitin Khade, Chief Electoral Officer, Assam	Member
8	Dr. Sadhana Rout, Sr. Consultant (SVEEP)	Member
9	Sh. Santosh Ajmera, Director SVEEP	Member Convener
10	Sh. Anuj Chandak, Joint Director, SVEEP and Media	Jt. Convener

Sh. Ranbir Singh, CEO Delhi was subsequently inducted in the Committee.

Four meetings of the Core Committee were held:

- August 9, 2021
- November 17, 2021
- February 10, 2022
- April 18, 2022

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Annexure 5: 21 Types of Disabilities as per Disability Act 2016

The Disability Act 2016 covers the following specified disabilities:–

21 Types of Disabilities

1. Blindness
2. Low Vision
3. Leprosy Cured persons
4. Locomotor Disability
5. Dwarfism
6. Intellectual Disability
7. Mental Illness
8. Cerebral Palsy
9. Specific Learning Disabilities
10. Speech and Language disability
11. Hearing Impairment (Deaf and Hard of Hearing)
12. Muscular Dystrophy
13. Acid Attack Victim
14. Parkinson's disease
15. Multiple Sclerosis
16. Thalassemia
17. Hemophilia
18. Sickle Cell disease
19. Autism Spectrum Disorder
20. Chronic Neurological conditions
21. Multiple Disabilities including Deaf Blindness

Annexure 6: Status of Electoral Literacy Club (Schools/ Colleges) and Chunav Pathshalas
(As on December 21, 2021)

States/UTs	ELC future voters (in Schools)	ELC New Voters (in Colleges/ Uversitires)	Chunav Pathshalas (at PS Level)	Voter Awareness Forums (VAFs)
A & N Island	26	8	172	9
Andhra Pradesh	8075	2310	34652	1042
Arunachal Pradesh	219	68	2206	78
Assam	547	353	290	126
Bihar	2614	416	27034	828
Chandigarh	94	27	595	14
Chhattisgarh	395	51	3645	352
Dadra Nagar Haveli	26	3	308	0
Daman and Diu	2274	0	152	2
Delhi	1211	150	8029	185
Goa	537	131	1665	98
Gujarat	5980	829	28925	4164
Haryana	5495	1700	11819	1529
Himachal Pradesh	1877	395	7792	1638
Jammu & Kashmir*	3698	92	7792	198
Jharkhand	2661	395	26999	1280
Karnataka	24324	1424	40311	12403
Kerala	1256	2650	0	0
Lakshadweep	8	1	56	10
Madhya Pradesh	6399	2269	19795	811

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States/UTs	ELC future voters (in Schools)	ELC New Voters (in Colleges/ Uversitires)	Chunav Pathshalas (at PS Level)	Voter Awareness Forums
Maharashtra	5417	2499	10795	1233
Manipur	239	21	2894	7
Meghalaya	95	38	187	20
Mizoram	26	14	62	256
Nagaland		14	2227	132
Odisha	3158	794	24506	772
Puducherry	369	103	949	55
Punjab	5649	514	22849	856
Rajasthan	15898	1215	28130	7430
Sikkim	162	16	531	52
Tamilnadu	7879	1974	31399	1167
Telangana	9376	246	34708	2786
Tripura	1020	55	3324	837
Uttarakhand	1100	189	3253	832
U.P	20102	12589	95308	10934
West Bengal	6512	1598	23505	1998
Total	144718	35151	506864	54134
			Grand Total	740867

Annexure 7: Election Event Horizon

National & International Days:

- National Youth Day, **12th Jan**
- National Voters' Day, **25th Jan**
- Republic Day, **26th Jan**
- World Radio Day, **13th Feb**
- World Water Day, **22nd March**
- World Health Day, **7th April**
- International Women's Day, **8th March**
- Labour Day, **1st May**
- World Environment Day, **5th June**
- World Day against Child Labour, **12th June**
- International Day of Yoga, **21st June**
- World Population Day, **11th July**
- World Breastfeeding Week, **1–7 August**
- International Youth Day, **12th August**
- Independence Day, **15th August**
- National Sports Day, **29th August**
- World Senior Citizen Day, **21st August**
- Teacher's Day, **5th September**
- International Literacy Day, **8th September**
- International Day of Democracy, **15th September**
- Gandhi Jayanti, **2nd October**
- World Mental Health Day, **10th October**
- World Food Day, **16th October**
- Children's Day, **14th November**
- International Day for the Elimination of Violence against Women, **25th November**
- World AIDS Day, **1st December**
- International Day of Persons with Disability, **3rd December**
- Human Rights Day, **10th December**
- International Migrants Day, **18th December**

National/ Regional/ Local Festivals
Fairs/ Melas/ Haats

ANNEXURE

Annexure 8: Planning for 360 degree Multimedia Campaign

The 360 degree multimedia campaign planning may have the following steps:

- Concept note for internal discussion, and approval by SVEEP Committee
- Development of RFP for agencies
- Floating of RFP for agencies
- Briefing of agencies and queries
- Receiving of proposals and appraisal
- Selection of agencies for the campaign
- Interaction and presentation of campaign concepts and ideas
- Finalisation of campaign theme and message positioning
- Development of creative options, and approvals
- Development of print, audio, video collaterals
- Finalisation of scripts and materials
- Media plan for release
- Information to State, Districts and partners for extended reach and connect
- Release of communication material and monitoring
- Observation and feedback
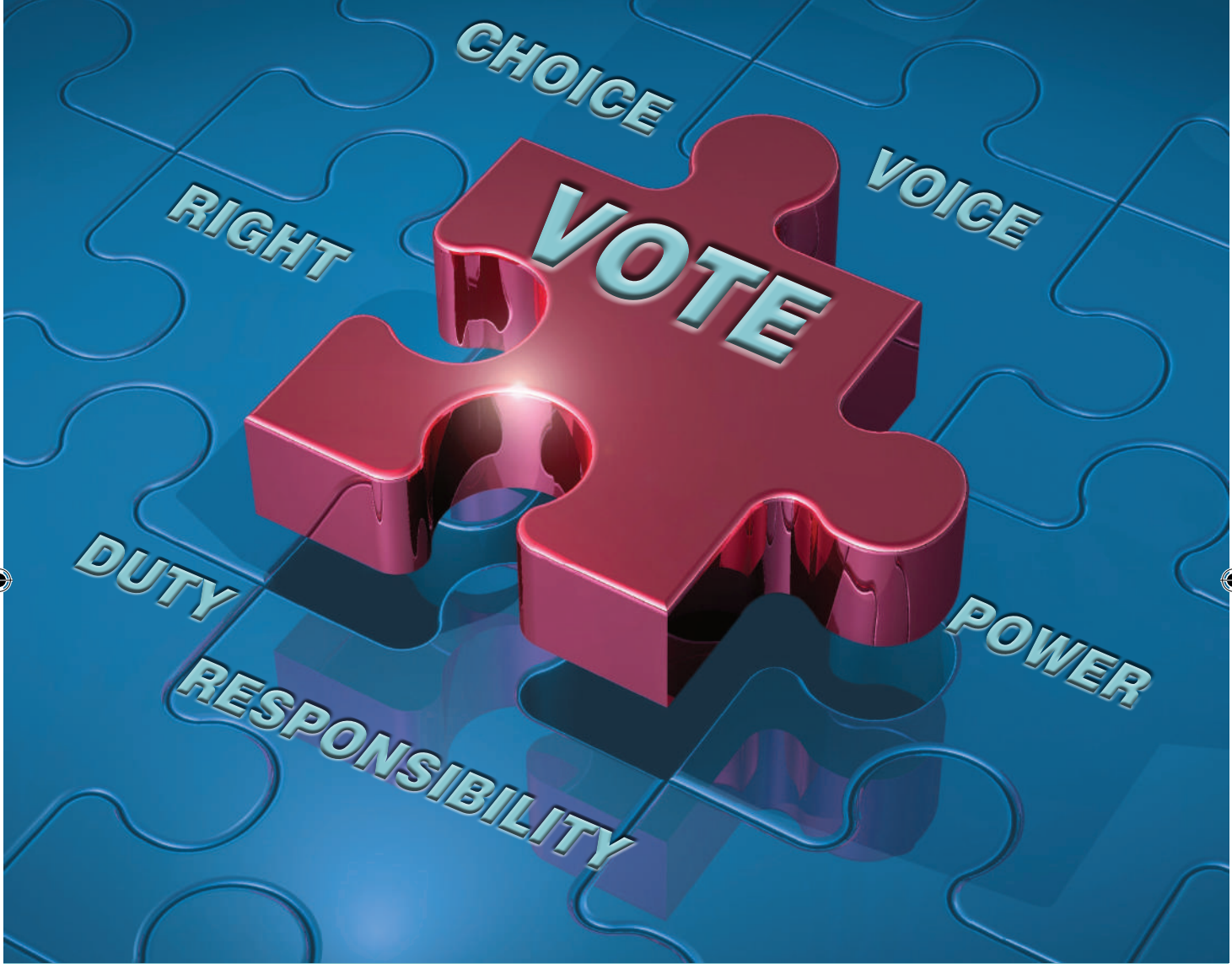- Course correction if required
- Final report and evaluation

ABBREVIATIONS

A-WEB	Association of World Election Bodies
AC	Assembly Constituency
ACLMT	Assembly Constituency Level Master Trainer
AERO	Assistant Electoral Roll Officer
AI	Artificial Intelligence
AIR	All India Radio
AMF	Assured Minimum Facilities
ASD List	Absentee, Shifted and Duplicate/Death list
ASHA	Accredited Social Health Activist
AVCS	Absentee Voters (Covid Suspect)
AVPB	Absentee Voter Postal Ballot
AVPW	Absentee Voters (Person with Disability)
AVSC	Absentee Voters (Senior Citizen)
AWCs	Anganwadi Centres
AWTC	Anganwadi Training Centres
AWW	Anganwadi Workers
BAGS	Booth Level Awareness Groups
BEL	Bharat Electronics Limited
BLO	Booth Level Officer
CBC	Central Bureau of Communication
CBSE	Central Board of Secondary Education
CEO	Chief Electoral Officer
CER	Conduct of Election Rules
CSDS	Centre for the Study of Developing Societies
CSOs	Civil Society Organizations
CSR	Corporate Social Responsibility
DEO	District Election Officer
DLMT	District Level Master Trainer
DSE	Demographic Similar Entries
E-Roll	Electoral Roll

ECI	Election Commission of India
ECIL	Electronics Corporation of India Limited
EEMS	Election Expenditure Management System
EIS	Election Information Slip
EMBs	Election Management Bodies
EP Ratio	Elector Population Ratio
EPIC	Elector's Photo Identity Card
ERMS	Electoral Roll Management System
ERO	Electoral Roll Officer
ERs	Electoral Rolls
ESCs	Electoral Services Centres
ETPBS	Electronically Transmitted Postal Ballot System
EVM	Electronic Voting Machine
FM	Frequency Modulation
GIS	Geographical Information System
GPS	Global Positioning System
HR	Human Resource
ICSE	Indian Certificate of Secondary Education
IFES	International Foundation for Electoral Systems
IIIDEM	India International Institute of Democracy & Election Management
IMF	Information, Motivation and Facilitation
IMF-EEE	Information, Motivation, Facilitation, Engagement, Education and Empowerment
Int. IDEA	International Institute for Democracy and Electoral Assistance
IVR	Interactive Voice Response
KAP	Knowledge, Attitude, Practice
KVKs	Krishi Vigyan Kendras

ABBREVIATIONS

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LA	Legislative Assembly		OTP	One Time Password
LBSNAA	Lal Bahadur Shastri National Academy of Administration		OTT	Over The Top
LS	Lok Sabha		PB	Postal Ballot
LWE	Left Wing Extremism		PC	Parliamentary Constituency
MCC	Model Code of Conduct		PCs	Parliamentary Constituencies
MIS	Management and Information Systems		PIB	Press Information Bureau
ML	Machine Learning		PIO	Persons of Indian Origin
MoU	Memorendum of Understanding		PLS	Primary Link Section
MSJE	Ministry of Social Justice and Empowerment		PMU	Project Management Unit
MWCD	Ministry of Women and Child Development		PS	Polling Station
			PSE	Photographic Similar Entries
NACO	National AIDS Control Organisation		PSL	Polling Station Level
NCC	National Call Centre		PwD	Persons with Disablties
NCERT	National Council of Educational Research and Training		QR code	Quick Response Code
			RO	Returning Officer
NEQ	National Elections Quiz		RP Act	Representation of People Act
NGRS	National Grievances Redressal System		RWA	Resident Welfare Association
			SES	Social Economic Status
NIC	National Informatics Centre		SIRD	State Institutes of Rural Development
NIPCCD	National Institute of Public Cooperation and Child Development		SLMT	State Level Master Trainer
			SMS	Short Messaging Service
NIRD	National Institute of Rural Development		SOP	Standard Operating Procedure
NISG	National Institute for Smart Government		SVEEP	Systematic Voters' Education and Electoral Participation
NLMA	National Literacy Mission Authority		TBA	Training Based Assesment
NLMT	National Level Master Trainer		TNA	Training Needs Assisment
NOTA	None of the Above		UC	Utilisation Certificate
NRES	National Rollout of e-Services		ULB	Urban Local Bodies
NSOL	National School of Open Learning		UNPER	Unified National Photo Electoral Rolls Data
NSS	National Service Scheme		UT	Union Territory
NVAC	National Voter Awareness Contest		UTs	Union Territories
NVD	National Voters' Day		VAF	Voter Awareness Forums
NVSP	National Voters' Services Portal		VFC	Voter Facilitation Center
NVSP	National Voters Service Portal		VVPAT	Voter-Verifiable Paper Audit Trail System
NYKS	Nehru Yuva Kendra Sangathan			

ABBREVATIONS

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ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi–110001