



Gujarat Assembly Elections
2017



Gujarat State Nomination for Best State - Best Electoral Practices' Award

Submitted to :
Election Commission of India

Gujarat Assembly Elections – 2017

**CHIEF ELECTORAL OFFICER
GUJARAT**

Nomination form for Best State Award

I	Nomination for	: Best State Award
II	Name of the Officer	: B. B. Swain IAS
III	Designation / Post during the period of consideration	: Chief Electoral Officer, Gujarat
IV	Present Designation and Post	: Chief Electoral Officer, Gujarat
V	Nominated for	: Overall Conduct of Elections
VI	Summary of Achievement / Work	: <ul style="list-style-type: none"> ▪ The Gujarat CEO Office, through rigorous efforts across the State, achieved a net addition of 17.46 lakh electors during Summary Revisions of Electoral Roll, 2017. This was the highest net addition in a year during the last 5 years. ▪ Achieved a EP Ratio closest to the Census EP Ratio with a gap of just 0.86%. ▪ Achieved a Gender Ratio of 921 against the Census Gender Ratio of 918. ▪ During the General Election to Legislative Assembly of Gujarat no major complaint related to Roll was recorded. ▪ 100% AMF was ensured at all 50,264 Polling Stations. ▪ 182 All Women Managed Polling Stations 'Sakhi' were set up in the State. ▪ 2,64,000 Polling Staff were trained in the use of EVM & VVPAT. ▪ 100% matching of VVPAT slips with EVM votes in 182 polling stations. No incident of recounting of votes or slip counting of VVPAT was required. ▪ Rigorous follow up from the complaint monitoring cell ensured that all the complaints received at the district level / CEO level / ECI level were disposed with proper necessary actions. ▪ Not a single complaint was received about undue harassment by FSTs or SSTs. ▪ 774 advertisements were received from political parties for pre certification out of which 652 were approved. Not a single

		<p>complaint against any approved political advertisements was recorded.</p> <ul style="list-style-type: none"> ▪ An exceptional number of PwDs, Senior Citizens and Centenarians cast their votes on Polling Day. ▪ 4,10,47,935 impressions were created over different social media platforms through different campaigns and hashtags. ▪ Webcasting facility was made at 3160 critical polling stations and 37 counting centers across the State. Control Rooms at CEO office as well as district headquarters were established and monitored the activities within polling stations and counting centers with access to ECI officials. ▪ A Model Counting Centre was set up at Ahmedabad. Uninterrupted power supply, stand by generators, broadband connectivity, stand by medical team, Fire extinguishers outside Strong Rooms, stand by fire fighter team, adequate refreshments for counting staff, signage for table numbers, separate table for postal ballot counting, RO table for ETPBS counting were organized. The same design and arrangements were replicated across the State. ▪ Successful deployment of CAPF and State forces resulted in a peaceful election and a high turnout figure of 69.04%.
VII	Description of Achievement / Work	: As per Enclosure 1
VIII	Enclosures	: Enclosure 2: List of Team Members
IX	Recommendation of the CEO	: May kindly be considered.

Gandhinagar.

Date : 30-12-2017



(B.B.Swain)
Chief Electoral Officer,
Gujarat

Encl. 1: List of Team Members

No.	Name	Designation	Role
1	Dr. S. Murali Krishna IAS	Special Chief Electoral Officer	Complaint Monitoring
2	Shri Ashok H. Manek	Additional Chief Electoral Officer	Overall management of Revision of Rolls and conduct of General Election to Gujarat Legislative Assembly
3	Shri Lalit P. Padalia, IAS	Additional Chief Electoral Officer	SVEEP, Training, Media, MCMC
4	Shri J. K. Gadhvi, IAS	Joint Chief Electoral Officer	Expenditure Monitoring
5	Shri J. B. Dwivedi	Joint Chief Electoral Officer	EVM & Administrative work
6	Shri Anil Ranavasiya, IAS	Deputy Chief Electoral Officer	Complaint Monitoring, Webcasting
7	Shri M. A. Goriya	Deputy Secretary	SVEEP, Media, MCMC
8	Shri N. D. Achayra	Deputy Secretary	MCC, Electoral Roll, Polling Station, Force deployment & Personnel Management
9	Shri H. M. Thakker	Deputy Secretary	Training, Expenditure Monitoring
10.	Shri M. B. Desai	Under Secretary	MCC, Force Deployment
11.	Shri Nitin Vaghela	Under Secretary	Complaint Monitoring
12	Shri N. D. Parmar	Deputy Collector	Election Law, MCMC, SVEEP
13	Shri B. M. Jotania	Deputy Collector	Service Voter, ETPBS & other assistance
14	Shri P. C. Diarsa	Section Officer	Electoral Roll, Material Management & overall Election work.
15	Shri D. K. Bhavsar	Section Officer	Law & Order Report, Statistical Report, Issuing Media Card etc.
16	Shri J. A. Gamit	Section Officer	Overall Election, Electoral Roll
17	Shri S. B. Chaudhari	Section Officer	Polling Station Rationalization
18	Shri Mahesh Makwana	Section Officer	Budget
19	Shri J. D. Parmar	Section Officer	MCC
20	Shri M. D. Mudliar	Section Officer	MCC
21	Shri U. J. Trivedi	Section Officer	Complaint Monitoring

No.	Name	Designation	Role
22	Shri B. M. Patel	Section Officer	EVM
23	Shri H. V. Rana	Section Officer	SVEEP
24	Shri C. C., Vyas	Section Officer	Training

DESCRIPTION OF ACHIEVEMENT/WORK GUJARAT LEGISLATIVE ASSEMBLY ELECTIONS-2017

KEY STATISTICS

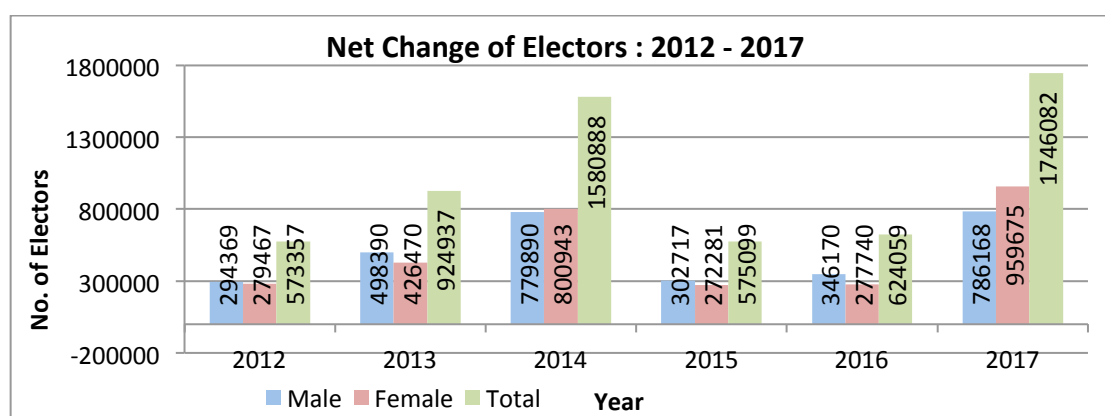
INDICATOR	NUMBER
Districts	33
Assembly Constituencies	182
Total Electors	43528519
Male Electors	22653368
Female Electors	20874449
Third Gender Electors	702
Candidates	1828

ELECTORAL ROLL REVISION

Gujarat did exemplary work in the electoral roll revision ensuring that 'No Voter is Left Behind' by trying to cover maximum number of eligible electors for enrolment.

Extensive work was carried out during the two Special Summary Revisions, Special Campaign Days and later during the Continuous Updation phase. 50,127 BLOs and 4277 Supervisors worked tirelessly for reaching out to maximum number of households. 16 Roll Observers were appointed to oversee the entire process.

NET ADDITION OF ELECTORS



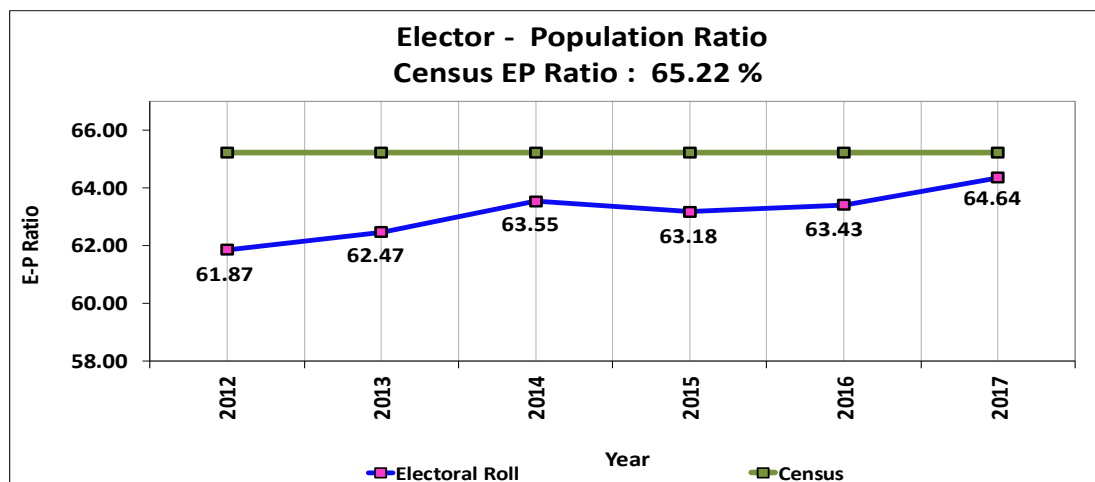
60,24,422 new electors were added since the 2012 Assembly Election till 2017. Out of this, 25,85,913 new additions were done in 2017 only.

Through rigorous efforts across the State, Gujarat achieved a net addition of 17,46,082 electors in the year 2017, which was the highest net addition in a year during the last 5 years.

Similarly, net addition of 959,675 women electors in the year 2017 was also the highest in a year during the last 5 years.

EP RATIO

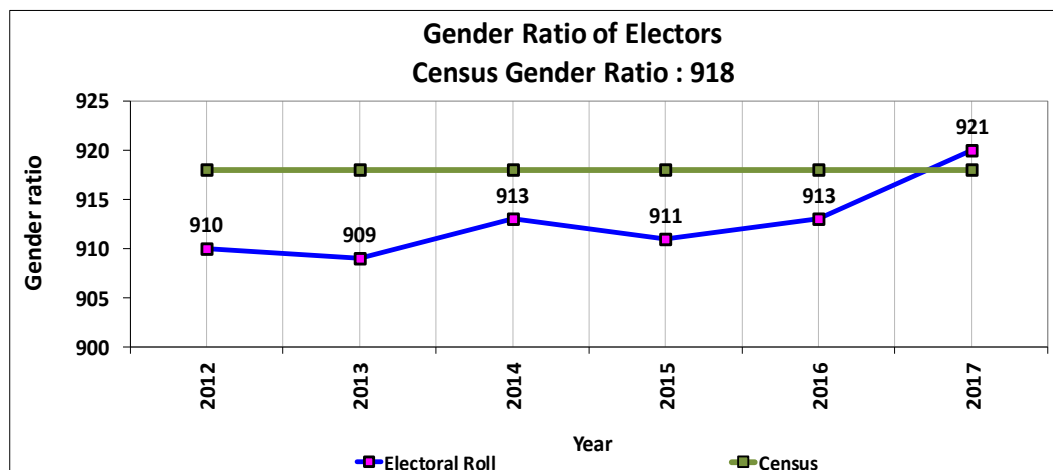
EP Ratio is the barometer of roll coverage. Gujarat achieved an EP Ratio of 64.64 in the Electoral Roll against a census EP Ratio of 65.22 indicating a marginal gap of just 0.58 percent point.



Gujarat achieved a Roll EP Ratio closest ever to the Census EP Ratio with a gap of just 0.58 percent point.

GENDER RATIO

Gender Ratio as per Electoral Roll is 921 while the Gender ratio as per Census is 918.



For the first time the Roll Gender ratio of 921 was higher than the Census Gender Ratio indicating a robust coverage of women electors in the State.

AGE COHORT

Extensive drives and SVEEP for young voters helped in achieving a net addition of 319,634 among the 18-19 age cohort. The net addition among the 18-21 age cohort was 466,376, which shows the coverage of enrolment of eligible young electors.

OTHER HIGHLIGHTS

244,564 multiple entries were identified in the electoral roll. These were verified and corrected and 12,093 entries were removed for duplication.

For coverage of senior citizens, all 78 Old age homes in the State were visited and special enrolment camps were organized with senior citizens. 2794 senior citizens residing in Old age homes were enrolled during this drive.

Several enrolment camps were organized at organizations working with PwDs and the BLOs kept a track of PwDs during their house-to-house drive and as a result, 89,920 PwD electors' names were added to the database.

28843 VIP Electors were flagged during the Roll Revision exercise and their details were re-verified for any discrepancies.

The biggest highlight of Gujarat Elections was that no major complaint related to Electoral Roll like missing names or changed details or by any VIP elector was recorded. No negative media reports were published regarding any issues with the Electoral Roll.

POLLING STATIONS

After rationalization of polling stations and after approval of ECI, 1556 new polling stations were created, 1303 polling stations shifted and sections were shifted in 2512 polling stations. Subsequently 119 Auxiliary polling stations, shifting of 436 polling stations and changes in names of 81 polling stations were also approved. Later 17 more Auxiliary polling stations were added where number of electors exceeded 1400 after the continuous updation process. Thus the final figure of polling stations for the Gujarat Poll was 50,264.

DEOs were asked to ensure wide publicity of these modifications and inform Political Parties. All BLOs were instructed to inform all concerned electors by visiting them personally. Changes were made in the Photo Voter Slips. Digital maps of relevant polling stations were printed on the backside of the PVS to guide the voters to the correct locations.

The entire exercise of change/shifting or new polling stations was carried out in such a way that no elector had to walk for more than two kms for casting their vote. Wide publicity was carried out through newspapers, door to door publicity by BLOs etc. Because of such diligent efforts, there were no complaints regarding polling stations on the Poll Day in the entire State.

AMF

AMF was ensured at all polling stations. All data was re-verified through field visits and all gaps were addressed.

Electricity	Drinking Water	Toilet	Ramp	Furniture	Road Connectivity	Mobile Connectivity	Shed / Shelter
100%	100%	100%	100%	100%	99.99%	99.09%	99.95%

SAKHI POLLING STATIONS

182 'Sakhi' Polling Stations were established in the State, which were managed entirely by women functionaries. A special banner was designed and placed at all these polling stations. On Poll Day, all Sakhi polling stations were nicely decorated with a warm welcoming ambience to attract the voters and motivate more and more women to exercise their right to vote.



Women flocking for voting at a Sakhi Polling Station.

There were 399 polling stations in districts like Dangs, Tapi, Banaskantha, Narmada etc. that were located in extremely remote areas. There was no mobile connectivity. The polling staff conducted the poll in a smooth manner using Hi-frequency Wireless Systems for coordination and reporting.

BANEJ-SINGLE VOTER PS

Banej polling station is an unique polling station in the entire country with just one voter. Located in the deep forest of Gir, the only resident is a temple priest who resides alone in the deep woods. True to the mandate of ECI that 'No Voter Shall be Left Behind', the polling staff set up a polling station just for a single voter and ensured that he is able to exercise his right to vote.

AJAD-PS IN MIDDLE OF THE SEA

PS no. 68 of AC-81 Khambalia in Devbhoomi Dwarka district is on the remote island of Ajad in the middle of Bay of Kachchh. With only 89 residents in this island the number of electors is just 40. The election team made all arrangements and traveled with all material including EVM/VVPAT in a boat to the island to establish the polling station, carried out the Polls and ensured that 90% of the electors exercised their right to vote.



Enthusiastic voters at Ajad Island waiting to exercise their right to vote.

EVM & VVPAT MANAGEMENT & OPERATION

Conducting the election across the entire State with introduction of VVPAT was a major challenge successfully overcome by Gujarat in an outstanding manner. The entire process of EVM/VVPAT management carried out by Gujarat is a case study in itself.

SHIFTING EVM & VVPAT UNITS

Gujarat had 1574 BUs and 15724 CUs, while no VVPAT unit was available. The teams of CEO, Gujarat traveled to 73 locations across 10 different States and to the factories of BEL and ECIL at Bengaluru and Hyderabad respectively to acquire 87,369 BUs, 60,012 CUs and 77,624 VVPATs. The EVM and VVPAT units were transported in special GPS equipped closed-body trucks with security cover. Despite the fact that this huge transportation exercise across half of the country was carried out in peak monsoon season with heavy rains at many places, no untoward incident was recorded.

TRANSPORTATION & STORAGE WITHIN THE STATE

Transportation, Randomization and Replacement of EVM & VVPAT units were done using EVM Tracking Software (ETS) only. Highly secure storage arrangements were made.

EVM & VVPAT FUNCTIONING

The entire polling staff was thoroughly trained In the functioning of EVM and VVPAT units.

264,000 polling staff trained in the use of EVM & VVPAT

There were 14 ACs where the number of candidates was more than 15 and thus 2 BUs were used in 13 ACs while 3 BUs were used in 1 AC. The voting was conducted without any errors reported at any of these ACs.

HIGHLIGHTS

50264 VVPATs were used across the State and only 1 complaint was registered regarding reported discrepancy in BU and VVPAT slip at Devbhumi Dwarka district, which was later proved incorrect after the Test Vote procedure.

100% matching of VVPAT slips with EVM votes in 182 polling stations.

No incident of recounting of Votes or Slip Counting of VVPAT was required.

As per the provision by ECI, counting of VVPAT slips was carried out for one randomly picked polling station per AC. The number of VVPAT slips matched the numbers of votes in EVM for all such cases with zero discrepancies.

There were three court cases related to EVM/VVPAT awareness and/or functioning and all the three were disposed off by the Honorable High court in favour of the CEO Office.

EVM/VVPAT USAGE

A total of 54,426 BUs, 50,264 CUs and 50,264 VVPAT units were used during the election. During the entire election process, 1.68% BUs, 1.99% CUs and 5.08% VVPAT units were replaced at different stages.

PHASE	NO. OF BU REPLACED	NO. OF CU REPLACED	NO. OF VVPAT UNITS REPLACED
Mock Poll	453	480	1182
Poll	347	314	1322

EVM/VVPAT AWARENESS AND DEMONSTRATION

With the background of VVPAT use on full scale for the first time across the entire state and the KAP survey finding of 87% people being unaware about VVPAT; Gujarat carried out an unprecedented drive for awareness about EVM & VVPAT and transparency of the electoral process. BLOs visited almost 100% of the households and distributed informative pamphlets on EVM/VVPAT.

1.02 crores pamphlets on functioning of EVM/VVPAT distributed to almost 100% households.

Specially designed EVM Rathes traveled through all major public points in urban, rural and tribal areas.



Over 19000 camps for EVM/VVPAT demonstration were organized at locations like Educational Institutions, Tribal Haats, Multiplexes, Malls, Bus Stands, Industrial Estates, Kadiya Nakas (Daily wage labourers congregation points), Industries, Old Age Homes, Organizations working with PwDs, Anganwadis, UCDs, Resident Welfare Associations etc.



Special creatives on EVM/VVPAT awareness with tagline #બટન દબાવીને 'જુઓ' (#બટન દબાવે 'દેખો') emphasizing on being able to 'see' the vote were created. Similarly creatives emphasizing the importance of 'verifying' were also created. The creatives were widely disseminated through social media, hoardings, banners, cinema slides, Cable TV etc.

MODEL CODE OF CONDUCT

Complete adherence to the Model Code of Conduct (MCC) being the heart of the constitutional mandate of ECI to conduct free and fair elections, Gujarat left no stones unturned to ensure implementation of MCC. This was implemented through a combination of 'Adherence Facilitation' through education as well as 'Adherence Safeguard' through very strong surveillance, monitoring, manpower & systems. 14 F.I.R.s were lodged regarding violation of MCC during the entire Poll period.

COMPLAINT MANAGEMENT

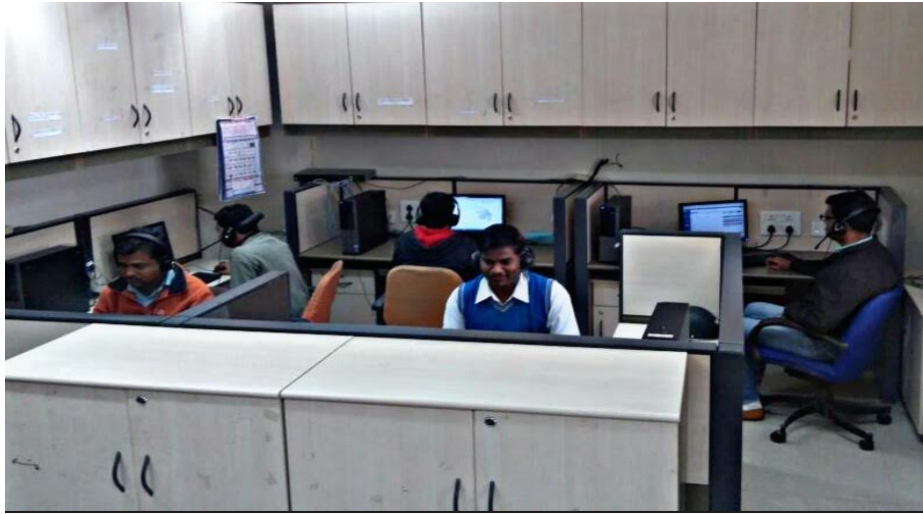
Public Grievance Redressal System (PGRS) was effectively used and 153 complaints were resolved. SMS was sent to complainant at each stage of resolution. SMS was also sent to FST on lodging of a complaint.

Election commission of India has provided a web portal called Samadhan (National grievance service) where citizen can raise his/her complaint related to Election. 249 complaints through ECI and 345 complaints received through citizens were resolved promptly.

A toll free number 1950 was made available to citizens for raising their queries related to Electoral roll/EPIC card.

CEO, Gujarat office had started a control room where citizens can call and register their complaints. Control room number was given wide publicity in various newspapers and it was also displayed on the website of the CEO office.

A cell number was also provided to public to call or send SMS related to their complaints.



Control room at CEO office

MCC violation complaints received at district level

Sr. No	Type of complaint	Total number
1	MCC 1	3,00,784
2	MCC 2	335
3	MCC 3	5

MCC violation complaints received at CEO office

Sr. No	MCC complaints received from	Received	Disposed	Pending
1	ECI	45	45	0
2	Political parties	22	22	0
3	Public/Individual	95	95	0
Total		162	162	0

A total of 125 complaints were received on Poll days (9th and 14th December 2017) and 3 complaints were received on the Counting day, all of which were disposed off promptly after receiving action taken reports from DEOs.

Rigorous follow up from the complaint monitoring cell ensured that all the complaints received at district level/CEO level/ECI level were disposed with proper necessary actions.

EXPENDITURE MONITORING

Expenditure monitoring is a crucial part of election management in order to ensure a free and fair election. Gujarat achieved this with an excellent vigilance system.

79 Expenditure Observers, 199 Assistant Expenditure Observers and 224 Accounting Teams were deployed.

599 Flying Squads (FSs) and 643 Static Surveillance Teams (SSTs) were deployed across the state and their vehicles were GPS enabled. SST and FS worked on 24 x 7 basis during last three days of Poll while SAPF / CAPF supported the Teams.

Air Intelligence Units (AIUs) were established at 11 Airports and more than 350 officials deployed across the State by the Income Tax Department.

Latest Compendium of Instructions on Election Expenditure Monitoring – October – 2017 was translated into Gujarati language on a fast track and distributed to all the districts.

Day to day account register were scanned and put up on CEO's website after inspection of EO & RO by all the districts.

Intensive training was provided to all the members in various teams with all aspects of Expenditure guidelines.

The seizures under Expenditure Monitoring

Particulars	Numbers
Cash intercepted and handed over to IT Dept.	4.61 crore
Amount returned by IT Dept. after verification	3.22 crore
Amount seized by IT Dept.	1.39 crore
Criminality established (2 Cases)	0.12 Crore
Bullion	27.02 Kgs
Liquor	16.50 lakhs litres

SUVIDHA, an IT application for Single Window System for permissions for candidates and political parties was made operational. **4066** applications regarding permission were disposed online through 'SUVIDHA' and **12,690** applications regarding permission were disposed offline within 48 hours of receipt. Permit for 67 vehicles to the political parties were issued centrally by the CEO Office.

Well drafted SOPs and proper training ensured that not a single complaint was received about undue harassment by FS or SSTs.

LAW AND ORDER

The 2017 election can qualify as one of the most peaceful elections ever with minimal instances of law and order problem. Not even one incident, which affected the Poll process was recorded.

Successful election management and force deployment efforts led to a peaceful election and a high turnout of 69.04%.



A comprehensive deployment plan was prepared for the entire election process along with the Police Department. 16711 critical polling stations at 8401 PSL were identified and 3771 vulnerable hamlets were identified. Special measures including Confidence Building Measures (CBM) as directed by ECI

were identified for the same.

612 Coys of CAPF were deployed. 100 Coys were sent immediately after the announcement of elections for CBM and area domination exercise.

512 Coys were sent 1 week before the Poll.

749 District Check Nakas were established.

87 Inter State Border Check Post were established.

Available Police Strength in Gujarat was 3376 at Supervisory level and 65558 at the Constabulary level. 604 SST and 555 FS Police Teams were deployed

100 Coys were deputed for EVM guarding

9 (Nine) Police Nodal Officers (S.P. level and above) were appointed for all election related activities. 4 Range IGs were appointed as Nodal Officers for Inter State coordination with the neighboring States/UTs.

Measures for Law & Order Maintenance

Liquor Seizures worth Rs. 25.30 Crores
172 cartridges & 100 gm explosives were seized
51360 arms were deposited
70016 cases of NBWs were executed
1072 trouble makers identified and bonds were taken under Section 107, CrPC
194,808 cases filed under preventive sections of CrPC and 187,915 people bound over.

MCMC

As an effort to minimize the instances of paid news, intensive training was provided to media personnel and political parties. Workshops were organized with Media Personnel at the State level by the CEO as well as the District level by the DEOs.

MCMC cell and teams were formed at the State level and in each of the district. MCMC team members were trained on ECI guidelines and the monitoring process.

774 advertisements were received from political parties for certification out of which 652 were approved. Not a single complaint against any approved political advertisements was recorded. Only one appeal was preferred, which was decided partially upholding the MCMC decision.

Gujarat recorded one of the least instances of Paid News. 173 cases of suspected Paid News were detected and 121 out of these were later confirmed. Appeals were made in two cases to State MCMC, which considered this as Paid News after thorough scrutiny.

State level MCMC met 42 times during the entire election period. Precertification of all Political advertisements were done in less than 24 hours of time.

MATERIAL PROCUREMENT AND MANAGEMENT

All necessary stationery and material were procured from the authorized vendors as per the guidelines of ECI well in advance. Required Handbooks and statutory forms were printed by Government Press. 111,240 bottles of indelible ink were procured.

INCLUSION

'Inclusive Election' was one of the focus areas of ECI and Gujarat worked diligently towards achieving maximum inclusion of groups like PwDs, Senior Citizens, Third Gender and Excluded Groups. An extensive outreach campaign

was carried out under SVEEP for reaching out to these 'difficult to access' groups and involve them in electoral participation.



Ballot papers were prepared in braille for all the ACs with help of the organization 'Blind People's Association (BPA)' for facilitating blind voters at polling stations. The various facilities provided to PwDs at polling stations were widely publicized through social media and other mediums to encourage PwD voters. Large number of awareness and EVM/VVPAT demonstration camps were held at organizations working with PwDs, Old Age homes for covering Senior Citizens and at organizations working with the third gender communities.

An important activity was that the BLOs were asked to track PwDs during their house-to-house verification and keep a record of all PwDs. 89,920 PwD electors' names were added in the database as a result of this exercise.

28,077 cases of requirement of assistance for PwD in casting their votes in form of Assistants and Wheel Chairs, which were provided on the Poll Day. 3149 Wheel Chairs were organized for assisting the PwDs at polling stations.

A special Facilitation Guide on PwDs was developed for the election functionaries to educate them on the right approach to facilitate the PwDs.

60 excluded groups were identified across the State and the election machinery carried out intensive efforts to involve them in the electoral process.

An exceptional number of PwDs, Senior Citizens and Centenarians cast their votes on the Polling day with enthusiasm, which was the ultimate achievement for all the efforts put in by Gujarat.

PERSONNEL MANAGEMENT

A database of available personnel was prepared well in advance. 46 letters were written to different Departments and 191 orders were issued to Municipalities, Boards, Corporations, DDOs, DEOs, DPEOs and Municipal Corporations. 411 orders were issued to Organizations, Companies, Universities, Banks, Insurance Companies etc. falling under section 159(2) of R.P. Act.

Entry of 490,302 staff was made in the database out of which 175,865 were flagged off as (i) Staff for assigning other election duties like SVEEP, MCC, Micro

Observers, EEM etc. and (ii) Staff which are not eligible for election duties like PwDs, pregnant women etc. After flagging, available staff for poll duty was 314,437. Depending on the requirement of each district, relevant decisions like the size of the team and shifting staff from one district to another were taken promptly. E.g. shifting of staff from 3 districts to Ahmedabad was carried out because of last minute requirement.

E-PAYMENT

E-payment is the facility for cashless transactions for payments to be made in the entire election process for faster and smoother payment process. E-payment was used for the following transactions:

1. Payment of all the civilian officials/police officials deployed on election duty
2. Payment for all vehicles requisitioned for election duty purpose.
3. Payment to all the vendors who provide goods and services for election related duties.

TRAINING

An efficient election management can be achieved only through a thorough training process and capacity building of the large work force involved in the process.

Gujarat carried out the arduous task of development of most comprehensive Training Material for all categories of personnel involved in the election management process.

20 training modules for different categories of Election personnel, over 100 training exercises, 4 e-learning training modules, 09 reference books and short video films were prepared.

Training programs were carried out across all categories as a continuous process across the State well in advance before the elections.

Following major training programs were conducted before the elections.

1. Nodal Officers (SVEEP), CSOs, State Icons
2. Workshop on EVM-VVPAT for all Dy DEOs, District coordinator, SLMTs
3. Certification programme for ROs and AROs
4. DEOs, Dy DEOs, ROs training regarding Health of Electoral Roll, De-novo Service Voters, EEM, Election Material Management, SVEEP at the State level.
5. DEOs, Dy DEOs trained regarding ERMS, DEMP, EMMC, Communication Plan, SVEEP for VVPAT, MCMC, Social Media
6. Police Master Trainers and District Level Nodal Officers (Police)

7. TTF training imparted to ROs, AROs, Supervisors / Sr. Lecturers of ITI / Polytechnic of five districts
8. Dy. DEOs & ROs imparted training on ETPBS
9. DEOs, Dy DEOs, ROs, DDOs (Nodal Officer for Expenditure Monitoring) and Nodal Officers for SVEEP, PwD & Migratory labour trained regarding Election Process, EEM, Law & Order, SVEEP, Social Media
10. Dy DEOs and ROs imparted training regarding withdrawal process, Symbol allotment & Form No.7-A, ETPBS, Paid News, MCMC
11. Polling Personnel, Sector Officers, Nodal Officers, Micro Observers trained at District level
12. Hands on training to Election Personnel, Political Parties, Media & Voters in general given at district level
13. Training for Counting Personnel

SERVICE VOTERS AND POSTAL BALLOTS

Gujarat achieved a remarkable feat in enrolment of Service Voters. Following ECI directive for De Novo enrolment of Service Voters, Gujarat carried out a thorough and intensive exercise for the same. Variety of measures were carried out for ensuring maximum registration of Service Voters. A brochure in Gujarati language was prepared for the use of ERO. A Power Point presentation was prepared for training purpose. Two video conferences were held for orientation of DEOs, EROs, Deputy DEOs and System Supervisors. A large number of camps were organized with security forces at their duty stations for their awareness and enrolment as Service Voters. Total 35,106 set of blank envelopes were dispatched through Speed Post to the concerned 446 Record Officers / Unit Officers for ETPBS.

18,437 Service Electors were enrolled as part of the De Novo exercise.

Highest % of enrolment against total XML in the country

Gujarat	53.65%
India	35.28%

Postal Ballot Facilitation Centers were established for ensuring no voter is left behind from among the polling staff. A large number of postal ballots were issued and voting was done by the functionaries involved in polling duties.

149,698 votes were cast at the facilitation centers.

System of Electronic Transfer of Postal Ballot System (ETPBS) was efficiently used. Tie up with Chief Post Master General, Gujarat Circle was made for ensuring delivery of e-Postal Ballots. A brochure in Gujarati language was prepared for the ROs for ETPBS. Instructions were issued to DEOs to purchase the QR-Code Reader.

A total of 276,057 Postal Ballots were received as a result of the efforts in Gujarat.

Total No. of Postal Ballots received by special messenger from Facilitation Centres	Total No. of Postal Ballots received by Post		Total Postal Ballots received
	From Service Voters (Envelope in yellow Colour)	For Voters on Election Duty and others	
1,62,161	4,675	1,09,221	2,76,057

SVEEP

Gujarat has been one of the frontrunners in implementation of SVEEP to motivate citizens for active participation in the democratic electoral process.

The key highlights of SVEEP for 2017 Elections were as follows:

1. 859 Campus Ambassadors & 1134 Designated Officers of 926 educational institutes involved for covering the young electors.
2. Extensive campaign for EVM VVPAT awareness and demonstration (Details mentioned in earlier section).
3. Extensive awareness drives on NOTA following finding of low awareness in KAP Survey.
4. State Icon Shri Cheteshwar Pujara administered pledge on ethical voting to about 30000 spectators in a T-20 cricket match played at Rajkot.



5. Awareness songs, song with animated characters and Anthem for voting "Vototsav" created and disseminated and a special Vototsav Concert organized at Ahmedabad in partnership with Radio City.
6. 92,71,647 voters reached through bulk SMS
7. 1.18 crores families were handed over the Voter Guide by the BLOs in a door to door campaign.

8. Hundreds of mass programs for oath taking and pledge were organized in different parts of the State.
9. Lakhs of people were engaged in awareness drives through special programs like rallies, competitions, marathons, bike rallies, human chains, signature campaigns etc.



10. Innovative campaigns like hot air balloon for awareness.
11. Special programs with PwDs, senior citizens, third gender communities were organized.
12. Awareness through folk media and local dialect material (In dialects like 'Kutchi' and 'Dangi') were carried out.
13. 3 Returning Officers and 2 Senior Officers of the Office of the CEO participated in 5 different live programs on Doordarshan regarding Voters' Awareness including VVPAT awareness.
14. Awareness programs were carried out for promoting Service Voters' registration and voting.

SANKALPA PATRA

Sankalpa Patra, pioneered by Gujarat has been an effective advocacy & motivation tool. Sankalpa Patra with innovative design of pledge in one page and an informative pamphlet on EVM/VVPAT as a perforated attachment was developed.

More than 80 lakh Sankalpa Patra were distributed and about 73 lakh were received back duly signed by the parents.

FESTIVAL BASED INTERVENTION –PROMOTING DEMOCRACY AS AN INTEGRAL PART OF LIFE

Festival Based Intervention has been one of the most unique strategies of Gujarat for SVEEP and also one of the most successful. SVEEP activities were integrated with celebrations of various festivals like Ramzan Eid, Rakshabandhan, Janmashtami, Navratri, Dussehra, Moharram and Diwali. The different activities included IEC during festival celebrations, dissemination of festival based creatives, Rakhis with messages, Voting Garbas etc.



The Navratri intervention itself reached more than 2 million young people across the State. Some of the unique initiatives during Navratri included:

1. Specially scripted Garba on electoral participation in Gujarati as well as other local dialects.
2. Nine vows of democracy widely disseminated through banners and social media and administered at Garba grounds every night.
3. Help desks and EVM/VVPAT demonstrations at Garba grounds.
4. Specially scripted announcements during Garba on electoral participation and VVPAT introduction.

CREATIVE DEVELOPMENT & SOCIAL MEDIA

Creative campaign was one of the strong highlights of SVEEP. The creative campaign was strategically designed to specifically target the behavior deterrents and determinants. More than 200 creatives were developed comprising of different themes addressing different sets of identified gaps. This was an all encompassing campaign, which step by step addressed each and every deterrent to voting behavior and motivated the voters. Different behaviors and target groups were addressed by different series of creatives. One of the creative series focused on different occupations and how it requires them to be responsible. One series addressed specific excuses or concerns shared by people for not participating in the democratic process and focused on how people can rise above these excuses and take responsibility. One series communicated how voting is such an easy task, to make people comfortable. One more series was developed using popular characters like 'Bako' and 'Sonu' motivating people not to miss voting at any cost. One series was developed appealing to people to vote using Region specific messages and food habits.



Wide dissemination was done through social media over different platforms like Facebook, Twitter, Whats App and You tube from not only the CEO Office accounts but also from accounts of each of the district level functionary, thus creating a multiplier escalating effect and reaching millions of voters.

4,10,47,935

The number of impressions created over different social media platforms through different campaigns and hashtags.

PVS DISTRIBUTION

Photo Voter Slip distribution was one more highlight of the Gujarat elections.

Continuous updation process was carried out till 25th November 2017 and thereafter within a record time of 5 days, in a herculean effort, all PVS were printed with all the details of the voters as well as a digital map of the polling station. It is noteworthy that despite achieving this in such a short time, no complaint about wrong details or map was reported in the entire State.

This was followed by door-to-door distribution of PVS by the BLOs which was completed in one week before the poll.

95% of the voters were covered with PVS distribution across even the remotest nook and corner of the State.

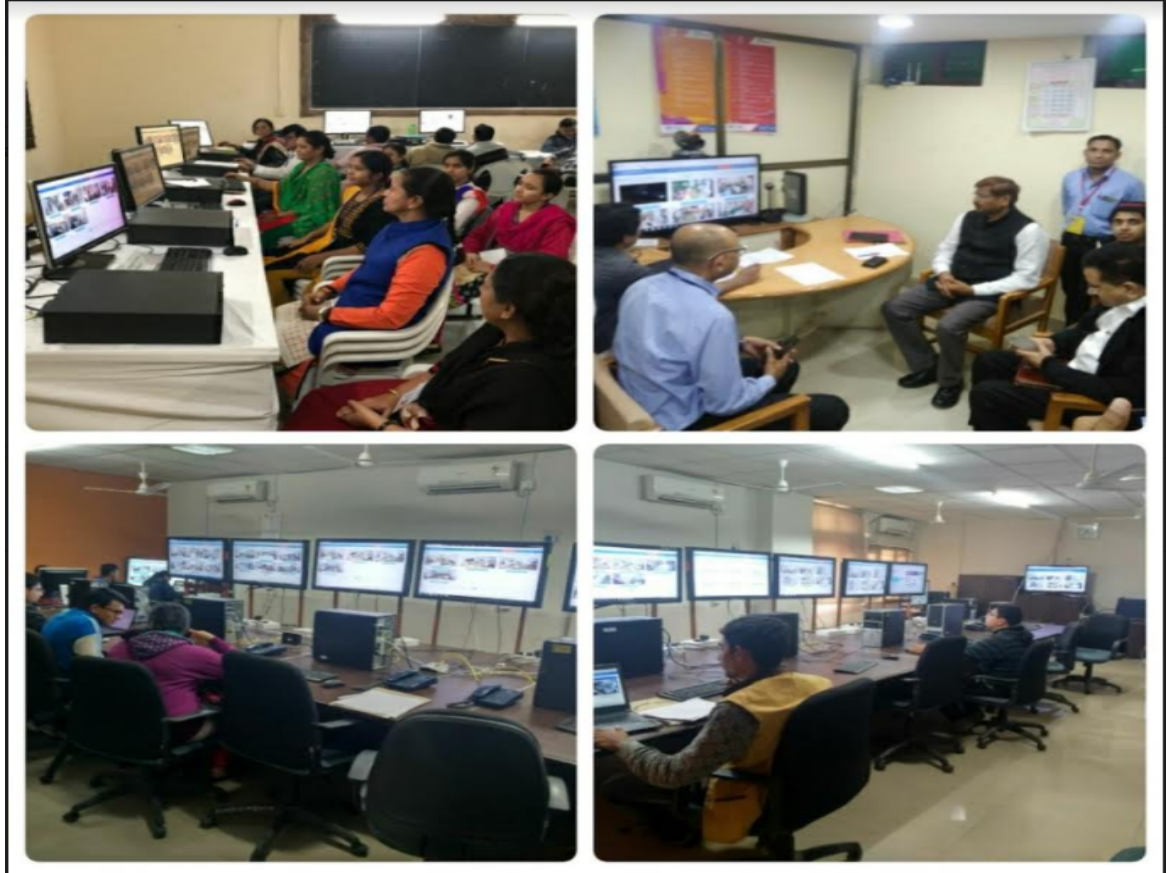
WEBCASTING

Considering the limitation on availability of Central Armed Police Forces (CAPF), the Election Commission of India has instructed that the Critical Polling Stations shall at least be covered by one or more of the non-CAPF measures to keep a watch on the Polling process, viz. micro observers; video/still cameras or webcasting. During Gujarat Assembly Election 2017, it was decided to have a Webcasting facility at 3160 Critical Polling stations and 37 Counting centers across the state.

Sr. No	Cameras used during	Total cameras used
1	Poll day for Phase 1 districts	1413
2	Poll day for Phase 2 districts	1747
3	37 Counting centres on counting day	1251
Total		4411

As per directions from ECI, State Nodal Officer and District Nodal Officers were appointed for coordinating webcasting operations.

Control rooms were established at district headquarters and at the CEO office to monitor the activities within polling stations and counting centers with access to ECI officials. Dedicated staff was appointed at these control rooms to monitor webcasting. They were given training regarding webcasting portal.



Webcasting monitoring control room at the district headquarters



Webcasting monitoring control room at CEO office

In Phase-I districts on the poll day, about 88% installed cameras were able to webcast successfully throughout the poll time whereas for Phase-II districts, it

was 92%. On the counting day 81% cameras successfully webcast from 37 counting centers. Overall success rate was 87 %, which was a remarkable achievement.

MODEL COUNTING CENTERS

A Model Counting Center under instructions of ECI was established at Ahmedabad. The Model Counting Center demonstrated how each and every guideline of ECI could be implemented perfectly. The Model Counting Center had three-tier round the clock security arrangements. CCTV view panel was fitted for representatives of candidates to see the doors of the strong rooms. All visits by Officers/ Candidates to the Strong Rooms were video recorded. Other security measures included barricades, frisking, identity checks, mobile deposit cloak room etc. were ensured.

Highlights of Facilities at Counting Centers

Uninterrupted power supply, stand by generators, broadband connectivity, stand by medical team, Fire extinguishers outside Strong Rooms, stand by fire fighter team, adequate refreshments for counting staff, signages for table numbers, separate table for postal ballot counting, RO table for ETPBS counting, Webcasting.

Special arrangements were made for VVPAT slips counting for selected polling booths. This included VVPAT counting booths, VVPAT slip counting material, Transparent plastic container, Pigeonhole framework, Affixing symbol of candidates on wall of allotted pigeonhole, rubber bands, sealing of drop boxes of VVPAT units with address tags after counting and announcement of results. The same design and arrangements were replicated across the State.



One of the highlights of the Model Counting Center was the Color Coding protocol followed. Different ACs were given a color code and the same was followed in each of the item related to the particular AC, right from the labeling to signage and even the table cloth of the allotted table followed the color coding. This made it easier for everyone to identify the correct material and strong rooms as well as this reduced any possibility of error to a minimum.

USE OF INFORMATION TECHNOLOGY IN ELECTION MANAGEMENT

Many IT based applications and platforms were used in this election.

1. GIS atlas with Infrastructure and SVEEP and Election layer: Rail, Road (National and State Highways & Local Roads), River; District, Taluka, Assembly, Village, Neighboring State / District Boundary; Gender / EP Ratio; EVM Warehouse, Low & High Voter Turn Out Area, Police Stations, CAPF Camps, Critical PS, Vulnerable Pockets, Exp. Sensitive Pockets, Air Fields, Helipads, Shadow Area, Model PS / All Women PS, PwDs Booths, Contesting Candidates Booths, VIP Electors Booths, Zonal Officers Routes
2. RO Net
3. E-Contact: Android Mobile App for Communication at all levels with direct dialing facility with latest information. (Observer, CEO, DEOs, Dy. DEOs, RO/ERO, ARO/AERO, All Nodal Officers, Supervisors / Sector Officers, BLOs)
4. Suvidha: A Single Window System for managing permissions to candidates and political parties
5. Samadhan: Online Public Grievance Redressal System
6. Sugam: A Vehicle Management system
7. Matdata: Android App for voter's facilitation for Search in Electoral Roll, Location of Polling Station
8. Polling Staff Randomization App: Developed by CEO Office
9. Training Order, Identity Cards, Forms for Postal Ballot will be generated from the Application
10. Genesys: Pre Counting Application
11. EVM Randomization (ETS)
12. Expenditure Monitoring & Candidate affidavit e-file:-EEMS (DEO Scrutiny Report)
13. Abstract Statement of Candidate Expenditure
14. Webcasting
15. ERMS

OTHER HIGHLIGHTS

WEBSITE

The CEO website was completely revamped and made much more user friendly for better information and browsing experience.

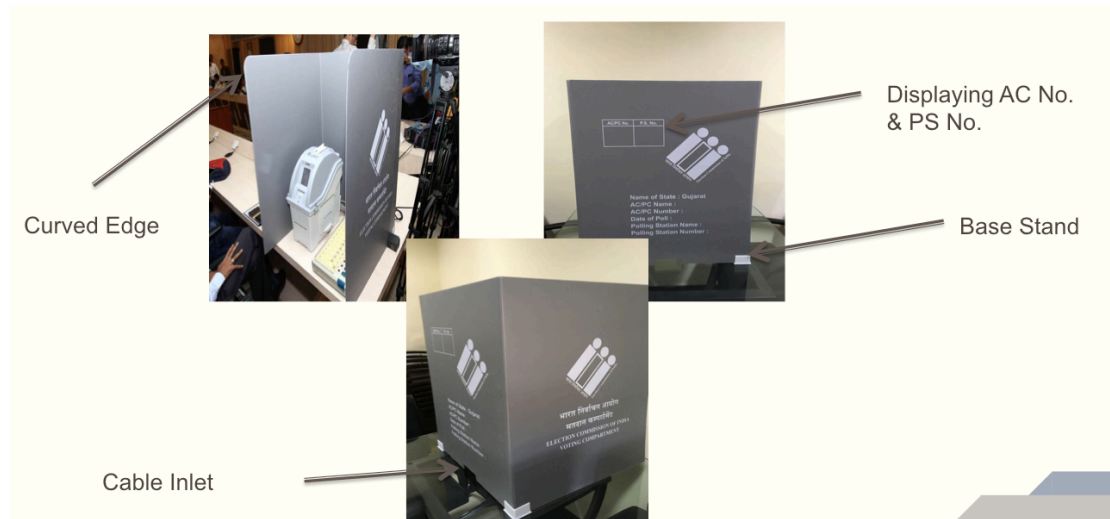
NODAL OFFICERS

SVEEP, PwD & Migratory Labour Nodal Officers appointed in all Districts

VOTING COMPARTMENT

Voting compartment was redesigned with curved edge (for ensuring safety), cable inlet and details of AC and Polling Station number visible to all during webcasting. The new voting compartments were made of corrugated plastic

sheets and are opaque and reusable. 55,000 voting compartments of 24" x 24" 30" size and 5000 voting compartment of 24" x 36" x 30" size were prepared. For a single AC in Mahesana district, where 3 BUs were required to be used, voting compartments of the size 24" x 48" 30 were also prepared.



CRISIS MANAGEMENT

Many parts of Gujarat were severely affected with heavy rains and flooding during the Monsoon season. There were many pockets, which were rendered inaccessible due to water logging. This was the period during Special Summary Revision. However, despite the difficulties, the BLOs reached out to every household for house-to-house verification.

Just days before the first phase Poll Day, a critical situation developed because of the approaching Ockhi Cyclone. This was a challenge for the Poll Preparation activities. However, the polling teams worked tirelessly to ensure that none of the arrangements for the Polling Day was affected and Polls were conducted smoothly.

COMMUNICATION

Efficient and round the clock communication was maintained among the functionaries through Whats App Groups. Following groups were functional 24 x 7 for coordination and monitoring.

1. 'SVEEP Gujarat'
2. District Election Officers
3. Deputy District Election Officers
4. Returning Officers
5. Technical Persons

SOUND MONITORING

Regular monitoring was carried out through activity reports, activity photographs, Whats App groups and progress tracking during Video Conferences.

During the entire period of election, CEO Office did not call the DEOs to Gandhinagar even once. All reviews and monitoring was carried out through Video Conferencing.

COURT CASE MANAGEMENT

The court cases included 4 PILs and 6 Special Civil Applications. Successful defense ensured the disposal of all cases.

BRIEFING THE PRESS AND POLITICAL PARTIES

To ensure smooth transfer of information, regular Press and Political Party briefings were carried out at the State and district level. Regular Press Conference every Wednesday throughout the Poll period and multiple Press Conferences during the Poll Days and Counting Day ensured that there was smooth flow of information. Press Conferences, often telecast live could transmit our view point on critical issues (E.g. Results of inquiry into false complaints regarding use of blue tooth, wifi) quickly and unnecessary controversies could be avoided.

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