Systematic Voters' Education & Electoral Participation

India National Document (2009-2014)

Election Commission of India
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Empowered lives.
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Message

Elections in India are one of the most challenging processes in the country's democratic tradition for the sheer scale, size, diversity, and complexity. The holding of free and fair elections in India has always been a matter of pride and honour for ECI, apart from being a constitutionally mandated duty. We have just achieved another milestone with the successful conclusion of the 16th General Election to the Lok Sabha in which the programme of Systematic Voters' Education and Electoral Participation (SVEEP) has again had a demonstrative impact in terms of catalyzing all time high voter participation. SVEEP is now central to our election management. It is completely owned across the election machinery and constantly growing in strength.

ECI had been for long considering a national document like this to capture and share the unique efforts of the SVEEP programme. This is a huge task considering the immense range of innovations at state, district and block levels.

I congratulate Shri Akshay Rout, Director General and the SVEEP Division for the initiative to undertake this mammoth task. I have no doubt that Election Officials in the country will benefit immensely from this document. I also expect that Election Management Bodies across the world will find in this document, one or the other good practice that is relevant to their situations.

V.S. Sampath
Chief Election Commissioner of India

Message

I am happy that we are bringing out a national document on SVEEP. It will not only serve as a guide for all the stakeholders, particularly the election officials but also serve as an incentive to future election managers who would like to showcase their initiatives in similar document.

Since 2009, Election Commission of India has moved forward towards the enhanced qualitative participation in the electoral process. SVEEP has emerged as a phenomenon in the arena of election management in India. Its story needs to be told so that the path is pursued vigorously in the coming years.

Enrolment and turnout record in recent years prove this. The programme has taken the voters' participation process forward to inspire officers, functionaries, partners who have been charged by the energy and enthusiasm of the positive efforts and outcomes.

I commend the vision and leadership of the Director General and the SVEEP team for their pioneering efforts in reaching out to the Indian citizen & Indian elector.

H.S. Brahma
Election Commissioner of India

Message

A national document on the ECI's flagship programme – SVEEP was highly overdue. I congratulate Shri Akshay Rout, Director General, all officials of SVEEP division for bringing it out in collaboration with UNDP. The programme, based on scientific studies, is now institutionalised and well documented.

Over the years, since its inception in 2009, it is amazing to see the innovative creativity, excitement and ingenuity of election officials across the country and also of various people and organisations who have partnered with ECI to leverage the entry and touch points to reach out the Indian voters. The success of these efforts is visible in form of increased turnout in elections in recent years, and even more emphatically in the recent national election, where a turnout history was made. SVEEP, I would not hesitate to say, has been the game changer in election management, while also igniting the whole election machinery.

I feel proud to be part of the great journey which is reflected in this document. I am glad that SVEEP has also attained international recognition by other EMBs. I am sure election managers will find the document useful and shall put to practice some of the experiences for making voter participation efforts even more rewarding. Considering the momentum of SVEEP, there is no doubt that we shall add many more chapters to this document in the years to come.

Dr. Nasim Zaidi
Election Commissioner of India

Message

The Election Commission of India is recognised globally as one of the world's leading electoral institutions. Of its many outstanding initiatives, the Commission's Voter Education and Electoral Participation Campaign played a decisive role in ensuring record turnout in India's historic 2014 general elections.

In an effort to capture and share India's experience, this Systematic Voters' Education and Electoral Participation document has been prepared with the aim of providing guidance to election managers on the planning and execution of voter education strategies. The report includes good practices, innovations and lessons learnt and provides valuable observations on governance structures, particularly for new democracies and countries in transition.

The United Nations Development Programme is privileged to partner with the Election Commission of India and hopes that this important report is useful for other countries.

Lise Grande
United Nations Resident Coordinator
Resident Representative United Nations Development Programme

Foreword

Over the recent years, voters' engagement and participation has been an area where the Commission has taken up pioneering efforts through the vast national programme of 'Systematic Voters' Education and Electoral Participation' (SVEEP). This document is a record of such efforts of Election Commission of India in association with other organisations and groups in order to deepen Indian democracy.

The period covered by this document is from the inception of SVEEP in late 2009 till 2014 when the Commission is engaged in conceptualising phase III of SVEEP. At the same time, this is not just a compilation of SVEEP experience in Indian election; it also looks at some of the lessons learnt at national, state, district and constituency levels. This document does not claim to be a complete record of the multi-dimensional programme but it surely makes a sincere attempt to capture the essence of it.

I would like to acknowledge the visionary guidance of the Commission in deciding to document the wonderful journey of SVEEP programme. The SVEEP Division led by Ms. Padma Angmo and supported by Ms. Sugandha Nagar, UNV deserve a special mention for coordinating the entire project. I would like to thank Ms. Nidhi Prabha Tewari, Consultant, who undertook to capture the shades and nuances of the SVEEP efforts in the field. Dr. Sanjeev Kumar deserves acknowledgment for refining the document and providing it further depth. I need to record my gratitude to Chief Electoral Officers of States and Union Territories, without whose valued contributions, this document would not have been possible.

On behalf of the Election Commission of India, I thank UNDP, our good partners who have extended support for bringing out this document like they have done for various other initiatives.

I do not have any doubt that the SVEEP: India National Document (2009-2014) will be of immense value to election managers, practitioners, communicators, social researchers and academicians in India and across the world.

Akshay Rout
Director General

Contents

4. The Way Forward

Annexures

List of Info-Graphs

List of Figures

List of Tables

Abbreviations

AC	Assembly Constituency
AERO	Assistant Electoral Registration Officer
AIR	All India Radio
ANM	Auxiliary Nurse Midwife
AO	Awareness Observer
ARO	Assistant Returning Officer
ASHA	Accredited Social Health Activist
AWW	*Anganwadi* Worker
AVAT	*Aapka Vote, Aapki Taqat*
BLO	Booth Level Officer
BMF	Basic Minimum Facilities
BRLPS	Bihar Rural Livelihoods Promotion Society
CBO	Community Based Organisation
CEC	Chief Election Commissioner
CEO	Chief Electoral Officer
CAPF	Central Armed Police Force
CPMF	Central Para Military Force
CSO	Civil Society Organisation
CSR	Corporate Social Responsibility
DD	Doordarshan
DEO	District Election Officer
DFP	Directorate of Field Publicity
DG	Director General
DIPR	Directorate/Department of Information and Public Relations
DO	Designated Officers
DTC	Delhi Transport Corporation
ECI	Election Commission of India

EDC	Election Duty Certificate
EP	Elector Population
EPIC	Elector Photo Identity Card
ERO	Electoral Registration Officer
EVM	Electronic Voting Machine
FSW	Female Sex Worker
GE	General Elections
GIS	Geographic Information System
HH	Household
ICDS	Integrated Child Development Services
IEC	Information Education and Communication
IIIDEM	India International Institute of Democracy & Election
IMF	Information, Motivation and Facilitation
KABBP	Knowledge, Attitude, Behaviour, Belief and Practices
KCI	Key Critical Indicators
LS	Lok Sabha
LWE	Left Wing Extremism
MCC	Model Code of Conduct
MDM	Mid Day Meal
MoU	Memorandum of Understanding
MPS	Model Polling Station
MSM	Men having Sex with Men
MVI	Motor Vehicle Inspector
NCC	National Cadet Corps
NCT	National Capital Territory
NEC	North Eastern Council
NGO	Non-Governmental Organisation
NLMA	National Literacy Mission Authority
NOTA	None of the Above
NRI	Non Resident Indian
NRLM	National Rural Livelihood Mission
NSS	National Service Scheme
NVD	National Voters' Day (25th January)
NYK	Nehru *Yuvak Kendra*
NYKS	Nehru *Yuva Kendra Sangathan*
PB	Postal Ballots
PC	Parliamentary Constituency
PS	Polling Station
PSU	Public Sector Units

PWD	Person with Disability
RDPR	Rural Development and *Panchayati Raj*
RO	Returning Officer
RPA	Representation of the People Act
RWA	Residential Welfare Association
SBP	*Saakshar Bharat* Programme
SDOP	Sub Divisional Officer of Police
SHG	Self Help Group
SMS	Short Message Service
SP	Superintendent of Police
SVEEP	Systematic Voters' Education and Electoral Participation
TI	Targeted Intervention
TOR	Terms of Reference
UNDP	United Nations Development Programme
UT	Union Territory
VATAN	Voter Awareness Team for Andaman & Nicobar
VFC	Voter's Facilitation Centre
VQ	Voter Quotient
VVST	Village Voter's Strengthening Team
WCD	Women & Child Development
YDC	Youth Development Centre
ZP	*Zila Parishad*

Glossary

Term	Description
Aakashvani	All India Radio: the national public radio broadcaster of India
Anganwadi and *Anganwadi* Workers	Government sponsored child-care and mother-care centre which is a part of the Indian public healthcare system.
Bhajan Mandlis	Groups singing devotional songs
Crore	Unit of one hundred lakhs (1 Crore = Ten million)
Doordarshan (DD)	The national public television broadcaster of India
Lakh	Unit of one hundred thousand (10 Lakh = One million)
EPIC	Identity card issued by ERO under Rule 28 of Registration of Electors' Rules 1960. It is a permanent document for an elector and is used at the time of polls
Gram Panchayat	Rural local body at village level
Gram Sabha	General Body of the local government at the village level
Gram Sevaks	Village level workers from Rural Development department
IIIDEM	India International Institute of Democracy and Election Management-Election Commission of India
Haats	Weekend local markets for local artisans' products
Kirtan and Bhajans	Devotional songs
LPG	Liquefied Petroleum Gas
Lakh	Unit of One hundred thousand
Lok Sabha	The Lower House of the Parliament
Mahila Matdaata	Female voter
Mashaal rallies	Candle marches
Matdaar Sahayata Kendra (MSK)	Voters Facilitation Centres that are integrated with all *Jan Seva Kendras* in the Collector and *Mamlatdaar* offices
MCC	Model Code of Conduct is for the guidance of political parties and candidates during elections; it is enforced by the Election Commission of India and comes into effect on the date of the announcement of the election schedule
Melas	Public fairs on specific occasions
NRHM	National Rural Health Mission

Term	Description
NLMA	National Literacy Mission Authority – an autonomous wing under Ministry of HRD, it is the nodal agency for Adult Education
Navratri	Festival of dance celebrated on nine nights in the month of September/October in praise of Goddess Amba/Durga
Nehru *Yuva Kendra Sanghathan* (NYKS)	Nehru *Yuva Kendra Sanghathan* was set up as an autonomous organisation under the Government of India, Ministry of Youth Affairs and Sports. It channelises the power of youth who are in the age group of 13-35 years on the principles of voluntarism, self-help and community participation. NYKS is the largest grassroots level organisation that spans India; one of its kind in the world
Nukkad Nataks	Street plays performed for generating awareness on various issues amongst the common public
Pani Samitis	Community based committees for water-management at the village level
Patwari/Talati	Secretary of rural local body
Prabhat Pheri	Rallies held early in the morning
Rangoli	Decorative design prepared with powder colours and flowers in living rooms and courtyard floors during various Hindu festivals
Sakhi Mandals	Self Help Groups with entirely female membership in rural areas, that adopt thrift, savings and internal credit for their economic activity and sustenance
Sankalpa Patra	Pledge letters - encouraging people to vote, by taking their signatures on a pledge
Sarpanch	Elected Village Head
Shiksha Mitras	Auxiliary teachers
Tahsildar	Administrative Head of a Taluka/Block
Taluka	Also called Block- an administrative unit under District level

SVEEP and Elections in India

SVEEP and Elections in India

"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".

A pledge, which gained popularity among newly eligible voters in India during the past four years, changed the attitude of young India towards elections, thanks to SVEEP (Systematic Voters' Education and Electoral Participation) initiatives by Election Commission of India (ECI).

To Begin With: Introduction

"I have the power", this realisation of the importance of the power of the fundamental right to vote and the difference it could make to their lives and the nation makes the voter the central actor, the real hero, in a democratic election process. Is voting just a right, a duty, a voluntary action or an empowering collective journey taken by a huge number of people deciding not the fate of the candidate but their own? Who the voter decides to vote for is their individual choice and decision, but the voter should surely and definitely participate in the election process. Can we inform, empower, engage, and facilitate the voter to do so? Can we understand their reasons and perceptions, beliefs and motivations, barriers and challenges, experiences (good, bad, ugly) and their contexts and the contours that shape their decision to cast or not to cast their vote? Can we motivate the voter to realise the power, feel the power, believe in that power and energise him/her to take the call that their one vote can and does make the difference? It is an immense challenge given the size, scale, scope, diversity, geography, socio-cultural and religious factors, family-community dynamics, gender bias, disability and sometimes just the apathy, indifference and laziness. Voting is not just a physical action; it is not just a management or logistic issue; it is not just a matter of right or duty; it is "the power of one" that moves the mountains, changes the course of rivers, and brightens the stars and the constellations in the sky, as witnessed in the history of mankind.

Expanding the Mandate of Voter Participation

Voters' participation in the democratic and electoral processes is integral to the successful running of any democracy and the very basis of wholesome democratic elections. Thus, it becomes an integral part of election management. In India, the constitutional mandate of the Election Commission of India (ECI) for 'superintendence, direction and control' of elections contains the high, built-in responsibility to have every eligible Indian on the Electoral Roll and get everyone on the Electoral Roll to voluntarily vote. The election management processes have gone from strength to strength over decades and have responded ably to emerging challenges.

The electoral process is one of the major unifying activities for Indian citizens. Election Day is the one day when everyone in India is EQUAL. India's Constitution laid out the aspiration that every adult Indian, regardless of gender, formal education, socio-economic status or location would have the right to vote and that every vote would count the same. To many it seemed to be an audacious aspiration, even impracticable in a country of our size, with limited physical infrastructure, with low levels of literacy and wide diversity.

The Election Commission has successfully converted this aspiration into a reality. This was undoubtedly a gigantic task, right from enumerating voters to locating polling booths at easily accessible places, to ensure the secrecy and security of the ballot. The sheer numbers of voters and logistical challenges on account of distances and accessibility were truly huge. However, the Commission rose to the challenge. It goes to the Commission's credit that despite these enormous difficulties both Indians as well as the whole world perceive elections in India as being consistently fair and free.

The Election Commission has also been quick to keep itself abreast of technological changes and in introducing improvements in the electoral process. Electoral rolls are computerised. Most voters have voter identity cards, proceedings in sensitive polling booths are video-graphed, polling at several booths is webcast and political parties have free airtime on national television. Ballot papers and ballot boxes have been replaced by Electronic Voting Machines (EVMs). Results now get declared in one day. Each of these changes was, in some sense, a break-through. These improvements have contributed not only to the speedy conduct of elections but also to enhancing the transparency and credibility of the whole electoral process.

Young girls join hands in their pledge to vote in Lakhimpur, Uttar Pradesh

Dimensions and Challenges of Voter Participation

ECI is a very small secretariat headquartered in Delhi, and it has developed a unique way of micro managing elections. Lok Sabha 2014 elections involved up to 834 million electors[1], using over one million EVMs and covered over 919,452 polling stations (PS). In most cases, the Commission uses photo Electoral Rolls.

Across the world, many democracies are experiencing declining voter turnout and increasing apathy to vote amongst specific groups of people. In the last Lok Sabha elections in 2009, 417 million voters turned

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[1] Total electorate for Lok Sabha election 2014

Pledging to vote in an awareness camp by AWWs in Karnataka

up to vote. Nowhere else have so many people turned up to vote. Yet, one has to take into consideration the fact that although 717 million were registered as electors, as many as 300 million people did not turn out to vote in the Lok Sabha election 2009. When looked at closely, one finds that, in the Indian scenario, generally speaking women, youth and urban electors have less than overwhelming participation in elections.

Experience shows that even greater awareness does not necessarily get converted into greater participation. The question, thus arises as to how to improve or enhance the participation? The answer has been found in the fact that voters need to be educated. Voter education needed to be given due and strong emphasis with the kind of seriousness and depth it deserves by the election management bodies. Voters' education is not only the correct but also the most appropriate way to improve participation in a democracy compared to any other alternative. Realising this, several countries have voters' education as part of their constitutional mandate.

The theme chosen for the Diamond Jubilee Year of the ECI in 2010 was "Greater Participation for a Stronger Democracy". ECI realised that it needed to tread the last mile, where it was imperative that issues like healthy and complete Electoral Rolls, urban apathy, women's participation deficit and youth indifference to the electoral process had to be tackled. Participation based on voluntary inclination/motivation of the individual voters and persuasion by election management machinery, instead of compulsory voting that needed to be encouraged. Voter education held the key for this to materialise. The Commission thus decided to bring voter education to the centre table of election management and allocated it necessary priority and resources. A commemorative postal stamp on Election Commission of India was brought out as part of the Diamond Jubilee celebration of the Commission. The stamp displayed on its face ordinary Indians exercising their franchise along with a display of the EPIC. Such moves were indicative of a new era to begin in which the Commission was going to be among the public more and more.

The Foundation of Voter Participation and SVEEP

To meet the challenge of eligible and yet unregistered citizens and not-so-high voter turnout, ECI consciously introduced a process of dialogue with citizens. It started reaching out to citizens to understand what was stopping them from registering in the electoral rolls and voting. Certain amounts of Information, Education and Communication (IEC) activities were taken up in 2009 to benefit the voters. This was subsequently revamped in 2010 as a national programme titled Systematic Voters' Education and Electoral Participation (SVEEP).

A lot of gaps were observed between what the voters 'should know' and what they 'actually do know' in important areas like registration, Election Photo Identity Cards (EPIC)/identity proof, PS location, use of EVMs, timings of the poll, do's & don'ts with regard to Model Code of Conduct (MCC), use of money/muscle and liquor power by candidates or their associates to influence vulnerable sections of the electorate. These gaps exist because voters' education had not received the requisite priority from election managers.

As greater awareness does not necessarily convert into greater participation, behavioural change held the key, which was a much more complex task. To improve participation of all sections of the electorate, Information, Motivation and Facilitation (IMF) have to be provided, for which the responsibility would lie with the election managers. Qualitatively and quantitatively, voter participation in India is still short of the ideal of participatory democracy.

Teamwork: Leadership & Management Structure

SVEEP has grown into a strategic, scientific, systematic and synergistic initiative through a dedicated leadership and teamwork. The vision of SVEEP has evolved into a full-fledged component due to the relentless and innovative efforts that have gained momentum and established itself as a great contributor to the best practices of democracy.

National Level: The SVEEP Division of ECI formulates policies, lays down the framework, plans interventions and monitors implementation, besides carrying out a continuous discourse with the voting public, civil society groups and media from a national perspective. Realising the intricacies involved in bringing about a behavioural change among people, ECI emphasised on social orientation and a collaborative approach in the whole process of SVEEP, going much beyond the ordinary understanding of election management.

State Level: In each State CEO's office, an officer is assigned the charge of the SVEEP programme in the State. Core groups comprising representatives from educational institutions, youth organisations, women's organisations and civil society groups guide the State election machinery in evolving and executing a comprehensive SVEEP plan.

Figure 1.1: SVEEP management structure

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          Election Commission
                  │
          Director General
                  │
  SVEEP ········· │
  Division        │
                  │
      Chief Electoral Officer, State
                  │
                  │ ········ SVEEP Nodal
                  │          Officer Addl/
                  │          Jt CEO
      District Election Officer
                  │
  District SVEEP  │
  Committee/SVEEP ·······
  Nodal Officer   │
           ┌──────┴──────┐
   Election Registration   Assistant ERO
        Officer                 │
           │                    │
     Booth Level           Booth Level
       Officers              Officers
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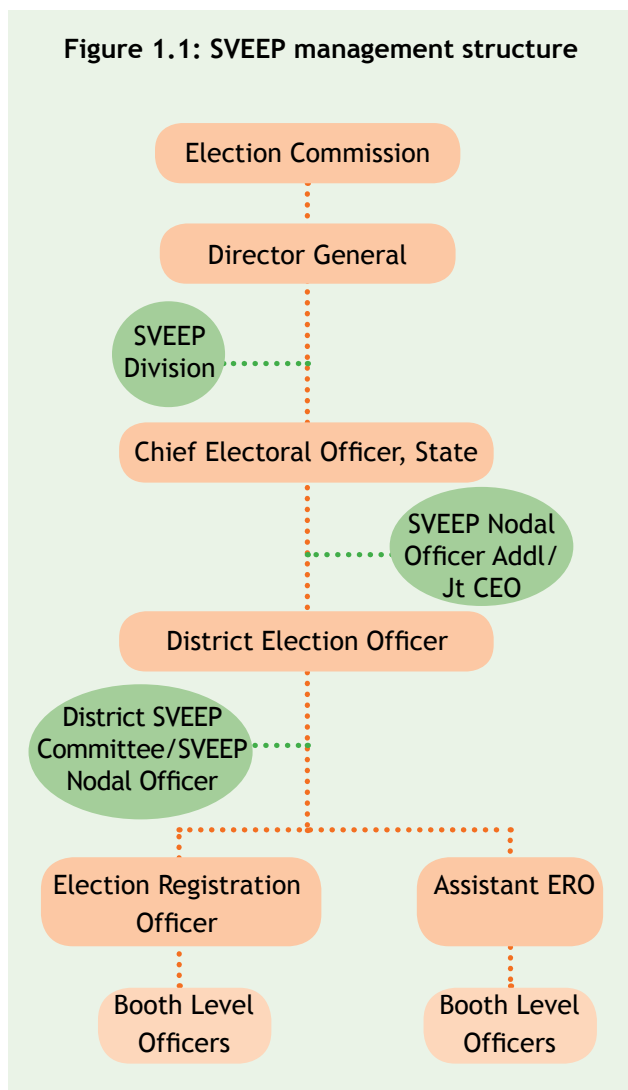
District Level: At the district level the institution of District Collector, who is the administrative head of the district, traditionally plays a key role in election management. The District Collector is usually the District Election Officer (DEO) and spearheads the implementation of the SVEEP programme at the district level. A district SVEEP committee constituted at the district level is generally headed by the Chief Executive Officer of the Zila Parishad (ZP) or Chief Development Officer or by DEO himself/herself to supervise the implementation of the programme in the district.

Booth Level Officers

Since 2006, ECI has introduced the institution of Booth Level Officers, popularly known as BLOs, who generally cover one or two polling stations and are responsible for maintaining the Electoral Roll in good health. Over the years, the Electoral Roll related work has become a perennial activity spreading almost throughout the year. The most differentiating part of SVEEP is the involvement of over nine lakh BLOs to reach out to current and prospective voters. The human to human interface and exchange is possibly unparalleled. They now constitute the primary block SVEEP related connectivity with citizens.

Taking Aim: SVEEP Objectives

Figure 1.2: SVEEP objectives

All SVEEP activities and efforts are aimed at

(a) increasing electoral participation through voter registration and turnout

(b) increasing qualitative participation in terms of ethical and informed voting

(c) continuous electoral and democracy education

Looking through the Lens: Situation Analysis

The systematic assessment of current and previous electoral data is carried out to guide the interventions. In addition to comparative studies of statistical and numeric data, a simultaneous evidence based analysis of socio-cultural and economic factors is done in order to have a clear understanding of reasons for non-participation. The assessment is done based on population data, elector-population ratio, gender ratio on the Electoral Roll as against Census figures, EPIC coverage, age cohort, etc.

MAY I HELP YOU
B.L.O. (63 / 44)

Photo courtesy: UNDP India

A Booth Level Officer in Himachal Pradesh

Survey agencies were engaged to carry out baseline and endline surveys to find the underlying reasons for under-registration, last mile problems in the updation of Electoral Rolls, EPIC off take and low voter turnout as well as to identify the demographics of the elector segments with lower electoral participation so that suitable interventions could be mounted and their impact assessed. The nomenclature of voters' behaviour survey was later changed to survey of knowledge, attitude, behaviour, belief and practices (KABBP) of voters.

SVEEP addresses gaps in two phases. The first slip takes place when eligible citizens fail to register and the second slip occurs when those who are registered fail to vote. So SVEEP is designed to address gaps in two phases:

- the pre poll phase (registration of voters) and
- the poll phase (turnout of voters to cast their vote)

This includes gap analysis, also in the two phases of voter registration and voter turnout, by taking into account the various datasets.

Measuring Gap: National Level

Young Indians who become qualified to be registered as voters on turning 18 years of age often get left out as a group. In addition to this, there are visible gaps in participation among women, urban population, weaker sections and others in various parts of the country owing to a range of factors.

Transgenders, sex workers, homeless people, people living in newly developed colonies in expanding

Figure 1.3: Gap analysis

Pre poll phase (registration of voters)

Poll phase (turnout of voters to cast their vote)
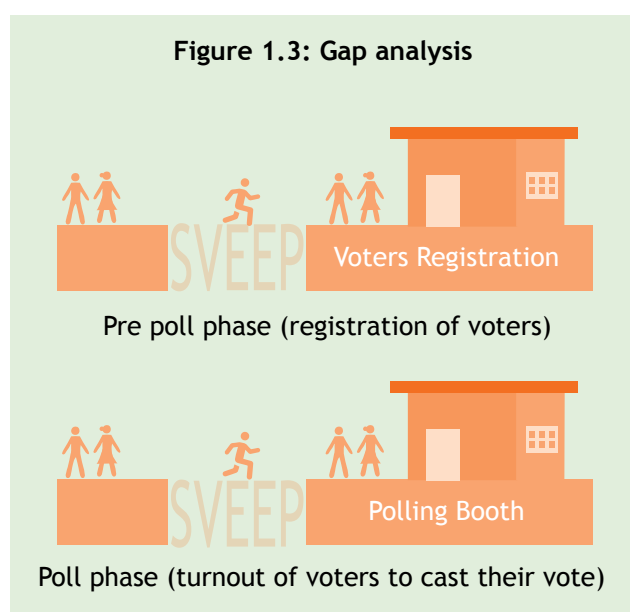
Figure 1.4: Gap analysis indicators

EP (Elector-Population) Ratio

Age Cohort Analysis

Gender Ratio
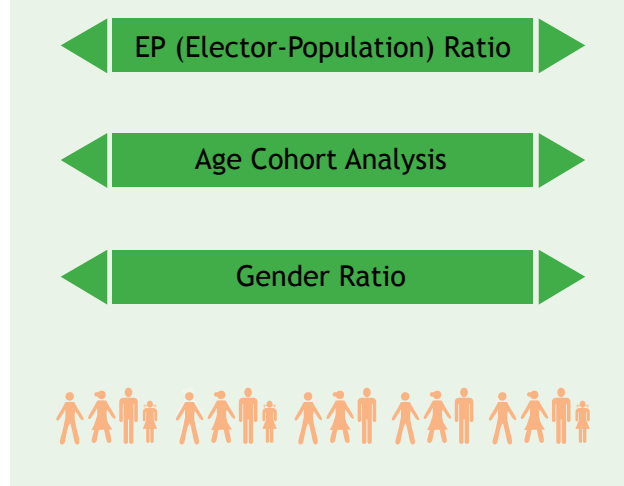
urban areas, nomads, people living in orphanages, women living in protection homes, religious institutions, migrants, people living in difficult terrain and remote areas are some of the groups with lower voter registrations.

Gap Analysis

Election practitioners use certain statistical indicators and analyses for benchmarking the number of people who ought to be registered as electors. These are:

- Electoral Population (EP) ratio
- Age Cohort Analysis
- Gender Ratio

The following indicators were used to do a gap analyses and formulate a strategy of inclusion.

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.

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 the 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.

Age Cohort Analysis
The electoral rolls are analysed to get the number of electors in each age group (18 years-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.

Types of Voters
All voters who actually cast their votes in PS are general voters, whereas armed forces personnel are service voters. Government staff drafted for election duty and service voters are given postal ballots to exercise their right to vote. There are also overseas voters i.e., those who are living outside India but have not taken citizenship of any other country. A deep insight into the voters' behaviour patterns and other factors derived out of the situation analysis and KABBP surveys guides the development of the SVEEP strategy.

Charting the Course: Strategy

Based on the situation and gap analysis and understanding the type of voters, the SVEEP strategies are developed and utilised to overcome barriers to voter registration. Some of these are mental barriers, while some have to do with lack of relevant information or problems with the voter registration process and management. In addition, spreading awareness about informed, un-intimidating and inducement-free voting, under the broader framework of civic education, is an integral part of the approach.

The overarching framework of the strategy for voter registration and participation named as IMF comprises of a plethora of systematic interventions to involve the people in the electoral process.

Figure 1.5: IMF strategy for SVEEP

Information

EVM display in a remote area

Folk dance as a SVEEP activity for voter awareness

Motivation

Voter marathon to motivate citizens for electoral participation

Facilitation

A differently-abled voter being helped on a wheelchair at a polling station as a facilitation measure

Figure 1.6: SVEEP process

Preparation
- Formation of SVEEP Core Committees at State and district Level
- Appointment of Nodal Officers at State and district Level
- Training and capacity building of officers

Situation Analysis through KABBP surveys for region specific gap analysis
- Identifying the lowest turnout PS and reasons
- Analysing Gender Gap
- Analysing gaps in registration
- Analysing gaps in turnout
- Analysing gaps and reasons for urban apathy/youth disconnect
- Identifying groups and communities that have recorded the lowest participation

Planning
- Preparation and sharing of National Framework of Action Plan
- Preparation of State SVEEP plans based on State level gaps and national framework
- Preparation of district SVEEP plans based on district and PS level gaps
- Drawing up monitoring, feedback and evaluation process and mechanism
- Resource allocation
- Content creation for creatives
- Calendar of activities

Partnerships & Collaborations
- Educational Institutions
- Govt. Departments
- Youth Organisations like NSS, NCC, NYKS
- Media Houses
- CSOs/NGOs
- Corporate houses and PSUs
- Individual and group volunteers
- Associations and Federations
- Renowned individuals appointed as national & State icons.

Implementation

Targeted Interventions
- Specific to the identified target group based on PS level situation analysis
- Specific to bridge gender gap
- Specific to overcome youth disconnect
- Specific to fight urban apathy

Inclusion
- Targeted interventions for participation of vulnerable, handicapped, tribals and other excluded and marginalised groups

IMF

Targeted Interventions

To engage specific target groups identified through a rigorous mechanism that takes into account data from each PS, customised interventions are designed, especially to make possible the active participation of youth, women and apathetic urban voters. In order to improve participation of all sections of the electorate, ECI decided to bridge the gap through:

- Targeted interventions (TIs) for meeting gender gap, fighting urban apathy and overcoming youth disconnect

- Targeted interventions for identified left out groups/communities in partnership with identified agencies/support groups for meeting registration gaps during Summary Revision, Special Revision and continuous updation period
- Targeted interventions for identified left out groups/communities in partnership with identified agencies/support groups for meeting turnout gaps ahead of elections

Photo courtesy: UNDP India

Young women happily displaying their EPIC before going to vote

Inclusion

Under SVEEP, every Indian is seen as a voter, and if he/she is too young to be a current voter, then a prospective one. Every Indian is also seen as a partner in the exercise of voter education. Recruiting supporters from the community that was not included has been the mainstay of the strategy to include them. This has meant having women and youth election icons. Women government employees play an important role in bringing women folk on board. Older people are also made election icons and they are very effective in mobilisation activities. Gaps are identified, reasons determined for these gaps and interventions are formulated based on these findings.

Plan of Action: Design & Framework

The SVEEP framework is articulated clearly by ECI for effective design and implementation at different levels. This framework which covers design guidelines and framework is developed and tested over the years and now guides the States and the districts to take the SVEEP objectives forward.

Formulation of State and District level SVEEP Plans

ECI also initiated some internal organisational changes at the State level and constituted State and District level core groups to coordinate and implement all SVEEP activities. The State level plans and district level plans are formulated for the whole year with intense sub plans for election period. The plans are in conformity with the national framework, laid out by the Commission, but allow for due flexibility and credibility at every level.

Planning for Action

The State SVEEP Core Committee is headed by the CEO to supervise implementation of the SVEEP Plan,

a committee with members from various department, agencies and organisations.

- District Core Committee chaired by DEO/CEO (ZP) to supervise the implementation of the SVEEP plan in the district
- Nodal Officer incharge of SVEEP at each district
- Network of partnership be developed at the State and the district level
- Framework of partnerships issued by the Commission in relation to CSOs, Public Sector Units (PSUs)/Corporate Houses and Media

Partners and Collaborations

Working with partners is an important part of the strategy, as any implementation as well as the planning process requires inputs and support from various agencies and departments. The Election Commission collaborated with educational institutions and youth organisations like *Nehru Yuva Kendra Sangathan* (NYKS), National Service Scheme (NSS), National Cadet Corps (NCC) to tap new voters in the age group of 18-19 years, promote greater awareness amongst the youth and students about the electoral process and to seek their assistance in facilitating voter registration. It also collaborated with central and State government departments like the Departments of Health, Education, Women and Child Development (WCD), Cooperatives, Welfare etc., so that these departments are able to extend their existing infrastructure and manpower (field functionaries) for electoral education and outreach. Collaboration with government and private media as well as Civil Society Organisations (CSOs) and credible Non-Governmental Organisations (NGOs) for increasing people's awareness regarding electoral participation has also helped to create voter awareness.

Snippets from electoral education flip-book developed by NLMA

A voter awareness rally by NSS

A street play by NYKS for voter awareness and education

In 2013 ECI signed a memorandum of understanding (MoU) with National Literacy Mission Authority (NLMA), after which electoral literacy has become a major component of the *Sakshar Bharat* Programme (SBP) of the Government of India. ECI and UNDP also have an MoU in the field of voter education. Even the private media houses and corporate houses are joining in and extending support to the SVEEP programme. ECI has now developed a separate 'Framework of Engagement' with CSOs, media houses and PSUs/corporate houses.

Media & Communication

A range of media is utilised for communication and reaching out to the potential voter population with a variety of materials and campaigns for taking the message forward.

For the widest possible availability of information easily and readily various mediums of information are employed for the purpose. Mass media like electronic (radio, TV, film), print, mid-media, social media, inter personal communication (IPC), local and folk media and innovative collaterals are used for the purpose.

- Communication campaigns are done through mass media, folk media and other media vehicles besides direct people-to-people contact.
- While rural women are targeted using inter-personal communication through *Anganwadi Workers (AWWs)* and Accredited Social Health Activists (*ASHAs*), social media and the internet are used to reach out to the urban population and youth.
- Posters and pamphlets and folk media including street plays are widely used to reach out to rural population.
- Keeping pace with the changing times, ECI revived its website to provide all kinds of information and services to citizens which they could access without any difficulty. The social media is being used at district and State level to enhance voter awareness and increase voter turnout. Most of

Women queued up in big numbers to exercise their franchise

Photo courtesy: UNDP India

the State Chief Electoral Offices have their own Facebook pages to reach out to techno-savvy young voters.

- The facility for online registration of voters is the only system in India where one can get an EPIC without visiting a government office. The website also provides various other services like changing the demographic details online and tracking one's application online. The success of this online system is evident from the figures coming in from various States- around 40 per cent of new voters in Kerala and about 30 per cent in Delhi, Andhra Pradesh and Karnataka have obtained their EPICs through this system.

National Voters' Day

In order to reach out to the masses, in 2011, ECI initiated the practice of celebrating National Voters' Day (NVD) on its Foundation Day[2], 25th January. This is considered to be a significant step among the various SVEEP initiatives. Since then, it is being observed every year with the objective of increasing enrolment of voters to make universal adult suffrage a complete reality. With the aim of giving the younger generation a sense of responsible citizenship and to encourage them to exercise their new franchise, ECI felicitates all newly eligible registered voters in over nine lakh PS areas as part of the NVD celebration. They are handed over their EPICs and a badge with the slogan "Proud to be a Voter - Ready to Vote". They also take an oath to strengthen democracy by taking part in the elections. Since 2011, NVD is being celebrated with great enthusiasm across the country along with a series of outreach measures like symposia, cycle rallies, human chain, folk arts programmes, mini-marathon races, competitions and awareness seminars.

His excellency Shri Pranab Mukherjee, President of India, Shri V. S. Sampath, Chief Election Commissioner, Election Commissioners Dr. S. N. A. Zaidi and Shri H. S. Brahma and Shri Akshay Rout, Director General at the NVD 2014 celebrations in New Delhi

Through the observance of NVD, the Commission's objective is to increase the enrolment of voters, especially of the newly eligible ones, to make universal adult suffrage a complete reality. NVD is also utilised to spread awareness among voters regarding effective participation in the electoral process. The 4th NVD was celebrated on 25th January 2014 in over 0.65 million Polling Stations areas and more than 0.27 million educational institutions across the country. Over 39 million new electors were enrolled in the Electoral Rolls ahead of the NVD and around 12.7 million out of these were the newly eligible voters in the 18-19 years age group.

School students in Bareilly taking the Voters' pledge on NVD

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[2] The Election Commission came into being on this day, 25th January in 1950.

ECI tableau in Republic Day Parade 2012

Information

To induce masses to be a part of the electoral system, it is important to provide them with information regarding the how, when and where of it. Imparting information is a prerequisite to help the public become electors, and subsequently, for these electors to become voters.

Voters need to be served information mainly in two phases or stages:
- Prior to election announcement
- After announcement of election

Prior to Announcement of Elections
The Electoral Roll has remained the basic document for conduct of elections in India. The Representation of the People Act 1951 allows only those people to vote whose name are on the Electoral Rolls. All Indian citizens above the age of 18 years can be on these rolls in the constituencies where they ordinarily reside.

Preparation and Revision of Rolls
Electoral Rolls are prepared or revised, on the basis of a qualifying date; in India this date is ordinarily the first day of January in any year. During this period

Posters used for information and motivation of electors

Figure 1.7: Basic enrolment forms

Objection to inclusion of a name or request for deletion of a name — **FORM 7**

FORM 6A — Registration of overseas electors

FORM 6 — New registration in the Electoral Roll

Electoral Roll

FORM 8 — Correction in details of an entry in the Electoral Roll

FORM 8A — Transposition of an entry from one part to another part of the Electoral Roll within the same AC
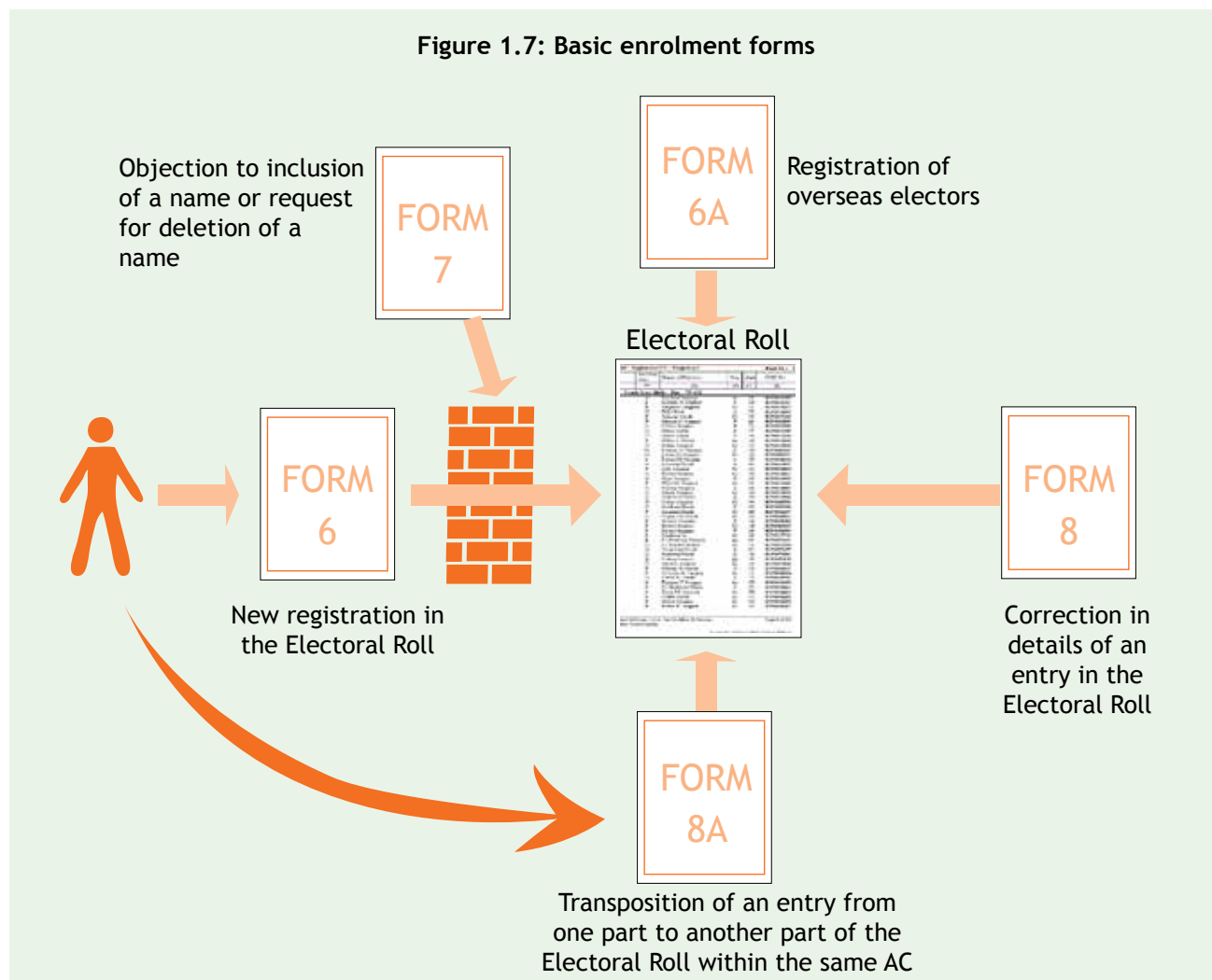
Source: IIIDEM

the SVEEP programme focuses on providing voters information on:

- Why voters should register themselves on the voters' list
- Benefits of registration
- Time and dates of registration
- Online and physical locations where the registration process is being carried out
- How registration is done
- How to correct details of those already registered
- 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

This period also provides information on how registration on voters' list prevents electoral abuse (challenged votes, bogus voting etc.) and information for voters to verify their details such as:

- Where will the addition and deletion lists be displayed

- How to challenge the displayed lists
- Where will the list be displayed for voters to check their names
- How will the lists be used on election day
- How to read and interpret the lists

In an Intensive Revision of the Electoral Roll, a fresh roll is prepared, and under this, an enumerator visits from house to house and obtains details of the electors, after which a draft roll is published, on which claims and objections are invited. After settlement of these claims and objections, a final Electoral Roll is published. However, we normally don't see intensive revision of rolls these days.

What is seen most often is an exercise of Summary Revision; this is done every year, mostly in the months of September and October. This does not involve house to house survey. This involves having Designated Officers (DOs) sit at polling stations to receive claims and objections on the existing draft roll. This provides an opportunity to a newly eligible person, who has

Figure 1.8: Electoral Rolls for Assembly and Parliamentary Constituency

- Electoral Rolls are prepared for Assembly Constituency (AC) under the provisions of Representation of the People Act (RPA) 1950

- No separate Electoral Roll for Parliamentary Constituency (PC) is maintained where the Electoral Rolls of PC are comprised of Electoral Rolls of its Assembly segments (except in J & K)

- Electoral Rolls are organised as geographically defined parts which are further organised into sections and households

- Each part has an identified PS where electors cast their votes on the poll day
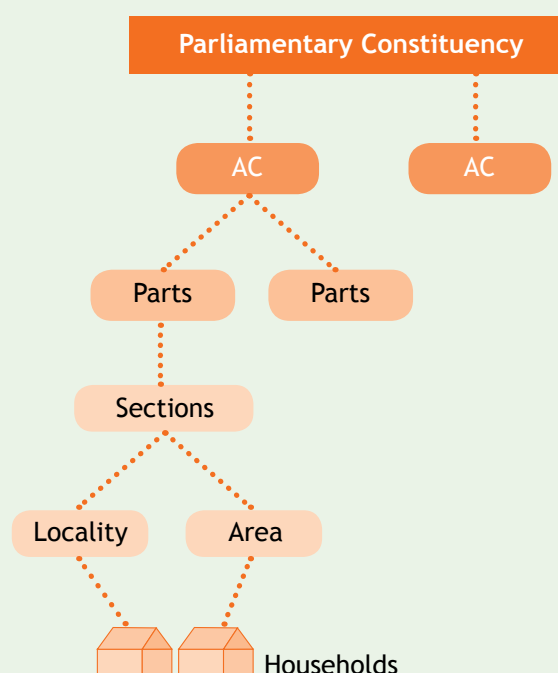
Source: IIIDEM

attained eligibility on or before the qualifying date, to get his/her name enrolled in the Electoral Roll. The names of those who have shifted out or are dead, are to be deleted and those who have migrated in are to be included in the rolls. Quite often, a door to door survey is also ordered as part of Summary Revision.

The period of claims and objections is usually 15 to 30 days. After disposal of claims and objections, the final rolls are published. In this connection, claims have also to be understood as an intention to be enrolled/ registered as voter.

SVEEP is intensified during the claims/objection period so that enrolment is maximised. Enrolment drive by using SVEEP measures simply means mobilising claims from all eligible citizens. However, the need for outreach is equally important for correction and modification of citizens' details on the roll.

In between revisions, any person can make a claim or objection (apply to be registered or have details corrected or shifted) to the Electoral Registration Officer (ERO). This is called continuous updation. The process of continuous updation is stopped during an election from the last date of filing nominations till the completion of that election. Continuous updations are valuable as they provide a window for those citizens

who could not be covered by a Special/Summary Revision. When gaps remain in the Electoral Roll even after a Revision, the SVEEP programme spreads the outreach net during continuous updation to fill such gaps.

A Healthy Electoral Roll
The road to preparing and managing Electoral Rolls is paved with numerous challenges. These relate to the sheer size and volume of the electorate, differences in the administrative pattern as well as administrative units across the length and breadth of the country, lack of permanent machinery for continuous updation of the roll, lack of awareness among the electors/ political parties, illiteracy among a large number of electors to the extent that they are unable to even spell their own names, a heavy incidence of elector migration, lack of knowledge of the correct procedure to be followed and technology related problems. SVEEP has helped mitigate some of these problems through dissemination of all useful information.

With its more than 1.25 billion population, India is required to produce an Electoral Roll for about 840 million electors, and always rising, spread across 28 States (now 29) and seven Union Territories (UTs). The magnitude of the problem can be gauged from the fact that the combined electorate of North and

A glance at the Electoral Roll that is available for every polling station

- Postal ballots or Election Duty Certificate (EDC) for polling personnel, security personnel and other staff on duty on poll day
- Tendered Votes
- Ramps at PS for differently-abled voters
- Use of braille on EVMs for visually challenged voters
- Separate queues for male and female voters
- Two female voters to be permitted to vote after every male voter
- Priority for senior citizens and differently-abled voters
- Facilities for women with children in arms

South America is less than the electorate of India. Entire Europe comprising of 50 countries has a lesser number of electorate than India has. Similarly, entire Africa (54 countries) has a lesser number of electorate than India has.

ECI prepares the Electoral Roll AC-wise, PS-wise, so that each PS has a total of about 1,200- 1,500 electors. Even then, the country as a whole, has to prepare Electoral Rolls for about 9,20,000 polling stations.

After Announcement of Elections
During this period the SVEEP, communication focuses on information to facilitate increased turnout on poll day. Various information that is provided during this phase of SVEEP is as follows:

Time and Date of elections: Voting may be done in phases and the State may have several phases under which the different PCs or ACs shall be voting.

Location to Vote: Due to rationalisation of PS, several voters would have to vote in new locations and hence, information regarding the same is provided, particularly in urban areas.

Special voting services: Certain services are provided for various categories of voters. The services include:
- Postal ballots and proxy voting for service voters

Documents required: Information regarding documents to prove identity and qualification to vote is very critical and is disseminated widely and frequently. This information is particularly emphasised for first time voters, nomads and migrants, homeless persons etc.

How to Cast Vote on EVM: Information about the polling process and also provisions for tendered vote, challenged vote, and provision for exercising voting right by choosing None of the Above (NOTA)[3] option.

Polling and Poll Day Security Measures: This information aims at confidence building among the voters by giving details on observers, MCC, helpline numbers, security measures in place, videographers, contact numbers of control rooms and police stations etc.

List of Contesting candidates: Information regarding the final list of contesting candidates is posted on the notice board outside the Returning Officer's (RO) office. Wide publicity via the press is also carried out about the candidates who are contesting elections. Affidavits with the candidates' declarations are also scanned and uploaded online, after the candidates have been finalised, which are used to good effect by the media and CSOs.

Code of conduct: Extensive circulation and dissemination of the code of conduct among citizens assist in reducing conflicts and violations during the election. Hence, they need to be aware of what to expect from the political parties.

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[3] The last button on the EVM is NOTA, which the voter can press if he/she does not wish to vote for any of the contesting candidates.

The use of Electronic Voting Machines (EVMs) in India has helped prevent several electoral malpractices and resulted in more efficient conduct of elections

Tendered vote: This is the procedure which is to be followed if an elector finds that another person has already voted in the elector's name.

None of the Above (NOTA) Option: The last button on the EVM is NOTA, which a voter can press if s/he does not wish to vote for any of the contesting candidates.

Informed and ethical voting: Information about the aspects that are considered as corrupt practices or electoral offences besides promoting informed and ethical voting.

Motivation

The task of enthusing and inspiring the disinterested and alienated citizens and addressing their apathy and skepticism is imperative for greater electoral participation. Thus, it is crucial to associate a sense of pride with the right and duty of exercising one's franchise.

ECI Icons

Identifying the ability of inspirational personalities to establish an authentic connection with the masses, ECI associated itself with renowned Indians from various fields who enjoyed national appeal and appointed them as ECI's National Icons to motivate voters. Similarly, renowned individuals in States were appointed as State Icons.

Physical Events and Activities

A variety of physical events and activities are taken up under SVEEP for motivation and mobilisation.

- Competitions like drawing, debates, declamations, quiz in educational institutions on elections and voting

Mass mobilising events

Inspiring Millions: ECI's National Icons

Dr. A.P.J. Abdul Kalam - A renowned scientist, scholar, administrator and the eleventh President of India, Dr. Kalam has been a role model for thousands of young people in the country, especially because of his campaigns and literary works focused on channelising the untapped energy of the youth. He was ECI's first national icon in 2010.

Sh. M.S. Dhoni - Leading the Indian cricket team to several victories as its present Captain, Mahendra Singh Dhoni is an inspiration to many. Popular for his image of being hard-working and a self-made man, he became ECI's national icon in 2010.

Ms. Saina Nehwal - The first Indian to win a medal in badminton at the Olympics and achieve World Rank 2 in her sport, Saina Nehwal inspires women and youth across the nation. She became ECI's National Icon in 2013.

Ms. MC Mary Kom - The only woman boxer to have won a medal in each one of the six world championships, and bagging several prizes in boxing for India, Mary Kom is the face of the undaunted spirit of women and became ECI's National Icon in 2013.

Sh. Aamir Khan - Apart from being one of the most popular actors, Aamir Khan, who is also a director, screenwriter, producer and television presenter, has been making significant contribution by mobilising masses through his association with several social development and welfare programmes. He was appointed ECI's national icon ahead of the Lok Sabha Election 2014.

- Activities like local and folk art competitions targeting rural women
- Song writing competitions and rock festivals in public places to interest urban youth
- Sporting events like kite flying, motor rallies, cricket tournaments, wrestling events, marathon runs
- Mass mobilisation events like rallies, human chains, and candle light vigils are utilised with good effect
- Pledge to vote by masses in educational institutions, *Gram Sabha*, gatherings and special events
- Entertainment shows using the medium of street plays, magic shows, fashion shows to generate awareness
- Flash mobs in malls, celebrity endorsements, online quizzes targeting urban populace
- Mock polls and dummy PS are effectively used to engage with people

Voter Facilitation

Greater participation of the public in elections can be guaranteed by making the process and procedures voter-friendly. The final step of the SVEEP strategy holds great importance as an informed, aware and motivated public, that is geared up to contribute to the democratic machinery needs to be complemented with measures that make their participation easier and smoother. There could be a risk of credibility loss if after generating demand, there is a shortfall in supply.

Voter Facilitation Centres (VFCs), providing voter slips ahead of polls, separate queues for women and the aged, women polling officials to assist *purdah nasheen* women voters, and increasing the number of PS so that every voter can reach one within two km are some of the popular facilitation measures.

Facilitation Measures for Registration
The following are some of the facilities and measures to facilitate registration:
- Online registration made available on the ECI website and also on the CEO's website
- Name search facility on Electoral Roll on the CEO's website and also on the ECI website
- SMS based service for searching name and polling booth
- Information on election laws and rules, guidelines as well as details regarding the Election Officials

The Celebratory Hues of SVEEP:
Interweaving Fairs & Festivals with Voter Education & Participation

India is considered to be the land of festivals. Fairs and festivals, gaiety and colourful celebrations are interwoven in the socio-cultural fabric of the country. National days are celebrated with patriotic fervour, while religious and cultural festivals and even birth anniversaries of leaders spread throughout the annual calendar are all reasons to rejoice. This spirit cuts across the divides of communities, religions, class and gender. It was almost natural, therefore, that SVEEP managers across India thought of integrating voter education with festivals and fairs.

SVEEP was introduced through various activities that became a part of the celebrations, and also by targeting certain innovative activities at the specific venues of celebrations. While on the one hand, integrating the message of voter education and participation with in these fairs and festivals makes use of and adds to the existing festive spirit. It also reaches out to the people because of the emotional significance attached to it. On the other hand, these are fertile grounds for engaging with larger sections of target groups by using specific, engaging and appealing messages and activities. Since the time of these celebrations is usually known in advance, it was possible to plan these interventions with a lot of local support. For instance, the months of September and October coincide with some major festivals and fairs while these are also the months in which the annual Summary Revision of Electoral Rolls takes place. The fun, festivals and creativity associated with these festivals provide the SVEEP activities with an interesting and celebratory tone.

including the ROs, Assistant Returning Officers (AROs), BLOs available on the CEO's website
- VFCs are citizen friendly centres to facilitate citizens on Electoral Roll issues and EPIC cards. For citizens, issues related to Electoral Roll are additions, deletions, modifications and transpositions of their names in the Electoral Roll. VFC is a one stop service for citizens.
- Forms 6, 7, 8 and 8A made available at prominent places including banks and post offices, colleges and universities, as well as in high schools for newly eligible electors.

A SVEEP call centre to address queries from voters in Andhra Pradesh

- Special registration camps are held in weekly *haats,* during festivals and through mobile vans ahead of elections.
- A nationwide special campaign on 9th March 2014, in each of the over nine lakh PS across the country to facilitate voters to check their details on the voter's list and also to register new voters.
- In some States, these centres run throughout the year while in some other States these become operational during Summary and Special Revisions.
- Voters' Helplines are available country-wide, at national, State and district levels. The voters' helpline number is 1950, which is the number that represents the year India got its Constitution and the year when ECI was set up. Some districts have also started local helpline numbers to make the local access easier and simple.

Facilitation Measures for Increased Turnout
The following are some of the facilities and measures to make voting a smooth and friendly experience:
- Poll hours extended to 11 hours in most regions to facilitate voters in the national elections 2014.
- Basic Minimum Facilities (BMF) - ramps, toilets, electricity, sheds and drinking water at every PS.
- Model Polling Stations (MPS) 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. Also old, infirm and physically challenged voters are given priority in voting at polling booth.
- 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 basket of alternate photo identity documents that can be used for voting are announced ahead

of poll day. Wide publicity is given about these alternate documents to facilitate people to vote in the absence of EPIC.
- 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.
- 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.
- Search facility for names on the voter list on the national website as well as on the CEO's website and through SMS alerts.
- Voters' Helplines in districts to facilitate voters to get the right information.
- Polling day reminders through SMS alerts and also on radio and television and through public address systems.

Measuring Success: Monitoring & Evaluation

To assess the efficacy of implementations and derive learning for improvement, mid period reviews and constant monitoring of SVEEP programmes are conducted. Regular video conferences are organised by the CEO with all DEOs for review of implementation. The programme is reviewed at the national level by the Director General who keeps the Commission briefed.

Statistical studies, innovations and case studies along with the creative material produced are compiled at the DEO and the CEO level and shared with the Commission for replication and scaling up.

During the actual period of conduct of elections, Awareness Observers (AOs), who are senior professionals from the Central level, are deployed to monitor the implementation of the programme at that critical time.

To encourage and felicitate outstanding contributions for greater electoral participation individuals and organisations are presented awards on the NVD. The National Best Electoral Practices Awards instituted since 2011 are given out to officials in various areas of the conduct of elections. The National Media Awards given simultaneously commend the efforts of media organisations for supporting SVEEP objectives through their voluntary campaigns.

On Record: Documentation

The mammoth task of engaging with citizens in the elections and the related processes requires looking back to leap forward. Plans and programmes and their implementation are documented with care for sharing of best practices. The DEOs are required to compile the interventions carried out in their district and submit a report to the CEO within a month of closing of polls. The CEO submits a documented report to the Commission analysing registration data, comparative turnouts, especially of identified excluded groups at specific PS. Various other reports, including stories of human interest, photographs and creatives are archived for future reference. Reports regarding Summary Revision, turnout and related data are also made available online on the ECI website. SVEEP archive in ECI is by now a rich resource for managers, both at the national and the international level.

Money Matters: Funding

The funds for the programme, since its launch in 2009 have been met mainly from the State budget as the planning and implementation takes place at the State and district level. In the year 2013-14, Election Commission of India disbursed funds centrally to the tune of Rs 168.5 million to augment the funds available with the election machinery in the States and the districts, to further strengthen the programme implementation especially in view of the Lok Sabha election 2014.

The massive SVEEP programme is implemented at national, State, district 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 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 offices, stationeries, corporate space, media space and services for voter education and also partner with ECI in enrolment of their employees and their family members. The strength of the SVEEP programme being partnership based enterprise, government funding would always remain only a part of the whole. In kind, contributions coming into this venture in election years is phenomenal.

In Perspective: Evolution

Thus, the goals and objectives of SVEEP are conceptualised, designed, carefully planned and thoroughly and meticulously executed as a transformational intervention for strengthening democratic and electoral participation. This robust SVEEP design and plan has evolved in the two SVEEP phases over a period of five years.

SVEEP-I (2009-2013)

The seed of SVEEP was born out of the managerial underlining of the gaps in registration of citizens as voters and the more glaring gap in turnout from election to election. In India, the turnout had historically stagnated around 55-60 per cent, thus leaving out the choices of millions of eligible citizens. This identification was followed by the intellectual understanding that low participation could adversely impact the quality of democracy and there was a need for management interventions to address this problem. There was a small experimental beginning under the banner of IEC after taking some from the national election 2009, and some State elections that followed soon after.

Phase - I of SVEEP spread broadly from end 2009 to March 2013. This covered 17 General Elections to State Assemblies and three Revisions of the Electoral Rolls in varying geographies, levels of urbanisation, literacy, security and logistics issues.

SVEEP-II (April 2013 – till National Elections 2014)

Phase-II of SVEEP carried forward and further strengthened the initiatives taken in SVEEP Phase-I. SVEEP II involved a planned strategy for a targeted

Figure 1.9: Primary target groups for SVEEP

approach towards meeting the various gaps that exists in the field of registration and voting besides spreading awareness about informed, un-intimidated and inducement free voting under the broader framework of civic education. It included content development for neo-literate and non-literate groups. TIs on major gaps related to participation of women, urban electors, youth, physically challenged etc., were comprehensively planned at the CEO's level. However, flexibility was given to the DEOs to innovate at their level for better outputs in consultation with the CEO. The Lok Sabha 2014 elections have been a major landmark in the history and learning of SVEEP as it also happened to be the focus of SVEEP II.

There was a structured framework including steps like PS wise situation analysis, planning of interventions and implementation, followed by review and evaluation in regular intervals for the entire period. Constant monitoring at the CEO and ECI level was an essential part of the strategy. There was a pronounced emphasis on the supply side of SVEEP, particularly in developing facilities at the polling stations and on the polling day. Besides the Lok Sabha elections, it covered ten general elections to State Assemblies.

Understanding Population Segments

SVEEP II worked meticulously on differentiated population segments in relation to electoral participation. It looked at citizens who are eligible

to register and vote as one group, youngsters who would soon become eligible to register and vote as another and children who are not only future voters and citizens but also message carriers for all those who are eligible as a distinct group.

The programme intensified the interventions on gender gap, youth disconnect and urban apathy countrywide as there were identified substantial shortfalls among these groups. Results received from SVEEP-II programme bring home the justification of such special drives. In yet another effort to address citizen segments, CEOs and DEOs were directed to search for large or small groups who because of their vulnerabilities, handicaps, socio-cultural barriers or any other reasons stay outside the electoral process. Even calls for poll boycott based on certain local protests at some places were dealt with.

SVEEP-II witnessed institutionalisation of the implementation structure and a wide range of effective partnerships across all sectors for maximising outreach to people. Innovations made during SVEEP-I were taken up as standard practices during SVEEP-II, while a whole new range of innovations were introduced by election managers. At the highest level, the Election Commission of India made SVEEP a priority area of review. It became a standard practice to ask DEOs about their plans and aspirations for turnout in their next election and what SVEEP measures they were taking to achieve their targets. CEOs and DEOs were regularly asked by the Commission to explain various gaps in registration and turnout. Voter education and electoral participation had acquired a new level of urgency.

Based on the experience and achievements of SVEEP-I and SVEEP-II, the third phase of SVEEP is about to commence. It is expected to consolidate the substantial work already done and at the same time bring in new approaches to deal with the unfinished tasks.

In the next chapters the journey of the SVEEP programme along the experimental, the exciting and the productive path from earlier Assembly elections through the Lok Sabha election 2014 has been traced.

Lok Sabha Elections 2014

Lok Sabha Elections 2014

The five year term of the 15th Lok Sabha constituted on 1st June 2009 expired on 31st May, 2014. Article 324 of the Constitution of India bestows the relevant powers, duties and functions upon the Election Commission of India while Section 14 of the Representation of the People Act, 1951 provides for conduct of elections to constitute a new Lok Sabha before the expiry of its current term. Taking into account these Constitutional and legal provisions, the ECI made comprehensive preparations for conduct of elections to the 16th Lok Sabha in a free, fair and peaceful manner.

Figure 2.1 : National polling days schedule for LS 2014

Poll Day
07 Apr 2014

Poll Day
09 Apr 2014

Poll Day
10 Apr 2014

Poll Day
11 Apr 2014

Poll Day
12 Apr 2014

Poll Day
17 Apr 2014

Poll Day
24 Apr 2014

Poll Day
30 Apr 2014

Poll Day
07 May 2014
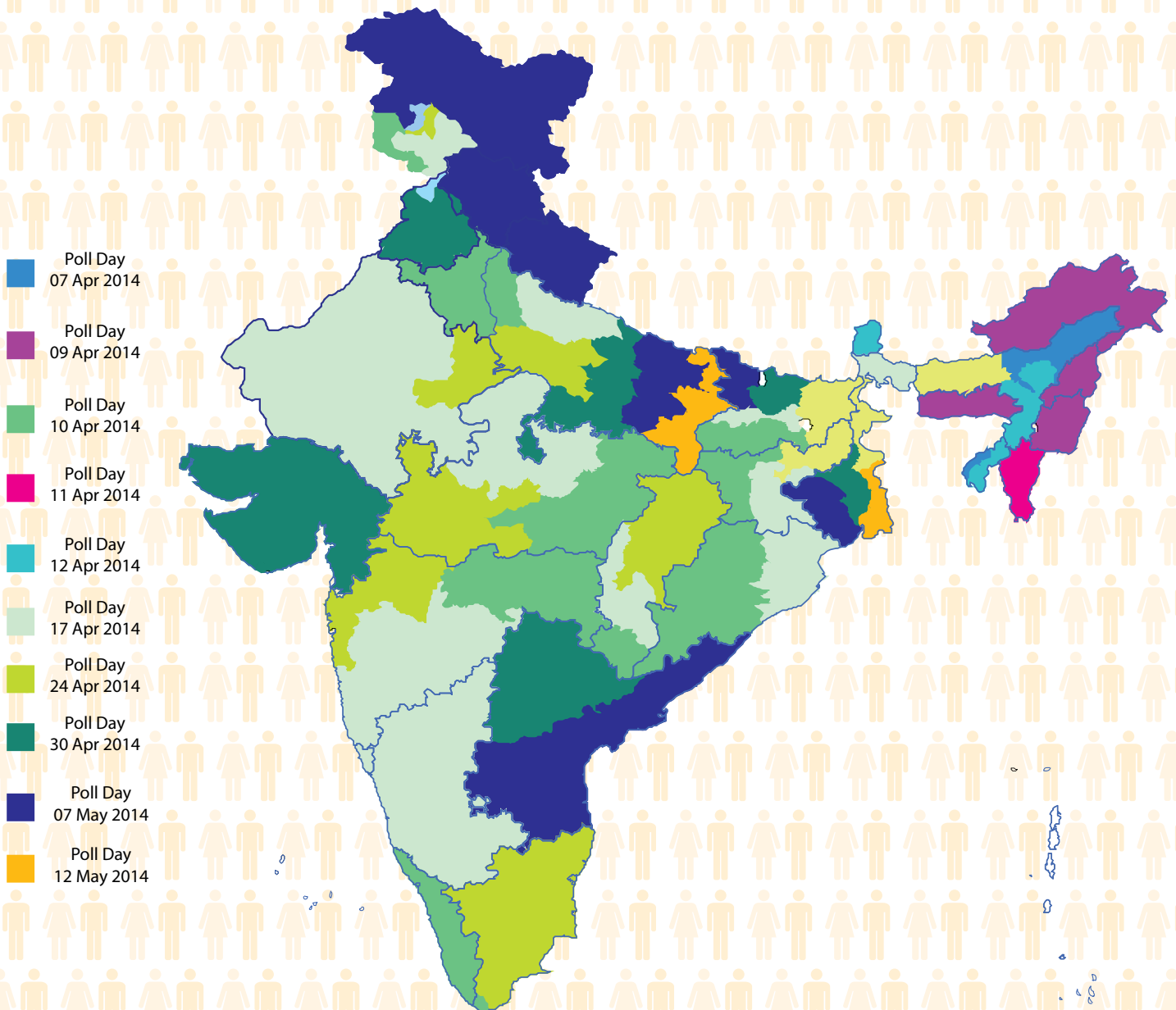
Poll Day
12 May 2014

The Historical Feat: Lok Sabha Elections 2014

The Election Commission finalised the schedule for General Elections to be held on 10 poll days to constitute the 16th Lok Sabha. The first poll day of the nation was 7th April, 2014 (Monday) and the ninth (last) poll day was 12th May, 2014 (Monday). The schedule for Legislative Assembly Elections for four states, viz., Andhra Pradesh, Odisha, Arunachal Pradesh and Sikkim also followed the Parliamentary election schedule. The date of counting was 16 May 2014.

The total electorate in the country as per final published E-rolls[1] with reference to 01.01.2014 was approximately 814.5 million compared to 713 million in 2009. This marks an increase of more than 100 million electors. There has been 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 per cent of the total electors, against the 0.75 per cent in 2009. The Commission had encouraged the enrolment of transgender persons with their gender written as "Others" in the Electoral Rolls since 2012. The number of electors enrolled as "Others" gender was 28,314.

Great Beginnings:
First Lok Sabha Elections, 1951-52

The Indian general election of 1951-52 elected the first Lok Sabha since India became independent in August 1947. Until this point, the Indian Constituent Assembly had served as an interim legislature. Polling was held between 25 October 1951 and 21 February 1952. Although the majority of votes were cast in February 1952, voters in the state of Himachal Pradesh were given the chance to vote in October 1951 because the heavy snowfall, primitive roads, and mountainous terrain of that state made it likely that polling stations would be largely unreachable during a February election. The very first votes of the election were cast in the district of Chini in Himachal Pradesh. The first general elections, which were conducted for 489 seats in 401 constituencies, represented 26 Indian states. There were 173.2 million electors and the voter turnout was 61.16 per cent - one of the higher turnout rates in Indian elections, indicating popular interest in the first exercise of democratic franchise in independent India.

Graph 2.1: Voter turnout in Lok Sabha elections

Voter Turnout Trend

Year	Percentage
1951	61.16
1957	63.73
1962	55.42
1967	61.33
1971	55.29
1977	60.49
1980	56.92
1984-85	64.02
1989	61.95
1991-92	55.88
1996	57.94
1998	61.97
1999	59.99
2004	57.98
2009	58.19
2014	66.44
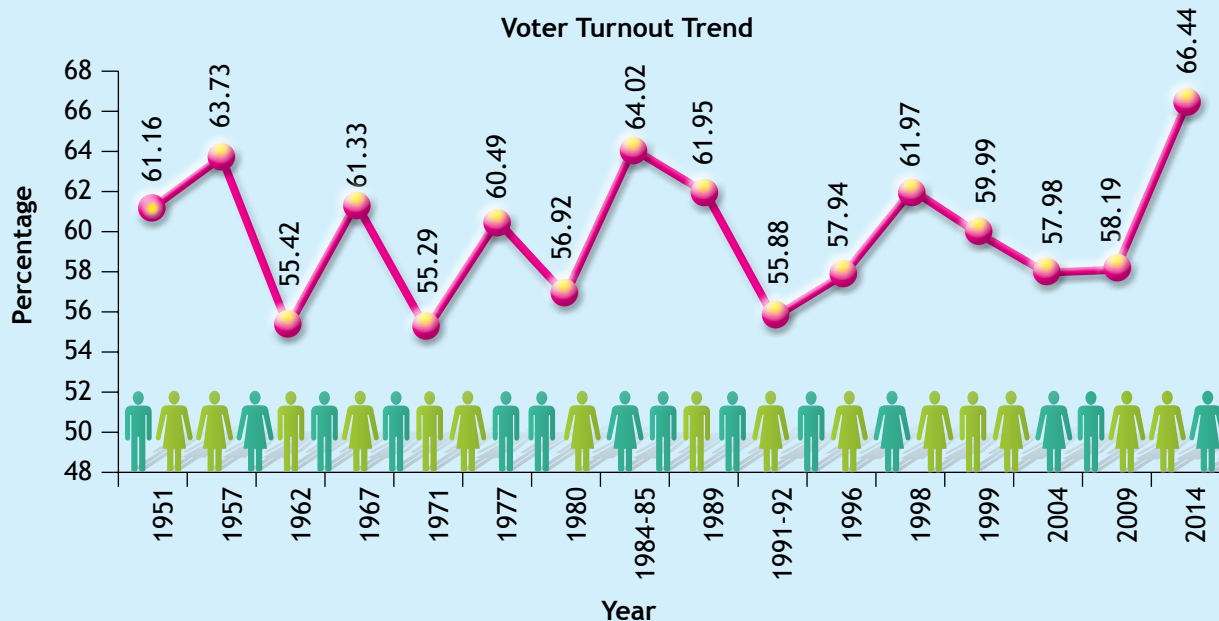
[1] The Electoral Rolls were revised with reference to 1-1-2014 as the qualifying date and were finally published in all States and Union Territories. The process of continuous updation of Electoral Rolls continues till the last date of filing nominations. The final publication of rolls was followed by continuous updation of rolls and the drive was intensified ahead of elections to enroll as many eligible citizens as possible. Around 20 million people were enrolled in this drive, with the result that country went into the Lok Sabha elections with a total electorate of 834 million.

Figure 2.2: Voter turnout highlights of Lok Sabha election 2014

	Total Electorate	Total Votes Polled	Voter Turnout percentage	Women Turnout percentage	Gender Gap
LS 2014	834 million	554.1 million	66.44 %	65.6 %	1.55
LS 2009	717 million	417.2 million	58.19 %	55.8 %	4.42
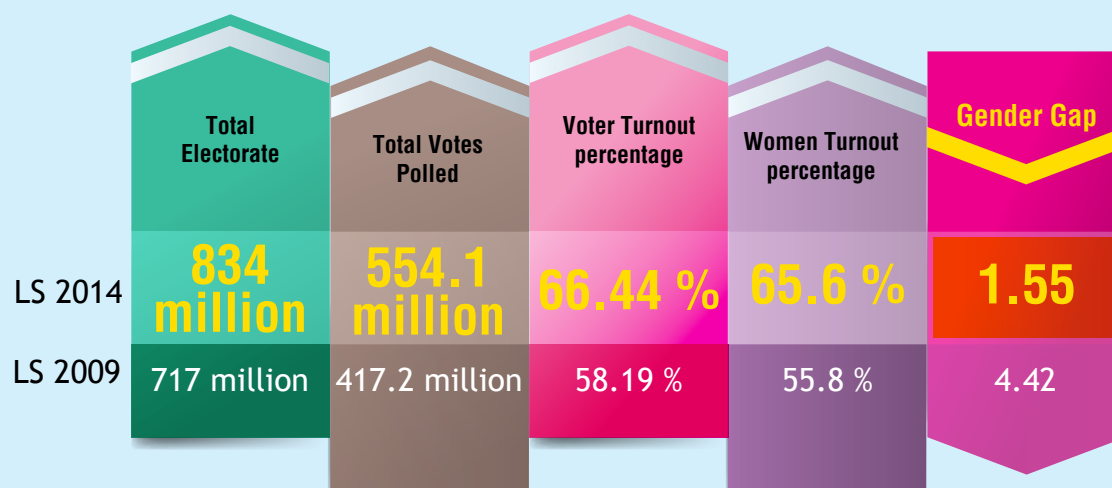
→ The turnout for LS 2014 stands at a record high of 66.44 per cent. The highest turnout was recorded earlier in 1984 at 64.02 per cent.

→ The electorate in LS 2014 was around 117 million more than in 2009.

→ There was an increase of voters by 32.71 per cent over voters in 2009 and in real number terms, approximately 137 million more voted in LS 2014.

→ The gender gap between the male turnout percentage and the female turnout percentage now stands reduced at 1.55 percentage points against more than four percentage points in 2009.

→ 16 States/UTs recorded a historic turnout while 33 among the 35 States/UTs recorded a higher turnout than in LS 2009 election.

→ 16 States/UTs recorded a higher women turnout and among these, women voters surpassed men for the first time ever in any Lok Sabha elections in nine States/UTs.

→ Urban turnout recorded an increase across the country over the turnout percentage in 2009.

Parliament amended the Representation of the People Act, 1950, allowing enrolment of Indian citizens living overseas as electors. Under this category, 11,844 overseas electors were enrolled in the electoral rolls. There were 13,28,621 Service electors in the electoral rolls on the final published roll with reference to 01.01.2014. The electoral roll with which the country went to polls had 834,209,839 electors, as more electors were added during the continuous updation of the electoral rolls ahead of elections.

There are many fascinating facets to the overall remarkable highest ever voter turnout performance that calls for a further deep dive into the LS 2014 turnout numbers to understand the shades and hues of this feat.

The general election to constitute the 16th Lok Sabha held in April- May 2014 will be remembered for a number of firsts. **This is the highest voter turnout in any general election so far.**

554.1 million (66.44%)
Election Commission's figures put the number of voters who exercised their franchise at 554.1 million (66.44%), which is more than the combined population of the entire European Union! It is interesting to note that the number of voters in India in LS 2014 was more than the total number of electors till 1992 and the total population of India in 1971 census. Engaging with and motivating such a large and diverse population to cast their vote was a gigantic task with a myriad range of complexities and challenges.

Making his vote count ever since 1951:
Inspiring millions with his undaunted spirit

"I will walk to the polling station", said Mr. Negi as he trudged a long distance, early in the morning of 7th July, 2014 accompanied by his wife Hira Mani, to reach polling booth no.50 in Kalpa village of the Kinnaur district. As he reached his destination amid cheering crowds and traditional trumpet music, he was greeted and facilitated by the Deputy Commissioner. After checking his name registered on serial no. 123, with great pride he got his finger inked and cast his vote for the 16th Lok Sabha elections.

Mr. Shyam Saran Negi is a 97 year old retired schoolteacher who cast the first vote in the 1951 general election in India — the nation's first election since the end of the British Raj in 1947. Father to ten and grandfather to many, Mr. Negi recalls how ballot boxes used to be carried on mule backs back then in these difficult terrains. For him this franchise is much greater than a duty, much more than a right.

Mr. Negi has voted in every general election since 1951, and is believed to be one of India's oldest voters as well its first.

In-depth: Voter Turnout Analysis

Voter turnout trends can be analysed in several ways and that not only gives interesting insights into how the voters have voted but is also a good measure to gauge the effectiveness of SVEEP strategies and plan. Here are some ways to look at it:

a. Electors and voters comparisons in all General Elections (GEs) to Lok Sabha

b. Turnout in States which had the lowest/highest turnout in the last GE

c. Gender gap in States which had highest gender gaps in the last GE

d. First time voter (age 18-19) registration/enrolment

e. Turnout in urban centres as compared to the last elections

f. Special factors- border, disability, third gender, old age, disturbed areas etc.

a. Comparison of Electors and Voters in All General Elections to Lok Sabha

The increase in population is natural increment as the population increases over the years but people register for the process to become electors. And when electors cast their votes, they become voters. The LS 2014 saw the highest increase in electors as well as voters.

The voter turnout in the national elections has been around 59 per cent in the last two decades. Also, in the context of the State Assembly elections, it is observed that the voter turnout has been stagnant, though the turnout for the Assembly elections has generally been much higher than the Parliamentary elections in almost all State. This follows the trend that the turnout in elections of local bodies is higher than the turnout in Assembly elections. The recently concluded Lok Sabha elections 2014 continued with unprecedented rising trends gaining momentum from the recent Assembly elections.

The increase in the number of voters over the last Lok Sabha elections was substantially higher than the increase in the electorate in most States. While the total increase in the electorate stood at 117 million against 2009, the increase in voters was at 137 million against the 2009 figures.

b. Analysis of Voter turnout in High, Medium and Low Turnout States/UTs

The SVEEP programme interventions were aimed at increasing the enrolment of eligible citizens as electors and also at increasing the voter turnout. The efficacy of the programme was reflected by the patterns in voter turnout increase in the LS 2014 when compared with the 2009 LS data.

The SVEEP interventions varied in intensity and spread based on the existing voter turnout pattern. Accordingly, there was a higher intensity of interventions in traditionally low turnout States and also TIs based on situation analysis at the grass root level.

The incremental increase varied in different regions and States, and an attempt was made to analyse the increased participation after categorising the States/UTs into high, medium and low turnout, based on LS 2009 data. The turnout achieved in the immediate past Assembly elections in the States following the SVEEP measures was also taken as a factor.

Graph 2.2: Comparison of electors and voters in national elections
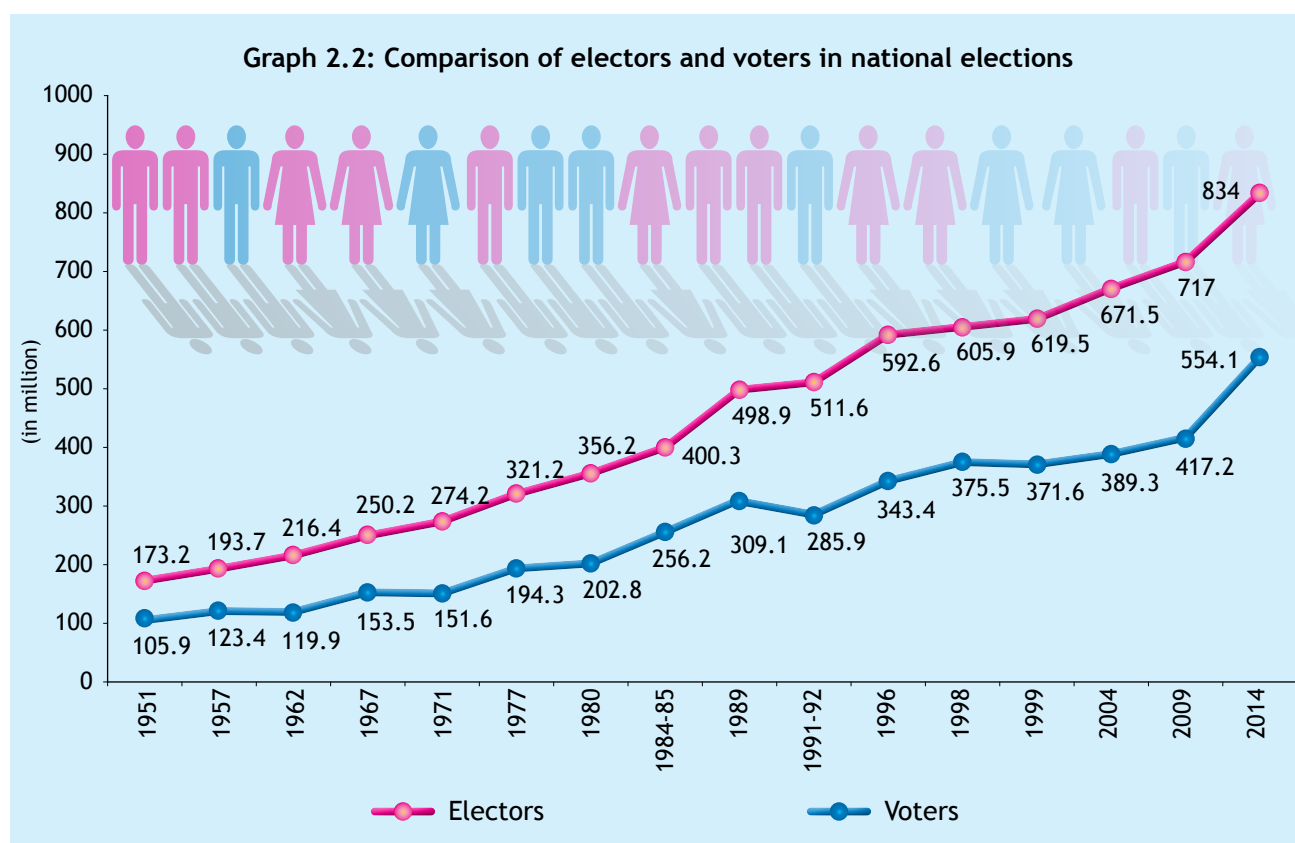
Graph 2.3: Increase in the number of voters/electors in States/UTs over Lok Sabha election 2009 **(in million)**

State/UT	Increase in Electors	Increase in Voters
Nagaland	No increase	No increase
Lakshadweep	0.005	0.004
Andaman & Nicobar Islands	0	0.02
Daman & Diu	0.015	0.02
Sikkim	0.07	0.06
Dadra & Nagar Haveli	0.05	0.06
Arunachal Pradesh	0.02	0.1
Manipur	0.03	0.12
Mizoram	0.07	0.13
Puducherry	0.14	0.14
Chandigarh	0.1	0.15
Goa	0.04	0.22
Tripura	0.31	0.23
Meghalaya	0.29	0.28
Himachal Pradesh	0.2	0.4
Jammu & Kashmir	0.61	0.97
Uttarakhand	1.24	1.3
Kerala	2.43	1.89
Punjab	2.61	1.95
NCT Of Delhi	1.61	2.48
Assam	1.34	2.89
Haryana	4	3.3
Chhattisgarh	2.16	3.66
Odisha	2	3.74
Jharkhand	2.45	3.89
Andhra Pradesh	7.03	6.37
Karnataka	4.41	6.45
Gujarat	4.1	8.35
West Bengal	10.33	8.96
Rajasthan	5.89	9.13
Madhya Pradesh	10.02	10.15
Tamil Nadu	13.51	10.24
Bihar	9.3	11.69
Maharashtra	7.8	11.74
Uttar Pradesh	22.81	25.72

Increase in Electors **Increase in Voters**

Low Turnout

The national average turnout in LS 2009 was 59 per cent and there were 15 States that had voted less than the national average. These included on the one hand States like Jammu & Kashmir which is violence affected, and a relatively peaceful state like Goa on the other, besides the National Capital Territory of Delhi and big states like Uttar Pradesh, Bihar and Maharashtra that contribute substantially to the total national electorate. It was seen that in LS 2014 the increase in voter turnout percentage in these States varied between 10 per cent to 22 per cent approximately.

Medium Turnout

There were seven States/UTs that had voted higher than the national average in LS 2009. It is relatively more challenging to increase turnout when the base is already high. Even among these States/UTs, the voter turnout percentage increased between five per cent to 10 per cent points.

High Turnout

There were 13 States/UTs that performed exceptionally better in LS 2009, recording voter turnout above the national average by a range of 11 per cent to 30 per cent. Efforts to maintain or

Graph 2.4 : Comparative turnout in low turnout States/UTs (with turnout below the national average in 2009)

Jammu & Kashmir — 10.05, 49.72, 39.67
Bihar — 11.8, 56.26, 44.46
Uttar Pradesh — 10.66, 58.44, 47.78
Gujarat — 15.77, 63.66, 47.89

Rajasthan — 14.25, 63.11, 48.86
Maharashtra — 9.61, 60.32, 50.71
Jharkhand — 12.93, 63.82, 50.89
Madhya Pradesh — 10.45, 61.61, 51.16

Mizoram — 10.15, 61.95, 51.8
NCT of Delhi — 13.29, 65.1, 51.81
Uttarakhand — 8.09, 61.67, 53.58
Goa — 21.79, 77.06, 55.27

Chhattisgarh — 14.11, 69.39, 55.28
Himachal Pradesh — 6.1, 64.45, 58.35
Karnataka — 8.39, 67.2, 58.81

Turnout 2009 (%)
Turnout 2014 (%)
Increase (%)

Graph 2.5 : Comparative turnout in medium turnout States/UTs (with turnout above the national average in 2009)

Andaman & Nicobar Island — 6.51, 70.67, 64.16

Meghalaya — 4.42, 68.80, 64.38

Odisha — 8.49, 73.79, 65.3

Chandigarh — 8.21, 73.71, 65.5

Haryana — 3.51, 71.45, 67.94

Arunachal Pradesh — 10.99, 79.12, 68.13

Assam — 10.54, 80.12, 69.58

Turnout 2009 (%)

Turnout 2014 (%)

Increase (%)
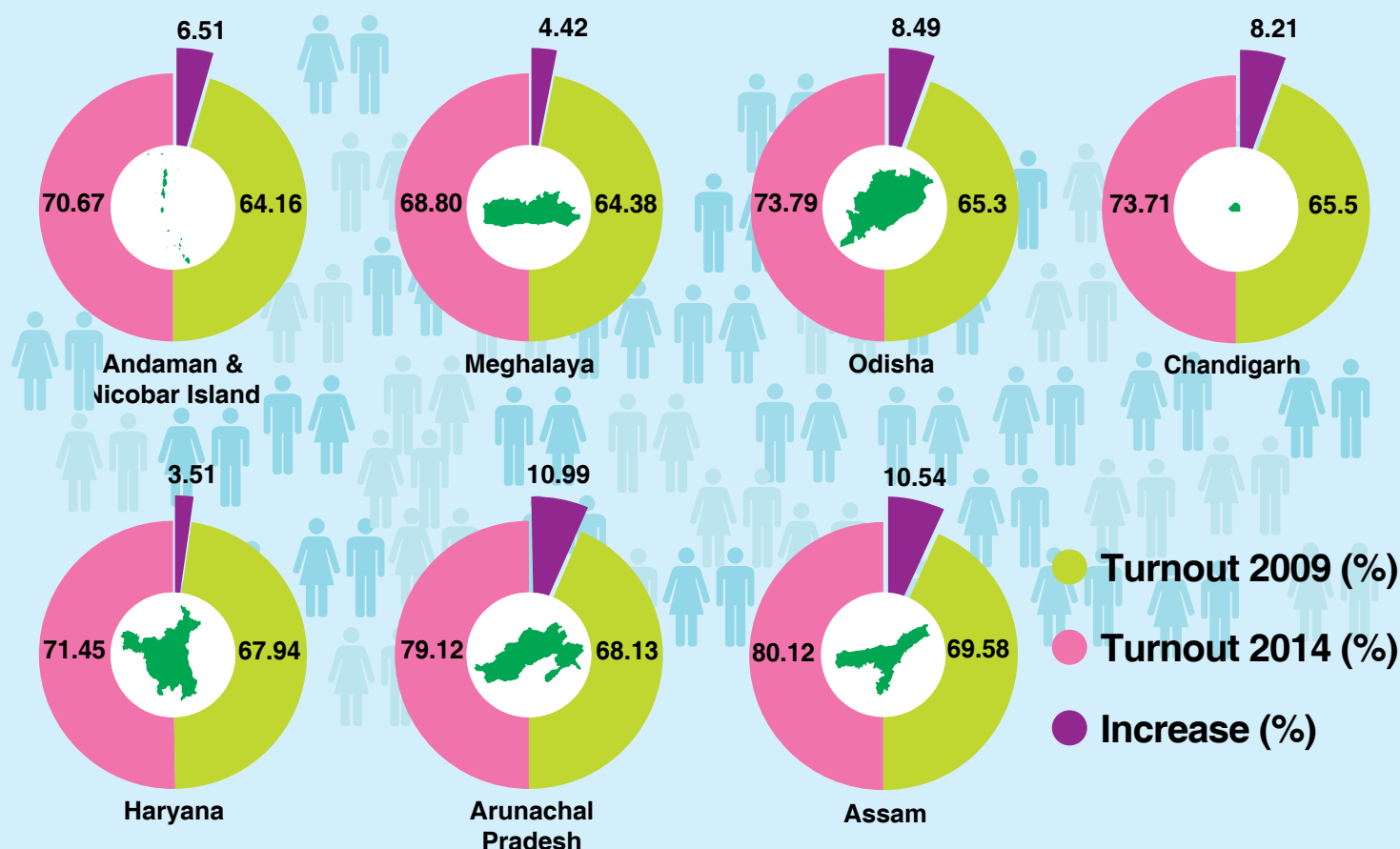
improve the turnout in these States were the most challenging. Interestingly, in this case too, barring two States, the rest of the States/UTs have improved their voter turnout by a point of 0.27 per cent to 10.83 per cent.

c. Analysis of Gender Gap in Lok Sabha Elections

Boosting electoral participation among women has been a major SVEEP objective. The electoral data[2] as per the final publication of Summary Revision 2014 shows that male electors constitute 52.4 per cent, female electors 47.6 per cent and electors belonging to the "Others" category constitute 0.0035 per cent of the total electorate. Among the 28 States and seven UTs, in eight States/UTs,[3] the number of female electors exceeded the number of male electors.

Nearly 65.63 per cent of the total women electors in the country voted in this election, as compared to 55.82 per cent in the 2009 polls. In comparison, 67.09 per cent of the male electorate turned up at the polling stations, as compared to 60.24 per cent in the last general election. As the graph shows, the gap between male and female turnout has narrowed down significantly in the 2014 election.

Thus, women had a greater share in the credit for the highest turnout ever recorded in the Lok Sabha election 2014, as the surge in female voter turnout has been higher than the corresponding rise in male turnout. While in 2009, the gender composition of voters was adverse to the gender composition in the total electorate, in 2014, the gender composition in voters and electors was similar.

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[2] The Electoral Roll with which the country went to polls had 834,209,839* electors of which 396,650,344 were women electors. (*includes Service electors who are generally not identified separately as Male/Female.).

[3] Arunachal Pradesh, Goa, Kerala, Manipur, Meghalaya, Mizoram, Tripura and Puduchery.

**Graph 2.6: Comparative turnout in high turnout States/UTs
(with turnout more than 10% higher than the national average in 2009)**

0.59
70.63 | 70.04
Punjab

6.69
78.01 | 71.32
Daman & Diu

2.01
74.64 | 72.63
Andhra Pradesh

0.71
73.74 | 73.03
Tamil Nadu

10.86
84.09 | 73.23
Dadra & Nagar Haveli

0.6
73.94 | 73.34
Kerala

2.33
79.95 | 77.62
Manipur

2.29
82.1 | 79.81
Puducherry

0.81
82.22 | 81.41
West Bengal

No Increase
83.64 | 83.76
Sikkim

0.47
84.92 | 84.45
Tripura

0.72
86.62 | 85.9
Lakshadweep

No Increase

87.91 | 90.26
Nagaland

● **Turnout 2009 (%)**

● **Turnout 2014 (%)**

● **Increase (%)**
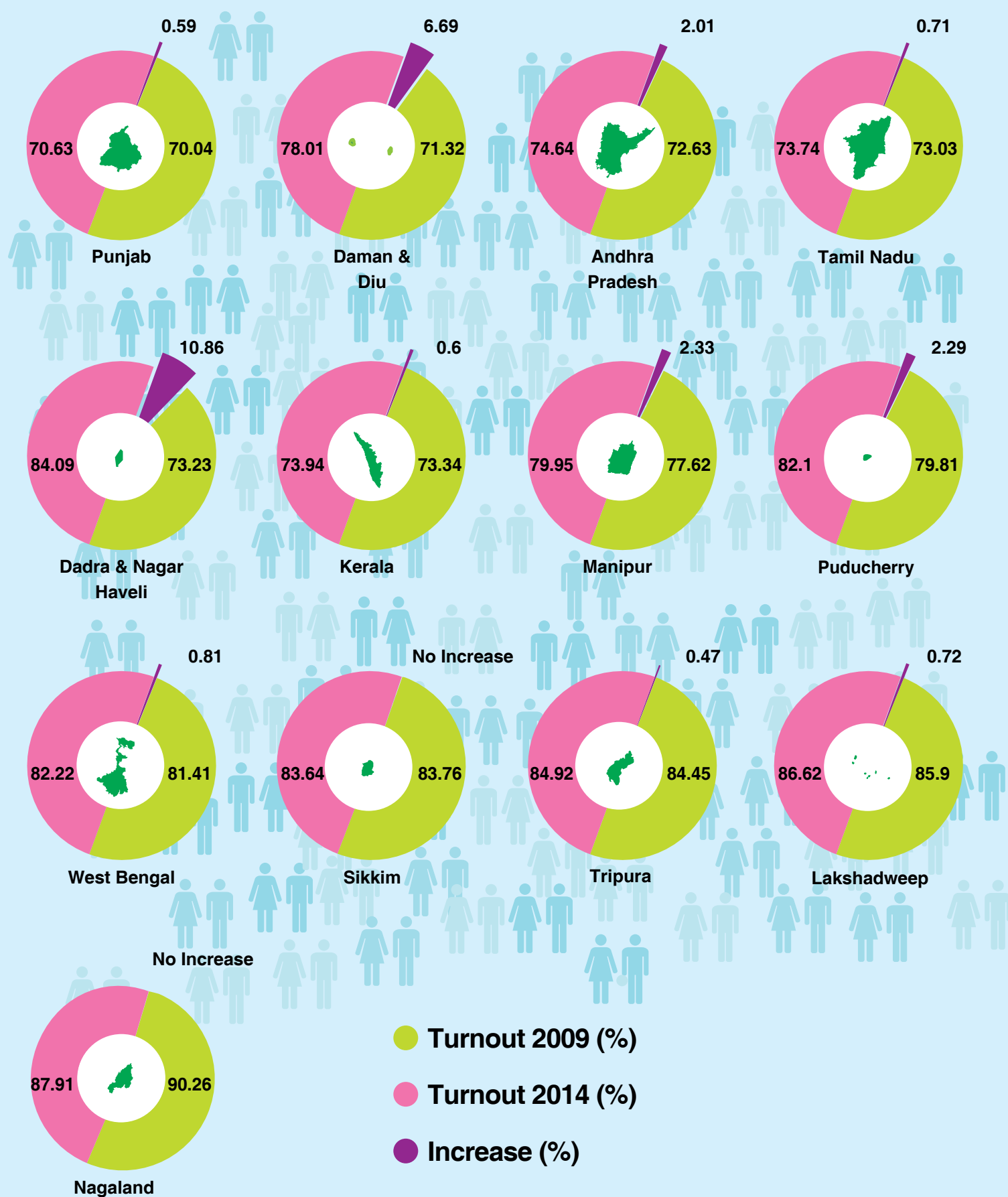
Graph 2.7 : Gender Gap in voter turnout in national elections in India (%)

	1962	1967	1971	1977	1980
Male Turnout	63.31	66.73	60.91	65.63	62.17
Gender gap	16.71	11.23	11.81	10.73	10.97
Female Turnout	46.6	55.5	49.1	54.9	51.2

	1984-85	1989	1991-92	1996	1998
Male Turnout	70.41	66.13	44.00	62.06	65.87
Gender gap	5.31	8.83	7.8	8.66	8.17
Female Turnout	65.1	57.3	36.2	53.4	57.7

	1999	2004	2009	2014
Male Turnout	63.97	61.98	60.36	67.15
Gender gap	8.37	8.38	4.56	1.55
Female Turnout	55.6	53.6	55.8	65.6

Male Turnout

Gender gap

Female Turnout

Graph 2.8: Gender breakup of electors and voters

ELECTORS

2009: 52.27 / 47.73
2014: 52.40 / 47.60

VOTERS

2009: 54.20 / 45.80
2014: 52.88 / 47.12

■ Male Turnout (%) ■ Female Turnout (%)
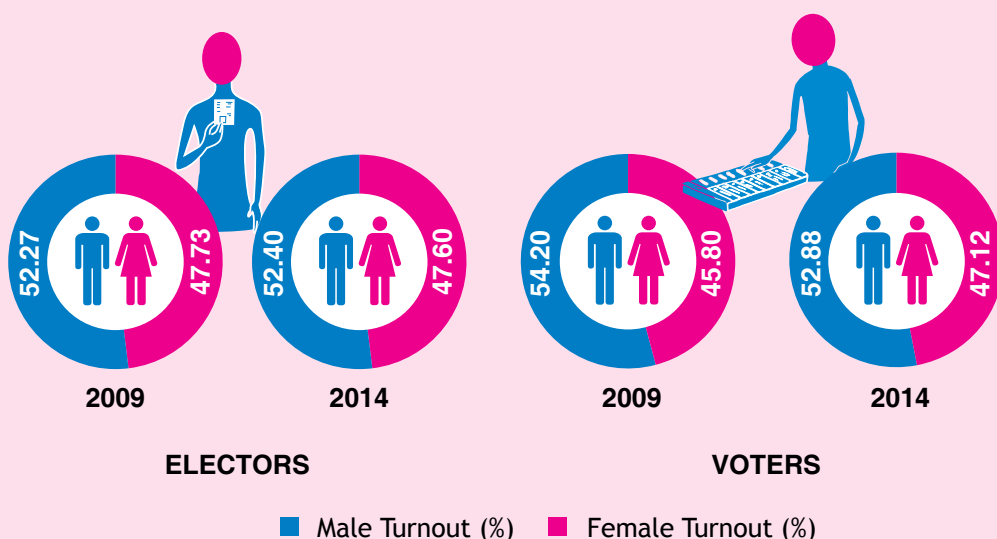
As many as 16 States/UTs[4] recorded higher women turnout this time, as against six States/UTs in the 2009 polls. Of these, nine States/UTs - Bihar, Punjab, Uttarakhand, Odisha, Goa, Sikkim, Arunachal Pradesh, Chandigarh and Puducherry saw a higher women turnout percentage than men for the first time in the Lok Sabha election history.

Also, LS 2014 saw a higher women voter increase than women electorate increase over 2009. While women electors increased from 342 million in 2009 to 397 million in 2014, women voters increased from 191 million to 260 million in 2014. This trend was seen across the States/UTs with the most of them recording a higher increase in women voters against an increase in women electors.

While the incremental increase in women voter turnout was varied in different regions and States, an attempt was made to understand the pattern of increase among low and high gender gap States/UTs based on LS 2009 voter turnout data. This was done to understand the impact of SVEEP in bridging the gender gap in electoral participation. It may be noted that the emphasis on gender in SVEEP implementation also depended upon the situation analysis. Accordingly there was higher focus on bridging the gender divide in elections in States like Madhya Pradesh, Maharashtra, J&K, Rajasthan and Gujarat where traditionally women lagged far behind men in electoral participation.

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[4] Arunachal Pradesh, Chandigarh, Dadra & Nagar Haveli, Daman & Diu, Goa, Himachal Pradesh, Lakshadweep, Meghalaya, Manipur, Odisha, Puducherry, Punjab, Sikkim, Tamil Nadu, Uttarakhand and Bihar

Enthusiastic women participants in a voter awareness campaign in Jammu & Kashmir

Graph 2.9 Increase in women electors & voters in LS 2014 over 2009 (voter increase > 2 million)

Legend: ♀ Electors ♀ Voters

(in million)

State	Electors	Voters
Uttar Pradesh	10.23	12.81
Bihar	4.39	6.35
Maharashtra	3.23	5.56
Tamil Nadu	6.81	5.43
Madhya Pradesh	4.91	5.05
West Bengal	5.22	4.7
Rajasthan	2.83	4.6
Gujarat	1.79	3.89
Karnataka	2.15	3.28
Andhra Pradesh	3.04	3.05
Jharkhand	1.19	2.09
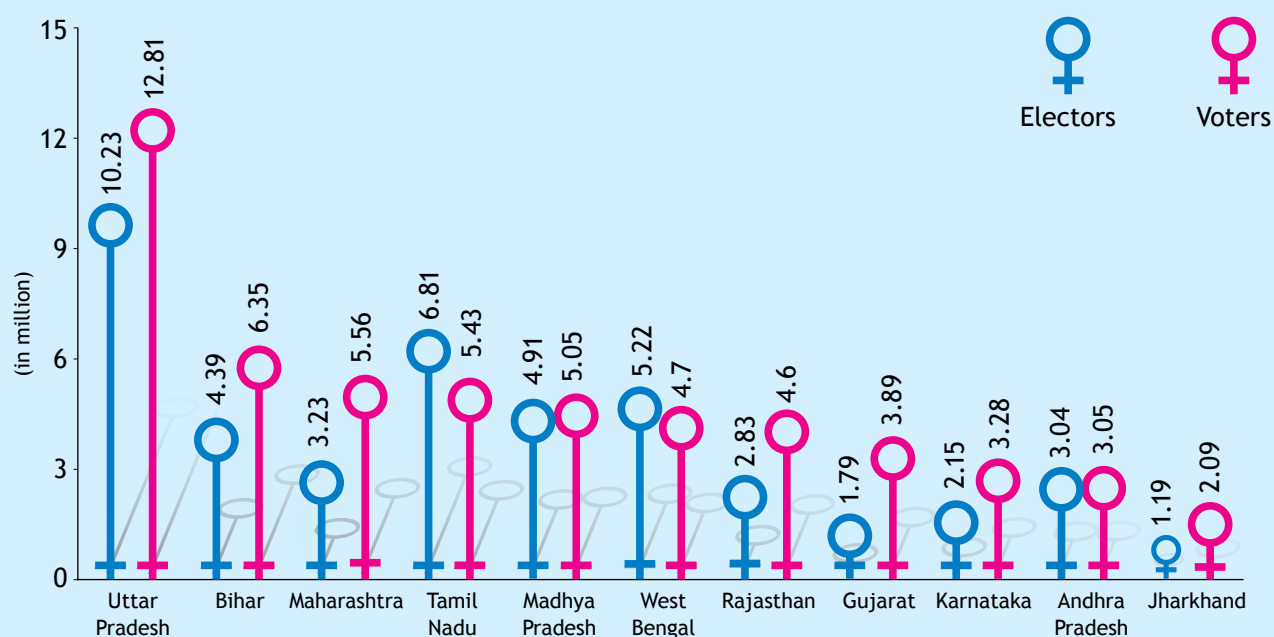
States/UTs with No Gender Gap

There were three Union Territories and two States where the women turnout rate was higher than that of the men in 2009 Lok Sabha election. These States/UTs continued with the trend of a higher rate of women turnout in the current election as well.

States/UTs with Upto Five Per Cent Gender Gap

Around 20 States/UT had a gender gap of upto five per cent in the last Lok Sabha elections. These ranged from high population sex ratio States like Kerala and the North Eastern States of the country on the one hand and states like Haryana and Bihar with low population sex ratio, on the other. The gender gap was considerably reduced with 10 States/UTs overcoming the gender gap and reporting higher women turnout than men. Among these, Goa and Bihar recorded the highest jump.

Graph 2.10: Comparative gender gap in States/UTs where women turnout rate was higher than men in LS 2009

2009 Male	2009 Female	Gender Gap	State/UT	Gender Gap	2014 Male	2014 Female
67.21	75.53	-8.32	Daman & Diu	-7.56	74.3	81.86
71.23	75.55	-4.32	Dadra & Nagar Haveli	-3.07	82.67	85.74
83.91	87.97	-4.06	Lakshadweep	-3.29	85.17	88.46
80.83	82.85	-2.02	Sikkim	-0.84	80.54	81.38
57.64	59.08	-1.44	Himachal Pradesh	-1.31	64.55	65.86

Male Turnout (%)   Female Turnout (%)
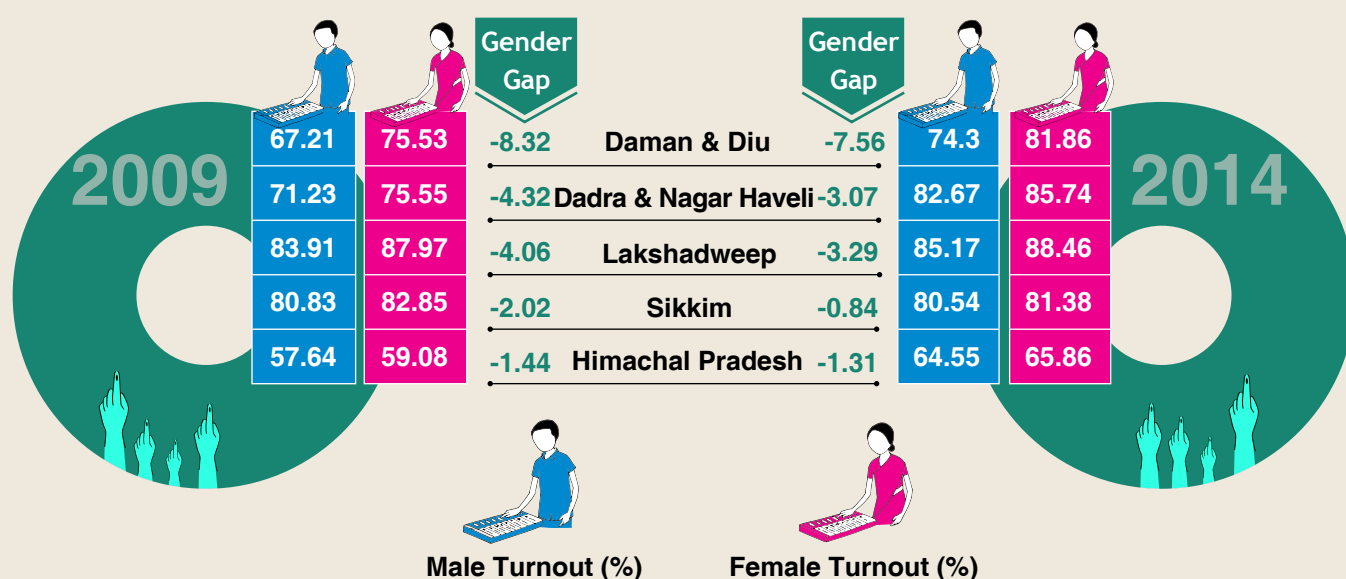
Graph 2.11: Comparative gender gap in States/UTs with upto 5% gender gap in Lok Sabha 2009

2009 Male	2009 Female	Gender Gap	State/UT	Gender Gap	2014 Male	2014 Female
79.84	79.76	0.08	Puducherry	-1.31	81.43	82.74
64.58	64.15	0.43	Meghalaya	-2.39	67.64	70.03
70.45	69.6	0.85	Punjab	-0.4	70.71	71.11
65.95	64.94	1.01	Chandigarh	-0.59	73.57	74.16
74.12	72.62	1.5	Kerala	0.36	74.21	73.85
66.1	64.43	1.67	Odisha	-1.55	73.02	74.57
69.03	67.27	1.76	Arunachal Pradesh	-4.13	74.73	78.86
64.99	63.21	1.78	Andaman & Nicobar Islands	0.5	70.96	70.46
82.29	80.44	1.85	West Bengal	0.33	82.36	82.03
91.19	89.29	1.9	Nagaland	0.99	88.74	87.75
73.4	71.37	2.03	Andhra Pradesh	0.22	74.34	74.12
73.95	71.91	2.04	Tamil Nadu	-0.38	73.49	73.87
56.7	53.83	2.87	Goa	-3.84	74.78	78.62
85.42	82.52	2.9	Tripura	0.78	84.71	83.93
75.37	72.38	2.99	Manipur	-1.35	79.46	80.81
69.42	66.17	3.25	Haryana	3.45	73.44	69.99
46.06	42.61	3.45	Bihar	-2.72	55.03	57.75
53.58	49.58	4	NCT of Delhi	2.18	65.96	63.78
60.8	56.6	4.2	Karnataka	2.77	68.56	65.79
53	48.42	4.58	Mizoram	2.02	62.09	60.07

Male Turnout (%)   **Female Turnout (%)**

States/UTs with More than Five Per Cent Gender Gap
A gap of more than five per cent was recorded in 10 States among men and women turnout in Lok Sabha elections 2009. These were big States like Uttar Pradesh, Madhya Pradesh, Maharashtra, Rajasthan and Gujarat which contribute the highest percentage to the total national electorate. The huge gender gap in these States added to the gender gap at the national level. Among these States, the gap in men and women turnout decreased substantially in LS 2014 with Uttarakhand and Jharkhand overcoming the gender gap remarkably.

d. Turnout in Urban Centres as Compared to the Last Elections

Voter apathy in urban areas has been a kind of paradox that has persisted in spite of the fact that one would have expected educated urbanites to vote in large numbers. Unfortunately, this is not the case. Therefore, special efforts to overcome this challenge were undertaken in LS 2014.

Special focus on fighting urban apathy in the run-up to elections yielded encouraging results. The turnout in Urban Parliamentary Constituencies[5] also showed a substantial increase.

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[5] As per the Urban Development Ministry, a place with a Municipality, Corporation, Cantonment board or notified Town Area Committee, etc. is known as a Statutory Town while a place with a minimum population of 5,000, with at least 75 per cent of the male main workers engaged in non-agricultural pursuits and density of population of at least 400 per sq. km is known as a Census Town. The number of metropolitan cities having one million plus population is 53, as per 2011 Census.

Graph 2.12: Comparative gender gap in States/UTs with more than five per cent gender gap in Lok Sabha 2009

2009 Male	2009 Female	Gender Gap (2009)	State	Gender Gap (2014)	2014 Male	2014 Female
72.19	66.8	5.39	Assam	1.33	80.85	79.52
56.35	50.68	5.67	Uttarakhand	-1.66	61.37	63.03
58.2	52.23	5.97	Chhattisgarh	2.63	70.7	68.07
53.76	47.65	6.11	Jharkhand	0.57	64.11	63.54
53.66	47.38	6.28	Maharashtra	4.36	62.4	58.04
50.69	44.23	6.46	Uttar Pradesh	1.82	59.28	57.46
51.7	44.85	6.85	Rajasthan	3.4	64.63	61.23
52.12	43.36	8.76	Gujarat	7.46	66.9	59.44
45.05	33.82	11.23	Jammu & Kashmir	2.93	51.43	48.5
57.58	43.86	13.72	Madhya Pradesh	9.46	66.13	56.67

Male Turnout (%)   Female Turnout (%)

Brainstorming:

National Consultation on Women's Participation in the Electoral Process

The Election Commission, from time to time organises national, regional and State level consultations for focused interaction and discussion on specific issues for enhancing electoral participation of specific segments and other inclusion challenges.

In collaboration with UNDP, ECI organised a two day National Consultation on Women's Participation in the Electoral Process on 18-19 December and a one day huddle on 17th December 2013 in Bhubaneswar, Odisha with a focus on meeting the gender gap in registration and voting. Representatives from various ministries and departments, PSUs, media organisations, academicians, social scientists, corporate sector bodies and chambers, and CSOs participated in the consultation. Some of the key observations, suggestions and recommendations for the purpose included provision of facilities like, toilets, ramps, child care facilities, addressing the vulnerabilities of migrant and labour women, integration in adult literacy programmes, voter education to be included in CSR, ensuring 100 per cent enrolment of employees, using IT innovations, optimal use of National Voters' Day platform, dovetail with girls schemes, enhance the role and scope of Campus Ambassadors, and encouraging married women to register and vote. These suggestions, good practices and further action points were noted and put to action as guidelines and instructions for the SVEEP plan for LS 2014.

Table 2.1: Turnout increase in percentage in urban parliamentary constituencies over 2009

Urban PC	Voter turnout in LS 2009	Voter turnout in LS 2014	Increase in % points
Goa South	50.95	75.27	24.32
Vadodara	49.02	70.94	21.92
Kota	45.53	66.26	20.73
Rajkot	44.64	63.89	19.25
Ahmedabad East	42.35	61.59	19.24
Ranchi	44.56	63.68	19.12
Goa North	60.02	78.95	18.93
Raipur	46.99	65.68	18.69
Jaipur	48.26	66.35	18.09
Lucknow	35.33	53.06	17.73
Jodhpur	45.23	62.5	17.27
Agra	42.03	58.98	16.95
Varanasi	42.61	58.35	15.74
South Delhi	47.41	62.92	15.51
Dhanbad	45.07	60.53	15.46
Jamshedpur	51.12	66.33	15.21
North East Delhi	52.38	67.32	14.94
Kanpur	36.9	51.83	14.93
Meerut	48.23	63.12	14.89
Surat	49.01	63.9	14.89
Gandhinagar	50.83	65.57	14.74
Jabalpur	43.83	58.55	14.72
Ahmedabad West	48.22	62.93	14.71
Gwalior	38.4	52.8	14.4
Guwahati	64.46	78.67	14.21
North West Delhi	47.69	61.81	14.12
West Delhi	52.39	66.13	13.74
Mumbai South Central	39.5	53.09	13.59
Nagpur	43.57	57.12	13.55
Pune	40.66	54.14	13.48
Nashik	45.42	58.83	13.41
Bhopal	45.07	57.75	12.68
Chandni Chowk	55.21	67.87	12.66
East Delhi	53.43	65.41	11.98
Patna Sahib	33.64	45.36	11.72
Ghaziabad	45.3	56.94	11.64
Indore	50.76	62.26	11.5
Bangalore Central	44.55	55.64	11.09
Bangalore South	44.76	55.75	10.99
Gurgaon	60.8	71.58	10.78
Mumbai North	42.6	53.07	10.47
Allahabad	43.41	53.5	10.09
Bangalore North	46.72	56.53	9.81
New Delhi	55.71	65.11	9.4
Bhubaneswar	49.14	58.38	9.24
Mumbai North East	42.46	51.7	9.24
Mumbai North Central	39.52	48.67	9.15
Faridabad	56.66	64.98	8.32
Shimla	55.73	63.99	8.26
Chandigarh	65.51	73.71	8.2
Cuttack	63.38	71.49	8.11
Mumbai North West	44.06	50.57	6.51
Ludhiana	64.68	70.58	5.9
Asansol	71.49	77.36	5.87
Kollam	67.85	72.1	4.25
Kozhikode	75.68	79.77	4.09
Tiruchirapalli	67.33	71.28	3.95
Ambala	68.51	72.09	3.58
Thiruvananthapuram	65.74	68.63	2.89
Thrissur	69.48	72.19	2.71
Amritsar	65.63	68.19	2.56
Kolkata Uttar	64.2	66.68	2.48
Kolkata Dakshin	66.9	69.33	2.43

Urban PC	Voter turnout in LS 2009	Voter turnout in LS 2014	Increase in % points
Shillong	62.23	63.22	0.99
Hyderabad	52.49	53.3	0.81
Kochi (Ernakulum)	72.81	73.58	0.77
Chennai Central	61.03	61.39	0.36
Srinagar	25.55	25.86	0.31
Kannur	80.83	81.06	0.23
Aurangabad	51.53	51.19	-0.34
Chennai North	64.91	64.01	-0.9
Vijaywada	77.61	76.64	-0.97
Secunderabad	54.93	53.06	-1.87
Chennai South	62.66	60.44	-2.22
Coimbatore	70.81	68.4	-2.41
Visakhapatnam	72.96	67.53	-5.43
Malappuram	76.81	71.21	-5.6
Madurai	77.43	67.74	-9.69

The youth turnout and turnout of special categories, which was among the focus areas under SVEEP, cannot be analysed statistically on an all-India basis because of the lack of data on these groups of voters. However, there has been polling station level data analyses carried out by DEOs and CEOs and also analysis by private researchers that points at a substantial increase in the turnout of first time voters and also among voters in special conditions i.e., tribals, homeless, and physically challenged etc. Some of the case studies are given later in the chapter that clearly point at the trend of increasing turnout in these categories of voters as well.

Building Blocks: Planning & Implementation

SVEEP planning and implementation is the key to ensuring voter engagement in terms of registration and turnout. The Commission decided to have TIs based on situation analysis at the level of the polling station. Consequently, 10 per cent of the lowest turnout polling stations in the last Lok Sabha elections in 2009 were identified in every district. The reasons for poor turnout were identified and interventions planned accordingly. Another strategic approach was to identify the groups, communities or classes which had participated poorly in elections, after which strategies were drawn up to include them in the electoral process. The objectives for the SVEEP plan for LS 2014 were spelt out clearly as:

a. To target an increase in voter turnout in the identified low turnout polling stations and an overall increase in turnout by at least 10-15 per cent over the 2009 Lok Sabha elections

b. To remove the gender gap in enrolment and turnout

c. Inclusion of excluded groups/communities in the electoral roll and in turnout for voting

d. Visible enhancement in the quality of electoral participation in terms of informed, ethical and inducement free voting in tandem with supply side expenditure control measures

e. Increase in Postal Ballot voting by facilitating and educating Service voters and employees.

The national SVEEP plan gave an outline of the strategy and broad framework, within which the States and districts had to chalk out their SVEEP Plans to achieve the objectives set by the Commission. The States were given templates to draw up their SVEEP plans.

A Step Further: New Initiatives in Lok Sabha 2014

In the LS 2014 elections ECI reinforced its learning from the past five years of the SVEEP programme in the 23 Assembly elections and also introduced some new and innovative measures based on the extensive review, suggestions and feedback from the states, districts and partners. It was surely an advantage that this national election came after the SVEEP programme matured over five years and over a large number of Assembly elections.

Awareness Observers

The concept of election observation by domestic observers in India has evolved over a period of time. Over the last two decades, the deputation of election observers from one State to another has become an integral part of election management in the country.

Micro-planning Strategy:
The Rajasthan Experience

Apart from the regular analysis carried out as per the ECI guidelines in the States/UTs for determining target areas and groups, Rajasthan also undertook a detailed analysis for strategy building to reach out to all segments of the society. As the State has a large geographical area and is characterised by a scattered population, the 33 districts were categorised into four quadrants based on the literacy level and voter turnout patterns in the past. The interventions were suggested on the basis of analysis for four categories- Low Literacy Rate/High Voter Turnout, Low Literacy Rate/Low Voter Turnout, High Literacy Rate/High Voter Turnout and High Literacy Rate/Low Voter Turnout. This detailed understanding helped Rajasthan come out with flying colours in the Lok Sabha elections 2014 with greater voter participation.

LH
(Low Literacy Rate, High Voter Turnout)

1. Banswara
2. Bhilwara
3. Chittorgarh
4. Jaisalmer
5. Jhalawar
6. Pratapgarh

LL
(Low Literacy Rate, Low Voter Turnout)

1. Baran	2. Barmer	3. Bharatpur
4. Bikaner	5. Bundi	6. Dausa
7. Dungarpur	8. Jalore	9. Jodhpur
10. Karauli	11. Nagaur	12. Pali
13. Rajsamand	14. Sawai Madhopur	
15. Sirohi	16. Tonk	17. Udaipur

HL
(Low Literacy Rate, Low Voter Turnout)

1. Ajmer
2. Jaipur
3. Jhunjhunu
4. Kota
5. Sikar

HH
(Low Literacy Rate, High Turnout)

1. Hanumangarh
2. Ganganagar
3. Alwar

CATEGORY	DISTRICTS	ANALYSIS	INTERVENTIONS SUGGESTED
A-(LH) **Low literacy rate, High Voter Turnout**	BANSWARA BHILWARA CHITTORGARH JAISALMER JHALAWAR PRATAPGARH	Chances of irrational voting as well as voting in the name of cast religion, community etc.	1. Encourage ethical voting 2. Intensive use of Audio-Visuals 3. Lesser use of print media (except in Urban Areas)
B-(LL) **Low Literacy Rate, Low Voter Turnout**	BARAN, BARMER BHARATPUR, BIKANER, BUNDI, DUASA, DUNGARPUR, JALORE, JODHPUR, KARAULI, NAGAUR, PALI, RAJSAMAND, SAWAI MADHOPUR, SIROHI, TONK, UDAIPUR	Indicates towards lack of awareness and existence of cultural barriers	1. Carry out awareness campaigns. 2. Constant social interventions using social, cultural and local media 3. Intensive use of audio-visuals 4. Lesser use of Print Media (except in urban areas)

While General Observers, Expenditure Observers and Police Observers have been appointed in elections, Central Awareness Observers were first appointed in Madhya Pradesh, Rajasthan, Delhi, Chhattisgarh and Mizoram for the Assembly Elections that took place in late 2013. This was further strengthened in LS 2014 with officers from senior cadres of Union Information & Broadcasting Ministry drawn for the purpose. The Awareness Observers (AOs) observe:

a. SVEEP preparedness in the State nearly a month ahead of polls,
b. Working of Media Certification and Monitoring Committees in the District and mechanism for checking 'Paid News' cases,
c. Mechanism for positive and productive communication with the public through the media during the election period.

Campus Ambassadors

Campus Ambassadors have been appointed from among the students in recognised colleges and universities to bridge the gap in youth electoral participation. Around 9000 Campus Ambassadors were in position when the country went to the national elections. CEO Tamil Nadu and CEO Uttar Pradesh developed guidelines (in English and Hindi respectively) in the form of small booklets for the

newly engaged Campus Ambassadors with detailed instructions on their roles and responsibilities and distributed the same in various workshops held in the State for them. The guidelines were shared with all States and UTs for local adaptation.

The Chief Electoral Office, Rajasthan, came up with a novel idea of appointing meritorious college students as Campus Ambassadors[6] to motivate first-time voters in an apparent bid to increase the voting turnout in elections. Campus Ambassadors were to use creative endeavours to inform, encourage and motivate students to register for the electoral rolls and to vote.

Partnership with Government Departments

There have been successful collaborations with various departments of the State and the media departments of Ministry of Information and Broadcasting, Government of India, mainly Doordarshan and All India Radio, besides the Directorate of Field Publicity and Song and Drama Division, since the SVEEP programme took shape. The partnership was further strengthened during the Lok Sabha elections. Ministry of Information and Broadcasting extended support by providing airtime and programme content on national channels and regional channels of Doordarshan and All India Radio. With

Catching them Young:
Role and Duties of Campus Ambassadors[7]

- Identification of students, teachers and non-teaching staff and their family members who are not registered in the electoral rolls and without EPIC or with wrong EPICs
- Facilitating their registration in the electoral roll by providing forms and guiding how to fill forms both manually and on-line and co-ordinating with the election machinery for approval of new applications, correction and distribution of EPICs to the campus electorate
- Organising special drive for registration i.e. correction of errors, transposition of names, voting process and ethical voting with the help of the DEO's office

- Facilitate inclusion of voter education in various co-curricular activities/festivals on campus through different activities such as slogan writing, poster making, quiz, debate, essay writing, song, street plays etc.
- Creating core team of students to work as volunteers for the SVEEP activities on campus
- Coordination with campus related organisations like Scouts and Guides, NCC, NSS for enrolment of students
- Organising talks/workshops etc. for capacity building in voter education among the student community
- Organising a national Voters' Day programme in their campus
- Acting as an educator and motivator in the family and neighbourhood and helping them to fill-up registration forms

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[6] For more details on Campus Ambassador see Annexure VIII

Partnering State Departments:

The Gujarat experience

In the State, the Urban Development Department provided telephone numbers of residents who are part of the Computerised Property Tax Information System for sending bulk SMS alerts on voter awareness. They also helped in directing municipal corporations to put up direction boards for polling stations within the city limits. They helped in preparation of many databases for working on urban apathy such as the Residential Welfare Association (RWA) database and also in displaying publicity material for voter awareness. Agriculture Department also linked the process of admission and filling up of Form 6 in

Agricultural Colleges. Co-operatives Department identified members who were unregistered and sent district wise details to the concerned DEOs/ Collectors for registration. It also displayed education and information material prepared by CEO/DEO at all locations of the cooperatives where there are heavy footfalls.

The Director, Institutional Finance in Gujarat ensured to varying degrees of success, that all employees of the bank's branches and their eligible family members are registered as voters. They also ensured in some places that customers/clients of bank's are encouraged to register by providing internet search facility in the branches wherever possible. As a hub, they were also used as a display space.

almost 100 per cent reach, the public broadcaster was able to spread the SVEEP messages for and wide and in far flung areas not reached by commercial media. The Directorate of Publicity undertook inter-personal communication to reach out to 'media dark' areas.

Under ECI - National Literacy Mission Authority (NLMA) partnership, ECI extended support towards the capacity building of NLMA's key resource persons so that electoral literacy could be taken forward in the villages where NLMA had its footprints. The NLMA workers also partnered the district election officials in various outreach activities taken under the SVEEP programme during the election period. Electoral literacy content was developed on all aspects of elections in the form of flash cards for neo literates and rural populace. The NLMA-ECI electoral literacy material was widely used by the election officials during the State elections and the national elections.

The Ministry of Railways and the Civil Aviation Ministry also extended support to the SVEEP initiatives of the ECI. Railways provided display spaces at vantage points in railway stations, reservation counters and other properties around the station for voter participation messages during the election period. The public address system at railway stations also disseminated important information regarding elections. Similarly,

in the run up to the national elections, airports also provided display spaces for SVEEP messages.

The Ministry of Youth extended support through the NYKS and NSS volunteers in a bid to mobilise people.

ASHAs the Health Department workers at the field level, have been roped in for all State elections and also lent support during LS 2014 for continuous engagement with the people. Aanganwadi workers (AWWs) of the WCD have been an integral part of the SVEEP implementation programme in all States. Department of Education has been an active partner in the SVEEP programmes at the district and the State level. In Gujarat, Uttar Pradesh, Madhya Pradesh and Rajasthan, the college campus was provided as the venue for many SVEEP events, including mass media covered events. It also linked the process of admission and filling up of Form 6 for registration and provided human resources, both from the student community and the teachers, to organised many voter awareness initiatives.

National Level Collaboration with Corporate Houses and Federations

Public Sector Enterprises and Corporate Houses can play a significant catalytic role in enhancing citizen

engagement by partnering with the Election Commission of India in its SVEEP programme and also fulfill their Corporate Social Responsibility (CSR). With this aim, a Framework of Engagement[7] was developed in 2013 for collaboration with the Corporate in the field of voter education and participation. Ahead of the Lok Sabha elections, a national level partnership was forged between the Election Commission and various federations like FICCI, CII, NASSCOM, ASSOCHAM, TATA Global Beverages and CELL through the exchange of letters. CEOs and Electoral Registration Officers (EROs) conducted special registration camps for the corporate staff and the corporate houses extended support to the SVEEP programme towards universal enrolment and qualitative participation of people in the elections.

Seeing the overwhelming contribution from the civil society during the Lok Sabha elections 2014, the Commission instituted the National CSO Award for Best Campaign on Voters' Education and Awareness. This award will be presented along with other awards on NVD to acknowledge and encourage their valuable efforts.

National Level Collaboration with Media Houses and Radio and TV Channels

The whole is greater than the sum of its parts. The adage holds true for efforts by various individuals and groups for contributing to the mammoth task of voter education and participation. SVEEP has reaped amplified results through the cooperation and contribution by the media over the past few years. With the General Elections to the Lok Sabha 2014 being considered as one of the greatest shows on the earth, creating synergy for tapping unexplored alternatives to engage a larger number of voters was an area of emphasis. The ECI called for support from many in the media while many others volunteered for the cause.

One such association that came into being was with the private radio channel, Red FM 93.5 Digital Radio (Delhi) Broadcasting Limited. The channel was lauded for its campaign on the one-hand, and their direct interaction and motivation with individuals on the other. Its efforts culminated in achieving a greater aim of increased and aware voter participation in the Lok Sabha Elections 2014.

Where voices over the radio were encouraging and urging masses to support the cause of nation-building through voting, the television- the indispensable family member of the Indian household, was also not far behind. Zee Media Corporation Ltd was the first Media House to partner ECI for promoting voter participation. The collaboration was further strengthened during the Lok Sabha elections 2014 through the Zee campaign – *'Aapka Vote, Aapki Taqat (AVAT)'*.

Button Dabaa ke Bajaa:
Partenering with RED FM to reach out to urban populace

Leading radio jockeys of RED FM were made ECI's 'Youth Ambassadors' and the onus of turning non-voters in their respective cities into active participants in the electoral process was placed on their shoulders. The concept of a new city within these cities which are responsible, participative, action-oriented and positive like *Raunac ki Dilli/Malishka ki Mumbai/Praveen ka Kolkata* was created. The three week long campaign around the poll days in several cities magnified its effect through a dedicated morning show, recaps of morning shows throughout the day, promos, unique voting anthem, and testimonials by celebrities and icons. A direct message from the Director General,

ECI was made part of the campaign for the sake of authenticity.

The spirit of the channel was coloured with the theme of voting and all programmes discussed related topics in big and small ways. Listener interaction was given special importance in this campaign through phone-ins to give generic and specific electoral information.

A Facebook application with a 'Pledgometer' was created and YouTube pre-roll advertisements, Facebook advertisements, RJ's FB pages and Twitter handles were all used to create larger awareness. The channel also took up a range of on-ground activities like rallies, street art and graffiti, street theatre, interactive contests at public places for motivating people to cast their vote.

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[7] For more details on the Framework see Annexure VII

Aapka Vote Aapki Taqat (AVAT):
Partnership with Zee News

The non-monetary partnership/collaboration with Zee Media Corporation Ltd. Zee News started in 2009 with the "Aapka Vote Aapki Taqat (AVAT)" Campaign spanning the Lok Sabha and Assembly elections 2009. It gained momentum with on-ground mobilisation in form of mass rallies, street plays, oath/signature activities, discussions on the one hand, and voter awareness and education through print, radio, TV, online, new media and ground events on the other, with an increasing reach and impact in every successive edition.

Voter education spots and news programmes on information related to elections, namely 'know your candidate' were telecast. The channel ran tickers on information related to when, how and where to register and vote, facilitating the voters to turn up for polling on election days. Other important activities included provision of candidate's information via SMS and SMS information alerts on election dates.

In the run up to Lok Sabha election 2014, the AVAT campaign additionally leveraged regional newspapers and magazines like Cricket Today (youth), *Grihalaxmi* (women), *Navduniya* and *Naiduniya* for releasing print ads. Promotion of the ECI website through daily posts and sharing website URLs, positioning of web banners on the election process related information, also through Zee News's website with a dedicated link called VOTE which also provided information for NRI and service voters.

The National Media Award for an "Outstanding Campaign on Voter Education and Awareness" was presented to Zee News by the Hon'ble Vice President, Shri M. Hamid Ansari on the National Voters' Day, 25th January, 2013.

Other popular news channels proffered their support in the form of short films and audio-visuals exclusively for the task of inducing voters to participate in the elections. ET NOW, the business news channel of the Times Group, organised a contest where individuals, groups and creative agencies participated with audio-visual campaigns on voter participation. The winning entry, co-judged by the Director General, ECI that told the story of how inaction and complacency on the part of the common man leads to inefficient governance, was circulated on the channel and shared with the Election Commission.

CNBC- TV 18, one of the prominent business channels, also stepped up to lend support for voter engagement in the historic elections. In collaboration with some corporate houses, a series of short films was produced by a group of esteemed directors and writers and telecast on all channels of the network to give food for thought to the masses. The films focussed on youth and highlighted the importance of making one's voice heard by exercising their right to vote, rather than complaining.

These and several other partnerships added to the flux and volume of the campaign for voter education and electoral participation undertaken by the ECI. These great beginnings of coming together a progressed into successful efforts for a drive towards larger voter turnout and in turn, a more vibrant democracy.

National Icons

Apart from the existing national icons- Dr. A.P.J. Abdul Kalam, Saina Nehwal, Mary Kom and M.S.Dhoni, renowned film-maker and actor Aamir Khan also contributed by agreeing to become the face for the Commission's message to electors for greater participation. A nation-wide audio-visual campaign with him was aired on radio and television to create awareness about ethical and inducement-free voting, and also to motivate and urge the masses to participate in the elections.

Model Polling Stations

The concept of Model Polling Stations (MPS) was to provide a friendly and pleasant experience to the voters when they come to the polling station to cast their vote. In a bid to attract voters to the polling booths and give a festive look to the electoral exercise, some MPSs were set up in the country for the first time during LS 2014. Besides providing Basic Minimum Facilities (BMFs) like drinking water, shed, toilets, ramps at all the polling stations, MPSs attempted to give a sense of festivity to the exercise of voting and also provided additional comforts like waiting halls, first aid kits etc.

Some model polling stations in District Reasi, Jammu & Kashmir

In Delhi, a red-carpet welcome, spruced-up infrastructure and e-rickshaws greeted voters at the nine MPSs. During queue management, priority was given to patients, pregnant women, old people and differently-abled persons for voting. There were signage directing voters to their polling locations.

All 519 polling booths in the **Chandigarh** Parliamentary Constituency were made MPSs. The polling booth number, house numbers assigned etc. were indicated at each polling booth with printed flex indicators. Computerised identification of voters was also done at all the polling booths. Medical teams through Director, Health Services Chandigarh were also kept at standby for any emergency on polling day. For the first time web casting was done on 167 polling booths.

In Lucknow, Uttar Pradesh, each school with the model booths was conceptualised as a 'Family Unit' knitted with well-defined interpersonal relations, regards, care, protection and an established infrastructure. The senior and junior members (faculty members and students, respectively) of this family offered a warm and hearty welcome to all visitors, be it local voters, the Central Para Military Force (CPMF) personnel, election staff and all others. This idea was named "Home Welcome" and welcomed by the management of all the schools. A group of six *Matdata Mitrs* (4 boys and 2 girls) were designated for each model booth, students from the same school and two faculty members were designated as 'Infrastructure Managers' ('Infra Man'), preferably voters in the same polling centre. *Matdata Mitrs* were entrusted with the task of handling the Voters Facilitation Counters, helping female voters, differently-abled and senior citizen voters, guiding the voters for water & snacks and helping the polling centre/booth medical unit.

Infra Mans were the key people in organising tents, chairs, scientifically placing all the functional tables, communication systems, etc.

In Reasi district of J&K, 53 MPSs were established with active cooperation of more than 50 partner organisations and departments. The polling stations recorded nearly a double turnout. In the entire district there were no queues for women and instead proper seating and tokens were arranged for them. Home pick-up of elderly as well as differently abled people was arranged.

In Bihar, at least one MPSs was set-up in each block to offer the voters a pleasant and comfortable experience. Direct feedback and media reports suggest that voters have appreciated the efforts for providing better facilities at the polling stations. Along with compliance with all standards for MPs, Bihar is the second State after Jammu & Kashmir to have ordered that all the polling booths be made smokeless zones. The office of the CEO instructed all district electoral officers-cum-district magistrates in Bihar to ensure prohibition of smoking at booths as per the directive of Section 4 of COTPA which bans smoking at public places and provides for imposition of a fine of Rs. 200 on the law violator

Edutainment content for prospective Voters

The production and distribution of voter edutainment material[8] for continuous education in an interesting and comprehensive manner was taken up in collaboration with UNDP in 2013. After studying and identifying potential target group for each tool in the initial stage, a field test of the tools was also done to assure their effectiveness.

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[8] For more details see Annexure X

Frequently asked questions (FAQ) related to the electoral process and other topics are pictorially depicted and discussed through the story of the brother-sister duo of *Abha* and *Abhay* in the colourful and easy-to-understand picture book '*Garv se banein Matdata*', meant largely for new and semi literates, women and children. A series of short cartoon strips '*Wah Election Wah!*' aims to stir the complacent urban non-voters with wit and humour, while also disseminating information of how, where and when. Set in a train travelling through various parts of the country, the radio programme '*Loktantra Express*' uses song and speech, adding regional flavours to motivate listeners from different regions, age groups and sections to participate in the task of nation building by practising their right to vote. The board games '*Vote Ki Baazi*' and '*Ready Steady Vote*' designed upon the traditional board games using folk art and motifs but with the twist of voter education, imparts education in an interesting and engaging way.

Voter Education Stories in Popular Children's Magazines: *Lotpot & Tinkle*

Aiming at engaging the to-be voters, specific stories on voter education were taken up in popular children's magazines like Tinkle and *Lotpot*. While in Tinkle the trope of the jungle was used, popular characters *Motu and Patlu* appeared discussing voting related topics in *Lotpot*, in a pictorial, colourful and interesting way in cartoon-strip format to attract readers. The initiative aimed at the long term effect of motivating and encouraging children and youth for greater participation in voting.

National Audio-Visual Campaign

ECI strategically developed and rolled out a national campaign for voter awareness as a part of the SVEEP programme. Under this centrally anchored campaign, radio and TV spots and jingles entitled *"Vote Zarur Dalein"* and other radio and TV spots featuring national icon, were broadcast across the country. Public service broadcasters Doordarshan and All India Radio and other partner media houses such as Zee News and Red FM lent valuable support in taking the message to the target groups. The audio-visuals that talked about voting as a precious right and opportunity along with its importance in shaping the future of the nation and individuals were simultaneously disseminated through the ECI Voter Education Channel on YouTube for online viewers. Melodious jingles struck resounding chords with the rural and urban audiences and motivated them to come out and vote in huge numbers.

Voter education material developed for various target groups in collaboration with UNDP

ECI YouTube and Voter Education Channel

Of late, the use of social media in India has seen a wide upsurge. More and more people are turning to the web for information and internet utilities. The Election

Commission's Voter Education Channel on YouTube is a first ever effort to utilise this prolific platform to reach out to internet users and create voter awareness. The official Voter education Channel on YouTube was given shape before the Lok Sabha election 2014 and it was launched on 17th April, 2014. It aims at spreading awareness for improved electoral participation. The channel hosts numerous videos including those from States and UTs on enrolment, ethical voting, National and State Brand Ambassadors' messages, national Voters' Day, use of EVM and so on. Several music videos, songs, anthems, animations and audio-visuals from across the country have been featured at one-point web location. The channel is under continuous updation and one can easily subscribe to it with the click of a button in order to receive updates. CEOs also launched their own state specific channels on the YouTube platform.

Election Visitors Programme

Being the largest democracy in the world, India is looked up to for its election management skills. ECI has always been keen on the sharing of best practices and strengthening exchange of learnings and experiences between the Electoral Management Bodies of various countries, especially the new and emerging democracies. Regular trainings of trainers and study programmes on technologies, election management, voter education et al are conducted by the Election Commission of India with election officials from different countries as participants.

An Election Visitors Programme was conducted by the ECI simultaneously with the Lok Sabha elections 2014 in which as many as 41 delegates from 17 countries across the world participated as part of the South-South Cooperation initiative. The programme was in partnership with UNDP.

Meeting Targets: Interventions for Specific Gaps

While there were gaps in participation that were State specific and also district specific, on a national level, the major gaps were identified as gender gap, urban apathy, youth disconnect and gaps in special category participation.

Bridging the Gender Gap

Uttar Pradesh set up *Mahila Matdata Chaupal* to sensitise women about electoral participation. '*Bulawa tolis*' was a novel concept utilised by different districts in the State where the *Rozgar Sewaks*, *Anganwadi workers (AWWs)* and ASHA workers of the area were sent door to door on poll day to remind electors to vote. The movement of *Bulawa toli* was supervised by the SVEEP control room where the voting percentage at each polling booth was being monitored. Any reduction in the voting percentage, in the polling booth, especially among women, was conveyed to the *Bulawa toli* of the area, which was activated immediately.

Delegates from Uganda, Kenya and Arab League witnessing an EVM demonstration

Photo courtesy: UNDP India

A young mother smiles with joy after casting her vote in Meghalaya

In **Assam**, pregnant women were sent personal letters informing them that they would be accorded priority in voting and would not be required to stand in the queue.

Television celebrity Ms. Ratan Rajput was nominated as the Brand Ambassador in **Bihar** to mobilise youth and women. The Brand Ambassador participated in various events across the State to promote enrolment and voting among women.

Bihar Rural Livelihoods Promotion Society (BRLPS) is implementing a project *"Jeevika"* for enhancing social and economic empowerment of the rural poor in the state through self help groups(SHGs). Considering its reach among the target communities, the Office of CEO Officer involved *"Jeevika"* as a strategic partner for LS 2014, particularly to target women who form the majority of the SHGs.

Paniharins (water bearers) carried the message to vote on their earthen pots in **Rajasthan**. In desert areas, women have to walk long distances to fetch water. The Directorate of Field Publicity (DFP) is the media department of the Ministry of Information and Broadcasting. DFP, Barmer came out with an innovative idea of putting messages to vote on the earthen pots sold by *Paniharins* and which were then carried by the women in the village to their households. This

Creating History:
Dadaal women Vote for the First Time since Independence

Dadaal, a small village in south-west Rajasthan, around 75 km from the Jalore District Headquarters, created history when its women came out in large numbers to vote for the first time after independence on December 1,2013. Their participation in Rajasthan Assembly elections and the world's largest democracy became an inspiration for all the women across Rajasthan. This was made possible by the synergistic combination of forces: Village Voters Strengthening Team (VVST), focused SVEEP intervention, community engagement, continuous motivation and counselling, supportive district administration and above all the determination and will of an ignited community.

The VVST and SVEEP teams again visited the Dadaal village in the run-up to the Lok Sabha elections, and were pleasantly surprised to see that the scenario had changed. The women themselves approached the team and told them that this journey would not stop here and they would do their bit to make the biggest democracy participative and thriving. There was 47.77 per cent voting and 537 women cast their vote on the day of the poll i.e. on April 17, 2014.

In District Reasi of **Jammu & Kashmir**, "Mother India" campaign was launched through 942 volunteers targeting women voters and prospective female voters. Under the campaign electoral literacy material was distributed, voter's lists were circulated at the household level in villages and electoral participation pledge in Urdu, Gojri and Kashmiri languages was signed by from women voters. All 301 polling stations in the district were declared as "No Women Queue" with seating arrangements made with 200+ chairs at these polling booths. Women were given a warm welcome, offered a token each and a place to sit. After every male voter two female voters were allowed to enter the polling booth to facilitate a greater number of women to vote and their timely return to their homes. At the polling stations, a special "Women's Help Desk" was established to help the female voters and facilitate their voting. Drinking water facilities and facilitation counters were made available and these facilities were widely publicised before the poll date to encourage women to come and vote.

Fighting Youth Disconnect

Historically, voter turnout among young voters has been substantially lower than the average turnout. LS 2014 election reflected the peak of India's electoral demographic dividend with 10 per cent of voters likely to be first-time voters, as shown by a combination of electoral and demographic data. The Summary Revision data shows that 23 million 18-19 year-olds have been enrolled to vote. Additionally, the analysis of Census data shows that there were 120 million

reinforced the message to vote every time a family member came to drink water.

In Purulia District of **West Bengal**, at Nutandi High Madrasa and Hariharpur Balika Prathamik Vidyalaya, voters were reluctant to cast their votes due to the social stigma attached to it among Muslim community women voters. The district administration undertook a special SVEEP campaign to promote women's participation, with the result that 34 female voters of the former polling station and 63 female voters of the latter came out and cast their votes.

Women queue up in large numbers to vote in District Budgam, Jammu & Kashmir

Young voters pledging to vote on a democracy wall in New Delhi

Young voters being encouraged with certificates for their participation in voting

people aged 15-19 at the time of the 2011 Census, which made them too young to vote in 2009, but eligible to vote in 2014. These potential first-time voters formed 10 per cent of the population.

At the national level, ECI forged a partnership with RED FM radio channel to connect with youth across the country through a national campaign on radio. Phone-ins, messages by celebrities, messages from ECI officials were broadcast to motivate young people to participate in the national elections.

In **Maharashtra**, Campus Ambassadors as well as NSS volunteers played an active role in the awareness campaigns and motivated and facilitated fellow students in enrolment and subsequent participation in the electoral process. Small dramas performed as street-plays called *Pathnatyas*, usually to create awareness about social issues, were used throughout Sangli District in Maharashtra. The emphasis of the *Pathnatyas* was on girl students voters.

College students in **Goa** with special T-shirts saying "Go! Get yourself inked" were instrumental in creating awareness about electoral participation among the youth.

In Nadia District of **West Bengal,** a campaign called '*Amar Prothom Vote*-My first Vote' *was* organised, under which quizzes, debates and discussions were taken up in major colleges of the district, primarily targeting prospective first time voters. The initiative was successful in drawing substantial number of students, but it went beyond this immediate objective and its ripples touched others, generating curiosity and enthusiasm about voting.

A wall of democracy was put up at the Pearl Fashion Academy institute, **New Delhi** on which students put their signatures with a promise to cast their vote in the Lok Sabha elections.

In **Manipur**, during Holi(Yaoshang) festival, youth were mobilised to participate in sports competitions for an inclusive and larger electoral participation.

Music being the popular hobby in **Meghalaya,** was taken up as the medium to motivate people for electoral participation. Shillong Chamber Choir, one of the most popular and well known musical bands in the State, made a huge contribution and impact in promoting enrolment and voting among youth.

In Lucknow District of **Uttar Pradesh**, at 10 am on 10th April, 10,00,000 people took the pledge to vote. Students of various government and private schools, institutes and colleges pledged to vote. Even students who were giving exams were given five minutes extra to take a pledge to vote before continuing with their exam.

In **Chandigarh**, to motivate the youth, young electors in the age group of 18 to 19 years who voted in the General Election-2014 for the first time, were issued certificates by BLOs.

In **Andhra Pradesh**, a 'pledge to vote for a better India' walk was organised in Hyderabad where 2000 youngsters participated.

In **Karnataka**, student volunteers for elections were designated as "Election *Simha* (Lion), Cheetah (Panther), Tiger" and issued caps. They campaigned from door to door to promote voting. Students assisted

Giving Spirit a Face:
Voter Mascots for Electoral Awareness

Puppets, masks, muppets and idols are intrinsic to Indian folk culture, used extensively for communication and telling tales. Election managers made good use of this indigenous treasure by creating special mascots for carrying voter education and awareness messages. With attractive colours and interesting slogans, dressed in regional attire, these mascots had great voter appeal and likeability. Dakshin Kannada District in **Karnataka** designed its own voter mascot called '*Babanna*' which become very visible and popular during the LS elections 2014. In **West Bengal**, the DEOs developed their district specific mascots in the form of 'Red Panda', '*Mrigababu*' and '*Votuda*' in Darjeeling, Nadia and Jalpaiguri Districts respectively. All the mascots germinated from the local cultures and the habitats of the districts and were the primary means of communication with the voters. Similarly, a mascot 'Mr. Votu' by a CSO was used for programmes and road shows to attract public attention in **Delhi.**

BLOs on the poll day at the Voter's Help Desk, to assist physically challenged and infirm voters. Student volunteers in Karnataka were also entrusted with the responsibility of providing emergent information about any violations in the Model Code of Conduct (MCC). The district administration issued appreciation certificates to the students for the service rendered.

Fighting Urban Apathy

Low electoral participation in urban centres which manifests itself in low EP ratio in urban centres and lower turnout in elections was taken up as a major challenge ahead of Lok Sabha elections. The reasons were found to be many, mainly among which were urban apathy, migratory population, information gap and also facilitation issues. While facilitation was carried out through easy information access, SMS reminders, name search facility on electoral rolls and online registration, the motivation gap was attempted to be met through innovative mobilisation activities to catch the interest of urban voters. ECI's collaboration with popular radio and television channels, besides the public broadcaster Doordarshan and All India Radio, also aimed at bridging the urban participation gap.

In Kolkata, **West Bengal**, an audio-visual music album titled *"Amra Swadhin"* was launched. Shot entirely with common people, the album tapped on common emotions to exhort people to vote. The music video was aired on social media like YouTube, Facebook, TVs installed in metro stations, cable channels, FM channels Radio, partner bank branches, and different

shops. Also, to establish rapport directly with the electors for confidence build-up ahead of polls, election officials of District Hooghly participated in talk shows on the local cable network, with direct phone in from voters.

In **Delhi**, FM Radio Channel 'Fever 104' launched a campaign, called *"Each One Kheench One"* that urged each listener to convince at least one more person to vote. The campaign was aimed at motivating people to vote and also to encourage the voter to make a friend tag along to vote.

In **Rajasthan, the** Facebook Page of the Election Department, was created where day to day SVEEP activities were updated. A mobile app called "Raj Election Mobile App" was developed to facilitate voters to search for their names in the Electoral Rolls and for the location of their polling stations.

Taking a cue from the growing role of social media, the e-chain in **Uttar Pradesh** aimed at connecting people virtually on Facebook. The voter had to get a photo clicked holding his/her EPIC and upload the image on the Facebook page of CEO, and also leave a message for voters, urging them to vote.

Gujarat CEO's office entered into a pro bono partnership with the popular FM Channel 'Radio Mirchi' to reach out to youth. This proved to be a very powerful medium for message dissemination. Famous cricketer Cheteshwar Pujara, international seeded tennis player Ankita Raina and popular Bollywood

actor Sharman Joshi were appointed as state icons to especially target urban youth.

In **Himachal Pradesh**, it was organised for flash mobs to congregate in different parts of the State for information dissemination and to motivate youth to participate in the electoral process.

Widening the Focus: Initiatives for Inclusion

The Election Commission made special efforts in the Lok Sabha elections to make the elections inclusive. The special categories of people included people with disabilities, old and infirm people, tribal populations, people in hilly or difficult terrain, people living in areas affected with extremism and other vulnerable and marginalised sections.

Extremism Affected Areas

In Naxal affected Raigarh district of **Chhattisgarh**, besides the security and logistical support to facilitate participation, voter education efforts were undertaken through cultural groups, folk songs, *Bhajan Mandlees* (groups which sing devotional songs). Special *Gram Sabhas* were organised and village *Kotwars* were asked to spread awareness. Outreach activities were carried out in local weekly *haats* (markets). A peace march by security forces

was used to infuse the feeling of security among the voters.

It was an achievement for the administration in **Maharashtra,** wherein voters in the highly sensitive Naxal districts showed their faith in the law and order and came out to vote in huge numbers. Also, the highest voter turnout of the State was recorded in these two Naxal affected constituencies - Bhandara-Gondia with 72.28 per cent voter turnout and Gadchiroli-Chimur registering 69.88 per cent turnout.

Migrant Population

A special camp for registration of voters from the North Eastern Region who were residing in **Delhi** was organised on 12.03.2014 at the guest house of North Eastern Council (NEC). It was given wide publicity through the social media and by the NEC. Approximately 5,200 forms were received in the camp.

In **Jammu & Kashmir**, after a gap of 16 years more than 1,400 Talwara migrants in Reasi District exercised their franchise for the first time. To facilitate the migrants and the poor people residing in Talwara, Gran Morh and other locations, on the polling day a fleet of special buses were flagged off from Talwara Tara amidst loud slogans of democracy by the migrants. These migrants had moved from the interior places in 1998. Talwara camp has migrants from Arnas,

Building Confidence:
Managing Boycott/Low Turnout Booths in Bihar

In the West Champaran District of Bihar, specifically PC Valmiki Nagar & PC Paschim Champaran, there were 193 booths with extremely low voter turnout in LS 2009 (avg. of ~ 26%) out of which 19 booths had faced boycott on various accounts. A structured approach to problem identification, taking suggestions and implementing various ideas was taken, which led to good improvement in results. The challenges were specifically identified as perception of lack of development, lack of facilitation, women cultural issues, challenges to reach booth and migration for work. This was done in a participative manner through workshops with BLOs, village teams and communities in all 193 booths and by visits by the concerned officials to the selected booths.

19 boycotted booths
0%
LS 2009

Same 19 boycotted booths
51%
LS 2014
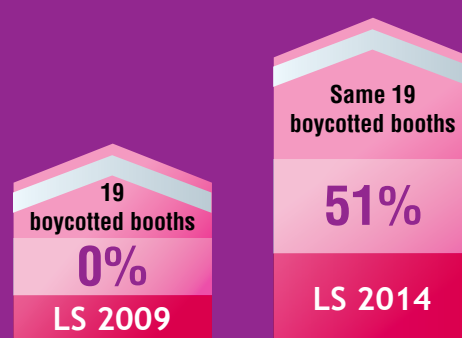
Specific interventions were undertaken on a regular and continuous basis. Basic facilitation, assistance, special camp for voter registration, *Nukkad Natak*, rallies and competitions, EVM demonstration and mock poll, continuous motivation via daily SMS reminders and personalised calling from the control room, systematically reaching out to and assisting rural voters were some of the various measures adopted.

Special camp for enrolment in Delhi for the people from North East Region

Gulabgarh, Rajouri, Chham sector of Jammu. After the massacre of 1998, which had resulted in the migration of these families, they had never taken part in elections. Polling booths for the 900 migrant families were located at Arnas, Prankote, Tulibana Mahore and Chassna and other locations of Gulabgarh and Gool-Arnas Assembly Constituencies. Voter slips were distributed at the doorsteps of the migrants one week before the poll day. A series of meetings were held by the administrative officers in migrant colonies to motivate them to vote at their respective villages from where they had migrated 16 years back.

The unauthorised Colony No. 5 with a population of 20,835 registered voters was demolished by the Chandigarh Administration and its residents were rehabilitated by the Chandigarh Housing Board in Dhanas. Various camps were organised to transpose the names of the residents of the colony to their new place of residence. A door to door campaign was also launched in the rehabilited colony in Dhanas. More than 11,000 voters got their votes transferred to their new place of residence in Dhanas. In order to ensure voting by the shifted population, 11 new auxiliary booths were created in Dhanas. So that even those

whose names were not shifted to a new place may exercise their franchise, all 17 Polling Stations of Colony No. 5 was retained on the day of the poll, besides the new auxiliary polling booths. Wide publicity was given to the same to facilitate people to vote.

To address the issue of migratory voters systematically, in **Gujarat,** a Nodal Officer was appointed and he was imparted training for this purpose. It was ensured that these Nodal Officers preferably be appointed from amongst the Labour Officers in the district. The migratory labourers for example – Agariya workers of salt pans in Amreli district, industrial labour in Valsad and Vapi and Surat, construction workers, agricultural labourers of tribal areas, etc., were then directly educated about the election process, registration, and other formalities, by taking the contractors into confidence.

Tribals

The nomadic community of Bakkerwals in Reasi District of **Jammu & Kashmir**, which constitutes 31 per cent of population as well as the electorate has remained away from the electoral process in the past many elections. As

Coming Out:

Participation of Shompen Tribe in LS 2014 in Andaman & Nicobar Islands

For the first time, Shompens of Andaman & Nicobar Islands, considered to be one of the last surviving stone-age tribes and living in the Great Nicobar, voted to elect the Lok Sabha candidate from the Bay Islands. Two out of 211 members (according to 2011 Census) of the tribe, voluntarily voted at the exclusive polling station set up in the interior jungle in the Great Nicobar Biosphere reserve. The Shompens, one of the six tribes that inhabit the forest in the southern-most tip of the country, voted after awareness campaigns and trainings on EVMs were carried out for them. The members of the Shompen tribe occasionally venture out of the jungle and were curious to see the EVM.

compared to 23 per cent tribal electoral participation in 2009, their participation on April 17, 2014 was reported to be 81 per cent. A series of steps were taken under SVEEP over a period of eight months to provide end to end electoral awareness and participation assistance for the tribal nomads. An ambitious *"Jirga"* campaign was started in December 2013 as a party of a mega SVEEP campaign *"Jashn-e-Jamhuriat"*. Tribal Cultural and Research Foundation (TRCF) was roped in for designing the electoral literacy material in vernacular languages and holding meetings at the tribal hamlet level.

The Birhore tribe of Chatra, **Jharkhand** does not participate in the electoral process. Special inter-personal interactions by the district election officials and folk media like street plays were used to successfully engage with this group.

Tribal groups were identified in the Naalmala Forests in **Andhra Pradesh** and Form 6 was filled up at their residential area and their names were included in the voters list.

Old and Differently-abled People

Personal letters were sent by some DEOs in **Assam** to senior citizens and pregnant women informing them that they would get priority in voting and not be required to stand in queues. Express entries were provided to these voters on poll day. Boat owners close to polling stations were asked to charge subsidised fares on poll day. Village awareness groups were formed to promote voting.

In Cuttack, **Odisha**, single window camps for Persons with Disability (PwDs) were conducted in all the blocks and urban bodies to enrol them in the Electoral Roll. A survey of PwDs, was conducted through AWWs in October-November 2013 wherein 46,989 numbers of PwDs including children, had been enlisted. Of these, PwDs aged above 18 years were 20,208 in number. One district level unit and 14 block level monitoring control rooms were set up for the purpose which acted as a call-centre. Every PwD voter was called at least thrice over his phone and explained the facilities at booths. Two volunteers were provided at the polling booth to assist PwDs.

Measures like barrier free access to each of the polling stations with construction of ramps, deployment of wheel chairs at all booths, disabled friendly furniture in polling booths, special queue for priority casting of votes, lay-out design for hearing-impaired, sign language interpreter for the hearing impaired were taken up. Information about the voting rights of PwD voters and the facilities were widely disseminated. To motivate PwD electors and to boost the morale of their family members, a household contact programme was conducted for 10 days in March- April 2014. The AWWs visited the household of PwD voters and handed over awareness material. Out of enrolled PwDs, 88.30 per cent voted in the district - the highest ever.

In Jammu & Kashmir, Reasi District administration launched a mission *"Rehbar"* in collaboration with the District Red Cross Society under SVEEP to provide transportation services from home to the polling booth for the aged, the differently abled and infirm. A village wise survey was done and such special voters were identified. A list of 1048 differently abled voters were drawn and each voter was assigned one assistant from the same polling booth area for facilitating movement to and from the polling booth. The District Red Cross Society worked to ensure electoral participation of these special voters; tricycles were hired for 43 polling stations, 21 vehicles were pressed into action for ferrying differently abled voters and their nominated attendants. In a record of sorts, 114 centurions participated in the polls. In all, 1,506 such persons

EVM demonstration for old age voters in District Navsari, Gujarat

Against All Odds:
Edward Moorthy's inspiring story of participation in polls in Mumbai, Maharashtra

Edward Moorthy, one of the brave champions of democracy got his foot inked at a poll booth in Orlem, Malad in Mumbai on 24th April, 2014. Moorthy had lost his arms in a train accident between Mira Road and Bhayander while on his way to work a couple of years ago. Moorthy's wife accompanied him, but being self-reliant, he did not need her help to walk or press the button on the EVM. "I used the stump of my arm to press the button. I think the staff members were awed, judging by the way they were gaping at me. I must add that all of them were extremely cooperative." Moorthy had his foot inked to show that he had voted. He placed his foot on the table with some help and an officer applied the ink while others in the polling booth looked on with a mix of curiosity and admiration.

were facilitated to polling booths and back to their residences.

Delhi provided a separate link on CEO website where people with physical disabilities could get registered and request for assistance/facilities required by them on the day of the poll. Wheel chairs with dedicated volunteers were made available at all the polling station locations with support of Department of Disability Affairs, Ministry of Social Justice and Empowerment.

Chandigarh Parliamentary Constituency provided pick-up and drop facility for the handicapped, aged and infirm voters who needed assistance to visit the polling station. A total of 61 persons availed this facility of pick and drop on the day of the poll.

In Indore, **Madhya Pradesh**, special arrangements were made for visually challenged voters. Polling booths provided braille signage for blind voters to enable them to vote.

District Sitapur took a novel initiative for the specially-abled voters in the district. A painting/poster competition titled '*Mera mat bhi dega lok Tantra ko naya aayam aur majbooti*' was organised witnessing participation of more than 4,000 specially-abled. Many of them made paintings on the theme of rights and duties of specially-abled people. These posters were then displayed at each polling booth of Sitapur district. A digital diary of all specially-abled voters was created which maintained the detail of each specially-abled in the district. It was also decided that there would be no queues for the specially-abled.

About 3,000 specially-abled persons were chosen from the district to represent their polling booth and were crowned the *'Loktantra-doot'* (Democracy Ambassador) and each of them was given an identity card. This added to their prestige and gave them immense confidence. This was followed by a grand ceremony wherein all the 3,000 *Loktantra-doot* were brought on motorcycles, which were termed as *'Loktantra-vahan'*. The rally of motorcycles with the specially-abled as pillion-riders drew maximum cheers from the crowd. *Loktantra-doot* were further motivated to turn into emissaries for elections by Cricketer Mr R.P. Singh, who asked them to ensure cent percent voting in their area. The drive was successful with Sitapur District witnessing a record voting percentage of 67 per cent in 2014 Lok Sabha elections as compared to a mere 56 per cent in 2009 Lok Sabha elections.

Along with millions of other Indians queuing up to cast their vote, the world's smallest woman Jyoti Amge also exercised her right to vote. She voted from Nagpur, in **Maharashtra.** Amge is just 62.6 cm (a little over two feet) tall. The 20-year-old Amge, a resident of Nagpur, was accompanied by her family members as she cast her vote.

Others

Despite the Commission's directions for registering transgenders under "Others", the number of people registered under this category was small. It was the first time in the history of elections in **Maharashtra** that the population of the third gender was counted. Accordingly, under SVEEP, a special campaign was undertaken in various districts which had a significant population of the third gender to enrol them and promote voting by them. Osmanabad District in Maharashtra recorded 93.75 per cent transgender turnout, while the "Others" in Districts Kalyan, Thane, Mumbai, Pune, Solapur, Palghar and Nashik came out in large numbers to vote.

Homeless

NCT of Delhi carried forward its special drive to enrol the homeless introduced before the recent Assembly elections, implementing focused plans before the Lok Sabha elections as well to reach an enrolment of around 7614 homeless people in April 2014.

Special camps were organised to enrol families living in slums and makeshift houses in **Chandigarh.**

The special drive to enrol people living on footpaths and in ramshackle shanties in Kolkata, **West Bengal** was continued in the run up to the Lok Sabha elections after successful enrolment programmes for the homeless in the past.

Difficult Areas

Andaman & Nicobar Islands are the only place in the country along with Lakshadweep which do not have a territorial optical fibre cable providing telephone and internet connectivity services for communication, adding only to the difficulty of expansive distance between islands, deep dangerous waters and dense

Countering Challenges:
Campaign VATAN in Andaman & Nicobar Islands

The Andaman & Nicobar Islands experience turned out to be one of the unique and inspiring stories of the Lok Sabha elections 2014. Apart from the obvious challenges posed by nature with crocodile-inhabited link rivulets, the wrath of the sea, deep forests and populations scattered in 37 inhabited islands across an area of 8249 sq. km, the UT faced unexpected problems. The dim presence of private media channels, lack of major newspapers and big hoardings, and great dependence on the national and mainland based TV channels, were coupled with the failure of the main INSAT satellite which significantly interrupted phone and internet services around the election period.

However, the connectivity and communication crisis was well dealt with, and SVEEP came up with greater force to engage voters in the electoral process. Building upon the traditional forms of communication like *'Jatras'* and *'Nautankis'*, a Voter Awareness Team for Andaman and Nicobar Islands (VATAN) was created, comprising of local performing artists, college students and volunteers who moved from place to place, singing songs, enacting plays and encouraging people to vote. Each VATAN team had approximately six members including a trainer who was trained by a master trainer at the district level, identified by the Department of Election. The 25 VATANs covered all the polling stations and were exceedingly popular. As they went through the islands, they distributed pamphlets, put up posters and banners and passed on information to people about local level initiatives that they could take up.

jungles. The outreach initiative for voter education was launched as VATAN (Voter Awareness Team for Andaman & Nicobar) which performed more than 600 street plays to personally reach out to masses in the interiors of the UT which has minimal or no means of mass communication.

Chamba in **Himachal Pradesh**, situated between Dhauladhar and Pirpanjal, has extremely hostile topography, the area being covered with snow most of the year round. Voters have to walk through mountains for a few kilometres before they reach the polling station. An intensive door-to-door campaign was carried out and Democracy Vans were put to use to spread the voter awareness message in far-flung areas.

In **Jammu & Kashmir,** where road connectivity to reach areas with scattered population is very low due to rough terrain, customised campaigns for different target groups were organised with the aim of connecting with people in a celebratory spirit for elections under the banner Jashn-e-Jamhuriat.

Bordering with China and hence facing incursions, District Anjaw in **Arunachal Pradesh** is bestowed with luscious fauna but equally difficult terrain. With hilly topography and River Lohit running through the district, it was not only difficult for polling parties to reach their destinations but also to reach out to voters for awareness and motivation purposes. A comprehensive plan for SVEEP was taken up through audio-visual messages, constant reminders, outdoor publicity to engage people in voting.

Thinking Out-of-the-box: Innovations

The States and UTs have shown great innovative spirit in devising campaigns and tools and processes to further the agenda of enhanced voter education and participation. Some such innovations at the field level have already been discussed under other headings in previous sections. Some more are worth talking about.

In Burdwan district of **West Bengal**, the concept of *Vote Bandhus* was introduced as a tool of interpersonal communication well before the poll day in the district to provide relevant information on registration, turn out, ethical voting and EVMs. Vote *Bandhus* were drawn from field level functionaries like Integrated Child Development Services (ICDS) workers, ASHA workers and National Rural Livelihood Mission (NRLM) volunteers in partnership mode.

The importance of IQ (Intelligence Quotient) and EQ (Emotional Quotient) in our social existence is something that just cannot be questioned. In line with this thought the office of CEO, Uttar Pradesh conceived the idea of VQ (Voter Quotient).

The idea was to engage voters in the electoral process and what could have been better than a quiz to make this possible? The idea struck a chord with voters and the people of Uttar Pradesh got to play the "Know your VQ" quiz. Launched months ahead of the polls, the online quiz garnered a lot of attention and received rave reviews in the media as well. As part of this online quiz, a person gets to check his/her VQ by answering certain questions related to the voting system. The quiz **"Know your VQ"** was made more engaging by giving mementos (T-shirts, caps and mugs) to the winners, thereby ensuring enthusiastic participation. A gala ceremony was organised to felicitate the VQ winners. Meanwhile, the popularity of VQ grew so much that it was decided to launch "VQ on Wheels", where a mini-version of the entire VQ was made available on portable kiosks, which were placed at several locations across Lucknow- like at malls, the railway station and the airport, giving the off-line crowd a chance to know its VQ. This version of VQ received all the more attention and gained popularity. People could be seen milling around "VQ on Wheels" kiosks to play the quiz and get mementos. In short, it was an initiative that was exceptionally successful and aided in ensuring a more participative democracy and an informed voter.

In **Rajasthan,** a SVEEP portal was created, on which the various districts updated and shared various voter–awareness activities undertaken under their jurisdiction. The State also saw the traditional craft of '*Kavad'* being used by artists to spread the message of voter participation. Voter education messages were printed on packaging used by sweet shops, on milk pouches and gas cylinders.

An Artists Camp was organised where 110 artists painted on the theme of voter awareness. These paintings were exhibited at various public places in Jaipur. This event became the talk of the town and also a big media event generating a multiplier effect for voter awareness. Renowned artists, including celebrity painters were duly invited. The Statue Circle, the centre point of the city was taken as the venue for the event and drawing material like easels, paints, brushes, pencils were provided by the Election Department. The event was organised through the Art & Culture Department.

Colours of Democracy:

Unique Campaigns of Rajasthan Rainbow Week

A statewide voter awareness programme designated the **"Colours of Democracy"** and popularly called **"Rainbow Week"** was planned on the various themes related to the seven colours of the rainbow, each colour conveying a particular aspect of the value of voting in the vibrant Indian democracy.

The **Rainbow Week** was conducted for two phases of the Lok Sabha Polls 2014 i.e. from 9th to 15th April and 16th to 22nd April 2014.

Day	Activity	Slogan	Colour theme	Message
Day 1	Cycle Rally	*Chalo Chalein Vote Daalein*	Violet	Motivation
Day 2	Rangoli	*Rangoli Loktantra Ki*	Indigo	Ethical voting
Day 3	Women's March	*Mahilayein Badhengi, Vote Karengi*	Blue	Royal gender
Day 4	Candle March	*Ujiyara Loktantra Ka*	Green	Go for enlightened voting
Day 5	Vote Marathon	*Run for Democracy*	Yellow	Spreading awareness
Day 6	Human Chain	*Hum aur Humara Loktantra*	Orange	Forming bridges
Day 7	Voting Pledge	*Matdaan Sankalp Samaroh*	Red	Determination

DFP, Rajasthan, a media unit of Ministry of Information & Broadcasting, utilised the important fairs and festivals in the state during July- November such as Ramdevra, Pushkar Fair, important tourist and religious spots to disseminate information to the public under the SVEEP programme titled 'SVEEPing Rajasthan'. Film shows, cultural programmes, competitions were organised at the venue on SVEEP and people who had assembled in huge numbers were urged to vote.

In **Andhra Pradesh,** mobile publicity cum awareness vehicles were run in colonies where low voter turnout had been recorded in 2009 elections. Workshops were conducted in software companies like Infosys to create necessary awareness on voting. Flying Squads used for expenditure monitoring were provided with audio on SVEEP which they played using microphones for the benefit of the public. This special awareness drive was undertaken to promote ethical and informed voting through motivational messages and also through wide publicity about aspects that are considered to be corrupt practices or electoral offences.

In **Himachal Pradesh**, Himachal Day was celebrated on the theme of voter participation. Democracy vans were launched to spread awareness regarding voting.

Jharkhand tried to break the language barrier in Santhal Pargana, and Chotanagpur Divisions and posters, banners and street plays were developed in local languages- Nagpuri, Santhali, and Mundari. This enabled better understanding of the messages and ensured that the gist was well-imbibed by the electorate. Positive growth in voter turnout was reported across all PCs, both rural and urban.

In **Gujarat,** a novel concept of the custom of *Holika Dahan* during the festival of Holi was used to introduce the idea of ethical voting was introduced in Gujarat. In all districts, unethical aspects such as bribes in the form of liquor, cash, gifts, etc., were symbolically burnt in the *Holika* pyre. These were attended by a large number of voters.

In Narmada District of the State, a campaign to individually sign a one page written pledge was taken up in rural and urban areas. The 58,398 voter pledges taken in a single day was awarded the status of a Guinness World Record (GWR) with the title of "Most Pledges to Vote in an Election", while another campaign with 95,672 signed pledges on cloth entered the Limca Book of Records.

Valsad District took up a unique initiative called *"Kartavyabodh Abhiyan"* of mailing postcards to all voters. More than 11,00,000 hand-written postcards were sent to prospective voters which secured a place in the Limca Book of Records. Another event where most people sent postcards from a single location simultaneously was declared a Guinness World Record

Certificates of Guinness World Records made by Districts Valsad and Narmada

Mega Rangoli in Bharuch, Gujarat

with 17,599 postcards with gratitude and feedback for voting being sent out.

As a part of the 'Bharuch Vote with Pride Celebrations', an event with a Mega-*Rangoli* and a *Rangoli* Exhibition Gallery with 112 *Rangolis* was organised in Bharuch. The entire *Rangoli* exhibition was spread over an area of 10,000 sqm with the Mega-*Rangoli* at the centre, it covered 16,000 square feet and 112 smaller *Rangolis* in specially made galleries surrounding the Mega-*Rangoli*. Each of the *Rangolis* carried voter awareness messages and were created by 124 artists who used more than 2,500 kg of colours. From 20 NGOs, 1,500 volunteers helped in preparations, logistics and also in crowd management. The event drew a crowd of more than 50,000 visitors and was broadcast live by the local cable channel. Bharuch has already submitted its claim for entry in the Limca book of records for the largest *Rangoli*.

A Vintage Car Rally was organised in District Bareilly, **Uttar Pradesh**. Vintage cars carrying messages on the importance of elections moved through the old streets of the city, leaving a mark on each participant as also on the spectators.

Special boats called *Bajras* in District Varanasi sailed over the River Ganges with a message on the elections. This was an eye-catching sight for pilgrims and tourists as these election *Bajras* sailed across all the *ghats* of Varanasi.

A festive spirit was invoked in District Jaunpur through a list of cultural activities to motivate the electors to participate in voting. Apart from massive rallies and poster campaigns, a Kite- festival was organised on a large-scale around the time of the festival of *Makar Sankranti* where one lakh ''voter awareness'' kites with stickers were distributed among electors.

On the eve of the general elections, the Election Department, **Chandigarh,** in association with the Tourism Department, created an atmosphere of festivity on the theme "The Festival of Elections". These festivities which continued for two days and three musical nights, were organised in Plaza Sector-17 and at Sukhna Lake where people came in large numbers and the message of voter participation was conveyed to the public. Flex banners regarding voter awareness and voter participation were displayed on buses of the Chandigarh Transport Undertaking.

To reduce the time of voting, computerised voter identification software was developed for various services such as SMS based service for vote number, name of BLO, polling station location was provided well before the poll day. A facility of SMS alerts regarding Queue Management system was also provided to the citizens of Chandigarh. In this application a person could register him/herself and then receive the SMS, when the voters were less than 10 people in the queue. The person could also check the status of the
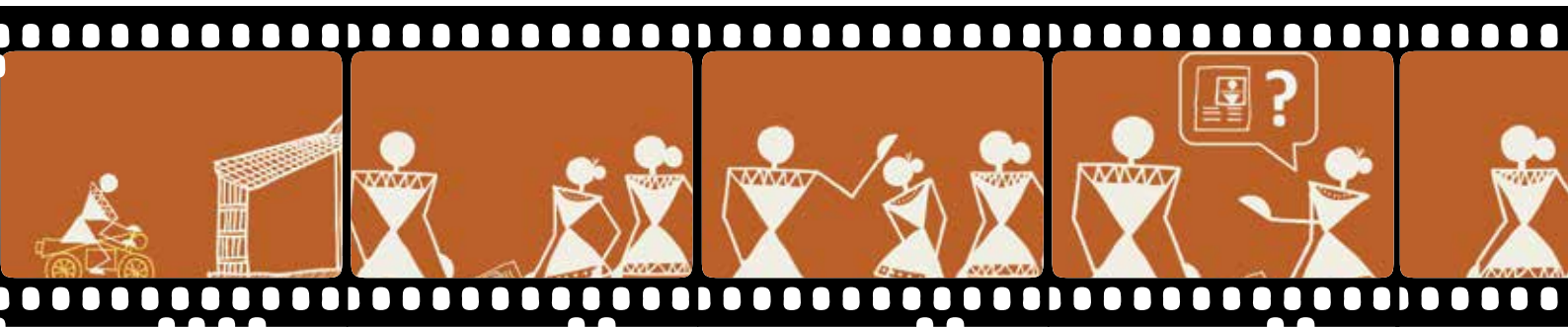
Making Hay while the Sun Shines:
Solar Powered Dummy Mobile Polling Station in Puducherry

In Puducherry, the unique feature in the SVEEP campaign was the development a Solar Powered dummy Polling Station on wheels to reach out to voters of in all nooks and corners of the Constituency. The solar powered panels provided the much needed electricity for the polling station to be illuminated in the late hours while touring rural pockets and to be stationed at public gathering places in open grounds. The illumination even during late hours of the night attracted a large number of public to the mobile dummy Model Polling Station. The highlight of this mobile polling station was when it was taken to the secluded hamlet of *"Narikuravas"* (nomads), almost all the voters went inside and familiarised themselves with the voting procedure by real time hands on experiences.

queue on the CEO website or by sending an SMS to the number 9216164606. A software was designed which not only helped in identifying the electors quickly but also to update the record as to who had cast the vote. Live data was also shown on the CEO website regarding the number of polled votes, cast booth wise as well as area wise. First time voters in the age group 18 to 19 years were congratulated and their names were displayed on the CEO website. A service was also provided to the citizens of Chandigarh to know the status of counting of votes. People who were registered on the CEO Chandigarh website, received an SMS after every round of counting. Live data of the number of votes polled for each candidate, and leading candidate, was also displayed on the CEO website.

All BLOs of Bhind District, **Madhya Pradesh**, were given yellow coloured T-Shirts with the message, "I will vote". This conspicuous yellow T-shirt uniform for the BLOs, with the message written across it, was recognised in the entire district.

"Green Vote Plantation Drive" with the slogan "One Sapling for One Voter", an ambitious campaign launched by Reasi District Administration, **Jammu & Kashmir** aimed at strengthening the democracy and the environment together and establishing a strong bond and link of voters with the environment for all times to come, was launched by the DEO on March 1st, 2014.

Tamil Nadu made extensive use of video bytes and publicity material created with its regional star icons. Targeting electors in rural areas, special *Gram Sabhas* were conducted in collaboration with Rural Development Department and the *Panchayati Raj* Department to read out the rolls, create awareness and give information on ethical voting.

In some districts of **West Bengal**, like Purulia, the *"Jhumur"* song on ethical voting was sung by a group of artists at various polling station areas. *"Chhow"* drama was enacted at various resistance areas by a group of 22 Artists.

Snapshots from animation voter education short films based on Warli paintings developed in collaboration with CSC E-governance in Gujarat
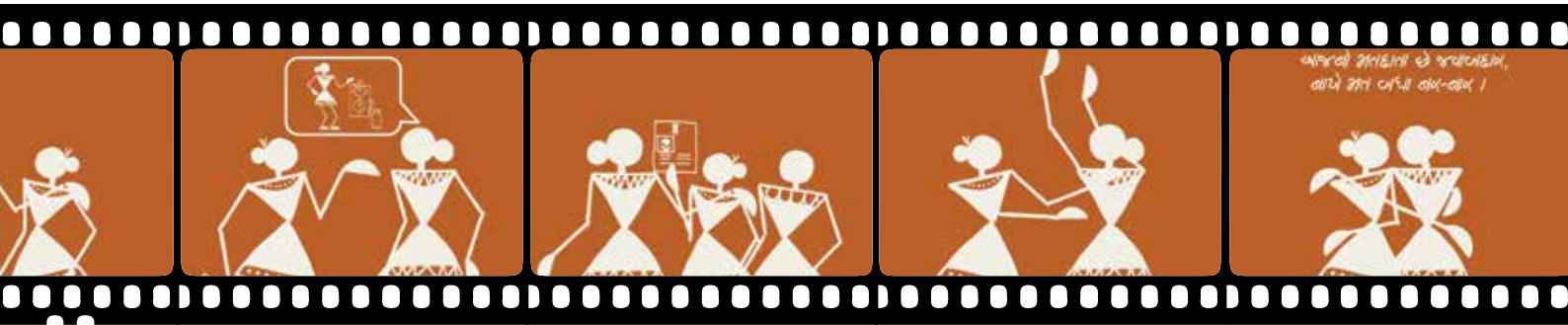
A focused approach and TIs were the key for achieving greater voter participation in District Amritsar of **Punjab**. Based on a SWOT analysis that was carried out to determine the strengths and weaknesses, a good blend of myriad traditional and contemporary activities and modes of communications were put to use to create awareness about voting among all segments of the society. While CDs with motivational songs calling out to the voter were distributed to be played on public transport and in cinemas, school bands welcomed and cheered voters at MPSs. A large-scale signature campaign on a 500 m traditional 'lattha cloth' was organised in addition to installing a 100 ft. banner on voter education. Special programmes with the theme of Voter Participation were arranged at the Wagah Border processions. More than 1000 pamphlets with messages on voting dropped by aircraft became a huge attraction.

Aiming to reach out to the last voter, a novel concept was initiated for National Voters' Day 2014 in **Uttar Pradesh**. Buses named "Voter Awareness Express" were rolled out from seven locations across the State on the 17th of January and all of them were to converge at the State capital of Lucknow by 25th January for NVD celebrations.

The seven buses decorated with slogans on voter awareness provided information on the means by which voters could check their names on the electoral rolls and also on the functioning of EVMs in order to make the prospective voter more comfortable with them. The entire journey of the seven "Voter Awareness Express" buses was designed in the relay format as the buses moved from one district to the other ferrying NSS volunteers of the district during the day and then moving on to the next district at night. The programme in the next district started the subsequent day with the NSS volunteers and coordinators of that district taking charge. Moreover, each Voter Awareness Express carried a baton with an Election Commission symbol. Strategically covered with slogans and information on elections, the maroon coloured Express buses were intrinsically eye-catching and a source of curiosity for all onlookers. It brought educational institutions, NSS and other organisations on a common platform. "Voter Awareness Express" covered 57 districts, 250 educational institutions, 200 market places and 4,200 km of distance across the State of Uttar Pradesh.

Delhi conducted road shows with mini quiz contests to arouse the interest of the general public in the voting process. Prizes were also distributed in order to fight

Beautiful lanterns used for creating voter awareness in Meghalaya

public apathy and to increase youth participation in the electoral process.

Meghalaya organised a district level singing competition, entertainment show for families and LED Kite Flying shows at night. An air show was organised through local cable channels. Also *Phawar* (traditional poetry) competition, concerts in important places, jingles and songs by the Sur Nylla Group, *Seng Biria Dei Por* were other attractions. Meghalaya Fine Arts & Craft Society organised various graffiti and painting competitions, cartoon & mime competitions and traditional games like *Mawpoin* (indigenous game played by the Khasi people in which there are two teams and a ball is aimed at a pile of 12 flat stones). These games were played for voter education and awareness.

District Surguja in Chhattisgarh went an extra mile by integrating an environment-friendly approach with election activities as a "Say No to Plastic Campaign" was taken up by this district for the Lok Sabha Elections 2014. Wide spread consultations were made with the representatives of all political parties by the District Collector, making an appeal and forming a consensus to keep the district plastic free and avoid the use of campaign material made from plastic. While

Biting Bees do not Deter Them:
Countering an Unusual Challenge in Chhattisgarh

'Where there is a will, there is a way', electors and administration of the Ameradugu village in Chhattisgarh brought the old adage to life during the general elections to the Lok Sabha 2014. While election management was facing challenges of all kinds across the country, Ameradugu was posed with a problem which was not very common. During the elections, the village was attacked by a huge swarm of honey bees. To not let this affect the polling procedures, the administration made a temporary arrangement a few metres away from the designated polling station of Kairwari and sent a medical team for the safety of the public. The determined electors also responded back with unaffected enthusiasm and Ameradugu recorded a high voter turnout of 86 per cent.

a DO letter was issued to all political parties on one hand, strict surveillance through Flying Squad teams, Video Surveillance teams and Static Squad teams was

Voter awareness messages being displayed through special laser light shows in Meghalaya

The Funny Bone in Lok Sabha Elections

The media and its partners tickled the funny bone through their amusing versions of the spirit of voter education and participation in the Lok Sabha 2014 elections.
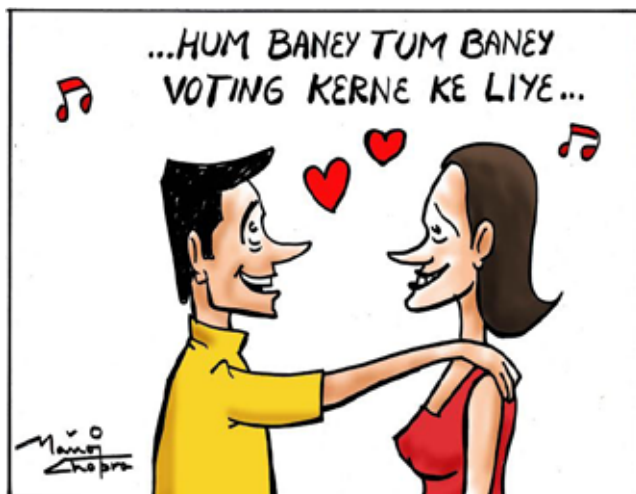
done on the other. As an outcome of this initiative, the Lok Sabha election campaigning in Surguja District was plastic free. None of the teams including video viewing teams reported any plastic made materials in their reports. The whole exercise was aimed at sensitising the public for a cause which was successful in marking a progressive step towards environment concerns, especially during elections.

CDs with Kannada & Tulu folk songs were used to create awareness for voting in Karnataka. Unique Beach Run and Sand Art Competition was held in Panambur Beach.

Around 48 ex-servicemen were selected as *'Matdar Mitra'*, in Sangli District of **Maharashtra** who tried to encourage people to cast their vote in the specific locations distributed to them. Cycle rickshaws with audio and visual messages were used to create awareness in very small streets, slums and also congested areas in urban localities in Sangli and Miraj City in Maharashtra.

Twofold: Simultaneous State Assembly Elections

Members of the Vidhan Sabha or the State Assembly are elected in the Legislative Assembly elections. Held after every five years, the Assembly elections are conducted in the States and UTs as per the tenure of the respective State Assemblies. The current phase of elections four States took place in 2014 - Arunachal Pradesh, Odisha, Sikkim and Andhra Pradesh simultaneously with the Lok Sabha election.

These Assembly elections have also shown remarkable voter turnout with SVEEP activities in full swing. Though the pattern of the turnout is shaped by the local conditions but surely has been enhanced by SVEEP activities.

Figure 2.3: Polling schedule and voter turnout for States with simultaneous Assembly elections

83.64

Sikkim
32 ACs
12th April

79.12

Arunachal Pradesh
60 ACs
9th April

73.79

Odisha
147 ACs
10th April, 17th April

74.64

Andhra Pradesh
294 ACs
30th April, 7th May

Total voter turnout (%)
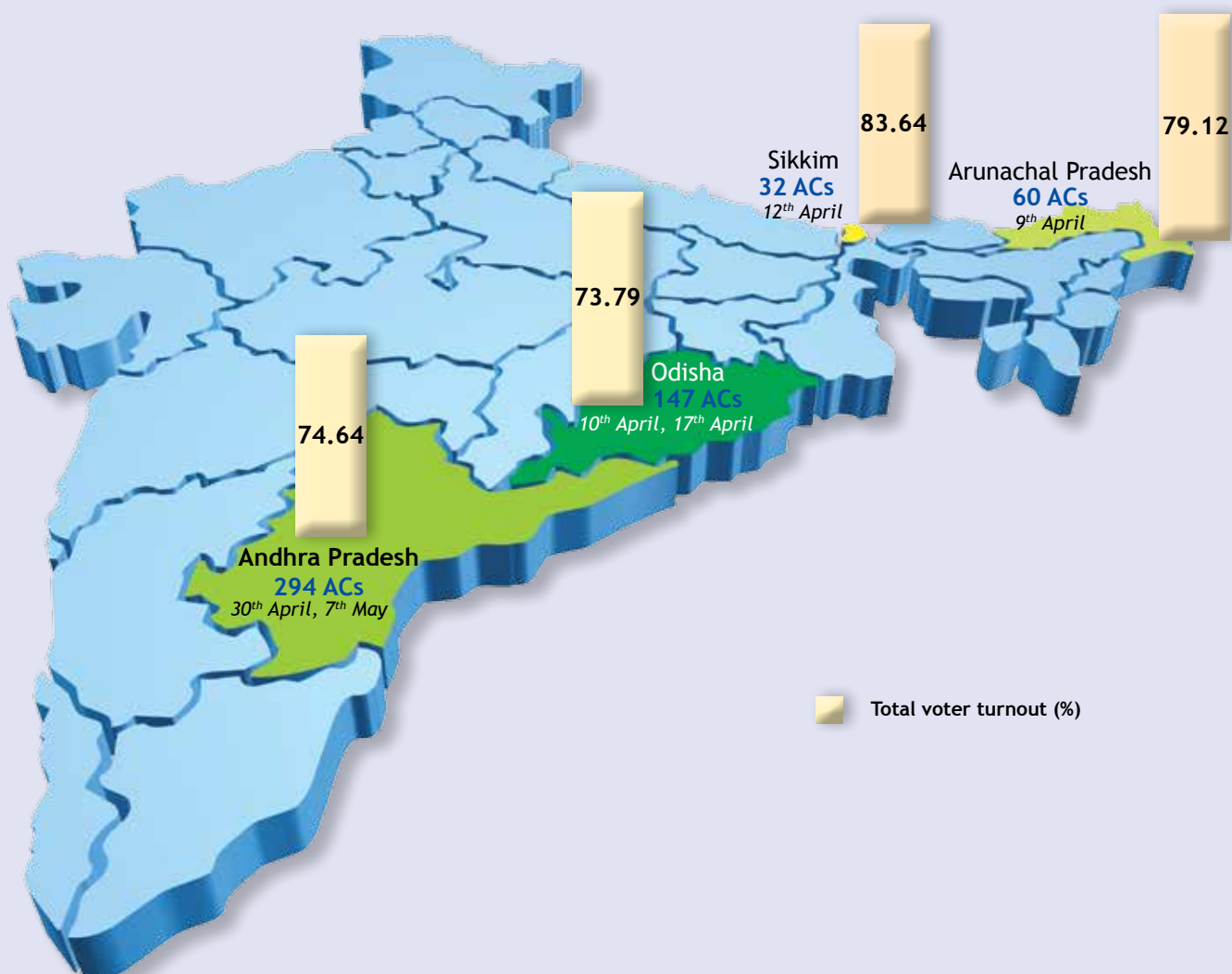
No Territory:

Sangha Assembly Constituency of Sikkim

Out of the 32 Assembly Constituencies of Sikkim, the last Constituency is **32** *Sangha* **Assembly Constituency**. This is the only Constituency which has no territorial jurisdiction. This is an Assembly Constituency reserved for the *Sanghas* or monks of the Buddhist Monasteries of Sikkim. The electorate of the Assembly Constituency consists of the monks of the recognised monasteries of Sikkim and the Electoral Roll is also prepared accordingly.

There are 51 polling stations spread across the State where the *Sangha* voters cast their vote for the candidates of the *Sangha* Assembly Constituency. The *Sangha* voters are not eligible to cast vote for candidates of any of the other 31 Assembly Constituencies of Sikkim. However, they are eligible to cast their vote for the candidates of Sikkim Parliamentary Constituency (the state of Sikkim has only one Parliamentary Constituency)

In the 51 polling stations where *Sangha* voters cast their vote, three EVMs were placed, one for the Sikkim Parliamentary Constituency, one for the Sangha Assembly Constituency and the third one for one of the remaining 31 Assembly Constituencies. A *Sangha* voter could cast his vote for the *Sangha* Assembly Constituency and for the Sikkim Parliamentary Constituency, whereas a non-*Sangha* voter or a general voter would cast his vote for his Assembly Constituencies and for the Sikkim Parliamentary Constituency.

Long queues do not dampen the spirit of voters

If there is one lesson that can be learnt from LS 2014 and the highest ever voter turnout with the lowest gender gap ever, it is the power of the democratic process and the realisation of that power in an informed and enlightened voter. Nobody can deny that the voter is the axis around the whole election process and the election outcome that is delivered. This grand success is a tribute to all voters, functionaries and partners who participated, contributed and facilitated the dance of democracy, further deepening our faith and belief in the power of democracy. SVEEP made the National Election 2014 look different. Many would observe and appreciate that it was the transformed election management that was seen woven around the voter.

Enthusiastic women do not lag behind their male counterparts in voting

Participation Highlights for
Lok Sabha 2014

6.51%

Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

Two members of the Shompen tribe of Great Nicobar, considered to be one of the last surviving stone-age tribes, voted for the first time in Lok Sabha elections 2014.

Item	Numbers		
Total Population	387951		
Electors	Male	142783	
	Female	126577	
	Other	0	
	TOTAL (inclusive of service electors)	269360	
EP ratio	694		
Gender ratio	Census		Rolls
	885.69		891.05
Percentage of PER	98%		
EPIC coverage	98.54%		
No of Districts	3		
Parliamentary Constituencies	1		
Polling stations	386		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
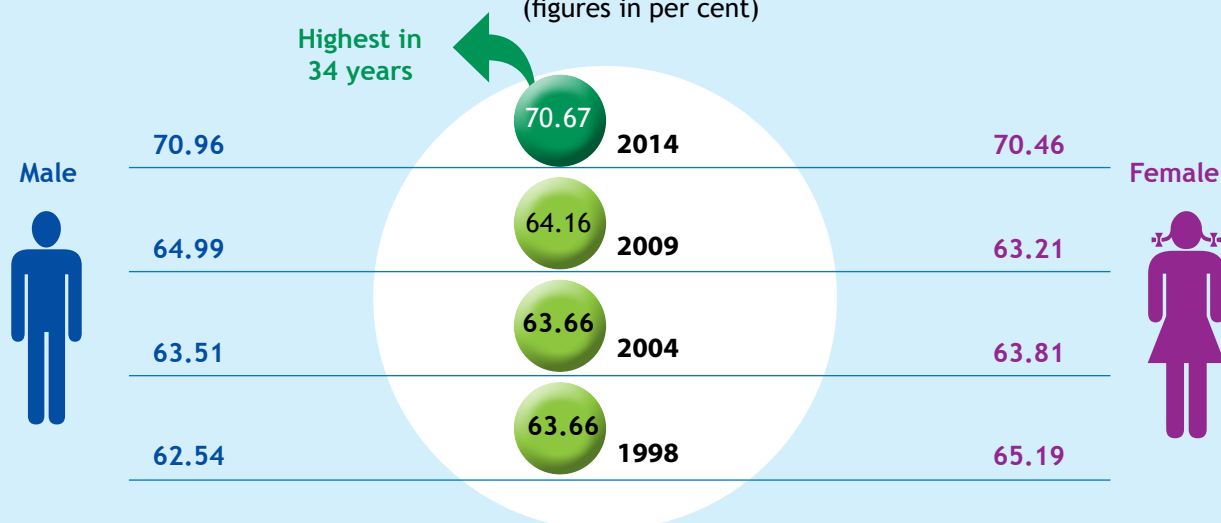
Highest in 34 years

Male

70.96	70.67	2014	70.46
64.99	64.16	2009	63.21
63.51	63.66	2004	63.81
62.54	63.66	1998	65.19

Female

Electors and Voters in Lok Sabha Election

(Million)

Electors: 1998: 0.23, 2004: 0.24, 2009: 0.27, 2014: 0.27
Voters: 1998: 0.14, 2004: 0.15, 2009: 0.17, 2014: 0.19

— Electors — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male 0.0015 Female 0.0013 Total 0.0028
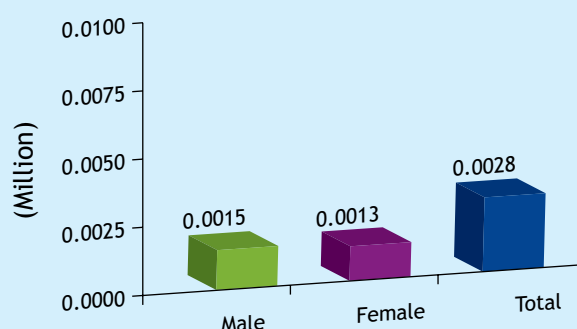
Innovative Activities

introducing

"VATAN"

VOTERS AWARENESS TEAM
for
ANDAMAN NICOBAR

an initiative under SVEEP

to create awareness amongst voters, VATAN teams shall be performing throughout Andaman and Nicobar Islands until 10th April 2014

General Elections 2014
Voting Day : 10th April

Chief Electoral Officer
Andaman and Nicobar Islands
Email: ceo.andaman@eci.gov.in, ceo.and@nic.in

VATAN teams performing at Mayabunder, N & M And

PS NO: 384 - SHASTRI NAGAR

WE TAKE PLEDGE TO BECOME PROUD VOTERS.

Greater Participation for a Stronger Democracy

ELECTION COMMISSION OF INDIA

GENERAL ELECTION- 2014

Andhra Pradesh*
Participation Highlights for Lok Sabha 2014

2.01%

Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

Malkajgiri is the Parliamentary Constituency with maximum electors of 31.08 lakh.

Item	Numbers		
Total Population	86545421		
Electors	Male	32676266	
	Female	32252318	
	Other	5554	
	TOTAL (inclusive of service electors)	64934138	
EP ratio	750		
Gender ratio	Census		Rolls
	997		989
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	23		
Assembly Constituencies	294		
Parliamentary Constituencies	42		
Polling stations	69,014		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
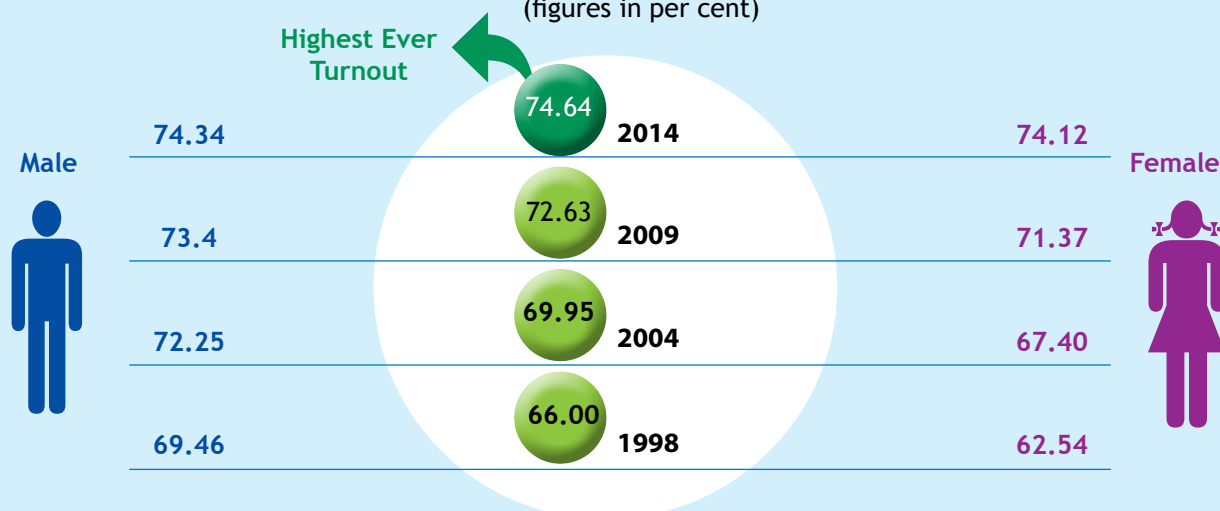
Highest Ever Turnout

Male

Male	Year	Female
74.34	74.64 — 2014	74.12
73.4	72.63 — 2009	71.37
72.25	69.95 — 2004	67.40
69.46	66.00 — 1998	62.54

Female

Electors and Voters in Lok Sabha Election

Electors: 49.13 (1998), 51.46 (2004), 57.9 (2009), 64.93 (2014)
Voters: 32.42 (1998), 35.77 (2004), 42.1 (2009), 48.47 (2014)

(Million)

● Electors ● Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.92
Female: 0.61
Total: 1.5
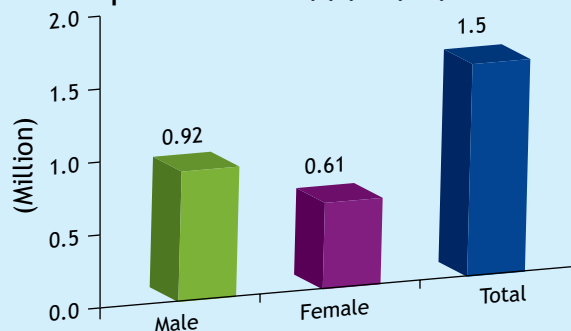
* Under the provisions of Andhra Pradesh Reorganisation Act, 2014 which came into force w.e.f. 02.06.14, the State of Andhra Pradesh has been bifurcated into two States of Andhra Pradesh and Telangana.

Innovative Activities

Arunachal Pradesh
Participation Highlights for Lok Sabha 2014

10.99%

Increase in turnout
in Lok Sabha 2014
over 2009

Did you know?

Malogam PS in the Hayuliang
Assembly Constituency has only
two electors.

Item	Numbers		
Total Population	1489915		
Electors	Male	379566	
	Female	379778	
	Other	0	
	TOTAL (inclusive of service electors)	759344	
EP ratio	510		
Gender ratio	Census		Rolls
	954.89		1003.62
Percentage of PER	99%		
EPIC coverage	97.60%		
No of Districts	17		
Assembly Constituencies	60		
Parliamentary Constituencies	2		
Polling stations	2158		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
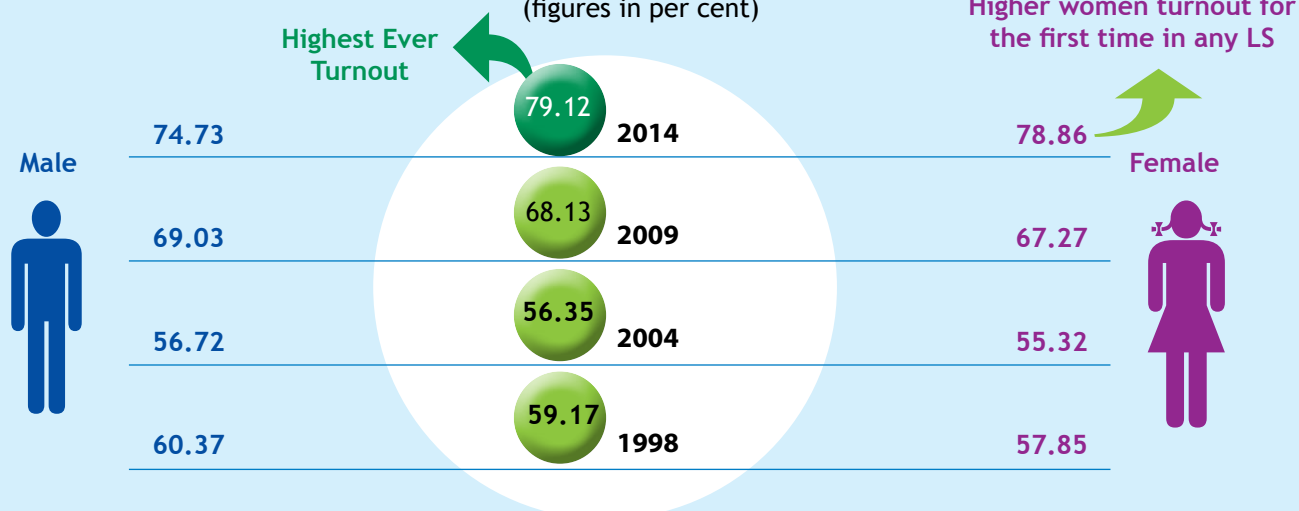
Highest Ever Turnout

Higher women turnout for the first time in any LS

Male

Male	Year	Female
74.73	79.12 — 2014	78.86
69.03	68.13 — 2009	67.27
56.72	56.35 — 2004	55.32
60.37	59.17 — 1998	57.85

Female

Electors and Voters in Lok Sabha Election

Electors: 0.57 (1998), 0.68 (2004), 0.74 (2009), 0.76 (2014)
Voters: 0.33 (1998), 0.39 (2004), 0.5 (2009), 0.6 (2014)

(Million)

● Electors   ● Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.015
Female: 0.015
Total: 0.03
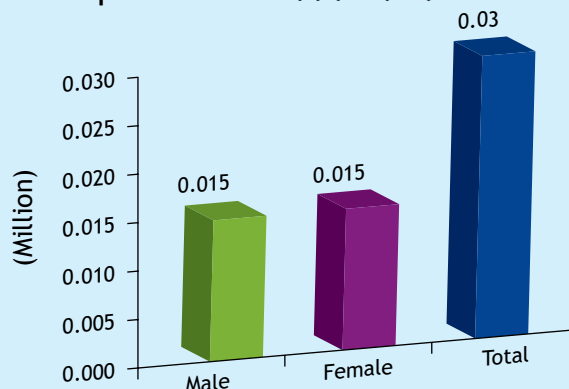
Innovative Activities

Assam
Participation Highlights for Lok Sabha 2014
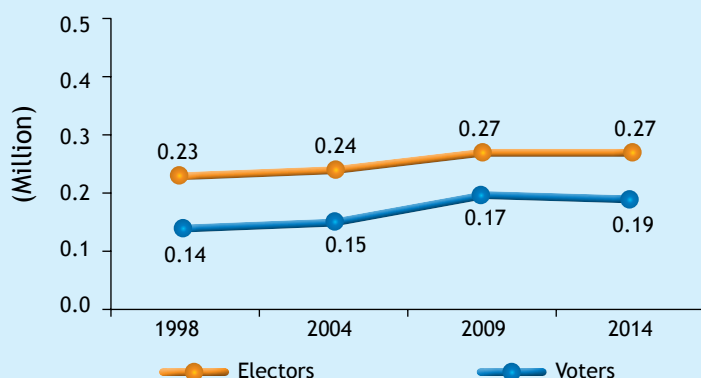
10.54%

Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

Dhubhri in Assam is the Parliamentary Constituency with highest voter turnout of 88.36 per cent in Lok Sabha elections 2014.

Item	Numbers		
Total Population	32772010		
Electors	Male	9763621	
	Female	9073991	
	Other	101	
	TOTAL (inclusive of service electors)	18837713	
EP ratio	576		
Gender ratio	Census	Rolls	
	965.43	931.27	
Percentage of PER	94%		
EPIC coverage	90.57%		
No of Districts	27		
Assembly Constituencies	126		
Parliamentary Constituencies	14		
Polling stations	24275		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
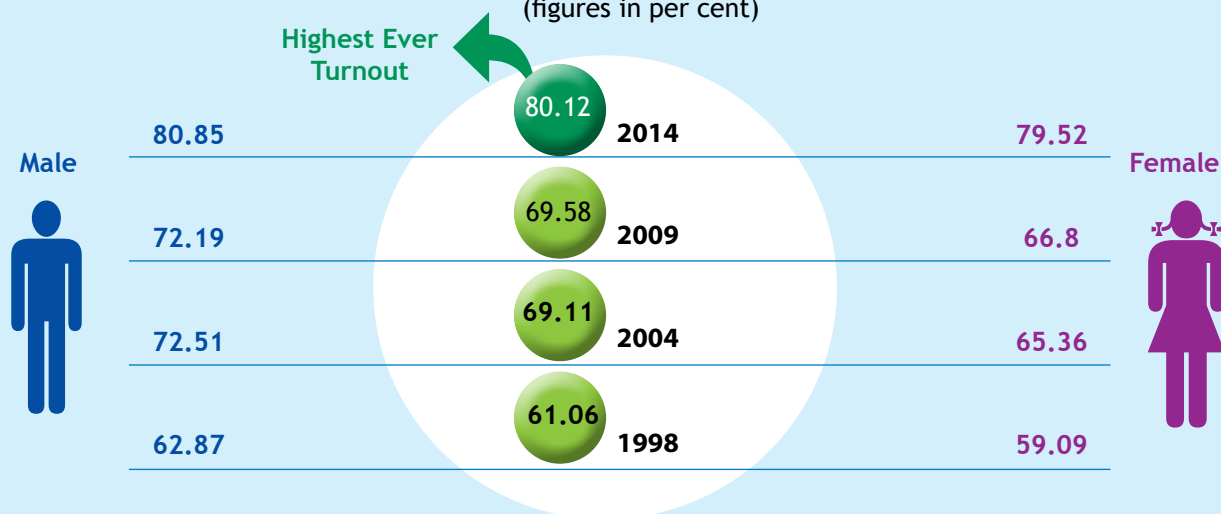
Highest Ever Turnout

Male

Male	Year	Female
80.85	80.12 — 2014	79.52
72.19	69.58 — 2009	66.8
72.51	69.11 — 2004	65.36
62.87	61.06 — 1998	59.09

Female

Electors and Voters in Lok Sabha Election

(Million)

Electors: 14.28 (1998), 15.01 (2004), 17.5 (2009), 18.84 (2014)
Voters: 8.71 (1998), 10.38 (2004), 12.2 (2009), 15.09 (2014)

— Electors   — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male 0.37   Female 0.28   Total 0.65
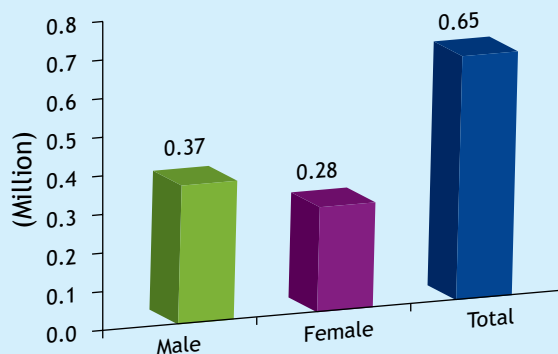
Innovative Activities
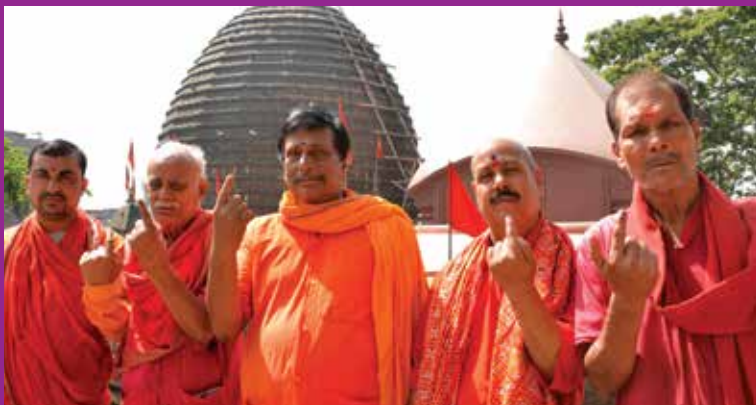
Bihar
Participation Highlights for Lok Sabha 2014
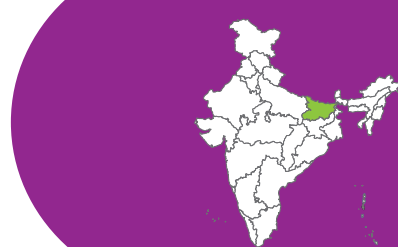
11.8%

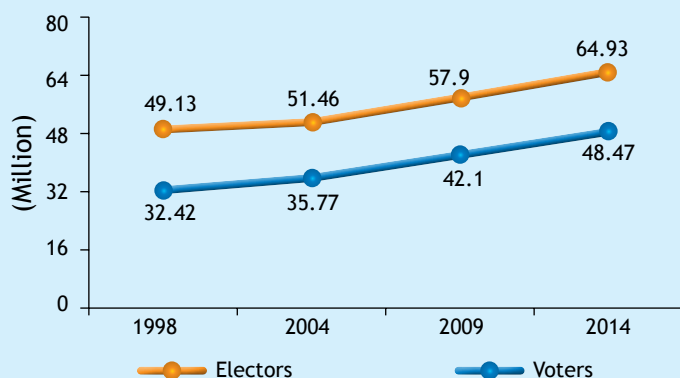**Increase in turnout in Lok Sabha 2014 over 2009**

Did you know?

The oldest candidate to contest in the Lok Sabha Elections 2014 was 93 years old Shri Ram Sundar Das from Hajipur in Bihar.

Item	Numbers		
Total Population	111557317		
Electors	Male	34121296	
	Female	29676576	
	Other	2288	
	TOTAL (inclusive of service electors)	63800160	
EP ratio	571		
Gender ratio	Census	Rolls	
	917.71	876.44	
Percentage of PER	99%		
EPIC coverage	90.60%		
No of Districts	38		
Assembly Constituencies	243		
Parliamentary Constituencies	40		
Polling stations	59807		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
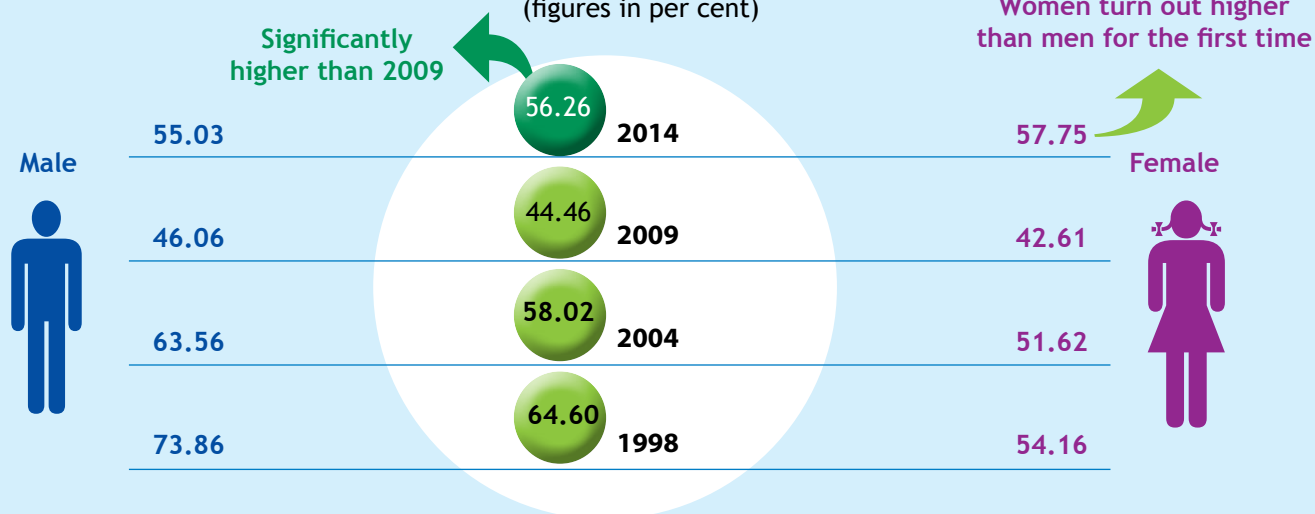
Significantly higher than 2009

Women turn out higher than men for the first time

Male

Female

Male	Year	Female
55.03	56.26 / 2014	57.75
46.06	44.46 / 2009	42.61
63.56	58.02 / 2004	51.62
73.86	64.60 / 1998	54.16

Electors and Voters in Lok Sabha Election

(Million)

- Electors: 58.77 (1998), 50.55 (2004), 54.5 (2009), 63.8 (2014)
- Voters: 37.97 (1998), 29.33 (2004), 24.2 (2009), 35.89 (2014)

Legend: ● Electors ● Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

- Male: 0.89
- Female: 0.75
- Total: 1.65
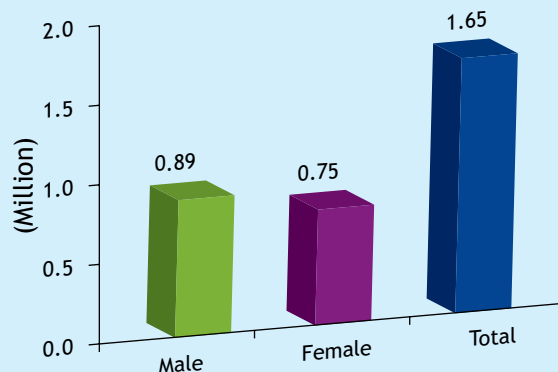
Innovative Activities

Chandigarh
Participation Highlights for Lok Sabha 2014
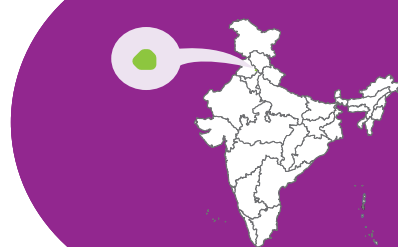
8.21%

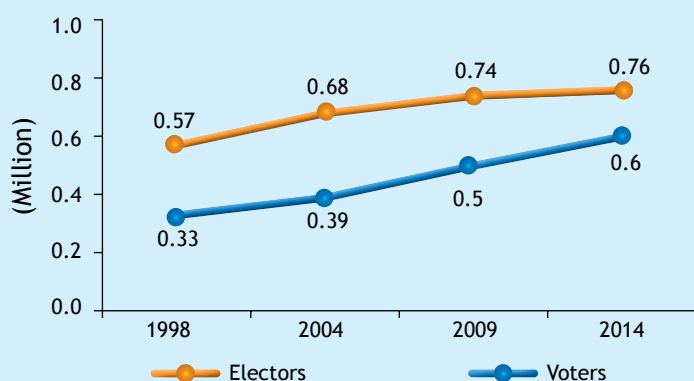Increase in turnout in Lok Sabha 2014 over 2009

Did you know?
All 519 polling booths in the Chandigarh parliamentary constituency were made model polling stations during Lok Sabha elections 2014.

Item	Numbers		
Total Population	1109411		
Electors	Male	333621	
	Female	281593	
	Other	0	
	TOTAL (inclusive of service electors)	615214	
EP ratio	554		
Gender ratio	Census		Rolls
	831.97		841.53
Percentage of PER	99%		
EPIC coverage	99.95%		
No of Districts	1		
Parliamentary Constituencies	1		
Polling stations	490		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
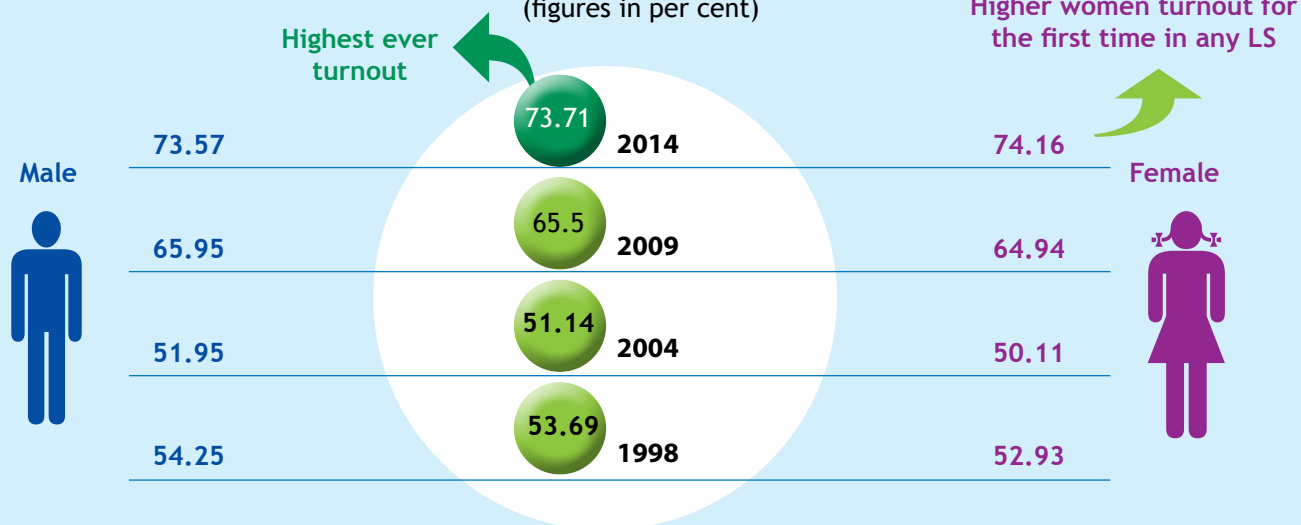
Highest ever turnout

Higher women turnout for the first time in any LS

Male

Female

Male	Year	Female
73.57	73.71 — 2014	74.16
65.95	65.5 — 2009	64.94
51.95	51.14 — 2004	50.11
54.25	53.69 — 1998	52.93

Electors and Voters in Lok Sabha Election

(Million)

Electors: 1998: 0.53, 2004: 0.52, 2009: 0.52, 2014: 0.62
Voters: 1998: 0.28, 2004: 0.27, 2009: 0.3, 2014: 0.45

● Electors ● Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.011
Female: 0.0065
Total: 0.018
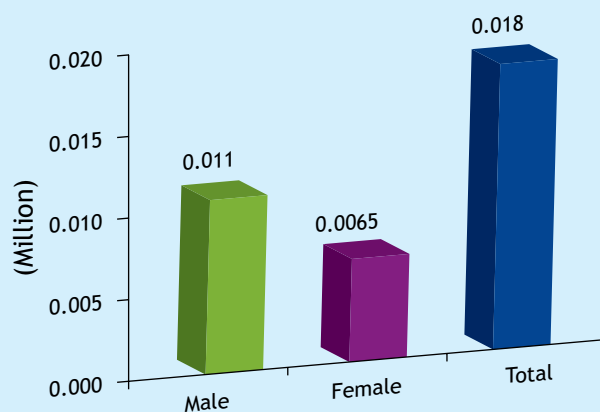
Innovative Activities

Chhattisgarh
Participation Highlights for Lok Sabha 2014

14.11%
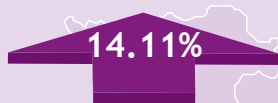
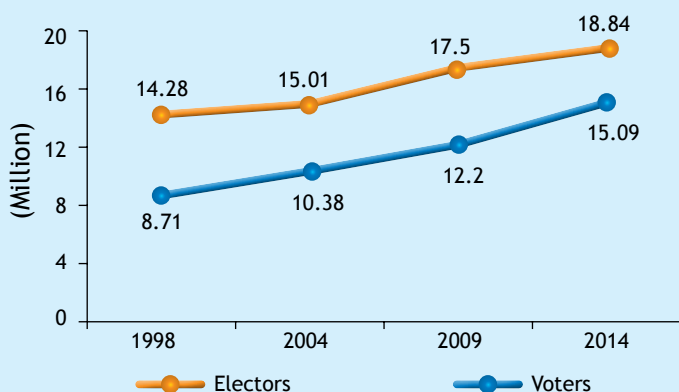Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

The Pahadkorja PS of Ambikapur Constituency recorded a 100 per cent voter turnout in LS 2014.

Item	Numbers		
Total Population	27244968		
Electors	Male	8946747	
	Female	8716788	
	Other	985	
	TOTAL (inclusive of service electors)	17664520	
EP ratio	647		
Gender ratio	Census	Rolls	
	991.21	972.49	
Percentage of PER	98		
EPIC coverage	95.67		
No of Districts	27		
Assembly Constituencies	90		
Parliamentary Constituencies	11		
Polling stations	21424		
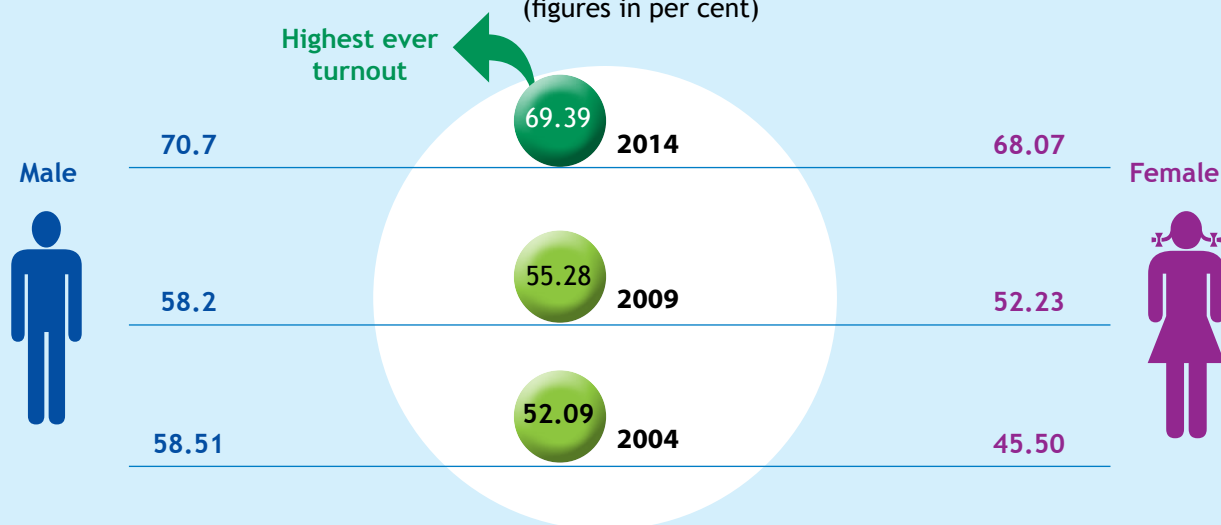
Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)

Highest ever turnout

Male

Female

	Male		Female
2014	70.7	69.39	68.07
2009	58.2	55.28	52.23
2004	58.51	52.09	45.50

Electors and Voters in Lok Sabha Election

(Million)

- Electors: 13.72, 15.5, 17.66
- Voters: 7.15, 8.6, 12.26

Years: 1998, 2004, 2009, 2014

— Electors — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

- Male: 0.5
- Female: 0.36
- Total: 0.86
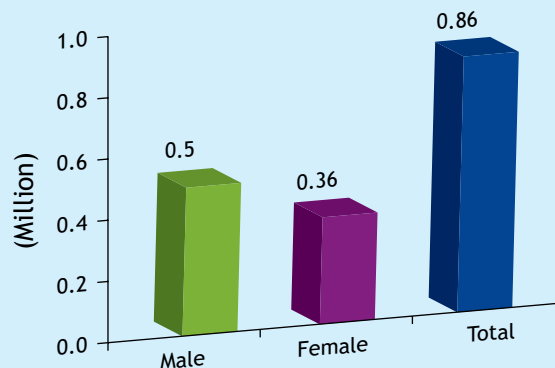
Dadra & Nagar Haveli
## Participation Highlights for Lok Sabha 2014
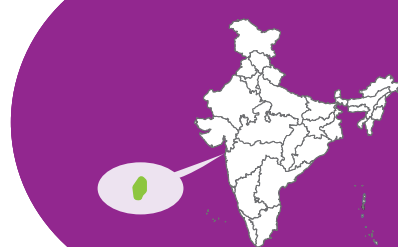
10.86%

Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

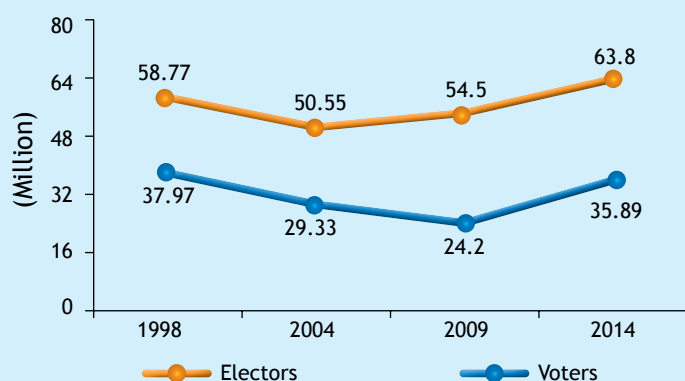With over 50% of tribal population of Varlis, Dhodias, Koknas, Dublas, Kolghas, Kathodi, Nayakas, tribal dances Dhol and Tarpa were used extensively for special campaigns on ethical & inducement-free voting in the UT during Lok Sabha elections 2014.

Item	Numbers		
Total Population	400918		
Electors	Male	106203	
	Female	90394	
	Other	0	
	TOTAL (inclusive of service electors)	196597	
EP ratio	490		
Gender ratio	Census	Rolls	
	758.71	864.3	
Percentage of PER	99%		
EPIC coverage	99.99%		
No of Districts	1		
Parliamentary Constituencies	1		
Polling stations	163		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
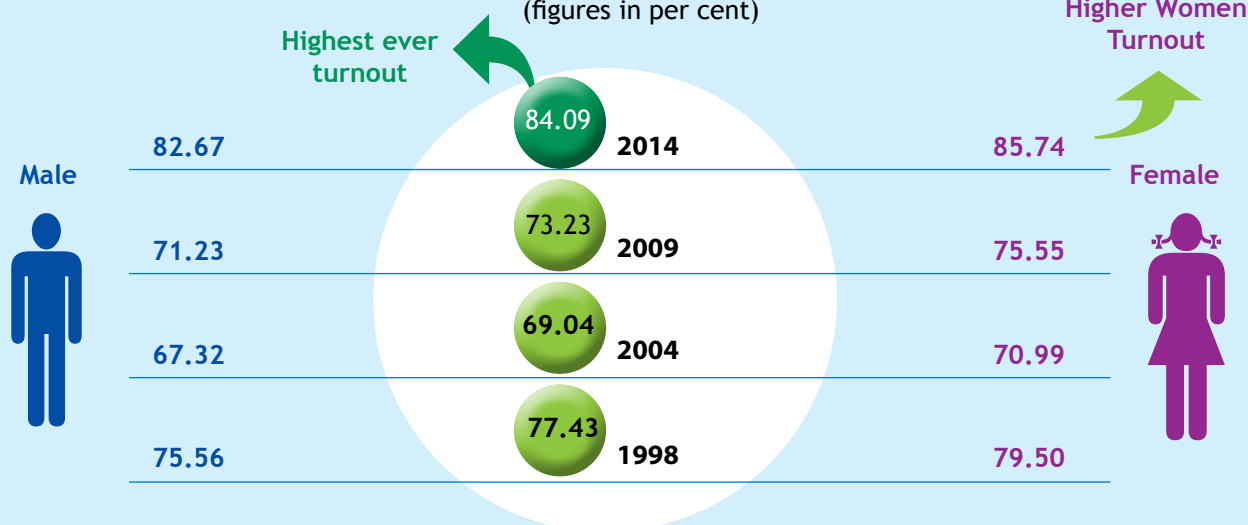
Highest ever turnout

Higher Women Turnout

Male

Female

Male	Year	Female
82.67	84.09 — 2014	85.74
71.23	73.23 — 2009	75.55
67.32	69.04 — 2004	70.99
75.56	77.43 — 1998	79.50

Electors and Voters in Lok Sabha Election

(Million)

Electors: 0.095 (1998), 0.12 (2004), 0.15 (2009), 0.2 (2014)
Voters: 0.074 (1998), 0.084 (2004), 0.11 (2009), 0.17 (2014)

— Electors — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.011
Female: 0.007
Total: 0.0186
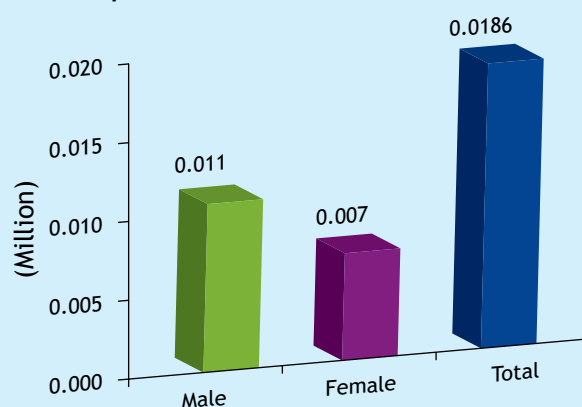
Innovative Activities

Daman & Diu
Participation Highlights for Lok Sabha 2014
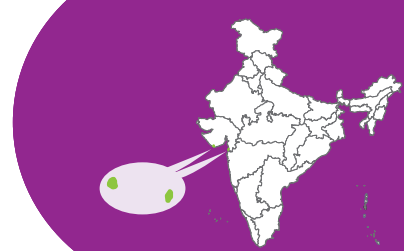
6.69%

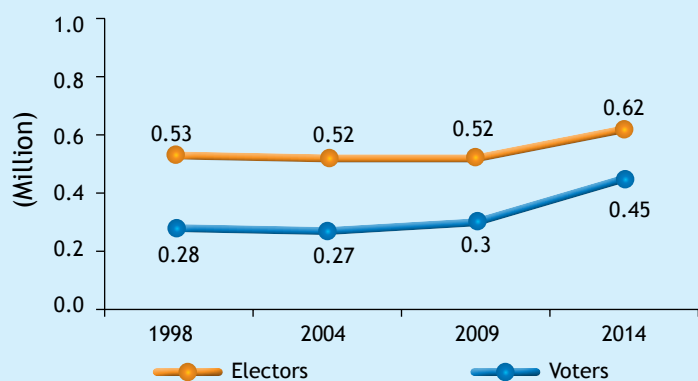**Increase in turnout in Lok Sabha 2014 over 2009**

Did you know?

The first general elections in Daman & Diu were held in 1987, when it was formed into an independent Union Territory after disintegration from Goa in the same year.

Item	Numbers		
Total Population	282524		
Electors	Male	57011	
	Female	54816	
	Other	0	
	TOTAL (inclusive of service electors)	111827	
EP ratio	396		
Gender ratio	Census	Rolls	
	585.86	1021.15	
Percentage of PER	100%		
EPIC coverage	96.01%		
No of Districts	1		
Parliamentary Constituencies	1		
Polling stations	119		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)

Highest ever turnout

Women turnout higher than men

Male

Female

Male	Year	Female
74.3	78.01 — 2014	81.86
67.21	71.32 — 2009	75.53
65.26	70.16 — 2004	75.06
70.51	72.83 — 1998	75.34

Electors and Voters in Lok Sabha Election

(Million)

- Electors: 0.071 (1998), 0.079 (2004), 0.095 (2009), 0.11 (2014)
- Voters: 0.052 (1998), 0.055 (2004), 0.07 (2009), 0.09 (2014)

— Electors   — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

- Male: 0.0048
- Female: 0.0039
- Total: 0.0087

Innovative Activities

Goa
Participation Highlights for Lok Sabha 2014

21.79%

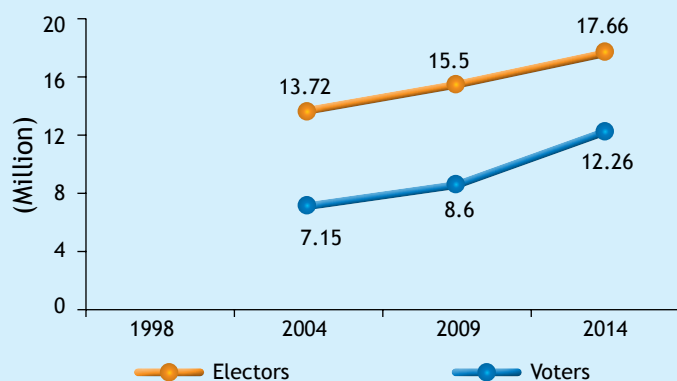**Increase in turnout in Lok Sabha 2014 over 2009**

Did you know?

Goa recorded the highest growth of 21.79 per cent in voter turnout during the LS 2014.

Item	Numbers		
Total Population	1492057		
Electors	Male	528308	
	Female	532469	
	Other	0	
	TOTAL (inclusive of service electors)	1060777	
EP ratio	711		
Gender ratio	Census		Rolls
	977.08		1005.34
Percentage of PER	100%		
EPIC coverage	98.66%		
No of Districts	2		
Assembly Constituencies	40		
Parliamentary Constituencies	2		
Polling stations	1622		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
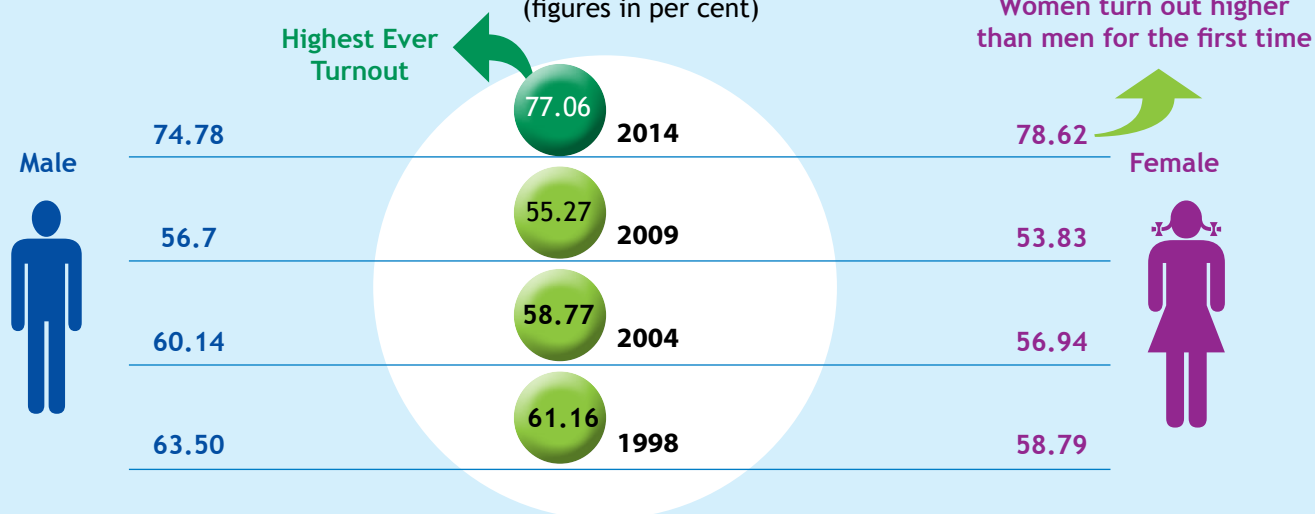
Highest Ever Turnout

Women turn out higher than men for the first time

Male

Female

Male	Year	Female
74.78	**77.06** 2014	78.62
56.7	**55.27** 2009	53.83
60.14	**58.77** 2004	56.94
63.50	**61.16** 1998	58.79

Electors and Voters in Lok Sabha Election

Electors: 0.88 (1998), 0.94 (2004), 1.02 (2009), 1.06 (2014)
Voters: 0.54 (1998), 0.55 (2004), 0.6 (2009), 0.82 (2014)

(Million)

— Electors — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.012
Female: 0.011
Total: 0.023
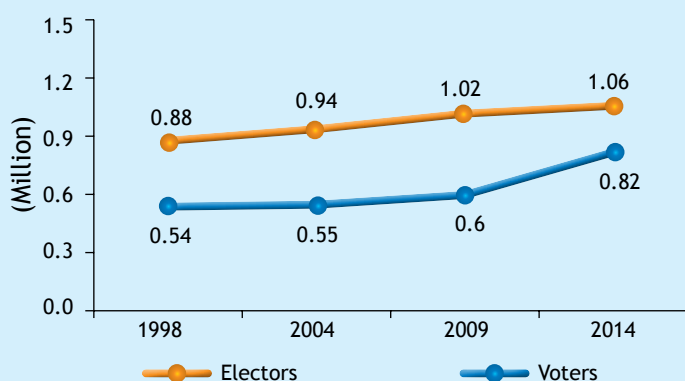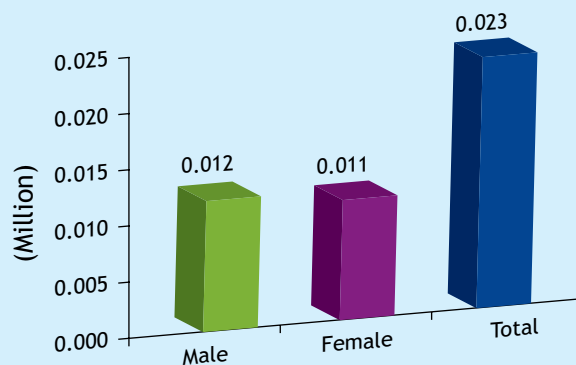
Innovative Activities

Gujarat
Participation Highlights for Lok Sabha 2014

15.77%

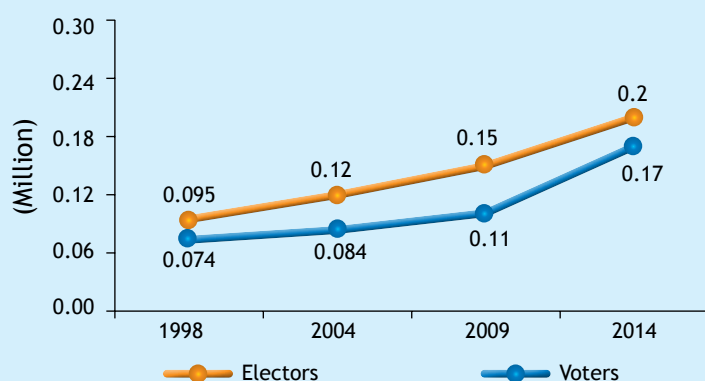**Increase in turnout in Lok Sabha 2014 over 2009**
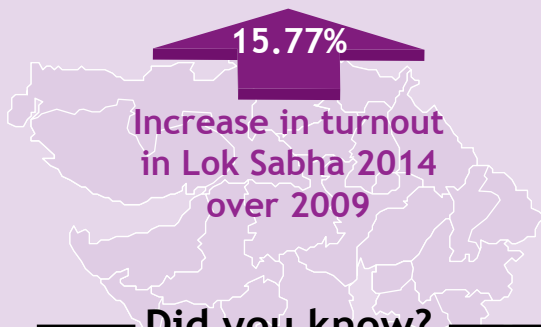
Did you know?
District Narmada and Valsad entered the Guinness Book of World Records in 2014 with massive SVEEP Campaigns for most pledges taken and most voter education postcards sent.

Item	Numbers		
Total Population	63658567		
Electors	Male		21229089
	Female		19373730
	Other		285
	TOTAL (inclusive of service electors)		40603104
EP ratio	638		
Gender ratio		Census	Rolls
		918.63	910.97
Percentage of PER	99%		
EPIC coverage	99.96%		
No of Districts	33		
Assembly Constituencies	182		
Parliamentary Constituencies	26		
Polling stations	45313		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
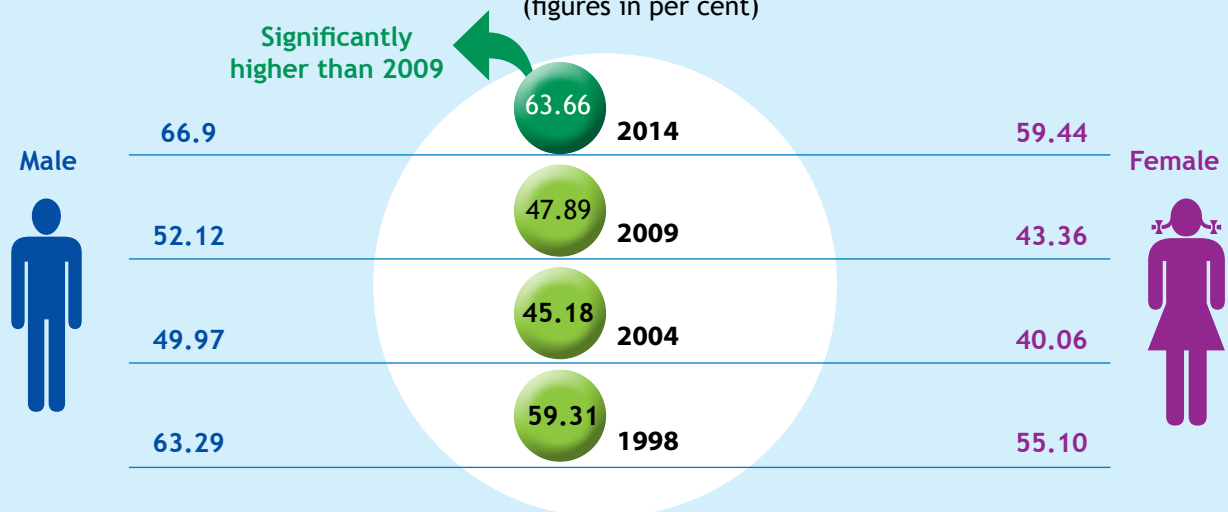
Significantly higher than 2009

Male

66.9	63.66 — 2014	59.44
52.12	47.89 — 2009	43.36
49.97	45.18 — 2004	40.06
63.29	59.31 — 1998	55.10

Female

Electors and Voters in Lok Sabha Election

(Million)

Electors: 28.78, 33.7, 36.5, 40.6
Voters: 17.06, 15.21, 17.5, 25.85

1998 2004 2009 2014

— Electors   — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.6
Female: 0.34
Total: 0.94
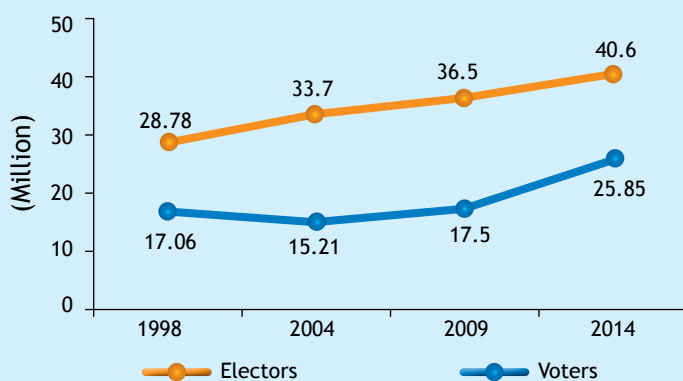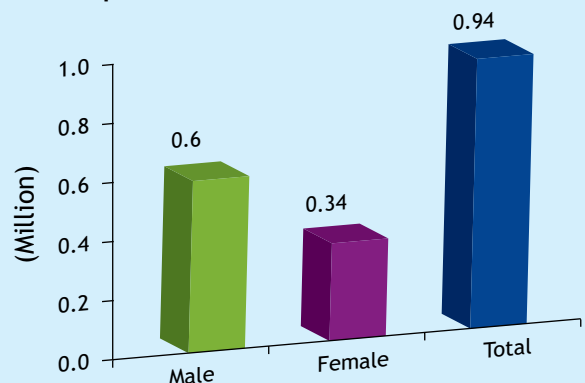
Innovative Activities

Haryana
Participation Highlights for Lok Sabha 2014
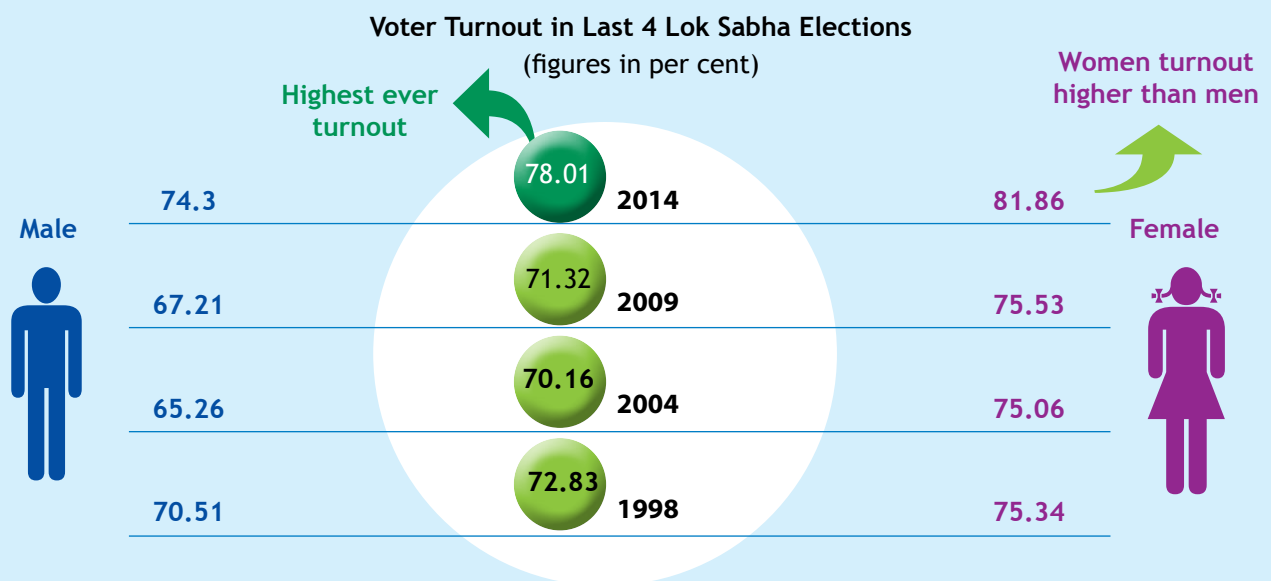
3.51%

Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

It was in Haryana that Photo Electoral Rolls were used for the first time.

Item	Numbers		
Total Population	26822068		
Electors	Male	8716547	
	Female	7380686	
	Other	0	
	TOTAL (inclusive of service electors)	16097233	
EP ratio	600		
Gender ratio	Census	Rolls	
	884.53	847.2	
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	21		
Assembly Constituencies	90		
Parliamentary Constituencies	10		
Polling Stations	16129		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
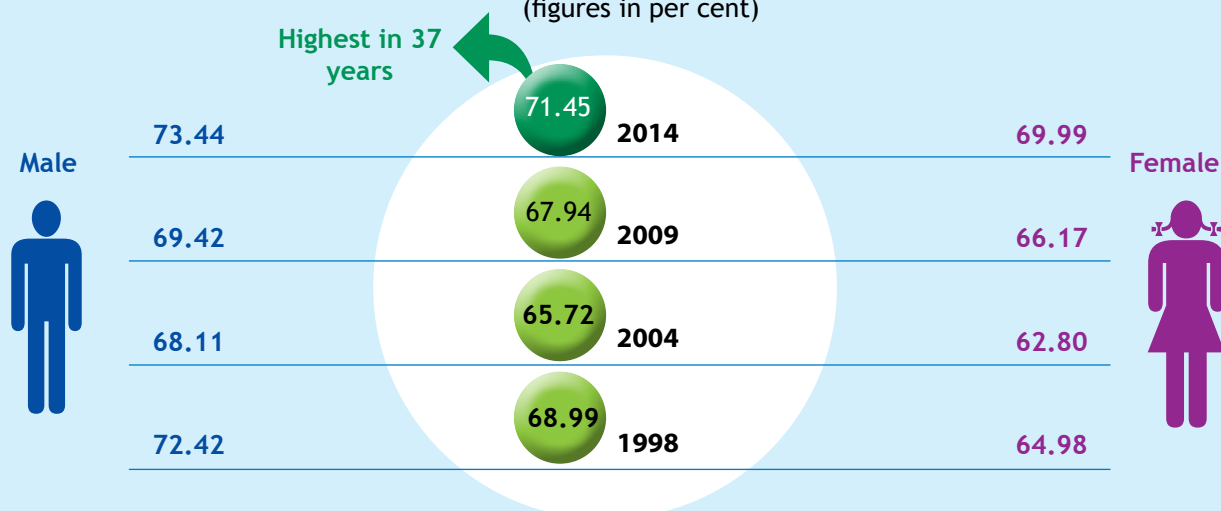
Highest in 37 years

Male

		Female
73.44	71.45 — 2014	69.99
69.42	67.94 — 2009	66.17
68.11	65.72 — 2004	62.80
72.42	68.99 — 1998	64.98

Electors and Voters in Lok Sabha Election

(Million)

- Electors: 11.09 (1998), 12.32 (2004), 12.1 (2009), 16.1 (2014)
- Voters: 7.65 (1998), 8.1 (2004), 8.2 (2009), 11.5 (2014)

— Electors   — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

- Male: 0.25
- Female: 0.09
- Total: 0.34

Innovative Activities

Human Chain at District Sonipat
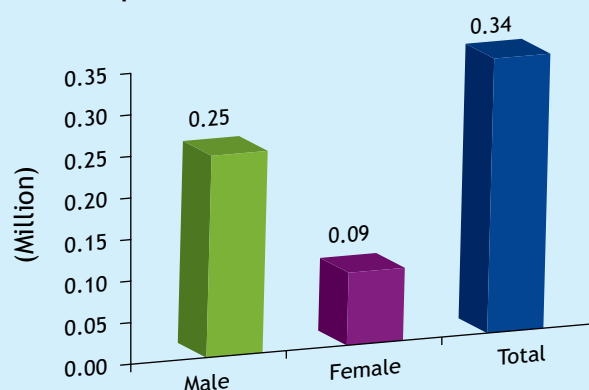
Himachal Pradesh
Participation Highlights for Lok Sabha 2014

6.1%

Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

97 years old Mr. Shyam Saran Negi, who casts his vote from PC Mandi, is arguably India's first voter.

Item	Numbers		
Total Population	7117030		
Electors	Male	2474430	
	Female	2335639	
	Other	2	
	TOTAL (inclusive of service electors)	4810071	
EP ratio	676		
Gender ratio	Census	Rolls	
	972.33	955.63	
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	12		
Assembly Constituencies	68		
Parliamentary Constituencies	4		
Polling stations	7382		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
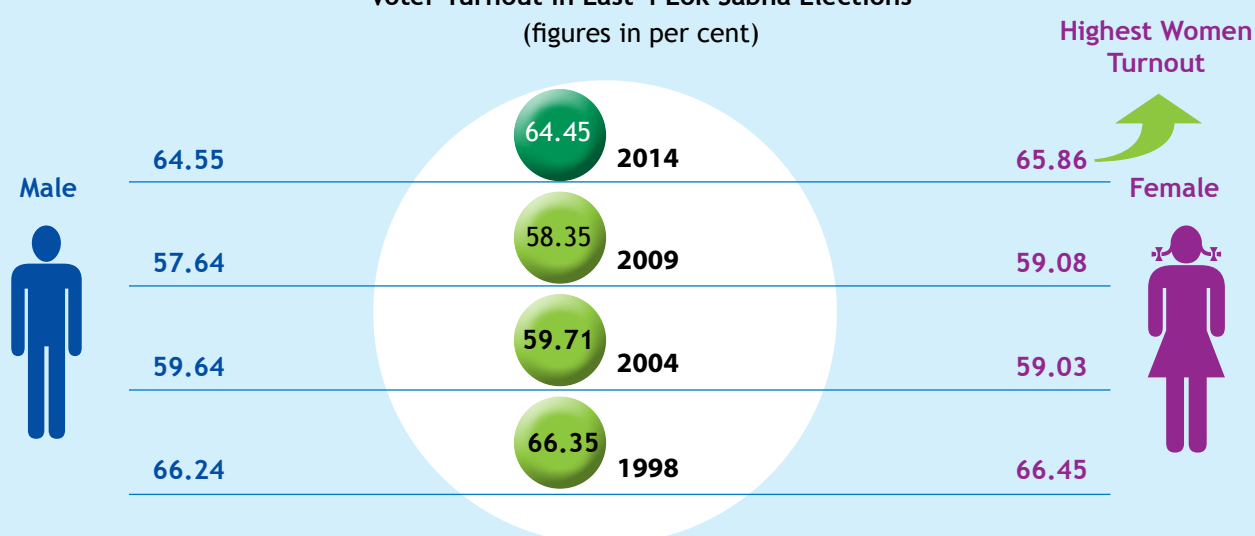
Highest Women Turnout

Male

Male	Year	Female
64.55	64.45 2014	65.86
57.64	58.35 2009	59.08
59.64	59.71 2004	59.03
66.24	66.35 1998	66.45

Female

Electors and Voters in Lok Sabha Election

(Million)

Electors: 3.6 (1998), 4.19 (2004), 4.61 (2009), 4.81 (2014)
Voters: 2.4 (1998), 2.5 (2004), 2.7 (2009), 3.1 (2014)

- Electors
- Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.036
Female: 0.025
Total: 0.062

Innovative Activities

J&K
Participation Highlights for Lok Sabha 2014
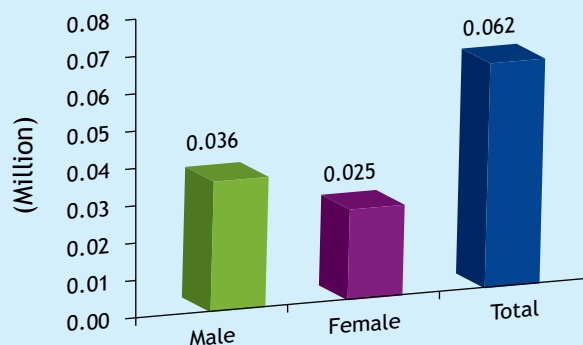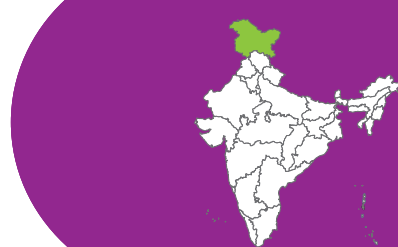
10.05%

Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

Anlay Phu in Ladakh is the polling station at the highest altitude situated at over 14,567 ft. in the Himalayas.

Item	Numbers		
Total Population	13405311		
Electors	Male	3791735	
	Female	3391301	
	Other	93	
	TOTAL (inclusive of service electors)	7183129	
EP ratio	537		
Gender ratio	Census		Rolls
	887.83		895.45
Percentage of PER	91%		
EPIC coverage	86.86%		
No of Districts	22		
Assembly Constituencies	87		
Parliamentary Constituencies	6		
Polling stations	9633		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
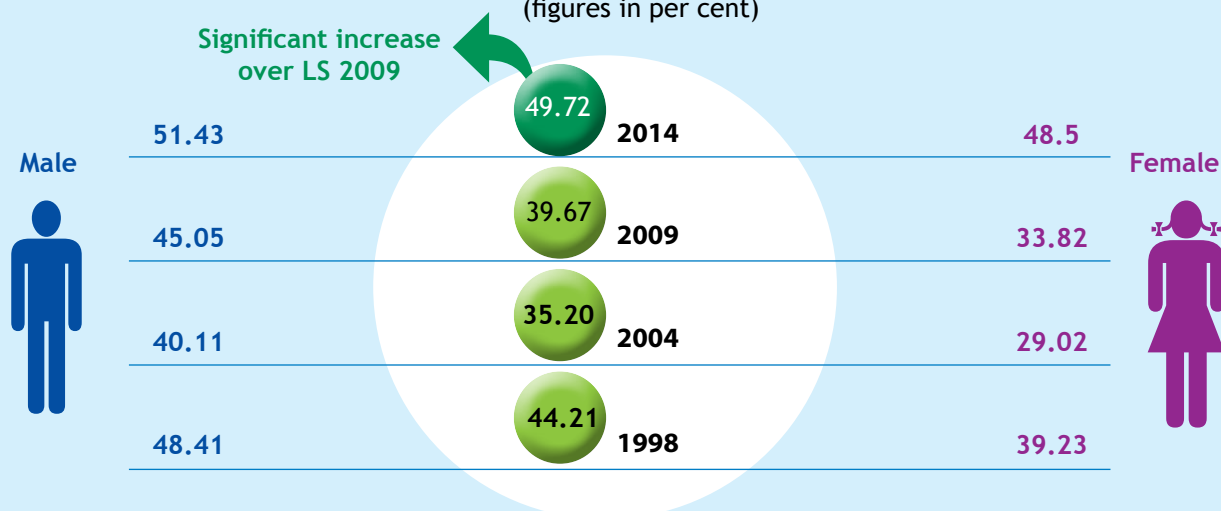
Significant increase over LS 2009

Male

51.43	49.72	2014	48.5
45.05	39.67	2009	33.82
40.11	35.20	2004	29.02
48.41	44.21	1998	39.23

Female

Electors and Voters in Lok Sabha Election

(Million)

Electors: 5 (1998), 6.4 (2004), 6.57 (2009), 7.18 (2014)
Voters: 2.2 (1998), 2.2 (2004), 2.6 (2009), 3.57 (2014)

— Electors — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)
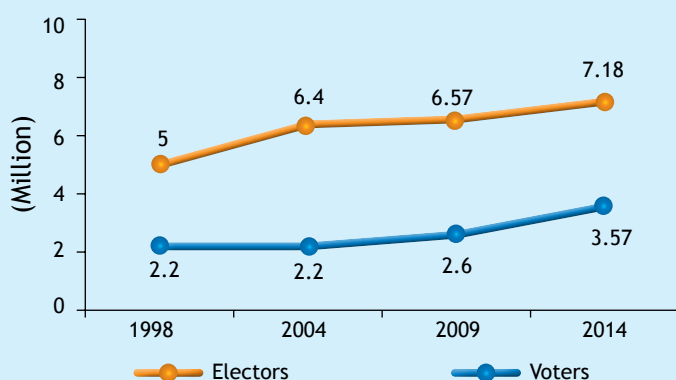
Male 0.088
Female 0.06
Total 0.14
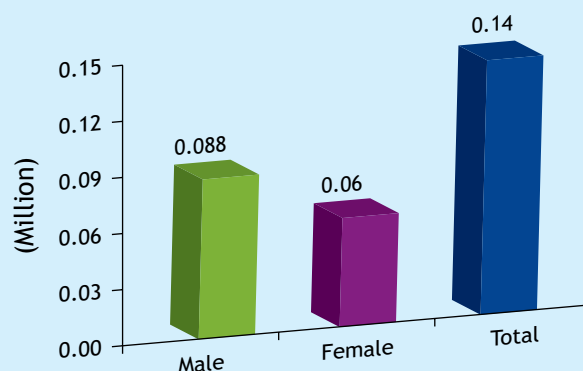
Innovative Activities

Jharkhand
Participation Highlights for Lok Sabha 2014

12.93%

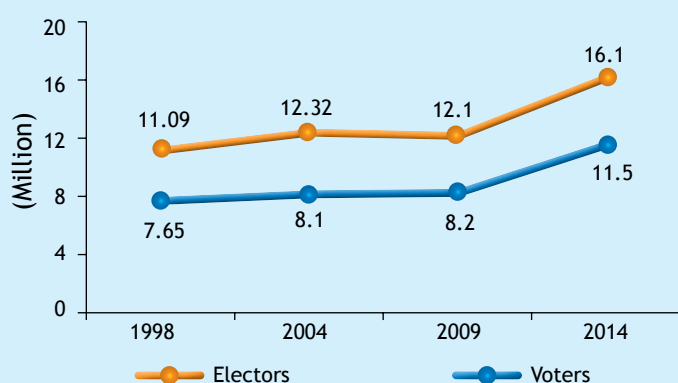Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

Birhore tribe of Chatra District participated for the first time in the electoral process during the Lok Sabha elections 2014.

Item	Numbers		
Total Population	35069606		
Electors	Male	10710644	
	Female	9639126	
	Other	26	
	TOTAL (inclusive of service electors)	20349796	
EP ratio	580		
Gender ratio	Census	Rolls	
	951.4	898.35	
Percentage of PER	99%		
EPIC coverage	99.55%		
No of Districts	24		
Assembly Constituencies	81		
Parliamentary Constituencies	14		
Polling stations	24648		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
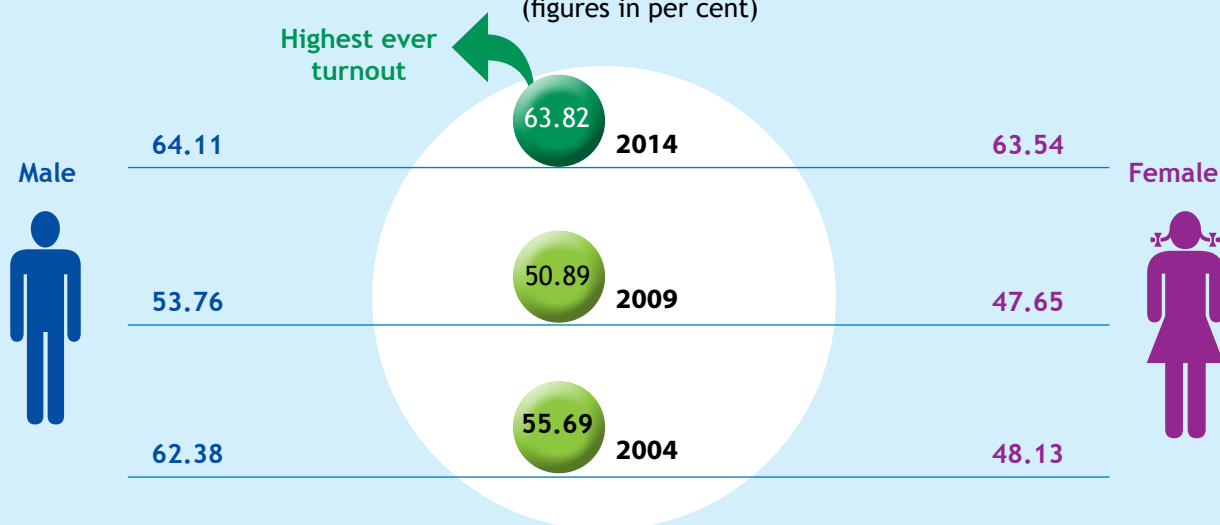
Highest ever turnout

Male

		Female
64.11	63.82 **2014**	63.54
53.76	50.89 **2009**	47.65
62.38	55.69 **2004**	48.13

Electors and Voters in Lok Sabha Election

(Million)

Electors: 16.81, 17.9, 20.35
Voters: 9.36, 9.1, 12.99

1998 2004 2009 2014

- Electors
- Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male 0.96
Female 0.83
Total 1.8
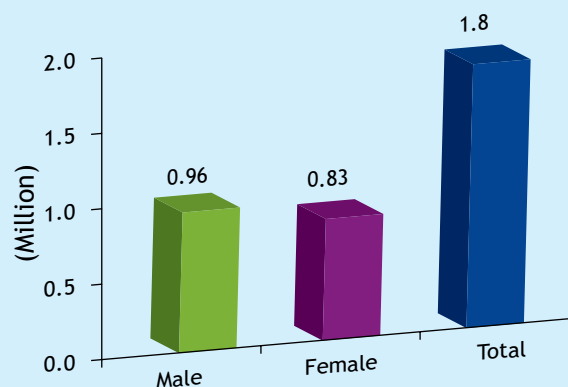
Innovative Activities

8.39%

Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

Special campaigns for enrolling and engaging the Devadasis and transgenders were taken up in the State which resulted in high voter turnout among these communities in Lok Sabha elections 2014.

Item	Numbers		
Total Population	63881479		
Electors	Male	23584842	
	Female	22621081	
	Other	3890	
	TOTAL (inclusive of service electors)	46209813	
EP ratio	723		
Gender ratio	Census	Rolls	
	975.73	959.84	
Percentage of PER	98%		
EPIC coverage	99.23%		
No of Districts	30		
Assembly Constituencies	224		
Parliamentary Constituencies	28		
Polling stations	54261		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
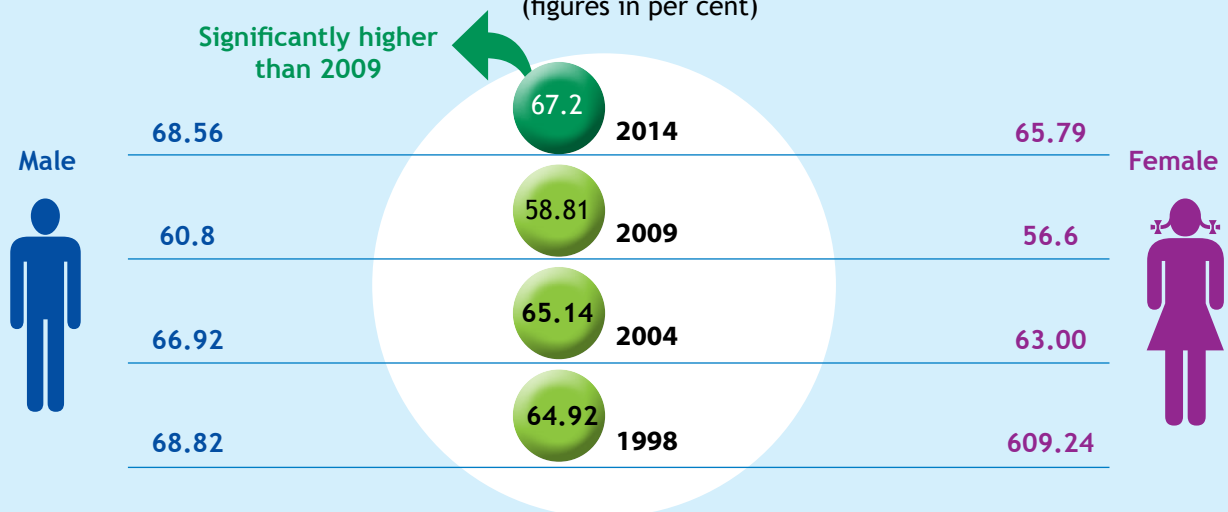
Significantly higher than 2009

Male

		Female
68.56	67.2 — 2014	65.79
60.8	58.81 — 2009	56.6
66.92	65.14 — 2004	63.00
68.82	64.92 — 1998	609.24

Electors and Voters in Lok Sabha Election

(Million)

Electors: 33.1 (1998), 38.6 (2004), 41.8 (2009), 46.21 (2014)
Voters: 21.5 (1998), 25.1 (2004), 24.6 (2009), 31.05 (2014)

● Electors ● Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.47
Female: 0.32
Total: 0.8
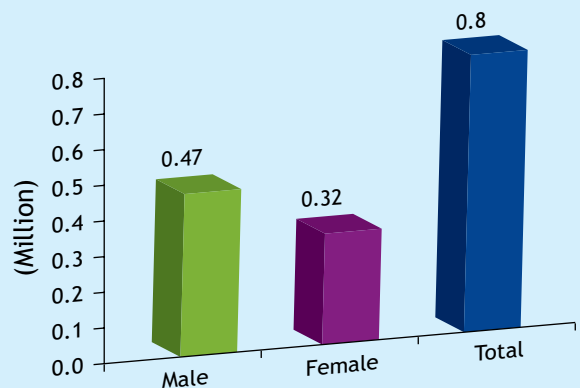
Innovative Activities
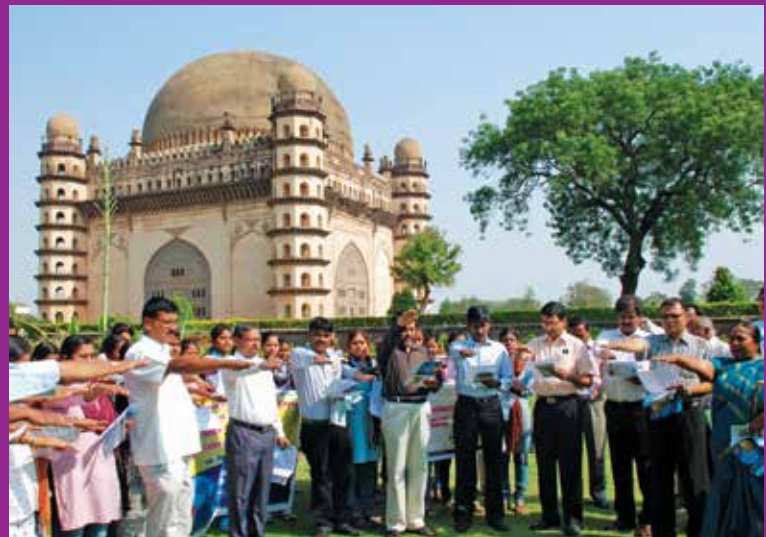
Kerala
Participation Highlights for Lok Sabha 2014
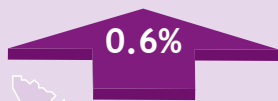
0.6%

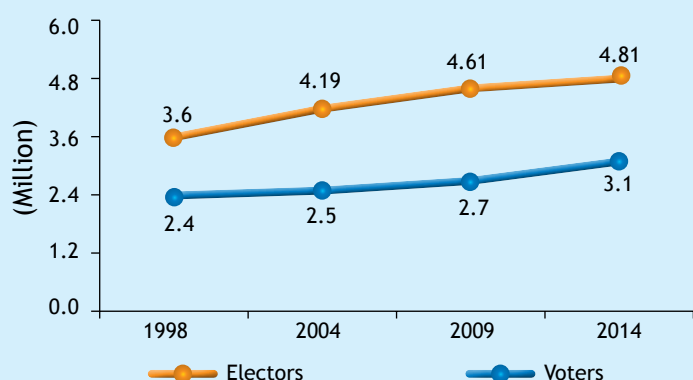**Increase in turnout in Lok Sabha 2014 over 2009**

─── **Did you know?** ───

It was in Kerala that the EVMs were used for the first time in 50 polling stations of Parur Assembly on experimental basis in Assembly elections in May, 1982.

Item	Numbers		
Total Population	36715584		
Electors	Male	11734275	
	Female	12592375	
	Other	0	
	TOTAL (inclusive of service electors)	24326650	
EP ratio	662		
Gender ratio	Census	Rolls	
	1269.08	1079.21	
Percentage of PER	100%		
% of EPIC coverage	100%		
No of Districts	14		
Assembly Constituencies	140		
Parliamentary Constituencies	20		
Polling stations	21424		
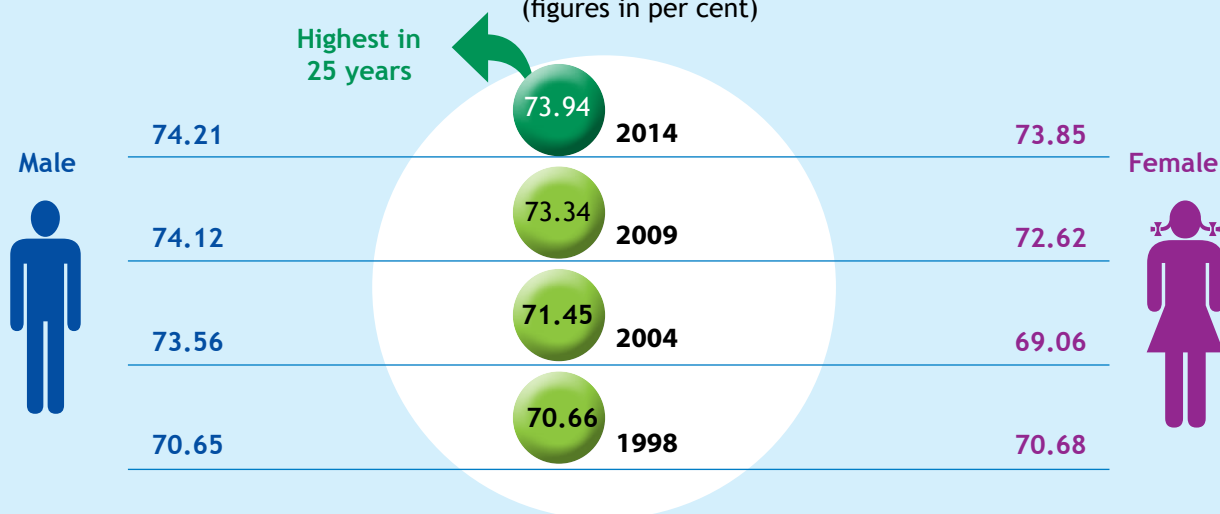
Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)

Highest in 25 years

Male

	Male		Female
2014	74.21	73.94	73.85
2009	74.12	73.34	72.62
2004	73.56	71.45	69.06
1998	70.65	70.66	70.68

Female

Electors and Voters in Lok Sabha Election

(Million)

Electors: 21.19 (1998), 21.12 (2004), 21.9 (2009), 24.33 (2014)

Voters: 14.98 (1998), 15.1 (2004), 16.1 (2009), 17.99 (2014)

— Electors   — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male 0.22   Female 0.18   Total 0.41
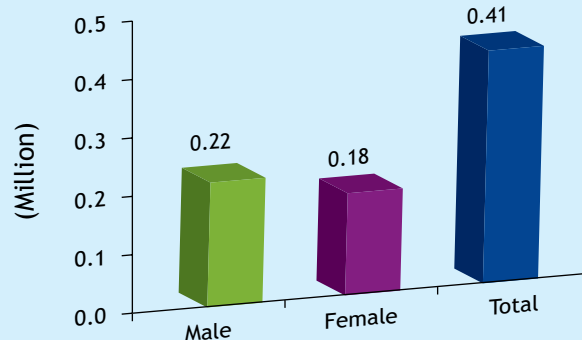
Lakshadweep
Participation Highlights for Lok Sabha 2014

0.72%

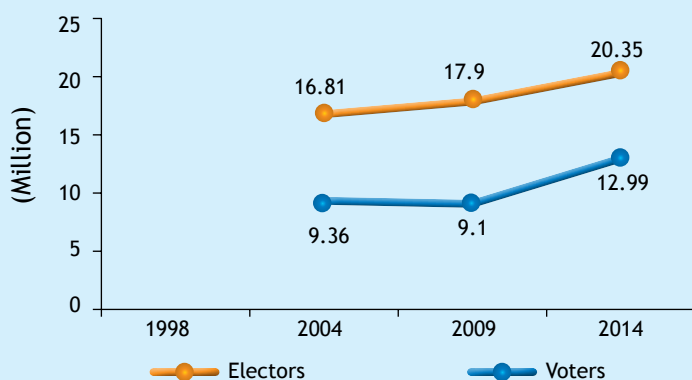Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

With just 49,922 electors, Lakshadweep is the Parliamentary constituency with the minimum electors.

Item	Numbers		
Total Population	65554		
Electors	Male	25433	
	Female	24489	
	Other	0	
	TOTAL (inclusive of service electors)	49922	
EP ratio	761		
Gender ratio	Census	Rolls	
	946.78	981	
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	1		
Parliamentary Constituencies	1		
Polling stations	43		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
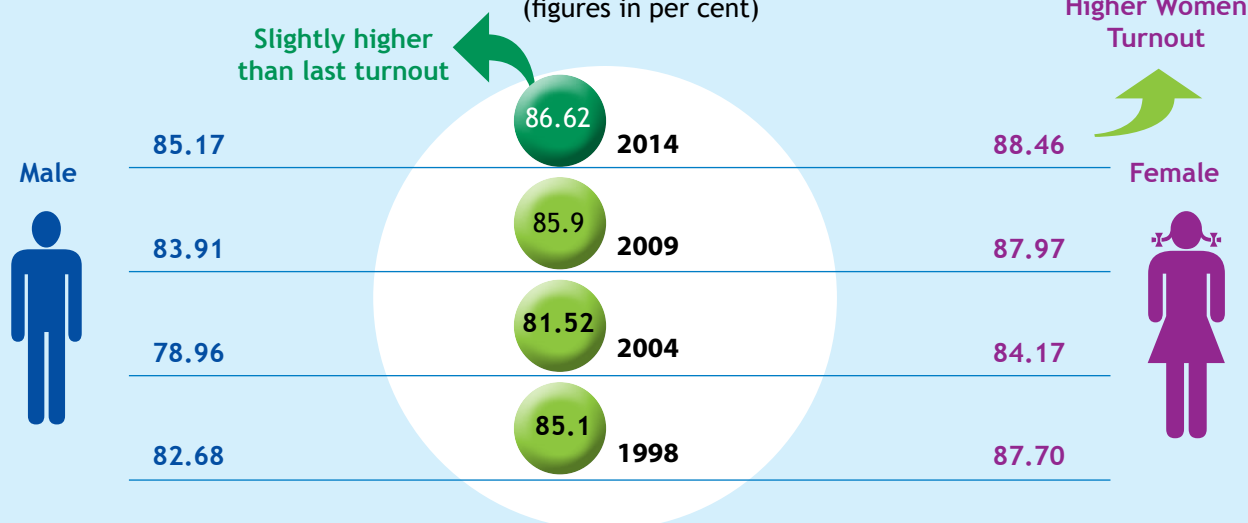
Slightly higher than last turnout

Higher Women Turnout

Male		Year		Female
85.17	86.62	2014		88.46
83.91	85.9	2009		87.97
78.96	81.52	2004		84.17
82.68	85.1	1998		87.70

Electors and Voters in Lok Sabha Election

(Million)

Electors: 0.036 (1998), 0.039 (2004), 0.045 (2009), 0.05 (2014)
Voters: 0.031 (1998), 0.031 (2004), 0.039 (2009), 0.043 (2014)

— Electors — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.001
Female: 0.001
Total: 0.002

Innovative Activities

SVEEP- II

Special summary revision 2014 commencing from 1st September to 30th September 2013 . All the eligible electors attained 18 years of age will be enrolled.

Assistant Electoral Registration Officer, Minicoy.
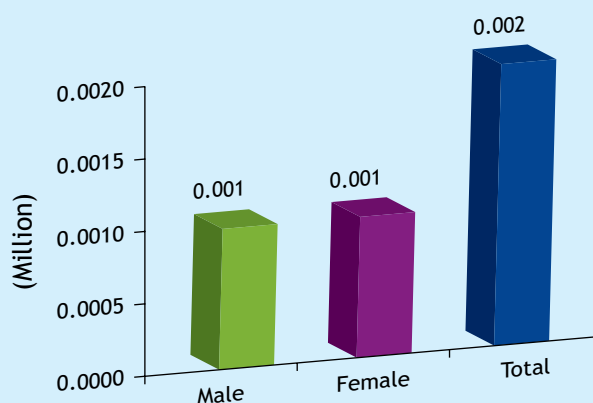
Madhya Pradesh
Participation Highlights for Lok Sabha 2014

10.45%

Increase in turnout in Lok Sabha 2014 over 2009

Did you know?
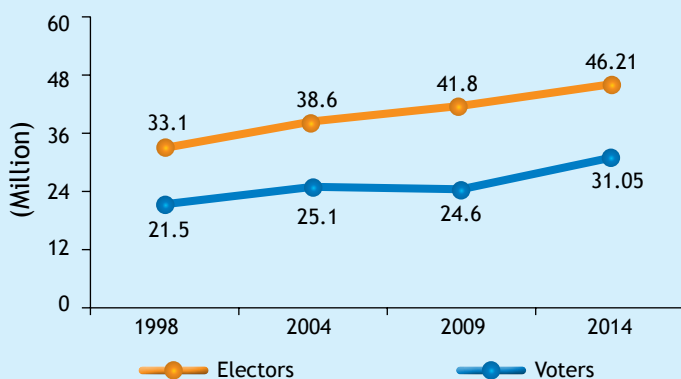Even Scare Crows called '*Kagbhagodas*' in Mandsaur carried voter awareness messages for Lok Sabha elections 2014, standing tall in village *Chaupals* and fairs with slogans on their dresses.

Item	Numbers		
Total Population	76932775		
Electors	Male	25312600	
	Female	22807629	
	Other	1072	
	TOTAL (inclusive of service electors)	48121301	
EP ratio	625		
Gender ratio	Census	Rolls	
	934.82	904.8	
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	51		
Assembly Constituencies	230		
Parliamentary Constituencies	29		
Polling stations	53947		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
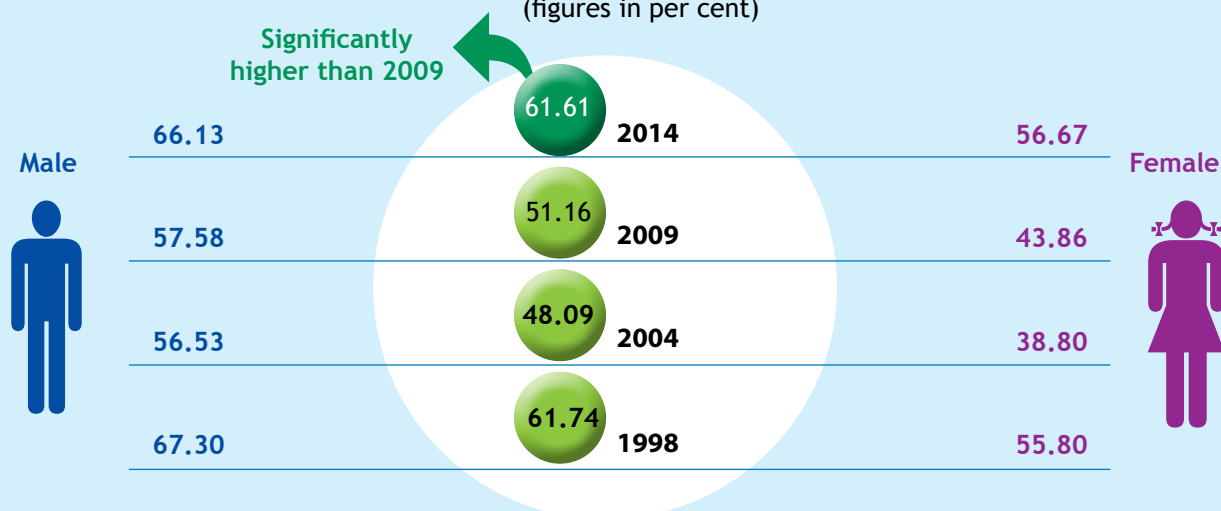
Significantly higher than 2009

Male

		Female
66.13	61.61 — 2014	56.67
57.58	51.16 — 2009	43.86
56.53	48.09 — 2004	38.80
67.30	61.74 — 1998	55.80

Electors and Voters in Lok Sabha Election

(Million)

Electors: 44.6 (1998), 38.4 (2004), 38.1 (2009), 48.12 (2014)
Voters: 27.55 (1998), 18.5 (2004), 19.5 (2009), 29.65 (2014)

— Electors — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.86
Female: 0.73
Total: 1.59
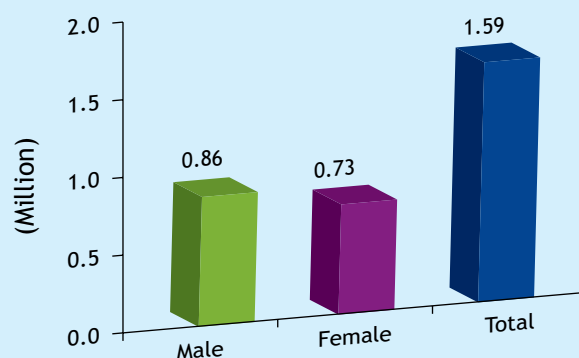
Innovative Activities

Maharashtra
Participation Highlights for Lok Sabha 2014

9.61%

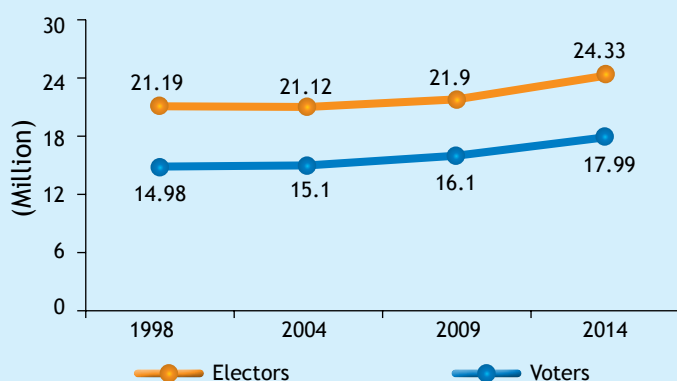**Increase in turnout in Lok Sabha 2014 over 2009**
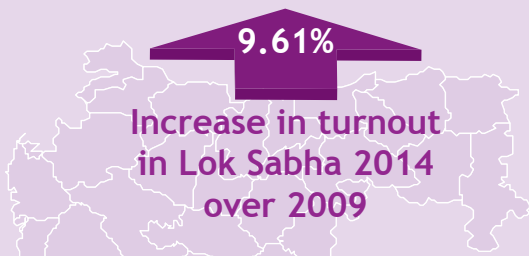
Did you know?

20 yrs old Jyoti Amge, the world's shortest woman with a height of 62.6 cm, exercised her right to vote in Nagpur in Lok Sabha elections 2014.

Item	Numbers		
Total Population	117291577		
Electors	Male	42770991	
	Female	38026914	
	Other	918	
	TOTAL (inclusive of service electors)	80798823	
EP ratio	688		
Gender ratio	Census	Rolls	
	931.95	887.25	
Percentage of PER	90%		
EPIC coverage	91.60%		
No of Districts	35		
Assembly Constituencies	288		
Parliamentary Constituencies	48		
Polling stations	89479		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
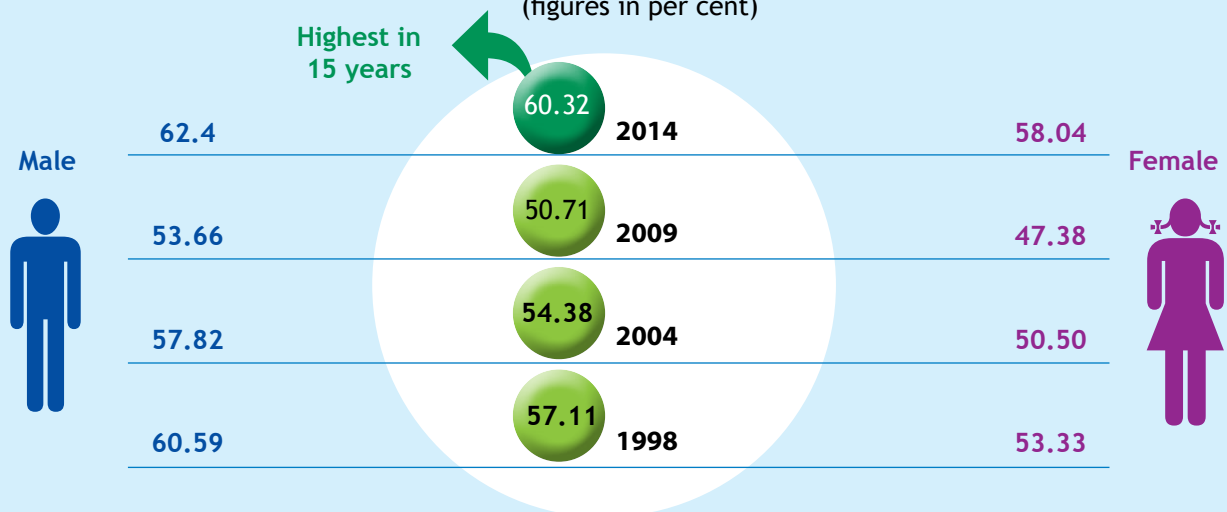
Highest in 15 years

Male

Male	Year	Female
62.4	60.32 — 2014	58.04
53.66	50.71 — 2009	47.38
57.82	54.38 — 2004	50.50
60.59	57.11 — 1998	53.33

Female

Electors and Voters in Lok Sabha Election

(Million)

Electors: 56.2 (1998), 63 (2004), 73 (2009), 80.8 (2014)
Voters: 32.1 (1998), 34.27 (2004), 37 (2009), 48.74 (2014)

— Electors   — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.69
Female: 0.38
Total: 1.07
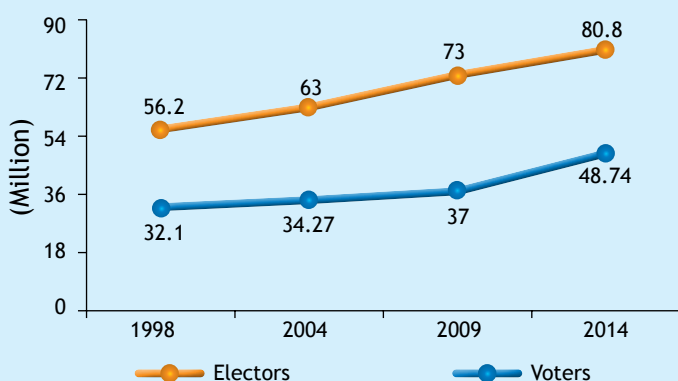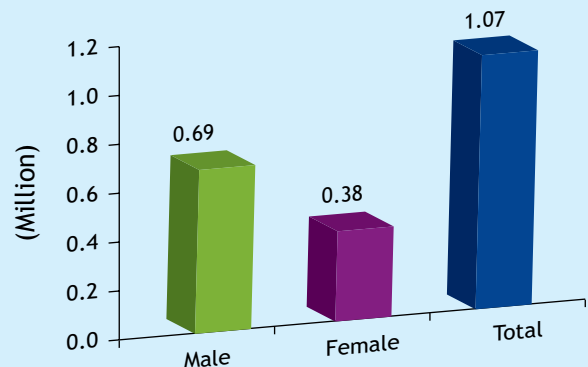
Innovative Activities
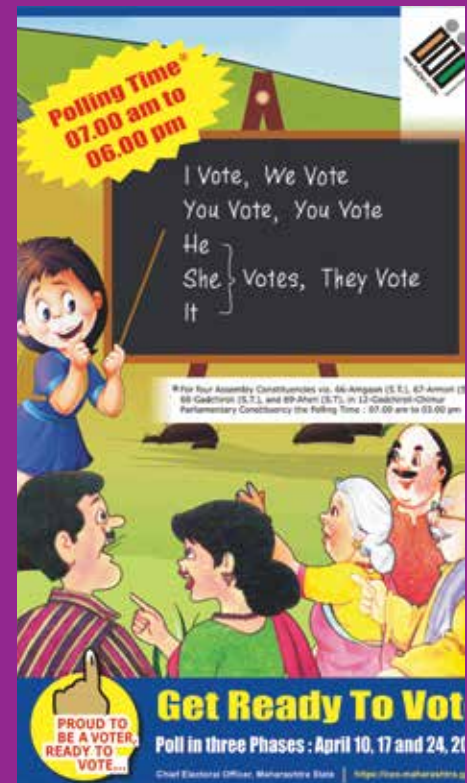
Manipur
Participation Highlights for Lok Sabha 2014

2.33%

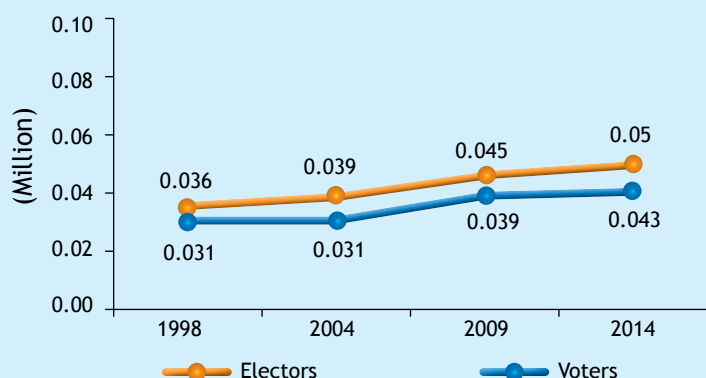Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

With ancient history and amalgamation of cultures from different races of Myanmar, Tibet and Japan, Manipur achieved a record turnout of 79.95 per cent in Lok Sabha 2014, despite critical insurgency and security problems.

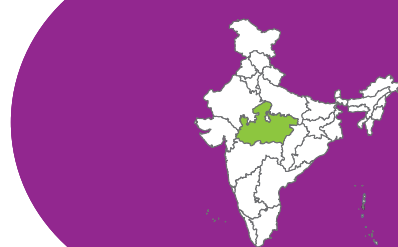| Item	Numbers		
Total Population	2706060		
Electors	Male	871417	
	Female	902952	
	Other	0	
	TOTAL (inclusive of service electors)	1774369	
EP ratio	656		
Gender ratio	Census	Rolls	
	997.44	1038.81	
Percentage of PER	100%		
EPIC coverage	99.62%		
No of Districts	9		
Assembly Constituencies	60		
Parliamentary Constituencies	2		
Polling stations	2662		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
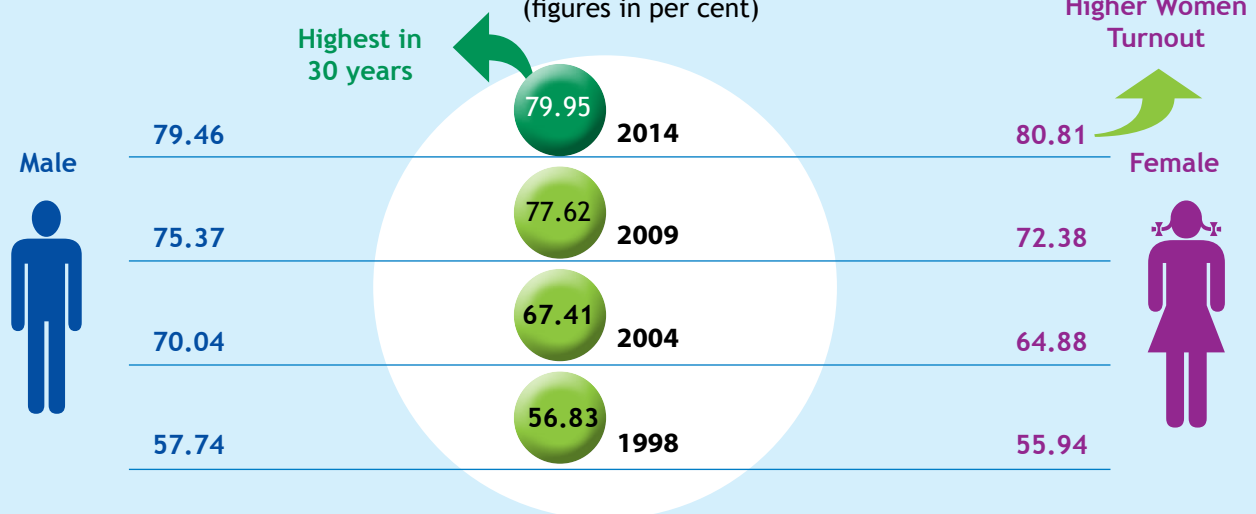
Highest in 30 years

Higher Women Turnout

Male

Male	Year	Female
79.46	79.95 — 2014	80.81
75.37	77.62 — 2009	72.38
70.04	67.41 — 2004	64.88
57.74	56.83 — 1998	55.94

Female

Electors and Voters in Lok Sabha Election

(Million)

Electors: 1998 = 1.3, 2004 = 1.5, 2009 = 1.74, 2014 = 1.77
Voters: 1998 = 0.75, 2004 = 1, 2009 = 1.3, 2014 = 1.42

— Electors — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.02
Female: 0.02
Total: 0.04
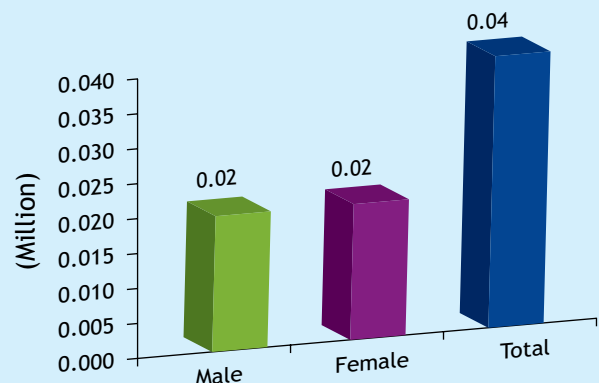
Meghalaya
Participation Highlights for Lok Sabha 2014

4.42%

Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

Tura in Meghalaya had just two, the minimum number of candidates in a parliamentary constituency for the Lok Sabha elections 2014.

Item	Numbers		
Total Population	3208662		
Electors	Male	777639	
	Female	789602	
	Other	0	
	TOTAL (inclusive of service electors)	1567241	
EP ratio	484		
Gender ratio	Census		Rolls
	995.61		1017.68
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	11		
Assembly Constituencies	60		
Parliamentary Constituencies	2		
Polling stations	2562		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
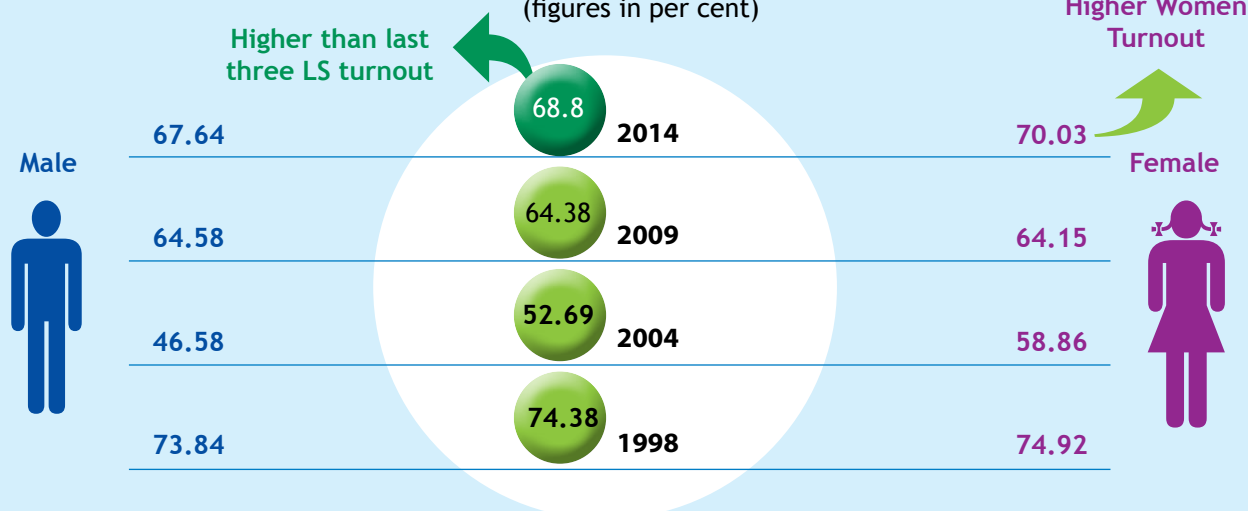
Higher than last three LS turnout

Higher Women Turnout

Male

67.64	68.8 — 2014	70.03 Female
64.58	64.38 — 2009	64.15
46.58	52.69 — 2004	58.86
73.84	74.38 — 1998	74.92

Electors and Voters in Lok Sabha Election

(Million)

Year	Electors	Voters
1998	1.15	0.87
2004	1.29	0.67
2009	1.28	0.8
2014	1.57	1.08

● Electors ● Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male	Female	Total
0.03	0.03	0.06
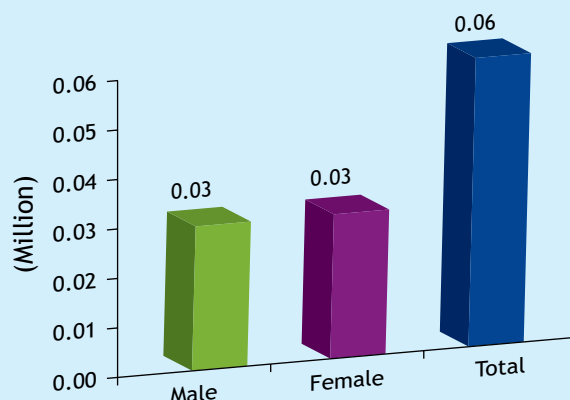
Innovative Activities
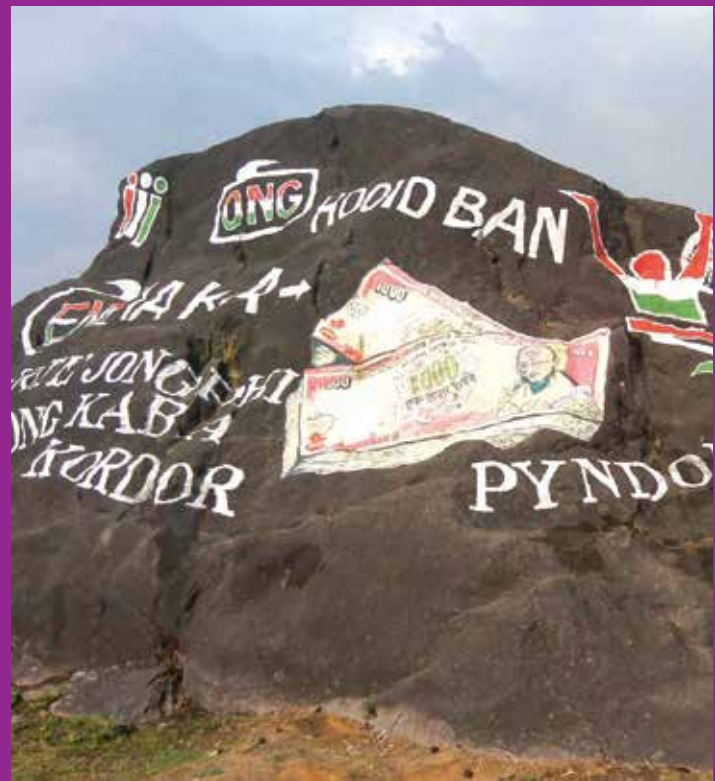
Mizoram
Participation Highlights for Lok Sabha 2014

10.15%

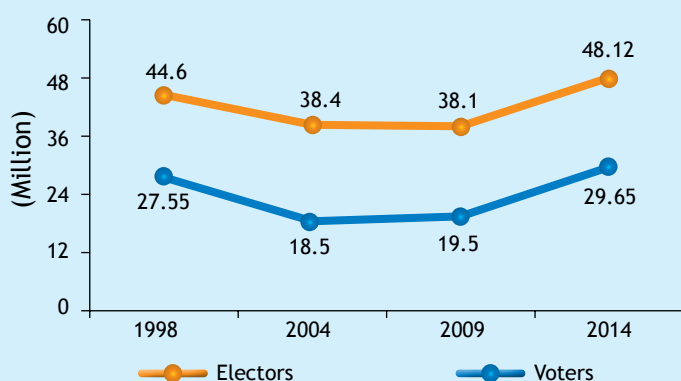Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

Mizoram, along with Nagaland is one of the only two Indian States that has only one general constituency in the State Assembly.

Item	Numbers		
Total Population	1173985		
Electors	Male	346219	
	Female	355951	
	Other	0	
	TOTAL (inclusive of service electors)	702170	
EP ratio	598		
Gender ratio	Census	Rolls	
	990.24	1036.79	
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	8		
Assembly Constituencies	40		
Parliamentary Constituencies	1		
Polling Stations	1125		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
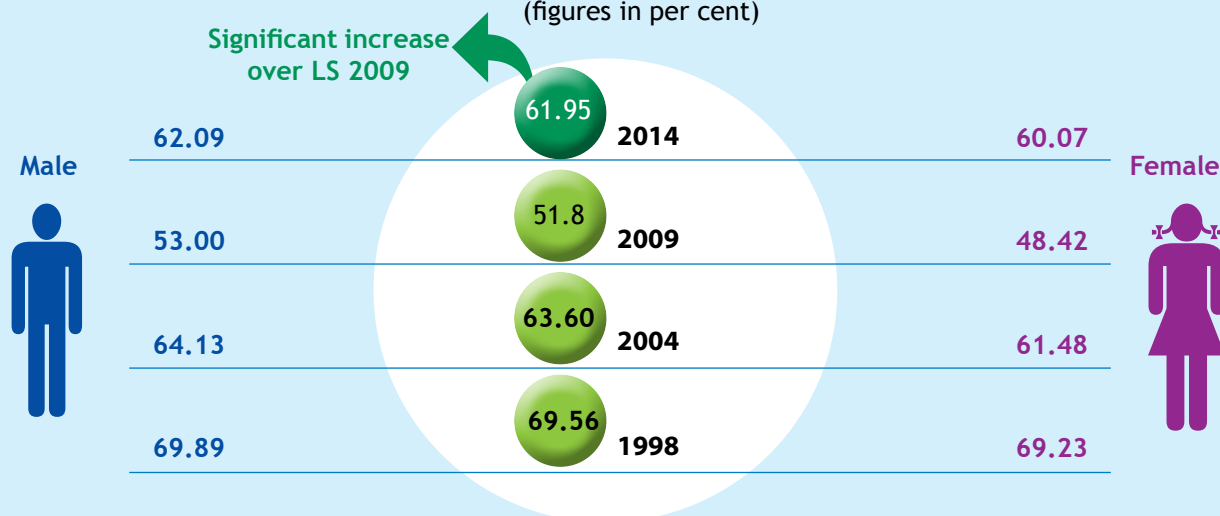
Significant increase over LS 2009

Male

	Male	Year	Female
	62.09	61.95 — 2014	60.07
	53.00	51.8 — 2009	48.42
	64.13	63.60 — 2004	61.48
	69.89	69.56 — 1998	69.23

Female

Electors and Voters in Lok Sabha Election

(Million)

Electors: 1998: 0.44, 2004: 0.55, 2009: 0.63, 2014: 0.7
Voters: 1998: 0.31, 2004: 0.35, 2009: 0.3, 2014: 0.43

- ● Electors ● Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

- Male: 0.018
- Female: 0.018
- Total: 0.037
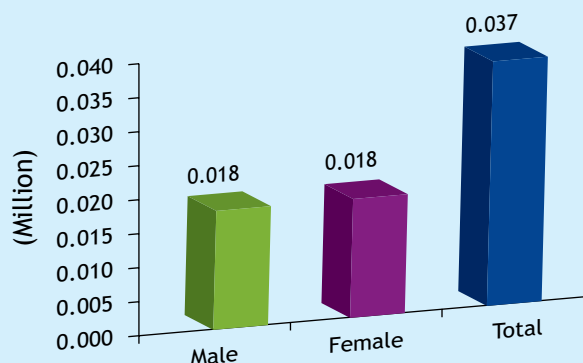
Innovative Activities

Nagaland
Participation Highlights for Lok Sabha 2014

-2.35%

Decrease in turnout in Lok Sabha 2014 over 2009
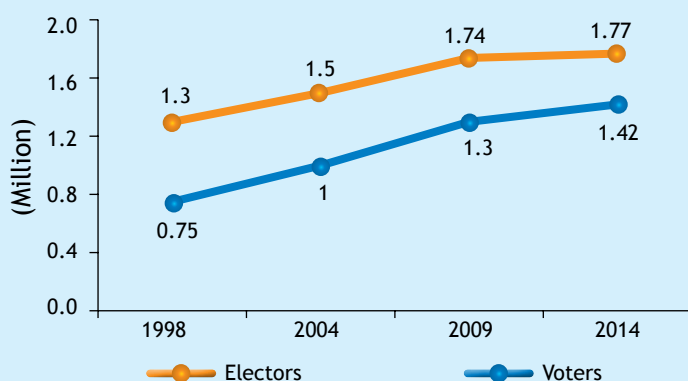
Did you know?
Nagaland saw the highest voter turnout of 87.91 per cent among all States and UTs in Lok Sabha elections 2014.

Item	Numbers		
Total Population	1973663		
Electors	Male	600518	
	Female	582454	
	Other	0	
	TOTAL (inclusive of service electors)	1182972	
EP ratio	599		
Gender ratio	Census	Rolls	
	940.38	975.64	
Percentage of PER	98%		
EPIC coverage	61.14%		
No of Districts	12		
Assembly Constituencies	60		
Parliamentary Constituencies	1		
Polling Stations	2059		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)

Slightly lower turn out than 2009

Male

Male	Year	Female
88.74	87.91 — 2014	87.75
91.19	90.26 — 2009	89.29
92.43	91.77 — 2004	90.23
47.50	45.41 — 1998	43.07

Female

Electors and Voters in Lok Sabha Election

Electors: 1998: 0.93, 2004: 1.04, 2009: 1.32, 2014: 1.18
Voters: 1998: 0.42, 2004: 0.96, 2009: 1.2, 2014: 1.04

(Million)

— Electors — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

Male: 0.017
Female: 0.018
Total: 0.036

(Million)

Innovative Activities

General Elections 2014
VOTER'S PLEDGE
I WILL VOTE WITHOUT FAIL
I WON'T VOTE FOR MONEY OR ANY INDUCEMENT
I WILL VOTE WITHOUT FEAR OR FAVOUR
I WILL VOTE FOR A BETTER TOMORROW

Say Yes to Vote
No to
Apuni laga VOTE, Apuni laga HAQ ase...
Bigri na kuribi

"YOUR CHOICE IS JUST A FINGER AWAY.....
HAVE A VOICE,
MAKE A CHOICE !!
D.E.O & D.C Peren

APUNI LAGA VOTE, APUNI LAGA FUTURE ASE
AHIBI.... VOTE DIBI!!!
Voting Day: 9th April, 2014   Time: 7 AM - 4 PM
D.E.O & D.C Peren

EKTA MANU, EKTA VOTE
Voting Day: 9th April, 20
Time: 7 AM - 4 PM
D.E.O & D.C Peren

NCT of Delhi
Participation Highlights for Lok Sabha 2014

13.29%

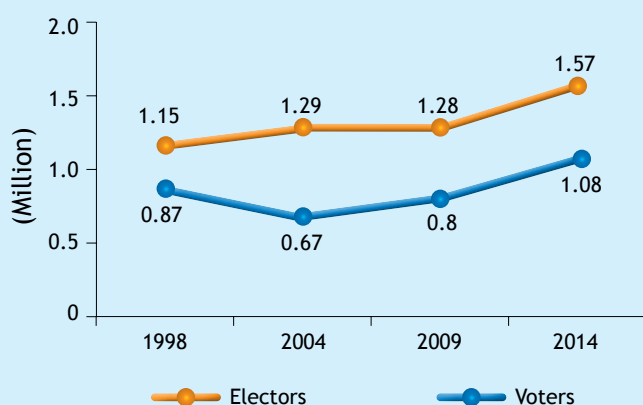Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

Chandni Chowk, with an area of 10.59 sq km is the Parliamentary Constituency with the smallest area.

Item	Numbers		
Total Population	17836701		
Electors	Male	7051073	
	Female	5659252	
	Other	839	
	TOTAL (inclusive of service electors)	12711164	
EP ratio	713		
Gender ratio	Census	Rolls	
	884.75	804.16	
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	11		
Assembly Constituencies	70		
Parliamentary Constituencies	7		
Polling stations	11763		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
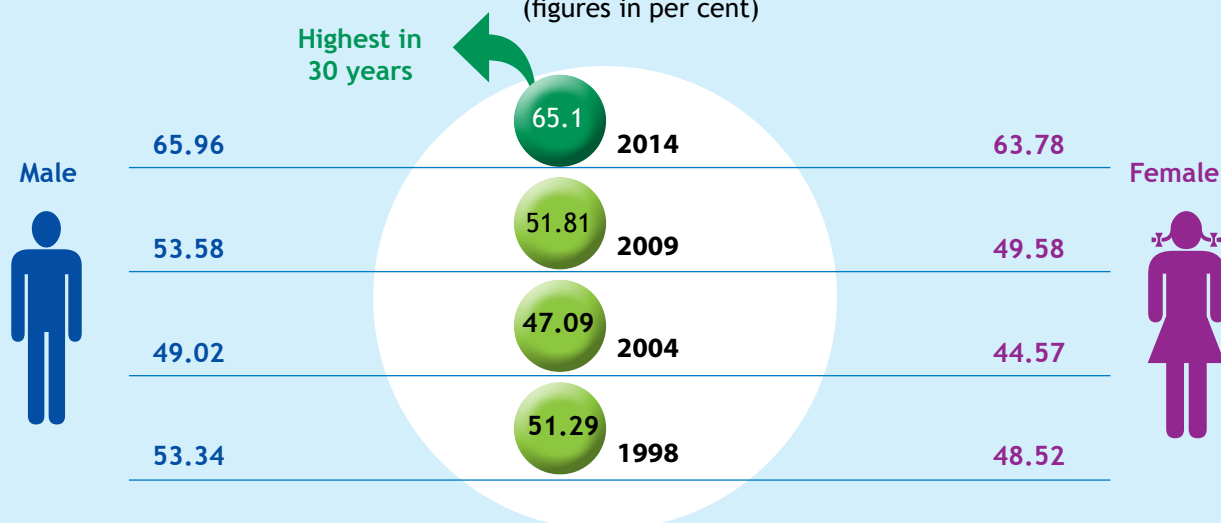
Highest in 30 years

Male

Male	Year		Female
65.96	65.1	2014	63.78
53.58	51.81	2009	49.58
49.02	47.09	2004	44.57
53.34	51.29	1998	48.52

Female

Electors and Voters in Lok Sabha Election

(Million)

Electors: 8.30 (1998), 8.76 (2004), 11.1 (2009), 12.71 (2014)
Voters: 4.26 (1998), 4.13 (2004), 5.8 (2009), 8.28 (2014)

— Electors — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.138
Female: 0.088
Total: 0.22
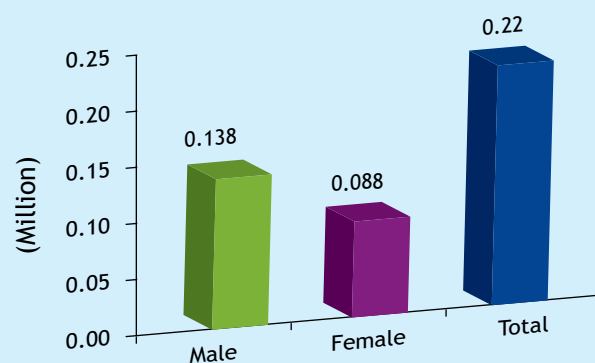
Innovative Activities

Odisha
Participation Highlights for Lok Sabha 2014
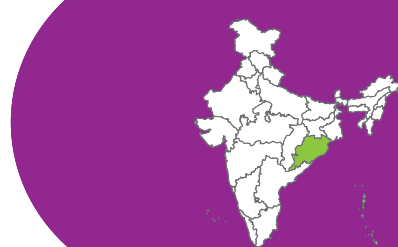
8.49%

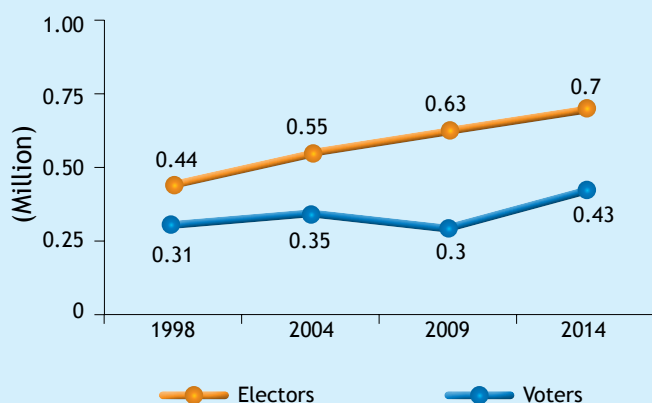Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

In Lok Sabha elections 2014, it was for the first time in Odisha that women voters outnumbered men, that too by 1.55 points.

Item	Numbers		
Total Population	43601788		
Electors	Male	15194304	
	Female	14000556	
	Other	1185	
	TOTAL (inclusive of service electors)	29196045	
EP ratio	671		
Gender ratio	Census	Rolls	
	980.83	920.4	
Percentage of PER	96%		
EPIC coverage	97.33%		
No of Districts	30		
Assembly Constituencies	147		
Parliamentary Constituencies	21		
Polling stations	35896		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
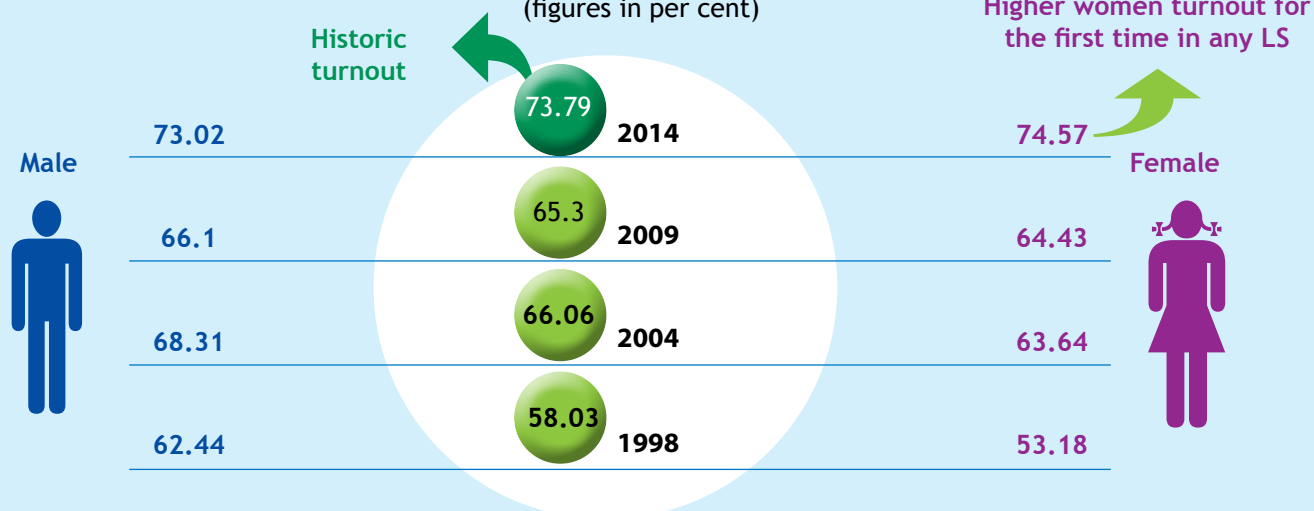
Historic turnout

Higher women turnout for the first time in any LS

Male

Male	Year	Female
73.02	73.79 — 2014	74.57
66.1	65.3 — 2009	64.43
68.31	66.06 — 2004	63.64
62.44	58.03 — 1998	53.18

Female

Electors and Voters in Lok Sabha Election

(Million)

Electors: 23.40 (1998), 25.65 (2004), 27.2 (2009), 29.2 (2014)
Voters: 13.57 (1998), 16.95 (2004), 17.8 (2009), 21.54 (2014)

— Electors   — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male 0.48, Female 0.29, Total 0.78
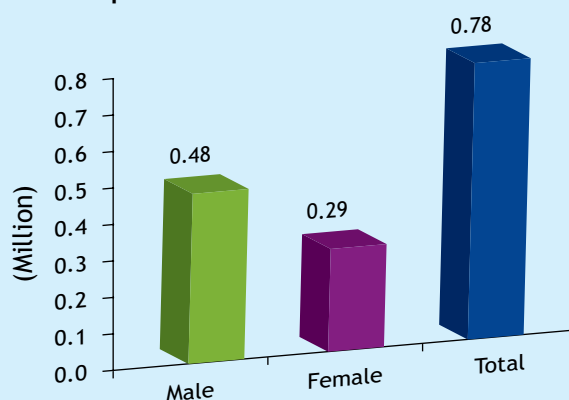
Innovative Activities

Puducherry
Participation Highlights for Lok Sabha 2014

2.29%

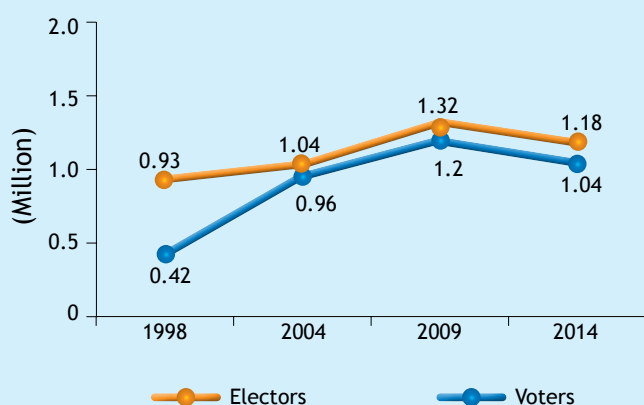**Increase in turnout in Lok Sabha 2014 over 2009**

Did you know?

A one of its kind model solar powered dummy mobile polling station was set up to familiarise electors with voting procedures during Lok Sabha elections 2014.

Item	Numbers		
Total Population	1351930		
Electors	Male	432048	
	Female	469289	
	Other	20	
	TOTAL (inclusive of service electors)	901357	
EP ratio	667		
Gender ratio	Census		Rolls
	1050.75		1083.61
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	2		
Assembly Constituencies	30		
Parliamentary Constituencies	1		
Polling stations	875		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
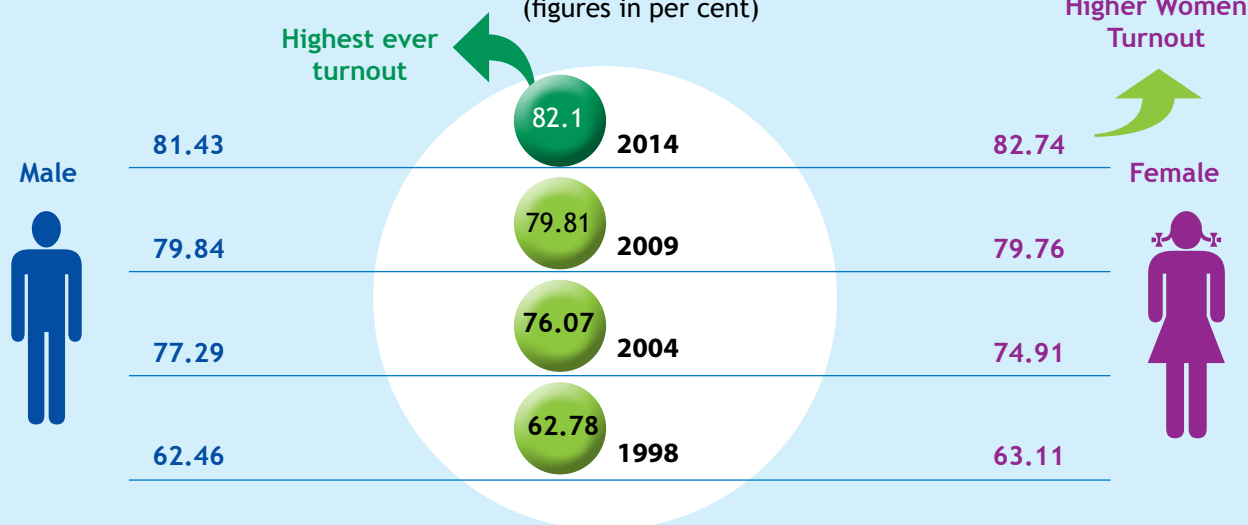
Highest ever turnout

Higher Women Turnout

Male

Female

Male	Year	Female
81.43	82.1 — 2014	82.74
79.84	79.81 — 2009	79.76
77.29	76.07 — 2004	74.91
62.46	62.78 — 1998	63.11

Electors and Voters in Lok Sabha Election

(Million)

Electors: 0.67 (1998), 0.64 (2004), 0.76 (2009), 0.9 (2014)
Voters: 0.42 (1998), 0.48 (2004), 0.6 (2009), 0.74 (2014)

● Electors   ● Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014
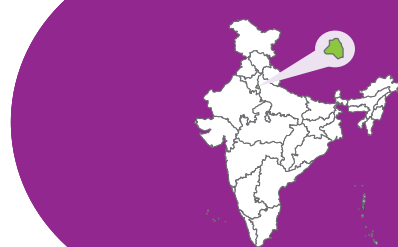
(Million)

Male: 0.015
Female: 0.013
Total: 0.029
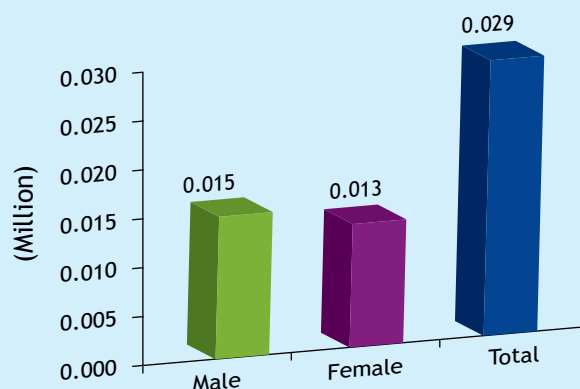
Innovative Activities

Punjab
Participation Highlights for Lok Sabha 2014

0.59%

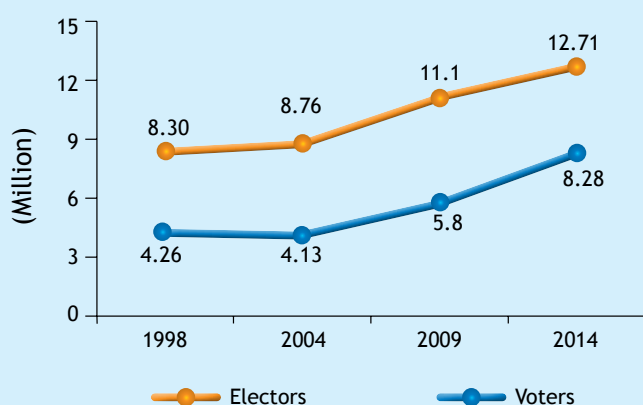Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

A mega signature campaign on 500 metres of traditional Lattha cloth was organised in Amritsar for increased voter participation during Lok Sabha elections 2014.

Item	Numbers		
Total Population	28835545		
Electors	Male	10327188	
	Female	9280738	
	Other	235	
	TOTAL (inclusive of service electors)	19608161	
EP ratio	680		
Gender ratio	Census	Rolls	
	901.42	899.28	
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	22		
Assembly Constituencies	117		
Parliamentary Constituencies	13		
Polling stations	21957		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
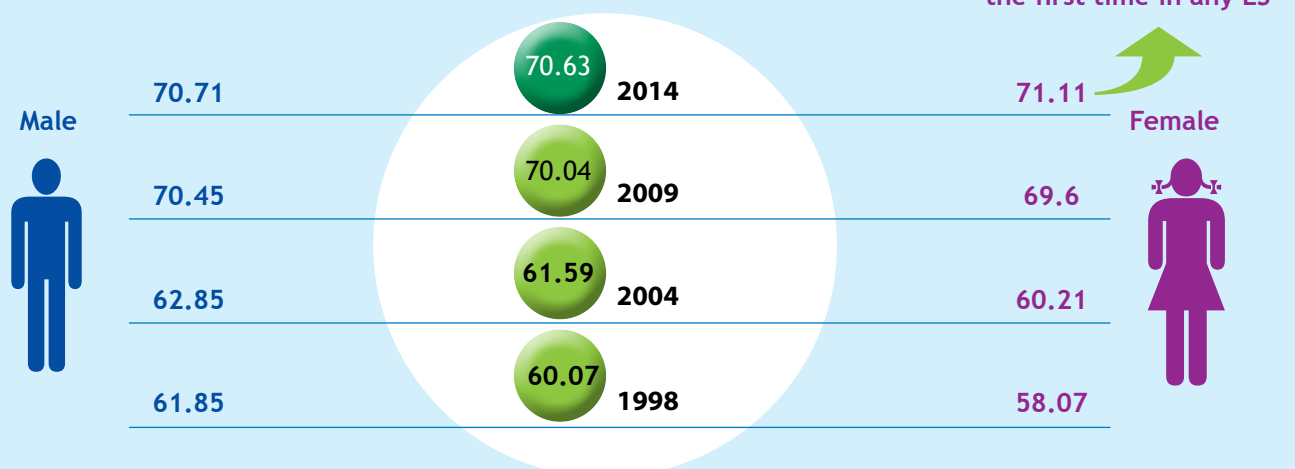
Women turnout higher for the first time in any LS

Male

Male	Year	Female
70.71	70.63 — 2014	71.11
70.45	70.04 — 2009	69.6
62.85	61.59 — 2004	60.21
61.85	60.07 — 1998	58.07

Female

Electors and Voters in Lok Sabha Election

(Million)

Electors: 15.34 (1998), 16.62 (2004), 17 (2009), 19.61 (2014)
Voters: 9.22 (1998), 10.23 (2004), 11.9 (2009), 13.85 (2014)

● Electors ● Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.3
Female: 0.17
Total: 0.48
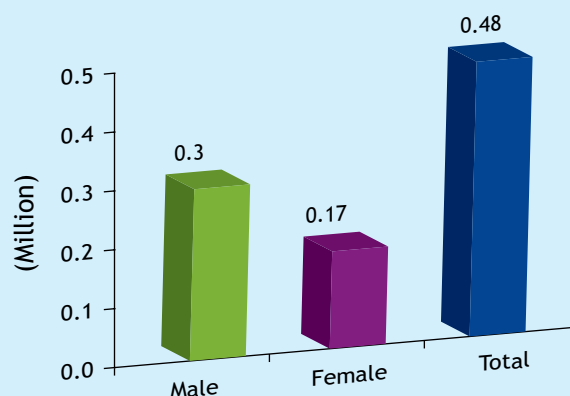
Innovative Activities

Rajasthan
Participation Highlights for Lok Sabha 2014
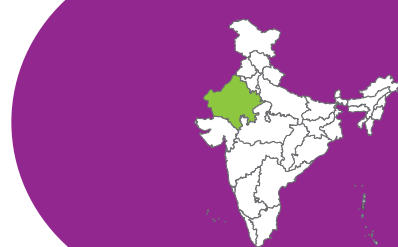
14.25%

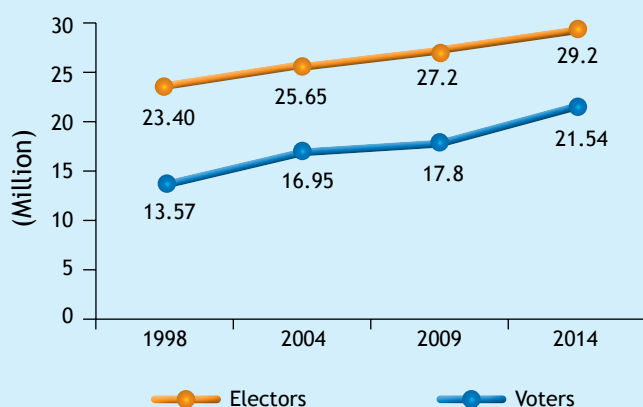Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

4 special mobile polling stations travelled to hamlets around 15-20 kms of desert land in Jaisalmer to ensure voter participation.

Basic Facts		
Total Population	72616096	
Electors	Male	22648051
	Female	20346580
	Other	26
	TOTAL (inclusive of service electors)	42994657
EP ratio	592	
Gender ratio	Census	Rolls
	930.58	899.46
Percentage of PER	99%	
EPIC coverage	99.74%	
No of Districts	33	
Assembly Constituencies	200	
Parliamentary Constituencies	25	
Polling stations	47223	

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)

Highest Ever Turnout

Highest Ever Female Turnout

Male

Female

Male	Year	Turnout	Female
64.63	2014	63.11	61.23
51.7	2009	48.86	44.85
55.15	2004	49.97	44.02
64.80	1998	60.26	55.20

Electors and Voters in Lok Sabha Election

(Million)

Electors: 29.75 (1998), 34.71 (2004), 37.1 (2009), 42.99 (2014)
Voters: 17.93 (1998), 17.35 (2004), 18 (2009), 27.13 (2014)

● Electors   ● Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 1.19
Female: 0.84
Total: 2.04
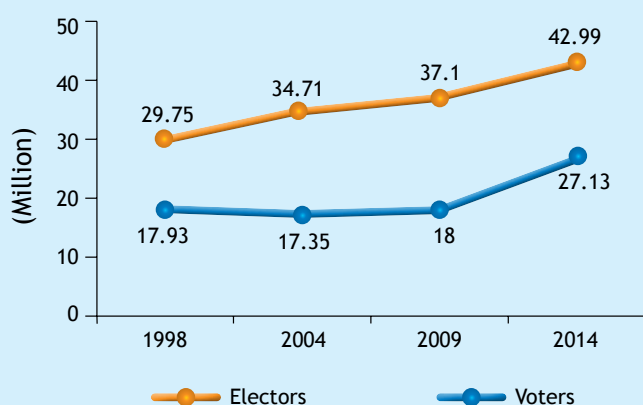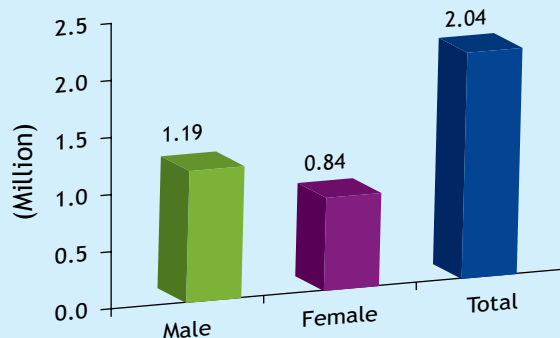
Innovative Activities

Sikkim
Participation Highlights for Lok Sabha 2014

-0.12%

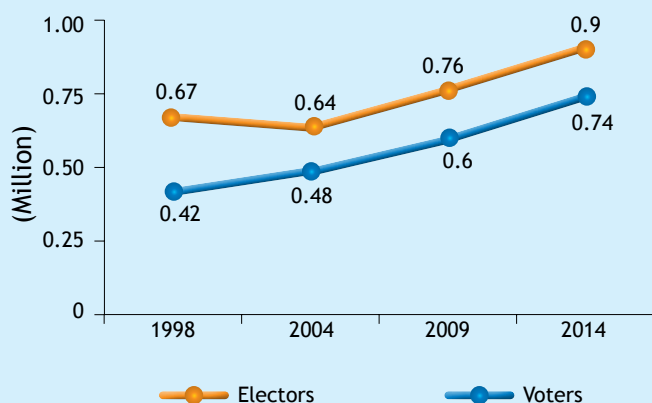**Increase in turnout in Lok Sabha 2014 over 2009**

Did you know?

Sangha Constituency reserved for *Sanghas* or monks of the Buddhist Monasteries of Sikkim has no territorial jurisdiction and the monks cast their vote on separate *Sangha* EVMs for Assembly Elections across 51 polling stations.

Item	Numbers		
Total Population	632886		
Electors	Male	191017	
	Female	179753	
	Other	0	
	TOTAL (inclusive of service electors)	370770	
EP ratio	586		
Gender ratio	Census	Rolls	
	894.95	939.38	
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	4		
Assembly Constituencies	32		
Parliamentary Constituencies	1		
Polling stations	538		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)

Sudden rains affected polling

Higher women turnout for the first time in any LS

Male

Female

Male	Year	Female
80.54	83.64 — 2014	81.38
80.83	83.76 — 2009	82.85
77.13	77.95 — 2004	75.54
71.42	67.14 — 1998	62.50

Electors and Voters in Lok Sabha Election

(Million)

Electors: 0.24 (1998), 0.28 (2004), 0.3 (2009), 0.37 (2014)
Voters: 0.16 (1998), 0.22 (2004), 0.25 (2009), 0.31 (2014)

- ●— Electors
- ●— Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.006
Female: 0.005
Total: 0.011

Innovative Activities

Systematic Voters Education &
Electoral Participation (SVEEP) Program
Organised by:
District Administration, North Sikkim
In Coordination With:
Tholung Eco Tourism Co-op Society
Venue: Tingvong Panchayat Bhawan, Date: 14/3/2014.

NEHRU YUVA KENDRA
NAMCHI
VOTER AWARENESS PROGRAMME

SLD

Tamil Nadu
Participation Highlights for Lok Sabha 2014

0.71%

Increase in turnout in Lok Sabha 2014 over 2009
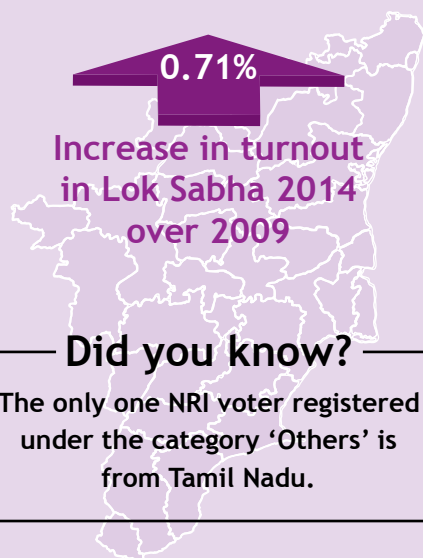
Did you know?

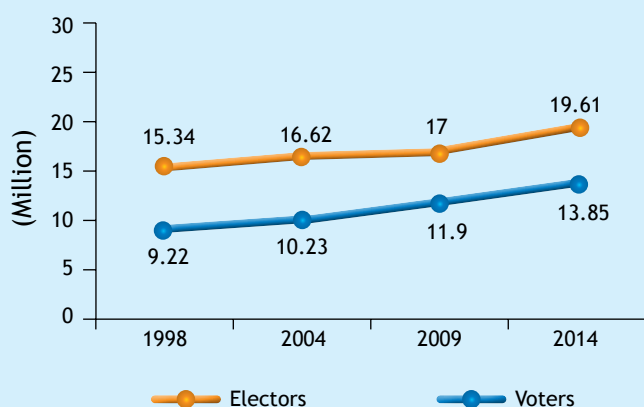The only one NRI voter registered under the category 'Others' is from Tamil Nadu.

Item	Numbers		
Total Population	75440141		
Electors	Male	27571992	
	Female	27539534	
	Other	3341	
	TOTAL (inclusive of service electors)	55114867	
EP ratio	730		
Gender ratio	Census		Rolls
	999.32		998.65
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	32		
Assembly Constituencies	234		
Parliamentary Constituencies	39		
Polling stations	60418		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
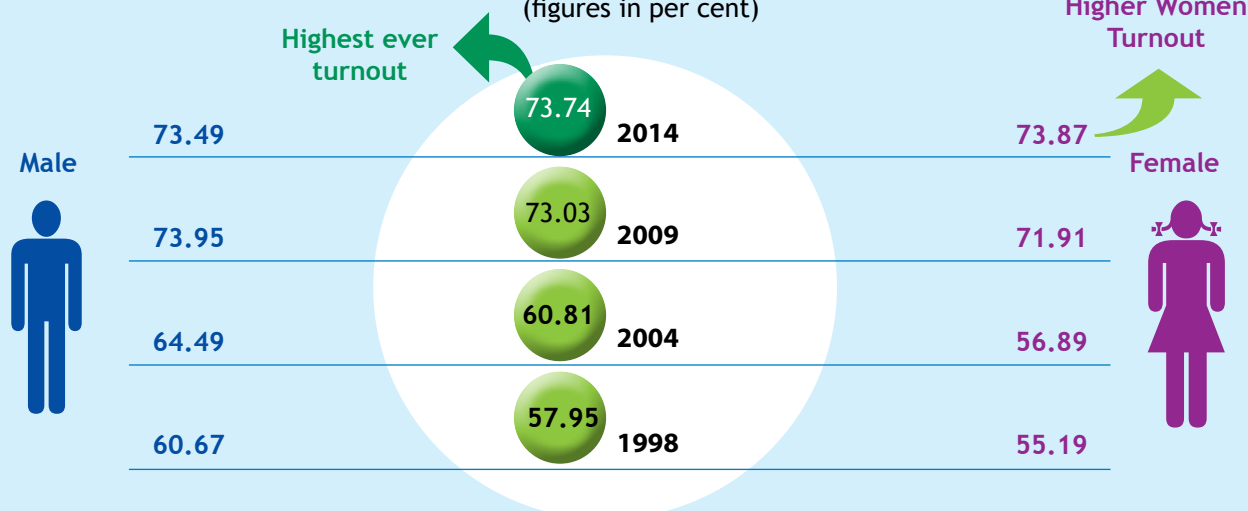
Highest ever turnout

Higher Women Turnout

Male

Female

Male		Female
73.49	73.74 2014	73.87
73.95	73.03 2009	71.91
64.49	60.81 2004	56.89
60.67	57.95 1998	55.19

Electors and Voters in Lok Sabha Election

(Million)

Electors: 45.58, 47.85, 41.6, 55.11
Voters: 26.41, 28.73, 30.4, 40.64

1998 2004 2009 2014

— Electors — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.69
Female: 0.5
Total: 1.19
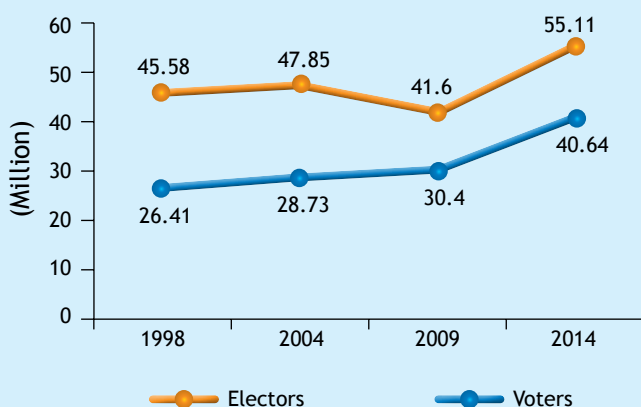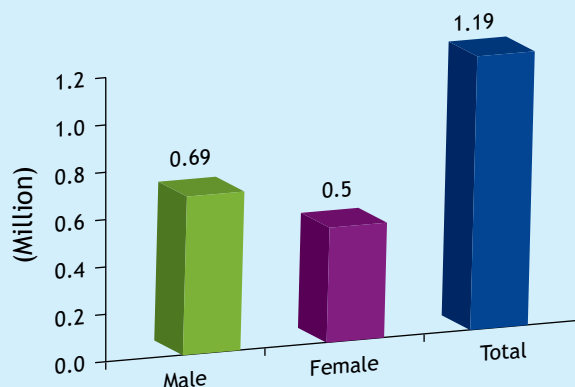
Innovative Activities

Tripura
Participation Highlights for Lok Sabha 2014
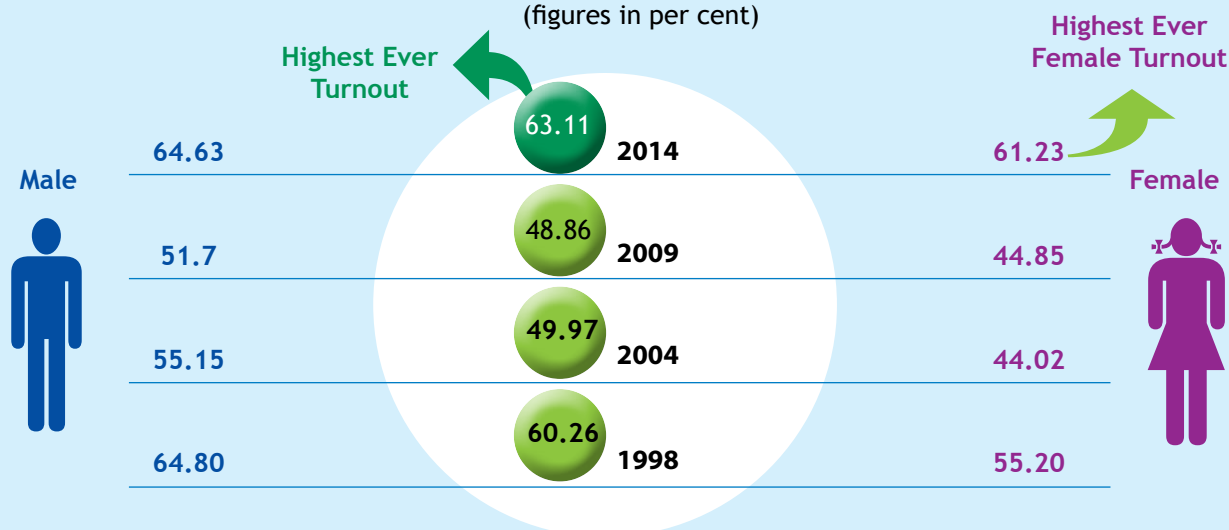
0.47%

Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

To guarantee the franchise of voters, Riyang tribals settled in Tripura due to ethnic disturbances, popularly called Bru, were allowed to cast their votes through postal ballots in their camps in Tripura.

Item	Numbers		
Total Population	3833783		
Electors	Male	1217578	
	Female	1171244	
	Other	0	
	TOTAL (inclusive of service electors)	2388822	
EP ratio	623		
Gender ratio	Census	Rolls	
	964.08	962.49	
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	8		
Assembly Constituencies	60		
Parliamentary Constituencies	2		
Polling stations	3095		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
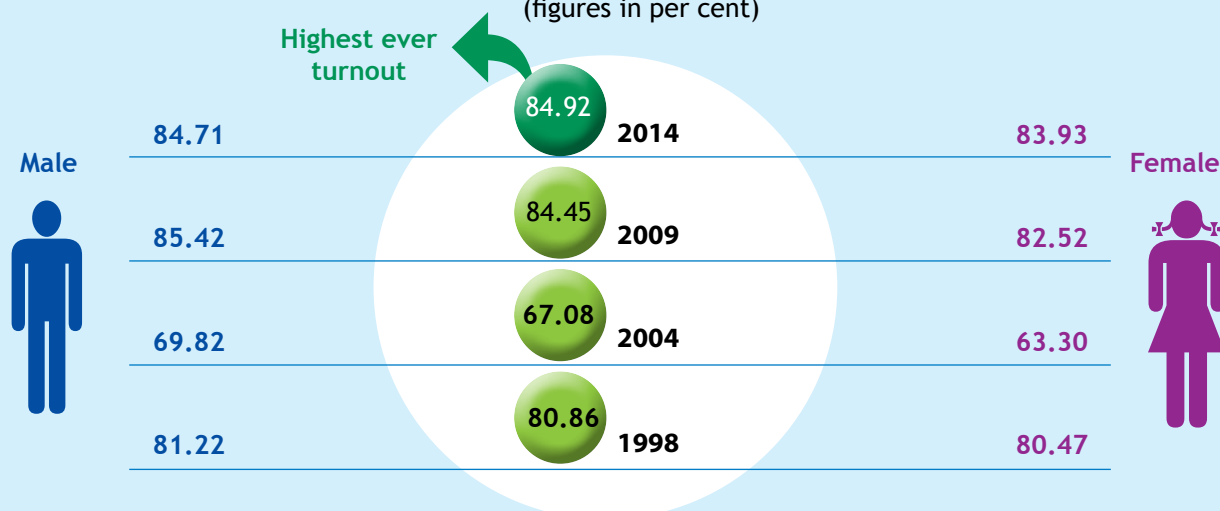
Highest ever turnout

Male

	84.92	2014	83.93
84.71			
85.42	84.45	2009	82.52
69.82	67.08	2004	63.30
81.22	80.86	1998	80.47

Female

Electors and Voters in Lok Sabha Election

Electors: 1.73, 1.98, 2.08, 2.39
Voters: 1.40, 1.33, 1.8, 2.03

(Million)

1998, 2004, 2009, 2014

● Electors ● Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male 0.069
Female 0.051
Total 0.121
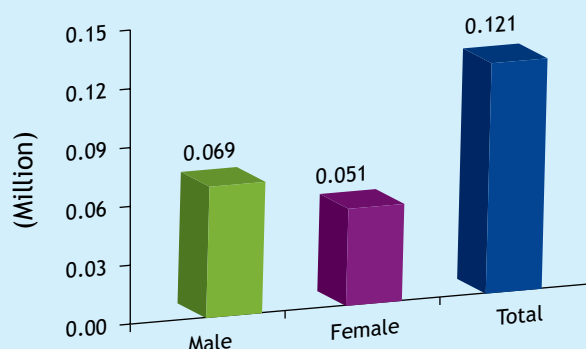
Innovative Activities

Uttar Pradesh
Participation Highlights for Lok Sabha 2014

10.66%
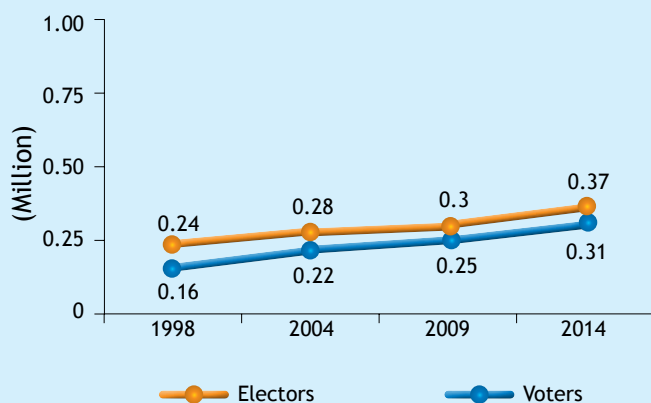
Increase in turnout in Lok Sabha 2014 over 2009
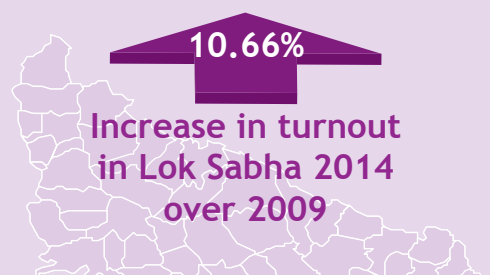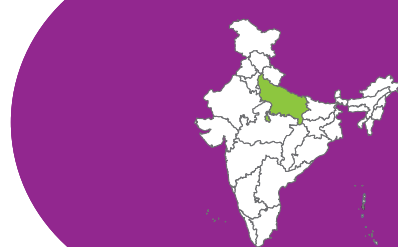
Did you know?

UP not only had the highest number of women contestants (126) but also maximum women winners (30) for Lok Sabha elections 2014.

Item	Numbers		
Total Population	209992861		
Electors	Male	75961829	
	Female	62841617	
	Other	7111	
	TOTAL (inclusive of service electors)	138810557	
EP ratio	662		
Gender ratio	Census	Rolls	
	917.63	825.01	
Percentage of PER	100%		
EPIC coverage	99.92%		
No of Districts	73		
Assembly Constituencies	403		
Parliamentary Constituencies	80		
Polling stations	140259		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
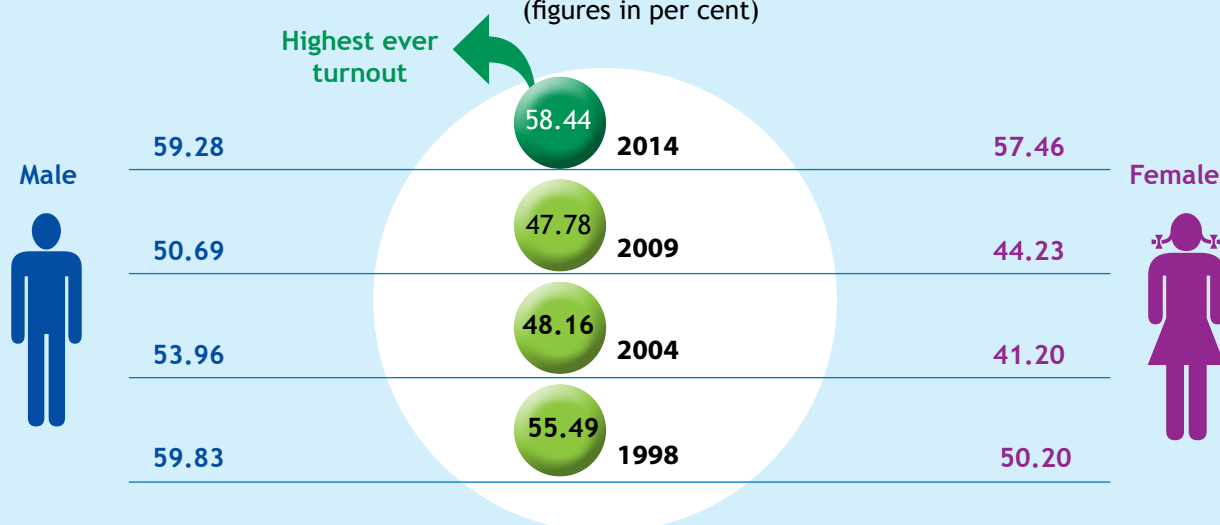
Highest ever turnout

Male

Male	Year	Female
59.28	58.44 — 2014	57.46
50.69	47.78 — 2009	44.23
53.96	48.16 — 2004	41.20
59.83	55.49 — 1998	50.20

Female

Electors and Voters in Lok Sabha Election

(Million)

Electors: 101.98 (1998), 110.62 (2004), 116 (2009), 138.81 (2014)

Voters: 56.59 (1998), 53.28 (2004), 55.4 (2009), 81.12 (2014)

● Electors   ● Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 2.3
Female: 1.5
Total: 3.81
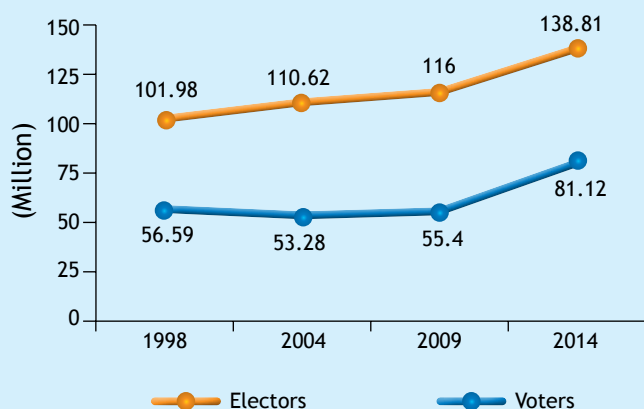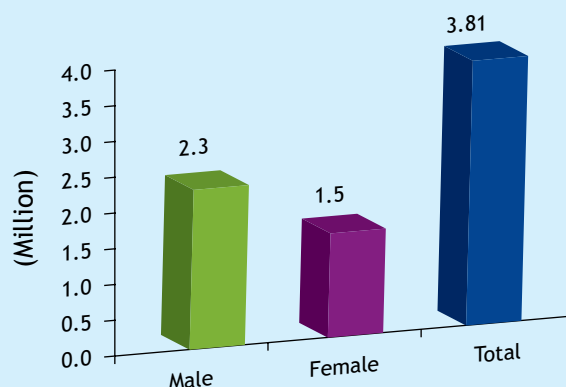
Uttarakhand
Participation Highlights for Lok Sabha 2014
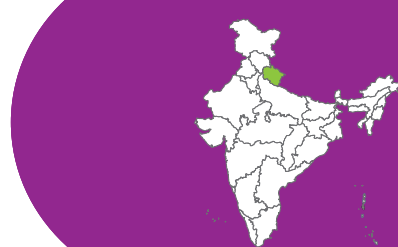
8.09%

Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

Polling parties had to traverse a stretch of 63 km on foot to reach PS-136 Panchayatdhar Kuti, with no other means to reach there during Lok Sabha elections 2014.

Item	Numbers		
Total Population	10632584		
Electors	Male	3749011	
	Female	3377989	
	Other	57	
	TOTAL (inclusive of service electors)	7127057	
EP ratio	670		
Gender ratio	Census		Rolls
	963.71		904.83
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	13		
Assembly Constituencies	70		
Parliamentary Constituencies	5		
Polling stations	10062		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
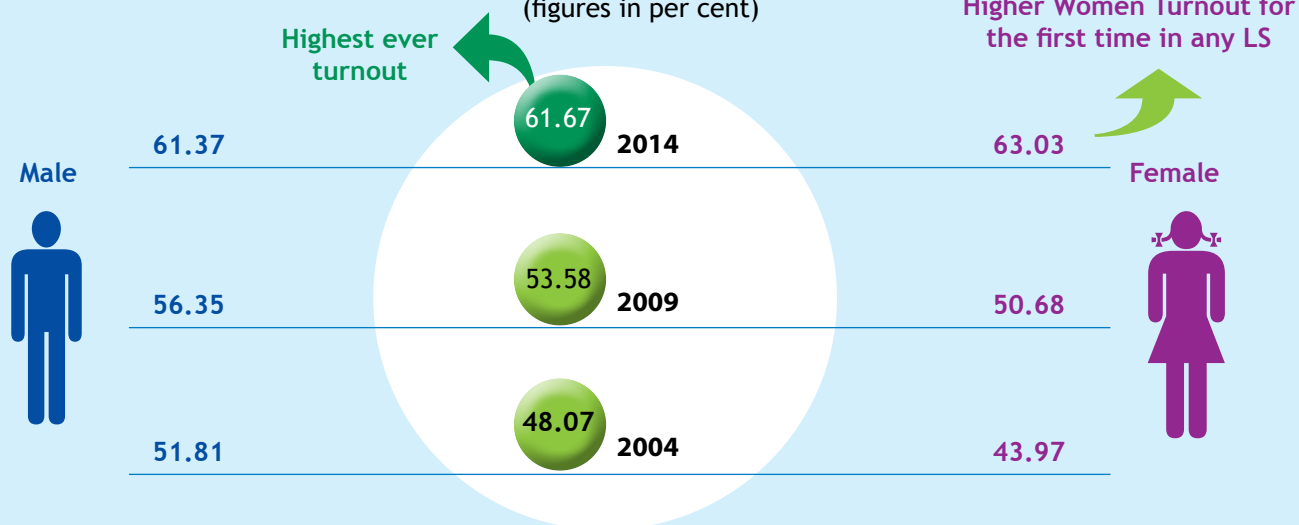
Highest ever turnout

Higher Women Turnout for the first time in any LS

Male

Female

	Male		Female
2014	61.37	61.67	63.03
2009	56.35	53.58	50.68
2004	51.81	48.07	43.97

Electors and Voters in Lok Sabha Election

(Million)

Electors: 5.56 (2004), 5.89 (2009), 7.13 (2014)
Voters: 2.67 (2004), 3.1 (2009), 4.4 (2014)

1998   2004   2009   2014

— Electors   — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male: 0.102
Female: 0.058
Total: 0.161
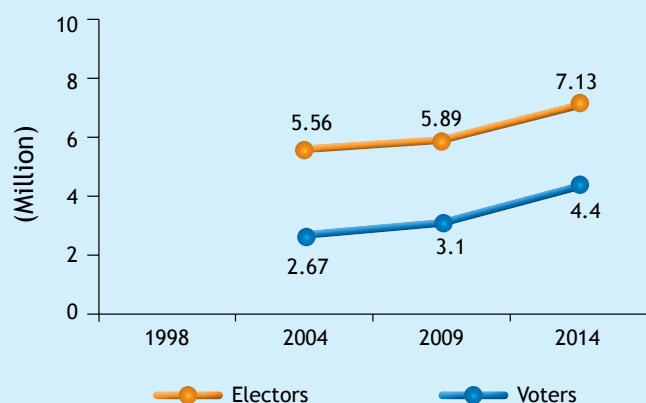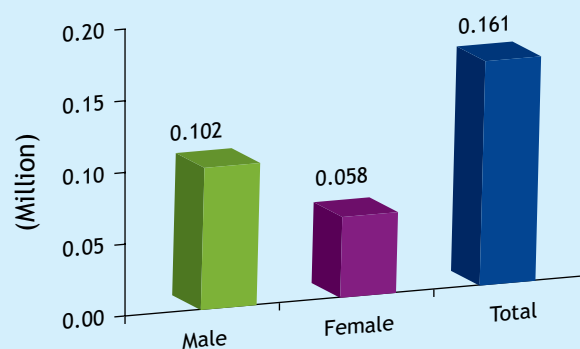
West Bengal
Participation Highlights for Lok Sabha 2014

0.81%

Increase in turnout in Lok Sabha 2014 over 2009

Did you know?

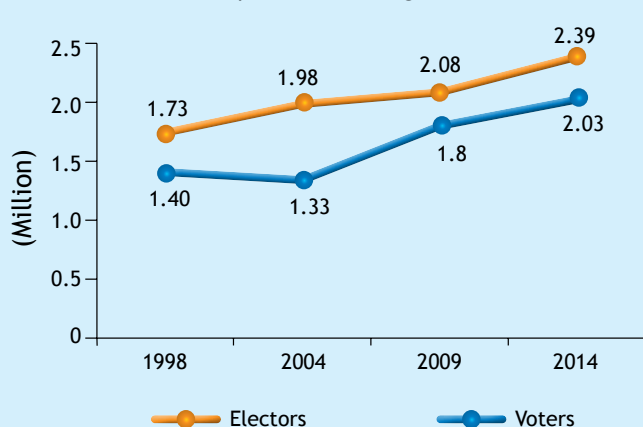Tamluk in West Bengal is the PC with the highest female voter turnout of 89.27 %.

Item	Numbers		
Total Population	94896538		
Electors	Male	32689480	
	Female	30143134	
	Other	499	
	TOTAL (inclusive of service electors)	62833113	
EP ratio	662		
Gender ratio	Census		Rolls
	955.61		922.7
Percentage of PER	100%		
EPIC coverage	100%		
No of Districts	19		
Assembly Constituencies	294		
Parliamentary Constituencies	42		
Polling stations	77241		

Voter Turnout in Last 4 Lok Sabha Elections
(figures in per cent)
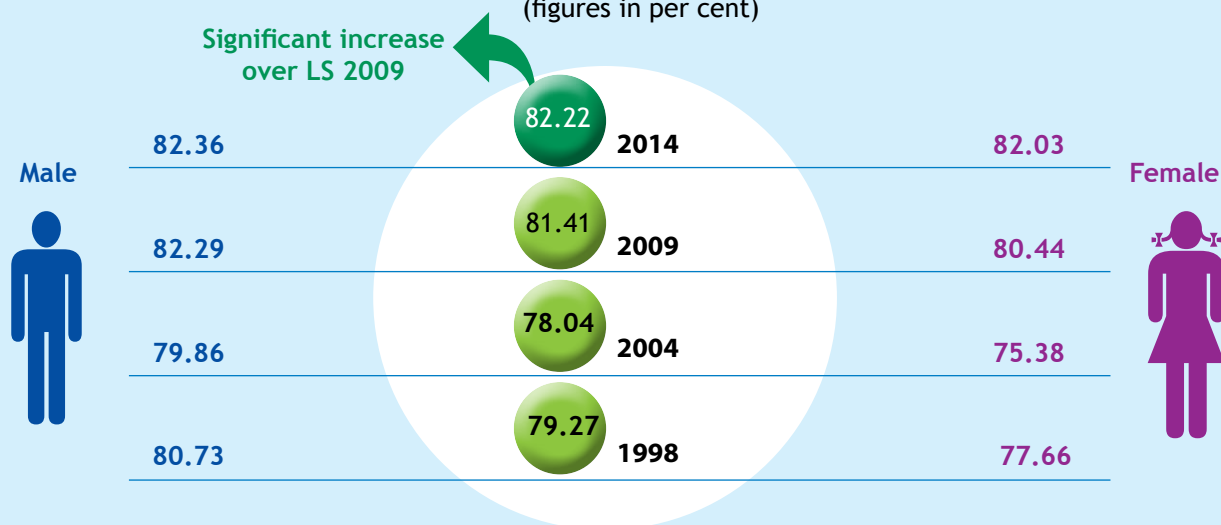
Significant increase over LS 2009

Male

Female

Male	Year	Female
82.36	82.22 — 2014	82.03
82.29	81.41 — 2009	80.44
79.86	78.04 — 2004	75.38
80.73	79.27 — 1998	77.66

Electors and Voters in Lok Sabha Election

(Million)

Electors: 46.85 (1998), 47.44 (2004), 52.5 (2009), 62.83 (2014)
Voters: 37.13 (1998), 37.02 (2004), 42.7 (2009), 51.66 (2014)

— Electors — Voters

Electors of age 18-19 years as in final published roll w.r.t. 01.01.2014

(Million)

Male 1.19
Female 0.88
Total 2.07
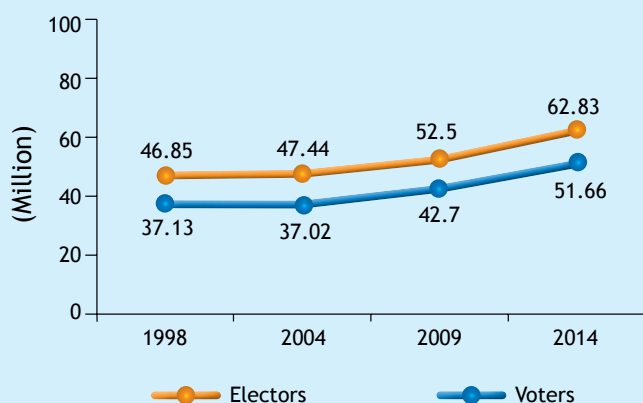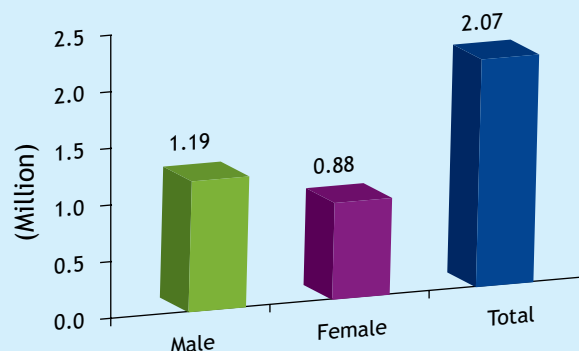
Innovative Activities

Photo courtesy: UNDP India

LEARNING GROUNDS:
State Assembly Elections

Getting Started: Understanding & Agenda-setting

Bringing in All: Efforts for Inclusion

Strengthening Efforts: Synergy with Partners & Collaborators

Making a Mark: Unique efforts for increased participation

Celebrating Democracy: Fun, Festivals and Creativity

Looking Back to Leap Forward: Results and Achievements

One of a Kind: Best Practices and Innovations

Focus on Outcomes: Awards & Encouragement

Taking Cue: Lessons learned in the journey of SVEEP

Chapter 3

LEARNING GROUNDS:
State Assembly Elections

The chapter documents the SVEEP learning and growing over the various 23 Assembly elections across a span of four years. Each Assembly election gave us deeper and clearer insights into the SVEEP design, strategy, activities and outputs. These fertile learning grounds and success stories that strengthened, sharpened and systematised over the years have greatly contributed to the grand success story of SVEEP in Lok Sabha elections 2014.

Till December 2013 SVEEP had been implemented in 23 States for Assembly elections, across the expanse of the nation- with varying geographies, levels of urbanisation, literacy and density of population.

Figure 3.1: The SVEEP train

2009	2010	2011	2012	2013
Jharkhand	Bihar	Puducherry West Bengal Assam Kerala Tamil Nadu	Himachal Gujarat Manipur Uttarakhand Punjab Goa Uttar Pradesh	Mizoram Chhattisgarh Madhya Pradesh Rajasthan Delhi Karnataka Nagaland Meghalaya Tripura
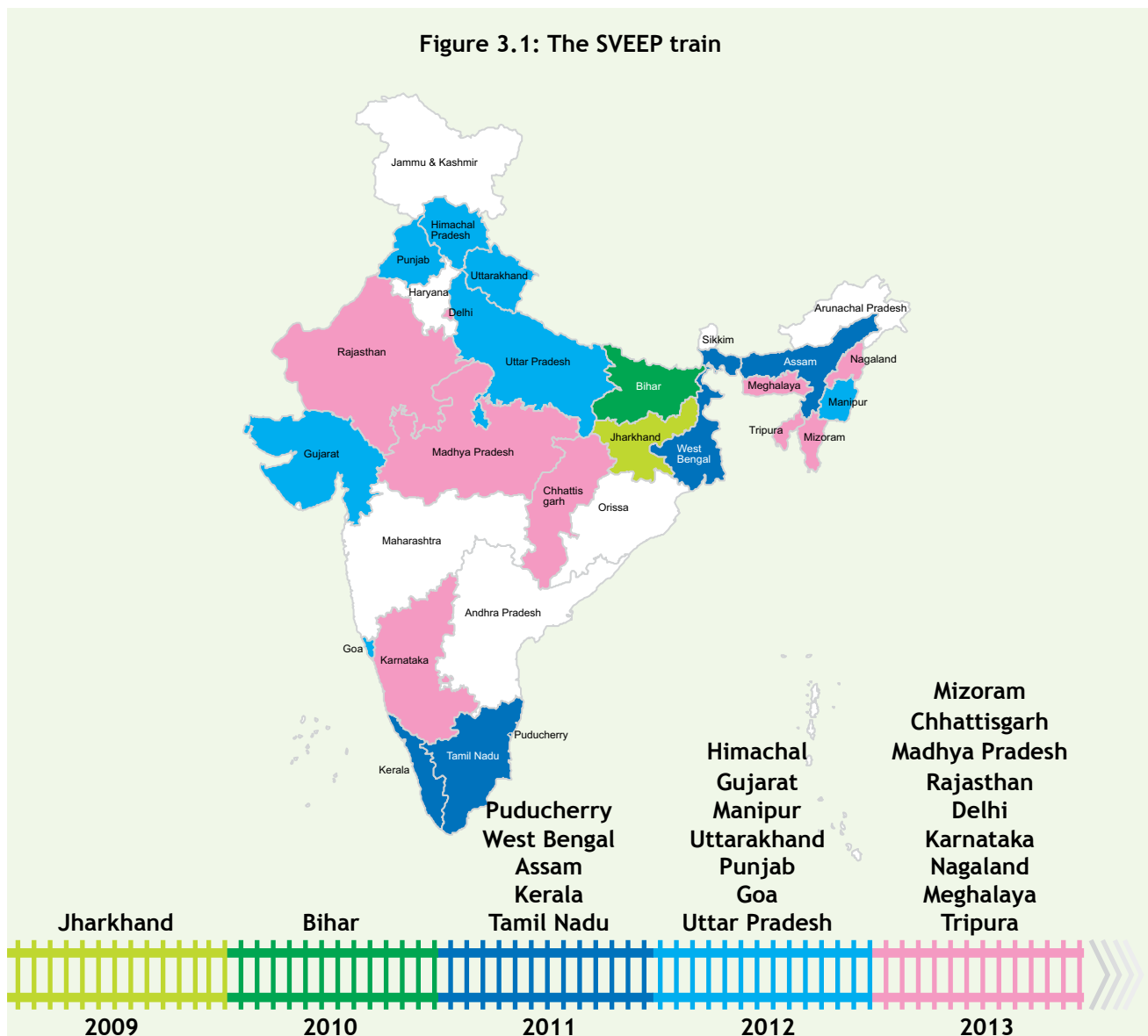
Getting Started: Understanding and Agenda-setting

Formulation of State and District SVEEP Plans

CEOs were directed to formulate State Level Plans and also to facilitate District Level Plans to address the gaps as well as to create a structure of IMF. Taking from the national framework, laid out by the Commission, detailed annual plans with intense sub-plans for the election period were formulated. The plans, however, had scope for flexibility and improvisations at every level for maximum efficacy. This was blended with caution with monitoring of the communication messages and neutrality check of the carriers of the messages. Specific strategies were developed to bring about more inclusion, particularly of youth, women and urban voters.

KABBP Surveys: Gathering Evidence

An important precondition for a democracy to function is the conduct of free and fair elections and its success is measured by peoples' participation. The reasons why some people turnout to vote and others do not is diverse and depends on a variety of factors ranging from type/importance of the election, to the voters' education, age, income, ideological orientation etc. ECI, as a part of SVEEP, engaged survey agencies in the States going to elections to carry out baseline and endline surveys called KABBP surveys before and after the elections. The aim was to understand the underlying reasons for under registration, last mile problems in updation of Electoral Rolls, EPIC off take and low voter turnout and to identify the demographics of elector-segments with lower electoral participation so that suitable interventions could be mounted and their impact assessed.

The KABBP surveys, conducted for the first time during the Jharkhand Assembly elections in 2009, shifted the focus to evidence-based policy interventions. These surveys represent the first methodical effort of understanding IMF needs and gaps among potential voters. Using the data and findings from the surveys along with additional information through situational analysis, SVEEP plans are formulated with specific strategies to fill the gaps in peoples' participation in elections.

Tata Institute of Social Science (TISS), which was engaged by ECI to study the survey reports, compiled and analysed the KABBP survey reports and made some observations and also some recommendations.

The KABBP surveys collected information on a range of areas but these were not the same across different surveys. Thus, in order to make comparisons, a few indicators were selected by TISS for which data was available. TISS grouped the findings under three main themes as follows:

Knowledge Indicators
These are indicators that relate to the awareness level of respondents. Such indicators are typically constructed from questions like: 'Do you know of... ', 'Are you aware of...' etc. The following table depicts some Knowledge Indicators (in addition to the ones outlined above) across surveys in different States.

Attitude Indicators
These indicators are typically on a Likert scale which has the following responses: 1. Strongly disagree; 2. Disagree; 3. Neither agree nor disagree; 4. Agree; 5. Strongly agree. The scope was expanded to include some Yes/No type behaviour/practice questions which could potentially impact attitude towards voting.

Practice Indicators
Practice Indicators suggest that the majority of the electorate are registered and have voted in previous elections. Only a handful of those who voted faced some difficulty while voting.

Table 3.1: Findings as per indicators of KABBP survey

	Enrolment	Turnout
Knowledge Indicators	Percentage of respondents aware about EPIC/voting list/places to get enrolled	Percentage of respondents aware of upcoming election
Attitude Indicators	Percentage of respondents willing to registers/enrol themselves	Percentage of respondents willing to vote in upcoming elections
Practice Indicators	Percentage of respondents who have EPIC/voter ID card	Percentage of respondents who actually voted in previous election

Reasons for Not Voting

The data indicates that "Name not registered in the Electoral Roll" is one of the most important reasons for not voting. A substantial proportion of respondents cited this as a reason for not voting; for example, Tripura Baseline (99 per cent), Punjab Baseline (65 per cent), Tamil Nadu Endline (54 per cent), Kerala Endline (38 per cent), Assam Baseline (38 per cent), Tamil Nadu Baseline (37 per cent), Himachal Pradesh (26 per cent). A sizeable proportion of respondents also stated "Lack of interest"/"Not necessary"/"No faith in election process as the reason"; for example, Karnataka Baseline (50 per cent), Punjab Baseline (50 per cent), Bihar Baseline (28 per cent), Assam Baseline (17 per cent), Kerala Endline (15 per cent), Gujarat Baseline (15 per cent). In some States, migration or absence from the constituency during the election period seemed a very important reason for not participating in election; for example, Puducherry Endline (59 per cent), Jharkhand Baseline (48 per cent), Kerala Endline (36 per cent), Tamil Nadu Endline (32 per cent), Bihar Baseline (29 per cent), Bihar Endline (21 per cent), Punjab (16 per cent), Uttar Pradesh Endline (14 per cent), Assam Baseline (10 per cent).

The other widely cited reasons are: "Lack of identity proof" or "Non-registration" or "Not getting voter's slip"- for example, West Bengal Baseline (62 per cent), Tamil Nadu Baseline (41 per cent), Gujarat Baseline (40 per cent), Himachal Pradesh Baseline (30 per cent), Goa Baseline (27 per cent), Gujarat Endline (26 per cent), Bihar Baseline and Jharkhand Baseline (23 per cent), Uttar Pradesh Endline (13 per cent). Overall, the "Reasons for not voting" culled from the KABBP surveys are as follows:

1. Name was not there in the Electoral Roll
2. Did not want to vote[1]
3. Did not attain voting age by then
4. Out of constituency
5. Afraid/felt insecure[2]
6. Not given leave by my employer
7. Due to long queue
8. Difficult to reach polling station[3]
9. I went but was turned away by the officials
10. Faulty EVM
11. Someone had already cast a vote in my name
12. Did not trust any political party/candidate
13. Lack of document[4]
14. Refusal from community leader/religious leaders
15. No time for voting
16. Deputed on election duty
17. Lack of empowerment[5]
18. I did not know the voting date
19. Other difficulty[6]
20. Candidate not of my choice/community
21. No secrecy for my vote
22. Attempt to purchase my vote
23. Head of the family said not to vote
24. Other reasons
25. No response/no particular reason/can't say

Reasons for Voting

The KABBP questionnaire also asked respondents about the "Reasons for voting". The act of voting has been described by most respondents in terms of 'right,' 'duty,' and 'responsibility'. The overall reasons for voting are listed below.

These questions and the respondents' respective answers provided a deep insight into the mindset, belief and practices of the respondents to the Commission, which helped the latter to design appropriate actions.

The TISS report observes that "a large proportion of voters in many States gave credit to the CEO's awareness campaign in helping to mitigate the information asymmetry. This also suggests that ECI needs to actively contribute to the awareness level of individual voters about the elected representatives' performance in the constituency and the candidates' background information".

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[1] It includes: "Not interested", "Don't believe in electoral democracy", "No use of voting", "Nothing will change by voting" etc.

[2] It includes: "Afraid/felt insecure to go the polling station", "Interrupted by unsocial elements", "Apprehensive of post election revenge".

[3] It includes: "Transportation/logistic problems", "Did not know the polling station", "Distant polling station.

[4] It includes: "Unregistered", "ID Proof lacking", "Did not get photo voter slip".

[5] It includes: "Preoccupied with household chores and looking after family and children", "Due to social customs and traditions", "Head of the family said not to vote".

[6] It includes "Not well", "Unfavourable weather on polling day".

Table 3.2: Reasons for voting

Gujarat (Baseline)	
It was my right/duty	37.29
Candidate was good or of my choice	18.75
Got registered or got voter's slip	15.51
Because of enabling environment created by Election Commission	5.19
Influenced by friend	4.17
Wanted to defeat a particular candidate or political party	3.74
Candidate visited me personally	1.66
Cast vote due to threat or coercion	1.55
I am political party sympathiser	0.36
Any other	0.28
Money/liquor was offered	0.04
Bihar (Endline)	
Voting is my duty	50.9
Any other	6.4
Motivated for voting	9.1
For the candidate	19.3
Present in Constituency during election	14.4
Gujarat (Endline)	
Voting is my right/my duty/correct thing to do	49.2
Had a voter slip or EPIC card	20.3
Because of the campaign/education and supportive environment created by EC	17.32
Influenced by family/spouse or friends	7.9
I knew the candidate	5.3
Jharkhand (Baseline)	
Voting is my duty/right	89.78
I had an EPIC	89.72
Name in voters' list	89.6
Good candidate	28.25
Enabling environment	12.34
Awareness campaign by ECI	9.28
Candidate visited personally and asked to vote	8.48
Family/Friends/Peer Pressure	5.18

Kerala (Endline)	
Think politically	78
Influence or friends and family	19
SVEEP programme	2
Influence of BLO	1

Tripura (Baseline)	
It was my duty/right	99.8
Because of repeated appeal and advertisement by Election Commission	0.1
Wanted to defeat a particular candidate and/or a political party	0.1

Uttar Pradesh (Endline)	
Name in voter list/Got voter slip	21.8
It was my right/responsibility	15.3
Influence by family and friends	12.4
Independent and unbiased elections by Election Commission	8.8
Good candidate/candidate of own choice/community	8.1
Wanted a particular party/candidate to lose	7.9
On repeated appeal/publicity by Election Commission	7.9
Sympathy for a political party	7.6
Scared of dire consequences	3.5
Candidate met me in person	2.9
Money/alcohol	2.2
Any other	1.8

Goa (Baseline)	
Duty/Right	68.4
No response	10.5
Candidate was good/of my choice/my community/my religion	6.8
Registered in Electoral Roll/got voter's slip	3
Appeal/advertisements or enabling environment created by EC	2.2
Voted due to influence of friends/family/religious leaders	1.3
Candidate visited me personally	0.9
Wanted to defeat particular candidate or political party	0.8
Political party sympathiser	0.3
Cast vote due to threat or coercion	0.1
Any other	0.1

Note: Multiple Response Question

The report also gives us a comparison of the average voter turnout in national and State elections during 1989-2009. This data gives us a very interesting insight. Barring a few States the voter turnout in the State Assembly elections is always more than the Lok Sabha elections. In small States like Manipur, this difference is as big as 21 per cent while in larger States like Maharashtra and Rajasthan, it is around 10 and 12 per cent respectively.

Analysis of Gaps and Reasons

After a methodical and organised assessment of electoral data along a timeline in a detailed situation analysis to identify gaps in terms of gender, age, urban-rural, excluded groups, the reasons for low voter registration and turnout were determined and accordingly, targeted programmes/communication interventions were implemented to overcome the gaps in these areas.

Population

All the 23 States represent a total population of 92.9 crores. The five top States in terms of population were, Uttar Pradesh 19,95,81,477, Bihar 10,38,04,637, West Bengal 9,13,47,736, Madhya Pradesh 7,25,97,565 and Tamil Nadu 7,21,38,958.

Population under Broad Age Groups
At an all India level, the relevant age group to assess voting population is 18 years and above. The Census provides ready data for the age groups of 0 to14, 15 to 59 years and 60 plus. The percentage of population with age 15 years or more is 71.2 per cent overall, in 69.7 per cent urban areas and in 75.1 rural areas. Considering these also cover ages 15, 16 and 17 years, the overall population of electors has to be less than 71.2 per cent for all of India.

Sex Ratio
As per Census 2011, four States/UTs implementing SVEEP are part of the top five States in terms of sex ratio in India- Kerala (1,084), Puducherry (1,038), Tamil Nadu (995) and Chhattisgarh (991).

In terms of the sex ratio of population seven years and above which is a better reference for Electoral Gender Ratio- the lowest five States are Gujarat, Bihar, Uttar Pradesh, Punjab and Delhi.

The States of Assam, Uttar Pradesh, Bihar, Jharkhand, Rajasthan, West Bengal and Puducherry have a gender ratio on the Electoral Rolls, which is lower than the sex ratio of the State. The health of Electoral Roll is also a concern, as there are States where the gender ratio on the rolls is higher than the sex ratio of the population.

Urbanisation
The pace of urbanisation has been growing steadily growing in India and 31 per cent of India's population was located in urban areas in 2011. In 2001, this figure was 27.8 per cent. Among the States in which SVEEP was implemented in a big way, Tamil Nadu, Gujarat and Karnataka are more urbanised. The rapid rural-urban migration is also responsible for significant differences in population densities between rural and urban areas.

As per Census 2011[7], 377.11 million people live in urban areas, as compared to 833.08 million people who live in rural areas.

Delhi is the most urbanised with Himachal Pradesh and Bihar amongst the least urbanised.

Literacy Rate
While eight States among these i.e., Kerala, Mizoram, Tripura, Goa, Puducherry, Himachal Pradesh, Tamil Nadu and Nagaland have literacy rates[8] above 80 per cent, eleven States - Manipur, Uttarakhand, Gujarat, West Bengal, Punjab, Haryana, Karnataka, Meghalaya, Assam, Chhattisgarh and Madhya Pradesh have literacy rate between 70-80 per cent. The remaining four States have a literacy rate between 60-70 per cent.

State Specific Challenges

Jharkhand was the first State where SVEEP was implemented, although in its nascent form. The population consists of 28 per cent tribals, and the literacy rate of the State is 55.56 per cent. While 64.28 per cent of male population is literate only 46.37 per cent females are in this category. It is among the lowest turnout States.

Bihar is the third most populous[9] State in the country with a low literacy rate. It is among the lowest turnout states with a considerable gender gap in voting, and

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[7] Census, 2011, RGI
[8] http://censusindia.gov.in/2011-prov-results/data_files/india/Final_PPT_2011_chapter6.pdf
[9] Census 2011

Graph 3.1: State fact sheet

Jharkhand
81 | 18.0
AE 2005 **57.03**

Bihar
243 | 55.1
AE 2005 **45.85**
AE 2000 62.57

Assam
126 | 18.2
AE 2006 **75.72**
AE 2001 75.05

Kerala
140 | 23.2
AE 2006 **72.08**
AE 2001 72.47

Puducherry
30 | 0.8
AE 2006 **85.41**
AE 2001 70.10

Tamil Nadu
234 | 47.1
AE 2006 **70.56**
AE 2001 59.07

West Bengal
294 | 56.3
AE 2006 **81.53**
AE 2001 75.29

Punjab
117 | 17.8
AE 2007 **75.42**
AE 2002 65.14

Uttarakhand
70 | 6.4
AE 2007 **59.50**
AE 2002 54.34

Manipur
60 | 1.7
AE 2007 **86.37**
AE 2002 90.38

Uttar Pradesh
403 | 127.5
AE 2007 **45.95**
AE 2002 53.80

Goa
40 | 1
AE 2007 **70.00**
AE 2002 68.75

Gujarat
182 | 38.1
AE 2007 **59.77**
AE 2002 61.54

Himachal Pradesh
68 | 4.6
AE 2007 **71.61**
AE 2003 74.51

Tripura
60 | 2.4
AE 2008 **92.49**
AE 2003 78.71

Meghalaya
60 | 1.5
AE 2008 **89.84**
AE 2003 70.42

Nagaland
60 | 1.2
AE 2008 **87.25**
AE 2003 87.85

Karnataka
224 | 43.7
AE 2008 **64.84**
AE 2004 65.17

Chhattisgarh
90 | 16.9
AE 2008 **70.66**
AE 2003 71.30

Madhya Pradesh
230 | 46.6
AE 2008 **69.63**
AE 2003 67.25

Mizoram
40 | 0.7
AE 2008 **82.35**
AE 2003 78.65

Rajasthan
200 | 40.8
AE 2008 **66.49**
AE 2003 67.18

NCT of Delhi
70 | 11.9
AE 2008 **57.60**
AE 2003 53.42

No of Legislative Assembly Constituencies

Electors (in million) at the time of going to the polls

Turnout (%)

thus, posed a major challenge to election machinery, both in terms of total turnout and turnout of women voters.

Assam and Manipur had issues of extremism and also accessibility issues as some polling stations were in far flung areas. The turnout in the State has been traditionally higher as compared to the rest of the country.

Kerala is among the highest literacy rate States with a politically conscious and active electorate. The only weakness identified in the election scenario was the apathy among the rich, and the young professionals and the general slackness in the urban areas in voting.

Traditionally, among higher turnout States with a high literacy rate, the major issue in **Tamil Nadu** was to promote ethical voting, besides fighting urban apathy.

West Bengal boasts of a politically conscious electorate which is reflected in a traditionally high turnout in elections. The gender gap in turnout is also comparatively lower than in other States. The challenge in this State was to increase the already high turnout recorded in the previous elections and also to fight urban apathy.

Punjab is among the relatively higher turnout States where women's participation in elections is comparable and at times higher than that of the men. The challenges in the State were mainly fighting urban apathy and promoting awareness against corrupt electoral practices.

Uttarakhand was also among the low turnout States, with a visible gender gap in voting. Overcoming adverse weather conditions was also a challenge as the elections were scheduled around the onset of winters.

Uttar Pradesh with 16.49 per cent of the total population of the country and a vast geographical area, posed a major challenge in all aspects. The literacy rate was low while the gender gap high, both on the Electoral Roll and also in voting. Adding to these challenges, was the dismal turnout in the urban centres.

In **Goa**, the last Assembly elections held in 2007 saw an impressive turnout of 72 percent, much higher than in the two previous Assembly elections. Of the total 1,612 polling stations, the majority of 1,197 polling stations

were located in rural areas, while the remaining 415 were located in urban areas. In Goa, the rural and the urban population is interspersed and interlinked, thereby giving it a 'rurban' setting. The literacy rate is relatively high at 87 per cent.

In **Gujarat**, there was a decline in the gender ratio of electors since 2008, when it was 935 and it went down to 916 in 2011. This gap was further aggravated due to lower female turnout in voting. This was despite the higher literacy rate and the fact that Gujarat is among the most prosperous States in the country. Urban apathy was observed as in most other States.

Himachal Pradesh is among the relatively higher turnout States and also with a high participation of women in almost all aspects, including elections. However its hilly terrain makes access difficult during the winter season and as the elections are held close to the winter season, it causes some apprehensions regarding the turnout. Overcoming urban apathy was the major challenge besides fighting adverse weather conditions so as to enhance people's participation in the Assembly election.

The North-Eastern States of **Meghalaya, Tripura, Mizoram and Nagaland** are among the highest turnout States with a high literacy rate and hardly any gender gap in registration and turnout. However, the gap in 18-19 yr olds and urban apathy in voting were the main challenges that these states needed to overcome.

Traditionally, **Karnataka** is not a high polling State. It was only in 1978, that during the Assembly elections the voter turnout just crossed 70 per cent. Since 1999, the voter turnout in the Assembly elections has been going down. The Bangalore city and the district have one of the lowest voter turnouts in the State. Parts of North Karnataka and a couple of districts also have a low voter turnout.

Chhattisgarh has 32.5 per cent of population that is primarily tribal. The State, as a whole is intensely affected by the Naxalite problem; consequently, the fear of extremists had to be countered and adequate security had to be provided to poll personnel as well as to voters to enhance people's participation in the elections.

Madhya Pradesh, the second largest State in India, has 20.27 per cent tribal population. Certain districts had a stark gender gap on the rolls as well as in participation. There are issues of Left Wing Extremism (LWE) and

dacoity in some districts, while parts of some other districts are affected by the dominance of a few sections of society.

Rajasthan is traditionally among the medium turnout States with 75.11 per cent rural population and a high gender gap in registration and voting. Bridging this gender gap was the main challenge in the Assembly election.

In **Delhi** voter turnout in the Assembly elections has hovered around 60 per cent. It was the highest in 1993 at 61.75 per cent, at the time of the inception of Delhi Assembly. Stark gender gap on the rolls and in turnout, in addition to urban apathy, has been one of the major issues that ails the National Capital Territory besides the migratory population of students and workers who do not take part in elections.

Bringing in All: Efforts for Inclusion

Women

For maximisation of women's registration, a women-specific SVEEP campaign was a substantive part of the SVEEP Plan at the State and district level. Socio-cultural interventions were planned to address the lack of awareness among women about motivational gaps in the electoral process. As a component of BLOs' training, sensitisation to issues regarding women's electoral registration was done. Women icons were engaged at the regional and national level to engage

Marching On:
All Women's Rallies in Sabarkantha, Gujarat

All women rallies, locally called "*Mahila Matdaar Rallies,* were organised in District Sabarkantha of Gujarat which is predominantly a tribal district. The low female voter turn-out polling stations were already identified in the district, but it was a revelation for the election administration when they found out that women in these PS areas were not even aware that they had the right to vote.

Every week, Wednesday is the day fixed to immunise young children by health workers all over the State. This is known as *Mamta Divas*. The DEO decided to hold these rallies on Wednesdays in the low female turnout areas. The rally would consist of the health workers, AWWs, SHG members, and since it was strategically decided to start the rally from the Health Centre (*Mamta Kendra*), the female beneficiaries present for immunisation would join in the rally. These women would then go into the streets of the PS area shouting innovative slogans and carrying informative banners about the right of women to vote, the time and date of polls, separate queues for women etc. In the district, 80,000 women participated in 826 such rallies.

An all women's rally in Gujarat

women in the electoral process. Women groups such as SHGs and women co-operatives were also roped in for voter education. Street plays, folk songs, drama, cinema slides, posters at places frequented by women such as religious places, ration shops, markets and hospitals were among the communication strategies adopted.

Specific activities to attract female voters to register, including activities to give information on registration of married women, were taken up as part of the plan. Grassroots level workers under the Mid-Day Meal (MDM) scheme, ASHAs and AWWs of the ICDS were trained to facilitate registration of young female voters.

In Bishnupur, **West Bengal**, eight women were living in a women's protection home for many years. They were all over 40 years of age, but had never been registered as voters. A proactive BLO got them included for the first time in 2013. Also, Form 6 was made available at all Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA) worksites in the State.

District Allahabad in **Uttar Pradesh** had a low Elector Population (EP) ratio, low gender ratio and low voter turnout. Allahabad North registered a voter turnout of 24 per cent in 2007. To address the low gender ratio, special lady officers were appointed for each Assembly Constituency (AC). These women were

supported by other village level women workers such as AWWs, ASHAs, *Shiksha Mitras*, and girl volunteers of NSS in reaching out to polling stations and talking to the women electorate to encourage them to register and vote. As a result, eight out of a total of 12 ACs in Allahabad District saw a higher women turnout than men in the election.

Communication material was also developed which specifically targeted women. The following is an example from UP:

Mother Daughter Conversation

Dear mother, don't stop me, I will go to vote

Listen daughter, I will not send you outside

Stay at home and work, I will not send you outside

Dear mother, your aunts would go to vote

Your old grandmother will go to vote

Listen daughter, I will not send you outside

Stay at home and work, I will not send you outside

Dear mother,

Listen to me, pay attention; I have got my voter slip

My name is in the rolls and I am a voter

Dear daughter, how can you be a voter without being married?

Dear mother, I am eighteen years old, my name is in the voter list, the Tehsildar came to school and showed us the voter list

I will take everyone with me to vote

I will perform my duty

Dear daughter, thanks for enlightening me, I will vote and make sure you vote too

Shouldering New Responsibilities:
Targeting Young Married Women in Bharuch, Gujarat

Young married women were assisted in Bharuch for obtaining supporting documents for voters' registration with the help of ASHAs and AWWs, in an organised campaign to enrol young women who are generally not enrolled after marriage. Gujarat State has a history of a high gender gap, both at the level of enrolment and in voting. A special motivational and information campaign was taken up particularly targeting women through folk art and competitions. As a result of these sustained efforts, the female voter turnout in Bharuch was 73.91 per cent, an increase of 11 per cent over the last Assembly election.

The DEO Bharuch won the Best Electoral Practices Award for the year 2012.

The womenfolk of *Bhuriya Rajput* community in village Dalala of Jalore District in **Rajasthan** normally do not venture out to vote. They were targeted for SVEEP activities and as a result the voter turnout among the women went up to 25 per cent.

Women of the *Kathi Darbar* community in Amreli district of **Gujarat** stood out in terms of the socio-cultural situation they were in. Some polling stations had as low as a voter turnout of 1.25 per cent women. It is

Great Imprints:

World's Largest Rangoli in Bulandshahr, Uttar Pradesh

The largest *rangoli*, 190,000 sq ft in area and a mammoth map of India using 240,000 candles were among the high visibility activities taken up in Bulandshahr to motivate people to vote in the elections. Catchy slogans like *'Do minute vote ke liye 'and 'Chulha Chauka Tabhi Jalega, Pahle Hamara Vote Padega'* was used to reach out to people in the low turnout district. Feminisation of the voter education campaign was taken up to target the traditionally low women participation in elections. Carrying of EPIC cards was made compulsory for all district level officials, to popularise the voter ID document. A cartoon series, was made with a high impact message of voter participation to increase voter awareness.

Voter turnout in the district recorded a high of 61.33 per cent, an increase of 15 per cent over the last assembly elections. The turnout of women at 61.49 per cent was higher than that of the men, a record in the history of the district and the State. The turnout of women had increased by 19 per cent over the last Assembly election.

DEO Bulandshahr won the top honours under the 'Best Electoral Practices' Award for 2012 for these ground breaking initiatives.

a practice in the *Kathi Darbar* community to keep their young female members away from the electoral process. Their enrolment and image in the Electoral Roll was quite low. Taking care of the sentiments of their age old tradition, local religious leader and elders of the community were involved and as a consequence, 224 polling stations recorded an increase of at least 20 per cent in female voter turnout or total voter turnout or both.

Rajasthan and Gujarat carried messages on gas cylinders to give voting information to housewives.

In **Delhi**, 413 special camps were organised during the year 2013 for the registration of women in order to reduce the gender gap. As a result, the gender ratio increased from 788 as on 15.10.2012 to 804 in the final roll published on 09.09.013.

Urban Voters

RWAs and CSOs in urban areas were identified and engaged with to enhance registration among the urban populace. Apart from this, specific activities, such as marathons, campus programmes with the youth election emissary, various competitions etc., were planned to attract the huge youth component in urban areas.

Wall posters, video vans, bus panels, slide shows in cinema theaters, FM Radio channel, television advertisements and SMS alerts were the other methods used to push further for registration.

A SVEEP activity organised in Delhi for urban voters

Scuba divers in Tamil Nadu carrying voter awareness messages

Municipal Corporations/Urban Local Bodies (ULBs) targeted people employed in unorganised sectors. The city of Chennai used its staff of License Inspectors (who look into licensing for various economic establishments), Tax Collectors, Sanitary Inspectors, Conservancy Inspectors and Labour Inspectors for registering people in the Electoral Rolls.

A text message on mobile phones was sent to one crore electors in the urban areas of **West Bengal**. In North 24 Parganas, the DEO initiated the enrolment of IT personnel, who were from outside Kolkata, but wished to get enrolled in Kolkata. A workshop on electoral participation was taken up with around 270 IT professionals where they were also given forms for voter registration.

In North-West **Delhi**, on 11.11.13 at 11.11 A.M.,11 lakh pledges were taken in the district and on 30.10.2013, 30 thousand women formed a human chain. More than 800 senior citizens who were more than 80 years of age were felicitated at their homes by BLOs to encourage other voters. Delhi Transport Corporation (DTC) bus conductors requested passengers on poll day to vote, similarly petrol pump attendants requested their customers to vote.

October and November are a season for festivals and weddings. Sweets are a big part of the celebrations. Jaipur, Ajmer and a few other districts in **Rajasthan** carried voter education messages on boxes of sweets. In Dudu, Jaipur, Rajasthan even wedding invitations carried messages urging invitees to vote. Milk booths, ration shops also carried voter education messages.

In another innovation in Rajasthan, 13 lakh stickers were put on government files and letters. Those using any of the government e-services were reminded to vote in the receipt slips that they received. A rubber stamp saying "Please vote" was put on all documents

Joining Hands:
Longest Ever Human Chain in Firozabad, Uttar Pradesh

Longest ever human ring, aircrafts airdropping voting appeal, *Matdata Rakhi* carrying voter education messages, Facebook interaction with young educated electors,- these were some of the innovative activities undertaken in Firozabad to engage with electors and motivate them to participate in elections. The voter turnout in district increased from 44.33 per cent in 2007 to 63.97 per cent in 2012, while female turnout increased by 12.64 per cent.

The DEO Firozabad won the top honours in 2012 under the 'Best Electoral Practices' Award.

An artwork on voter education from poster making contest in UP on NVD

Folk dance performance in Himachal Pradesh on NVD

given to the public by the Regional Transport Officer. In addition, for seven days prior to the poll day, the welcome screen on ATM machines carried information reminding people to vote on poll day.

First Time Voters

The age group of 18-19 years is one of the main groups that misses out on registration and voting. For this reason, a targeted approach and creative ideas were used to reach out to this group. College campuses were made the hub of activity to engage young voters. Form 6 was coupled with college admission forms. Campus Ambassadors were appointed from students to push for greater enrolment. Facebook pages, Radio, TV, cinema slides, help lines and websites were other ways by which young people were reached. Runs, marathons, sports, enrolment of sports icons, college based competitions and flash mobs were also used to educate young people.

An All India Inter-University Youth festival was held in **Himachal Pradesh** in 2012. Young participants not only wrote scripts but also performed skits in different dialects on the theme of voter registration. Youth Development Centres (YDC), a government initiative for young people of **Rajasthan,** conducted workshops for young people on voting.

In **Delhi**, SVEEP programmes were used to create voter awareness in IIT and other colleges while music shows were organised to motivate people to vote. Bike rallies with filmstars were organised to attract people and national sportspersons of Delhi were involved in certain functions to attract the youth.

Special Camps were organised at 19 colleges and Universities across Delhi for registration of youth to

motivate them to participate in the electoral process. The number of young first time voters which was 93,811 increased to 349,673 in the final roll published on 09.09.2013.

In **West Bengal**, the Department of Backward Class Welfare organised a cycle distribution event. These cycles were to be given to students of Class IX to Class XII. As these students are prospective electors, messages of voter registration and the importance of voting were also displayed at the venue. These students also participated in the formation of a human chain and carried placards with messages of the importance of voting.

BLOs across the country have begun identifying youth who are 17 years of age, so that they can be enrolled at the right time for the next cycle.

National Voters' Day (NVD)

What started as a day to mark the foundation day of the Election Commission of India on 25th January, with the objective of increasing the enrolment of voters, especially of the newly eligible ones, turned into a grand nationwide celebration, where new voters are handed over their EPICs, BLOs are felicitated and all present are administered the NVD pledge in colorful ceremonies.

NVD is celebrated at five levels - Central, State, District, Assembly constituency and polling station level. Brief public ceremonies are held at each of these levels. Deployment of dedicated staff at the district, sub-division and block levels is done to effectively undertake NVD related activities. At the State level the CEO organises the functions/ceremonies. Events are organised in the State in association with the media, Civil Societies, Opinion

Young voters spread the message for electoral participation in Uttarakhand

Groups, Youth Volunteer Groups, State Administration, State Election Commission etc. The focus of these events is to popularise electoral participation and disseminate information about electoral processes. In this event at the State level, EPICs are distributed among new voters of the local PS area.

At the district level, the DEO, at the block level the ERO and the AEROs and at the PS level, the BLO organises and celebrates the NVD function.

At all levels of celebrations, the highlight is the distribution of EPICs among the new voters of the local PS areas. BLOs felicitate the newly registered voters in their respective PS areas and hand over their EPICs to them in this brief ceremony.

Badges for the new electors with the slogan – "Proud to be a voter and ready to vote" – are prepared in the local language. All persons, who have attained the age of 18 and are present there are registered as new electors and presented with this badge at a public ceremony. All those who are present during the ceremony/public function are administered a pledge.

Active and responsible senior voters (a senior citizen voter who has voted in maximum number of elections) are identified in some States/Districts and requested to share experiences with new voters. They are honoured during the NVD public functions.

Association with various academic institutions, civil society groups, organisations of youth volunteers like NSS, NCC, Scouts & Guides, NYKS, etc. is ensured to popularise electoral participation and advance voters' education. "Young Voters' Festival" is organised by many States with attractive prizes in the run up to the NVD.

With NVD, for the first time perhaps, electors and the need for their participation came under focus during a non-election period. With sustained efforts to enrol the newly eligible citizens, the percentage of the population in this age group who were enrolled on the Electoral Roll increased from around 15 per cent in 2009 to more than 50 per cent on the final published roll with reference to 01.01.2014. The challenge in the enrolment of 18-19 year olds is that every year, the enrolment in this category starts from scratch i.e., zero enrolment.

Table 3.3: Enrolment of new voters ahead of NVDs

National Voters' Day	Number of newly eligible 18-19 year olds enrolled ahead of the NVD
1st National Voters' Day (January 25, 2011)	5.2 million
2nd National Voters' Day (January 25, 2012)	10.9 million
3rd National Voters' Day (January 25, 2013)	9.3 million
4th National Voter' Day (January 25, 2014)	12.7 million

Sample Invitation letter written by ERO to a new elector

OFFICE OF ELECTORAL REGISTRATION OFFICER,

…………………………………….., …………………………………….., Puducherry

"Greater Participation for a Stronger Democracy"

No.: NVD/2011   Dated __/01/20

Dear Mr./Ms……………………………..

Congratulations! Pleased to inform that your name has been included in the 2011 Electoral Rolls and you have earned the privilege of becoming a 'first time voter' and a responsible citizen who will cast his/her vote in the next elections. Your name has been registered at Serial No………… in Part No…………. of Assembly Constituency No……………………….

You have several responsibilities to be fulfilled. Important amongst them are your education, your career and your future prospects. But equally important is your right to vote. In a democracy the role of informed and learned citizens is vital. For democracy to flourish, citizens will have to come forward to elect the Government that in their opinion will give a good Governance. In that context, the youth have a determining role to play by participating in election process.

Appreciating the crucial role of the youth, the Election Commission will honour the youth on National Voters Day to be celebrated on 25th January every year. You are one amongst the privileged few who will be honoured this year. You are invited to attend the celebrations at ……………………………………………………………………

(Polling Station) on 25.1.2012 at ….. A.M.

Come… Participate in National Voters Day celebration…………………..

Be proud to be a Voter……………… Be Ready to Vote………………….

Yours faithfully,

(……………………..)

ELECTORAL REGISTRATION OFFICER

Mr./Ms…………………………….

…………………………………..

Voter awareness messages spread through kites in UP on NVD

First time voters given EPIC on National Voters' Day in Jharkhand

People Affected by Violence and Fear

Parts of West Bengal, Bihar and Chhattisgarh besides some of the North-Eastern States are extremism affected areas.

Chhattisgarh has identified the long distance between the voting centres and residential areas, lack of transportation facilities, fear of dictates of poll boycotts and incidents of violence as the reasons for low voter turnout in extremism affected areas. To address these, the State employed a combination of security measures as well as voter education efforts undertaken through folk art groups, folk songs, *Bhajan Mandlees* (groups which sing devotional songs). *Special Gram Sabhas* were organised and *Village Kotwars* were asked to spread awareness. Publicity was done in local weekly *Haats* (markets). The Peace march past by security forces infused a feeling of security amongst the voters.

In the extremism affected areas, open campaigning was not possible. Chhattisgarh adopted what they call a silent strategy, using the power of word of mouth and building an undercurrent of support for coming out to vote. This effort was led by village level functionaries, Women & Child Development (WCD) Department, Health Department and Social Justice Department. The Social Justice Department in Chhattisgarh has a troupe of local primarily rural artists called *Kala Jathas*. Wherever possible these groups also conveyed the message of voting through their artistic performances. The Chhattisgarh

SVEEP officials believe that this person to person communication mobilised the ordinary citizens to come out to vote, voicing their support in favour of democracy. Bijou AC, one of the lowest turnout constituencies, with a voter turnout of 29 per cent in 2008, increased its voting percentage to 44.37 per cent in 2013.

Rajnandgaon District in Chhattisgarh branded its SVEEP initiatives as *PRATIGYA* (an acronym for People in Rajnandgaon Affirmatively Take Initiative to Generate Youth electoral Awareness- while in Hindi, the term means to "pledge"). *"Vishesh PRATIGYA Chaupals"* were organised to overcome gaps where the team leader of PRATIGYA went to the interior most areas and talked to people in extremism affected areas of the District about the importance of voting in a democracy.

In the extremism areas in **Bihar**, it was not possible to distribute posters, pamphlets or instal hoardings. Village headmen were called by the administration and their cooperation was sought. The village level health and AWC workers took the message for registration from house to house, while they also distributed Form 6.

Service Voters and Election Staff

Election staff on duty and service voters vote through Postal Ballots (PBs). Across the country this is has been a group with the lowest voter turnout.

Table 3.4: Increase in postal ballots received in 2012, Gujarat

2007		2012		
Total Election Staff	Total Turnout	Total Election Staff	Total Postal Ballots issued	Total Turnout
2.45 lakhs	9,414	3.36 lakhs	2.94 lakhs	2.75 lakhs

The election machinery of **Gujarat** laid special emphasis on voting by government staff on election duty by giving them rigorous training and orientation on the utilisation of the PB. They also provided information to service voters on how to vote through PB. Thus, due to these concentrated efforts, the number of PBs received in the 2012 elections was 29 times the previous election's return, and the PB turnout was approximately 81 per cent. The table below shows the figures for the current and previous elections.

The rate of rejection of PBs was very high at 32 per cent in **Goa**. Specific trainings were undertaken and the rate of rejection was brought down to about 9 per cent. The number of registrations under PBs increased from 5,400 to 12,249 during the period 2007 to 2012.

Himachal Pradesh promoted proxy voting through a vigorous campaign whereby a service voter was able to vote through a proxy voter duly appointed by him. This helped the State see a better turnout among service voters.

While working on ensuring higher turnout of service voters through PBs, **Tripura** focused not only on officers but also on drivers, cleaners and other lower level staff. A new system was put in place to ensure the physical casting of PBs to prevent any loss or delay of PBs in transit. The facilitation for casting of Postal Ballots was done for 5-7 days in each sub-division and resulted in 98 per cent voter turnout

in this category. It was ensured that the polling personnel and other electors engaged in election duty applied for PBs at one point and got it back at the same point, even though he/she may be a voter of an AC falling outside the district/sub-division. This required the ROs to arrange sending of requisite forms to the outlying ROs and then getting the PBs collected from the respective ROs for casting at the facilitation centre. After the facilitation process was completed, another administrative exercise was undertaken to shift the cast PBs (of outlying districts/sub-divisions) in sealed trunks to the respective ROs. For this exercise, 23 different teams were formed in the State, each with Central Armed Police Force (CAPF) escort.

Tribals

In District Sheopur of **Madhya Pradesh**, people belonging to the *Sahariya* tribe migrate to neighbouring States during the *Rabi* season (winter crop). Special efforts were made to register them before their migration started. In Jhabua District, intensive work was carried out for registration of electors in the tribal district achieving inclusiveness in the Electoral Roll. Continuous and intensive multilayer monitoring was carried out alongwith incentives for BLOs. The Voter ID card was promoted among the large migrating working class population as the inter-state document for identification and security through sustained information campaign. This resulted in a jump in the EP ratio from 53.12

Reang voters in traditional ornaments queue up to vote in Tripura

A Nyishi man from Arunachal Pradesh in traditional headgear shows his EPIC

Photo courtesy: The Hindu

in 2011 to 61.06 in 2012 in the district, and gender on the Electoral Roll improved from 970 to 978. The DEO of Jhabua won the 'Best Electoral Practices' Award for the initiatives taken by him in 2012.

Migrants

Since people from all parts of India make **Delhi** their home, many of the SVEEP programmes in the State were held in the languages spoken by the migrant population. There were shows and music concerts in Bhojpuri and Punjabi language as well.

Homeless people

The BLOs in **Delhi** worked extensively and especially at night to identify homeless people who could be enrolled. They found that some of the homeless people consumed drugs, were mentally challenged, illiterate or victims of violence and trafficking. BLOs found it difficult to get information from these people. Also, bad weather made things difficult, as often, the homeless persons do not return to their regular sleeping place at such times. BLOs had to make several visits to organise their photos and deliver EPICs to them. A special registration drive to enrol homeless people was also organised. As a result of these efforts, the number of homeless persons increased from 65 in the Draft Roll published on 15.10.2012 to 7,249 as per Final Roll published on 09.09.2013.

Building Confidence:
Vishwas Parchi, Vishwas SMS and Vishwas Phone in Barabanki, Uttar Pradesh

In Barabanki District, in pre identified sensitive areas, about 35% of voters- 200,000 were delivered a slip called '*Vishwas* Slip' (trust or confidence slip) which besides building confidence among voters on security related issues also assured them that their voting records were kept secret. An emergency contact number was given to the voters. Lady police constables called 50 villagers everyday to enquire about safety in their respective villages. Mobile operators delivered messages of confidence to encourage people to vote without fear. This initiative was appreciated by the Commission and the Superintendent of Police of the district was awarded under the 'Best Electoral Practices' Award for the year 2012.

West Bengal also registered people who were homeless or lived on the footpath. In the city of Kolkata, BLOs used lamp post numbers as the address for the people living on the footpath.

Bringing Around:
The Case of the Satipatis of Dang District

Dang is a predominantly tribal district with 94 per cent tribal population. Migration of the landless posed many problems for the District Administration while implementing the voter education programmes. The other issue was with regard to the *Satipati* sect.

The *Satipati* sect in the District does not participate in any of the government programmes, to the extent that they are not even registered for ration cards. They do not believe in the government machinery and believe that nature will provide for them. There are more than 3000 eligible voters in the sect, who do not therefore, participate in the election process.

The District Administration repeatedly approached them and after some time was able to get initial success from a few families who were persuaded to get themselves registered as voters. The administration was able to convince them that the EPIC could also facilitate them to obtain benefits of the various government programmes for them.

The administration never tried to touch the sensitive part of their belief or manipulate in getting them enrolled in the voter list. Instead, they used the services of the recently appointed government employees who belonged to the sect. When the community members saw that the educated young people from their own sect were able to improve their economic status once they got a job, they started believing that it was in their interest to accept these changes, and they started taking more interest in participating in the electoral process as well.

The table below shows details of the change brought about through this initiative, shown by the increase in voter turnout from the community.

Reaching Out:

Mobile Polling Booths in Jaisalmer, Rajasthan

Jaisalmer being the largest district of Rajasthan in terms of geographical area, is characterised by a highly scattered population with eligible voters who live in far-flung areas of the District. Therefore, it was a big challenge to bring these eligible voters up to the polling booths to cast their votes. The ECI had directed the District Administration to establish mobile PS to tackle this problem. These mobile PS were aimed at minimising, to the extent possible, the distance to be travelled by the concerned voter to come to the PS to cast his or her vote. The following PS were established which functioned as extensions of the main polling stations to cater to voters spread over a periphery of a 15 to 20 km distance.

Name of the Polling Booth	Location	Habita-tions covered	Distance of the habitation from the main polling booth	Distance of the habitation from the mobile polling booth	Voters covered	Voter turn out	Voter turn- out (%)
73 - Hamirnada Mohangarh	Chh Dhani	1	15 km	1-3 km	555	483	86.87
195 -Rablau Fakirowala	Menau	4	10 km	1-2.5 km	343	297	87.35
46 -113 RD SBS	Sutharwala	5	05 km	1-2 km	275	194	73.48
82 - Toba	Jaisaliya	7	10 km	1-2.5 km	242	227	93.8
119 - Kayam Ki Dhani	Mehro Ki Dhani	2	04 km	1-2 km	370	338	91.35
					1,772	1,539	86.85

The polling parties were first taken to the extended polling booth in order that the voters there could cast their votes. Thereafter, the polling parties came back to the main PSs in order to continue with the rest of the voting process. Separate timings had been fixed for voting at extended polling booths and, then, at the main polling booth. For each mobile polling booth, a separate Mobile Sector Magistrate had been appointed. Thus, a unique opportunity was given to voters of far-flung areas of the district to exercise their franchise by establishing these mobile polling booths.

Labourers

In Raichur District, **Karnataka**, the SVEEP team was finding it difficult to reach out to the labourers. They decided to club the SVEEP activity with the celebration of Labour Day on May 1st , whereby 5,000 labourers were covered.

Old and Differently Abled People

There are 22,400 differently abled persons in Bagalkot District of **Karnataka**. A rally and an oath taking ceremony were held with these people. They also demanded that their disability cards to be used as identity proof during the poll day.

In Rajnandgaon District of **Chhattisgarh**, special SVEEP quick response teams were formed to help bring the differently abled and the elderly to the PS. People as old as 104 year old Shri Bhikhari Ram Sinha of Gunderdehi *Gram Panchayat* and 109 year old Shrimati Baratnin Verma of Khajri, Chowki could reach the nearby PS and vote.

Reaching From the Sky:

Airborne Voter Education Messages in West Garo Hills, Meghalaya

Spectacular and visually appealing campaigns like pamphlets being air-dropped from the skies by motor-gliders caught the attention of the people in this high literacy and relatively urban district where the main gap in electoral participation was detected among the urban youth. The district reached out to the vibrant and vocal Facebook brigade to break the apathy of urban youth. SVEEP Convergence with Music & Rock festivals in the district helped to reach out to the widest population in fun filled atmosphere.

The District was awarded for their initiative in 2012 under the 'Best Electoral Practices' Award.

Other Groups

Other left out groups include – overseas voters, monks, sex workers, people living in welfare homes, new colonies and project affected areas.

Delhi undertook a special registration drive for transgenders and also for sex workers.

In the prison at Bagalkot District, **Karnataka**, 122 under-trials and people jailed under preventive detention were covered in a special programme. Under the existing legal framework, under-trials can not exercise their franchise. Under the programme which was arranged with the help of the Jail Superintendent, 100 under-trials wrote letters to their family members and relatives encouraging them to vote. They also requested the ECI to recommend changes in the existing law and facilitate setting up a polling booth inside the jail.

In **West Bengal**, a special PS was opened for a small island so that the people of the island could vote without having to come to the mainland as an initiative by the local BDO.

In Darjeeling District, it was found that there were monks living in monasteries, who had remained unregistered for a long time. The BLO took initiative and due to the effort made by him, the monks got registered in the Electoral Rolls.

Mudhol and Jamakhandi *Talukas* of Bagalkot District in **Karnataka** have the highest number of HIV infected people in Karnataka. These places have a high prevalence of HIV and a high density of female sex workers (FSWs) and *Devadasis*. Most of these female sex workers, *Devadasi* and men having sex with men (MSM) did not cast their votes in the last election because of the prevailing social stigma. Under SVEEP, healthcare camps and voter education was combined and in all, 17,070 HIV infected people and 729 FSWs and *Devadasis* were covered. They all took an oath to participate in voting.

There were cases of project affected persons in Ahmedabad district of **Gujarat.** Due to the efforts made by election managers, a total of 19,161 persons residing at relocation sites were enrolled and their names were included in the Electoral Roll published on 20-11-2012. Out of these 19,161 electors, 12,983 exercised their

franchise on 17th December 2012, resulting in a turnout of 67.76 per cent.

Kerala has the highest registration of overseas voters in India; Akshay Centres, which are- common service centres with internet access, have played an important role in ensuring this.

Boycotts

Yadakuriya, an island created by River Cauvery in **Karnataka**, has no direct road link to the main land. People here depend on boats. Village 'Padasanalanatha' is situated in the heart of MM Hills forest. This village has no functional road and one has to walk on rocks for four km. Both villages decided to boycott the elections. The Deputy Commissioner took swift action and visited these villages and addressed their issues. Both these boycotts were solved amicably and the voters agreed to participate in the voting process and also pledged not to get involved in unethical electoral practices.

Strengthening Efforts: Synergy with Partners & Collaborators

ECI has forged partnerships with a variety of partners over the years. The legal framework empowers ECI to command and control all government personnel who are explicitly drafted for election work.

However, implementation of SVEEP has also been about inspiring its partners, even those outside the government, to take on the challenge of making the Indian democracy more and more inclusive and participatory. In this context, it is qualitatively different to drawing staff, resources, and logistical support from the government.

ECI rightly recognises the limitations of its enforcement style for achieving the objectives of higher voter registration and turnout. As a result it has recast some of its older partnerships and brought on board some new partners in the course of implementing SVEEP.

While, ECI has had multiple partners and has been extremely resourceful in bringing in partners, who contributed both in terms of creative inputs as well as infrastructure and personnel, interactions with youth

[10] Details in Annexures V, VI, VII

A Few Good Men:
Single Household Village in Korea, Chhattisgarh

Seradand is PS No. 126 in 1- Bharatpur-Sonhat AC, in Korea district of Chhattisgarh. It was a part of 2-Baikunthpur AC prior to delimitation in 2006, and the names of the voters were included in the electoral list of Chandaha PS. The PS of Seradanand had been created as a separate PS in 2008, just prior to the Assembly elections of 2008, on account of the large distance (17 km), which had to be traversed by the voters of Seradanand. Being situated in a remote forest area, it has been categorised as a hypersensitive polling booth. The village has only one household, which comprises of Sh. Devraj (40) and his son. Two generations of the family have continued to live here, dependent on their 18 acre agricultural land and minor forest produce, unwilling to leave the village. Other family members, namely the four daughters have moved out, after getting married and Sh. Devraj's wife has passed away. Besides these two residents, Sh. Mahipal, an employee of the State Forest Department, is stationed in the village, as a fire watcher. He is also a registered voter here. Both have been issued their EPICs. Both of them cast their votes in the Assembly elections held on 19th November, 2013.

and children have been a major source of inspiration, creativity and energy for SVEEP managers.

SVEEP has created partnerships with a host of organisations, some of them national with a deep presence across the country, while some are State specific. The Commission identifies these partners on the basis of their competence, credibility and contact with the community. The partner agencies mostly work from within their own resources, while the outreach material used by them are created and distributed under the supervision of the CEO.

ECI issued a Framework of Engagement with Civil Society Organisations in 2012 and subsequently Framework of Engagement[10] with Media Houses and with Public Sector Units and Corporations respectively in 2013.

One and Only:
Polling Station for a Single Voter in Gir, Gujarat

Deep in the Gir Forests of Gujarat, there is a temple of Lord Shankar, which is over hundred years old. The temple is being looked after by 59 year old Guru Bharat Das for the last 35 years or so. It is situated about 20 km away from the nearest inhabitation. There is no bus, train or any other form of public transport connectivity to this area. The priest survives on the food and other subsistence items brought by the devotees to the temple. The devotees visit this temple only between sunrise and sunset due to presence of wild animals. There is a polling station for this lone voter as well, and that too right next to his temple in a government department building (the only other construction there, besides the temple). This is the only case of its kind in India!

Building Momentum
The ECI forged partnerships with the government media- Doordarshan and All India Radio and national level youth organisations like NYKS, NSS and NCC. With the results showing in higher voter registration and higher voter turnout in various State elections, highly visible and large scale involvement of the public in SVEEP interventions and growing media interest, more and more institutions were happy to join the ECI initiatives.

ECI has a meticulous way of training all levels of functionaries who are involved in election management. The same resources and experience were used for the training people for the SVEEP programme. Regular

meetings of CEOs and DEOs with partners, competition among partners to deliver better than others and a sense of pride in contributing to democracy, also strengthened the partnerships and yielded better results. Post elections, many partners were felicitated by ECI.

As the momentum was built any internal doubts that may have existed were withdrawn and more and more positive energy poured in as SVEEP took on the shape of a movement.

Collaboration with Government Departments

In **Gujarat,** the Urban Development Department provided telephone numbers of residents who were part of the computerised Property Tax Information System for sending bulk SMS alerts on voter awareness. They have also helped in directing Municipal Corporations to put up direction boards for polling stations within the city limits.

The electricity department in Shahdol District of **Madhya Pradesh** printed motivational slogans on its bills, which reached its 1,16,000 customers.

In **Goa,** the CEO wrote to all government departments to ensure that all their employees and their respective families were enrolled as voters. The Commission went one step further and asked these departments to certify that every one of their employees was enrolled.

Himachal Pradesh worked towards developing a partnership with the Transport Department to make it

Messages that Stay:
Using Stickers on Consumer Items in Shahdol, Madhya Pradesh

Whether it was on public transport or LPG cylinders, stickers were pasted to spread information on voting and registration as well as motivational messages to encourage voters. Help desks were set up in colleges to help prospective electors for registration.

The district saw a 5.3 per cent increase in voter turnout and the gender gap reduced to just around 0.65 per cent from a high 5 per cent recorded in the Assembly election 2008.

The DEO won the 'Best Electoral Practices Award' for 2013.

Voter awareness messages on hand-pumps in Madhya Pradesh

Rajasthan and Gujarat carried messages on gas cylinders

mandatory for all large vehicles particularly trucks and buses, to have at least one voter education message written on its body. Every six months, these vehicles are inspected by Motor Vehicle Inspectors who inspect if the vehicle is carrying at least on voter education message. Truck art is a genre by itself and messages written on trucks are very popular. Thus, trucks which travel all over India can take these messages on democracy to the length and breadth of India.

In a district in **Chhattisgarh**, special meetings were held in various security forces' camps to ensure that not only the security personnel themselves get sensitised towards voting but they also carry the message forward. Special workshops were also organised for the police and attended by all Sub Divisional Officers of Police (SDOPs) of the district and other security personnel to ensure that all the policemen and security personnel also utilised the facility of postal ballots.

Indian Railways Zonal Headquarters and South Western Railway provided advertisement space available at stations and railway properties, and facilitated propagation of voter awareness messages through the public address system at the railway stations, till the polling day on 05th May 2013.

Consequently, the SVEEP campaign was conducted with active cooperation of railway authorities in most of the districts of **Karnataka.** In Haveri District of the State, the public address system of bus stands were used for announcement regarding voting.

Delhi Metro has a huge ridership every day and has a state of the art announcement system. This feature was used in the voter awareness campaign. Special messages appealing people to come out and vote on the

voting day was broadcast at Metro Stations and Metro coaches from 22nd November 2013 to 4th December 2013.

The Public Relations Department along with the Sports Department played an important role in taking voter education based street plays, songs and dances to the people in **Bihar.**

Commercial Taxes Department in **Rajasthan** which is in touch with about 4.5 lakh traders and business people filing sales tax returns, sent an email message to each of them urging them to vote.

Partnerships for Skilled Human Resources and Grass-roots Level Human Resources

The institution of the District Collector which headed the implementation of SVEEP at the ground level, used its own resources to bring in a diversity of governmental departments, colleges, CSOs and even the private sector. Many large workforces such as the NLMA, ASHAs, Auxiliary Nurse Midwives (ANMs) etc., work under the State government and directly under the Collectors, who are also DEOs. Departments of Culture, Information, Field & Publicity and Song & Drama Division played an important role across various states. They used their networks of local artists to create and disseminate election based IEC material.

In **Uttar Pradesh** 2,30,000 NSS volunteers were asked to be part of the voter education efforts. This also led to 1,25,000 NSS volunteers getting themselves registered as voters.

In **West Bengal**, almost two lakh SHG members participated in human chains, close to three lakh

children participated in quiz competitions and around 50000 children participated in drawing competitions.

Partnerships were forged with banks, post offices, petrol pumps, State Transport Service, Railways and other places frequented by people go to access services.

Leading banks in **Uttar Pradesh** and **Gujarat** extended a name search facility on the internet to people who visited their branches, while Form 6 was made available at bank branches and details of the BLO were made available at the concerned branch. Post offices also extended the same facilities in these States.

Sankalp Patras or **Pledge Letters**
An innovation by one DEO, was later adopted as a best practice and became one of the key components of the national SVEEP programme. A pledge letter is issued to the family through the school students, who get it signed by their parents and adult family members pledging to vote in the upcoming election and also pledging to motivate friends and neighbours to cast their vote. The pledge letters carrying the signature of the parent are submitted back to the school which passes it on to the district administration. With the help of such pledge letters, the district administration is able to reach out to a large number of families ahead of the polling date.

In **Rajasthan,** 59,72,619 pledge letters were distributed through school children out of which 52,35,958 were returned to the District Administration after signing.

14 Lakhs *Sankalp Patras* were distributed amongst students of school in **Delhi** requesting their parents to come out and vote and 10.35 Lakh were received duly signed by their parents.

Ekarar Patra **used in Gujarat**

Ekarar Patra

Dear Parent,

I have watched while you filled up admission forms in different schools to get me admitted to the best one. I am thankful to you for your consistent efforts to make my future bright. The process of enrolment as a voter and the correction of entries in the existing voters' details is commencing from 6th Sep, 2013. So now I want to see you filling up the form of enrolment as a voter and to check the details of our family members in the voter list. You know that my future is linked to the future of the country. To make the democracy of my country stronger, you have a responsibility as a voter too.

Name of the Student

Name of School

Standard/Class

Signature of Student

Declaration

I affirm that,

I will check and ensure that the names of all members of my family are in the voter list.

I will ensure that the registration of names of all persons of my family who are born on or before 31-12-1995 is in the voter list, if their names are not on the rolls during the process of Electoral Roll Revision

I am aware of the facilities provided for voter registration and will utilise them accordingly.

Name of Parent

Voter ID card No.

Contact No

Signature of Parent

Sample *Sankalp Patra* used in Delhi

मुख्य निर्वाचन अधिकारी, दिल्ली
पुराना सेंट स्टीफन कॉलेज बिल्डिंग
कश्मीरी गेट, दिल्ली-110006

संकल्प पत्र

मेरे प्यारे मम्मी-पापा,

मुझे पता है कि आप मुझे बहुत प्यार करते हैं । मेरे भविष्य को अच्छा बनाने के लिए आप दिन-रात मेहनत करते हैं । मेरा भविष्य देश के मज़बूत लोकतन्त्र से भी जुड़ा है। इसलिए मैं आपसे एक संकल्प करवाना चाहता/चाहती हूं कि 4 दिसम्बर (बुधवार)- 2013 को दिल्ली के विधान सभा चुनाव में आप वोट डालने ज़रूर जाओगे । मुझे यकीन है कि आप यह वायदा निभाओगे ।

आपकी प्यारी बेटी / आपका प्यारा बेटा

माता-पिता का संकल्प

हम यह संकल्प करते हैं कि दिल्ली विधान सभा चुनाव में 4 दिसम्बर (बुधवार) - 2013 को वोट डालने जरूर जाएंगे और साथ ही अपने परिवार के सभी मतदाताओं, पड़ोसियों और दोस्तों को भी वोट डालने के लिए प्रेरित करेंगे ।

माता का नाम एवं हस्ताक्षर   पिता का नाम एवं हस्ताक्षर

....

....

पता : ....

....

फोन नं. | | | | | | | | | | | e-mail _____

मतदाता सूची में अपना नाम चैक करें –
इसके लिए जाएं ceodelhi.nic.in
या SMS द्वारा जानकारी के लिए टाइप करें :
EPIC<SPACE>Voter ID Card No. और भेज दें 9211728082 पर

Helpline Numbers : 1800-111-400 or 1950

Dil mein hai Dilli VOTE KARENGE

Corporates and PSUs

Many PSUs extended support to the SVEEP programme as part of their CSR in various States in the form of voter education material. Special drives were held by these PSUs to promote registration among their employees. Private media houses extended air time and also aired voter education content and information on the poll date, the timings and other related information on its channels on a pro bono basis.

In sugarcane dominated economies in Lakhimpur Kheri District of **Uttar Pradesh** a partnership was forged with the sugar mills of the region to distribute 2,50,000 election slips to farmers who were coming to sugar mills to sell their sugarcane produce.

The Hoardings in the city of Ajmer, in **Rajasthan** were sponsored by banks, namely Bank of Baroda, LIC of India, SBI and some of these were sponsored by the Ajmer Area Development Authority. While the sample of posters, hoardings, standees, banners and pamphlets was given by the SVEEP managers, the partners printed the display and dissemination material at their own cost.

Civil Society Groups

In **Goa,** specific awareness campaigns were targeted at the members of Scouts and Guides, NCC and Armed Forces to ensure their enrolment as well as that of their families. Support of 134 Red Ribbon Clubs was taken to reach the youth with messages of ethical voting.

Bharatpur Federation of **Rajasthan** Trade and Industry appealed to their members to ensure voting. One of the town level business associations declared a holiday on the Election Day to enable people to vote.

In **Gujarat** and **Rajasthan,** even prescriptions from doctors carried an advice to vote to ensure the health of the democracy.

In Ludhiana, **Punjab**, voter education messages were broadcast through public address systems like loudspeakers in temples, gurudwaras, churches and mosques. District Ludhiana also partnered with Indian Medical Association, Bar Association, Association of Diamond/Jewellery Industry, Co-operative Societies and Housing Societies.

Partnership with Media & Telecom

Besides government media, private media, particularly the radio, played a major role in voter education across India. Private FM channels were involved extensively in **Gujarat, Rajasthan** and **Madhya Pradesh** during elections. Cell phone companies also played a major role in delivering information to voters with government as well as private service providers extending an SMS alert service on poll day.

On screen information display system was initiated on the cell phones of BSNL mobile subscribers of Jalaun District, **Uttar Pradesh**. This had messages on registration and voting displayed on 2,00,000 mobile screens for ten days. Additionally, more than 4,50,000 SMS messages and 2,40,000 prerecorded voice calls were sent to mobile users of all networks in the district.

A radio jockey, who was also the election icon of **Himachal Pradesh**, organised events at The Mall

Apka Vote Apki Taqat campaign in collaboration with Zee News

in Shimla, during the peak tourist season with the themes of "Stop Complaining and Start Voting" and "Come out to vote".

Often, media groups i.e., newspapers, radio channels and television channels ran their own campaigns to encourage voter registration and voting.

Zee News was awarded the Media Award for 2012 for its campaign on voter awareness during the general elections to State Legislative Assemblies of **Uttar Pradesh, Uttarakhand and Punjab** 2012, while the Special Media Award for the Campaign on Voters' Education and Awareness was given to Amar Ujala.

In the print media category—Rajasthan Patrika received the National Media Award, "Outstanding Campaign on Voters' Education and Awareness", 2013, for an outstanding and focused campaign with 360 degree approach to voter awareness, enhancing electoral participation during the general elections to State Legislative Assemblies of Rajasthan, Chhattisgarh and Madhya Pradesh.

In the electronic media category, D.D. Girnar received the National Media Award, "Outstanding Campaign on Voters' Education and Awareness", 2013 for an outstanding campaign aimed at voter awareness with programmes broadcast on ethical and inducement-free voting during the general election to the State Legislative Assembly of Gujarat.

Involving Icons

ECI also leveraged its high credibility in attracting icons and partners. In addition to the national icons, many renowned and well known personalities in the States worked alongside the CEO to spread awareness and to talk to people about participating in the democracy. Many radio jockeys also went beyond providing information on registration and voting and struck a conversation with their audiences on the issue of voting. The State icons[11] were from among artists, sports persons, actors, scientists, literary figures. In some districts, all citizens in the age group of 80+ were made the District Icon for motivating others to vote. Many icons/emissaries have featured in promotional material-video, audio, posters, have done public events on voter education, while

some have interacted on their Facebook pages with potential voters and some have created information material. At the District level, retired government officials, respected senior citizens also acted as emissaries for the ECI's message of participation.

There are names like Ms Malini Awasthi of **Uttar Pradesh**, who conducted musical programmes and talked publicly about voting and other issues in public events. Cricketer Virat Kohli, popular among the youth, was the State icon for **Delhi.**

An exclusive magic show titled 'We the people' by world famous Magician and State icon Gopinath Muthukad was organised a week before the polls in Thiruvananthapuram, **Kerala** to address urban apathy. The show was telecast live by TV channels.

While pop-singer Remo Fernandez tried to bring in people to participate in elections as the State icon of **Goa**, Karnail Rana made appeals through local music in **Himachal Pradesh.**

Popular comedians Late Sh. Jaspal Bhatti and Sh. Gurpreet Singh Ghuggi also contributed extensively as State Icons of **Punjab** through public programmes.

Sh. Prahlad Singh Tipaniya, renowned folk singer and Kabir Gyan artist helped spread awareness about voter education and participation through music and interactive programmes as the State icon of **Madhya Pradesh.**

Making a Mark: Unique efforts for increased participation

Gujarat
One of the challenging dimensions of implementing SVEEP in Gujarat was finance- how to implement widespread large-scale events and activities within a limited budget. Apart from the funds available under the election budget, the remaining funding for the numerous SVEEP activities and events came through sponsors and partners at the State as well as at the district level. At State level, various partners were involved in who contributed to SVEEP activities, collectively and notionally. They spent a sum of Rs. 5.4 crores on the agenda of voter education. Additionally, a sum of Rs 1.55 crores was spent by partners mobilized at the district level. Generally, these contributions were in kind.

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[11] For details see Annexure XI

Karnataka

An important initiative during the Assembly election in Karnataka was to utilise the services of engineering students, wherein they were asked to record the events in polling booths in Chamarajanagar District. The district administration provided web cameras and the students were assigned to those polling booths where power was available. The youth who participated in the process were also motivated to vote.

Tamil Nadu

The main thrust of Tamil Nadu's SVEEP efforts was to ensure ethical voting and to check the practice of cash for vote. Signature campaigns were held all over the state and most importantly, cash seizures were made which were well publicised in the mass media. In the city of Chennai, on the lines of traffic updates on FM Radio channels, a traffic update on the voters' queues in polling stations was launched to enable people to plan their time at the polling booths.

Goa

Goa is a pioneer in introducing a poll monitoring system, where the biometrics/thumb impressions of voters are captured. The photographs of voters as they enter the polling booth were also captured for transmission to the State server for comparison with the image in the pre-loaded photo rolls database. The age data of the voter was also captured. In 2012, through this system, Goa recorded that 94 per cent of electors in the 18-19 years age group had turned out to vote.

Madhya Pradesh

In Shahdol District of Madhya Pradesh, a LED display was set up in the district hospital to broadcast messages on voter awareness every 30 seconds. Information for enrolment, search name on the voter list, voter turnout and messages to encourage ethical voting was also displayed at places like barber shops and beauty parlours frequented by people.

Tripura

During the Special Summary Revision of 2013, Tripura ensured that all claims and objections were uploaded online and disposal of these claims and objections was uploaded on the website on a daily basis to enable the applicant to check the status online.

Kerala

Kerala is the first State in the country where BLO appointments are demand based. People who want to serve as BLOs apply for it, through an online process. This establishes a greater connect between the elections and the public. The eligibility criteria and the role are clearly laid out on the website. Also, this State is the pioneer in engaging college students as Ambassadors which was later converted to the national programme of 'Campus Ambassadors' in all recognised colleges and universities across the country.

West Bengal

In 2013, mobile vans were used during Durga Puja to spread awareness about voter registration. Quiz competitions were held at blocks in which young and prospective electors participated with a lot of enthusiasm. The objective of quiz competitions was to instil a sense of participation in the young electors who could thereby assimilate democratic values and traditions. During the Summary Revision period, 3,03,652 students participated in quiz competitions held at 36,096 polling premises on 15.09.2013.

Uttarakhand

The State developed a checklist and also a software to identify any mistakes in the Electoral Roll. The checklist used is shared below.

Rajasthan

The 'Festival of Democracy' week was celebrated in the State ahead of poll day, in which several activities like Vote-marathon, *Matdata Deepak, Jagrukta Rally* etc., were carried out. SVEEP messages appeared as pop-ups on all government websites in the State during the election period, besides as welcome messages on ATMs of major banks. In Rajasthan, 4500 buses carried voter awareness messages while all ambulances and department vehicle, carried SVEEP messages. Dairy cooperatives joined in by displaying these messages at milk collection centres. To facilitate citizens, 1,000 *E-Mitra* Kiosks, 4,000 Common Service Centres, an online application facility and SMS based query was introduced. There were special focused programmes to include electors working as labourers and in industries, workers under NREGA, all of whom might have been left out of the electoral process. Industry owners were directed to provide paid holidays to workers on poll day. *Vishwas Nirman Abhiyan* for inducement free voting, saw oath taking in government departments. Yellow rice, used traditionally when inviting people for weddings, was used widely to invite voters to the polling booth.

The Jaipur DEO designed a voter helpline application for mobile phones to enable people to access information about polling stations, additions/deletions/corrections in roll, other information related to election and registration, route to polling booth etc. Five animation films and motivational messages were sent to 'Whatsapp' users. 'Countdown to poll day' clock was prominently placed in the heart of the city.

Delhi

In Delhi, 45 MPSs were introduced to enhance and improve the overall voting experience of citizens with wheel chair/e-rickshaws facility, red carpet welcome, waiting areas for voters, well lit interiors and good quality furniture, queue managers and professional voter assistance booths. Live voting update with real time information on voting progress was made available for people and election officials.

Chhattisgarh

Haata and bazaars were used extensively in rural areas where people were engaged with and informed about the electoral process.

Checklist for cleaning up the Electoral Roll, Uttarakhand

Uttarakhand Checklist for Cleaning up the Electoral Roll

- ☑ Appearance of a name in two or more parts of the same assembly constituency
- ☑ Mistakes in gender information
- ☑ Age of son/daughter more than the age of father/mother
- ☑ Age more than 100 years
- ☑ Age less than 18 years
- ☑ Appearance of name of husband for an unmarried girl
- ☑ Photo mismatch with the gender information
- ☑ Missing digits in the voter identity card number
- ☑ No EPIC
- ☑ No photo in the roll
- ☑ Missing house number or appearance of zero against house number
- ☑ Appearance of junk characters in house address
- ☑ More than ten electors with the same house address

Besides celebrating *Pratigya Deepawali* in **Chhattisgarh**, by sending special *PRATIGYA* greeting cards designed by *PRATIGYA Doots* (volunteers) to everybody on Deepawali, ensuring that everybody takes the nine pledges during *Navratras*, handing over special *PRATIGYA* appeals during *Id-ul-Zuha* and *Moharram* and organising special Pratigya Patra camps in Dongargarh (*Navratri Yatra Marg*) and on *Vijaydashami* and *Chhath,* -the message of SVEEP was also disseminated through local cultural traditions of Chhattisgarh like *Raaut Nacha, Madai* etc.

The district witnessed a voter turnout of 83.45 per cent and a gender gap of zero per cent against the turnout of 76 per cent and gender gap of four per cent in the 2008 Assembly election.

For these efforts, the Rajnandgaon CEO*(Zila Parishad)* was given the 'Best Electoral Practices Award' for 2013.

Mizoram

Community gatherings were used for disseminating SVEEP messages on participation and also on ethical voting. Many church based CSOs contributed to the SVEEP programme of the State, particularly focusing on ethical and inducement- free voting.

Karnataka

In Haveri District, 48 villages were selected for awareness programmes through Mobile Exhibition Vans of Department of Information along with Health and Family Planning Department. This mobile unit toured in these villages for 12 days, with teams of street play and folklore artists and created awareness about voting.

Celebrating Democracy: Fun, Festivals and Creativity

Many voter awareness activities took the shape of a carnival or *Mela* (fair) with lights, music, art, creative expression, dance and games in an ambience that fostered laughter and togetherness. While some districts organised carnivals spread over a few days, others organised sporadic events. Many events were clustered around Summary Revision exercises or elections and built into an environment of festive engagement with democracy. New songs and plays were written while older and more popular songs were creatively modified to talk about voting. New *melas* were planned and held and sometimes voter education became a part of the existing festivals and *melas.*

SVEEP introduced the social and development agenda into the conventional election management process. SVEEP also gave an opportunity to government employees and election managers to innovate, think outside the box and come up with new ideas. It gave them the opportunity to use their skills in a creative manner. So while many employees designed messages, wrote songs, and scripts for street plays, others came up with ideas to engage more and more people in the process of voter education. A few became cartoonists and some became columnist. The large rallies exhorting people to vote brought back the festive environment that was earlier associated with elections.

Appreciation, recognition, awards, being in the public eye and opportunities for public leadership were also great motivators for various stakeholders to bring out their talent and skills for the purpose of voter education.

Fairs and Festivals

In **Gujarat,** during *Navratri*, Kite Festival, *Dangs Darbar, Rann Utsav, Tarnetar* Fair and *Shamlaji* Fair, voter education was undertaken extensively.

Kites were also used as an important medium of voter education in **West Bengal** and **Uttar Pradesh.**

The festival of *Durga Puja* was an important place for voter education in **Meghalaya, West Bengal, Tripura** and other States of North-Eastern India. In West Bengal, Puja organisation committees competed for a *Nirvachana Sahayata Samman*.

Magh Mela, at Allahabad in **Uttar Pradesh,** is a month long annual congregation at the confluence of River Ganga, River Yamuna and the mythical River *Saraswati* and hosts lakhs of pilgrims both from the State and other parts of India. This opportunity was used to disseminate messages on voting. A 22 day celebration titled Voters' Carnival (*Matdata Mahotsava*) was held with 11 events

involving 10,000 election workers and 2,00,000 eligible voters in Kanpur *Dehat* in Uttar Pradesh. It featured a *Rangoli* with 1,02,000 postcards, covering an area of 7,000 sq ft. These postcards were written by the DEO to children and delivered by postmen to all parts of the District. It also featured an election based game-titled *Nirvachan Tambola* to educate both voters and election workers about democracy in a playful way. The game was a combination of the classical game of Snakes and Ladders and Tambola. Starting from 1 to 100, there were 100 boxes with each hiding a question.

Lucknow, Uttar Pradesh celebrated "My Vote, My Valentine" on Valentine's Day on 14th Feb 2012 in its markets and malls. Shillong city, Meghalaya also celebrated with a musical concert on the theme of "My Vote My Love".

Himachal Pradesh has two major international fairs, *Minjar* Fair at Chamba and Kullu *Dussehra* Fair. During both these fairs short plays on voter education were performed and demonstration of EVMs was done. In *Panchayat Yuva Krida Abhiyaan* (PYKA), village level sports competition was held all over the State and voter education messages were communicated during these competitions through BLOs.

During the month-long Sonepur cattle fair or *Harihar Kshetra Mela* in **Bihar**, which is considered to be Asia's largest cattle fair, voter education messages

Across Generations:
Maa-Beti Sammelan in Kota, Rajasthan

The district saw targeted interventions for women electors through AWWs. Special women meets termed *'Maa-Beti Sammelan'* were organised to spread voter awareness. Employment fairs for youth also had voter awareness booths. Community marriage occasions were also used in the district to promote voter participation.

The turnout in the district increased by 13.86 per cent over previous election while the women turnout increased by 15 per cent to 75.91 per cent, which was the highest ever women turnout in the district.

For the year 2013, DEO Kota was given the 'Best Electoral Practices Award' for these innovations.

Unity in Diversity:
Sarv Dharm Maitri Sangh in Ajmer, Rajasthan

Ajmer city, Rajasthan is a symbol of the unity of various religions and in keeping with that spirit, religious leaders of all religions came together to appeal to people of Ajmer District to vote. They assembled in a school and went to meet people in the main market to request them to vote. Motivated by these leaders, the people took a pledge to vote.

were prominently displayed and plays and songs were performed.

In **Chhattisgarh**, there was a special focus on neo-literates. In tribal areas of Korea District, competitions like 'reading a calendar' and 'reading time on the clock' were organised for women. Chhattisgarhi language was used in the programmes and the educational material.

Pushkar International Fair, held in November 2013 in **Rajasthan,** was used as a venue for an exhibition on voting. Besides information, the stall also had a Signature Board – where people pledged to vote, display of EVM. Flash mobs and song and dance were performed by *Lok Jatthas*.

In Kudalasangan fair, in Bagalkot, **Karnataka** about one lakh devotees congregated and an awareness rally was undertaken during the fair.

Music
Music bands and musical groups of various kinds are found in every district. They are a very vital part of Indian weddings as they accompany the *Baarat* or bridegroom's procession and provide music for celebrations.

In District Sabarkantha, **Gujarat,** 44 Bands were trained to play the two SVEEP jingles provided by the CEO's office, "*Vote Karo*" and "*Tu vote Kar*". These bands were then used in all mega events held across eight municipalities in the district - whether at college campuses or for rallies, competitions, etc. This music became so popular that these bands began to play them even while accompanying the bridegroom processions all over the district.

Renowned Shillong Chamber Choir makes an appeal to vote through their music

Rural Development and Panchayati Raj (RDPR) Department made elaborate arrangements in all villages of the district for drum beating (*Dangura*) on the previous day and on the day of the poll to create awareness in voters and remind them to vote in Haveri District, **Karnataka**.

West Bengal trained singers who sang in railway trains and railway platforms on songs which had voter education messages.

Himachal Pradesh nominated popular folk singers as their icon who promoted voting through their road shows. Similarly the State icon of **Uttar Pradesh** did numerous road shows across the rural and urban areas of this large District to reach out to people through folk songs, particularly targeting women.

Puppet shows based on Rajasthani traditions was used extensively in Nainital, **Uttarakhand** to educate voters, particularly in markets and fairs in both rural and urban areas.

Meghalaya widely used Music and Rock shows to reach out to the young. The Shillong Chamber Choir was engaged by the CEO to prepare promos to promote electoral participation.

Almost all the States used the music groups affiliated to the State's culture department to reach out to rural population through folk songs.

Games

The voter awareness campaign in the North-West District of **Delhi** was fun-filled to entertain the people

Nagaland Theme Song

My Guitar Says Please Vote
I am Me, I am my vote
I eat, I sleep, I vote
No confusion, my decision, I will vote
I am young, I am wild, I will vote
I can, I will, I vote

Still from the popular music video 'One Vote' from Nagaland

A Kabbadi competition for voter awareness in District Narmada, Gujarat

gathered there. A Kabaddi tournament was organised in co-ordination with the local sports club of Village Ladpur.

Voter awareness campaigns using paragliders was first carried out in **Meghalaya** in Feb 2013 elections, by Meghalaya Paragliding Association. It was unique, and hence, it gained a lot of attention from both the public and the administration.

Gliders, displaying 10' x 10' SVEEP publicity banners, were flown at a low altitude of 50 ft to 100 ft depending on the terrain and pamphlets were distributed from the airborne gliders to the villagers gathered below. This mode of publicity attracted a lot of people and helped to create voter awareness among them.

Paragliding was also adopted in **Karnataka**. Quizzes, 20-20 Cricket Matches, Mock Polls and Football Matches were also organised.

Doing it with Songs:

Using Music for Voter Awareness in Uttarakhand

Uttarayani Festival is celebrated with much fanfare in the month of January in the Kumaon region of Uttarakhand. In local language it is called *Ghugutiya* festival. Part of the tradition is for children to feed local fruits to crows and birds. Many fairs are organised across the region on this day. A folk song extensively sung on this occasion was modified to give SVEEP message.

यथा ले कौआ, बडा, हमुके दिजा सुनाक घडा

Hey crow, take a fruit and give me a pot filled with gold

ले कौआ खले घुघुता बोट दिया मिलोल भल भल नेता

Hey crow, eat fruit and by voting I will get a good leader

Another popular folk song in Kumauni language was modified to appeal to voters.

बेडू पाको बार मासा, ओ नरङ काफल पाको चैता मेरी छैला

A wife tells her husband that a local berry is available throughout the year, while a special *kafal* berry is only available in the month of *Chaitra*. Similarly other things can take place throughout the year, but elections come only once in a while and we must make the best use of them.

ओ भीना कस्कै जनू द्वारहाटा, हिट साई तिकै लि जूल द्वारहाटा

In this song a sister in law is telling her sister's husband that she wants to go to a fair in *Dwarahat* but she does not have the time as she has many things to do. In the modified version, the brother-in-law convinces his sister in law to go to vote and deal with other work later.

Invitation to vote with traditional turmeric/yellow rice in Ajmer, Rajasthan

Campaign for voter education on Valentine's Day for youth in Uttar Pradesh

Creative Campaigns

Lights
- Candle Light Procession (Karnataka)
- Lighting with Candles and *Diyas*
- Lighted Traditional Torch-*Dongmusa*
- Torch relay (UP)- 500 km

Togetherness
- Marathons
- Rickshaw Rallies, Bihar
- Motor Cycle, Cycle Rallies, Rickshaw Rallies in Karnataka
- Voter Rath Yatra

- Human Chains including the Longest Human Chain and the Largest Human Ring in UP
- Skating Rally in Karnataka
- Walkathon in Karnataka
- *Kalajathas* in Karnataka
- Highest Pyramid in UP
- Tableaux at Republic Day Celebrations
- Mime Show in Karnataka
- Voter Awareness Relay Race in UP covering 400 villages

Art
An Artists' Camp, followed by an exhibition of 32

Matdeep, large scale voter education events lit with numerous lights in Uttar Pradesh

A large rangoli used for voter awareness in Uttar Pradesh

A stage play on voter education in Uttar Pradesh

paintings in Haveri Stadium, in Karnataka emphasised the importance of ethical voting and the importance of electoral participation. A Poets' Meet was also organised in Haveri, in which 22 poets of the district took part and its impact on voters was well received.

Rangoli is one art form that is popular across India amongst illiterate, literate and formally educated people, primarily women. *Rangoli* was extensively used to convey voter education messages.

Exhibition of election based artefacts in **Uttar Pradesh** in all district and divisional headquarters were organised on the National Voters' Day.

The students of fine arts painted voter education messages on public walls in Shillong, **Meghalaya**.

Videos, called "Quickies" were developed by students in **Gujarat.** 'Warli' tribal art was widely used in Gujarat.

Drawing competitions across the States helped identify the creative talent that was later used in posters to spread electoral awareness.

Looking Back to Leap Forward: Results and Achievements

Since the launch of SVEEP, there was consistent increase in voter turnout in all elections with a record voter turnout in Assembly elections of Tamil Nadu, West Bengal, Punjab, Uttarakhand, Uttar Pradesh, Goa, Gujarat, Himachal Pradesh, Tripura, Mizoram, Delhi, Rajasthan, Madhya Pradesh and Chhattisgarh besides a higher women turnout in the six States of Bihar, West Bengal, Tamil Nadu, Uttar Pradesh, Chhattisgarh and Rajasthan for the first time ever in their history.

There has been a significant increase in the enrolment of electors and notable progress in bridging the gender gap and the gap in newly eligible youth category in Electoral Roll registration, and more specifically, in the Electoral Roll with respect to 1st Jan, 2014.

The most differentiating part of SVEEP is the involvement of over nine lakh BLOs to reach out to current and prospective voters backed by other election officials led by DEOs as the head of the district. This human to human interface and exchange is possibly unparalleled. SVEEP has unleashed a process of looking analytically at the Electoral Rolls, comparing the data with Census projections and identifying people and groups that are not on the rolls. Surveys have also been initiated to understand the reasons for not voting.

While voter turnout is affected by several factors including many factors which are beyond the control of election managers, a process to complete registration of all eligible people has been created; this may have been the single most important factor in increasing voter turnout in most of the 23 States where SVEEP has been implemented.

The turnout has consistently increased in all States. Manipur was the only State in which the turnout was lower than last Assembly elections. The turnout increase was higher in traditionally low turnout states like Uttar Pradesh and Bihar but also quite significant in higher turnout States like Goa and Tamil Nadu. The increase has been seen in all regions of the country – North, South, East, West and equally in rural and urban areas and among both male and female voters, irrespective of law and order or security related challenges and also irrespective of political competition. Such a comprehensive impact conveys the strength of the SVEEP programme.

Six States recorded higher women turnout percentage than men for the first time ever in history. Overall sixteen States recorded higher women turnout percentage than men turnout in the Assembly elections post SVEEP. In comparison, only ten States had recorded higher women turnout than men turnout in Assembly elections prior to the launch of SVEEP programme.

The following graph 3.4 shows the increase in women turnout over the previous Assembly elections. There is a steady increase in women turnout percentage over the women registered electors, across almost all States. While there is a visibly high increase in women turnout in low turnout States like Bihar, Uttarkhand, Uttar Pradesh and Gujarat, a significant increase is also seen in higher turnout States like Goa and Tamil Nadu.

One of a Kind: Best Practices and Innovations

Implementation of SVEEP has been full of innovative initiatives to engage with potential and existing electors. The spread and adoption of innovative ideas from one State to another has been remarkably swift.

What were innovations in one election were later adopted in subsequent elections and became an integral part of the SVEEP programme and activities that were specified in instructions issued on SVEEP to States and districts. A few innovations that emerged at the field level are as follows:

Distribution of Photo Voter Slips

In 2010 during the Bihar elections, Photo Voter Slips were distributed to electors two days before the poll day. This involved delivering crores of slips to electors at their door step through the BLOs; however, this idea was issued as directions to all States which had gone to elections since 2010. The KABBP endline surveys confirm that this has been most effective in getting people to come out and vote. Before this, slips were sent to voters in the school bags of their children.

Taking a leaf from the SVEEP experience of their last elections, both West Bengal and Bihar distributed Photo Elector Slips even during Summary Revision in 2013.

In Delhi, 1,19,32,069 voter slips were delivered by 11,763 BLOs to all electors at their residences so that they had prior information regarding their polling venue, polling station number and serial number in the concerned section of the Electoral Roll.

Graph 3.2: Comparative pre and post SVEEP total voter turnout (%)

1 JHARKHAND
Post SVEEP Turn out
56.97 (2009)
Decrease
-0.06
Pre SVEEP Turn out
57.03 (2005)

2 BIHAR
Post SVEEP Turn out
52.73 (2010)
Increase
6.88
Pre SVEEP Turn out
45.85 (2005)

3 ASSAM
Post SVEEP Turn out
76.04 (2011)
Increase
0.32
Pre SVEEP Turn out
75.72 (2006)

4 KERALA
Post SVEEP Turn out
75.26 (2011)
Increase
3.18
Pre SVEEP Turn out
72.08 (2006)

5 PUDUCHERRY
Post SVEEP Turn out
86.19 (2011)
Increase
0.78
Pre SVEEP Turn out
85.41 (2006)

6 TAMIL NADU
Post SVEEP Turn out
78.29 (2011)
Increase
7.73
Pre SVEEP Turn out
70.56 (2006)

7 WEST BENGAL
Post SVEEP Turn out
84.72 (2011)
Increase
3.19
Pre SVEEP Turn out
81.53 (2006)

8 PUNJAB
Post SVEEP Turn out
78.3 (2012)
Increase
2.88
Pre SVEEP Turn out
75.42 (2007)

9 UTTARAKHAND
Post SVEEP Turn out
66.85 (2012)
Increase
7.35
Pre SVEEP Turn out
59.5 (2007)

10 MANIPUR
Post SVEEP Turn out
79.93 (2012)
Decrease
-6.44
Pre SVEEP Turn out
86.37 (2007)

11 UTTAR PRADESH
Post SVEEP Turn out
59.52 (2012)
Increase
13.57
Pre SVEEP Turn out
45.95 (2007)

12 GOA
Post SVEEP Turn out
82.94 (2012)
Increase
12.94
Pre SVEEP Turn out
70 (2007)

13 GUJARAT
Post SVEEP Turn out
72.02 (2012)
Increase
12.25
Pre SVEEP Turn out
59.77 (2007)

14 HIMACHAL PRADESH
Post SVEEP Turn out
73.51 (2012)
Decrease
1.9
Pre SVEEP Turn out
71.61 (2007)

15 TRIPURA
Post SVEEP Turn out
93.61 (2013)
Increase
1.12
Pre SVEEP Turn out
92.49 (2008)

16 MEGHALAYA
Post SVEEP Turn out
87.97 (2013)
Decrease
-1.87
Pre SVEEP Turn out
89.84 (2008)

17 NAGALAND
Post SVEEP Turn out
91.62 (2013)
Increase
4.37
Pre SVEEP Turn out
87.25 (2008)

18 KARNATAKA
Post SVEEP Turn out
71.83 (2013)
Increase
6.99
Pre SVEEP Turn out
64.84 (2008)

19 CHHATTISGARH
Post SVEEP Turn out
77.45 (2013)
Increase
6.79
Pre SVEEP Turn out
70.66 (2008)

20 MADHYA PRADESH
Post SVEEP Turn out
72.69 (2013)
Decrease
3.06
Pre SVEEP Turn out
69.63 (2008)

21 MIZORAM
Post SVEEP Turn out
83.41 (2013)
Increase
1.06
Pre SVEEP Turn out
82.35 (2008)

22 RAJASTHAN
Post SVEEP Turn out
75.67 (2013)
Increase
9.18
Pre SVEEP Turn out
66.49 (2008)

23 NCT OF DELHI
Post SVEEP Turn out
66.02 (2013)
Increase
8.42
Pre SVEEP Turn out
57.6 (2008)

Graph 3.3: Male/female turnout for pre and post SVEEP Assembly elections (%)

Gender Gap	Pre SVEEP last Assembly Election (Male / Female)	State	Post SVEEP Assembly Election (Male / Female)	Gender Gap
10.04	61.74 / 51.7	Jharkhand	59.13 / 54.5	4.63
2.53	47.02 / 44.49	Bihar	51.12 / 54.5	-3.38
1.6	76.49 / 74.89	Assam	76.85 / 74.9	1.95
2.09	73.17 / 71.08	Kerala	75.07 / 74.8	0.27
-1.81	84.48 / 86.29	Puducherry	83.97 / 87	-3.03
3.66	72.41 / 68.75	Tamil Nadu	77.53 / 78.5	-0.97
1.59	82.34 / 80.75	West Bengal	84.22 / 84.5	-0.28
-0.15	75.35 / 75.5	Punjab	77.58 / 78.9	-1.32
-0.47	59.27 / 59.74	Uttarakhand	64.41 / 68.1	-3.69
-0.94	85.88 / 86.82	Manipur	76.94 / 81.4	-4.46
7.43	49.35 / 41.92	Uttar Pradesh	58.68 / 60.3	-1.62
-0.6	69.7 / 70.3	Goa	78.86 / 84.6	-5.74
5.29	62.31 / 57.02	Gujarat	72.94 / 69.5	3.44
-5.65	68.36 / 74.01	Himachal Pradesh	69.39 / 76.2	-6.81
-0.98	90.74 / 91.72	Tripura	90.73 / 92.9	-2.17
-0.74	88.62 / 89.36	Meghalaya	85.17 / 88.4	-3.23
-0.4	85.99 / 86.39	Nagaland	89.09 / 91.3	-2.21
3.1	66.2 / 63.1	Karnataka	72.4 / 70.5	1.9
2.6	71.8 / 69.2	Chhattisgarh	76.81 / 77.3	-0.49
6.4	72.3 / 65.9	Madhya Pradesh	73.95 / 70.1	3.85
-1.75	79.45 / 81.2	Mizoram	80.29 / 82.1	-1.81
1.8	67.1 / 65.3	Rajasthan	74.67 / 75.4	-0.73
1.74	58.34 / 56.6	NCT of Delhi	65.98 / 65.1	0.88

Voter Turnout (in %)   Voter Turnout (in %)

■ MALE   ▭ Higher women turnout than men turnout

■ FEMALE   ▬ Higher women turnout than men turnout for the first time ever

Graph 3.4: Increase in women turnout in post SVEEP Assembly elections (%)

State	Pre SVEEP year	Pre SVEEP value	Change	Post SVEEP value	Post SVEEP year
Jharkhand	2005	51.7	2.8	54.5	2009
Bihar	2005	44.49	10.01	54.5	2010
Assam	2006	74.89	0.01	74.9	2011
Kerala	2006	71.08	3.72	74.8	2011
Puducherry	2006	86.29	0.71	87	2011
Tamil Nadu	2006	68.75	9.75	78.5	2011
West Bengal	2006	80.75	3.75	84.5	2011
Punjab	2007	75.5	3.4	78.9	2012
Uttarakhand	2007	59.74	8.36	68.1	2012
Manipur	2007	86.82	5.42 (decrease)	81.4	2012
Uttar Pradesh	2007	41.92	18.38	60.3	2012
Goa	2007	70.3	14.3	84.6	2012
Gujarat	2007	57.02	12.48	69.5	2012
Himachal Pradesh	2007	74.01	2.19	76.2	2012
Tripura	2008	91.72	1.18	92.9	2013
Meghalaya	2008	89.36	0.96 (decrease)	88.4	2013
Nagaland	2008	86.39	4.91	91.3	2013
Karnataka	2008	63.1	7.4	70.5	2013
Chhattisgarh	2008	69.2	8.1	77.3	2013
Madhya Pradesh	2008	65.9	4.2	70.1	2013
Mizoram	2008	81.2	0.9	82.1	2013
Rajasthan	2008	65.3	10.1	75.4	2013
NCT of Delhi	2008	56.6	8.5	65.1	2013

Legend:
- Pre SVEEP last AE
- Post SVEEP AE
- Increase in turnout
- Decrease in turnout

Schools/Colleges as the hub for voter education

In 2012 elections, **Gujarat** and **Uttar Pradesh** had started distribution of Form 6 along with admission forms in colleges. This practice was adopted by all the States.

Sankalp patras/Pledge letters were distributed to school children in Primary School, Secondary School, and colleges and to *Sakhi mandals* (SHGs). Signed pledge letters, to the tune of more than 72 lakhs, were received in Gujarat. This practice was also followed in other States.

Kerala appointed Campus Ambassadors in colleges, who led and coordinated the registration of electors in colleges. Later on, this was replicated by other States. A full fledged Campus Ambassador scheme has come into place from 2013.

Leveraging Local Cultural Traditions

The voter education campaign was made women centric through the extensive use of folk songs in **Uttar Pradesh** and **Rajasthan.**

Traditionally, in many parts of India, invitations for family functions are accompanied by rice coloured with turmeric- a symbol of purity and prosperity. In Ajmer District of Rajasthan, the District Collector began this campaign with folk songs and drums in Village Goghara, when he gave a personalised invitation letter along with turmeric yellow rice to people to come out to vote. Five lakh such invitation letters were distributed to voting households, which almost fully covered all the 16.6 lakh voters of the District. This was also done in many other districts of Rajasthan during the Assembly elections of 2013.

Several innovations were made in Bikaner District of Rajasthan, where an additional *phera* (eighth *phera*) was introduced in Hindu marriages. Likewise, there was an additional vow in Christian marriages and one additional '*qubool hai*' in Islamic weddings to remind people of their responsibility towards voting.

Poetry competitions were held at Chaupal, while *Vishwas Nirman Abhiyan* was introduced for inducement-free voting in Rajasthan.

Matdata Rakhis carrying voter education messages were popularised in Firozabad, Uttar Pradesh.

The SVEEP learning journey over these years has built upon the lessons gathered through these partnerships and contributions from States and districts.

Corporate Partnership

Uttar Pradesh made the best use of support from corporate houses and public sector banks to disseminate information and distribute Form 6 at their outlets and branches. This was replicated in subsequent assembly elections and incorporated in the SVEEP programme along with partnership with government departments and educational institutions.

Rajasthan collaborated with public sector banks that carried voting messages on their ATM machines.

Celebrity Endorsements and Local Icons

Delhi, being the capital of the country, could involve many celebrities from the field of sports and entertainment to endorse voting. Various events were organised across the NCT where celebrities exhorted people to vote.

In **Gujarat**, the centenarians were made emissaries for voting. They gave messages promoting voting and on the poll day, they were made to cast the first vote.

In **Meghalaya**, one of the districts experimented with appointing the renowned senior citizens as the local icons. Retired bureaucrats, army officers and renowned senior journalists were among those chosen as local icons to promote the idea of electoral participation.

SMS and Invitation Letter from CEO/DEO

What started as an initiative in one of the States, where a text message was sent by the local DEO to all subscribers of a mobile service provider, was subsequently replicated across the country. Later, the initiative was further expanded and SMS reminders were sent multiple times on the poll day to the voters.

The letter of invitation from the CEO published in leading newspapers on the day of the poll augmented the message through SMS.

Focus on Outcomes: Awards[12] & Encouragement

ECI kept its focus on measurement of inputs and outcomes. Awards were instituted at various levels to recognise the efforts made by the States. The broad parameters that were used to monitor the success of the programme were the overall voter turnout, and in low turnout and vulnerable PS; meeting gaps in gender, urban and youth participation; increase in the EP ratio; increase in gender ratio on the rolls; increase in registration of 18-19 years old voters; EPIC/PER coverage; EPIC distributed on NVD; peaceful and incident free polls; management of staff, material and logistics including training; innovation in process and procedure; innovation in the use of technology.

Over the past few years, not surprisingly, the maximum number of awards have been won by officers who made significant contribution to people's participation in elections through SVEEP.

Taking a Cue: Lessons learnt in the journey of SVEEP

SVEEP-I was a great start in terms of immediate response and useful lessons were learnt during this period. The learning grew from poll to poll and the confidence about the programme's worth and significance kept constantly growing.

- There are several barriers in the smooth enrolment of citizens and citizens would like services to reach out to them.

- Broad awareness does not lead to behaviour change for registration or voting.

- Communication needs to be targeted rather than general.

- Identification of low participant units and making suitable interventions is essential as they severely bring down the average.

- While mass media generates the enabling environment, actual electoral participation behaviours comes through contact, persuasion, counselling etc.

- Supply side measures are extremely important, hence the 'F' in IMF i.e. Facilitation needs to be made stronger all the time.

- Cultural barriers are rampant and require counselling and consultation.

- In certain areas, the awareness need to be linked to freedom from fear and intimidation, supported by police administration.

- Inspirational personalities are effective motivators; more so when they are from the same region.

- Inducement and bribe-free voting now need much higher attention considering the magnitude of the problem.

- SVEEP has worked in all types of settings, though differentially: North-South, East-West, North East, urban-rural, insurgency affected-peaceful, and irrespective of low turnout or high turnout past.

- SVEEP is sensitively dependent on leadership and ownership at the level of CEOs and DEOs; where it was higher, the results have been better.

- SVEEP needs a persistent follow up as it is yet to acquire a mandatory character for election managers.

These lessons learnt during the several State Assembly elections helped and motivated the SVEEP division in the ECI to move forward to the next phase of SVEEP for Lok Sabha elections 2014.

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[12] The list of Awardees are given in Annexure IX

The Road Ahead

Challenges and Opportunities
The Larger Vision

Chapter 4

The Road Ahead

SVEEP represents a liberal, democratic and innovative workspace. The way ahead has to be seen accordingly. There cannot be a straightforward direction for the future. Election managers have to take continuous stock, map the gaps and initiate interventions.

A wise concern at this stage can be that perhaps SVEEP has harvested the relatively easier crop and the next earning in terms of participation might not come easy. This is the latest experience from high turnout States where the SVEEP is struggling to increase the turnout percentage and from States where SVEEP programme is being called to work harder to retain the spurt in participation that they achieved in the last election. Hence, to say the least, the future journey is full of exciting challenges for ECI's flagship programme.

Getting to the highest ever turnout in the Lok Sabha general election 2014 at 66.4 per cent is definitely a big achievement, but that still means there are over 33 per cent voters who did not vote or chose not to vote or could not vote - their number is 280 million! And there will always be new eligible voters who will enter the fray.

There is another major task. The whole campaign of enrolling the newly eligible youth (18-19 year olds) through the mechanism of NVD and other instruments need to undergo scrutiny and rigorous reinforcement because of the simple fact that 50 per cent of the numbers in this youth category still remain un-enrolled as voters.

The third major task will be to ensure inclusion in electoral participation - as no group or cluster should remain outside because of their situation in life. The gaps in the electoral process like youth disconnect, urban apathy and unethical voting situations are being

filled by SVEEP activities while areas like Non Resident Indian (NRI) registration, service voters and migrant voters need more ECI interventions.

So just to give a little twist to the old lines, "The woods are lovely dark and deep, and miles to SVEEP before I sleep..."

The chapter discusses the road ahead for SVEEP; it discusses how to consolidate and not to slip back; it suggests ways in which the SVEEP efforts could be sustained and better institutionalised. So can we move towards universal coverage of the electorate?

Challenges and Opportunities

Bridging Gender Gap

The gender gap has been distinctly reducing over the years and that is a significant achievement. However, in spite of this, continued efforts are still required to completely eliminate this gap and bring about complete gender parity in participation.

Urban Apathy

Urban apathy has only been partly overcome; now more incisive work is due in Mumbai, Bengaluru, Chennai, Delhi and other cities. It requires more engaging interventions beyond traditional communication and more of new and social media, and partnerships with the private sector. Several cities – Bengaluru, Mumbai, Delhi, Jaipur etc. experienced a cluster of holidays around polling day leading to vacation exodus. Can this be avoided while drawing up the polls schedule? A different kind of communication could possibly be attempted for those who are likely to be diverted by vacation.

Youth

The newly eligible youth in the 18-19 year age group, constitute roughly around four per cent of the total eligible population as per the Census. Unlike other age-cohorts, this group is a major challenge and every year the enrolment in this age-cohort has to start from zero, as subsequently these electors join the 19+ elector group. Also various studies show that as a habit if voting is not inculcated in the early years, it becomes harder to adopt it as a habit when one is older. While success in engaging educational institutions in SVEEP has given considerable benefits, the challenge now is to reach out to youth outside the educational institutions.

Migration & Change of Residence

India is a country on the move, for education, for marriage, for work, for better work, for 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. While some, 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 and yet not feel that they "belong" to that place. Parts of their families may not migrate with them. They 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 interests.

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. The related issues of migration (voters who have moved to another place) and reasons such as, "Came and returned because name not in the roll" will need to be addressed and require greater attention in the Electoral Roll and SVEEP management. 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.

Weather Conditions

Weather conditions[1] (heat in summer elections/or cold in winters/ or heavy rains) is yet another factor in a country of various seasons and climates. There is feedback of significant loss in turnout on this account. One may not be able to control weather conditions but can make the facilitation for voters close to being foolproof to overcome such challenges.

Poll Boycotts

Poll boycotts among disgruntled sections need to be sorted out ahead of elections. Although this is something that has been undertaken with reasonable success, it requires more attention. Innovative SVEEP mechanism has to be brought into place to deal with strict boycotts enforced by extremist groups and also boycott by villages here and there on the grounds of lack of development.

High Turnout States

The main high turnout States- Andhra Pradesh, West Bengal, Kerala, Tamil Nadu, Punjab etc., will need both a higher degree of diagnosis and innovation to achieve the next five per cent increase in turnout. More of the same might not yield results. It would be useful to undertake a rapid qualitative analysis of voters and non-voters to better understand their barriers and drivers, perceptions and motivations.

Low Turnout States

States like Bihar, Uttar Pradesh and others will have to intensify SVEEP for catching up with the national average turnout. In such States both the quantity and quality of SVEEP is required to be enhanced. The stress has to be on mass application and low cost interventions. This is not to overlook the large strides that these states have taken in recent times but to accept the reality of the longer distance that remains to be covered. New turnout levels in these States, achieved recently, could create complacency and there could be relapse to the earlier low levels, if SVEEP cycles are not meticulously followed. The momentum has to be preserved.

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[1] Even if the loss attributed to adverse weather conditions is one per cent, this would translate to roughly one crore voters! Higher than the total electorate of a large number of countries. And imagine if it was two per cent or five per cent!

Participation Pattern

The classical gap noticed in the turnout between local election and Assembly election and between Assembly election and Parliamentary election points to a disconnect with the national structure. It is time SVEEP takes some bold new measures to address this detachment rather than passively accepting this fact.

Model Polling Station

Wider replication of MPS with cost efficiency needs to be taken up. MPS is a decisive step forward towards voter friendly elections but this needs to be done with economy and without decorative frills. The staff manning the MPS should be adequately oriented and sensitised to handle voters with care. MPS is to be pursued as an ideal country-wide till full coverage is achieved.

Booth Level Officers

The presence of BLOs is the most differentiating aspect of the Indian voter education programme. Having a grassroots network of workers who have been part of elections several times is possibly unparalleled anywhere in the world. BLOs need to be better resourced and better enabled so that they can continue to deliver on voter education and facilitate more effectively. They need to inculcate through orientation programme and training that voter education is an essential part of their job, besides dealing with Electoral Roll.

Political Neutrality

On the basis of its demonstrated impact, SVEEP can meet with adverse reactions from formations that do not welcome high enrolment and high turnout, participation of new voters, young voters, women voters, urban voters etc. SVEEP has to grow and function despite this and take stakeholders into confidence about the fact that the programme is a management effort and is clearly detached from any political implications.

As more and more of groups join in the efforts for increasing voter registration and voting, the strict prior check on antecedents for making anyone a partner may prove to be limiting. While SVEEP activities need to remain rigorously neutral, the partners may be looked at with more flexibility. The concept of neutrality may be reviewed progressively, and the risk factors need to be assessed in a more liberal manner. In this connection, political parties should be encouraged to do more voter education programmes as they keep mobilising their own voters.

Improved Design and Use of KABBP Surveys

Tata Institute of Social Science (TISS), who compiled and analysed the KABBP surveys regarding voters recommended the following among other things:

1. Define objectives and benchmark goals of the survey:
"The objective of the KABBP survey should be clearly defined (based on aims of the SVEEP programme) because it has implications for the research design. Voter behaviour is malleable and responsive to information campaigns. So ECI may think of designing surveys in ways that make information available to the voter."

"If the objective of the survey is to analyse the impact of the SVEEP Programme, then ECI should deliberate and identify Key Critical Indicators (KCIs) that will be tracked across states, over time. A comparative analysis can then be used to inform policy. The KCIs will act as 'headline' indicators and it is important that they reflect (a) knowledge/awareness levels of voters, (b) attitude/willingness to participate in elections and (c) practice/actual behaviour in past elections."

2. Ensure a standardised research method and operational procedures:
"We recommend that ECI develops guidelines for conducting research so that a uniform research method is adopted across all states. This includes applying the same research design consistently, administering a standardised research tool/questionnaire, and following a consistent data analysis and report writing plan."

"In addition, we suggest that the ECI scrutinises the operational procedures followed by the survey organisations/research institutes and closely monitor whether quality norms are being followed during recruitment and training of enumerators, fieldwork and data entry. Finally, the survey reports should be written in a consistent format and data on all indicators should be presented."

3. Develop partnerships for research:
"We recommend that ECI should make 'submission of raw or unit-level data in SPSS/STATA format (along with codebook)' a deliverable when soliciting proposals in response to its Terms of Reference (TOR). Pooling the raw data from multiple States at different points of time will allow for a wide range of analysis that could significantly expand our knowledge about reasons for varied levels of registration and turnout."

"We also recommend that ECI develops long term partnerships with social science research institutes and universities of repute because they too are drawn by some of the pressing questions ECI is seeking answers to."

"We believe that programme evaluation studies of the SVEEP programme are an important exercise and they should continue...the scope of the KABBP baseline and endline surveys should be expanded so that it can be used to measure the effectiveness of the campaign."

The levels at which these surveys are commissioned (largely at the level of CEOs of the State), they have to pay sensitive regard to these recommendations for better results. In fact, these could serve as guidelines for voter behaviour surveys conducted anywhere at any point in time.

Evidence Based Interventions

ECI has taken great strides in favour of evidence based in interventions. However, the use of this evidence can be optimised. Specific interventions are possible for each PS based on their registration and turn out figures. Since this data is already available with the DEO, it is just a question of making it a priority of communication with those who are engaged in increasing participation. Collecting age-wise data in voter turnout would be an imperative in the coming days. While this analysis needs to be shared with the BLOs, it also needs to be disseminated in the public domain.

CSR Linkages

It is now time that the resourceful Corporate sector formally takes up SVEEP under CSR, where they are required to spend two per cent of their net profit. ECI has already taken up with the Ministry of Corporate Affairs for inclusion of 'Voter education and awareness and electoral participation' in the activities under

CSR as given in schedule VII of 'The Companies Act 2013'. Irrespective of such formal inclusion, corporate houses need to be mobilised to take up the cause of electoral participation among employees and catchment communities straight away.

Engagement with Schools

SVEEP has discovered that potentially, its most important and long lasting partner in schools which are well spread out with almost 100 per cent enrolment. Today's school students are tomorrow's new voters. Getting them interested and engaged in the democratic processes would be potentially very fruitful in their registration and voting. It is important to keep voter education relevant, practical and renewed every time through a host of curricular and co-curricular and extra-curricular methods. Production and distribution of quality edutainment material in the way of 'Election Kits' or 'Democracy Kits' among schools will be a necessary step. There need to be nodal points for this purpose within the election offices for the schools and colleges.

Optimising Social Media

One of the most engaging and interactive media especially for the young voters is social media. This has been reflected during the Lok Sabha 2014 elections as well. The trend is likely to continue to increase over the next few years. EC and the SVEEP Division have forayed into this media use, but surely not as much as certain political partners and CSOs have done.

Many CEOs and DEOs have their Facebook page. These could be made more active and interactive with updates and pictures and videos. New engagement activities, new updates, profiles, field stories and interaction, chat with CEOs, DEOs and SVEEP managers could be undertaken.

An ECI YouTube channel has also been initiated but it does not have a large number of "likes" or "follower" as of now. This could be strategised to make it more user friendly, interactive and engaging. For SVEEP, this is a great touch point with young voters and aspiring and future voters as well. Other social media platforms like Twitter, Blogs, mobile apps etc., could also be developed for interacting with people, updating information and also for announcements. Interactivity would mean raising an efficient group of professionals within ECI to provide back-end services and responses.

Dialogues and Debates

Election managers who grapple with the issue of youth participation are confronted with hard questions which are required to be answered by politicians rather than election managers. These groups of youth feel the absence of any platform to engage with politicians, ask questions and to share their aspirations without having to join a political forum.

In its current design, SVEEP has not focused deeply on these questions. At some stage, it needs to attend to this aspect in some manner, may be through the instrument of Campus Ambassadors, to start with. The programme has to examine if it can neutrally mediate a dialogue between the youth and political formations in the interest of informed and ethical participation. The need for such platforms where communication and negotiation can take place is equally valid for groups other than the youth.

Collective Ownership

The question to ask is, are we facilitating the citizens or usurping a citizen's responsibility to register and vote? This is an important question as election management including SVEEP is done in India largely through government employees. When government employees deliver the voter registration services, citizens tend to assume the same passive role that they play, with regard to most of the other government services.

A classic incidence of this is the "missing names" on the Electoral Rolls on the polling day which got vociferously discussed on television channels and most of which in ultimate analyses, get attributed to citizens not having taken their small step forward. On the other hand, it was fascinating to see during the Lok Sabha elections 2014, a large number of groups and individuals who promoted the idea of voting and ethical voting on their own without any formal arrangement with ECI. They had just picked up the SVEEP idea and messages. There is a buzz all around the lanes, streets and campuses about elections and voting unlike never before, the dividends of which have gone into areas outside the Parliamentary and Assembly elections. This is a heartening achievement of the national SVEEP programme and the efforts in the coming years would have it more this way.

Innovations

SVEEP has witnessed numerous innovations in its life of five years. Many of these innovations are now Standard Operating Procedures. They have yielded benefits in certain targeted areas. For duly facilitating, motivating and informing voters, so that participation levels are higher than what has already been achieved, the next level of innovations will be the key. This is because those who are still not involved are likely to present harder situations. Most of the innovations have to be put in place at the district and the sub-district levels so that the local specific issues are addressed effectively. SVEEP Committees at various levels will have to draw upon creative ideas and solutions.

Exchange of good practices would help in replicating success in similar situations. A good practice or innovation by one DEO or CEO has been successfully adopted by others and in many cases such interventions have been incorporated in the national plan. The regional symposia taken up immediately after the 2014 national election has thrown up a large number of good electoral practices taken up at the district level by imaginative and passionate managers, which provide a direction for the next phase of SVEEP programme.

Experience Sharing & Documentation

SVEEP has prospered because of strong ownership across the election machinery. However, one can still hear an odd voice that SVEEP is getting distracted from hard core election management. The fact is that SVEEP is a now a central part of election management. The programme will have the responsibility for creating advocacy for itself. There is a need for creating platforms like journals, newsletters, portals, workspaces, for SVEEP, where managers and stakeholders express, share and learn the insights and experiences from across the country as well as from across different parts of the world.

The Larger Vision

In the next phase, SVEEP needs to keep the bigger picture in mind. 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 and with the system of democracy, governance and development with a win-win situation for the citizen and the nation. Not surprisingly then, SVEEP has emerged as both a model and point of convergence for other social and developmental programmes of the State that require popular engagement.

Free and fair elections are the life force of democracy. Credible elections at stipulated intervals have since enabled India's peaceful transformative journey for inclusion and empowerment of the common citizen and 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 a people's power to a physical reality; but that can effectively happen when people are able to exercise such power through informed participation.

The national SVEEP programme having already achieved increased participation in its early years would now aspire for complete and enlightened participation in the coming years and stay comprehensively and creatively engaged in the pursuit of this goal.

An old woman in Assam expressing her joy after voting

Annexures

Annexure I

Statistical Highlights of Lok Sabha Election 2014

STATES/Union Territories	LS 2014 Electorate				LS 2014 Voters			
	Male	Female	Others	Total (including service voters)	Male	Female	Others	Total (including service voters)
ANDAMAN & NICOBAR ISLANDS	142783	126577	0	269360	101129	89084	0	190346
ANDHRA PRADESH	32676266	32252318	5554	64934138	24264387	23899017	299	48467721
ARUNACHAL PRADESH	379566	379778	0	759344	282511	299237	0	600828
ASSAM	9763621	9073991	101	18837713	7874627	7208917	0	15092387
BIHAR	34121296	29676576	2288	63800160	18748719	17124395	18	35892459
CHANDIGARH	333621	281593	0	615214	244908	208416	0	453462
CHHATTISGARH	8946747	8716788	985	17664520	6321794	5932545	0	12256962
DADRA & NAGAR HAVELI	106203	90394	0	196597	87792	77494	0	165324
DAMAN & DIU	57011	54816	0	111827	42355	44873	0	87233
GOA	528308	532469	0	1060777	394617	420030	0	817440
GUJARAT	21229089	19373730	285	40603104	14189923	11513178	76	25849655
HARYANA	8716547	7380686	0	16097233	6350299	5142918	0	11501251
HIMACHAL PRADESH	2474430	2335639	2	4810071	1564350	1528573	0	3100199
JAMMU & KASHMIR	3791735	3391301	93	7183129	1925713	1638704	1	3571537
JHARKHAND	10710644	9639126	26	20349796	6859701	6122832	0	12986625
KARNATAKA	23584842	22621081	3890	46209813	16148545	14876307	167	31053583
KERALA	11734275	12592375	0	24326650	8668316	9283321	0	17987124
LAKSHADWEEP	25433	24489	0	49922	21584	21655	0	43242
MADHYA PRADESH	25312600	22807629	1072	48121301	16723283	12898006	124	29648105
MAHARASHTRA	42770991	38026914	918	80798823	26622180	22046720	254	48740403
MANIPUR	871417	902952	0	1774369	686536	727951	0	1415131
MEGHALAYA	777639	789602	0	1567241	525328	552658	0	1078295
MIZORAM	346219	355951	0	702170	212673	213477	0	434962
NAGALAND	600518	582454	0	1182972	528703	510521	0	1039224
NCT of DELHI	7051073	5659252	839	12711164	4648996	3608486	154	8275146

STATES/Union Territories	LS 2014 Electorate				LS 2014 Voters			
	Male	Female	Others	Total (including service voters)	Male	Female	Others	Total (including service voters)
ODISHA	15194304	14000556	1185	29196045	11073291	10430276	78	21542724
PUDUCHERRY	432048	469289	20	901357	351544	388189	17	740053
PUNJAB	10327188	9280738	235	19608161	7259668	6584638	0	13849496
RAJASTHAN	22648051	20346580	26	42994657	14593374	12440783	1	27133776
SIKKIM	191017	179753	0	370770	153370	146197	0	310095
TAMIL NADU	27571992	27539534	3341	55114867	20223799	20331223	436	40644282
TRIPURA	1217578	1171244	0	2388822	1029407	982333	0	2028707
UTTAR PRADESH	75961829	62841617	7111	138810557	44970063	36081889	277	81118765
UTTARANCHAL/UTTARAKHAND	3749011	3377989	57	7127057	2264005	2113064	2	4395561
WEST BENGAL	32689480	30143134	499	62833113	26868997	24704436	64	51662564
TOTAL	437035372	397018915	28527	834082814	292826487	260192343	1968	554175405

CEO's Checklist for SVEEP for Lok Sabha 2014

Annexure II

I. Planning

1. Ensure that the State SVEEP Plan is submitted to Commission by stipulated time. Get the District SVEEP Plans from all districts and review their implementation with the DEOs

2. Ensure periodic meetings of the State SVEEP Core Committee to review the district SVEEP plans and its implementation.

3. Check that the SVEEP Core Committee is in place is the district and are meeting regularly on SVEEP planning and implementation. Ensure that SVEEP nodal officers are appointed in all districts.

4. Hold a meeting been the Partner Departments/ Agencies in the State and check if a similar exercise has been done in the district by February. Update the list of Partner departments and agencies on the PGR portal of ECI.

5. Ensure coordination with SLMAs for capacity building and training of Adult education workers in electoral literacy at state and district level.

6. Check that the Campus Ambassadors are in position in identified Colleges/Universities in the state, and necessary capacity building, monthly reporting format and material sharing with them has been completed.

7. Get partners from Media and Corporate to contribute to the SVEEP programme in the state.

8. Check that the latest list of State Icons is updated on the PGR portal.

9. Check that the 10% lowest turnout Polling Stations in last LS elections is identified in the district along with the reasons thereof for targeted interventions

10. Ensure that the overall lowest 10% turnout PS and PC of the state are identified and reasons thereof determined

11. Check that districts identify excluded communities and groups and make targeted interventions for their inclusion.

12. Check that DEOs issue necessary communications to the owners/incharges of the factories in their district to extend paid holiday to their employees on polling day.

13. Get similar communication sent to HQs of factories, corporate houses and similar establishments to ensure that electors get an off on poll day so that they can cast their vote.

14. Also get instructions issued by Labour departments to private contractors to strictly comply with directions of Commission regarding paid leave to their workers on poll day.

II. Information & Motivation

1. Check that *Sankalp Patras* have been issued by DEOs through school students to their parents and collected back with signature. A consolidated figure for the entire state should be made available to the CEO by the districts.

2. Ensure that good quality Voter awareness material is created at state level.

3. Ensure that there is specific material on inducement free voting.

4. Ensure that the content is approved by the Commission before roll out.

5. Check that all the outreach material prepared at district level has been approved by CEO's office before roll out in the district.

6. Check that mobilisation and outreach events like runs, competitions, plays, women centric events, youth voter festivals etc are suitably planned and organised at district and state level to motivate people to vote.

7. Check that adequate camps are held for EVM familarisation. Wherever possible, identified EVMs may be provided/displayed at VFCs for the visitors.

8. Check that the audio spots prepared through ECI-NLMA MoU and those through ECI-UNDP MoU are suitable inserted in radio channels, community radio and other platforms for dissemination.

9. Check that the capacity and resources of AIR and Doordarshan have been optimally utilised to extensively disseminate election information to people through discussions, phone-in programmes, spots etc.

10. Check that specific material is created for checking names on electoral roll.

11. Check that the date and time of polls are widely publicised alongwith the alternate identity documents that can be used for voting.

12. Check that DEOs issue appeal letters in leading dailies in the district on the polling day for people to come out and vote.

13. Check that for single phase poll in the state SMS reminder on poll day is sent by CEO's office while for multi-phase poll in the state, concerned DEOs send the SMS reminder on the poll days.

III. Facilitation

1. Check that Voter Facilitation Centres are set up in the districts. Compile a list of such centres in each district and ensure that the basic services are provided here i.e. timely issue of duplicate EPIC, searching name in voter list, filling of forms for enrolment and display of Voter List.

2. Check that VFC display voter awareness material specifying steps for getting registered, proof required for registration, procedure to get duplicate EPIC, identity documents that can be used for voting in absence of EPIC besides the Date and time of polls.

3. Check if the Polling Stations have the facilities of ramps, drinking water and adequate lighting and toilet facility. District should be able to list the PS where these facilities have been extended.

4. Get model polling stations set up in the identified districts.

5. Check if Voter Slips are issued to all electors. Check that the voter slip contains all requisite information including dos and don'ts in polling station.

6. Check that the name search facility in the voter list is available on CEO's website and also through SMS, and the same is widely publicised.

7. Check that people have access to Voter list and it is displayed at sufficient locations.

8. Check that the helpline numbers 1950 - is operational and equipped to handle queries from the people on all election related matters. Similarly ensure that DEOS check that the district helpline numbers are similarly operational.

9. Keep a record of the number of calls received on 1950 and check that districts keep a record of number of calls received on the local helpline number.

Sample *Sankalp Patra* issued by ECI

Show Your love by Casting your vote

Respected Parents,

I am grateful to you for imparting education to me. Education will brighten my future. It will empower me to exercise my choices in democracy. But for that, you as my parents will have to take care of our democracy until I am old enough. And so dear Mummy and Papa, I request you and all the voters of our family to resolve to vote in the interest of my bright future.

Signature of student
Name:

<u>Resolution</u>

In our family, total ____ (number) members are registered as voters. We all resolve that we will definitely vote in the ensuing elections   in_____ (month), 2013.

In our family _____ (number) members are 18 years old or more, but not registered as voters. We resolve to get them registered before the ensuing elections.

Signature of Parent
Name :
EPIC No.:
Contact No.:

Name of the School : _____

Village : _____ Taluka _____

Date : _____

<u>Information for parents</u>

If you have any queries regarding your voter registration, you may:
1. Dial 1950 and obtain information
2. Contact your Booth Level Officer
3. SMS <EPIC Number> and send to the number XXXXXXXXXX
3. Log onto CEO's website XXXXXXXXX
4. Visit your nearest Voter Facilitation Centre

Statistical Highlights of
Assembly Elections 2009-2013

S. No.	STATE	Voter Turnout Following SVEEP						REMARKS
		Turnout In Last Assembly Elections (2004/05/06/07/08)			Turnout in Latest Assembly Elections (2009/10/11/12/13)			
		Female Turnout	Male Turnout	Total Turnout	Female Turnout	Male Turnout	Total Turnout	
1	Jharkhand	51.7	61.74	57.03	54.5	59.13	56.97	
2	Bihar	44.49	47.02	45.85	54.5	51.12	52.73	Women turnout percentage higher than men
3	Assam	74.89	76.49	75.72	74.9	76.85	76.04	Higher Turnout
4	Kerala	71.08	73.17	72.08	74.8	75.07	75.26	Higher turnout
5	Puducherry	86.29	84.48	85.41	87	83.97	86.19	Women turnout percentage higher than men
6	Tamil Nadu	68.75	72.41	70.56	78.5	77.53	78.29	Highest ever turnout; Women turnout percentage higher than men
7	West Bengal	80.75	82.34	81.53	84.5	84.22	84.72	Highest ever turnout; Women turnout percentage higher than men
8	Punjab	75.5	75.35	75.42	78.9	77.58	78.3	Highest ever turnout; Women turnout percentage higher than men
9	Uttarakhand	59.74	59.27	59.5	68.1	64.41	66.85	Highest ever turnout; Women turnout percentage higher than men
10	Manipur	86.82	85.88	86.37	81.4	76.94	79.93	Interventions differently directed; Women turnout % higher than men
11	Uttar Pradesh	41.92	49.35	45.95	60.3	58.68	59.52	Highest ever turnout; Women turnout percentage higher than men
12	Goa	70.3	69.70	70	84.6	78.86	82.94	Highest ever turnout; Women turnout percentage higher than men
13	Gujarat	57.02	62.31	59.77	69.5	72.94	72.02	Highest ever turnout;
14	Himachal Pradesh	74.01	68.36	71.61	76.2	69.39	73.51	Highest ever turnout; Women turnout percentage higher than men
15	Tripura	91.72	90.74	92.49	92.9	90.73	93.61	All India record turnout; Women turnout higher than men
16	Meghalaya	89.36	88.62	89.84	88.4	85.17	87.97	Women turnout percentage higher than men
17	Nagaland	86.39	85.99	87.25	91.3	89.09	91.62	Women turnout percentage higher than men
18	Karnataka	63.1	66.20	64.84	70.5	72.40	71.83	Higher turnout; Record in last 35 years
19	Chhattisgarh	69.2	71.8	70.66	77.3	76.81	77.45	Highest ever turnout; Women turnout percentage higher than men
20	Madhya Pradesh	65.9	72.30	69.63	70.1	73.95	72.69	Highest ever turnout
21	Mizoram	81.2	79.45	82.35	82.1	80.29	83.41	Highest ever turnout;; Women turnout percentage higher than men
22	Rajasthan	65.3	67.10	66.49	75.4	74.67	75.67	Highest ever turnout; Women turnout percentage higher than men
23	NCT of Delhi	56.6	58.34	57.6	65.1	65.98	66.02	Highest ever turnout

Total turnout includes postal ballots; Male/Female breakup of postal ballots not possible;

Source: Electoral Statistics Book 2014: Statistics Division

Framework of Engagement with CSOs

Engagement with a Civil Society Organisation

Framework of Engagement

1. Introduction
The democratic framework of our country has been shaped through credible, transparent and impartial electoral processes put in place by the ECI over the last sixty years.

These processes, enfranchising every eligible elector in this country, begin with voter registration and ultimately seek to provide a level playing field for all political parties and create an environment that is conducive for conducting a free and fair poll, in which all eligible electors can and should participate

There needs to be an enabling environment combining information, motivation and facilitation so that potential voters are fully engaged in the process of democratic governance through effective electoral participation.

There is also an imperative need for greater participation of all stakeholders that in the broadest sense would imply greater citizen engagement in the election process. This is however, some times, not the case.

Young Indians who become qualified to be registered as voters on turning 18 years need to be given the necessary orientation & facilitation to understand their new role and get engaged with the electoral registration and further participation process. There are visible gaps in participation among women, urban population, weaker sections and others in various parts of the country owing to a range of factors.

Civil Society Organisations can play a significant catalytic role in enhancing citizen engagement especially in the areas of reaching out to the last-mile in furtherance of the Election Commission's goals.

2. Goal and objectives – ECI-CSO Partnership
Goal: To have every eligible citizen on the electoral roll and have every enrolled voter to vote voluntarily, thus ensuring widest electoral participation and inclusive elections through information, education, motivation and facilitation.

Objectives:
I. To bridge the gender gap in registration and voter turnout.
II. To fight urban apathy to electoral participation
III. To overcome youth disconnect with the electoral process
IV. To facilitate inclusion of marginal sections in the electoral process
V. To promote informed and ethical voting
VI. To bridge the gap in information, awareness, motivation and facilitation in the electoral process

3. Start off Criteria for CSOs
a) Non-political and non-partisan with clean antecedents (financial and criminal)
b) High Credibility and reputation among people within their regions of operation and should have good network in the region
c) Actively engaged in any developmental or social cause
d) A background of knowledge of one or more areas of :
   (i) Democracy
   (ii) Election Management
   (iii) Electoral Participation
   (iv) Education and Awareness
   (v) Inclusion, worked with marginalised segments/ group in the society

4. Role and responsibility of ECI/Chief Electoral Officers of States

I. Recognising the CSO as a partner organisation in promotion of electoral democracy.

II. Creating a mechanism for coordination and periodic evaluation of the collaboration

III. Imparting training and capacity building of CSOs through Workshops at IIIDEM/RIDEMs.

IV. Implement other demand and supply side measures for optimally reaching out to the community of electors/potential electors by suitably associating the CSO.

V. Involving CSO volunteers to assist the Booth Level Officer for each polling station area as a Booth Level Volunteer in the area of Electoral Roll correction and revision.

VI. While working out information and motivational campaigns for facilitating voter participation, they may involve the CSO appropriately.

VII. CEOs shall share the material on Voter education/ awareness with the CSO for wider dissemination of the message.

5. Roles and responsibilities of CSO

i. Assisting the Chief Electoral Officer in taking up voter awareness programs on electoral registration process and encouraging voters' participation.

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

iii. Nominating volunteers (BLVs) with clean antecedents for each polling station to help identify and include the eligible voters living in the polling station area in both rural and urban centres.

iv. Assisting the Electoral Registration Officers (EROs) and the Booth Level Officer in obtaining applications, photographs from the eligible and new voters in the polling station area and ensuring that electoral rolls are accurate and periodically updated.

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

vi. Help overcome information and motivational gaps and working towards full participation of the electors in Voting during the elections.

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

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

6. Finances
The collaboration will be without any funding arrangement.

7. This framework will become operational between ECI/CEO and any CSO through exchange of letters, if the CEO wishes to get it operational.

8. Safeguards
Since non-partisan, objective, non-political citizen awareness, facilitation and engagement are the basis of this framework of engagement, any deviation will automatically mean that the working arrangement with CSO has lost its relevance and stands dis-engaged forthwith.

If any other organisation/agency, is sought to be associated with this collaboration work by the CSO, that can happen only in consultation with the Election Commission.

Both the CEO and the CSO are at liberty at any time to suggest review, revision and modification of the content of the work and to ensure conformity with the directions that may be issued by Election Commission of India from time to time.

Annexure VI

Framework of Engagement with Media Organisation

Engagement with Media Organisation

Framework of Engagement

1. Introduction

The democratic framework of our country has been shaped through credible, transparent and impartial electoral processes put in place by the ECI over the last sixty years.

These processes, enfranchising every eligible elector in this country, begin with voter registration and ultimately seek to provide a level playing field for all political parties and create an environment that is conducive for conducting a free and fair poll, in which all eligible electors can and should participate

There needs to be an enabling environment combining information, motivation and facilitation so that potential voters are fully engaged in the process of democratic governance through effective electoral participation.

There is also an imperative need for greater participation of all stakeholders that in the broadest sense would imply greater citizen engagement in the election process. This is however, some times, not the case.

Young Indians who become qualified to be registered as voters on turning 18 years need to be given the necessary orientation & facilitation to understand their new role and get engaged with the electoral registration and further participation process. There are visible gaps in participation among women, urban population, weaker sections and others in various parts of the country owing to a range of factors.

Media can play a significant catalytic role in enhancing citizen engagement by reaching out to a large audience in furtherance of the Election Commission's goals.

2. Goal and objectives

Goal: To have every eligible citizen on the electoral roll and have every enrolled voter to vote voluntarily, thus ensuring widest electoral participation and inclusive elections through information, education, motivation and facilitation.

Objectives:
i.   To bridge the gender gap in registration and voter turnout.
ii. To fight urban apathy to electoral participation
iii. To overcome youth disconnect with the electoral process
iv. To facilitate inclusion of marginal sections in the electoral process
v.   To promote informed and ethical voting
vi. To bridge the gap in information, awareness, motivation and facilitation in the electoral process

3. Start off Criteria for Media Houses
a) Non-political and non-partisan with clean antecedents
b) High Credibility and reputation among people and should have good reach in the region

4. Role and responsibility of ECI/Chief Electoral Officers of States
i.   Accepting the Media House as a partner organisation in promotion of electoral democracy.
ii. Creating a mechanism for coordination and periodic evaluation of the collaboration
iii. While working out information and motivational campaigns for facilitating voter participation, they may involve the Media House appropriately.

iv. CEOs shall share the material on Voter education/ awareness with the Media House for wider dissemination of the message.

5. Roles and responsibilities of Media House

i. Disseminating to the public, information like when, how, where and why to register as voters on pro-bono basis.

ii. Providing free print space and air-time during elections and ahead of Summary revision to air out messages and promos from CEO's office for encouraging voter registration and participation in polling.

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

iv. Create its own promos and spots for registration and voting on pro-bono basis, especially during elections.

v. However all such content should be vetted by the CEO.

6. Finances

The collaboration will be without any funding arrangement and without any financial liability on the part of Election Commission and CEO.

7. This framework will become operational between ECI/CEO and any Media House through exchange of appropriate letters, if the CEO wishes to get it operational.

8. Safeguards

Since non-partisan, objective, non-political citizen awareness, facilitation and engagement are the basis of this framework of engagement, any deviation will automatically mean that the working arrangement with the concerned Media House has lost its relevance and stands dis-engaged forthwith.

Both the CEO and the Media House are at liberty at any time to suggest review, revision and modification of the content of the work and to ensure conformity with the directions that may be issued by Election Commission of India from time to time.

Framework of Engagement with PSUs/Corporate

Engagement with PSU/Corporate House

Framework of Engagement

1. Introduction
The democratic framework of our country has been shaped through credible, transparent and impartial electoral processes put in place by the ECI over the last sixty years.

These processes, enfranchising every eligible elector in this country, begin with voter registration and ultimately seek to provide a level playing field for all political parties and create an environment that is conducive for conducting a free and fair poll, in which all eligible electors can and should participate

There needs to be an enabling environment combining information, motivation and facilitation so that potential voters are fully engaged in the process of democratic governance through effective electoral participation.

There is also an imperative need for greater participation of all stakeholders that in the broadest sense would imply greater citizen engagement in the election process. This is however, some times, not the case.

There are visible gaps in participation among women, urban population, migrant working population including labourers, weaker sections and others in various parts of the country owing to a range of factors. Young Indians who become qualified to be registered as voters on turning 18 years need to be given the necessary orientation & facilitation to understand their new role and get engaged with the electoral registration and further participation process.

Public Sector Enterprises and Corporate Houses can play a significant catalytic role in enhancing citizen engagement by partnering Election Commission of India in its Systematic Voters' Education and Electoral Participation (SVEEP) programme and also fulfill their Corporate Social responsibility.

2. Goal and Objectives
Goal: To have every eligible citizen on the electoral roll and have every enrolled voter to vote voluntarily, thus ensuring widest electoral participation and inclusive elections through information, education, motivation and facilitation.

Objectives:
I.   To bridge the gender gap in registration and voter turnout.
II. To fight urban apathy to electoral participation
III. To overcome youth disconnect with the electoral process
IV. To facilitate inclusion of marginal sections in the electoral process
V.   To promote informed and ethical voting
VI. To bridge the gap in information, awareness, motivation and facilitation in the electoral process

3. Start off Criteria for PSUs/Corporate Houses
a)   Non-political and non-partisan with clean antecedents
b)   High Credibility and reputation among people
c)   Capacity and outreach for engaging with the community

4. Role and responsibility of ECI/Chief Electoral Officers of States
i.   Accepting the PSU/Corporate House as a partner organisation in promotion of electoral democracy.
ii. Creating a mechanism for coordination and periodic evaluation of the collaboration
iii. While working out information and motivational campaigns for facilitating voter participation,

they may involve the PSU/Corporate House appropriately.

iv. CEOs shall share the material on Voter education/ awareness with the PSU/Corporate House for dissemination of the message among their employees.

v. Setting up of registration/facilitation desk during special registration drives, for the benefit of the PSU/Corporate employees

5. Roles and responsibilities of PSU/Corporate House

i. Promoting Voter education and awareness among people on pro-bono basis, particularly in the areas of their outreach.

ii. Promoting electoral registration among its employees and family members and providing facilitation desks during special registration drives.

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

iv. Extending due sponsorship and in kind support to the SVEEP programmes and activities carried out by CEO.

v. Nominate a nodal officer to interact and coordinate with the CEO/election machinery.

6. Possible activities that can be undertaken by PSU/Corporate House for promoting Voter Education & Awareness

i. Registration of all its employees, including the labour force, in coordination with the Electoral Registration Officer; Organising camps with the help of ERO for enrolment of their employees and family members

ii. Organise facilitation camps for voter registration in areas they have adopted under CSR; extend online search facilities in all popular branch offices for searching names on electoral roll in a special drive with adequate pre-publicity; display Voter education material in its premises for employees and also at its public offices for customers

iii. Sponsor Youth Voters Festival activities and prizes for various competitions in Educational Institutes on Voter education under CSR

iv. Sponsor targeted SVEEP programmes e.g. SVEEP campaign for women, weaker section, physically challenged etc; support SVEEP material production and distribution for Chief Electoral Officers(CEO) of the State

v. Integrate Voter education themes in their corporate advertisements; extend support to CSOs and NGOs carrying out Voter education programmes; conduct Voter awareness campaigns on its own clubbed with a special registration drive; conduct special electoral awareness campaigns for old, Tribals, excluded groups and communities, differently-abled & also for migrant labourers

vi. Celebrate National Voters' Day on 25th January; administer NVD oath to its employees

7. This framework will become operational between ECI/CEO and any PSU/Corporate House through exchange of appropriate letters, if the CEO wishes to get it operational.

8. Safeguards

Since non-partisan, objective, non-political citizen awareness, facilitation and engagement are the basis of this framework of engagement, any deviation will automatically mean that the working arrangement with the concerned Corporate House has lost its relevance and stands dis-engaged forthwith.

Both the CEO and the Corporate House are at liberty at any time to suggest review, revision and modification of the content of the work and to ensure conformity with the directions that may be issued by Election Commission of India from time to time.

Framework of Engagement of Campus Ambassadors

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

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

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

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

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

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

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

2. Facilitating their registration in the electoral roll by providing forms and guiding how to fill the forms and co-ordinating with the electoral machinery for approval of the new applications, correction and distribution of EPICs to the Campus electorate;

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

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

5. Facilitating inclusion of Voter Education in various co-curricular activities/festivals of the Campus through different activities such as Slogan writing, Poster making, quiz, debate, essay writing, song, street plays etc;

6. Creating core team of students to work as Volunteers for the SVEEP activities in the campus;

7. Coordinating with campus related organisations like Scout and Guide, NCC, NSS for enrolment

8. Organising talks/workshop etc for capacity building in Voter Education among student community;

9. Organising National Voters' Day programmes in their campus;

10. Acting as an educator and motivator in family and neighborhood and helping them in filling registration forms.

IV. Honorarium:

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

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

V. Coordination of Campus Ambassadors with Election Machinery:

1. CEO or DEO shall brief the Campus ambassadors immediately on their appointment about their roles and responsibilities; Campus Ambassadors may be given a road map for the year and if found achievable, quantitative targets may also be given.

2. CEO office or DEO Office (wherever the campus is situated) may regularly coordinate with the Campus Ambassadors for various activities to be carried out within the campus.

3. It may be ensured that all support is extended by various EROs office to the Campus Ambassadors for facilitating registration.

4. A quarterly meeting of the Campus Ambassadors may be taken by the CEO to review the various activities undertaken in the campus and progress made in registration;

List of Awardees under the 'Best Electoral Practices Awards'

National Awards 2013

I. BEST ELECTORAL PRACTICES AWARDS

FIRST AWARD

- Shri Joga Ram, DEO, Kota, Rajasthan
  Best Electoral practices: Innovations in Systematic Voters' Education and Electoral participation (SVEEP)

- Ms M. V. Savithri, DEO, Chamarajnagar, Karnataka
  Best Electoral practices: Innovation in technology use and infrastructure management

SECOND AWARD

- Ms Alarmelmangai D, DEO, Kanker, Chhattisgarh
  Best Electoral practices: Inclusive and Participative Electoral Process

- Shri Kundan Kumar, DEO, Saran, Bihar
  Best Electoral Practice: Management of electoral roll

- Shri R N Dash, SP, Kanker, Chhattisgarh
  Best Electoral practices: Innovations in security and infrastructure management

THIRD AWARD

- Dr Ashok Kumar Bhargava, DEO, Shahdol, Madhya Pradesh
  Best Electoral Practice: Voter awareness and education

- Shri Simrandeep Singh, DEO, Leh, Jammu & Kashmir
  Best Electoral Practice: Special enrolment initiatives and voter awareness

SPECIAL AWARD (for officers other than DEOs and SPs)

- Shri Jaideep Govind, CEO, Madhya Pradesh
- Capt Pradeep Shoury Arya, Jt. Commissioner IT, Karnataka

- Dr Priyanka Shukla, CEO—Zila Parishad, Rajnandgaon, Chhattisgarh

II. AWARD FOR EXCELLENCE TO STATES

- Delhi
- Karnataka
- Rajasthan
- Tripura

III. NATIONAL MEDIA AWARD for outstanding Campaign on Voters' Education and Awareness

- **Electronic Media category**—Doordarshan Girnar
- **Print Media category**—Rajasthan Patrika

National Awards 2012

I. BEST ELECTORAL PRACTICES AWARDS

FIRST AWARD

- Kamini Chauhan Ratan, DEO, Bulandshahar, Uttar Pradesh
  Best Electoral practices: Innovations in Systematic Voters' Education and Electoral participation (SVEEP)

- Shri Surendra Singh, DEO Firozabad, Uttar Pradesh
  Best Electoral practices: Innovations in Systematic Voters' Education and Electoral participation (SVEEP)

SECOND AWARD

- Avantika Aulakh, DEO, Bharuch & Anand, Gujarat
  Best Electoral practices: Inclusive and Participative Electoral Process

- Shri Pravin Bakshi, DEO West Garo Hills, Meghalaya
  Best Electoral Practice: Management of electoral roll

THIRD AWARD

- Shri Ram Krishna Bhardwaj, SP Barabanki, Uttar Pradesh
  Best Electoral Practice: Innovations in security and infrastructure management

- Ms Jaishri Kiyawat, DEO Jhabua, Madhya Pradesh
  Best Electoral Practice: Special enrolment initiatives and voter awareness

SPECIAL AWARD (for officers other than DEOs and SPs)

- Ajit K Shrivastava, Addl Director of Income Tax , Ranchi, Jharkhand

II. AWARD FOR EXCELLENCE TO STATES

- Gujarat
- Uttar Pradesh
- West Bengal

III. NATIONAL MEDIA AWARD for outstanding Campaign on Voters' Education and Awareness

- **Electronic Media category**—Zee News
- **Print Media category**—Amar Ujala

National Awards 2011

I. BEST ELECTORAL PRACTICES AWARDS

FIRST AWARD

- Sh. Mayur Maheshwari, DEO Ramabainagar, Uttar Pradesh
  Best Electoral Practice: Innovations in Systematic Voters' Education and Electoral participation (SVEEP)

SECOND AWARD

- Sh. Pravan Kumar, SP, Bankura, West Bengal
  Best Electoral Practice: Innovations in security and infrastructure management

THIRD AWARD

- Shri Amit Singla, DEO, North West Delhi
  Best Electoral Practice: Special enrolment initiatives and voter awareness

SPECIAL AWARD (for officers other than DEOs and SPs)

- Smt. S. Sangeetha, RDO, Tiruchirapalli, Kerala

Best Electoral Practices Awards 2010

NATIONAL AWARD

- Sh. Rajesh Yadav, DEO Ajmer, Rajasthan
  Best Electoral Practice : Online Banking Payment System

ZONAL AWARDS

I. East Zone

- Sh. Navin Kumar Singh, SP Kolhan Division, Chaibasa, Jharkhand
  Best Electoral Practice : Foolproof Security in Naxal infested areas during polls

- Dr. Saumitra Mohan, DEO Birbhum, West Bengal
  Best Electoral Practices : Use of MIS/GIS in Electoral Management

- Sh. Nishant Tiwari, SP Bettiah, Bihar
  Best Electoral Practices : CPF Management in Elections

II. West Zone

- Sh. Jayakumar Susairaj, SP Gadchiroli, Maharashtra
  Best Electoral Practices : Security Management in Naxal Affected Area

- Sh. Vijay Nehra, DEO Vadodara, Gujarat
  Best Electoral Practices : Voter's Education & Awareness

III. South Zone
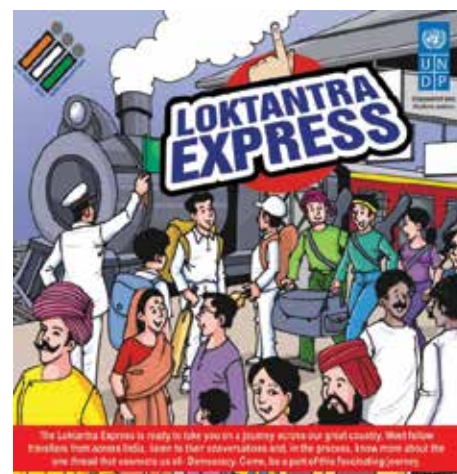
- Dr. P.B. Salim, DEO Kozhikode, Kerala
  Best Electoral Practices : Voter SMS System

IV. North-East Zone

- Sh. D.Vijay Kumar, DEO East Garo Hills, Meghalaya
  Best Electoral Practices : GIS for Electoral Management

Sample of Edutainment material designed in collaboration with UNDP

State Icons

State	Name of the Icon (as on 30th Dec, 2013)	Gender	Field
Andaman & Nicobar Islands	Rahul Bose	Male	Film Actor
Andhra Pradesh	Saina Nehwal	Female	Sports
	Akkineni Nagarjuna	Male	Film Actor
	V.V.S Lakshman	Male	Sports
Arunachal Pradesh	Gumpe Rime	Male	Football Coach
Assam	Adil Hussain	Male	Films
	Sunita Bhuyan	Female	Musician (violin)
Bihar	Ratan Rajpoot	Female	Artiste
Chhattisgarh	Saba Anjum	Female	Sports
Goa	Remo Fernandez	Male	Pop Star
Gujarat	Cheteshwar Pujara	Male	Cricket
Haryana	Meghna Malik	Female	TV Artist
Himachal Pradesh	Karnail Rana	Male	Artiste
	Shalini Sharma	Female	Radio Jockey, 95.0 Big FM, Reliance Broadcast Network Ltd.
	Viki Chauhan	Male	Artiste
	Nirmal Sharma	Female	Artiste
Jammu & Kashmir	Pstering Ladol	Female	Mountaineer
Jharkhand	Deepika Kumari	Female	Sportsperson
Kerala	Rima Kallingal	Female	Film
	Preeja Sreedharan	Female	Sportsperson
	Gopinath Muthukad	Male	Magician
Madhya Pradesh	Padamshree Prahlad Singh Tipaniya	Male	Malvi Folk Singer
	Rajeev Verma	Male	Cine & Television Artist

State	Name of the Icon (as on 30th Dec, 2013)	Gender	Field
Manipur	Pradeep	Male	Sportsperson
	Jolly	Female	Film Actor
	A. Gokul	Male	Film Actor
	A. Brajagopal Sharma	Male	Film Actor
	Joseph	Male	Film Actor
	Guna Sharma	Male	Film Actor
	Thoithoi	Female	Film Actor
	Soma	Female	Film Actor
	L. Ibomcha Singh	Male	Sportsperson
	Shusmita Devi	Female	Singer & Actor
Meghalaya	Matsiewdor War Nongbri	Female	Sportsperson
Mizoram	Michael M Sailo	Male	Artiste
	B Malsawmtluangi	Female	Artiste
	Chuauzikpuii	Female	TV Anchor
Nagaland	Alobo Naga	Male	Sportsperson
NCT of Delhi	Virat Kohli	Male	Sportsperson
	Soha Ali Khan	Female	Film Actor
	Toral Rasputra	Female	Artiste
Odisha	Buddhatiya Mohanty	Male	Film Artiste
	Archita Sahu	Female	Film Artiste
	Sudarshan Pattnaik	Male	International Sand Artist
	Sruti Mohapatra	Female	Social Activist
Punjab	Gurpreet Singh (Ghuggi)	Male	Films
Sikkim	Jaslal Pradhan	Male	Sportsperson
Tamil Nadu	Kamala Hassan	Male	Film-maker
	Dipika Pallikal	Female	Squash Player
	M S Swaminathan	Male	Agricultural Scientist
	Viswanathan Anand	Male	Chess Grandmaster
	S P Balasubramanium	Male	Singer
	Dinesh Karthik	Male	Cricketer
Uttar Pradesh	Malini Awasthi	Female	Artist
Uttarakhand	Tashi Malik	Female	Sportsperson

"The unprecedented interest shown by the people of India in the elections is a sign of progressive deepening of our vibrant democracy... It marks a turning point in the evolution of our democratic polity. The surge in aspirations and the belief that these could be realized through democratic processes, has been amply reflected in the record 66.4 per cent participation by voters... The electorate transcended the boundaries of caste, creed, region and religion to come together and vote decisively..."

– Honourable President of India Shri Pranab Mukherjee,
in his address to the first session of both Houses
of Parliament after the election to the 16th Lok Sabha