



***Systematic Voters' Education
& Electoral Participation***

Part A: Overview

Overview: What is SVEEP?

- A multi-intervention Programme that reaches out to educate citizens about electoral process to increase their awareness & participation.
- It is designed according to:
 - Socio-economic, cultural & demographic profile of the state
 - History of electoral participation in previous rounds of elections & learnings
- SVEEP reaches out to the voters through Information, Motivation, Facilitation (IMF) & Education, Engagement, and Empowerment (EEE) Model

Vision

Universal & Enlightened participation of citizens in elections and democracy.

Goal

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



Constitutional Mandate

- Article 324 provides that the power of superintendence, direction and control of elections to parliament, state legislatures, the office of president of India and the office of vice-president of India shall be vested in the Election Commission.
- Article 325 No person to be ineligible for inclusion in, or to claim to be included in a special, electoral roll on grounds of religion, race, caste or sex or any of them.
- Article 326 Elections to the House of the People and to the Legislative Assemblies of States to be on the basis of adult suffrage
- Concerned provisions of the Constitution and law cast an obligation on the ECI for conduct of free, fair and inclusive elections based on adult suffrage

2009-13

- Registration
- Gender Gap
- Youth Indifference
- Urban Apathy
- Mass Mobilization
- NVD



2015-21

- Future Voters
- Accessibility
- ELC
- Overseas Electors
- 360 degree national campaign (DKMT)
- Use of ICT
- Community Radio
- Social Media
- EVM-VVPAT sensitization
- Ethical & Informed Voting
- Knowledge sharing



2013-14

- New Voter
- Marginal Segments
- Third Gender
- Service Electors
- Facilitation (AMF)
- Edutainment
- Publications
- Online Applications



2022-25

- Gender Gap
- Inclusion of non voters
- Marginalized section
- Youth Indifference
- Urban Apathy
- Ethical & Informed Voting



SVEEP Objectives

- Increasing the voter turnout following the IMF-EEE framework
- Turning around all low turnout constituencies and polling stations
- Ensuring inclusion of all non-voters/marginalised sections through targeted interventions, technological solutions
- Bridging gender gap in enrolment and voter turnout
- Addressing urban and youth apathy in electoral participation
- To enhance the quality of electoral participation in terms of informed and ethical voting through continuous electoral and democracy education.

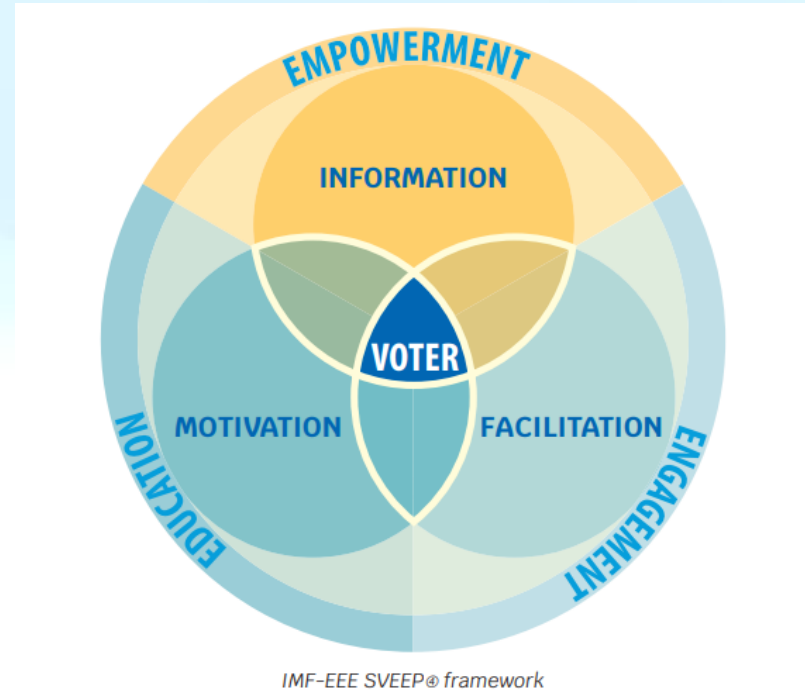
Part B: *SVEEP*-4 (2022- 2025)

IMF-EEE Framework

- Information, Motivation & Facilitation (IMF) framework followed for SVEEP I to SVEEP III.
- With SVEEP IV strategy, the framework expands IMF paradigm by adding Education, Engagement, and Empowerment (EEE) elements.
- The goal of the IMF-EEE framework is to increase voter education, engagement, and empowerment, which will ultimately lead to greater voter enrolment and turnout.

IMF-EEE Framework Components

The IMF-EEE framework to be integrated into SVEEP strategies such as campaigns, media, messages, social mobilisation activities, interpersonal communication, and on-ground actions.



INFORM : Provide correct, complete, clear, and timely information to raise knowledge and understanding about the election system.

- Four qualifying dates for registration
 - How to register (online/offline)
 - Forms for Voter Registration
 - Know your AC/PC
 - Navigating ECI Apps like Voter Helpline App, PwD App, KYV, cVIGIL etc
 - Dialing Voter Helpline Number 1950 for any information
 - Linking of EPIC with Aadhar card
 - Online options & physical locations where registration is possible
- Who is eligible to register
 - Documents needed to register
 - Know your BLO/AERO/ERO
 - Voter Facilitation Centre (VFC)

For detailed activities refer to SVEEP -4 Strategy (2022-2025)

MOTIVATE: Enthuse and inspire disinterested citizens to address their apathy and skepticism towards electoral participation.

- Inspiring voters through measures such as welcome kit to the new voters

Physical events and activities/competitions like poster, song, slogan writing, short story video, local and folk art competitions

- Organizing sporting events & tournaments like cricket, wrestling, marathons, etc.
- Conducting entertainment shows using street plays, magic shows etc
- Organizing dialogues and debates in schools and colleges
- Utilizing Icons at National, State, District and booth level to motivate voters
- Direct people to people contact through BLO & grass root level functionaries
- Mass mobilization events like rallies, human chains, and candle light vigils
- Providing Voter Guides and other creative and motivational content

For detailed activities refer to SVEEP -4 Strategy (2022-2025)

FACILITATE: Make the electoral process voter-friendly and assist citizens at every stage for greater participation.

- Facilitation Measures for Registration:
- Forms 6, 7 and 8 made available at prominent places including banks and post offices, colleges and universities, as well as in high schools for newly eligible electors
- Online registration through NVSP and Voter Helpline App
- Links to online registration made available on ECI and CEO websites as well as on DEO, College and University websites
- Availability of name search facility on CEO and ECI websites
- SMS based service for searching of name and polling booth
- Information on election laws and rules, guidelines as well as details regarding the Election Officials, including the ROs, Assistant Returning Officers (AROs), BLOs available on the CEO's website
- Establishment of Voter Facilitation Centres as one stop service

For detailed activities refer to SVEEP -4 Strategy (2022-2025)

Facilitation Measures for Increased Turnout:

- Polling day reminders through SMS alerts and also on radio and television and through public address systems
- Voter Helpline Number 1950 to facilitate voters
- Checking of delivery of voter slip on sample basis by making calls through 1950 whether all voters got voter slip or not
- • Model Polling Stations established at various locations to provide additional facilities to voters to make voting a pleasant experience
- A list of alternative photo identity documents that can be used on poll day in lieu of EPIC
- Search facility for names on the voter list on the national website as well as on the CEO's website and through SMS alerts
- **For detailed activities refer to SVEEP -4 Strategy (2022-2025)**

EDUCATE: Enlighten citizens on the value of each vote and the duty of exercising one's franchise from an early age onwards.

- Voluntary organisations like NCC, NSS, NYKS, Scouts and Guides etc incorporating voter awareness in their programmes
- Integration of voter education in curriculum of schools, colleges, universities
- Institutional tie up with education administration for acceptance in curricular framework and roll out
- Content creation by education department and vetting by ECI
- Mandatory celebration of NVD in each college and school, through ELC • 2. Electoral Literacy Club activities
- Regular programmes with DD, AIR, community radio, FM radio and private media houses on electoral education in high creative formats
- Reaching out through vernacular newspapers

For detailed activities refer to SVEEP -4 Strategy (2022-2025)

- **ENGAGE:** Harness the energy and enthusiasm of electors and voters for participation in the electoral process.
- EVM-VVPAT demonstration camps
- Setting up dummy polling stations to engage with voters.
- Pledge to vote by masses in educational institutions, Gram Sabha, work places, gatherings/ events
- • Develop computer games as voter awareness tools
- Engaging youth on social media to produce and share user generated content
- Introduce sessions of our questions- our answers with local communities on FM, AIR channels and community radio etc.
- On NVD, involve all citizens (voter and non-voter) in simulated election activities • • After redressal of complaints, encouraging voters to provide feedback
- • To inspire citizens to report any unlawful activity, provide feedback and raise complaints

- For detailed activities refer to SVEEP -4 Strategy (2022-2025)

EMPOWER: Voluntarily register, ethically vote, and disseminate the spirit of participative democracy proudly.

- Improving ease of registration and ease of voting by use of technology and other means
- Sharing complete information about the candidates and political parties to enable the voter to make an informed and ethical voting choice
- Transparency and accountability of the electoral system, building trust of voters in election machinery
- Community engagement for collective ownership: citizens themselves taking up the responsibility for ensuring registration and voting in their areas of influence
- Citizens feel free to voice their concerns on electoral processes
- Encouraging citizens to report MCC violations through cVIGIL app
- Celebrating the power of voters through felicitation at ECI and CEO offices, thanking voters after the election for their participation and seek their feedback on their voting experience

- For detailed activities refer to SVEEP -4 Strategy (2022-2025)

Key Strategies for SVEEP 4

- 'Micro-planning':
 - K.S 1: Booth / Polling Station Level Planning & Action
 - K.S 2: Addressing Low Registration & Low Voter Turnout at Constituency Level
- 'Bridging the gap':
 - K.S 3: Targeted interventions to ensure Inclusive elections
- 'Environment Building':
 - K.S 4: Strengthening Flagship Programmes e.g ELC, NVD, SSR
 - K.S 5: Leveraging Partnerships & Collaborations
 - K.S 6: Effective Communication, Outreach & Media Campaign

Overview: Leadership & Management Structure

1

ECI National Level

SVEEP Division in ECI formulates policies, lays down the framework, plans interventions & monitors implementation

2

CEO State Level

At State level, a **State Nodal SVEEP Officer** is appointed. **State SVEEP Core Committee** is formed with representatives from all stakeholders segments for steering the programme

3

DEO District Level

District Election Officer (DEO) spearheads implementation of SVEEP programme in the district. **District SVEEP Nodal Officer & District SVEEP Core Committee** assist DEO in implementation

4

Booth Level

Chunav Pathshalas are formed at every Booth with **Booth Level Officer (BLO)** as Nodal Officer to implement SVEEP at booth level

S.No	Vertical	Subjects Assigned
1.	Documentation & Publication	<ul style="list-style-type: none">❖ Presidential Election Book❖ BLO Patrika, Chacha Chaudhary Comic❖ ECI Initiatives towards Parliamentary Election 2024
2	Research & Survey	<ul style="list-style-type: none">❖ Turnout Implementation Plan❖ State SVEEP Plans❖ National SVEEP Strategy Framework
3.	Events & Conferences	<ul style="list-style-type: none">❖ National Voters Day❖ CEO SVEEP Conference❖ SNO Workshops, Metro Commissioners Meeting, Multimedia Exhibition at ECI / IC Division events❖ ELC Conferences
4.	Partnerships & Collaborations	<ul style="list-style-type: none">❖ Engagement with Icons – like Bharat Ratna Sachin Tendulkar & Actor Rajkummar Rao❖ Media Vehicles of Ministries/Departments– Ministry of Education, Petroleum and Natural Gas, Indian Banks' Association, Department of Post etc., BCCI, Civil Aviation, Indian Railways❖ Partnership with Universities/Institutions❖ Partnership with Corporate Houses, Media Houses, CSOs/NGOs & PSUs
5.	Training & Capacity Building	<ul style="list-style-type: none">❖ Development of Training Modules for SVEEP for delivery by IIIDEM❖ State Level Master Trainer for ELCs

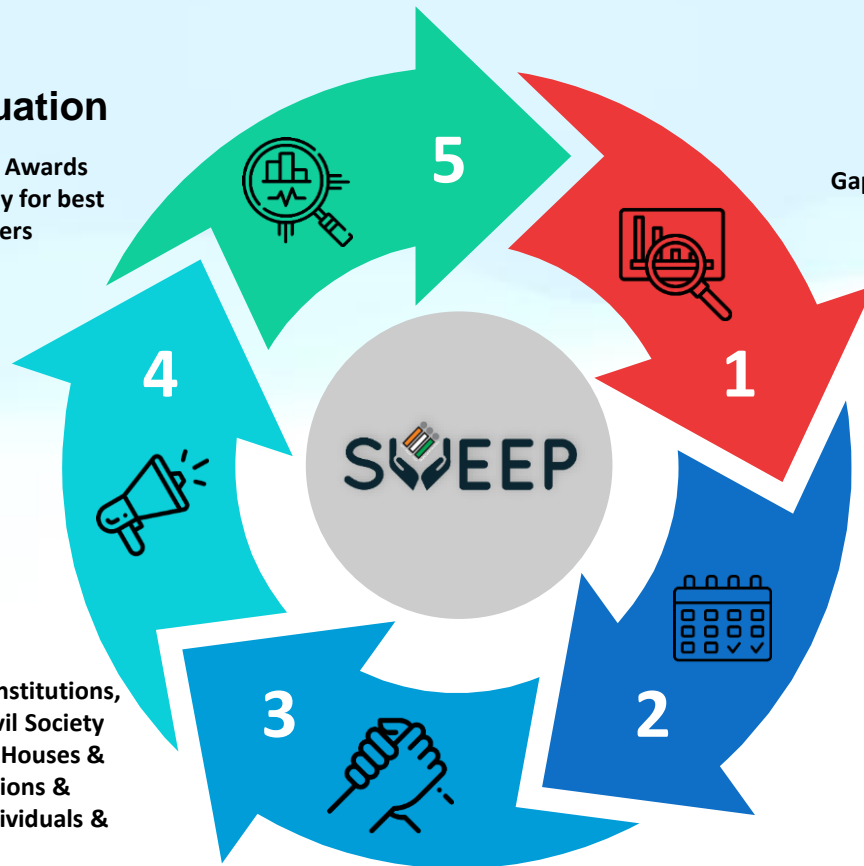
SVEEP Verticals (2/ 2)

S.No	Vertical	Subjects Assigned
6.	Budget & Coordination	<ul style="list-style-type: none">❖ Distribution of Grant-in-aid to States/UTs❖ Monitoring of SVEEP Activities & Expenditure by States
7.	SVEEP Assets	<ul style="list-style-type: none">❖ Creatives & Content Repository❖ SVEEP website
8.	Electoral Literacy	<ul style="list-style-type: none">❖ Electoral Literacy Clubs in Schools/Colleges❖ Chunav Pathshala at Polling Stations❖ Voter Awareness Forums in public/private organization❖ Embedding of electoral literacy curriculum in school education
9.	Multimedia Outreach	<ul style="list-style-type: none">❖ Comprehensive Communication Plan for General Elections❖ Special Summary Revision❖ Creative Content Development❖ Other Division Projects❖ SVEEP Social media handles - Daily Content development & Platforms are managed by Media & Communication Division❖ Special Projects

Part C :

Planning for SVEEP

Planning for SVEEP



5. Monitoring & Evaluation

Documentation besides National Awards given away on National Voters' Day for best performing officials & partners

4. Implementation

IMF-EEE, Interpersonal, Mass Mobilization, Inclusion, Targeted Interventions, Specific Innovations

3. Partnerships & Collaborations

Government Departments, Educational Institutions, Youth Organisations, Media Houses, Civil Society Organisations (CSOs), NGOs, Corporate Houses & Public Sector Undertakings, Associations & Federations, National & State Icons, Individuals & Groups as Volunteers

1. Situation Analysis

Gap Analysis through Elector Population Ratio, Age Cohort, Gender Ratio, KAP Surveys

2. Planning & Preparation

Drafting the calendar of Activities, National Framework of Action Plan, State & District SVEEP Plans, Formation of SVEEP Core Committees at State & District Level, Appointment & Training of Nodal Officers, Developing content for creatives

Planning for SVEEP- Step 2

Situation Analysis: Gap Analysis through Elector Population Ratio

- Age Cohort
- Gender Ratio
- Lowest Turnout Constituencies/ Polling Stations
- KAP (Knowledge, Attitude, Practice) survey
 - Baseline survey (before election)
 - Endline survey (after election)

Outcomes are used to plan, implement and evaluate voter awareness programmes efficiently.

KAP survey helps Identify reasons for:

- Low turnout (district/ Constituency/ Polling station)
- Reasons for drop in voter turnout between last LA and last LS elections (if any)
- Left out groups / communities (if any)

Sample Questions in Surveys

- Which is the most popular source of receiving electoral information?
- What are your reasons for not voting?
- What is the qualifying date for registration?
- When is National Voters' Day celebrated?
- Which form do you need to fill to register as an elector?
- Are you aware of facility of Braille on EPIC for visually challenged voters?
- What are the difficulties you faced while voting?

Data is collated & analyzed for informed decisions on SVEEP interventions.

Planning for SVEEP- Step 2

Planning & Preparation:

- Developing a cohesive Communication Plan at State & District SVEEP level
 - Drafting district/ Constituency/Booth Level Activities
 - Drafting calendar of Activities
 - Charting out pre, during and post poll activities
-
- **Formation of SVEEP Core Committees at State & District Level**
 - Engaging various stakeholders

Resource Allocation

- Appointment & Training of Nodal Officers
- Developing content/means to reach-out

Planning for SVEEP- Step 2

To plan as per the situation analysis with special focus on :

- Low turnout (district/ Constituency/ Polling station)
- Left out groups / marginalised communities

For details refer to SVEEP -4 Strategy (2022-2025)

Planning for SVEEP- Step 3



Contd...

Planning for SVEEP- Step 3

- Outline for Partnerships & Collaborations in SVEEP-4
- Detailed discussions are necessary to identify the scope, resource network and mechanism available with them and the nature of partnership.
- A standard MOU/ framework of engagement clearly specifying the terms and conditions of engagement along with a plan of action may be developed, agreed upon and signed.
- Task allocation and accountability should be kept in mind to avoid overlap.
- Setting up Voter Awareness Forums (VAFs); nominating a nodal person.
- Suggestive activities which needs further articulation and customization for each partner:
- Outreach using the strengths of available networks of the partner
- Monthly registration and voter help desk for facilitating new registrations, corrections and deletion of names
- Creation and dissemination of communication material
- Awareness and usage about ECI Mobile Apps and Voter Helpline number
- Information about SVEEP social media platform handles
- Organising NVD camps and taking the pledge by functionaries
- Making PwD members of the organisation aware of the facilities, accessibility and inclusion steps that are undertaken by ECI

Planning for SVEEP- Step 4: Implementation



Planning for SVEEP- Step 4

In its commitment to abide by its motto of 'No Voter to be Left Behind', and ensure informed and ethical participation, SVEEP interventions include:

- Multimedia campaigns
- Use of technology and social media platforms for awareness
- Mobilization (large scale) activities
- Door to Door (inter –personal) activities
- Capacity Building through Electoral Literacy
- Organizing events/ Contests/ Crowd sourcing
- Targeted interventions

Turnout Implementation Plan (TIP)

- In order to enhance the voter turnout, the concept of AC wise Turnout Implementation Plan (TIP) to be implemented.
- A letter sent to all CEOs on 12th June for the same.
- A template has been shared which has specific fields that allow the State to customise.
- The template serves as a guide for TIP.
- Multiple similar ACs may be combined together in one TIP.

Templates for TIP

- Analysis Template (AC level) for Rural Constituencies
- Analysis Template (AC level) for Urban Constituencies
- Analysis Template for ACs with less than 50% VTR
- Analysis Template (AC level) for Mega Cities
- Municipal Commissioners/ Relevant CEOs of 9 Metro cities to respond: Delhi/ Kolkata/ Chennai/ Hyderabad/ Bengaluru/ Ahmedabad/ Surat/ Pune

TIP: Serve as a Guide for:

- The various fields in template will serve as a guide towards:
 - Major gap analysis
 - Media Consumption habits
 - Apathetic groups including youth & urban segments
 - Key messages
 - Organizations/ platforms/channels through targeted communication interventions can be made
 - Icons/ influencers/ partners can be roped in local level

TIP Pointers

- KAP Survey (Baseline + Endline)** →
- Analysis of Voter Turnout** →
- Electoral profile** →
- Primary Areas of Focus** →
- Targeted Interventions** →
- 360 Degree Media Plan** →



- ← **Icon Engagement Plan**
- ← **Social Media Activity Calendar**
- ← **District/ Constituency/Booth Level Activities**
- ← **Accessibility measures**
- ← **Monitoring & Evaluation Strategy**

Time Frame of Activities

All the SVEEP activities/ targeted interventions to be categorized broadly in to groups viz

(I) Registration time activities

(II) Election time activities

Example: Strengthen Administrative Backbone {Institutional}- Similar Time Frame to be devised for all activities

Registration time activities		Election time activities
01	Appointment of Nodal Officers at state and districts and coordinators at ERO level (During Non-Election period 1 nodal officer at district level and after declaration of elections 2 nodal officers at each AC level)	Setting up of core committees ahead of election at state and district level.
02	Setting up of booth awareness groups BAGs equipped with awareness material, to assist BLOs: handbook for BAGs to be prepared	Baseline surveys to be completed 6 months ahead of election for situation analysis
03	Strengthening Campus Ambassador mechanism in educational institutions	State election plan incorporation strategies and interventions based on findings of baseline survey
04	Organizing SVEEP workshops for BLOs and equipping BLOs with kits and I cards	Annual District SVEEP Action plan on the same lines
05	Organization of capacity building workshops	Targeted initiatives as per situation analysis
06	Recognizing and awarding election managers and officials for outstanding contributions at NVD celebration.	Monitoring and Evaluation
07	Initiation of joint planning and execution with other partner departments	End line survey within 3 months post election assess the impact of interventions

Checklist for SVEEP activities

For a detailed checklist – General, Electoral Registration & Electoral Participation for the following:

- National Level- SVEEP Directorate
- State Level- CEO
- District Level- DEO
- Constituency Level- ERO/RO
- Booth Level- BLO

Example: Checklist for DEO: Electoral Participation

- To design innovative, attractive, informative SVEEP campaign
- To take up interventions for targeted sections
- To plan activities to ensure participative and accessible elections

Refer to SVEEP-4 strategy 2022-2025 (pages-140-166)

Monitoring & Review

- Mid period review & constant monitoring of SVEEP in the district by DEO
- Regular Video Conferences by CEO with all DEOs for review of implementation
- The programme shall be reviewed at national level by Commission
- A reporting format streamlines monitoring & review.

For details refer to SVEEP -4 Strategy (2022-2025)

Part D

Implementation: Targeted Interventions

Target Audience

- Gender-based - Male, Female, Third , Gender
- Young & First Time Voters
- Women Voters
- Urban Voters
- Persons with Disabilities & Senior Citizens
- Tribal Voters
- Marginalized Sections of Society

Meeting Gender Gap - Interventions

- **Women centric messages** & advocacy material in mass media
- **Door-to-Door** information & motivation through ASHAs, Anganwadi Workers, Shiksha Mitras
- **Icons** – Popular faces of woman empowerment like MC Mary Kom etc.
- **Activities & Competitions** – Rangoli, folk art, songs etc
- **All Women Polling Stations** - managed exclusively by women officials & women security personnel
- **Women voters** facilitations - separate queues, toilet arrangements, crèches & volunteers at polling stations

Implementation: Targeted Interventions – contd.

Outline for Meeting gender Gap in SVEEP-4

- Update and maintain gender disaggregated data for planning evidence-based interventions.
- Conduct detailed analysis of media consumption patterns of women segments.(KAP survey)
- Develop gender sensitive checklists for producing communication material and activities and take up women centric communication interventions.
- Produce creative communication material on registration and voting in the form of print, A/V and other formats for different media and disseminate at suitable points.
- Utilize women Icons for motivation of young women for enhanced participation.
- Training of Trainers & Facilitators for CSOs, SHGs, ASHA, AWW, etc needs to be done.
- Gender sensitization of election officials including BLO and security personnel deployed during elections.
- Raise awareness on new mobile apps, voter helpline 1950 and NVSP for access and information updates.
- Use the existing local AIR and DD programmes focussed on women to spread electoral awareness.
- Door to door outreach to rural women through Aanganwadi workers, ASHA, Self Help Groups and cooperatives working with women.
- Organise activities and competitions like folk art, rangoli etc .

Young & Future Voters- Interventions

- **Reaching Out:** Through **Electoral Literacy Clubs** in educational Institutions & **Chunav Pathshala** for those outside formal education system
- **Campus ambassadors** appointed in Colleges & Universities
- **Registration forms** made available with college admission forms
- **Mock Registration & Polling** at Educational Institutions
- **Social Media Platforms** for techno savvy youth
- **Special Enrolment Drive** for first time voters
- **Outreach** through cultural & sports activities
- **Voter Edutainment Material** – Animation Films, Cartoon Strips, Picture Book, Computer Game, Board Games & Radio Programmes
- **Children's Magazines** – Stories on themes like importance of ethical and informed voting like Chalo Kare Matdaan (Amar Chitra Katha)
- **Competitions** – photography, video making, slogan writing, song writing, essay writing on election themes

Implementation: Targeted Interventions – contd.

Outline for Interventions for Young & Future Voters in SVEEP-4:

- Database may be created for perspective voters from the age of 17 years old onwards
- Making college campuses and the Electoral Literacy Clubs the hub of activity to engage young voters led by the Campus Ambassadors.
- Conduct Mock registration and polling at educational institutions
- Capturing of data of students at the time of admission in Colleges
- An election help desk may be setup at every school, college level.
- Engaging out of school/college youth through 'Chunav Pathshalas', youth organizations, volunteers and CSOs.
- Conduct special drives for enrolment of nonstudent youth in communities.
- Undertake intensive campaigns and mobilisation efforts by youth organisations such as NSS, NYKS , NCC and NGOs working with the young people.
- Mainstreaming electoral literacy in training programmes of youth organizations.
- Use social and digital media besides other possible digital platforms to connect to youth through mobile apps like whatsapp, facebook, instagram, twitter, SMS, emailers etc.
- Crowdsourcing for generating content from youth themselves.
- Organise college based competitions, hold rallies, sports tournaments etc to expand the reach.

PwDs / Senior Citizens-Interventions

- **National Advisory Committee** set up in ECI
- **Disability Coordinators** appointed in all Assembly Constituencies to assist PwD voters
- **PwD Mapping** – Persons with Disabilities mapped polling station wise
- **Assured Minimum Facilities (AMF)** – Separate queues, seating arrangement, wheel chairs, ramps, assistance at polling stations, conveyance to polling station for senior citizens & PwDs, sign language, volunteers
- **All PwD Polling Stations** – manned by officials & personnel with disability to empower & encourage PwD electors
- **Voter Guides** – Distributed with Voter slips, produced in Braille for visually challenge voters
- **National, State & District Level Consultations**
- **EPICs in Braille** – Provided to visually impaired electors
- **Accessible communication** awareness materials
- **Mobile application** for PwD Voters to motivate and educate
- **Cascaded sensitization training on accessibility to poll officials**
- **Sign language window** in audio-visual training and advertisement content
- **SVEEP material** for the convenience of deaf persons
- **Postal Ballot Facility** for Senior citizens (above 80 years of age) & PwDs

Outline for interventions for PwDs for SVEEP-4

- Appoint Disability Coordinators appointed in all Assembly Constituencies to assist PwD voters
- Create accessible communication awareness material
- To create awareness on Postal Ballot Facility for PwDs
- Cascaded sensitization training on accessibility to poll officials
- To create awareness on Mobile application for PwD Voters
- Reach out through different mediums to motivate and educate
- Ensure PwD Mapping – Persons with Disabilities mapped polling station wise
- To Distribute EPICs, Voter Guides and Voter slips, produced in Braille for visually challenge
- Ensure Assured Minimum Facilities (AMF) – Separate queues, seating arrangement, wheel chairs, ramps, assistance at polling stations, conveyance to polling station for senior citizens & PwDs, sign language, volunteers
- To plan for All PwD Polling Stations – manned by officials & personnel with disability to empower & encourage PwD electors

Outline for interventions for Senior Citizens for SVEEP 4

- Focus on AMF for senior citizens: giving senior citizens priority in voting, access to wheelchairs besides volunteers to assist them.
- Helpdesk/facilitation centres for providing electoral services, information and download of ECI Mobile Apps, EVM-VVPAT display and demonstrations.
- Sensitization of the election machinery to special needs of senior citizens.
- Develop appropriate IEC material to carry messages and stories of senior citizen voters.
- Identification of centenarians and appointing them as Icons for their polling station areas to motivate others. (Appointing the oldest voter in the polling station area as an Icon subject to his/her willingness and non-political affiliation)
- Special outreach programmes in old-age homes and through Resident Welfare Associations. (Display of appropriate communication material at institutions and old age homes.)

Marginal Segments/ PVTGs- Interventions for SVEEP-4

- **Enrolment Drive** – Special registration drives for Migrants, Labourers, Homeless people PVGT & Third Gender.
- **Tribal groups/ Particularly Vulnerble Tribal Groups (PVTGs)** – Inter personal communication, voter education, improved security measures for inclusion of inaccessible communities
- **Registration Counters** – Set up in fairs, festivals & weekly village markets
- **Third Gender:** To inform on Special provision for Third Gender category in Form 6

Outline for interventions for Marginalized Sections for SVEEP-4

- Maintaining and updating a database of TGs, homeless, and other socially excluded population group members
- Identifying the marginalised groups at the district and AC/ booth level and understand their issues vis-à-vis electoral participation
- Inviting members from these communities to provide ground level analysis of the situation and to devise voter education strategies.
- Special registration drives for third gender, homeless people, sex workers etc. Since some of the marginalized communities tend to stay together in secluded areas, registration camps may be set up in such areas.
- Mobile registration vans may be deployed in areas where such communities tend to congregate.
- Sensitization of the electoral registration machinery, polling officials, security personnel, etc. to interact with them with dignity.

Implementation: Targeted Interventions – contd.

Outline for interventions for Particularly Vulnerable Tribal Groups (PVTG) for SVEEP-4

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

- **ETPBS** – Introduction of Electronically Transmitted Postal Ballot System for convenience of service voters
- **Service Voter Portal** – All facilities for Service voters
- **Nodal Officers** – Appointed from Armed forces for enrolment, capacity building & awareness
- **Sensitization** – Voter awareness content in internal newsletters, magazines & also dedicated posters & brochures
- **Motivational & animated film** to promote electoral registration & voting through postal ballot by members of the Indian armed forces
- **Awareness** – Sensitization of Embassies & Officials abroad on Service Voting Rights
- **Indian Missions Abroad** – Make available relevant forms to employees on postings as Service Voters

Service Voters - Interventions

- Designing educational material at national level for service voters (posters, A/V, songs etc.) and training kits for Facilitators and Nodal Officers.
- Training of facilitators from among the service personnel- Regular coordination with Nodal Officers from the services
- Orientation programmes may be held to familiarise Service Voters with the mobile apps, helpline and social media platforms.
- The gaps in complete information available to the Service Voters on ETBPS needs to be addressed.
- Special campaign on Air Force Air Force Day, Army Day, Navy Day functions could be used for voter education activities and the defence forces could be a part of NVD celebrations.
- Dissemination of messages through the Armed Forces Clubs, Army Schools, defence personnel wives' welfare associations, canteens, VFCs at cantonment areas.

Overseas Voters- Interventions

Any voter who is a resident of India, has the right and responsibility to vote if their name is registered in the Electoral Roll.

Overseas voters are reached out to through the following ways:

- Target families with children staying abroad
- Passport Offices for dissemination of information
- Social media for reaching out
- BLOs to share Form 6A with families who have an overseas voter
- Popularising NVSP for online registration

Overseas Voters- Interventions

- Maintain and update disaggregated data on overseas voters database. Organise special camps for overseas voters' registration through select Embassies and Consulates with a large Indian diaspora.
- Setting up of facilitation counters for enrollment of overseas voters at ICCR events, CII/FICCI international events, Indian community gatherings.
- Providing Information about the provisions available for overseas voters and dissemination of awareness material through embassies, consulates and NRI associations.
- For designing appropriate content for communication campaigns, online competitions among NRI children may also be organized to create local buzz.
- Creating more awareness on ETPBS amongst the staff posted in Missions abroad and ensuring that they cast their vote.
- Airlines and airport lounges may be roped in to carry out voter education; information messages may be provided on airline tickets, boarding passes and inflight magazines.
- Web advertising on social networking sites about the elections and e-portals where NRIs look for local news about their home towns etc.

Interventions for Urban Populace for SVEEP-4

- Motivation gap in urban voters despite having awareness about voting rights & responsibility to be met through innovative mobilization activities.
- Utilising services of 4800 Urban Local Bodies - the Municipal Corporations, the Municipalities and the Notified Area Councils (which play an important role in reaching out to the people) through integrating voter education in their ongoing programmes or by mounting special programmes.
- Urban Local Bodies (ULB) members can be trained to popularise use of ECI Mobile Apps incl Voter Helpline App, etc and facilitate installation of these apps by them.
- Effective utilisation of Social and Digital Media applications and platforms and special online campaigns through Facebook, Instagram, Twitter, YouTube, WhatsApp, Telegram, Koo, etc
- Mass mobilisation events like rallies, human chains and candle light vigils may also be utilised with good effect.
- Corporate bodies, trade organizations, RWAs and other community organizations, food delivery and e-commerce services may launch special campaigns.

Interventions for Urban Populace for SVEEP-4

- Organize social mobilization activities for connecting with the electors with the help of field level functionaries-ASHA, AWW, and others.
- Potential of Panchayati Raj Institutions to be fully tapped for voter participation. In Gram Sabha meetings, the issue of registration of voters and participation may be taken up and BLO advised accordingly.
- Conducting training sessions for Panchayati Raj Institutions to enable them to reach out to the communities.
- Gram Sabha meetings to take up the SVEEP agenda.
- Common service centers at panchayat Levels may facilitate electoral awareness through digital means.
- Utilising weekly haats/melas, fairs and festivals to hold special registration camps.
- Carrying out activities like local and folk art competitions, etc to engage specially with rural women.
- Identification of rural and local Icons to support in the outreach through different communication platforms.
- Design messages appropriate for the rural audience.

Part E: Flagship Programmes

Flagship Programme- NVD

National Voters' Day (NVD), celebrated on January 25 each year to create voter awareness and a sense of pride in electoral participation.

On this occasion, celebrations are held at national level/ State level/ district level/ AC level and at each PS. New Voters are handed over their EPIC cards besides other SVEEP activities.

Voter's Pledge

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.

NVD Celebrations

- National level function is organized at New Delhi where usually the President of India graces the occasion as Chief Guest. The event is marked by honoring election officials and other organisation/ partners with best electoral practices awards for distinguished service during elections. New voters are felicitated and handed over their EPIC, by the President.
- The Chief Electoral Officers organize similar celebrations at State Level in association with State Govt departments and institutions, media, Civil Society organizations, educational institutions, youth organizations, representatives of political parties etc. Usually, the Governor of respective State presides over state level functions where awards for best electoral practices for State are given to election officials.
- The District Election Officers organize similar events at District Level involving the panchayats, academic institutions, CSOs, media and youth organizations.
- The EROs organise NVD function at the AC level by involving all stakeholders to create voter awareness and a sense of pride in electoral participation.
- At the polling stations, new voters are felicitated at a brief ceremony by handing over their Elector Photo Identity Card.

Outline for NVD Celebration Initiatives for SVEEP-4

- **Week long celebration:** Making the occasion a week-long event for greater impact, the seven day celebration could have thematic focus (or voter segment focused) activities to make it even more interesting and engaging.
- **Greater awareness regarding NVD:** NVD should be well promoted in all media channels and innovative messages should be circulated through all available platforms particularly on social media. The theme chosen for the NVD may be well publicised and activities, campaigns etc, for the same should be announced much in advance for wider participation. Further, some activities shall be organised throughout the year around this theme by the States.
- **Pledge taking by all Govt. Departments and all institutions:** NVD pledge is required to be administered by all Government departments across the country as well as by private sector organizations on 25th January. ECI may ensure compliance of Government of India and state governments in this regard similar to Vigilance Week/ Rashtriya Ekta Diwas.
- **Publicize Best Electoral Practices Awards:** Publicise the awards at National and State Level to further inspire and motivate election officials and citizens.

Flagship Programme- Electoral Literacy Clubs (ELC)

Electoral Literacy Clubs established in schools, colleges, communities & offices across the country impart information through 'learn as you do' medium.

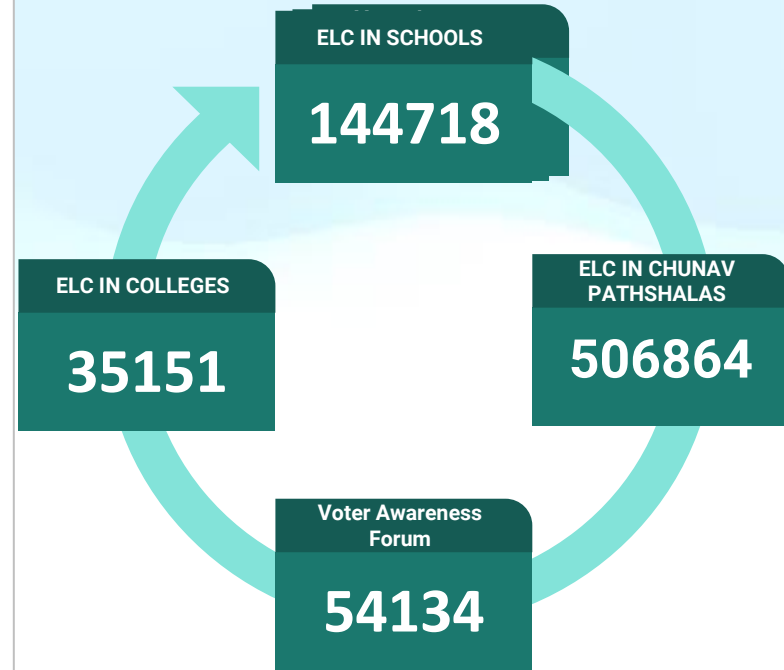
-ELC for Future Voters (schools): Activities conducted on electoral education for Classes IX to XII

-ELC for New Voters (Colleges): Activities for youth

- Chunar Pathshalas (Communities) - Activities for out of school students/ communities

-Voter Awareness Forums (VAF) : Govrnment/ private Offices/ Corporates

These activities are conducted with the help of Resource Guides developed for each class.

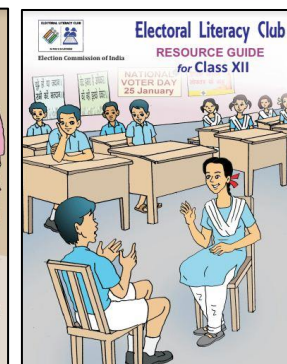
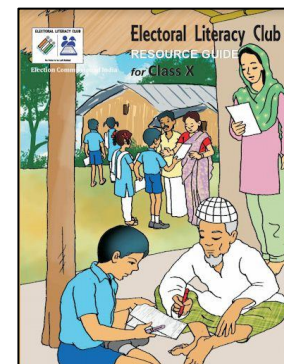
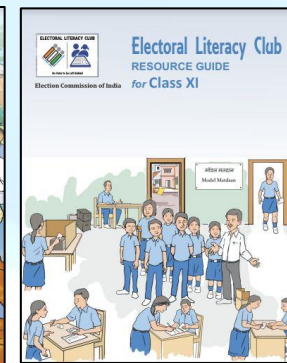
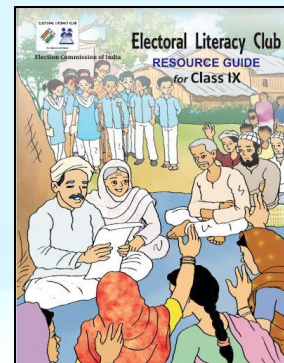


In total: 7,40,867*
as on 21.12.2021

Specific Objectives of ELCs:

- To educate the targeted populations about voter registration, entire electoral process and related matters by engaging them through well designed attractive resources and hands on experience
- To facilitate voter registration for its young members as they achieve the age of 18.
- EVM and VVPAT familiarization and sensitization about robustness and nontamperability of EVM and integrity of the electoral process using EVMs
- To help target audience understand the value of their vote and exercise their right to vote in a confident, proud and ethical manner.
- To harness the potential of ELC members in spreading the electoral literacy in communities.

Resource Guides



Outline for Scaling Up ELCs:

- **ELCs in schools/ colleges:** To form ELCs in each school/ college and conduct activities as per the Resource Guides
- **Setting Chunav Pathsahalas in all Polling stations:** The Chunav Pathshalas can become an effective forum on voter education for out of school children and the community. The BLOs with the help of BAGs will need to ensure convening Chunav Pathshalas on a defined date and time once in every two months.
- **Tackling Urban Apathy:** VAFs to be galvanized in all govt./ private and corporate sector with an aim to connect Urban elite to elections. The Nodal Officer of the VAF can ensure that all employees of the organization are registered and their details are updated as also motivate the employees to cast their vote.
- **Registration of prospective voters:** An election help desk may be set up for this purpose. It is recommended to have tech-enabled facilities in all schools/ colleges. Recognition by ECI for those education institutions/ELCs which achieve 100% enrolment can be a motivating factor.

For detailed activities refer to SVEEP -4 Strategy (2022-2025)

Outline for Special Summary Revision (SSR) for SVEEP-4:

- The Election (Amendment) Act, 2021 has addressed the problem of long wait after turning 18 years old by introducing four qualifying dates i.e.
 - 1st day of January
 - 1st day of April
 - 1st day of July
 - 1st day of October
 - to reckon the age for electoral registration.

- The SSR will continue to take place once a year and before an election.

- During SSR the prospective voters who will become eligible till 1st October of the following year will be able to submit an advance application for electoral registration. Such advance applications will be processed during the relevant quarter when the applicant concerned will actually become eligible to register.

- Activities at all levels - from the ECI to the booth- should be planned.

- 360 degree Communication to be taken up to ensure registration of all eligible especially during SSR.

- For detailed activities refer to SVEEP -4 Strategy (2022-2025)

Part F: SVEEP Initiatives for LS 2024



Campaign Overview

"Chunav Ka Parv, Desh Ka Garv" campaign was launched on 14th National Voters' Day for 360 multimedia communication for voter awareness and outreach. The campaign highlights the significance of elections as a *major celebration of democracy and evoke a sense of pride.*

Approach:

- **360-Degree Media Strategy:**
 - Utilized television, radio, print, social media, new media, and community outreach.
 - Enhanced voter awareness through diverse channels.
- **Customized Communications:**
 - Addressed various informational and attitudinal barriers.
 - Targeted messages for different groups.
- **Regional Messages for Pan-India Appeal:**
 - Ensured resonance with wider audiences across the country.
- **Happy Voter Experience**
 - Created model polling booths for a pleasant voting experience.
 - Distributed certificates to voters, extending the celebration to the ground.

Pre Campaign Planning

More than six months before poll day

1. **Detailed TIP analysis:** AC-wise analysis for Identification of low voter turnout areas and reasons analysis & targeted interventions
2. Meeting with **Metro Commissioners, SVEEP Nodal Officers** at the National level
3. Identification of core thematic areas for strategic intervention such as: Inclusive and accessible election, Informed and ethical elections, leveraging technology, Partnership and collaboration
4. Stakeholder Consultations for leveraging partnership & collaboration.
5. State-wise SVEEP review for hand-holding and preparation of the effective SVEEP plan

Idea behind the Campaign: "*Chunav Ka Parv, Desh Ka Garv*"

1. The General Election 2024 tagline "*Chunav Ka Parv, Desh Ka Garv*" emerged through several iterations before reaching its final form after an extensive brainstorming session. Originally conceived as "*Garv Ka Parv*," the tagline underwent refinement to capture its essence of invoking a **sense of festivity and pride** not only among voters but also among 2 crore-strong election machinery staff.
2. The phrase "*Chunav Ka Parv, Desh Ka Garv*" resonates deeply, capturing the spirit of elections as a celebration of democracy and national pride. It was officially launched by the Hon'ble President of India on the 14th National Voters Day in 2024. At the grassroots level, Booth Level Officers (BLOs) and officials played a pivotal role in popularising the tagline through banners, merchandise, and various communication channels.
3. This tagline not only serves to inspire voter turnout but also symbolises the dedication and commitment of election officials nationwide, fostering a collective sense of duty towards shaping the future of the nation through democratic participation

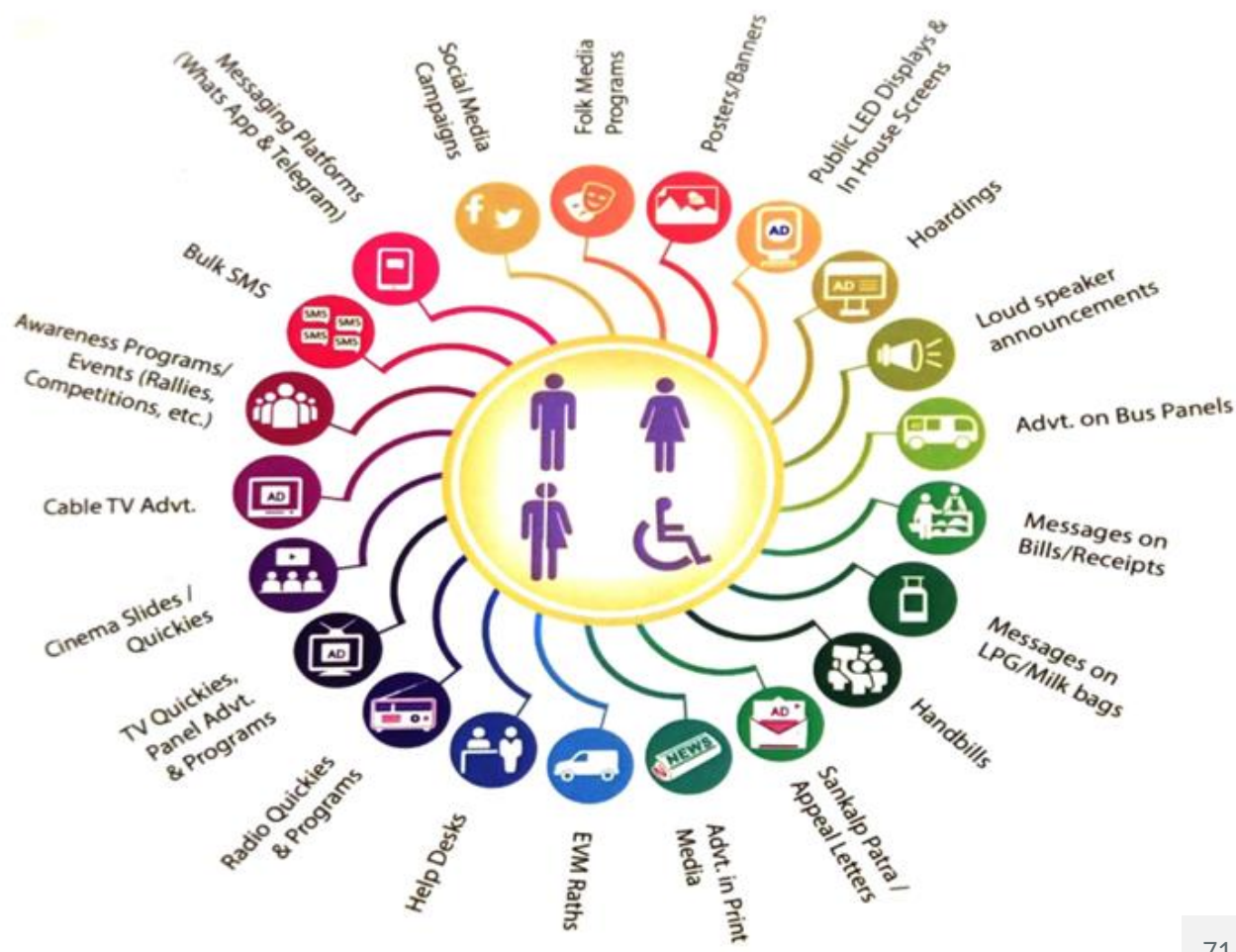
Campaign Collaterals

- **TV Commercials/ Audio visual creatives on different themes**
 - TV Commercials
 - Explainer videos
 - Social media videos
 - Icon/Ambassadors Appeals
- **Radio spots / Jingles**
- **Print Advts**
 - Strip Advt/ Quarter Page/ Half Page/ Full Page
- **Outdoor campaign**
 - **Hoardings, banners,(targeted messaging through partners *Indian Banks' Association, Ministry of Petroleum, Indian Posts*) theater screens (films like *My Vote My Duty, Main Bharat Hoon*)**
 - **Airports, Railway stations, etc. (*selfie booths, displays*)**
- **On Ground Activation: Cultural and folk programs**



Parliamentary Campaign for 18th General Elections

360 DEGREE MEDIA COMMUNICATION



Themes; Informational

- Check your name
- IT Apps: VHA, KYC, C-Vigil, etc.
- Home Voting
- EVM and VVPAT Facilitation at the Polling Booth

Motivational

- Every Vote Matters, Each Vote Counts

Attitudinal

- Voting Day, Not a Holiday
- Urban Apathy
- Ethical and Informed Voting

Target Audience

- Gender-based - Male, Female, Third , Gender
- Young & First Time Voters
- Women Voters
- Urban Voters
- Persons with Disabilities & Senior Citizens
- Tribal Voters
- Marginalized Sections of Society

TV Commercials

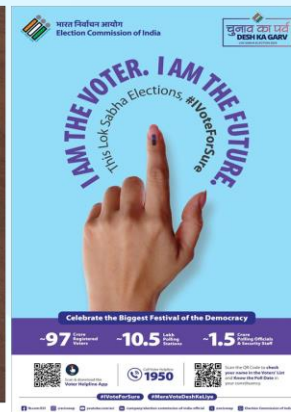
- **Edgy, Witty, and Humorous:** Utilized colloquial language to engage viewers.
- **Collaborations with Celebrities and Influencers:** Pro bono partnerships to create impactful content.
- **Thought-Provoking Scripts:** Designed to reflect and invoke the importance of voting.
- **Special Focus:** Emphasized ethical voting and vigilant voter communication.



Print Ads

- ECI released strip ads, Quarter ads, half page ads and full page ads on various themes to encourage voters

Sample Print Ad Creatives (Full Page)



Sample Print Ad Creatives (Half Page)



Print Creatives

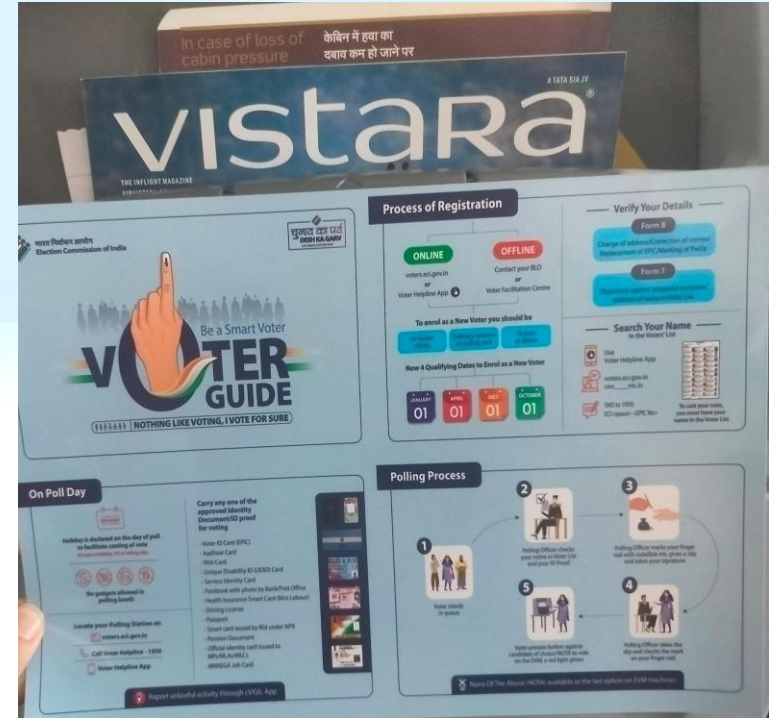
- **Colors and Themes:** Created to ensure strong recall value.
- **Interactive Ads:** Included QR codes to boost engagement.
- **Increased Voter Pledges:** Notable increase in voter pledges.
- **Media Coverage:** Featured in multiple media articles and reports.
- **On-the-Go Ad Themes:** Addressed reasons for low voter turnout after phase wise analysis



Partnership & Collaborations

M/o Civil Aviation

- The Ministry of Aviation has taken the following initiatives on Pro-bono basis:
 - In-flight announcements,
 - Display of voter awareness creatives and films,
 - Distribution of pocket guides in flights, and
 - Establishment of selfie points at 26 airports.



Pocket Voter Guide inflight

Selfie Points at Airports

Kempegowda International Airport Bengaluru



Indira Gandhi International Airport



M/o Railways

The Ministry of Railways has implemented several initiatives to enhance voter awareness and engagement:

- Logo integration on the IRCTC portal and tickets, On super fast train coaches
- Display of creatives and films at railway stations,
- Announcements at railway stations and in the railways in Hindi and English, and '**Chunav Ka Parv**' stickers in coaches.
- Train wrapping to 14 major trains across the Country through CBC



Creatives display at Railway stations

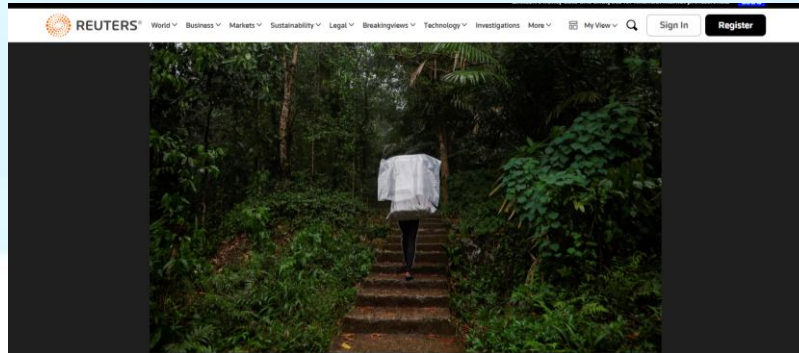
Stickers on trains

Train Wrapping



Coverage of Unique Polling Station

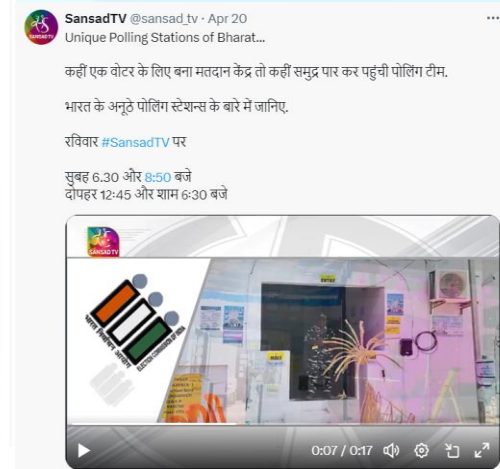
The audio visual documentary production was done for unique polling stations through Sansad TV and Doordarshan kendras. Further, some private youtube platforms too were facilitated for the same. Independent journalists like Mr Adnan Abidi, did the photo coverage of the unique polling stations.



Mr Adnan Abidi is 3 times Pulitzer award winner photographer of Reuters in India.
[\(https://www.reuters.com/pictures/pictures-indias-election-officials-climb-hills-ford-rivers-reach-voters-2024-04-18/\)](https://www.reuters.com/pictures/pictures-indias-election-officials-climb-hills-ford-rivers-reach-voters-2024-04-18/)



Sansad TV



- Sansad TV, Reuters, and Youtube channel Monkey Magic have provided extensive coverage of unique polling stations, highlighting innovative approaches to voter engagement.

BCCI x ECI

ECI collaborated with BCCI for voter awareness during IPL 2024 season. Following activities were undertaken:

- Administering of Voters' Pledge by National Icon Sachin Tendulkar during MI vs CSK on 14th April 2024 at Wankhede Stadium (https://x.com/sachin_rt/status/1779845536432230422?s=48)
- Messages/ Voting appeal from cricket players, all franchise –being shared on SM platforms. (<https://x.com/ECISVEEP/status/1775781126650679310?t=h55clMz2tw0hxbk15mWwww&s=09>)
- Message integration during matches by commentators.
- Display of voter awareness content at the stadium venue during the matches.



Voter's pledge led by Tendulkar, teams' video messages played at matches

DAMINI NATH & DEVENDRA PANDEY
NEW DELHI / MUMBAI | APRIL 16

AS FANS flock to stadiums across the country to watch the ongoing Indian Premier League, they are being greeted by video messages by the home teams, theme songs and a pledge led by Sachin Tendulkar encouraging them to vote, as a part of a campaign by the Election Commission and the BCCI.

The IPL season started on March 22 and will go on till May 26, and will coincide with the Lok Sabha elections, which were announced on March 16 and will end with the final phase of polling on June 4. According to sources, Chief Election Commissioner Rajiv Kumar led the efforts to promote voter awareness during IPL matches.

While the 2019 Lok Sabha elections too saw some awareness activity during the IPL, this time it has been expanded to include video messages recorded by all teams, as well as the EC's theme song 'Main Bharat Hoon' and the pledge recorded by Tendulkar being played before matches and during the breaks, they said. These, however, are not broadcast for viewers at home as breaks during IPL matches are lucrative slots for advertising. All IPL and Women's Premier League teams have recorded voter awareness videos that are being played at the stadiums as well as being shared on social media. In one such



Starting with the CSK-MI match at Wankhede on Sunday, the pledge is being played at every stadium.

video by Royal Challengers Bengaluru players, voters are encouraged to "hit a winning shot for the country" by casting their vote. "Election is the biggest festival in the country and IPL too is the festival of cricket. India is the country which has the highest population of youth and we feel youth is the beneficiary of democratic process. We have collaborated with the ECI to create awareness so that more and more youth participate in the election process," IPL chairman Anur Dhumal told *The Indian Express*.

"Every game, we will have activities happening on the ground, be it taking out or creating awareness by having a standee for a photo opportunity. We have taken help from IPL teams and feel cricket is the best way to

create awareness." Starting with the Chennai Super Kings-Mumbai Indians match at Wankhede Stadium on Sunday, the voter's pledge recorded by Tendulkar is being played at every stadium. On Sunday, Tendulkar, who is also the ECI's national icon for voter awareness, was present at the stadium and led the crowd through the pledge that starts with: "We the citizens of India, having abiding faith in democracy, hereby pledge to uphold the democratic traditions of our country... and to vote in every election fearlessly and without being influenced."

In a post on X on Monday, Tendulkar said: "The stadium roared not just for MI vs CSK yesterday but also for our democracy! Thank you, Wankhede, for taking the voter's pledge together."

Mumbai Cricket Association secretary Ajinkya Naik said ECI officials had visited the stadium before Sunday's game to look for a spot where the standees could be placed.

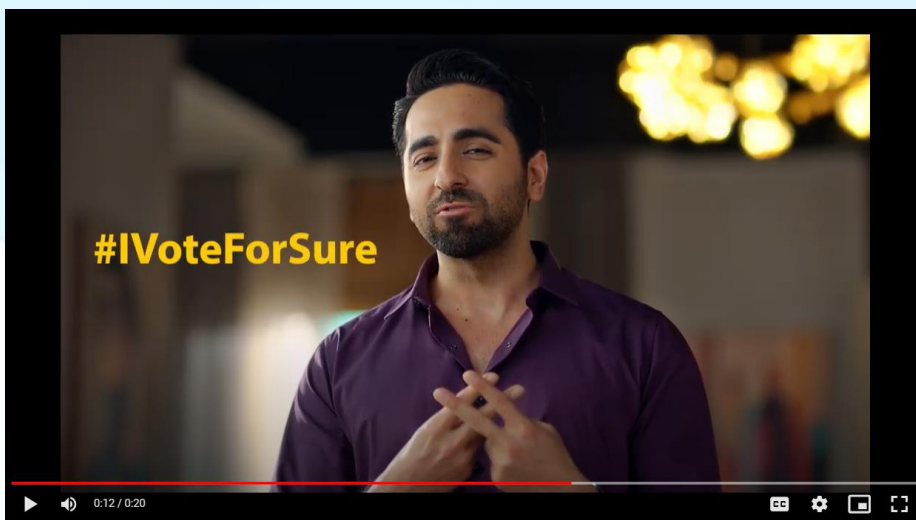
According to sources, the recorded pledge is being played before the match begins while the ECI's voter awareness song will be on during the innings break. Apart from that, the EC's voter awareness messaging, in the form of standees and selfie backdrops, has been arranged at different spots at the stadiums.

Apart from ECI officials, the states' Chief Electoral Officers are also coordinating the voter awareness initiatives at the respective stadiums, sources said.

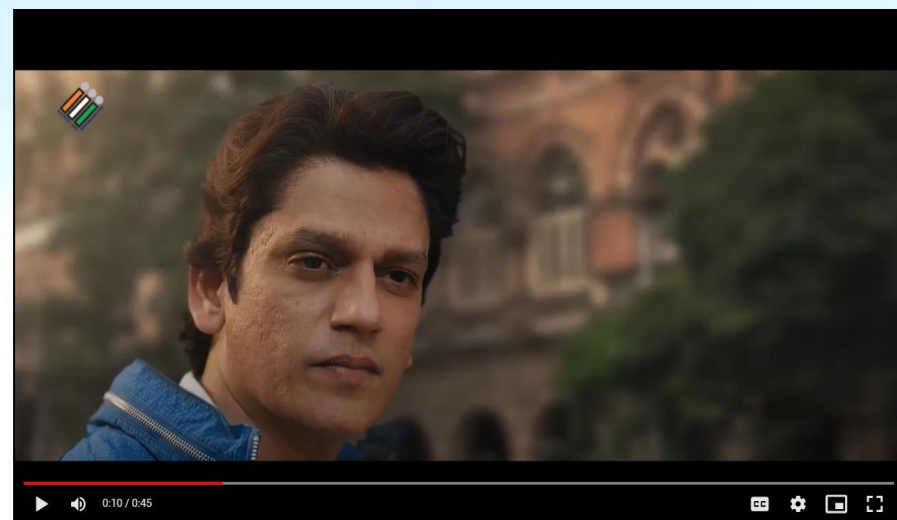


Association with Renowned Actors for TVCs

- Popular celebrities like National Icons, Sachin Tendulkar, Rajkummar Rao, actors like Ayushmann Khurrana, Vijay Varma, athletes like Neeraj Chopra, etc were roped in for production of TVCs, on different themes.



Ayushmann Khurrana roped in for a film on Youth apathy. The actor also shot stock photos being used for our multimedia campaign.



Vijay Varma roped in for a film on cVigil.

- Renowned film celebrities like Amitabh Bachchan, Madhavan, Taapsee Pannu, Boman Irani etc. were roped in for the film 'My Vote, My Duty'.



Association with IBA, India Post, M/o Petroleum & Natural Gas

- **Network of Dept of Posts:** Entire network of Dept of Posts was utilised for the display of Voter awareness material through its over 1.6 lakhs post offices, more than 1000 ATMs and 1000+ digital screens
- **Network of IBA:** Over 1.63 lakh bank branches and 2.2 lakh ATMs across public and private sector banking institutions were utilised for integration of voter awareness messages/ posters.
- **Ministry of Petroleum & Natural Gas:** Nearly 16000 + Hoardings were placed across the country through the network of retail petrol pumps.
- **Messaging curated as per the target audience and Medium.**

Department of Posts



Sample Creatives

Indian Banks' Association



Ministry of Petroleum & Natural Gases



Thank You