SYSTEMATIC VOTER EDUCATION AND ELECTORAL PARTICIPATION (SVEEP)

GUJARAT GENERAL ELECTIONS 2012

A DOCUMENTED REPORT
BY
CHIEF ELECTORAL OFFICER, GUJARAT

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V. S. SAMPATH
Chief Election Commissioner of India

Message

I am happy to learn that the Chief Electoral Officer of Gujarat is bringing out a document on SVEEP initiatives and experiences in the recently concluded assembly election in the state. For the last three years, the Election Commission of India has been focusing on filling the gaps in voter registration and enhancing voter turnout by especially addressing the participation issues relating to youth, women, urban indifference and weaker sections in order to make elections more inclusive and our democracy that much stronger. The Commission appreciates that much of the motivation for voting comes as much from a voter friendly electoral process as from a deep sense of personal stake holding and civic duty. The Systematic Voter Education and Electoral Participation (SVEEP) measures undertaken by CEO Gujarat and the DEOs worked on both these fronts. The initiatives taken in the state to enhance people's participation in elections are laudable and the results of these efforts are for everyone to see. The state recorded a historic turnout. In addition, the high turnout among the women is unprecedented. These deserve emulation.

I congratulate the CEO and her team for documenting all these initiatives. I am sure this document will serve as a practical guide to election managers in all future elections.

V. S. Sampath

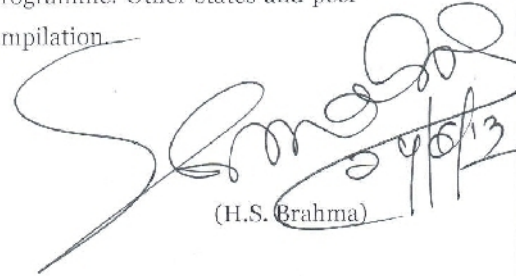(V.S. Sampath)

H. S. BRAHMA
Election Commissioner of India

भारत निर्वाचन आयोग
Election Commission of India

Message

I note with pleasure that the CEO, Gujarat is bringing out a document on SVEEP experiences in the recent Assembly elections in the state. During these elections, the voters of Gujarat have broken their past records in electoral participation. The Chief Electoral Officer of the State and District Election Officers have played a key role in this by innovative implementation of SVEEP initiatives. Democracy cannot be built by uninformed or half informed voters. The country needs an enlightened voters' movement to encourage citizens to cast their votes rising above caste, religion, community, regional and other differences.

This document will help in further strengthening SVEEP, that has already emerged as an emphatic national programme. Other states and peer-managers should benefit greatly from the compilation.

(H.S. Brahma)

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DR. NASIM ZAIDI
Election Commissioner of India

भारत निर्वाचन आयोग
निर्वाचन सदन
नई दिल्ली-110001
Election Commission of India

Message

I am happy that the Chief Electoral Officer of Gujarat is bringing out a document on SVEEP practices and initiatives during elections held in the state in December, 2012. The Commission's ambitious SVEEP programme has produced significant results in the form of enhanced registration and rise in voter turnout in the last 18 elections to the state assemblies. SVEEP has become a global model for arresting decline in voters' participation. Besides implementing SVEEP guidelines issued by ECI, electoral machinery in Gujarat has experimented with a number of new initiatives for enlightened and inclusive voter participation. These efforts have paid dividends in terms of a historic turnout.

I believe that eminent practices are best harnessed only when these are disseminated widely to the concerned stakeholders for learning and replication elsewhere. I commend the efforts of CEO, Gujarat and her colleagues for documenting the highly qualitative SVEEP interventions of Gujarat. Future election managers and stakeholders would surely benefit from this in their preparation for upcoming elections particularly the Lok Sabha elections 2014.

(Nasim Zaidi)

AKSHAY ROUT
Director General

भारत निर्वाचन आयोग
Election Commission of India

सत्यमेव जयते

Foreword

Not having this document would have been a missed opportunity. Election managers in Gujarat at all levels carried out serious and significant implementation of the SVEEP programme to bring about a truly greater participation of voters in the State General Elections 2012. The systematic work started long before the actual elections and was marked by minute analysis, sharp interventions, rigorous follow up, passionate leadership and most importantly an abiding faith in the process.

While bringing out the Compendium of SVEEP Instructions earlier this year, we had promised that valuable documentations of SVEEP from Chief Electoral Officers will be shared with all states for mutual learning and replication of practices. This document is the closest to what can be called 'an ideal record' of the whole SVEEP process in relation to General Election in a state. The document has been a meticulous and scholarly work at the same time, with great respect for facts and detached observations. As such, it is entitled to be a useful preserve of libraries and resource centres.

I have no doubt that all states and UTs would gain from this document in terms of enhanced and imaginative SVEEP measures and would also feel encouraged to come out with such efforts for the benefit of all.

(Akshay Rout)

ANITA KARWAL, IAS

Chief Electoral Officer & Principal Secretary,

Gujarat State

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INTRODUCTION

26 districts, 225 Blocks, 182 Assembly Constituencies, 44,579 Polling Stations, 38 million electors, 59.7 % voter turnout in 2007 Legislative Assembly General elections, and 47.8 % voter turnout in Parliamentary elections in 2009 - this is the backdrop in which voter education was to be taken up through SVEEP in Gujarat. Indeed a tall order! So what was done next? A situation analysis was done, gaps identified, SVEEP strategized and it was unleashed in multifarious forms and methods, over a period of approximately one year, across the State. And now to document it all - it is a taller order still!
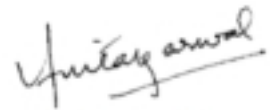
Not being used to such detailed documenting, when we took up this exercise, the near-impossibility of it struck us immediately. But being used to systematic planning before taking up any huge volume of work, courtesy the entire election process and also courtesy SVEEP, the daunting nature of the task of documentation got diluted as quickly as it came. We simply decided to put it down on paper in the manner in which it was executed. So what you have in your hand is really the entire process of SVEEP in Gujarat General Elections of 2012, from "planning to action".

The chapterization is done in a manner, which we hope, will assist practitioners in organizing their SVEEP efforts efficiently, and delivering them effectively. This document has 11 chapters as follows:

- Chapter 1 briefly touches upon the nascent days of SVEEP in India and how it evolved from one state election to the next since 2010.
- Chapter 2 gives facts and figures related to the demography and Assembly Constituencies of the State and also the cultural aspects that were taken into account while planning for SVEEP.
- Chapter 3 reflects the concern of the State for identifying gaps in registration and voter turnout.
- Chapter 4 lists out the international, national, and from within State experiences that became the 'preparatory learning' for Gujarat before we embarked upon our own SVEEP programme.
- Chapter 5 and 6 detail the process of planning that was undertaken prior to executing SVEEP.

- Chapter 7 deals with the strategy followed by the State for ensuring effective outcomes of SVEEP.
- Chapter 8 attempts to feature how the main SVEEP activities were executed.
- The outcomes of all the measures discussed in earlier chapters are discussed in chapter 9.
- Chapter 10, which is my personal favorite, concisely discusses the major innovative ideas that were implemented.
- And finally chapter 11 candidly discusses the way forward and future of SVEEP for Gujarat.

Despite this kind of detailing, I cannot help but admit that we are unable to claim that we have done justice to all the small and big individual SVEEP activities taken up by the districts. We have surely missed out on many of them. But what I am sure of is that we have captured the spirit of SVEEP! And the spirit of SVEEP simply put is, "Greater participation for a stronger democracy".

(Anita Karwal)

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ABBREVIATIONS

AC	Assembly Constituency
ACEO	Additional Chief Electoral Officer
Addl.	Additional
AERO	Assistant Electoral Registration Officer
AIR	All India Radio
AMC	Ahmedabad Municipal Corporation
APL	Above Poverty Line
ARO	Assistant Returning Officer
ASHA	Accredited Social Health Activist
ATM	Automated Teller Machine
Avg.	Average
AWW	Aanganwadi Worker
BLO	Booth Level Officer
BOB	Bank of Baroda
BOI	Bank of India
BPL	Below Poverty Line
BSNL	Bharat Sanchar Nigam Limited
BTEC	Business and Technology Education Council
CD	Compact Disc
CEC	Chief Election Commissioner
CEO	Chief Electoral Officer
CFC	Citizen Facilitation Centre
CPF	Central Police Force
CSO	Civil Society Organization
CSR	Corporate Social Responsibility
DD	Doordarshan
DEO	District Election Officer
DEO	District Education Officer
Dept.	Department
DER	Draft Electoral Roll
DG	Director General
DHO	District Health Officer
DO	Designated Officer
DoH&FW	Department of Health & Family Welfare
DPEO	District Primary Education Officer
DSO	District Supply Officer
Dy.	Deputy
e.g.	example
ECI	Election Commission of India
EMB	Election Management Body
EP	Elector-Population
EPIC	Elector Photo Identity Card
ERO	Electoral Registration Officer

EVM	Electronic Voting Machine
FB	Facebook
FCS&CA	Food & Civil Supplies and Consumer Affairs
FPS	Fair Price Shop
GIDC	Gujarat Industrial Development Corporation
GIS	Geographic Information System
GLPC	Gujarat Livelihood Promotion Company
Govt.	Government
GR	Government Resolution
HDFC	Housing Development Finance Corporation Limited
HOD	Head of Department
HQ	Headquarters
I&B	Information & Broadcasting
i.e.	that is
ICDS	Integrated Child Development Scheme
ID	Identity
IDBI	Industrial Development Bank of India
IFES	International Foundation for Electoral Systems
IIIDEM	India International Institute of Democracy & Election Management
IMR	Infant Mortality Rate
ITI	Industrial Training Institute
JSK	Jan Seva Kendra
Jt.	Joint
KABBP	Knowledge, Attitude, Behaviour, Belief and Practice
LA	Legislative Assembly
LPG	Liquefied Petroleum Gas
Ltd.	Limited
MDM	Mid Day Meal
MGIS	Mahatma Gandhi International School
MMR	Maternal Mortality rate
MRUC	Media Research Users Council
MSK	Matdaar Sahayata Kendra
MSS	Mahila Samakhya Society
N/A	Not Available
NCC	National Cadet Corps
NGO	Non Government Organization
No.	Number
NRHM	National Rural Health Mission
NSS	National Service Scheme
NVD	National Voters Day
NYKS	Nehru Yuva Kendra Sanghathan
PAF	Project Affected Persons
PB	Postal Ballot

PS	Polling Station
PSL	Polling Station Location
PTC	Primary Teachers Training College
PVS	Photo Voter Slip
Pvt.	Private
RJ	Radio Jockey
RO	Returning Officer
RTO	Regional Transport Organization
RUDSETI	Rural Development and Self Employment and Training Institute
RWAs	Resident Welfare Associations
SBI	State Bank of India
SC	Scheduled Caste
SHG	Self Help Group
SLBC	State Level Bankers Committee
SMS	Short Message Service
sq. km.	Square Kilometer
SRF	Sabarmati River Front
SRFDCL	Sabarmati River Front Development Corporation Ltd.
ST	Schedule Tribe
SUMUL	Surat District Co-operative Milk Producers' Union Ltd.
SVEEP	Systematic Voters' Education and Electoral Participation
SYCA	Sport, Youth & Cultural Affairs
TDD	Tribal Development Department
TI	Targeted Intervention
TOR	Terms of Reference
TV	Television
U5MR	Under -5 Mortality Rate
UK	United Kingdom
UP	Uttar Pradesh
UT	Union Territory
VCCI	Vadodara Chamber of Commerce and Industries
VEEP	Voter Education and Electoral Participation
VFC	Voter Facilitation Centre
WASMO	Water and Sanitation Management Organization
WCD	Women & Child Development

GLOSSARY

Aakashvani	:	All India Radio: a Radio Channel of the Central Government
Aanganwadi	:	Government sponsored Child-Care and Mother-Care Centre which is a part of Indian Public Health care system.
Aapno vote– Amulya vote	:	Slogan meaning 'Your vote- Invaluable vote'
Baa, Bahu Aur Beti	:	Slogan which prompted that, *Ba* - Grandmother, *Bahu*- Daughter-In- Law, *Beti*- Daughter; should vote together
Balaram	:	Brother of Lord Krishna
Bhaibij	:	Auspicious day in the Festival of *Diwali*, where brothers visit their sister's house.
Bhajan Mandlis	:	Groups singing Devotional songs
Bharatnatyam	:	Classical Dance of India that originated in Thanjavoor of Tamil Nadu
Bhavaya	:	Community that performs *Bhavai*
Bhavai	:	Form of folk drama
Crore	:	10,000,000 is one crore
Dandia and Raas	:	Form of folk dance where sticks are used as a part of the dance to give beats
Dangs Darbar	:	The annual fair of *Dang Darbar* is held in March- April before the festival of *Holi*. The fair represents the age old tradition of the kings and the chieftains of the territory of Surat who would visit the region to meet in the popular *Darbar* (Court). The present day gathering witnesses the assemblage of the tribal people from various parts of the district.
Dayro	:	Folk music form where music is the medium forstory telling.
Dev Diwali	:	Auspicious occasion where it is believed that Hindu Gods celebrate the festival of *Diwali.*
Dhamaal	:	Tribal dance performed by the *Siddi* tribe of Gujarat

Dhol, Dholak and Tabla	:	Various musical/percussion instruments
Diwali	:	Five days long festival of lights, that marks the beginning of the new year as per Gujarati calendar
Dusshehra	:	Festival that celebrates the victory of good over evil and is observed on the concluding day of the festival of _Navratri._
E-gram center	:	E-gram centres provide for electronic delivery of public services such as certificates of birth, death, income, caste, domicile, property, residence proof, agriculture, tax collection, marriage, family information and land ownership at the village level. E-grams are being operated through Village Computer Entrepreneur (VCE) on a revenue sharing basis under Public Private Partnership model. The e-gram centers are operating from Gram Panchayats in Gujarat.
E-Mamta	:	'Mother and Child e-Tracking System' under Health and Family Welfare Department, Government of Gujarat
Garba	:	Form of folk dance performed in Gujarat on all festive occasions.
Gram Panchayat	:	Rural Local Body at Village level
Gram Sabha	:	General Body of the Local Government at the village level
Gram Sevaks	:	Village Level Workers from Rural Development Department
Haats	:	Weekend local markets for local artisan's products
Holi	:	The Indian festival of colors celebrated in March
Hudol	:	A benevolent female spirit articulated in the Pithoda paintings.
Indra	:	Considered as King of Gods
Jagrukta Rally	:	'Awareness Rallies' for the voters during election period
Janmashtami	:	Festival for thecelebration of the birth of Krishna, in the month of July or August.
Jan Seva Kendra	:	Jan Seva Kendras are centers that provide key services through the e-governance infrastructure, any time, any place, using ICT. These were established in the state in 2003 and are set up in all District and Taluka Headquarters, totalling to 225.

Kartiki Purnima	:	Full moon night in the month of *Kartik (Month of Gujarati calendar)* i.e. November and the day on which *Dev Diwali* is celebrated.
Kirtan and Bhajans	:	Devotional songs
Krishna	:	One of the most respected Gods from Hindu Religion
Kuchipudi	:	Traditional dance form of the South Indian state of Andhra Pradesh
Lakh	:	100,000 is one lakh
Lakshmi	:	Goddess of Wealth in Hindu mythology
Lili Parikrama	:	'Green circumambulation' done around Mount Girnar in Junagadh district on the occasion of *Dev Diwali.*
Lok melas	:	Public fairs on specific occasions.
Mahila Matdaar	:	Female voter
Mamlatdaar	:	Administrative Head of a Taluka/Block
Mamta Divas	:	*Mamta* means motherly love.
		Mamta Divas is a weekly fix day, fix site event for promoting health care services for mother and child population. All pregnant women and women with children under age of five are beneficiaries. Services provided through *Mamta Divas* include health check up, immunization, primary treatment, and referral and counseling services.
Mamta Kendra	:	Center where the pregnant ladies get their daily dose of nutrition and medicines.
Manipuri	:	Indian Classical dance form, from the north-eastern state of Manipur
Mashaal rallies	:	Candle marches.
Matdaar Jagruti Raths	:	'Voter Awareness Chariots' which that are used as a medium of communication to spread voting awareness
Matdaar Sahayata Kendra (MSK)	:	Voters Facilitation Centersthat are integrated with all Jan Seva Kendras in the Collector and Mamlatdaar offices.
Matka	:	A small earthen pot.

6

Navratri	:	Festival of dance celebrated on nine nights in the month of September/October in praise of Goddess Amba/ Durga.
Nehru Yuva Kendra Sanghathan (NYKS)	:	Nehru Yuva Kendra Sanghathan was set up as an autonomous organization under the Government of India, Ministry of Youth Affairs and Sports. It channelizes the power of youth who are in the age group of 13-35 years on the principles of voluntarism, self-help and community participation. NYKS is the largest grassroots level organization that spans India; one of its kind in the world.
Pani Samitis	:	Community based committees for water-management at village level.
Pavrivadan	:	Flute.
Pithoda	:	Form of folk-art exemplifying rich art and culture of Gujarat..
Prabhat Pheri	:	Rallies held by school students early in the morning.
Rangala-Rangali and Chhel Chhabilo-Chhel Chhabili	:	Couple characters of folk drama or *Bhavai*
Rangoli	:	Decorative design prepared with powder colours and flowers in living rooms and courtyard floors during various Hindu festivals.
Rann Utsav	:	The month long dessert carnival held in Gujarat in the month of December
Rathwas	:	They reside in the region of Chota Udaipur, Baroda districtand are known for their skills in preparing Pithoda paintings.
Rath Yatra	:	A festival wherein Lord Krishna and his siblings are taken out of the temple in procession, through the city on decorated chariots.
Sahayoginis	:	They are the back bone of the MSS programme. They are the female associates whose initial task is to organize a *Sangh*and open a dialogue with village women to discuss their problems and aspirations, and then encourage them to come together as a group and finally help them negotiate an independent space for themselves in village.
Sakhi Mandals	:	Self Help Groups with entirely female membership in rural areas, that adopt thrift, savings and internal credit for their economic activity and sustenance.

Sanedo	:	Form of folk music.
Sankalpa Jyot Rath Yatra	:	'Sankalpa Jyot' stands for the Flame of resolution and the Rath Yatra is a procession to demonstrate the commitment to vote.
Sankalpa Patra	:	Pledge Letters, encouraging the people to vote, by taking their signatures on a pledge.
Sanghas	:	Clusters of villages in terminology of Mahila Samakhya Society
Sarpanch	:	Village Head
Shamlaji	:	Pilgrimage temple of Sabarkantha District.
Sheri Nataks and Nukkad Nataks	:	Street plays performed for generating awareness on various issues amongst the common public.
Sorath Vote Karega	:	Slogan meaning 'Sorath will vote' which was used during elections in Junagadh District. The district is locally known as _Sorath_.
Subhadra	:	Sister of Lord Krishna.
Talati	:	Secretary of Rural Local Body
Taluka	:	Also called Block- it is an administrative unit under the district level.
Tamasha	:	Traditional Marathi folk art form, coupled with singing and dancing and performed by travelling theatre groups.
Tippani	:	Folk dance form
Thali	:	Plate
Thalivadan	:	Traditional instrument in folk music.
Uttarayan/ Makar Sakranti	:	Kite festival celebrated for two days in the month of January.
Vote Hamari Bahu Ka......bhi zaroori hai	:	Slogan meaning 'Vote of our Daughters-in-law is necessary too'.
Warli	:	Tribes residing in mountainous as well as coastal areas of Maharashtra-Gujarat border.

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LEARNING POINTS

- Constant improvement and policy updating occurs at the Election Management Body level, based on ground level findings across states/provinces
- Voters' Education is a multi-intervention, multi-media program designed to improve awareness of voters and increase electoral participation and create sustainable habit of democratic participation in nation building
- Voters' education is designed according to local socio-economic and demographic status and histories of voter turnout and registration in the area.
- SVEEP is designed to address gaps in two phases – in the pre-poll phase (registration of voters) and poll phase (turnout of voters to cast their vote)
- In order to increase electoral participation, strategy had to shift from simple voter awareness to voter education, focusing on information, motivation and facilitation of voters for registration and turnout
- Policy and guidelines on SVEEP planning and execution are provided at national level by Election Commission of India (ECI), and instructions for implementation are provided at state level by state election machinery
- Innovations take place at all levels - national, state and district

1.1 ABOUT SVEEP

Systematic Voters' Education and Electoral Participation (SVEEP) is a programme of multi interventions in different modes and mediums designed to increase voters' awareness and their participation in the electoral processes. SVEEP is designed according to the socio-economic, cultural and demographic profile of the state as well as the history of electoral participation in previous rounds of elections and learning thereof.

1.2 WHY SVEEP

India is the largest democracy in the world, with the second largest population in the world, behind China. Hence, India has the largest voting population as compared to that of any other country in the world, and even as compared to that of entire continents such as those of Africa, Europe, North America and South America.

Voters are the central stakeholders in any election process, and more so in a democratic set-up. The Election Commission of India (ECI) is mandated by the Constitution of India to ensure the conduct of free, fair and peaceful elections to the Parliament, State Legislative Assemblies and State Legislative Councils throughout the country.

The herculean tasks at hand for the Indian EMB include:

- In accordance with the Representation of People's Act, 1950 to facilitate all eligible members of the population, to register on respective electoral rolls
- To ensure a peaceful and enabling environment during polls, where voters can cast their vote without fear or favor
- To enable voters to get armed with requisite knowledge of their rights as voters and of voting procedures

However, over the years, it has been found that gaps remained between:

- Number of people who are eligible to vote and number of people registered to vote
- Number of people registered to vote and the number of voters who turnout at elections

On analysis, several categories were identified where gaps existed, such as women, youth and urban elector registration; election staff and service voters' turnout; registration of homeless persons and nomads, etc. In each of the states in India, there are different gaps that need to be addressed. In Gujarat particularly, it was found that specific focus was required on female and youth participation in both pre-poll (registration) and poll (turnout) phases.

Voters' education is a tried and tested strategy for addressing the general and specific gaps in some countries, and ECI decided to implement it as a 'systematic intervention' in all states going for Legislative Assembly elections from 2010 onwards. It was made amply clear to the states, including Gujarat, that voters' education, beyond simple awareness, is necessary to drastically improve the electoral participation. It was

appreciated that greater participation alone can lead to a stronger democracy, and that towards such an objective electoral participation and voter's education required to move on to the center of the election management table.

1.3 BRIEF HISTORY OF SVEEP IN INDIA

The Election Commission of India was set up on January 25th 1950. Since then, it has worked towards conducting free and fair polls across the country as mandated by the Constitution of India. However, for a long time, it focused its entire attention on getting voters registered on rolls by conducting periodic and continuous Roll Revisions and on the conduct of free, fair and peaceful polls. Engagement with voters was borderline non-existent. When polling procedures changed from voting with ballot paper to voting through Electronic Voting Machines, ECI began engaging with voters (though in a small way), by educating and providing information to voters on how to use the Electronic Voting Machines (EVMs). This process was referred to as 'EVM Awareness'. This activity comprised of installing large hoardings on the voting mechanisms, (which in Gujarat, were very often reader unfriendly), and holding meetings at Polling Station level and demonstrating the EVMs. The concept of Helplines for giving easy access to voter related information also took root in some states from the year 2002 onwards and in Gujarat in 2004. This was briefly the extent of voter engagement for educating them in Gujarat and generally in India too.

The year 2009 saw the last Parliamentary elections in India, with an average voter turnout in most states around 50-55% (and a dismal 47.89 % in Gujarat). This was the background in which ECI decided to foray into Voters' Education. State elections in Delhi, Maharashtra, Arunachal Pradesh and Haryana held around the same time, were used to raise certain questions, gather observations and introduce some pilots. On the directive of ECI, Jharkhand state started rudimentary experiments with Voters' Education and Electoral Participation or VEEP (as it was known then), which were taken forward in 2010 in the State of Bihar in a more comprehensive manner. In 2010, the ECI also celebrated its Diamond Jubilee Year on the day of its establishment, which is 25th January, followed the next year that is in 2011, by the celebration of the first National Voters' Day (NVD) on the same date. Both the celebrations had similar themes related to increased participation for a healthier democracy. These really were the official beginnings of systematic interventions for electoral participation. In fact both the conceptualization and the journey of NVD are an intrinsic part and representation of SVEEP philosophy and programme.

In 2011 and 2012, more states followed with concrete initiatives in voter education for improving voter registration and voter turnout. Many of these States saw record-breaking voter turnouts on their respective poll days.

Towards the end of 2012, Gujarat and Himachal Pradesh, with learning from experiences of other States, furthered the SVEEP activities in their States in preparation for their respective State elections. In early 2013, several of the North Eastern States also had General State Elections wherein SVEEP activities were implemented, followed by Karnataka, where it was more intensified with record results.

Under the constant guidance of ECI, the State and district level election officers continue to plan and innovate, ideate and improve on their previous experiences to bring out SVEEP Phase-II in context of the Parliamentary elections in 2014. SVEEP is thus constantly improving, innovating, upscaling and motivating for electoral registration and voters' turnout in India.

1.4 SUMMARY OF OPERATIONAL GUIDELINES ON SVEEP BY ECI

The first SVEEP related instructions from the ECI came in April 2010 and since then, they have been continuously updated and states have constantly improved their performance by taking into account the ground realities, experiences and learning from each other.

The election machinery in the state of Gujarat, like that of many of the other states where elections were held after SVEEP was initiated, implemented certain SVEEP activities before the General Assembly Elections, in the light of instructions from the Election Commission of India. These instructions from ECI itself indicate how SVEEP has evolved over time in India. Some of the important ones are listed below:

- Voter Education and Electoral Participation or VEEP campaign (related to Bihar legislative assembly elections, 2010)
- Developing Comprehensive plan for Enhanced Electoral Participation (learning from Bihar Assembly Elections 2010)
- Setting up of IEC division in states/UTs
- Appointing a Joint CEO at the state level specifically to oversee IEC activities' implementation/ in the IEC division in the states/UTs
- Appointing a Voter Awareness Observer in each constituency, who was given a checklist of activities related to SVEEP activities to observe
- Video Conferencing for VEEP Review (related to West Bengal Legislative Assembly Elections, 2011)
- Reporting highlights of SVEEP activities (instruction related to Punjab, UP, Uttarakhand, Goa & Manipur) and collection of all material used for the same to be used in other states slated to have assembly elections
- Having a mechanism in place for the review of SVEEP campaigns at State and District level
- Replicating and scaling up of activities undertaken in other states, and found to be effective.
- Partnerships with government departments, media and CSOs.
- Partnership with Youth organizations, in particular with, Nehru Yuva Kendra Sanghathans (NYKS), NSS and NCC.
- Utilizing government media for SVEEP; Waiver of telecasting fee in Doordarshan for SVEEP programs
- Identifying and utilizing appropriate popular personalities as national Election Icons and identifying local Election Emissary.
- Communication Plan for controlling role of money power in elections
- SVEEP Campaign based on election expenditure monitoring guidelines
- During Summary Revision of electoral rolls: SVEEP Plan for maximization of enrollment

- Instructions on how to celebrate National Voters' Day
- Conducting a KABBP Baseline and End line Survey to assess changes in voter awareness, voter behaviours and attitudes due to SVEEP activities

Based on initial and advanced SVEEP experiences in States that had General Assembly elections between 2009 and 2012, the ECI has now come out with instructions for SVEEP phase - II. These provide further detailed instructions for States to follow beforehand and alongside the preparations for the upcoming parliamentary elections for the whole country, and also for the preparations of a few State Elections that are scheduled in 2014.

2. GUJARAT AT A GLANCE

2.1 BRIEF SOCIO-ECONOMIC & DEMOGRAPHIC

PROFILE OF THE STATE

2.2 CONSTITUENCY PROFILE OF THE STATE

2.3 CULTURAL PROFILE OF STATE

2.3.1 **Fairs and Festivals**
2.3.2 **Folk Dances and Folk Drama**
2.3.3 **Folk Music**
2.3.4 **Folk Art**

LEARNING POINTS

- Understanding local socio-economic context is necessary in order to design relevant and effective voters' education campaigns/events. This involves among others, studying major factors such as:
  - Residence: Rural- urban break up
  - Sex ratio: Male-female break up
  - Literacy rates (male/female; rural/urban)
  - Media reach across the region
- Understanding local cultural milieu and fairs/festivals/arts is required so that they can be capitalized on for voters' education
- Analyzing of density of voters at AC and Polling Station levels is done in order to gauge where the voters' education programs should focus and at which levels
- Majority population resides in rural areas
- Literacy rates low in rural areas and among women
- Despite access to various kinds of media and higher availability of infrastructure in urban areas, there is urban apathy towards casting vote

2.1 BRIEF SOCIO-ECONOMIC & DEMOGRAPHIC PROFILE OF THE STATE

Gujarat is bordered by Rajasthan and Pakistan in the North West, Madhya Pradesh in the East, and Maharashtra and the Union territories of Diu, Daman, Dadra and Nagar Haveli in the South. The Arabian Sea borders the state, both to the West, and the Southwest, thus giving Gujarat the distinction of being the state with the longest coastline in the country of about 1600 kms.

The state of Gujarat has an area of 1,96,024 sq. km. accounting for 5.96% of the total area of the country. It comprises 26 districts further sub-divided into 225 blocks (that are locally called 'taluka'). These 225 Blocks consist of 18,225 villages, 8 Municipal Corporations and 159 Municipalities. The largest district in terms of area is Kachchh with 45,652 sq. km. area and this single district is larger than the state of Kerala. In terms of population, Ahmedabad is the largest district with a population of 72, 08, 200. Dangs is the smallest district in terms of area as well as population.

The population of Gujarat is 6.03 crores as per the 2011 Census data. The density of population at 308/km², is a lower density compared to other states of the country. Majority of the population, about 57%, resides in the rural areas and around 43% in the urban areas.

As per the census of 2011, the state has a sex ratio of 918 females for every 1000 males, which is one of the lowest (ranked 24th) among the 35 states/UTs in India. Males constitute 52.14% of the total population while females account for around 48% of the population. The state with the highest sex ratio in India, and some of the states with lower sex ratio as compared to Gujarat, are depicted in the chart below.

Chart 1: Comparison of Sex ratio of Gujarat with other states
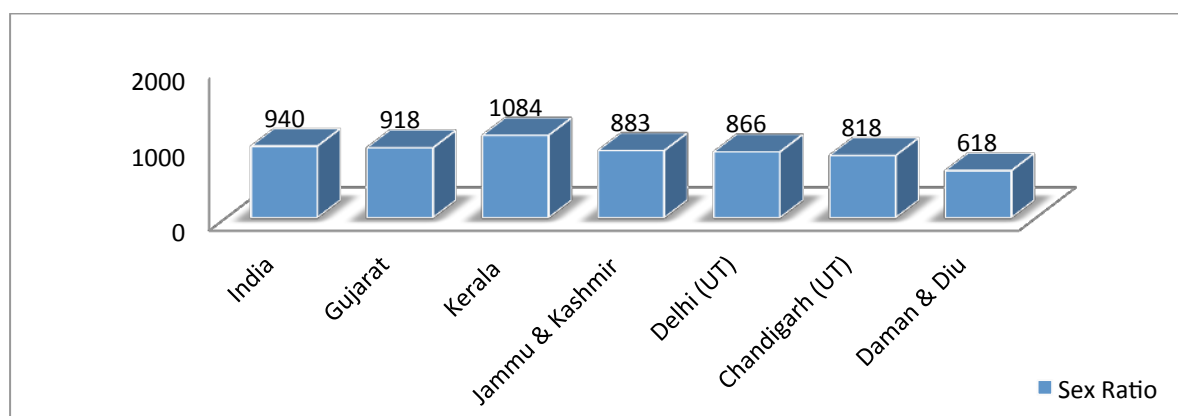
Data Source: Census of India 2011

The total literacy rate of the state is 79.31%, with higher literacy rates in urban areas than rural areas, and higher among the male population than female population.

In terms of the major communities, about 89.1% of the population of Gujarat is Hindu. Muslims account for 9.1%, Jains for 1%, Christians for 0.5%, and Sikhs for 0.1% of the population.

Some other major demographic features are provided in the table below.

Table 1: Major Demographic Features of Gujarat

INDICATOR			GUJARAT
Districts			26
Blocks			225
Villages			18, 225
Population (Census 2011)	Total	Persons	60, 383, 628
		Rural (%)	57.42
		Urban (%)	42.58
	Male	Total	31, 482, 282 (52.14%)
		Rural (%)	56.55
		Urban (%)	43.45
	Female	Total	28, 901, 346 (47.86%)
		Rural (%)	58.36
		Urban (%)	41.64
Sex Ratio	Total		918
	Rural		947
	Urban		880
	Child Sex Ratio (Age 0-6 years)	Total	886
		Rural	906
		Urban	852
IMR (2011)			41
U5MR (2010)			56
MMR			148
Literacy Rate (%)	Total	Total	79.31
		Rural	73
		Urban	87.58
	Male	Total	87.23
		Rural	83.10
		Urban	92.44
	Female	Total	70.73
		Rural	62.41
		Urban	82.08
Women listening to Radios			47%
TV Reach (%)		Urban	69
		Rural	42

Source: Census of India 2011 and Lintas Media Guide-2008; AC Nielson Study-2009

2.2 ASSEMBLY CONSTITUENCY PROFILE OF THE STATE

Gujarat has 182 Assembly Constituencies (ACs) distributed among the 26 districts of the state. Dangs is the smallest district comprising of one Assembly seat followed by Narmada, Tapi and Porbandar districts, which have 2 ACs each. Ahmedabad district has the highest number of ACs, comprising 21 assembly seats, followed by Surat with 16 seats. The district wise number of ACs is depicted in descending order in Chart-2 below.

Chart 2: Descending order of Districts based on the number of ACs
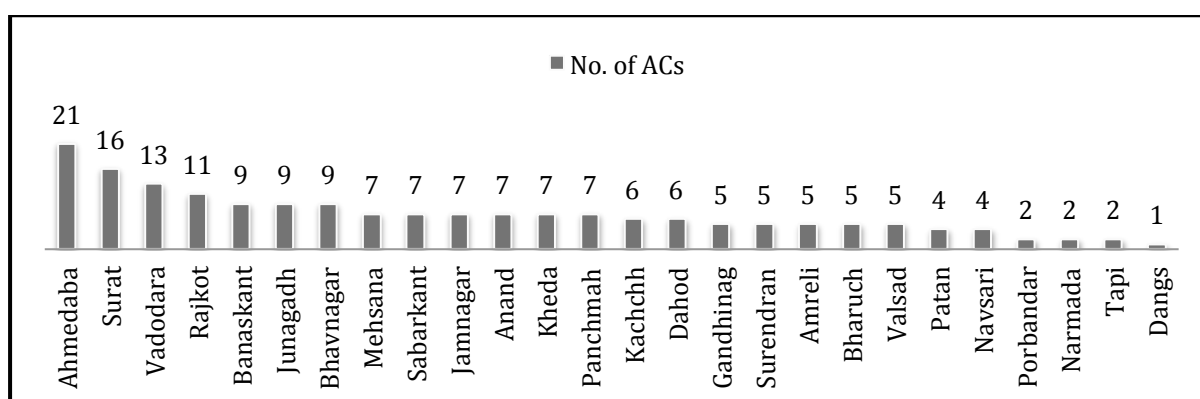
142 ACs are in General category out of the total 182 ACs, while SC and ST category constituencies comprise 13 and 27 respectively. The break up across the districts is given in the chart-3 below.

Chart 3: Break up of reserved Assembly Constituencies across Gujarat
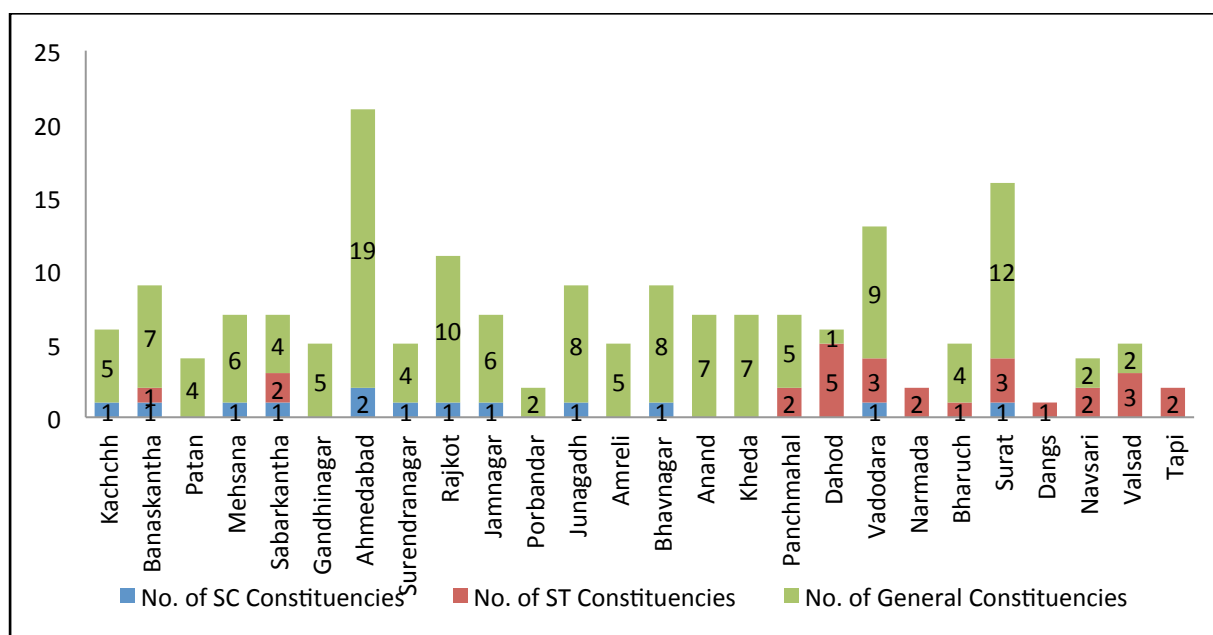
The average number of voters per constituency is 2,09,217; while at Polling Station (PS) level the average number of voters is around 854. The chart below shows the average number of voters per PS at district level. Ahmedabad has the highest average while Navsari has the lowest average. The average becomes important as it gives a fair idea of the number we are looking at for voters' education, while planning for it.

Chart 4: District Wise average number of voters per Polling Station
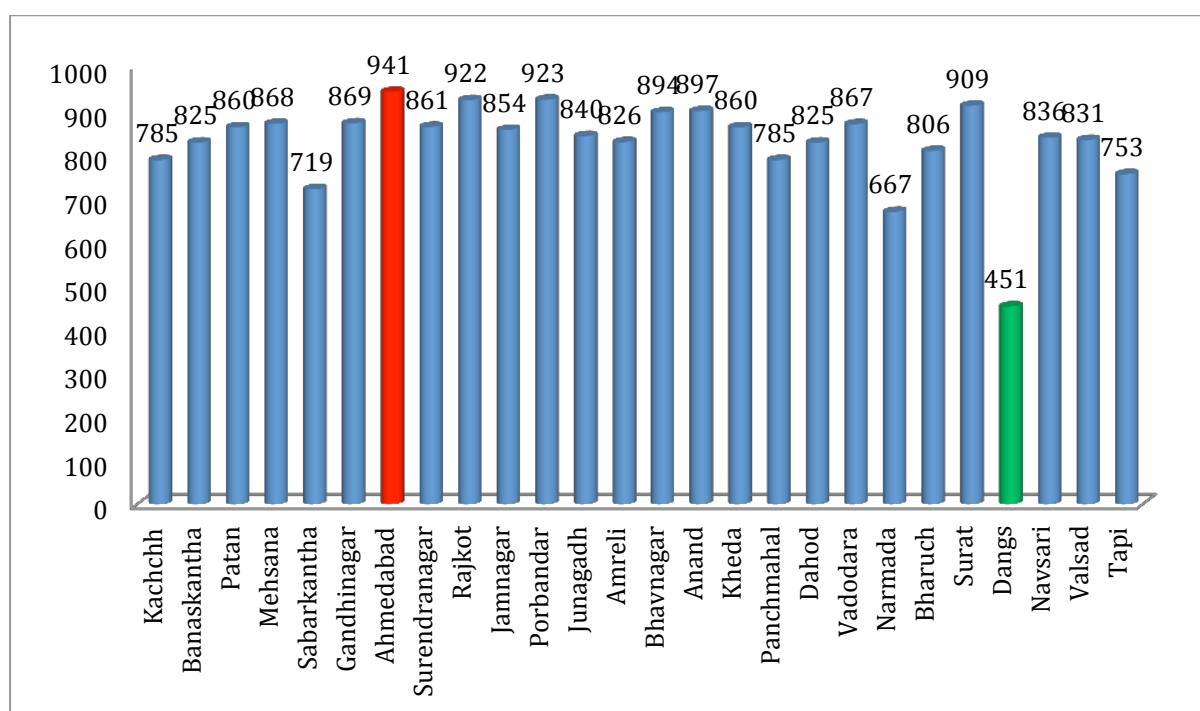
The following detailed table provides information of voters and Polling Stations figures for all the 26 districts of the state.

Table 2: Constituency Profile of Gujarat based on Electoral Roll of 2011

S. No.	District	Assembly Constituencies	No. of Electors	Avg. no. of voters per AC	No. of Polling Stations	Avg. No. of voters per PS	Type of Constituencies		
							SC	ST	General
1	Kachchh	6	1217706	202951	1552	785	1	0	5
2	Banaskantha	9	1910606	212290	2317	825	1	1	7
3	Patan	4	890509	222627	1035	860	0	0	4
4	Mehsana	7	1394733	199248	1606	868	1	0	6
5	Sabarkantha	7	1511113	215873	2102	719	1	2	4
6	Gandhinagar	5	999375	199875	1150	869	0	0	5
7	Ahmedabad	21	4570776	217656	4856	941	2	0	19
8	Surendranagar	5	1105090	221018	1283	861	1	0	4
9	Rajkot	11	2386678	216971	2589	922	1	0	10
10	Jamnagar	7	1381691	197384	1617	854	1	0	6
11	Porbandar	2	390265	195133	423	923	0	0	2
12	Junagadh	9	1832980	203664	2182	840	1	0	8
13	Amreli	5	1049189	209838	1270	826	0	0	5
14	Bhavnagar	9	1862269	206919	2082	894	1	0	8
15	Anand	7	1407579	201083	1569	897	0	0	7
16	Kheda	7	1528276	218325	1778	860	0	0	7
17	Panchmahal	7	1444150	206307	1839	785	0	2	5
18	Dahod	6	1158715	193119	1404	825	0	5	1
19	Vadodara	13	2732219	210171	3150	867	1	3	9
20	Narmada	2	373562	186781	560	667	0	2	0
21	Bharuch	5	986752	197350	1224	806	0	1	4
22	Surat	16	3425901	214119	3770	909	1	3	12
23	Dangs	1	144382	144382	320	451	0	1	0
24	Navsari	4	908863	227216	1087	836	0	2	2

25	Valsad	5	1043225	208645	1255	831	0	3	2
26	Tapi	2	420850	210425	559	753	0	2	0
	Total	**182**	**38077454**	**209217**	**44579**	**854**	**13**	**27**	**142**

2.3 CULTURAL PROFILE OF STATE

Culture has been an integral part of Gujarat's vibrant image. It is home to various religions like Hinduism, Islam, Jainism, Christianity, Sikhism, and Zoroastrianism. Gujarati is the official language of Gujarat. Hindi and English are also widely spoken followed by Urdu and Sindhi. There are nine dialects spoken including *Kachchi* in the Kachchh region, *Bhili* in the Narmada districts, *Gamit* in Tapi district and *Dangi* in Dangs district etc.

In fact, Gujarat has a rich and variegated cultural heritage that varies from district to district. Certain aspects of Gujarati culture, that are significant from the Voter's education point of view - like fairs and festivals, folk music, folk drama and folk art - are briefly discussed here.

2.3.1 Fairs and Festivals

Many festivals and fairs are celebrated or held round the year in Gujarat wherein quite a few celebrations cut across the divides of communities, religions, class, gender, etc. These were systematically identified during General Elections 2012 and were capitalized for the furtherance of the objectives of SVEEP. SVEEP was introduced through various activities that became a part of the celebrations, and also by targeting certain innovative activities at the specific venues of celebrations. Since the time of these celebrations is usually known in advance, it was possible to plan these interventions with a lot of local support. Some of the major fairs and festivals thus identified for SVEEP intervention are as follows:

Kite Festival/*Uttarayan*

Kite Festival (*Uttarayan*) traditionally known as *Makar Sakaranti,* marks the sun's northward journey and is celebrated on 14th January all over the state. The entire skyline of Gujarat is dotted with billions of colorful kites in many shapes and sizes on this day. The state also holds a five-day International Kite Festival, which is a grand spectacle by itself as people from all over the world bring in a variety of creatively shaped kites, some in specially large sizes, and participate enthusiastically.

Rath Yatra

The *Rath Yatra* festival in Gujarat is held in the month of July. On this day, the three deities, Lord *Krishna, Balaram* and *Subhadra* are installed on huge chariots, and devotees from all parts of the country come together to pull the chariot in its journey through the streets. The *Rath Yatra* in Ahmedabad has lakhs of people participating and many others are there just to get a glimpse of their deities.

Janmashtami

Janmashtami, the birthday of Shri *Krishna*, is celebrated with great splendor. During the festival, pilgrims from all parts of India and abroad, visit the temple in Dwarka. Rows of lights are lit everywhere, *kirtans* and *bhajans* are sung and Krishna is worshipped in his infant form. A special feature is the breaking of the *'matka'* or small pot, which is placed at a high point. Youngsters form themselves into a climbing ladder and vie as teams to break the pot.

Navratri

Navratri, meaning 'nine nights', is a traditional, colorful and religious festival of Gujarat celebrated to honor the Divine power personified as the Mother Goddess. Navratri is celebrated with joy and enthusiasm throughout Gujarat, which is evident through the huge participation of all age groups in *Garba* and *Dandia* dances. This dancing continues unabated for nine nights. The nine nights finally culminate in *Dusshehra*, which marks triumph of good over evil. There are thousands of *Navratri Garba* venues all over the state during this period, where footfalls are very high.

Photo of press clipping regarding 'Tu Vote Kar'

Garba for SVEEP in Rajkot

Lili Parikrama

Lili Parikrama or *Girnar Parikrama* is a traditional fair held during the months of October-November. The word "*Lili*" means, "of green color" and the word "*Parikrama*" stands for "circumambulation of sacred places". Therefore during *Lili Parikrama*, circumambulation of the Mount Girnar (located in Junagadh District) is done, when it is covered with green vegetation after plentiful rains. The tribes who worship Lord Shiva venerate this mountain. There is a huge influx of around 10 lakh devotees from all over India, who walk around the Girnar hills, covering distance of 36 kms over 3-4 days.

Modhera Dance Festival

The Sun Temple at Modhera organizes the 3 day Modhera Dance Festival during the third week of January every year. The festival features classical and folk dances from across the country. Traditional dances such as *Garba, Bharatnatyam, Kuchipudi* and *Manipuri* are showcased. It attracts the culture and dance lovers from the state and the country as audience.

Dangs Darbar

The *Dangs Darbar* is held on the eve of *Holi* in Ahwa in Saputara hills of Dangs District. *Dang Darbar* is a festive occasion meant to honor the heads of villages. This festival is a great opportunity to see several members of the tribal communities like the *Bhils*, the *Kunbis*, the *Warlis* and the *Gamits* in their traditional attire. The men wear loin clothes with a waistcoat and colored turban and women wear sarees and blouses with heavy silver jewelry.

Rann Utsav

During the full moon night in the winters of December, amid the splendid and contrasting landscape, each year a 3-day festive extravaganza brimming with hospitality, vigor and traditional flavor of the Kachchh region is hosted. This festival provides an exclusive opportunity to witness the creative ingenuity of the artisans and craftspeople, assorted array of folk music and performances, mixed representation of culture and communities, along with a vast diversity in ecology. This festival also attracts heavy footfalls from all over the state as well as from within the country and abroad.

Diwali

Diwali, the festival of lights, is a five-day festival in Gujarat and is celebrated mostly in October or November. It marks the end of the harvesting season. The first day of the festival is for worshiping Goddess Lakshmi. The second day is considered as the day of casting off evils. The third day is the Diwali day when every home is illuminated with earthen lamps and the courtyards are decorated with Rangoli designs. The fourth day is the New Year day for the *Gujaratis* when they visit temples and each other to exchange greetings and receive blessings for the coming year. The day following the New Year day is called the Bhaibij day when sisters invite their brothers to pray for their health and long life.

Tarnetar Fair

The fair, which is 200-250 years old, is held at Tarnetar village in Surendranagar district for three days every year in August-September. It is one of the most important marriage matchmaking fairs, where several tribal youth visit Tarnetar to find a suitable match. There are exhibitions of embroidery, local handicrafts, traditional attire with tiny mirrors embroidered into the clothing, and cattle show. Rural Olympics or competitive sports with rural flavor are one of the main events that draw huge participation.

Shamlaji Fair

The Shamlaji Fair is held during the month of November every year for about two weeks. This fair is held at Shamlaji, located about 80 kms from Ahmedabad. This temple still bears the ancient architecture of the 11th century. About 200,000 people of all communities visit the fair. Besides visiting the deity in the temple, they also take a bath in the river Meshwo.

2.3.2 FOLK DANCES AND FOLK DRAMA

There are some folk dances and folk drama specific to Gujarat, which have a style and ebullience of their own. They are very popular even today as a source of enjoyment and entertainment on various traditional and other important occasions, including during festivals. These were used extensively as a medium for SVEEP.

Bhavai

It is a popular form of folk-drama that conveys social messages through a vernacular play based on humor. The themes for the drama generally revolve around religious and social issues, embellished with moral lessons and entertainment. The *Bhavaaya* community is professionally engaged in its performance. In the drama, traditionally, it is always the males that perform the female roles too. The performers are also adept dancers with the ability to draw artistic figures of peacocks and lotuses on the grounds with their feet as they dance on their toes.

Bhavai performance in Bharuch

Tamasha

Tamasha is originally a traditional folk art form from Maharashtra that involves conveying messages through singing and dancing. It is popular in the districts of Gujarat that border the state of Maharashtra, which are Valsad, Navsari, Narmada and Surat.

Tippani Nritya

In *Tippani* folk dance, women labourers engaged in construction work, strike the floor with long sticks called Tippani. They use a rhythmic musical process to escape from the workload that is involved in their task. With simple instrument like a *'thali'* i.e. brass plate, the dancers generate the music. It is usually performed on festivals like Holi, Diwali and wedding occasions.

Siddi

The Siddis live around the Gir National Park and are a tribe that has their roots in Africa. The heritage of Siddis dates back to almost 300 years in Africa but they have adopted the local language of Gujarat and many customs of their surroundings and their dance and music are exquisite. *Dhamal* is an action-filled dance form which includes throwing of coconut in the air and catching its fall on their head and breaking it into pieces and dancing bare foot on embers. Peacock feathers tied like a skirt on their waist are their dancing costume.

2.3.3   FOLK MUSIC

The diversity that is found in the traditional and folk music in Gujarat is very huge and it adds to the very rich cultural heritage. Folk Music is utilized very often by several state and non-governmental agencies as a medium to spread awareness on various issues.

Dayro

Dayro (gathering) is a cultural folk event in the form of an entertainment forum to make people in general aware of spirituality, and youth in particular about the history of Gujarat. *Dayro* involves singing combined with witty conversation reflecting on human nature.

Sanedo

Sanedo originates from the villages of Patan district in Gujarat and it has become a very popular dance form all over Gujarat, due to the attraction it holds for the younger generation. *Sanedo* contains very well thought out and entertaining couplets of four lines and has a striking resemblance to *Bhavai*. The topic for a *Sanedo* could range from romance to the nature of youth to satire on the current happenings. It is frequently played during the festival of *Navratri*, during wedding celebrations and during parties.

Garba and Raas music

In *Garba* and *Raas*, the *Dhol* (a large double-headed drum) is the main instrument and the lyrics are in praise of Mother Goddess describing her form, powers and invoking her blessings. Along with it there are percussion instruments such as *Dholak*, *Tabla,* etc. The complementary instruments include flute.

2.3.4 FOLK ART

Folk art in Gujarat is not only associated with its tribal population, but also with its non-tribal population. There is a strong sense of design and usage of vibrant colours and creative motifs in Gujarati folk art. Two particular styles that are described below were used widely for conveying SVEEP messages in the state.

Warli

The Warli tribes live in the mountainous and coastal areas of Maharashtra-Gujarat border. They are famous for their beautiful and unique style of painting, which uses only reddish-brown (for the background) and white color (for the motifs). Warli paintings depict the close association of human communities with nature and also the myths, folk tales and their daily life. The major themes include community dances, the fields swaying with healthy crops, persons playing music with all kinds of traditional instruments, dancing peacocks, women cooking or busy in house chores and children playing.

Pithoda

A Pithoda basically depicts the marriage procession of *Baba Pithoda* (God of Rathwa tribe) with *Pithodi Devi*. The significant elements in the painting are *Ganesha, Pithoda, Pithodi, Indra* (whom they consider king of all Gods) and *Hudol* (a black spirit). The Pithoda essentially depicts the past and present of the *Rathwas*. The bright colors and unique designs show a unique aesthetic sense. The motifs used, speak about their history and everyday life, by depicting various elements of nature to which they are closely bound. It is a painting form that is done as a ritual and is believed to bring prosperity and good luck to the family.

3 VOTER PROFILE OF GUJARAT- GAP ANALYSIS

3.1 EP RATIO OF ELECTORS

3.2 AGE COHORT ANALYSIS OF ELECTORS

3.3 GENDER BREAK UP OF ELECTORS

3.4 LITERACY RATE

3.5 URBAN VOTERS

3.6 IDENTIFYING EXCLUDED COMMUNITIES/CATEGORIES

3.7 ERO TO AC RATIO

3.8 THE AVAILABILITY OF HASSLE FREE REGISTRATION

3.9 TURNOUT IN PREVIOUS ELECTIONS

3.10 TRIBAL VOTERS/ MIGRATION ISSUES

3.11 SOCIO- CULTURAL CONTEXT

3.12 POLLING STATION DISTANCE AND INFORMATION

LEARNING POINTS

- Gap analysis helps identify the focus areas of the voters' education programs for the region. It is done by analyzing the data of past elections for the following two aspects:
    - o Voter Registration
    - o Voter Turnout

- To identify gaps in voter registration during the previous elections, analysis of the available statistics with regard to registration is undertaken. This includes the analysis of various ratios based on Census figures, including Elector-Population ratio, Age cohort of voter population, Gender ratio etc.

- To identify gaps in voter turnout, not only statistics of turnout during the previous elections are analyzed, but the ground reality is checked to assess the specific interventions required for vulnerable/excluded segments of society, hindrances in registration/turnout due to the socio-cultural context etc.

GAP ANALYSIS

Identification of the gaps by analyzing the available statistics and other details of previous elections becomes necessary to establish the targets for the voter education efforts. The gaps are analyzed for two aspects - gaps in voter registration and gaps in voter turnout.

Gaps in voters' registration were identified in Gujarat with the help of a clear idea of the following parameters:

- Elector-Population (EP) ratio
- Age cohort analysis of voter population
- Gender ratio
- Literacy rate
- Urban voter population
- Excluded communities
- Electoral Registration Officer (ERO) to AC ratio
- The availability of hassle free registration

The gaps in voter turnout were identified in Gujarat by analyzing the following:

- Turnout in previous elections
- Tribal voters and the issue of migration
- Socio- cultural context
- Polling Station Location and Information

The detailed analyses of the above points are discussed below.

3.1 EP RATIO OF ELECTORS

The Elector-Population (EP) Ratio depicts the percentage of registered voters against the total population in the state. The actual EP Ratio as obtained in the electoral rolls every year is compared with the projected figure of Census population figures. This projection is done by taking the growth rate given in the Census into account. Though the final comparison is not an exact calculation, it is certainly suggestive of the possible gap areas. The ratio can indicate if healthy registration rates are maintained in the state or if the rates require further improvement. For example, an EP ratio that is

conspicuously high could also indicate duplicate names and therefore would lead to a closer inspection of electoral rolls. But an EP ratio on the lower side could be representative of missing eligible electors, who need to be traced and registered. The following chart shows the EP ratio from 2008 onwards till 2011.

Chart 5: EP Ratio Trend in Gujarat since 2008

EP Ratio as per Census & Electoral Roll

	2008	2009	2010	2011
Census	61.07	61.07	61.07	61.07
Electoral Roll	65.69	63.92	63.95	64.3
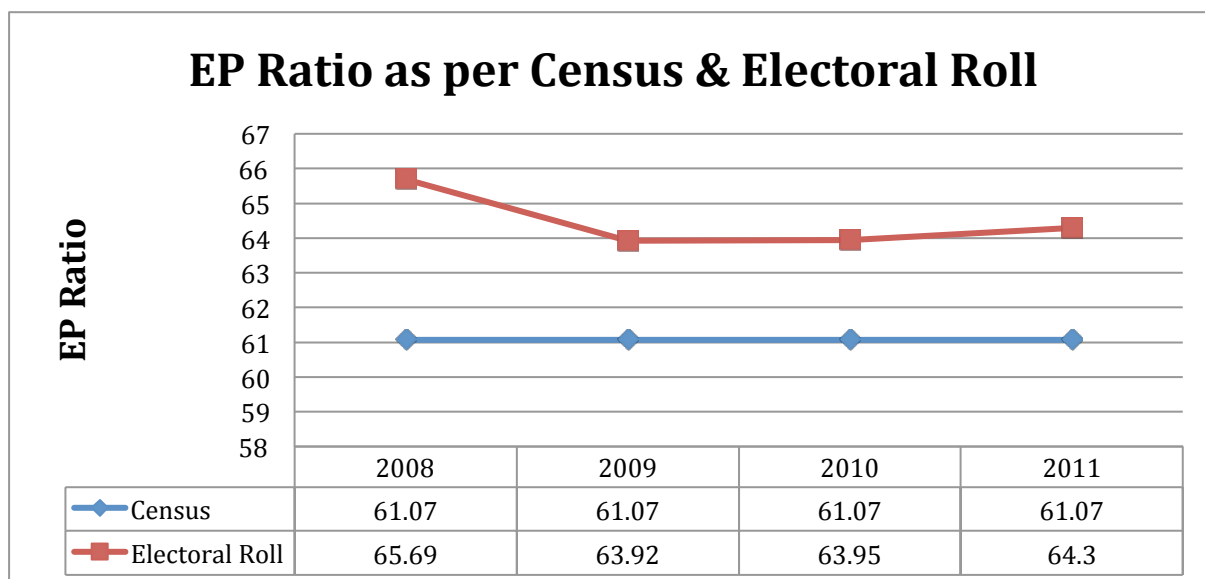
As per the Census of 2011, the population of Gujarat is 60,383,628 with 31,482,282 forming the male population and 28,901,346 forming the female population of the state. The total decadal population growth rate from 2001 to 2011 is 19.17%. In the census figures of 2001 the figures of population that was over 18 years of age were available. These figures have not yet been released for the 2011 census. Therefore, the projection made for the expected voter population for the year 2011 and 2012 can only be considered as an indicative figure for the purpose of target fixing for voters' education efforts. Accordingly, the projected voter population for 2011 as per the census is 3.59 crores and for 2012 are 3.76 crores.

An analysis of the EP ratio was done at the state level as well as at the district level. The trend of EP ratio since 2007 suggested that there appeared to be over registration of voters as against the projected voter population based on census 2001. The broad implication of this trend was that the state needed to clean up the rolls by locating shifted, dead, duplicate, repeated names of voters in the electoral rolls and taking necessary action to delete them from the list. Of course, it goes without saying that such deletions are always done in a very cautious manner and by strictly following the legal provisions. Further, deletions are not the only form of updating Rolls. The process of addition continues concurrently. Similarly, on analyzing the EP ratio in some districts (where EP ratio was lower than the projected census figure) it was clear that they needed to focus their efforts on locating those eligible persons or the missing eligible persons who were not registered. In a few other districts (where EP ratio was much

higher than that of the projected census figure), it was found that to maintain the integrity of the rolls they were required to focus their energies on removing duplicate names if any, and giving the impact of shifted and dead electors, while continuing to add eligible persons to the roll simultaneously. When Gujarat began Roll Revision for the 2012 elections, the position of EP Ratio was as shown in Table 3 below.

Table 3: District wise EP Ratio Comparison as per Rolls & Census 2011

S. No.	District	EP ratio of Rolls	EP ratio of census 2011
1	Kachchh	63.27	58.35
2	Banaskantha	61.28	54.13
3	Patan	62.70	59.13
4	Mehsana	67.33	62.02
5	Sabarkantha	61.42	60.12
6	Gandhinagar	58.92	63.52
7	Ahmedabad	70.27	63.84
8	Surendranagar	59.62	58.38
9	Rajkot	64.71	62.51
10	Jamnagar	61.20	61.02
11	Porbandar	61.06	62.35
12	Junagadh	62.87	60.14
13	Amreli	62.74	59.38
14	Bhavnagar	62.71	57.18
15	Anand	66.77	63.38
16	Kheda	63.79	62.18
17	Panchmahal	59.19	57.89
18	Dahod	55.73	52.28
19	Vadodara	65.60	64.07
20	Narmada	60.76	59.82
21	Bharuch	63.76	62.44
22	Surat	69.26	63.76
23	Dangs	64.85	53.80
24	Navsari	65.07	65.47
25	Valsad	64.08	63.06
26	Tapi		
	Total	64.30	61.07

Please note: Information of EP Ratio of Rolls & Census 2011 for Tapi District is not available, as it was carved out of Surat district recently

3.2 AGE COHORT ANALYSIS OF ELECTORS

The application form for addition of name in the electoral rolls records the data of age of the applicant also.   With the help of this information, it is possible to do an analysis of the number of electors in the various age groups. There is a standardized system for doing this kind of analysis in the country. The voter population is analyzed in the age groups of:

- 18-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79
- 80+

According to the Draft Electoral Rolls (DER) of 2012, the electors in the age group of 18-49 years account for the bulk of the electors, that is, 48.38%, while electors in the age cohorts of 50 and above account for only 15.57%. The rest of the 36.05% of the population falls in the below 18 year old category.

The chart below shows the age cohort wise comparison between the Census figures and Electoral Roll figures of DER 2012 of the elector population in Gujarat, which was an improvement over 2011 rolls.

Chart 6: Age Cohort of Voter population in Gujarat in DER of 2012

	18-19	20-29	30-39	40-49	50-59	60-69	70-79	80+	Total
■ Voter Population % as per Census	4.11	17.89	15.03	10.72	6.32	4.32	1.85	0.83	61.07
■ Voter Population % as per DER	0.88	18.71	16.3	12.49	7.91	4.84	2.2	0.62	63.95
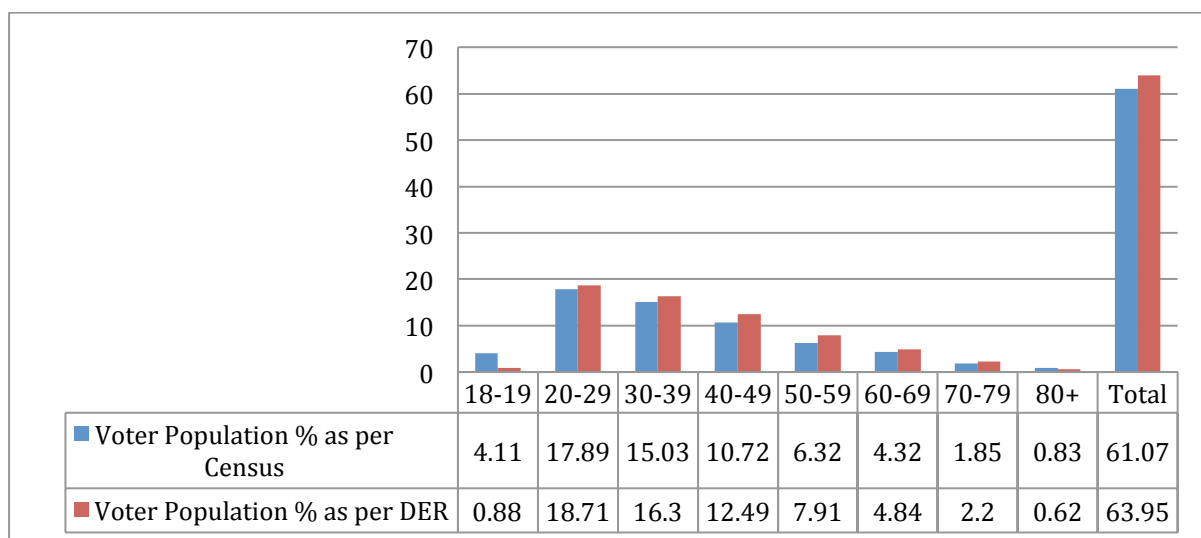
The table below provides district wise detailed analysis of electors for the various age cohorts in 2011 Rolls with emphasis on age cohorts between 18-39, as this was the age cohort which had the gaps, and where focused attention was required.

Table 4: Age Cohort Analysis for Voter Population Percentage in Draft Electoral Roll of 2011

	Name of District	18-19		20-29		30-39		40-79		80+	
		R	C	R	C	R	C	R	C	R	C
1	Kachchh	0.84	4.28	19.66	16.92	16.00	14.22	25.69	22.02	0.70	0.92
2	Banaskantha	1.14	3.85	19.27	16.7	15.24	13.29	25.17	19.7	0.54	0.6
3	Patan	1.11	4.28	18.54	17.28	15.43	13.92	27.03	22.93	0.54	0.74
4	Mahesana	1.13	4.24	19.55	17.73	16.51	14.66	29.38	24.54	0.63	0.86
5	Sabarkantha	0.91	3.95	17.57	17.2	15.11	14.34	27.31	23.76	0.57	0.85
6	Gandhinagar	1.11	4.34	17.11	19.21	14.91	15.63	24.86	23.62	0.43	0.71
7	Ahmedabad	0.86	4.28	20.60	18.84	18.08	15.75	29.64	24.18	0.58	0.79
8	Surendranagar	0.90	4.32	18.22	16.57	15.01	14.06	26.28	22.5	0.68	0.92
9	Rajkot	0.81	4.57	18.70	17.67	15.98	14.9	27.89	24.21	0.78	1.16
10	Jamnagar	0.69	4.55	18.31	17.49	15.14	14.45	25.81	23.37	0.73	1.16
11	Porbandar	0.89	4.29	17.25	17.58	15.38	14.78	26.45	24.7	0.61	1.01
12	Junagadh	0.90	4.42	18.47	17.26	15.65	14.32	26.56	23.08	0.74	1.07
13	Amreli	0.94	4.55	18.33	15.23	14.97	13.83	27.36	24.48	0.95	1.28
14	Bhavnagar	1.03	4.29	18.88	16.29	15.42	14.01	25.87	21.51	0.88	1.08
15	Anand	0.73	4.07	18.61	18.13	16.65	15.41	30.07	25.01	0.59	0.75
16	Kheda	0.70	3.83	17.56	17.61	15.93	15.12	28.68	24.76	0.54	0.86
17	Panchmahal	0.76	3.73	16.99	16.28	14.30	14	26.43	23.05	0.57	0.82
18	Dahod	0.62	3.74	17.28	15.85	13.88	12.7	23.52	19.38	0.45	0.6
19	Vadodara	0.77	3.69	17.22	17.88	16.44	16.04	30.28	25.73	0.61	0.73
20	Narmada	1.08	3.39	15.77	16.71	15.28	15.37	27.58	23.65	0.57	0.7
21	Bharuch	0.97	3.64	16.92	17.76	16.48	16.16	28.32	24.2	0.48	0.67
22	Surat	0.86	4.2	21.54	21.56	19.57	16.97	25.77	20.46	0.44	0.58
23	Dangs	0.84	2.94	20.84	15.66	15.52	13.67	26.69	21.11	0.39	0.42

24	Navsari	1.11	3.76	17.01	17.99	16.09	16.22	30.01	26.68	0.70	0.82
25	Valsad	0.67	3.6	17.12	19.29	16.99	16.35	28.11	23.18	0.62	0.64
	State Average	**0.88**	**4.11**	**18.71**	**17.89**	**16.30**	**15.03**	**27.44**	**23.21**	**0.62**	**0.83**

R – Rolls
C- Census

The emphasis that the ECI lays on registration of youth is very clear from the manner in which the age cohorts are divided. The annual analysis of every other age group is done in cohorts of 10 years, but that of young and new electors is done in the age cohort of 18-19. It is clearly meant to enable the election machinery to focus their efforts on enrolling this age group immediately on attaining eligibility.

RJ DHVANIT OF RADIO MIRCHI ADDRESSING STUDENTS AT A COLLEGE

The chart below shows the increase in registration percentage of the 18-19 years age group from 2008 to 2011 just before roll revision for 2012 was undertaken. It also compares these figures with the EP ratio of the cohort as per the Census figures.

Chart 7: Comparison of EP ratio of 18-19 year old electors as per Electoral Rolls & Census

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EP Ratio of 18-19 year olds as per Census & Electoral Rolls

Gender Ratio	2008	2009	2010	2011
Census	4.11	4.11	4.11	4.11
Electoral Roll	0.14	0.42	0.88	1.43
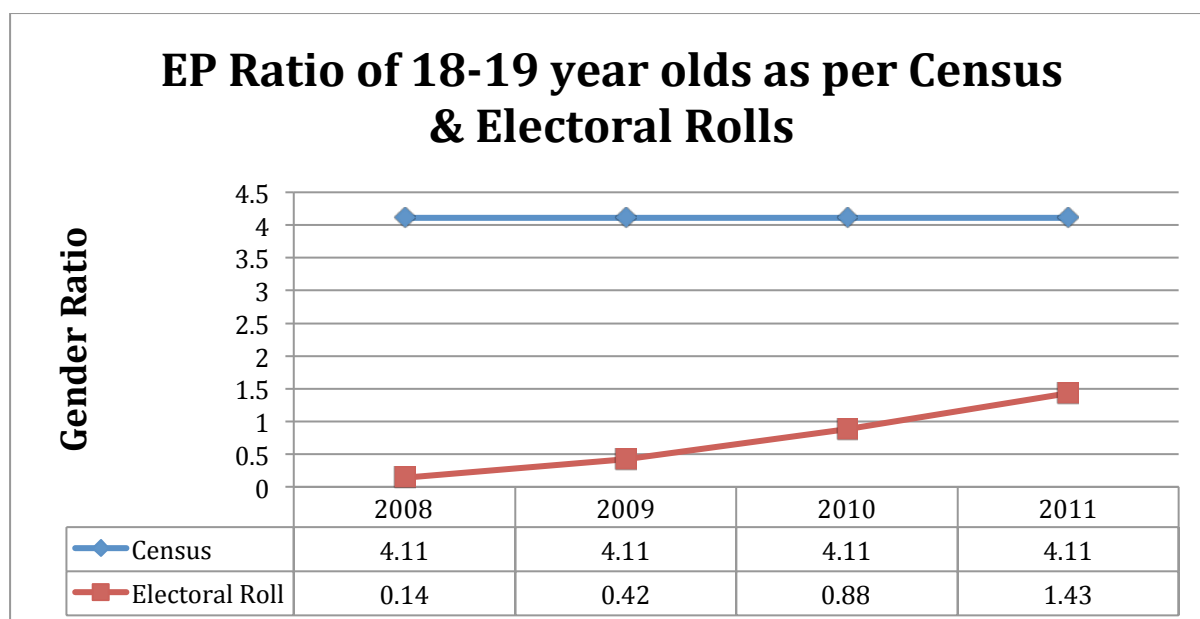
On analysis, it was found that registration is the lowest among the newest electors, or the 18-19 year olds, and the highest in the youth and middle-aged bracket of 20-59 years. The trends in the age cohort of fresh electors, i.e. the 18-19 year old age group, showed that though it had seen a steady rise over the years, there was still a substantial gap in registration of this age group. This would obviously affect the turnout rates too. Therefore, a decision was taken to include the fresh young elector population as a focus area in the missing voter groups for voter registration. This gap in youth registration was addressed through SVEEP efforts.

3.3 GENDER BREAK UP OF ELECTORS

The sex ratio is the ratio of males to the females in a population and calculated as the number of females per 1000 males. It is a sort of socio-demographic pointer on the balance between men and women in the population. Gujarat, like most of the other states in India has a lower sex ratio than considered healthy. It ranks 24th out of the 35 states/UTs in the country. The current sex ratio in Gujarat, as per 2011 Census is 918.

The gender ratio of the electoral roll calculates the same indicator as that of the Census figures (no. of females per 1000 males) with respect to the male and female elector population, or those registered on the electoral roll, to provide a comparison. The last registered gender ratio as per the 2012 roll was 910 in comparison to the Census figure of 918 for the overall population of the state.

Chart 8: State Level Gender Ratio Comparison between electors and population

Gender Ratio Comparison between Census & Electoral Rolls

	2008	2009	2010	2011	2012
Census	921	921	921	918	918
Electoral Roll	935	932	922	916	910
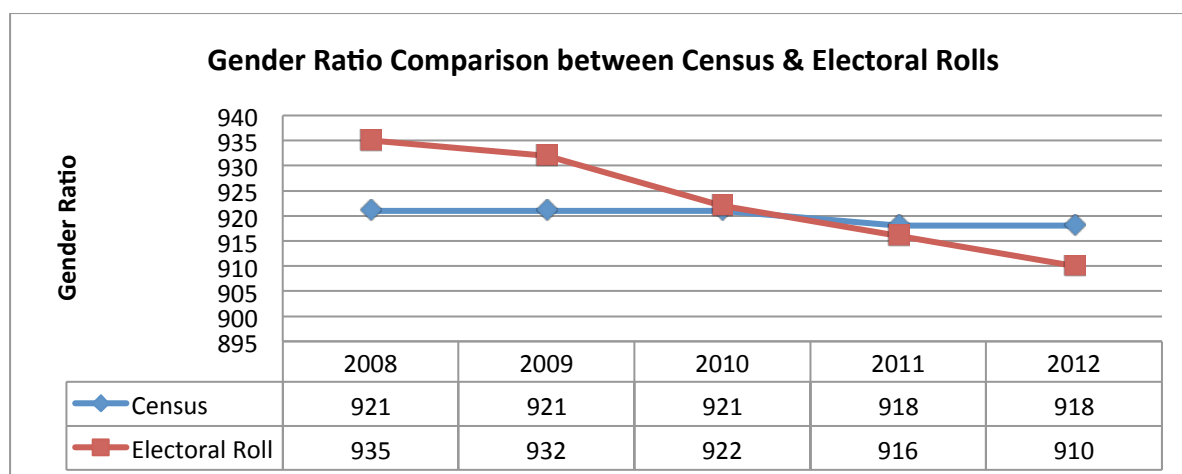
The following chart gives the state-level figures and shows the trends in enrollment rates among men and women over the years. Both have seen steady increase, but the fact remained that though some amount of correction did take place in the gender ratio, it needed to be further worked upon.

Chart 9: State Level Enrollment of Men and Women in Electoral Roll

State Level Enrollment of Men and Women in electoral roll
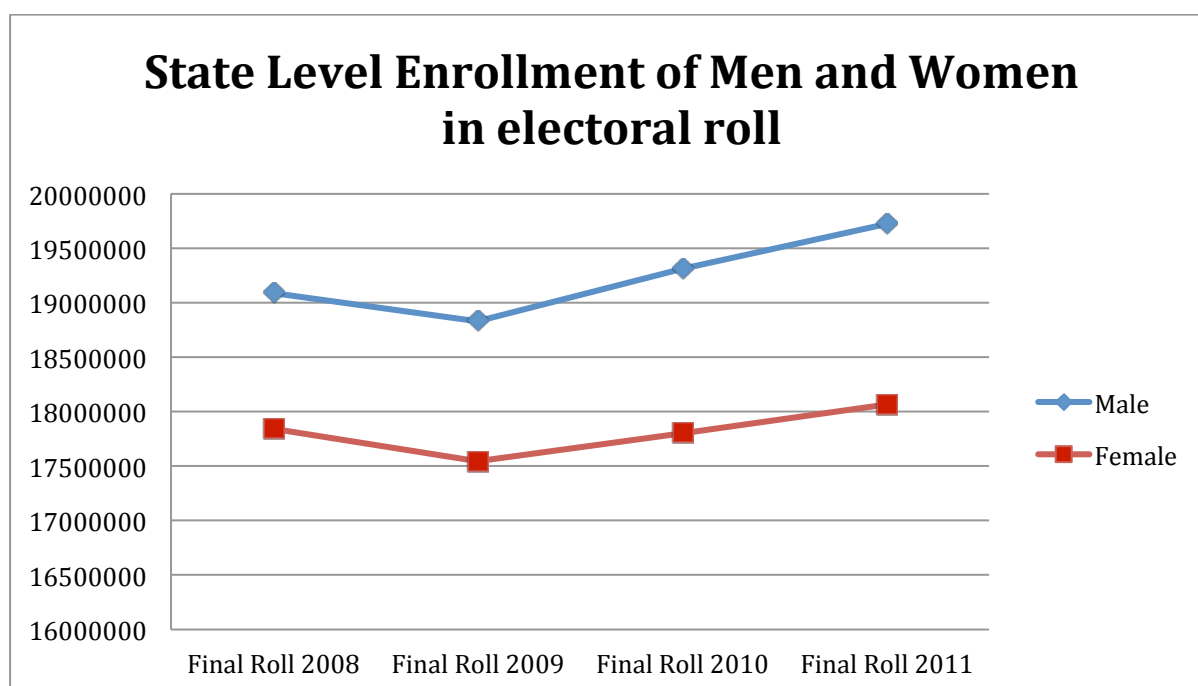
Similarly, at the district level, the general trend was towards under-registration of females indicating that urgent efforts were required to register missing female electors in order to correct the present situation.

However, there were certain districts, where the gender ratio was higher than in the projections based on Census figures. As mentioned earlier, these are indicative figures and cannot be treated in isolation. The local socio-cultural-economic context must be studied before arriving at an understanding of the gaps in registration. For example, the

gender ratio figures of all Assembly Constituencies of Surat city are skewed in favour of male electors. The ground reality is that the city provides employment to a huge floating male population from all over the country due to its vibrant diamond and textile industries. But this analysis also called for a meticulous approach to ensure that no eligible female is missed out from the registration process just because of statistics or because of socio-cultural or economic perceptions.

Female voters queue in Ahmedabad

The following table gives the gender ratio of the 26 districts just before the SVEEP efforts and Roll Revision of 2012 began.

Table 5: District wise Comparison of Gender Ratio between Electoral Roll 2011& Census

No. & Name of District		Gender Ratio in 2011 Roll	Gender Ratio as per Census 2011
1	Kachchh	930	907
2	Banaskantha	927	936
3	Patan	936	935

4	Mahesana	966	925
5	Sabarkantha	960	950
6	Gandhinagar	952	920
7	Ahmedabad	913	903
8	Surendranagar	908	929
9	Rajkot	918	924
10	Jamnagar	925	938
11	Porbandar	915	947
12	Junagadh	931	952
13	Amreli	932	964
14	Bhavnagar	915	931
15	Anand	938	921
16	Kheda	945	937
17	Panchmahal	932	945
18	Dahod	989	986
19	Vadodara	936	934
20	Narmada	954	960
21	Bharuch	930	924
22	Surat	830	788
23	Dangs	1010	1007
24	Navsari	958	961
25	Valsad	935	926
26	Tapi		1004
State Average		922	918

3.4 LITERACY RATE

As per census of India 2011, the literacy rate of India is 74.04% with a vast gap between male and female literacy rates and between rural and urban literacy rates as well. In rural India, the literacy rate is 68.91% and in urban India, it is 84.98%. Literacy rate in Gujarat is somewhat better than the Indian average with overall literacy rate of 79.31%. However, the rural-urban gap and the male-female gap exist in Gujarat also. Gujarat has a literacy rate of 73% in rural areas and 87.58% in urban areas. Similarly, rural and urban males (83.01 and 92.41 respectively) have higher literacy rates as compared to rural and urban females (62.04 and 82.08 respectively). Therefore, the total literacy rate of Gujarat State reflects the male-female divide very clearly. 87.23% of males are literate in Gujarat as against 70.73% females.

The literacy rate does have an impact on the democratic participation process. Therefore, an assessment of literacy rate is necessary to understand what kind of

interventions for voter education is required in Districts with comparatively low literacy rates. SVEEP activities in such districts have to be designed in a manner that they are understood by voters who are illiterate or semi-literate.

The following graph shows the district wise literacy rates according to gender which shows the gap between the male and female literacy rates in the state. The detailed table is provided in Annexure – 1

Chart 10: District wise literacy rates according to Gender
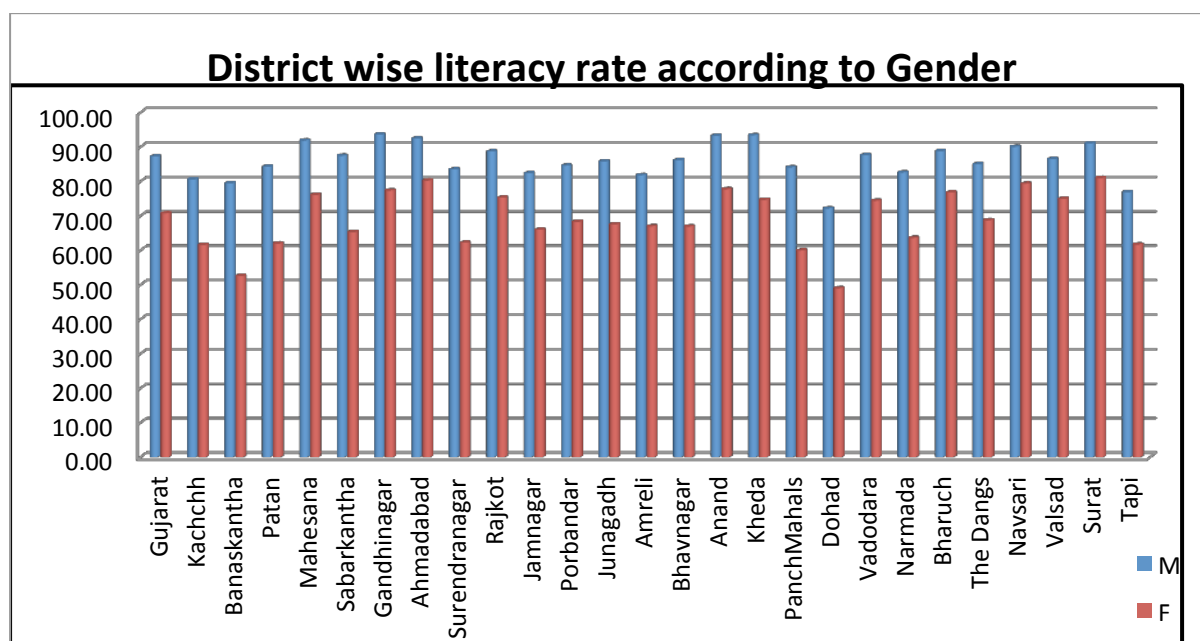
Data Source: Provisional Population Totals, Census of India, 2011

3.5 URBAN VOTERS

Gujarat is considered to have one of the fastest growing urban populations. With the addition of 106 towns since the last census in 2001, the number of towns in Gujarat has risen from 242 to 348 as per the Census of 2011. Similarly, the number of Municipal Corporations has risen from 6 to 8 from 2001 to the present. The urban population that stood at 37.36% of the total population in 2001 became 42.58% in the 2011 census. The rate of decadal growth of population in Gujarat is 19.17% as per 2011 census. However, there is vast difference in the decadal growth rate between the rural (9.23%) and urban population (35.83%).

Figure 1: Comparison of Rural & Urban Population of Gujarat: 2001 & 2011

Rural and Urban Population, Gujarat (2001 and 2011)
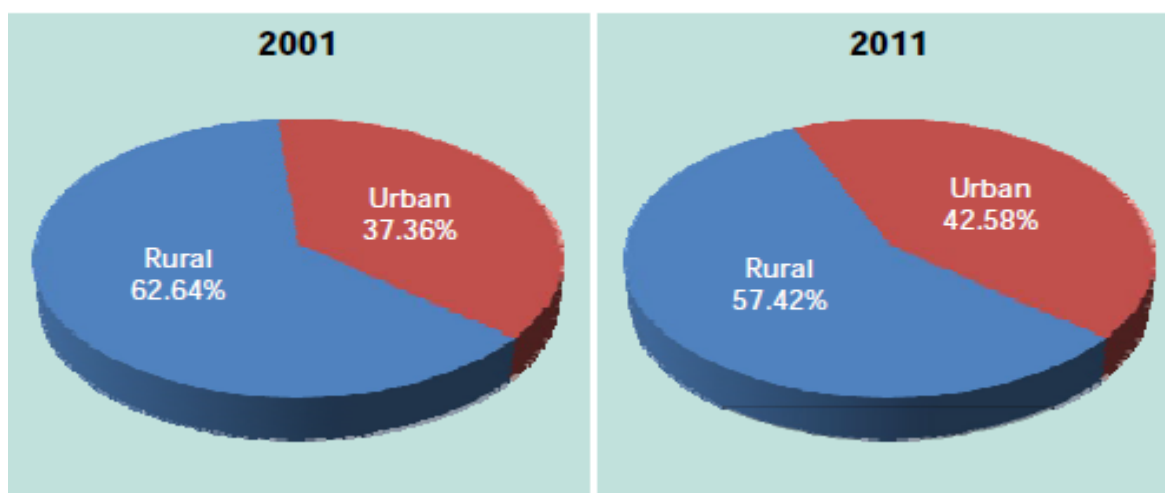
Source: Provisional Population Totals, Census of India, 2011

Three districts of Gujarat (Valsad, Surat and Sabarkantha) have perhaps recorded amongst the highest urban decadal growth rates in the country. The district of Valsad has an urban decadal growth rate of 66.35% while that in its rural areas 3.85%. Similarly, district of Surat has shown an urban decadal growth rate of 65.52%, while its rural decadal growth rate has become negative at -8.43%. Similarly, the district of Sabarkantha has shown urban decadal growth rate of 61.25% while rural decadal growth rate is 11.14%. Two other districts of Gujarat have recorded negative rural decadal growth rates, that is, Gandhinagar District at -6.92% and Ahmedabad district at -0.31%.

Therefore, it can be seen that the gap between urban and rural growth rates is increasingly tilting towards urban growth. This analysis is important from the voter registration and voter turnout point of view. It is generally noticed that there is urban apathy towards both, voter registration and voter turnout. With this background, it becomes necessary to have SVEEP interventions, which can reach and be found attractive enough by an increasingly urban voter population. The following chart shows the percentage decadal growth in rural and urban areas in Gujarat as per the Census of 2011.

Chart 11: Rural Urban Population Gap in Gujarat as per Census 2011
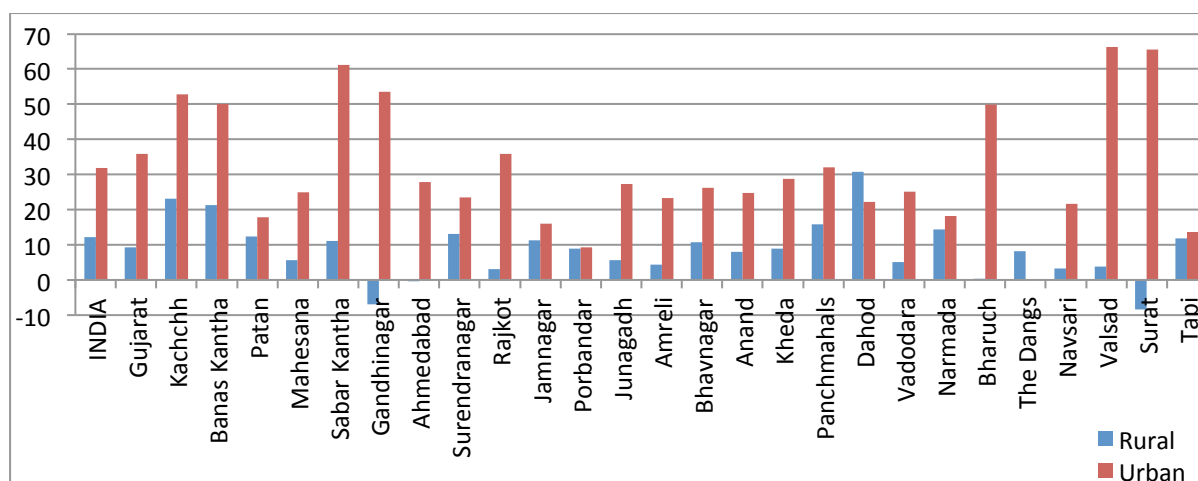
3.6 IDENTIFYING EXCLUDED COMMUNITIES/CATEGORIES

a. <u>Communities</u> such as Mers of Porbandar District, female voters of Kathi Darbar community, the Satipati sect of Dangs and Tapi district, migrant tribal labourers in general, persons who had to relocate due to slum removal in urban areas, and persons residing in the handful of households scattered in far-flung or border areas of the villages, were particularly identified as excluded communities.

b. <u>Nomads</u>, also known as De-Notified Tribes in certain parts of the country are groups of tribals or communities that do not have a permanent home and travel from one place to another very frequently in search of livelihood. In Gujarat, the nomadic community consists of the tribals of Vanzara, Vadi, Mir, Bajaniya communities. They are generally found in the districts of Banaskantha, Patan, Surendranagar and Kachchh. Because of the fact that they do not stay at any one place for more than one to two months, specific interventions are required to ensure that they are informed about the process of registration and not only do they register, but also turn out to vote.

c. <u>Election Staff</u>: In any general election, a minimum of 200,000 up to over 300,000 election staff are appointed for conducting elections. Though there is a facility for Postal Ballots and Election Duty Certificate (EDC) for these employees, traditionally they have neither shown any interest in registering themselves as electors nor in casting their vote through Postal Ballot or EDC. This was identified as a gap area for focused intervention. SVEEP interventions were to be designed to register election related staff and to motivate them to participate in the process of voting.

d. <u>Service Voters</u>: Service voters are voters who have service qualifications under sub-section (8) of Section 20 of the Representation of Peoples Act, 1950. A member of the Armed Forces of the country, or a member of the Force under the provisions of Army Act, 1950, or a member of Armed Police Force of State serving outside the State, or a person employed under Govt. of India, but posted outside the country is considered to have service qualification. Service voters can be enrolled as a general elector at the place of their posting where they are

ordinarily resident for a sufficient period; or they can be enrolled at their native place as a service voter even if they are posted in a different place. There are 19 service/armed units in Gujarat. The members of these units are eligible for being registered as service voters. However, the issue of gap in registration arises because of the following reasons:-

- The service voters posted in a particular State are mostly registered as service voters in another State. Therefore, if elections are going on only in a particular State, the service voters posted in that state will remain largely unaffected by the SVEEP efforts.
- Service voters have to enroll through their Record Offices, which are not necessarily located within the state.
- Once they are registered as service voters at their native place, this registration continues until they remain in service. Great deal of coordination is required with their Record Offices to update their place of posting, or the address where the postal ballot is to be sent. If these are not updated, they are unlikely to get the opportunity of casting their votes.
- Sometimes due to focus on service voters, the civilian employees working in the armed forces unit tend to be missed out from registration process.

There are 21, 705 service voters in Gujarat. Despite the fact that the service voters in the units in Gujarat were not necessarily service voters of Gujarat, it was decided to take up voter education and voter registration program in each of the units to ensure that their eligible family members and eligible civilian unit members along with their family members register as voters.

e. Dead, shifted and new electors: At any point of time, a certain percentage of the population would be shifting, or expiring or a certain percentage would be becoming eligible to be registered as a voter on attaining the age of 18 years. Therefore, it is necessary to constantly update the electoral rolls by identifying such electors by a continuous process.

3.7 ERO TO AC RATIO

Until the roll revision of 2011, there was an adverse Electoral Registration Officer (ERO) to AC ratio in Gujarat. There were 104 EROs looking after 182 Assembly Constituencies. Therefore, on an average 1.75 ACs was looked after by each ERO, which would mean looking after an approximate voter population of 3.45 lakhs by each ERO. For 2012 revision (beginning in October 2011), it was decided to make the ERO-AC ratio 1:1, not only to ensure quality voter registration processes, but also to ensure higher accessibility of EROs to the electors. This was brought into effect from 27-07-2011 onwards, and since then Gujarat has 182 EROs looking after 182 ACs i.e. one ERO per AC. This has reduced the number of electors to be looked after by each ERO to 2.09 lakh. Similarly, the number of AEROs was 268 in 2011 and was increased to356 in 2012. The

BLO to Polling Stations ratio used to be 1:2 on an average until 2011. It became 1:1 from 03-10-2011 all over Gujarat.

3.8 THE AVAILABILITY OF HASSLE FREE REGISTRATION

Not having multiple access points for hassle free registration was considered a gap, which needed to be filled in the State. The earlier system was that the application forms would be available either with the BLO or at the ERO/AERO offices. Similarly, information with regard to the process of registration was not easily available. These were considered to be huge gaps in ensuring the integrity of the roll and in ensuring voter registration of the entire eligible population.

3.9 TURNOUT IN PREVIOUS ELECTIONS

The voter turnout percentages of the past are important indicators and are used to identify the thrust areas, regions and segments of population where SVEEP interventions should be focused.

On an average, Parliamentary General elections in the state have seen much lower turnout than Legislative Assembly General Elections. Parliamentary Constituency wise voter turnout in 2009 with gender breakup for each constituency is provided in Annexure –2. The average turnout at state level in 2009 was 47.89%. The constituency with highest overall turnout was Junagadh with 57.88% while Surendranagar had the lowest voter turnout at 39.73%. Similar rates have been recorded for the Parliamentary elections in 2004. However, the picture is different for voter turnout during assembly elections.

The overall turnout rate in previous assembly elections held in 2002 and 2007 were 61.74% and 59.77% respectively. The following table shows the district wise voter turnout rates for the last two state legislative assembly elections.

Table 6: Voter Turnout in Legislative Assembly General Elections in Gujarat

District	Turnout in 2002	Turnout in 2007
Kachchh	61.39	58.48
Banaskantha	67.58	62.57
Patan	67.34	64.63
Mehsana	69.95	64.31
Sabarkantha	67.58	61.31
Gandhinagar	65.49	63.23
Ahmedabad	55.89	58.24
Surendranagar	65.21	59.83
Rajkot	60.19	58.02
Jamnagar	59.14	55.73

District	Turnout in 2002	Turnout in 2007
Porbandar	57.96	56.96
Junagadh	63.97	62.07
Amreli	60.66	59.39
Bhavnagar	55.44	57.77
Anand	68.07	63.69
Kheda	65.41	61.76
Panchmahal	67.36	56.62
Dahod	57.28	49.89
Vadodara	63.75	58.69
Narmada	68.04	69.65
Bharuch	70.69	64.36
Surat	49.72	58.53
Dangs	55.91	58.87
Navsari	63.88	64.65
Valsad	61.36	61.82
Tapi*	0	0
State Average	**61.54**	**59.77**

*Tapi District was carved out of Surat district and figures are available for it only after delimitation in 2008

Directly related to this is also the female voter turnout recorded in the last few General Elections. It gives an idea of the trend that one can expect if no voter education interventions are put in place. The following table shows the comparison of female voter turnout over the last two assembly elections held in 2002 and 2007.

Table 7: Female Voter Turnout in Assembly elections in Gujarat

S. No.	District	2002	2007
1	Kachchh	59.47	57.09
2	Banaskantha	62.23	58.26
3	Patan	64.04	62.47
4	Mehsana	66.03	61.73
5	Sabarkantha	64.06	58.18
6	Gandhinagar	61.2	60.12
7	Ahmedabad	52.48	55.48
8	Surendranagar	60.69	55.5
9	Rajkot	56.59	54.5
10	Jamnagar	55.44	51.79
11	Porbandar	53.13	53.6
12	Junagadh	60.46	59.11
13	Amreli	55.96	54.82
14	Bhavnagar	50.4	53.4

S. No.	District	2002	2007
15	Anand	62.82	59.33
16	Kheda	59.81	56.98
17	Panchmahal	64.31	54.07
18	Dahod	55.41	49.56
19	Vadodara	59.87	55.59
20	Narmada	65.42	68.16
21	Bharuch	67.56	62.46
22	Surat	47.37	57.84
23	Dangs	52.53	57.8
24	Navsari	62.14	64.48
25	Valsad	59.94	61.67
26	Tapi*	N. A.	
State Average		**57.99**	**57.03**

*Tapi District was carved out of Surat district and figures are available for it only after delimitation in 2008

Therefore, it was clear, that predominantly urban districts such as Ahmedabad, Surat, and Rajkot showed consistently low voter turnout in general. Similarly certain districts such as Rajkot, Porbandar, Amreli, Bhavnagar, Dahod, Dangs etc. consistently showed low female voter turnout. This analysis was also done at the Assembly Constituency level, and then further again at the Polling Stations level. The microanalysis helped to identify Polling Stations within assembly constituencies of districts where concentrated efforts needed to be made for voter education. It also gave a general idea of the districts where feminization of the SVEEP campaign would be the focus area of voter education for voter turnout.

3.10   TRIBAL VOTERS/MIGRATION ISSUES

It is a well-known fact in Gujarat that tribal voters migrate out of their residence areas for agricultural labour after monsoon around August-September until almost the month of March every year. Because of this voter turnout is likely to suffer. In fact, statistics show that voter turnout mostly went down in the predominantly tribal districts (Sabarkantha, Panchmahals, Dahod, Vadodara, Narmada and Bharuch) from 2002 general elections to 2007 general elections.

Table 8: Voter Turnout of Tribal populations in respective districts

District	Turnout in 2002	Turnout in 2007
Sabarkantha	67.58	61.31
Panchmahal	67.36	56.62
Dahod	57.28	49.89
Vadodara	63.75	58.69
Narmada	68.04	69.65

District	Turnout in 2002	Turnout in 2007
Bharuch	70.69	64.36

Both these previous elections were also held in the month of December, which is the period when migration is at its peak. Therefore this was considered to be a gap in voter turnout that needed to be addressed and it was decided to have specific interventions in place to ensure that tribal labourers are not only enabled to cast their votes but are also motivated to do so.

Tribal area voting in Dahod

3.11 SOCIO-CULTURAL CONTEXT

Certain specific communities were found to be pro-actively resistant to voter registration as well as the whole process of elections. To specifically name two of them - the women of Kathi Darbar community and the tribal followers of Satipati sect of Dangs District are cases in point.

Kathi Darbar community women do not register as electors in Amreli district as it is felt that women have no role to play in the democratic process. This is reflected in the female turn out as compared to the male turn out in the previous elections. Similarly, the Satipati sect of Dangs believe that nature is their only God and that no other system

of supremacy including Government or its institutions need to be followed or associated with. This has resulted in their complete resistance not only to avail even simple government benefits such as ration cards and primary education, but also to register as electors. It was decided to identify such sections/communities in each district that show some resistance to registration due to the prevailing socio-cultural norms and value systems and have specific SVEEP interventions for them in place.

3.12   POLLING STATION DISTANCE AND INFORMATION

It was found through sample survey of KABBP that in some cases the electors did not turn out to vote because they found the distance to the Polling Stations too much to cover. Similarly, it was also found that few people did not turn out to vote because they had no information about the address of their Polling Stations. This was considered a gap, which required to be filled up to ensure voter turnout. A very systematic Polling Stations rationalization process was undertaken from the month of March to May, 2012. In this process of rationalization, every section (address /society) that forms a part of a Polling Stations area was reviewed and modifications were made in such a manner that no elector was registered in a Polling Stations that was more than 2 km away from his/her place of residence. In this process of rationalization 1589 Polling Stations were added and 3926 were split. Based on this rationalization, the total number of Polling Stations increased from 42907 to 44496 and eventually to 44,579 just before polls in 2012. With regard to Polling Stations information the Photo Voters Slip intervention, the state level helpline (1950), district level helplines, GIS mapping of Polling Stations, as also the SMS query based system and many other interventions which will be detailed later in this report, were hugely effective in ensuring that information regarding the address of Polling Stations reaches all electors.

4. PREPARATORY LEARNING

4.1 LEARNING FROM WITHIN INDIA

4.2 LEARNING FROM WITHIN GUJARAT

4.3 LEARNING FROM INTERNATIONAL EXPERIENCES

4.4 LEARNING FROM NATIONAL VOTERS' DAY CELEBRATIONS

4.4.1 Learning from NVD 2011 and 2012

LEARNING POINTS

- Gujarat has taken cues from voters' education experiences in other states in India as well as from experiences within Gujarat itself. Best practices identified in other states were implemented after appropriate modification for adapting to the local context.

- Voters' education messages from other states were replicated in toto where found possible/relevant/effective.

- NVD celebrations led to the understanding that engaging with youth for registration is possible through their educational institutions and that it is possible to motivate them to participate actively and creatively in the democratic process

- Some interesting experiences from other countries have also formed a basis for some interventions

SVEEP in Gujarat was not a first time activity in India. Since 2010, 20 states have already been through the process of understanding, designing and implementing their own SVEEP programmes for their respective Legislative Assembly elections. Similarly, the NVD celebrations and Roll revision exercises within Gujarat itself had thrown up some innovative ideas for voters' education. Further, the ECI is very active in the area of international cooperation of EMBs and that has exposed the election machinery to some new and interesting ideas. Therefore, it only made sense to look closely at all these efforts, learn from them and pick up initiatives best suited to the local context in Gujarat, for adoption or adaptation.

4.1 LEARNING FROM WITHIN INDIA

Gujarat incorporated multiple learning from experiences across the country. The ECI was instrumental in initiating this give and take process. ECI held a full day meeting for exchange of best practices and innovative SVEEP ideas in the month of March 2012 between the election going states and the states that had just completed their general elections. This forum gave an opportunity to reflect on, assess and analyze the potential of replicability of the various new initiatives of the states.

Further, in a review meeting held in June, 2013 at ECI, the Chief Election Commissioner (CEC), Mr. V.S. Sampath directed the CEO of Gujarat and Himachal Pradesh, that SVEEP should also look at targeting specific gap areas by identifying Polling Stations with the lowest voter turnout in each AC. Therefore, in Gujarat, every district was directed to identify such Polling Stations and organize SVEEP interventions with flavor of the local culture. That is the beginning of SVEEP campaigns becoming micro-oriented by taking the shape of "targeted interventions" within identified Polling Station areas, as discussed later in this document.

Some of the initiatives of other states that were found to be replicable, either as it is, or in a modified form are as follows:

Bihar

The state learnt a great deal from the 'systematic approach' to the conduct of elections in Bihar:
- Bihar had initiated a system of appointing Nodal Officers for specific activities, including for voters' education, at district level during their Legislative Assembly elections in 2009. This system was modified slightly and adopted in Gujarat by making it mandatory for every District to appoint a Class-I Officer as Nodal Officer for SVEEP.
- The Bihar system of reviewing these Nodal Officers at state level was adopted by Gujarat, and the ACEO looking after SVEEP would frequently review the activities of the District SVEEP Nodal Officers.

- Bihar had prepared some excellent training material for Nodal Officers, which were adapted and adopted in Gujarat
- The CEO, Bihar had a system of keeping certain instructions in ready-to-use and detailed letter format well in advance from the date on which it is required to be circulated. The copies of all those instructions were obtained, which helped in devising a state specific system for Gujarat.
- Training material, particularly for the Returning Officers and for the Police acted as base material for the preparation of training material in Gujarat.

Kerala

In Legislative Assembly Elections held in Kerala in 2011, the State showed the way on how programmes such as Magic shows are excellent for inter-personal communication and can be organized in specific targeted areas. Taking this idea further in Gujarat, folk-media that is, local folk music, dance and dramas such as Bhavai, Tamasha, Sanedo, and Dairo etc. were used with good effect for spreading voter education messages.

Tamil Nadu

- This state was really a 'pioneer in creative and innovative SVEEP messages'. They had developed some very catchy taglines in their hoardings for their Legislative Assembly Elections in 2011. The same were adopted in Gujarat too (Such as, "Stand up, you are 18, Register today"; "Say yes to Vote, and no to note").
- Gujarat also adopted their system of organizing mass signature drives on a canvas, for encouraging ethical voting, with the slogan – "I will vote, but I will not vote for cash/bribe".
- Tamil Nadu had also adopted the Bihar system of appointing Nodal Officers at District level for various areas of election management, including for SVEEP. Their success helped in consolidating the ideas taken by Gujarat from the Bihar model.
- The training material of Tamil Nadu was also very helpful in formulating material for Gujarat.
- Tamil Nadu's system of regular press briefings for information dissemination and thereby making the media an ally in the election process was adopted by Gujarat and found to be very effective.

Tamil Nadu hoarding

Uttar Pradesh (UP)

Gujarat picked up lessons of 'creativity and innovations' from experiences of UP in voters' education. For example:

- Gujarat adopted many of the creative content developed for outdoor media, such as hoardings, posters, etc. by simply translating them into Guajarati language.
- The user-friendly website of the CEO, UP prompted Gujarat to revamp their website too.
- The use of other media such as messages on packaging and utility bills was picked up and replicated in Gujarat.
- UP held innumerable and an assortment of physical events for voters' education which Gujarat emulated. But in Gujarat it was decided to keep large physical events with huge visibility and recall value, towards the last few days before polls, rather than spread the energies all through the election period.
- UP came out with documentation of their SVEEP efforts. This was a major input for formulating the state's strategy. In fact, that is also the reason that Gujarat also decided to document its efforts for institutional memory and to serve as a base for future efforts.
- In one of the districts of UP, telephone numbers of the Police Control Room were printed on the Photo Voter Slip. Gujarat took a cue from that and gave the number of the Police Control Room, DEO's Control Room and that of the BLO on all the Photo Voters Slips distributed in the entire state.

Uttar Pradesh hoarding

West Bengal

During their Legislative Assembly Elections in 2011, West Bengal came up with several tools for systematic planning (including Gantt Charts) and standardized training modules for all personnel across the state. Based on the success of the same, Gujarat learnt from them and formulated its own Gantt chart and developed standardized training modules at the state level for all categories of trainees, and voters' education was one of the subjects on which content and Calendar of activities was developed.

Delhi and Uttar Pradesh

Both these states started stand-alone Voter Facilitation Centers in each of their ACs. CEO Gujarat visited the Delhi VFCs and also studied the UP model by sending a team there. These models were of great help in arriving at a local integrated model for the Matdaar Sahayata Kendras of Gujarat.

4.2 LEARNING FROM WITHIN GUJARAT

The SVEEP activities were designed and implemented keeping in mind experiences of similar allied activities within Gujarat in the recent past. Such as:

Young Voters' Festival

This statewide event was celebrated in 2011 in the run up to NVD 2012. This event comprised of various activities such as jingle competitions and poster making competitions in which students of Higher Educational Institutions and Higher

Secondary Schools participated. The high quality of the entries that came from all over the state e the State realize the huge untapped potential of the youth and their innovative ability to voice their choices in democracy. Learning from this, several competitions were held in educational institutions before Roll revision and in the run up to the elections, to motivate the youth to participate in democracy.

KABBP Baseline Survey

The CEO Office commissioned a Baseline Survey in June- July 2012 to understand the Knowledge, Attitude, Belief, Behaviour and Practices (KABBP) of voters across the state. The findings of the study revealed many gaps and issues, such as, the need for a system of hassle-free registration, the need to motivate women to cast their vote, etc. Based on these findings many interventions were conceived and implemented. The findings of the survey have been discussed in detail in Chapter 6.

Systematic and Standardized Training

There is no permanent election machinery in the states, except at State level. As per provision in law ECI draws from the existing administration at district level and designates certain officials as ERO/AERO etc. These designated officials have full time commitment to their substantive postings during non-election period. Even during Roll Revision period, these commitments continue though in a slightly diluted form. It has been seen therefore that their knowledge of election matters needs to be constantly updated. The earlier system of putting the entire onus of training on the district machineries was not really helping. The state had earlier designed a standardized training module for EROs, AEROs and BLOs which was utilized for Roll Revision in 2011. The feedback received form the trainings held in 2011 indicated that most EROs/AEROs and even BLOs were informed of certain crucial matters relating to roll revision for the very first time. Many understood the significance of their roles vis-à-vis the voters too for the first time through this systematic training. With this learning, it was decided that henceforth, for all trainings to be conducted in the state, whether it be for roll revision matters or SVEEP or Paid News etc, standardized training modules will be developed and Master trainers would also be trained at the state level.

Felicitation of Election Personnel

Since the first NVD celebrations in 2011, the state has been felicitating/honoring BLOs who performed their duties outstandingly. The CEO Office realized that this a very effective means of motivating the election personnel to take up innovative activity, especially for SVEEP. Subsequently, this was continued in 2012 as well. It has in fact taken root during NVD 2013 celebrations. The learning led us to initiate the process of recognition of good work at all levels - DEO, SP, ERO, RO, AERO, ARO, BLO - through

felicitation in a public function. The CEO Office is now actively considering adding Sector Officer and Designated Officers of Educational Institutions to the list of persons to be felicitated in subsequent NVD Celebrations.

<div align="center">Felicitating of Election Officers- NVD 2013</div>

VOLUNTEERING FOR SVEEP

Shri Jagadish B. Desai, after promotion from Mamlatdar cadre, was posted just before the 2012 elections, as Deputy Collector, Mid Day Meals (MDM) in Kheda District. He was given the responsibility of work related to EVM preparation and deployment. Mr. Desai was present during one of the election meetings chaired by the DEO, when the DEO expressed dissatisfaction over the implementation of SVEEP activities in the urban areas. Shri Desai volunteered to take up SVEEP activities in the district headquarter of city Nadiad on his own. He began by organizing and himself delivering a series of awareness lectures in educational institutions. Next he organized a rally of prominent citizens in Nadiad city in which the DEO, ADM and SDM also participated. He also put up huge canvases with the voters pledge and got jingles created for ethical voting with the message *"I will vote but I will not vote for cash"* in the city. He took up all these activities purely as a voluntary effort, while continuing to effectively perform all other election duties officially allocated to him.

BLO Register System

In 2011, the state adopted a new system called the BLO Register System for cleansing the Rolls. In this system, a register that was specific for each BLO's Polling Station area

was printed and handed over to the BLO for house-to-house verification. The register contained details of each and every registered elector of that area that was to be verified by the BLO, and it also enabled the BLO to calculate population, gender ratio, EP Ratio, number of 17 year olds required to be registered in next revision, etc. The findings of this survey helped the state identify gaps in voter registration and thereafter design focused interventions for addressing them.

Enrollment of Young Voters through Educational Institutions

In 2010, the then DEO of Patan, Shri Jaisukhbhai Hingrajia, developed the unique idea of simultaneous admission and enrolment - that is, to enroll students of colleges in electoral at the time of their admission into the higher educational institutions. He received complete cooperation from the Vice Chancellor, Patan University, Dr. Hemakshi Rao. In fact, she went ahead and got admission forms for all colleges under the University, printed with a special column asking for details of electoral registration of the applicant. Wherever a student was found to be eligible to vote, but not registered, s/he was given Form – 6 and special desks were set up in those colleges for the follow up of her/his registration. This idea was then taken up at the state level, leading to the Govt. Resolution dated 29/4/2011 by the state Education Department, mandating the issuance of Form-6 along with admission form and its follow up by all educational Institutions across the state. It was taken further and now the details of Designated Officers of all higher educational institutions in the state can be found on CEO website.

Appeal letters by DEO

In Gujarat, the system of sending appeal letters to individuals from the DEO has existed for some time. It was mainly utilized for informing the citizens/beneficiaries of the latest schemes/programs etc or for health and hygiene related advises. At State level it was found to be a very appealing and doable idea for DEOs to address appeals to voters in writing, and was successfully taken up as one of the major SVEEP activities in all the districts of the state.

4.3 LEARNING FROM INTERNATIONAL EXPERIENCES

It is difficult to adopt and replicate international experiences mutatis mutandis, as the socio-cultural-economic context of voter education differs a great deal from country to country. But it is certainly possible to adapt these experiences with a local flavor. Some of the international experiences that added to the learning for voter education in Gujarat were as follows:

- Indeed the best learning from some countries is their meticulous documentation of all activities that they undertake for voter education. It not only serves as a memory bank for posterity, but also becomes the starting point for replication or

simply for learning from the rich experiences and charting the future way forward.

- A team of three experts, Vasu Mohan, Katie Ryan and Harry Nufeld, from the International Foundation for Electoral Systems (IFES), were appointed by the ECI to assist in preparation of the international curriculum for the India International Institute of Democracy and Election Management (IIIDEM). CEO Gujarat worked with the team on behalf of ECI. The module prepared on Voters' Education by this team was based on international experiences in this area. It helped CEO Gujarat to understand the "what, why, when and how" of Voters' Education, and with the help of these inputs the "Approach paper for voters' education in Gujarat" was formulated, which is discussed later in Chapter 6.

- **Bhutan**

  Since 2007, Bhutan has a system of issuing to each voter, a very attractive badge on poll day, with the slogan "I voted for my country". This is done with the belief that people feel connected to the elections if some form of inter-personal communication between the EMB and the voter is established. The *Sankalpa Patra* initiative of Gujarat was also an effort at inter-personal communication between the district election machinery and the voter, though it was a pre-poll exercise, unlike the poll day exercise of Bhutan. The *Sankalpa Patra*, a personal invitation to parents through their school going children to pledge to cast their votes, helped immensely in increasing the turnout of voters on poll day.

- **Bhutan/Russia Elections**

  In the Bhutan Democratic Elections of 2007 and in the Russian Presidential Elections held in March 2012, it was observed that every Polling Station exhibited a great deal of information about candidates, polling staff etc. at its entrance in the form of posters. Learning from that experience, it was decided in Gujarat to exhibit the list of all the alternate documents that can be used as identification aside from EPIC and Photo voter slip, at each Polling Station. Standard design posters were made and exhibited in each Polling Station in the state.

4.4 LEARNING FROM NATIONAL VOTERS' DAY (NVD) CELEBRATIONS

The ECI was established on the 25th of January, 1950. This day, that is, 25th of January, is celebrated as National Voters Day (NVD) every year in India since 2011. The idea behind these celebrations is to generate voter awareness, thereby leading to voter empowerment and eventually strengthening participatory democracy in India, with

particular emphasis on participation of youth. With a view to achieving such objectives, the Commission, under their letter No. 491/SVEEP/2011(NVD), dated 1.11.11,has decided certain SVEEP activities relating to National Voters' Day that need to be carried out in the period prior to the NVD and certain activities that are done on the day of NVD. Since then, every year NVD requires the preparation of an elaborate SVEEP action plan for celebrating it. In Gujarat Plans were developed at State and District level. The action plan in 2012 consisted of action to be taken for each of the six categories as shown below:

I. Environment Building

- Environment building took place all through the period between two NVD celebrations; in this case, it was between 26-1-11 and 25-1-12, just before Gujarat started work on LA elections.
- The focus was on engagement of various forms of media for environment building.
- Dissemination of NVD pledge was done among School/ College students by using all communication methods.
- In the run up to the NVD several programs, such as seminars, discussion forums, Young Voters Festival, rallies, marathons, competitions etc., were held to elicit voter interest.
- Coordination was done with all the stake holders like State Government, local agencies involved during election, media personnel, educational institutions, volunteer and youth organizations, women's organizations, and other agencies responsible for conducting the election.

II. Basic Activities - that is, activities that were undertaken on the National Voters' Day.

- NVD is celebrated at five levels - Central, State, District, Assembly Constituency and Polling Station level. In Gujarat, like every other State, it was celebrated at State, District, Block (known as Taluka, in case of Gujarat) and Polling Station levels.
- Brief public ceremonies were held at each of these levels
- Deployment of dedicated staff at District, Sub-division and Taluka levels was done to effectively undertake NVD related activities.
- At the State level the Chief Electoral Officer organized the functions/ceremonies. Events were organized in the State in association with Media, Civil Societies, Opinion Groups, Youth Volunteer Groups, State Administration, State Election Commission etc. The focus of these events is popularizing electoral participation and disseminating information about electoral processes. In this event at State level, EPICs (Elector Photo Identity Card) were distributed among new voters of the local polling station area.

- At the District level, the District Election Officer, at the Taluka level the Electoral Registration Officer and the Assistant Electoral Registration Officers, at the Polling Station level the Booth Level Officer organized and celebrate the National Voter's Day function.

- At all level of celebrations, the highlight is the distribution of EPIC among new voters of the local polling station areas. The Booth Level Officers (BLOs) felicitate the newly registered voters in their respective Polling Station area and hand over to them their Elector Photo Identity Card (EPIC) in this brief ceremony.

- Badges for new electors with the slogan – "Proud to be a voter and ready to vote" – are prepared in local language and all persons present who have attained the age of 18 and are registered as new electors are presented with this badge in the public ceremony.

- All present during the ceremony/ public function are administered a Pledge, which goes as follows: *"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 other inducement".*

- Identification of active and responsible senior voters (a senior citizen voter who has voted in maximum number of elections) is done and they are requested to share experiences with new voters. They are honored during the public functions.

- Association with various academic institutions, civil society groups, organizations of youth volunteers like NSS, NCC, Scouts & Guides, NYKS etc. is ensured to popularize electoral participation and advance voters' education.

- BLOs have to be trained about their role for NVD activities by the EROs/AEROs, well in advance.

III. **Concurrent Activities** - in the period prior to NVD (for creating awareness and enhancement of Youth Participation)

- Competitions amongst youth and children studying in schools/colleges/Universities were organized by DEO/ERO.

- Competitions such as quiz, jingles, slogans, pamphlets, paintings, debates etc. were organized on the subject of role of youth in democracy, what democracy means to the youth etc. across the State. A "Young Voter's Festival", was organized with attractive prizes.

- The District and State level winning entries were showcased on CEO's website and an exhibition of the same was done at the State level NVD function.

- Identification of new eligible electors was done before the summary revision schedule was announced and their enlisting was actively pursued and done during the revision period. The revision period also has its own voters' education program, but this is also the period when voters' education relating to NVD and the importance of each vote is spread through it.

IV. Enhancement Of Women's Participation
- Identification of gaps is done at Assembly Constituency (AC) and Polling Station level in the beginning of the period since the last NVD was celebrated, and the period up to the next NVD is dedicated to reducing gaps in registration, particularly the youth and the gender gap, wherever it exists, (in particular among young women of 18+ years)
- For maximization of women registration, women-specific SVEEP campaign was a substantive part of the SVEEP Plan at state and district level.
- Cultural interventions were planned out to address the issue of lack of voter education among women.
- As a component of BLOs' training, sensitization to issues regarding women's registration as electors was done.
- Grass-root women workers and NGOs such as MSS were engaged for capacity building.
- Engagement of women icons for promotional messages at national level was done.

V. Partnerships With Organizations - (Like All India Radio (Air), Doordarshan (DD), Private Media, NYKS, NSS, NCC, Bharat Scouts and Guides & Educational Institutions).
- Each District is expected to have a plan to engage with the media - both, the Government run media as well as the private one.
- Training of key volunteers and functionaries is completed before launching the Media plan.
- Doordarshan (DD), All India Radio (AIR), Civil Society, Youth Clubs were accordingly engaged for wide publicity of NVD.
- Appeals/ messages were made by local youth icons.
- Bulk SMSs/ E-mails were also used.
- Engagement with non-media units at the State level was planned and implemented.
- All print media were encouraged to propagate the concept and celebrations of National Voters' Day.

VI.   Brand Building & Promotion
- The promos of national icons prepared by ECI and promos involving regional icons prepared by the CEO office, were extensively used for NVD also.

4.4.1 LEARNINGS FROM NVD 2011 AND 2012

The following key learning have emanated from the celebrations of NVD 2011 and 2012.

a. Celebrating a National Day for the Voters has generated awareness not only about the process of voter registration and importance of voting, but also about the functioning of the Election Commission of India and the offices of CEO and DEO, that hitherto maintained a low profile during non- election periods.

b. It is important to plan every year for addressing gaps through various means of SVEEP and Roll Revision work, and then follow up the implementation of the plans very closely.

c. Celebrating NVD requires continuous efforts for Voters' education for youth and women in the year prior to the NVD. Without these efforts, it is an uphill task to generate enthusiasm for NVD. The same could be said for polls - that prior planning is very important.

d. Engaging youth in various formats, also leads to a general enthusiasm amongst them to come out and vote during polls.

e. Young Voters' Festivals held prior to NVD, are a very potent means for engaging youth and to bring out their creative talent for the furtherance of democratic ideals amongst them.

f. Tapping government departments leads to the creation of a huge resource base for undertaking activities for voter registration.

g. Educational institutions make for effective partners in ensuring registration of youth.

h. Young married women voters require hand holding for their registration as electors.

i. Aanganwadis, Schools and Health centers are places with high footfalls and visibility for voters' education interventions.

j. Media is forthcoming in their support, provided information is given on time.

k. Government run media is a very enthusiastic partner.

l. Innovative local icons are a hit.

m. With NVD, for the first time perhaps, electors and the need for their participation came under focus during a non-election period. These celebrations continue to have huge visibility, because on a single day, about 4-5 lakh youth are felicitated at over 20,000 locations across the state. Thus, learning further from this experience, programs with huge visibility that are announced much in advance, given due publicity, and involving a large section of the voters, were meticulously planned and timed for a few days before the poll day.

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
			Railway Station, theaters, Vegetable markets etc. • *Mashaal* rallies (Candle marches) were held in late evenings
12	Junagadh	• Youth voters • Women voters	• Partnership with educational institution, banks and post offices, NGOs and media • Matdaar Sahayata Kendras with Display Scrolls • Hoardings for SVEEP at major traffic junctions • Cable TV Scrolls, cinema slides • Rally, Marathons, Competitions in Higher secondary Schools on subjects pertaining to voters' awareness. • Local traditional dance/drama forms utilised • Farmers club and *Gram Sevaks* (village helpers), students of agricultural universities activated to spread message in rural areas • Banks and post offices utilized for giving informative posters and handbills • Gram panchayat office was flooded with information • Local newspapers were given information briefs • Mobile Matdaar Sahayata Kendras
13	Amreli	• Youth and Women (particularly of orthodox community like Rabari, Kathi Darbar, Koli)	• 1414 Banners and 110 Hoardings published at public places of '*Baa, Bahu Aur Beti*' and '*Vote Hamari Bahu Ka*' to encourage young females to register. • 'Know your BLO' posters at banks. • Interesting press notes. • 1 Matdaar Sahayata Kendra at district level and 11 at Taluka Level, with availability of form 6,7,8, 8A and duplicate EPICs • Banners / Hoarding displayed at important public places, offices, corporate and residential places, religious places and factories

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
			• Election display board at the junctions with heavy maximum traffic • Slide show at cinema & video theatres & Scroll in local T.V. channels • Appeals in all musical party / Dairo / in Town Hall or other places where such functions are held • Mass media like SMS and social networking sites. • Rural Govt. Officials like I.C.D.S health workers, M.D.M organizer, Fair Price Shop holder, and teachers involved to get 100% registration. • Local Social/Spiritual leaders, sarpanch, talati involved to achieve the goal. • Help of Yuvak Mandal, Mahila Mandal taken. • Bhavai/Drama/ Dairo helpful in rural areas. • In Gram Sabha, voters list was read & the remaining eligible Persons were identified and pursued for enrolment, supplying necessary form at once.
14	**Bhavnagar**	• Youth voters • Women voters • Urban voters	• Lions Club, Indian Red Cross Society, Rotary club involved • Association of Merchants – Mahajans made aware and engaged • Leaders of the Different castes addressed. • Co-operative societies, Housing societies and Banks enlisted and addressed and members pursued • Bar association, Indian Medical Association, Association of diamond industry, Agariya etc educated • Press notes, cable TV scrolls, Loudspeaker announcements in temples and mosques after prayers • Hoardings, banners, posters • Public address system of Bhajan Mandlis, traditional drumbeat used

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
15	Anand	• Youth voters, particularly student community • Women voters • Urban voters • Rural voters	Following involved/engaged/taken up/implemented: • Educational institutions • Dairy cooperatives • Banks and post offices • Anganwadi workers, ASHA workers, Sakhi Mandals, MDM consultants, FPS shop owners • Media: radio, cable scrolls, newspapers • NGOs • Hoarding and banners • Small clips in cinema halls • Rallies • Social networking sites • Local folk drama • Farmers' club
16	Kheda	• Youth voters • Women voters • Urban Voters	Following involved/engaged/taken up/implemented: • Educational institutions, dairy cooperatives, banks, NGO, media, Anganwadi workers, ASHA workers, MDM consultants • Hoardings for SVEEP at major traffic junctions. • Cable TV Scrolls, cinema slides • Rallies • Marathons, Cycle rallies • Competitions in Higher secondary Schools on subjects pertaining to voters' awareness. • In rural areas, traditional dance/drama • Gram Panchayat office used as source of information • Press notes in local newspapers
17	Panchmahal	• Women voters • Youth voters • Tribal voters • Migration issue	• RUDSETI (Rural Development and Self Employment and Training Institute) had a component on electoral participation in all its training programs • All towns to had fixed hoardings for SVEEP at major traffic junctions

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
			• Cable TV scrolls, cinema slides, • Jingles and interesting programs on radio, TV, cinema theaters, FM Godhra channel, Aakashvani • Bulk SMS • Shop owners in the cities were persuaded to sponsor and display posters on voter's awareness in their premises. • Wall paintings on important buildings in villages as a part of IEC • Local traditional dance/drama forms: The Bhavai/Rangala-Rangali drama forms were utilized • Competitions for students • Bhajan Mandalis were trained to deliver SVEEP messages • Local Haats • All women rallies
18	**Dahod**	• Youth voters • Women voters • Migration by tribals for labour	Following involved/engaged/taken up/implemented: • Press, TV channels, SMS, banners, hoardings and cinema slides • Gram sabha • Posters on important places like railway stations, ST bus stands, Collectorate, garden, gram panchayat and village Haats. • MSK at District HQ and all taluka places • Door-to-Door campaign of residuals by Anganwadis, MDM workers, FPS holders and ASHA workers. • Distribution of pamphlet/Handbills • District level helpline • Educating and involving NGOs and SHGs federation • Government and semi government offices
19	**Vadodara**	• Youth voters • Women voters	Following involved/engaged/taken up/implemented:

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
		• Urban voters • Nomads • Homeless • BPL • Illiterates	• Partnership with milk societies, agricultural societies and credit societies • Banks and NGOs • Advertisement and hand bill in the Local newspapers • Media: cable TV and FM radio • Slides in the Theaters, • Bulk SMS, Caller tune through mobile service providers • Hoarding and banners at public places • Street plays, folk dance, musical programs with the help of Faculty of Performing Arts of M.S. University, Vadodara • Painting competition and exhibition with the help of Faculty of Fine Arts of M.S. University • Flash mobs with the help of Baroda chapter of the Young Indians (YI), the youth wing of CII.
20	Narmada	• Satipati Sect • Tribal voters • Youth voters • Women voters • Centurions	• Organized drama competition with theme of importance of election in democracy • Use of local functionaries and Joint Forest Management Committees in forest areas for educating the people. • Awareness creation programs in schools, colleges and also among Youths. • Mobilized Anganwadi Workers &ASHA workers and SHG Groups for motivating female voters. • Support of various departments' viz. Railways, Postal department, youth organization like NSS, NCC, NYK, Media, Education Institutes, Banks etc. taken to increase voter registration and turnout with a special focus on women and young voters. • "Jagrukta Rally" to show the importance of being a voter and of voting • Narmada district is a tribal district and

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
			hardly has any private initiatives. Therefore the key government departments engaged were Panchayat Department, Irrigation Department, Revenue Department, Education Department, Municipalities, ICDS, Agriculture and Rural Development Department, Water Supply Department, Tribal Development Department, Information and Broadcasting, Industries and Mines and Social Justice Department. • Centurions as local election ambassadors/icons
21	Bharuch	• Youth voters • Women voters • Tribal voters	Following involved/engaged/taken up/implemented: • Educational institutions • Banks • Posters and hoardings • Digital and print media • Internet publicity • Traditional cultural and drama group • NGOs and civil society • Special campaigns with help of GIDC, Lions club, Rotary Club • Voter awareness through news papers • Hoardings, Posters, Banners, • Publicity though cable TV channels • Auto Rickshaws with loudspeaker • Campaigns were done by MDM workers and Anganwadi workers • Centurions as local icons
22	Surat	• Youth voters • Women voters • Urban Voters	• Gujarat Gas Co. Ltd set up a 'Voter's Gallery' at Surat Collectorate • Retail advertisement on tea pouches (50000-60000 nos. per day) of 'Jivraj tea' informing the consumers about 'voters registration' and 'voting duty'; similarly on milk pouches • 'Ojas publicity' a weekly magazine, printed the 'essence of voting' on its

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
			1.75 lakh copies of a particular issue • Matdaar Sahayata Kendras • Advertisement on around 3000 delivery vehicles of SUMUL dairy • Several Radio shows and programs on cable TV network • Daily press notes • Rallies • Hotels and cinema halls engaged for publicity • Flash mobs • Educational Campus Programs with FM channel
23	Dangs	• Youth voters • Women voters • Tribal Voters • Satipati Sect	Following involved/engaged/taken up/implemented: • NCC, NSS, NYK • Educational institutions • Use of electronic media for IEC mainly in the places with heavy footfalls like bus station, tourist places, Haats etc. • Group SMS • Focus group discussions with youth, women & general population by school teachers • Nukkad Nataks with Tamasha party for IEC activity • Persuasion through Government officers from Satipati sect for members of Satipati sect
24	Navsari	• Youth voters • Women voters • Issue of migration	Following involved/engaged/taken up/implemented: • Folk Drama • Puppet shows • Exhibitions • Weekly Haats, Religious festival Melas (fairs) • Wide publicity through display of banners/ Hoardings • Advertisement on FM Radio, local TV channels /cinema theaters, Cable TV Advertisement in scroll bar, TV

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
			Advertisement with documentary • Helpline • Internet • Press notes • Rallies • Nukkad Nataks • Meetings with labour contractors
25	Valsad	• Youth voters • Women voters	Following involved/engaged/taken up/implemented: • Hoardings and banners • Distribution of pamphlets in rural, urban and industrial pockets • Auto rickshaw with Loudspeaker for canvassing for registration • Publicity made by SMS • Cable TV networks, cinema slides • Posters displayed on public places, Petrol pump, Garden, Cinema Halls • Meeting with heads of Industrial units • Special focus on ethical voting as Valsad is the transit route for distilleries from Daman
26	Tapi	• Youth voters • Women Voters • Issue of migration for labour	Following involved/engaged/taken up/implemented: • Various folk dances and music like Sanedo, Garba, audio visual CD • Voter awareness rallies • Night cricket tournament, • Navratri Mahotsav venues were utilized for giving messages • Street plays at public places • Press release, Radio, audio and video campaign through Cable TV channels and local haat and fairs • Handbills distribution, Hoardings and banners at prime locations and Traffic Junctions, Display of posters at Public Sector and Government Offices • Information printing of SVEEP material on ration card.

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
			• Special use of dairy-co-operative sectors and individual milkman to deliver messages house to house. • Printing on bags of fertilizers and Agro products like seeds, chemicals etc. • Mass messaging through SMS services, mass e-mails to the residents of the district and Facebook voter helpline • Matdaar Sahayata Kendra for voter assistance • A special visit by various teams to vulnerable pockets, villages, communities was carried out to increase voter's turn out • Meetings with labour contractors within and outside districts

5. PLANNING - PHASE I

5.1 APPROACH PAPER FOR GUJARAT

5.2 LETTER OF CEO TO DEOS

  A. **Situation Analysis**

  B. **Strategies**

  C. **Chain of Partnerships**

  D. **Linkages with Educational Institutions**

  E. **Youth Component**

  F. **Feminization Component**

  G. **Urban Sub Plan**

  H. **Multi-media Campaign and Varied Content**

  I. **Specific Innovations**

5.3 OBJECTIVES

  1. **Voters' education prior to announcement of elections**

  2. **Voters' education after announcement of elections**

5.4 TARGETS

5.5 DISTRICT LEVEL PLANS

LEARNING POINTS

- Based on understanding of local socio-economic and cultural context and after taking into account learning from other states, the state level strategy is developed first as the starting point of the entire voters' education efforts

- To develop a concrete voters' education strategy first, rather than jumping into the implementation foray is important, to ensure a systematic and organized approach to the implementation of the entire program

- Dissemination of SVEEP vision and strategy must be done across all implementation levels of the election machinery of the state to ensure that all these officials are on same page of the program

- District plans are developed based on State level strategy

- Though the territorial/district level plans are based on the state approach, they have to allow for incorporation of interventions relevant to respective local contexts

- The state level election machinery plays the significant role of quality management for the development of relevant and effective district/territorial plans

- The district plans are developed by taking into account local strengths, weaknesses, opportunities and threats

5.1 APPROACH PAPER FOR GUJARAT

An approach paper on the "what, why, how and when" of SVEEP was developed in April 2012, for the state of Gujarat specifically. This paper took into account the preparatory learning from other states and from within, and tried to list down as many interventions for SVEEP as possible. After analyzing the local context, it also arrived at timing, medium and the target audience, and why these were relevant for Gujarat. This was meant to give an understanding to the field officers about the vast scope of SVEEP, and along with it the understanding of the fact that such a vast activity can be dealt with, in a systematic fashion.

The Approach Paper on SVEEP for Gujarat discusses the following points:

1. **Basic Voter Information:** What kind of information should the state provide to the voters? It discusses how the voters also require being educated on many different but tiny issues, aside from being given large chunks of information. It therefore talks about voter motivation and preparedness.

2. **Voter Messages:** Based on the kind of information, education, communication (IEC) that the state would finalize, concrete messages to convey to voters were carved out and discussed in the paper. In the milieu of messages that were to be conveyed to the voters, it talks about 4 basic messages:
    i. The message of elections and democracy
    ii. The role, responsibility and rights of the voter
    iii. Your vote counts
    iv. Your vote is secret.

3. **Voters' Education Strategy:** Based on messages to be conveyed, the approach to be adopted to convey the messages has been discussed. Keeping the Gujarat ground reality in view, where almost every district has its own set of daily vernacular newspapers, local Cable TV, and several radio channels, a three pronged approach has been explained, i.e.
    - Clear understanding of voters' needs and requirements
    - Role of various Media and how to engage with them so that they contribute to election process
    - Timing of Information wherein voters' education has to be concurrent with the election process. A twofold voters' education timing has been delineated, that is – voters' education pre-announcement of elections for increasing voter registration; and voters' education post-announcement of elections for increasing voter turnout.

The messages according to the objectives have also been explained in the approach paper.

4. **Mediums of Dissemination of Voters' Education**: this section talks about the various modes through which voters' education messages will be spread. It discusses commercial radio, cable television, local and national newspapers (in local

circulation), information kiosks, bulletin boards in commercial spaces, internet, cinema theatres, outdoor advertising spaces etc.

5. **Strategizing the Potential Program Elements:** This section further details out how the previously identified media options can be utilized for voter education. It also includes modes such as local folk arts and culture and utilizing specially designed stickers on voter education.

6. **Other Strategies:** Apart from the above main strategies and ideas for improving voter registration and voter turnout, some other allied activities have been discussed which will work towards similar objectives. Some of them are providing information and training to political parties, appointing nodal officers at district level for voters' education, using government offices for voters' education, voter education through various mediums at offices of election personnel (RO/ARO/DEO/ERO/AERO), voters' education at/near polling station location etc.

7. **Marginalized Voters and Groups with Special Needs**: This section discusses the various groups that require special focus in order to ensure their participation in the election process from registration to turnout. Some of the groups discussed include, Nomads and migrants, differently-abled people, women, young and first-time voters, senior citizens and voters abroad, Election staff and security forces.

8. **Strategies for Specific Targets:** This section lists out some strategies for targeting specific groups. For example, direct e-mailing and contacting Resident Welfare Associations (RWAs) is listed for increasing outreach to urban voters for disseminating information.

The approach paper, therefore, discussed the what, why and how of voters' education in ample detail and it formed the basis for developing a detailed strategy and a further actionable plan of SVEEP implementation.

5.2 LETTER OF CEO TO DEOs

Once the approach to the state level SVEEP strategy was formulated by the office of CEO, Gujarat, district level SVEEP Action plans needed to be prepared. Initially a general instruction was given to all DEOs to prepare their District SVEEP Plans and submit to CEO Office for approval. However, when the plans started coming in, it was immediately realized that this being a first-time exercise, with no previous experience or document to aid this exercise, the districts were experiencing some difficulties in coming out with a concrete, implementable and innovative plan. It was then decided to handhold the SVEEP Plan preparation of the districts by giving specific instructions about the ingredients of the plan and how it was expected to flow. Thus, the districts prepared their respective plans based on a set of specific instructions and guidance received from office of CEO, Gujarat in the form of a letter, dated 14th April 2012 (Attached in Annexure - 3). The letter instructed DEOs to develop plans based on the given outline and the plans were expected to have the following as mandatory components:

A. Situation Analysis

This component was expected to contain the statistical details of the district and of each of the Assembly Constituencies, with regard to several items that would form the context for SVEEP interventions. The analysis of these details was done to identify target areas, for example, by simply stating the lowest and highest figures of voter turnout or EP ratio etc, a simple indication of the gap areas in the District/ACs was obtained. Also certain statistics or information needed to be gathered to understand the resources available in the district. These statistical details included (illustrative list only):

a. Number of electors, male electors, female electors
b. Age cohort and gaps in registration, particularly amongst youth
c. Gender ratio
d. Voter turnout of all ACs in the Districts(male and female voter turnouts of the last 3 legislative Assembly Elections and last 2 or 3 Parliamentary Elections)
e. AC with highest voter turnout (male and female)
f. AC with lowest voter turnout (male and female)
g. Within ACs Polling Stations with highest and lowest voter turnout (male and female)
h. Vulnerable areas within each AC, if any, in the last few elections
i. Number of Higher Educational Institutions in each AC including Technical, Professional and general higher educational institutions
j. General understanding of the culture of the AC which might be a hindrance in male or female voter registration
k. Manpower resources of the State Government available in each AC that can be tapped at polling station level and at AC level. (For example - Aanganwadi Workers, MDM workers, ASHA workers, etc. at booth level; and R&B Offices, TDO Offices etc. at AC level)
l. Availability of active and apolitical Civil Society Organizations including NGOs and listing their contact details (example Rotary Club, Lions Club, Senior Citizens Club, Chambers of Commerce, Builders associations etc.)
m. Listing of digital and print media available at District level and at AC level (both private and Government)
n. Details of NGOs working for women's empowerment such as Mahila Samakhya Society
o. Listing of Youth organizations including NCC, Nehru Yuva Kendra and NSS members at AC level and at District level
p. Listing of State Government Departments that the District is likely to tap for SVEEP campaign
q. Listing of Central Government Departments that the District is likely to tap for SVEEP campaign
r. Listing of local traditional and cultural aspects of the district, such as song or drama troupes which will be useful for SVEEP interventions

    s.   Listing of possible partner agencies,

    t.   Listing of all Banks who are members of District Level Bankers Committee(DLBC)

B.   Strategies

Districts were required to provide details on:

a. What members will the team be comprised of, that will look after / supervise the implementation of SVEEP Plan?

b. How will the plan spread down to the micro level i.e. polling station level?

c. What would the distribution of work to implement the SVEEP plan be done at each level?

d. What kind of sponsorships will the District avail?

e. Which are the specific targets – from situation analysis above the district was expected to list out the low voter turnout areas, the low EP ratio areas, the low gender ratio areas, urban areas, excluded communities etc.

f. What would be the actual plan to reach these target areas? Example, detailing of activities under various heads or "Mediums for SVEEP" such as, Radio, TV, Cable TV, Newspaper, Internet, Mobiles, hoardings, banners, posters, discussion forums, NSS, NYKS, NCC, Voter Registration Centers, Marathons, Rallies etc. To make the plan more specific, each district prepared the following table:

S. No.	Medium for SVEEP	Target Area (whether whole District/AC/particular Polling Booth) and Target groups	Target Period (From/To)	Partnership, if any	Responsible Officer/Office for Implementation

C.   Chain of Partnerships

Districts envisaged and planned partnerships with Banks, Government departments, educational institutions, Private entities, CSOs etc. for implementation of planned activities under SVEEP.

D.   Linkages with Educational Institutions

Districts listed all Higher Educational Institutions and Designated Officers, who were appointed and trained in each district for every institution and their details were put up on CEO website. Widespread publicity was given at the time of admissions for enrollment of youth through their own educational institutions.

E.   **Youth Component**

This component was expected to address two categories of youth - those studying in Higher Educational Institutions separately and those engaged in unorganized labour separately. Similarly, the campaign was designed differently for rural areas and for urban areas, following a differentiated approach.   Specific activities were detailed to ensure higher youth registration, which included the young and first time voters.

F.   **Feminization Component**

Specific activities to attract female voters to register, including activities informing them how married women can register, were taken up as a part of the Plan.   Grassroots level workers under the Mid-Day Meal Scheme, ASHA and Aanganwadi workers of the Integrated Child Development Scheme (ICDS) were trained to facilitate registration of young female voters'. Involvement of the Mahila Samakhya Society (an NGO) was mandated as a part of each District's Plan by the CEO office itself, to join hands for assisting in enrolling women voters and increasing their electoral participation.

G.   **Urban Sub Plan**

Districts listed out all the Resident Welfare Associations (RWAs) and CSOs in their respective urban areas and ensured that they are adequately addressed and educated about Voters' Education. This formed a mandatory part of each District's plan. Aside from this, specific activities to attract the huge youth component in urban areas were planned, such as marathons, campus programs with the youth Election Emissary, various competitions etc.

H.   **Multi-media Campaign and Varied Content**

Though this was mostly to be developed at State level, districts were encouraged to involve youth to facilitate in developing content. All possible forms of media were identified by each district for SVEEP documentation.

I.   **Specific Innovations**

Based on an assessment of the local socio-cultural and economic environment, innovative interventions for specific target groups such as youth, women, urban voters etc., were planned out by each district as a part of their Plans.

5.3 OBJECTIVES

The entire SVEEP campaign was designed to be concurrent with the whole process of election. Hence the various components of the SVEEP campaign had two major objectives:

1.   To increase voter registration by working towards registration of all eligible voters
2.   To increase voter turnout on poll day

The SVEEP information and education campaigns were timed and designed according to two aspects of the election cycle comprising registration period and pre-poll period. Thus it comprised of following two aspects:

- Voters' education prior to announcement of elections
- Voters' education after announcement of elections

a. **Voters' education prior to announcement of elections**: During this period the campaign would focus on providing voters information on:
- Why to Register themselves on voters' list
- Benefits of registration
- Time and Dates of Registration
- Online and physical locations where registration process is carried out
- How registration is done
- How to correct details of those already registered
- Fact that having an EPIC does not mean one is registered on the voters' list

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

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

b. **Voters' education after announcement of elections**: During this period, the SVEEP campaign would focus on providing information to voters to facilitate increased turnout on poll day. The various information that were planned to be provided during this phase of SVEEP were as follows:
- Time and date of elections
- Location to vote: Due to rationalization of polling stations, several voters would have to vote in new locations and hence information regarding the same would have to be provided, particularly in urban areas. And even though the information is available, sometimes it is difficult to find. Several different modes of dissemination were planned through channels such as:
  - Resident Welfare Associations for urban voters
  - Posters and banners in neighborhoods
  - Political parties to be given information regarding the same
  - Mass media to disseminate website address
  - Local Helplines at each District HQ

- 1950 Helpline where details are made available to voters over telephone
- SMS based query system
- GIS mapping of PS

- Special Voting Services: Certain services are provided for various categories of voters. They are required to be informed regarding these and be able to identify if they are eligible for the same or not. The services include:
  - Postal ballots and proxy voting for service voters
  - Postal ballots or EDC for polling personnel, security personnel and other staff on duty on poll day
  - Ramps at polling stations for differently-abled voters
  - Use of Braille on EMVs for visually challenged voters
  - Separate queues for male and female voters
  - Two female voters to be permitted to vote after every male voter
  - Priority for senior citizen and differently-abled voters
  - Facility for child in arms

- Documents Required: This segment would aim at providing information regarding documents to prove identity and qualification to vote. This information will be particularly emphasized for first time voters, nomads and migrants, homeless persons etc.

- Polling Process & How to cast vote in EVM: This segment will talk about how to cast vote in the EVM and also provisions for tendered vote, challenged vote, and provision for voting under Article 49-O of RP Act, 1951.

- Polling and Poll day security measures: This information would work towards confidence building among the voters as it will give some details on Election Observers, the Model Code of Conduct to be followed and helpline where violations may be reported, security measures put in place, micro observers, videographers, contact numbers of control rooms and police stations etc. All this will assure the voters that measures are being taken for their protection and for conducting a free, fair and peaceful election and thus motivate them to turn up for voting on poll day. This information is best displayed by the security personnel themselves on their vehicles while they are doing area domination. Also media briefings can be relied upon.

- Candidates: Information regarding the final list of contesting candidates is posted on the notice board outside the Returning Officer's office. Wide publicity via the press would also be carried out regarding the candidates contesting elections. Affidavits having candidates' declarations are also to be scanned and uploaded online as per ECI instructions, immediately after finalization of candidates.

- Codes of Conduct: Extensive circulation and dissemination of the code of conduct among citizens will assist in reducing conflicts and violations during

the election, as "citizens are the best watchdogs against candidate abuse".
Hence they need to be aware of what to expect from the political parties.

5.4 TARGETS

After undertaking extensive gap analysis in the state, it was decided to focus a major part of
the SVEEP efforts in the state on the following two kinds of targets:

1. **Target -1** - Categories or groups of voters (such as women, youth, excluded
   communities, and election staff etc.)
2. **Target - 2** - Specific Polling Stations - that were identified as overall low voter
   turnout PS or low female voter turnout PS in the previous elections.

The specific categories of voters that were identified as those who showed a gap in both
registration and turnout and who became our **first target** for focused SVEEP interventions
are as follows:

- Youth
- Women
- Urban Voters
- Excluded Communities such as Nomads, homeless persons, members of old age
  homes etc.
- Tribal voters
- Very senior Citizens
- Project affected Persons
- Election Staff
- Service Voters
- Parent Voters

<div align="center">Postal Ballot center</div>

Each district undertook the detailed exercise of identifying particularly low overall voter turnout or low female voter turnout Polling Stations, from the records available of the previous Legislative assembly general elections held in 2007. On the basis of this exercise our **second target** was the **5336** Polling Stations that were identified for targeted SVEEP intervention.

COMBINING EVM AWARENESS WITH SVEEP IN TRIBAL AREAS

The District of Tapi has a majority tribal population. For their targeted interventions in low voter turn-out areas the SVEEP machinery decided to combine programmes such as folk dances/street plays with the EVM awareness programme. Surprisingly, it was the EVM awareness programme that drew crowds that would then stay back for the other SVEEP interventions.

EVM demonstration at village level

5.5 DISTRICT LEVEL PLANS

The following table provides a broad overview of some of the activities envisaged in the district level plans developed by the respective district teams for SVEEP. The focus here is on the multiple mediums of communication that were used by the districts for educating and motivating their main target groups. Some of the common components for general intervention or targeted interventions in low turnout areas of each of the districts are discussed later in section 8.2.2

Table 9: District level SVEEP Plans

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
1	Kachchh	• Women voters • Homeless • Senior Citizens • Nomads	• Through retail communication on electricity bills, property tax, house tax bills, BSNL, ration card, bank pass-book • Radio, audio and video campaign through channels • Press advertisement • Training BLOs to register nomads wherever they are found • Printing on bags of fertilizers and Agro products like seeds, chemicals etc. • Posters and banners and hoardings at

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
			prominent places • Moving Message Display Boards at all 10 blocks • Online registration, SMS for communication of registration and EPIC details, information through E-gram centers. • Educational Institutes – Designated Officers and media campaign to cover young voters • Poster campaign through transport vehicles in rural areas • Special drive at old age homes, pensioners and groups attending religious places • Special use of dairy-co-operative sectors and individual milkman to convey written messages
2	Banaskatha	• Youth voters • Women voters • Homeless • Tribals& Nomads	• Through Press release, Radio, audio, Cable TV channels, SMS, mass E-mails, social networking sites • Training BLOs to register nomads wherever they are found • Handbills distribution throughout the District especially in remote areas • Hoardings and banners at prime locations and Traffic Junctions, prominent place, cultural fairs and exhibition • Display of posters at Public Sector and Government Offices. • Printing on bags of fertilizers and Agro products like seeds, chemicals etc. • Reading of names of residual and non-image voters in _Gram Sabha_ • Information to voters of rural areas through E-gram centers. • Voter awareness using Electricity Bills, Property Tax, House Tax bills, BSNL, Bank Pass-Book • MyvoteMyright.com initiative

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
			• Voter Awareness Raths (chariots)
3	Patan	• Women voters • Youth voters • Homeless people • Nomads • Senior citizens	• Cable TV channels, FM radio, _Jaagrukta_ (Awareness) rally, SMS, online registration, helpline at every social networking sites • Hoardings at prime locations and traffic signals, posters at public places like railway station, bus station, post offices, banks, cyber cafes, restaurants, government offices and other public places, stickers on commodities like milk bags, oil items etc. • Involved Youth organization, youth clubs, lions club, Rotary club etc., cooperatives like Dudhsagar dairy, market yard, fair price shops etc. • Trained BLOs to register nomads wherever and whenever they were found • Differently-abled persons rally • All women Scooty rallies
4	Mehsana	• Youth voters • Women voters • Illiterate	• Hoardings, posters and banners at prominent sites at district/ taluka/ town/ selected villages • Press notes, cinema slides, cable networks everyday during campaign. • Youth icons to spread awareness • Awareness Teams formed which focussed on low female turnout areas • Trusts associated for awareness as well as form distribution and registration activity • Government departments like railways, banks, LIC office, post and telegraph etc. • Local traditions like dance forms like Bhavai, Dayro • Seminars, use of social networking sites, and social organization like Rotary club, Lion club and religious organizations
5	Sabarkantha	• Youth voters • Women voters	• The fair price shop owners, MDM organizers, milk co-operatives and other

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
		• Tribals • Urban voters	service co-operatives • Use of posters, hoardings, banners, pamphlets, handbills with innovative slogans and eye-catching graphics. • Mahila Matdaar rallies • Use of street play, Bhavai (Gujarati folk play), Prabhat pherries (early morning rallies) for awareness in mainly tribal areas • Voters, especially Women and Youths, were educated through media, NGOs, and tribal folk drama and music programs. The programs such as Sheri Nataks (street plays), folk dance, magic shows etc. were based on tribal culture to make it more effective and penetrating. • Cable TV scrolls
6	**Gandhinagar**	• Youth • Women • Urban voters	• Matdaar Sahayata Kendra (MSK) • Media Campaign, cinema, newspaper, Online Registration • Advertisement through Hoarding / Banners etc. • Educational Institutes • Scroll Message in all public utility bills like Electricity, Telephone, Gas Bill and Milk Voucher. • Civil Society Groups • Lead Bank helped by keeping Drop Boxes and Name Search Help desk (Letter to All Account Holders was also sent through banks) • GSPC and other Government Cos. Sponsored hoardings • NGOs, Rotary Club, Pensioners Associations, lions club etc were addressed to spread the message.
7	**Ahmedabad**	• Youth • Women • Urban Voters • Project affected	• Through Matdaar Sahayata Kendra • Media Campaign, TV, Radio, SMS, • Advertisement through Hoarding / Banners

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
		persons	• Partnerships with FM Radio, Banks, TATA, Cadila, GIHED, etc. • Special arrangements for registering project affected persons by appointing special BLOs • Educational Institutes • Local cultural traditions / festivals • Display Boards Print & Electronic Media • Cable Network and cinema slides • Cyclothon • Flash mobs • Students groups went house to house to motivate • Addressing RWAs
8	Surendranagar	• Youth voters • Women voters • Communities like Rabari, Kathi Darbar, Koli, Agariyas	• Hotel association, Cinema association, Cable connection association, Factory association were addressed to spread the word • NGOs • Woman groups / Mahila Samakhya / SHGs • NCC / NSS • Educational Institutes • Milk Co-operative society • FPS (Fair Price Shops) • Banners / Hoarding • Musical parties and Dayro • Local Social/Religious leaders Sarpanch, Talati
9	Rajkot	• Youth • Women voters • Urban voters	• Newspaper, radio, cable TV network • Central government departments such as railways, income tax, airports, post and telegraphs were roped in. • Other central institutions - LIC banks, BSNL also joined hands for SVEEP • Local dance and drama form like Bhavai, musical groups, reputed singers and Dayro • Municipal Corporation printed messages on its house tax and all tax bills and

S. No.	District	Major Focus Area/Target of the District	Major means of communication outlined in the District Plan (illustrative)
			receipts generated at civic centre. • Multiplex, big hotels and highway hotels put Roll revision date and poll date on its menu and tariff card.
10	Jamnagar	• Youth voters • Women voters • Illiterates	• Voter awareness rally and Cycle/scooter rally • Banners- 1850, Hoardings- 7, Pamphlets- 8000 were prepared for Electoral Roll Revision Programme and special Campaign dates displayed on polling booths, S.T. Bus Depots, Banks ATM's, Cyber Cafes, Govt. offices, corporate offices, residential places, Malls & important market places, religions places religious fairs and lok melas (public fairs) and factories. • Press Notes were published in different newspapers and scroll advertisements in local Channels. • Sticker pasted on Dwarkadhish Prasad Box / Packet. Daily 800 to 1000 Prasad Boxes / Packets distributed by Dwarka Development Authority • Banners at the important traffic junctions. • Establishment of MSK • Social & spiritual leaders, Sarpanch, Talati involved to bring awareness regarding registration for the illiterates • Partnership with banks, NGOs, cinema, cooperative societies etc.
11	Porbandar	• Youth voters • Women voters • Mer community	• Advertisements in handbills and local newspapers • TV Cable Scrolls • Government departments like railways, banks, LIC office, post and telegraph etc were involved. • Local traditional dance forms like Bhavai, Dayro were engaged • Display of banners/ hoarding at public places such as Garden, ST Bus stop,

6. PLANNING – PHASE II: KNOWLEDGE, ATTITUDE, BEHAVIOR, BELIEFS & PRACTICES (KABBP) OF VOTERS

6.1 ABOUT THE BASELINE KABBP STUDY IN GUJARAT

6.1.1 Study Team

6.1.2 Study Methodology

6.2 MAJOR FINDINGS OF THE BASELINE KABBP STUDY

6.3 WAY FORWARD IDENTIFIED BASED ON BASELINE STUDY

LEARNING POINTS

- A systematically conducted baseline survey study of sample voters helps in identifying the status of knowledge, attitude, behavior, beliefs and practices towards electoral processes in the state

- The study helps the Election Management Body identify nuances of the SVEEP program for more effective design and implementation

- For impartial and outsider perspective on voters behavior, the study is outsourced to academic/professional external agency

- In order to make the study cost effective and resource efficient, a sample survey of voters is undertaken

- It is ensured that sample of voters is representative of gender, communities, rural-urban-tribal, gender, SC/ST/General constituency etc.

- A pre-tested locally relevant questionnaire is developed in local language to easily administer the same during field survey

- Analysis of data is done by taking into account all biases and factors

- Specific voters' education interventions are identified based on final findings of the survey

6.1   ABOUT THE BASELINE KABBP STUDY IN GUJARAT

A baseline study on the Knowledge, Attitude, Behavior, Belief and Practices (KABBP) of voters in the state was commissioned by the office of the Chief Electoral Officer, Gujarat through the Postgraduate Departments of Business Management and Social Work of the Sardar Patel University, at Vallabh Vidyanagar, District Anand. This study was conducted in the period June-August, 2013.

The objective of the study was to understand the awareness, willingness, trends, factors and reasons for participation and non-participation of registered voters in the electoral process. The study attempted to identify reasons for voters coming forward to register themselves and their awareness and satisfaction with the registration and election process. The findings from the study were expected not only to assist the office of the CEO to improve the registration process in Gujarat, but also give a clear idea about various issues involved in designing a voter education programme, such as, what are the mediums of communication that are popular with the voters, what is the reach of mass media, what influences voters to vote etc.

6.1.1   STUDY TEAM

The core research team comprised of eight professors from the Postgraduate departments of Management and Social Work of the Sardar Patel University. The team was led by Dr. H. J. Jani, Professor and HOD of the Postgraduate Department of Business Management of the University. The field research team comprised of 51 students.

Student conducting survey

6.1.2   STUDY METHODOLOGY

A detailed KABBP questionnaire (Annexure - 4) was administered in 21 constituencies across 19 of the total 26 districts of the state. The sample areas were chosen to represent the

rural-urban, general and reserved (SC & ST) constituencies of the state. From each finalized constituency, two Polling Stations with high voter turnout and two Polling Stations with low voter turnout were selected. Special care was taken to ensure that female high and low voter turnout was also represented in the sample. From each of the selected 84 polling booths, 60 voters were surveyed, with fair representation given to sex, age, literacy levels, income etc. A total of 5, 123 valid responses were received and analyzed for the findings of the survey.

6.2 MAJOR FINDINGS OF THE BASELINE KABBP STUDY

Some of the major findings of the KABBP Baseline study of voters in Gujarat are given below:

EPIC/VOTER ID	ELECTION PROCEDURES & REFORMS
❖ 93.66% of respondents had their Voter ID cards while remaining was either not aware of an EPIC card or not aware of registration procedures and for that reason had no EPIC. ❖ 60% of the respondents said it was easy to get an EPIC ❖ 15.96% who thought it was difficult to get an EPIC stated long procedure, unfriendly officials and inaccessibility of concerned office as the reasons.	❖ 58% of respondents did not feel the need for reforms in the election process ❖ Around 54.8% of respondents felt excessive use of money in elections is cause for corruption in politics ❖ 83.63% respondents found the usage of the EVM easy. 81 per cent of respondents prefer use of EVM for casting their vote

VOTERS' LIST & VOTER FACILITATION

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VOTER EDUCATION CAMPAIGNS

❖ 56.8% respondents are aware of the campaigning to educate voters during the previous election period
❖ Newspapers (24.3%), Doordarshan or Government TV (16.4%), posters, hoardings and publicity materials together (17.5%), local Cable TV (6.19%), All India Radio (5.88%), FM Radio channels (5.55%), Educational Institutions (5.11%) are the main sources of information for voters.
❖ "Voting is our right and duty", is the most liked message among electors.
❖ It is noted that the Ex-President of India, APJ Abdul Kalam and cricketer M S Dhoni had the most motivating influence on voters.
❖ The main places where the respondents have seen the educational message posters are market place, bus stand, other government offices and road junctions

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POLLING STATION & BLO

❖ Only 50% of the population knew of booth level officers and only 48.13% of this segment had visited the BLO's office
❖ Around 87% of respondents were aware of their Polling Stations
❖ BLOs were source of information regarding inclusion of name in Voter List for 15% of respondents
❖ 73.2% electors opined that the experience at the Polling Station was very good or good
❖ Some of the difficulties during polling, mentioned by respondents were - locating their Polling Stations and absence of guidance from polling personnel

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RESPONDENTS' PROFILE

❖ 23.6% were illiterate while majority, around 30%, had studied upto primary school level
❖ 40% were employed as labour/engaged in agriculture and allied activities; 27.6% were engaged in their own enterprise, or employed in government/private sector.
❖ Age varied from 16-93 years, with majority (28.26%) in 16-30 years age group
❖ 71.7% had income of less than Rs. 1 lakh per year, 23.4 & had income between 1-3 lakhs, 6.44% between 3-5 lakhs and 0.53% above 5 lakhs while 93.13 % have upto Rs. 3 lakhs p.a.
❖ 88% respondents were married

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6.3   WAY FORWARD IDENTIFIED BASED ON BASELINE STUDY

The Baseline KABBP Study helped the state in identifying gaps in previous voters' education interventions as well as in obtaining a deeper insight into the psyche of the target audience. It helped in designing and planning for the SVEEP activities of 2012 in a more focused manner. Based on the findings of the Baseline Study, several interventions to increase voter registration and voter turnout were identified, planned and implemented across the state with district wise variations based on local requirements.

The following table provides an overview of the interventions planned against each of the findings.

Table 10: Interventions identified based on KABBP Baseline Findings

S. NO.	FINDINGS	INTERVENTIONS
1	23.63 % respondents were illiterate (1121 out of 5123)	➢ Focus on mass media for SVEEP - such as Radio, TV etc. ➢ The written content of the Sankalpa Patra was also specially designed for illiterate female members of the Self-Help groups

2	➢ 6.34% (325 out of 5123) did not possess EPIC.
	 ➢ 34.76 % (113 out of 325) out of those who did not possess EPIC were not aware how to procure this.
	 ➢ 5.23 % (17 out of 325) out of those who did not possess EPIC had lost it.
	 ➢ 7.69 %(25 out of 325) out of those who did not possess EPIC, mentioned lack of time
		➢ Matdaar Sahayata Kendra (MSK) or Voter facilitation centers were established in all 225 Talukas (Blocks) of the State, which also covered each of the 26 district headquarters.
		 ➢ The services at MSK included
		     o Issue of duplicate EPIC on the same day if all details in the Voter's register are correct.
		     o Search facility
		     o Issue & receiving of application Forms -6, 7, 8, 8A.
		     o Taking photographs for modification in Rolls through Form-8
		 ➢ More than 15 lakhs Duplicate EPIC were issued from MSKs till December 2012

3	8.33% (427 out of 5123) respondents did not know about Voters list	➢ Statewide Helpline number 1950 started as per ECI directions. ➢ Alphabetical Voters list were mandatorily displayed in Anganwadi centers, Village Milk Cooperatives, Fair Price Shops, Village Panchayat/Revenue office etc. ➢ Search facility in all 550 branches of Dena

S. NO.	FINDINGS	INTERVENTIONS
		Bank across the state ➢ SMS based query system started ➢ MSK started at 225 Taluka places
4	3.01% (140 out of 4654) respondents who were aware about voters list did not register	➢ Widespread publicity for registration during summary revision & continuous updating, including talks on TV, Radio and addressing CSOs and students etc. ➢ 29.26 lakhs Form-6 were received during Special Summary Revision and continuous updating.
5	➢ 15.84% respondents who were aware about the voters list came to know about it through newspapers ➢ 15.64% respondents who were aware about the voters list came to know about it through BLOs ➢ 5.32% respondents who were aware about the voters list came to know about it through Television ➢ 18.38 % respondents who were aware about the voters list came to know about it through local community leaders	➢ Advertisements about how to register and dates of Revision etc in newspapers ➢ Regular press meetings held and notes issued ➢ Know your BLO posters displayed ➢ SMS query based system for getting BLO details ➢ Meeting with Resident Welfare Associations for registration held in urban areas ➢ Meetings with CSOs such as, Rotary Club, Lions Club, Medical Association, Builders' Association etc. at district and AC level for voter registration ➢ Designated Officers appointed systematically in all Educational Institutions and their details exhibited on CEO website
6	➢ 14.17 % respondents who had not registered have given lengthy procedure as the reasons for not registering ➢ 32.65 % respondents who had not registered have given lack of valid documents as the reasons for not registering ➢ 32.43 % respondents who had not registered has given lack of awareness as the reasons for not	➢ MSKs opened in all 225 Talukas of the state including District HQs ➢ Online registration started ➢ BLOs pursued registration of fresh young voters by activating the list of those persons who would become eligible in 2012, that was prepared the previous year and facilitating their registration ➢ SVEEP focus on widespread publicity of registration

S. NO.	FINDINGS	INTERVENTIONS
	registering	
7	38.67 % respondents who possessed EPIC indicated that they got the EPIC made before the last assembly elections	➢ Ad campaign on all media that possession of EPIC alone does not guarantee name in Electoral Rolls ➢ MSKs opened in all 225 Talukas of the state including District HQs ➢ More than 15 lakhs Duplicate EPIC issued from MSKs till December 2012
8	50.19% respondents were not aware of the Booth Level Officer (BLO)	➢ SMS query system for knowing details of BLO ➢ "Know your BLO campaign" posters put in all bank branches, ATM centers, Post offices ➢ Helpline 1950 also gave details of BLO ➢ GIS mapping of Polling Stations was done and that too gave details of BLO ➢ BLO sat in the Polling station for 4 special campaign days to address issues regarding registration, and these dates were given wide publicity.
9	52.14 % respondents were not aware about MSK or Voter Facilitation Center at Taluka Level	MSK was started in Ahmedabad & Sabarkantha on 5th June 2012 & other centers started after that. The KABBP survey was carried out in June. Hence low awareness during survey. However, subsequently, the entire Voter Information campaign necessarily carried information about MSKs.
10	54.81% respondents have suggested that there is excessive use of money during elections	Strict Expenditure Monitoring systems enforced during conduct of elections
11	12.93 % respondents did not know about the location of the Polling Station	➢ Online Search facility started ➢ SMS query based search system started ➢ Help line (1950) started and given publicity ➢ Distribution of Photo Voter Slips giving details of Polling Station
12	38.86% respondents did not vote because of non-possession of EPIC	➢ Duplicate EPIC issued from MSKs ➢ Photo Voter Slip distributed

S. NO.	FINDINGS	INTERVENTIONS
13	8.52 % respondents did not vote because they did not know their Polling Station	➢ SMS bases query system started ➢ Help Line started ➢ Online search facility ➢ GIS mapping online of Polling station ➢ Photo Voter Slip distributed
14	1.46 % respondents did not vote because of long distance to the polling station	➢ Rationalization of Polling Stations was done ➢ Photo Voter Slips issued ➢ SMS query based system started ➢ GIS mapping of PS
15	4.38 % respondents did not vote because of long queue and didn't have any time to vote	➢ Proper training given to all polling personnel ➢ Photo voter slip distribution eased out the system of verification of voters and hence the process of voting caught speed. ➢ Rationalization of Polling Stations done
16	0.18 % respondents did not vote because of insecurity to go to polling station	➢ Vulnerability Mapping done on a continuous basis ➢ Frequent visits by Sector Officers ➢ CPF was stationed at vulnerable areas for area domination, a month before poll day ➢ Very systematic security deployment plan prepared and implemented ➢ Low voter turnout PS, and particularly low female voter turnout PS were identified and were visited either by DEO, SP, RO, ARO, or Sector Officers frequently
17	16.05% respondents who faced difficulty because of no separate queue for Senior Citizens	Instructions were given to give priority to senior Citizens and differently-abled voters for voting, and it was the duty of the BLO sitting outside the PS to ensure it
18	24.33 % respondents have indicated source of election related messages from Newspapers	➢ Weekly press notes/briefs were given at the state level, giving vast information to voters about the process and arrangements for elections ➢ District level weekly meetings and press notes ➢ A newspaper, "Sandesh" also took up a

S. NO.	FINDINGS	INTERVENTIONS
		voters' education initiatives on their own, called "Vote Rath". Many other newspapers devoted one or two entire pages to election news, which regularly included information given by CEO or DEO office
19	16.47% respondents have indicated source of election related messages from Doordarshan	Voter awareness programmes were proactively taken up by Doordarshan
20	17.52% respondents indicated source of election related messages from hoardings, posters etc.	Hoardings, Posters of Voter awareness were displayed at prominent places like market, bus stands, railway stations etc.
21	5.55% respondents have indicated source of election related messages from FM channel	➢ Partnership with Radio Mirchi for voter awareness ➢ Radio Mirchi created a "Voting Anthem" for the state, based on "Vaishnav jan toh teeny kahiye" which became very popular ➢ Other channels also took up voter education on their own

The subsequent chapters detail out the aforementioned and other interventions implemented as part of SVEEP to address the identified gaps and issues. The End Line Survey discussed towards the end of this document, finds out the effectiveness of these interventions.

8. EXECUTION

8.1 ADMINISTRATION

8.2 ROLL OUT

8.2.1 Training

8.2.2 Targeted Interventions

8.2.2.1 Targeted intervention for categories of voters

8.2.2.2 Targeted Interventions for Low Voter Turnout Polling Stations:

8.2.3 Mechanisms of Implementation

8.2.3 SVEEP Events

8.3 FUNDING

8.3.1 State Level (Public & Private)

8.3.2 District Level (Public & Private)

8.4 MONITORING & REVIEW

LEARNING POINTS

- To utilize multiple mediums, including traditional mediums, during content development for bombardment of messages among the various voter groups identified

- To provide flexibility of content development according to local culture and context at implementation level with vetting at state level to ensure apolitical nature and accuracy of the content.

- To plan initiatives which personalize the electoral process by taking it to the doorstep of the voters. For e.g. Sankalpa Patras/Pledge Letters; appeal letters by DEOs to individual voters

- Differentiated approach in content, i.e. appropriate mediums and content for different target segments of voters. For example, "Baa, Bahu aur Beti" campaign for women; Youth Corner online for young voters; radio programs for the first time and young voters/urban voters etc.

- To identify stakeholders/partners in government and non-government sectors to implement a variety of activities across the region as well as to act as sponsors. For e.g. in Gujarat, INR 6.2 million was distributed to districts but partners spent around INR 70 million in notional amounts across the state, without which the entire SVEEP campaign would not have been possible.

- To maintain a flexibility in plans and allow for changes during implementation based on feedback from the field

- Review meetings with all field level functionaries also serve as platform for sharing of best practices and scale up/replication based on the same.

8.1 ADMINISTRATION

The basic election machinery at the state level during non-election period is minimalistic. However, during election periods, the setup expands manifold to include even security forces that are considered to be under deputation to the Election Commission of India for the period till elections are completed.

For the assembly elections in 2012, Gujarat had a separate setup for SVEEP to ensure focused and effective implementation of interventions. The following chart explains the organizational structure adopted for SVEEP implementation in Gujarat.

Chart 13: State Level Organizational Structure for SVEEP in 2012

| Chief Electoral Officer |
| Addl. CEO (SVEEP) |
| DEOs |

ROs	Nodal Officer (SVEEP)
AROs	District SVEEP Teams
	BLOs	NGOs/CSOs/ Partners
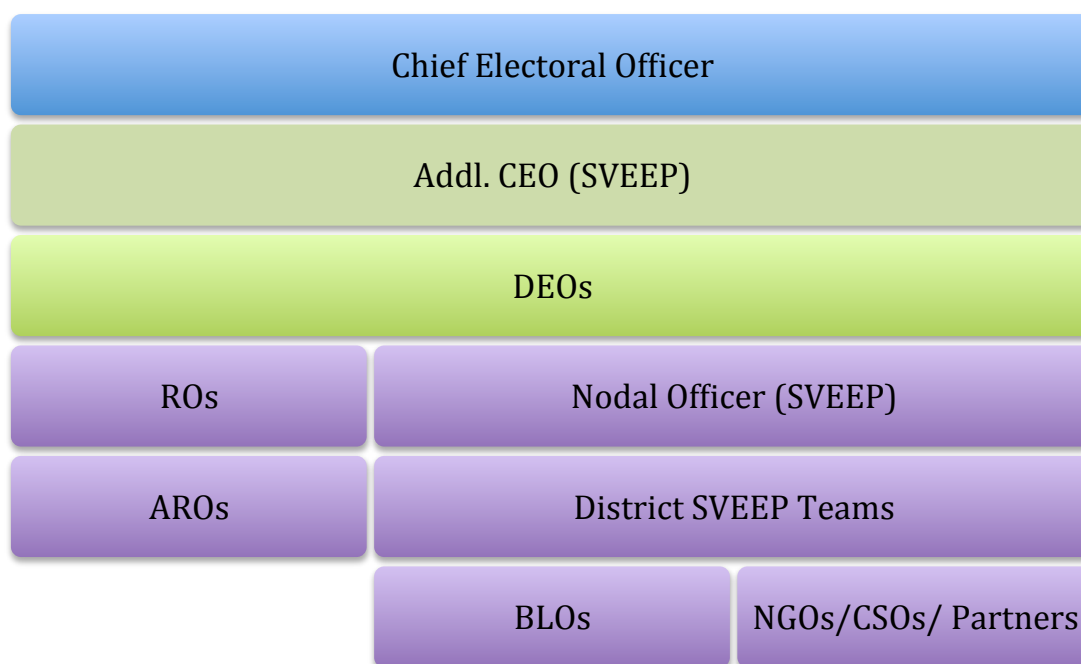
As per the instructions of ECI, Gujarat appointed an Additional Joint CEO-SVEEP to oversee SVEEP planning and implementation throughout the state. (The ECI instructions in this regard are attached at Annexure-8). The Nodal Officer (SVEEP) in every district is an initiative of the state of Bihar during the 2010 Assembly elections that was successfully replicated first in Tamil Nadu in 2011 and then next by Gujarat in 2012. This Officer was carefully selected on the basis of his known aptitude to take up innovative initiatives, his capability to procure the resources to implement the initiatives for Voter Education and his ability to work in partnership with various Public and Private sector organizations. The Nodal Officer was responsible for preparing and finalizing District SVEEP plans, getting them approved at State level and ensuring their proper implementation at District level. **The unique feature added by Gujarat to this system was that each SVEEP Nodal Officer had a Team at each AC level to assist him/her in SVEEP implementation.**

The list of SVEEP Nodal Officers appointed in this manner is shown below to give an idea of the different departments from which they were drawn:

Table 24: List of SVEEP Nodal Officers appointed from various departments

S.	District	Name	Designation
1	Ahmedabad	Shri A.J. Shah	Director of District Rural Development Agency
2	Ahmedabad City	Shri D.P. Desai	Deputy Municipal Commissioner
3	Amreli	Shri P.P. Raval	Dy. District Development Officer
4	Anand	Shri Prakash Malik	General Manager, D. K. Anand
5	Anand	Dr. S.B. Shah	Additional District Health Officer
6	Banaskantha	Shri B.K. Patel	District Education Officer, Palanpur
7	Bharuch	Shri M.M. Upadhyay	District Education Officer
8	Bhavnagar	Dr. B.N.Vyas	Quality Assurance Medical Officer
9	Dahod	Shri S.M. Modi	Director of District Rural Development Agency
10	Dangs	Shri K.B. Thanki	District Planning Officer
11	Gandhinagar	Shri A.H. Malik	Executive Engineer, Water & Sanitation Management
12	Godhra	Shri R.R. Raval	Project Administrator
13	Jamnagar	Shri Ashok Kalaria	Chief Executive Officer, Jamnagar Area Development Authority
14	Junagadh	Shri A.J. Nimavat	District Primary Education Officer
15	Junagadh city	Shri R.G. Jadeja	Director of District Rural Development Agency
16	Kheda	Shri K.A. Pota	District Primary Education Officer
17	Kachchh	Shri R.N. Kuchara	Deputy Collector, Scarcity, Bhuj
18	Mehsana	Shri D.V. Thakkar	District Planning Officer
19	Narmada	Shri G.D. Oza	District Statistical Officer
20	Navsari	Shri B.H. Pathak	Deputy Collector, Navsari
21	Patan	Shri P.A. Jhala	District Primary Education Officer
22	Porbandar	Shri D.R. Saradava	District Primary Education Officer
23	Rajkot	Shri P.R. Shah	District Planning Officer
24	Surat	Shri A.D. Badgujar	District Primary Education Officer
25	Surat City	Shri Pradipsingh Jhala	Deputy Municipal Commissioner
26	Surendranagar	Shri C.T. Tundia	Lecturer, Govt. College
27	Tapi	Shri N.K. Damor	Director of District Rural Development Agency

28	Vadodara	Shri J.B. Patel	Chief Executive Officer, Vadodara Urban Development Authority
29	Valsad	Shri D.G. Patel	District Primary Education Officer

COMMITMENT

The District Education Officer of Bharuch District, Shri N.M. Upadhaya was appointed as Nodal Officer for SVEEP for the District. His daughter was diagnosed with a life threatening illness during the poll period. However, he continued to work with full dedication without taking a single day's leave during the entire election period.

Other than the official machinery, NGOs and CSOs were roped in as partner organizations for implementation of various SVEEP activities at multiple levels from the state down to the Polling Stations.

As required by Election Commission of India's instructions (attached in Annexure-5), a Voter Awareness Observer was deployed in each District by the office of the CEO, Gujarat. The Voter Awareness Observer is an independent official whose TOR involves reviewing the SVEEP activities and reporting on their effectiveness directly to the DEO and above. Based on her/his observations, SVEEP activities were also modified and improved upon.

8.2 ROLL OUT

8.2.1 Training

Special training modules were developed on SVEEP for training of all levels of election personnel staff. A special workshop was conducted for all the 16 different kinds of district level Nodal Officers, among whom the SVEEP Nodal Officers were also included and focused sessions on SVEEP were undertaken.

Training was also provided to other stakeholders in the form of workshops and information sessions on voter education, importance of registration and voting. Some of the other categories of stakeholders who were trained were:

   i. **Nodal Officers in Higher Education Institutions** who are responsible for ensuring that eligible students applying for admission also fill in Form 6 for registering themselves as voters.
  ii. **Hostel Wardens** in private accommodations for greater involvement of eligible students
 iii. **Political Parties**: To orient them on importance of voter registration so they may also influence voters in their respective regions to do so.

iv. **NGOs/CSOs/RWAs**: Meetings and workshops were held with the various organizations in many regions. They were oriented on importance and basic procedures/details of registration process; and awareness on importance and provisions for specials groups therein.

v. **Students**: Direct engagement took place with students across the state to drive home the importance of voter registration and turnout among the new and young voters.

vi. **Principals of Colleges**: Principals of colleges across the state were oriented on the voter registration process and roped in

vii. **Bankers**: Banking officials were also oriented so they could influence their customers and people who walk in to their branches to register themselves on electoral rolls and to vote.

viii. **Government employees**: Government employees were pushed to register themselves and to cast their vote on poll day. Members of election machinery were trained on how to vote through postal ballot, as they would not be able to vote due to election duty.

ix. **Sahayoginis**: The cluster coordinators of the Mahila Samakhya Society (an NGO under administrative control of Department of Education) were trained on how to identify missing women voters based on the list provided to them and they were also introduced to the BLOs in their respective regions.

x. **Aanganwadi Workers, MDM Workers, ASHA Workers:** These were also trained to identify missing voters and report to BLO

8.2.2 Targeted Interventions

The SVEEP program across the state followed evidence based targeted intervention approach. This involved doing a detailed situation analysis of the registration status and previous track record of voter turnout in all the districts, upto Polling Station level. Based on this analysis, two kinds of targets were identified:

- Categories or groups of voters that needed focused attention
- Low voter turnout Polling Stations that required SVEEP interventions specific to the local socio-cultural context

8.2.2.1 Targeted intervention for categories of voters: Some of the important interventions targeted at identified categories that were rolled out are discussed here:

a) **Youth**

At every election there are new voters amongst those who reach voting age. Any citizen voting for the first time in elections will likely have less information about his or her rights and about how the process works. First time voters may even find some aspects of the registration and voting process very complex. The apprehensions and information needs of this group were identified. In order to

make the SVEEP campaign more relevant to the mindset of the youth and to popularize election, a local Election Emissary was appointed after taking approval of ECI. This Election Emissary was Dhvanit Thaker, a popular RJ on Radio Mirchi. Radio Mirchi also became the radio partner for the elections. The FM channel broadcasted messages specially created for elections and very attractive jingles and information related to the elections. Aside from this, the SVEEP activities rolled out for youth included the following:

- Designated officers were appointed in every college/institution in the State for voter registration
- Government Resolutions (GR) were issued by various Departments having higher educational institutions under its supervision in the state
- The list of Designated Officers (DO) of each and every educational institution were made available on CEO website.
- DOs were trained by DEO office and a regular follow up mechanism was developed to monitor progress.
- Youth organizations were involved - National cadet Corps, National Service Scheme, and Nehru Yuvak Kendra Sangathan
- Young Voters Festival was organized with competitions rolled out at district level and state level
- Centurions were made local ambassadors for motivating youth to participate in democracy
- Several Educational Campus programs were held
- Partnership for content development was forged with a High school
- Sports and cultural events and competitions were held in cities with attractive sponsored prizes
- Flash mobs in malls, multiplexes and other areas with large footfalls such as exhibition sites etc.
- Social media was activated through FB, www.MyVoteMyRight.com etc.
- Online registration
- Dena Bank – 550 Branches – walk-in search facility given publicity in educational institutions too.

<p align="center">Student rallies</p>

b) Women

SVEEP campaign for attracting women
was christened the "*Baa, Bahu aur Beti*" campaign by one of the
students from Mumbai, from amongst the group of students from Mahatma Gandhi
International School who worked with the CEO office to develop content for SVEEP
advertisements in the form of quickies. The campaign that was rolled out for

educating women regarding elections and democracy focused on partnerships and local cultural interventions and had the following highlights:

- A major part of the Voter Awareness Campaign was given a feminine orientation. The Hoardings, Banners and Pamphlets that were used during election campaigning were Woman oriented such as "Baa, Bahu Aur Beti Vote Kare Garv Thi" and "Vote Hamari Bahu Ka….Bhi Zaroori Hai".
- Health workers and Aanganwadi workers were trained about the process of registration and they acted as support to the respective BLOs particularly during registration.
- Dairy cooperatives in Gujarat have predominantly female members. They were roped into help identify women who were unregistered. They were provided a huge amount of publicity material and given an alphabetical list of electors of the Polling Station area.
- *Sakhi Mandals* or Self Help Groups took up the activity of registration with great enthusiasm. There are 28 lakh members of SHGs in Gujarat.
- Mahila Samakhya Society, an NGO, was engaged to support the work of women registration across the state
- On every *Mamta Diwas*, that is the fixed day in each week, young pregnant females collect at the Aanganwadi for checkup and follow up by the ASHA workers and Doctors. The young females were guided to fill up Form-6 on these days by the active cooperation of ASHA workers.
- It was found that many young and married female voters in the age group of 18-21 were unable to immediately produce documents related to their proof of age. Relevant documents for such applicants were obtained through a system of intra district cooperation between the Mamlatdars. The DEOs actively interacted with each other to follow up individual cases.
- Health Department had started a unique SMS system for the awareness of female voters by sending bulk informative SMS to the registered young and pregnant females through their E-Mamta portal.
- Joint visits were organized of Aanganwadi Workers/ ASHA/ Sakhi Mandals/ MDM organizer/ Fair Price Shop license holders and BLOs in the areas of low female registrations to encourage and ensure registration.
- All women rallies (Mahila Matdaar Rallies) were held in almost all districts.
- Flag marching by Central Police Forces in urban slum areas were very helpful in confidence building.
- Local cultural traditions such as *Bhavais, Tamashas, Warli* and *Pithoda* paintings, Puppet shows, help desks in local fairs (melas) and *Haats* etc. were systematically planned and implemented. For example, in Rajkot special stalls with help desk was set up during the largest Lok Mela of the state held during *Janmasthami* festival (Total 23 *melas* were organized in Rajkot on this occasion and more than5 lakh footfalls were registered).

- Festivals like *Navratri* are celebrated with great fervor, especially by women in the state. The venue for these celebrations was utilized for voter education and information through various means such as help desks, informative banners, and hoardings, on the spot issue of Form 6, etc.
- Several songs in the local *Sanedo* style and *Dairo* style of folk music, and typical *Garba* dance lyrics and music for voter awareness were created and made popular during *Garba* dances and also during folk music shows.
- The Sakhi Mandal members also took a pledge to vote on very innovative Sankalp Patras developed by Dahod district for illiterate women.

> DEO, Patan, Shri J.G.Hingarajiya decided to spread the SVEEP message in rural areas through seven Matdaar Jagruti Raths (Voter Awareness Chariot). These vehicles moved in the areas of Polling Stations, which were identified for targeted intervention due to low voter turn-out. The district election machinery also organized rallies in more than 800 Polling Station areas in which approximately 120000 voters participated. The Matdaar Jagruti Rath visit and the rallies took place simultaneously in 210 villages.
>
> The unique initiative of the district for attracting the urban voters, particularly female voters, was the organization of all-woman Scooty (two-wheeler) rallies. Five such rallies were held and they definitely had a substantial visible impact.

c) Tribal voters

Major challenges:
- Districts such as Dahod, Panchmahals, Sabarkantha, Bharuch, Tapi, Narmada, Dangs, Vadodara have a substantial tribal population.
- The tribal voters migrate to other districts of the state (and to other states also) for labor.
- Male and Female literacy ratio of such districts tend to be on the lower side. For example, in Dahod district it is 72.14% and 49.02% respectively (as per census 2011), as compared to state average of 87.23% for male and 70.73% for females.
- This population is not always conscious of their right of voting. Sometimes it is observed that this population is not aware about the date of polls, use of EVM etc.
- In vulnerable areas, voter turnout ratio is low

Strategy:
- Polling station wise analysis was done of low voter turnout PS and also of low female turnout PS.
- Such low turnout PS was targeted for specific SVEEP interventions that were local and culture specific.
- Example - Bhavai plays in rural areas and local Haat bazaars of Dahod, Tamasha in South Gujarat Districts, Pithoda Painting competitions on themes of democracy in

Panchmahals district, Warli painting hoardings in Tapi, Narmada, Dangs, street plays during Navratri celebrations, customized Garba dance lyrics for Navrtri, etc.

- District level and village level all-women voters' awareness rallies or Mahila Matdaar rallies were particularly useful. Aanganwadi workers, ASHA workers, women of Self Help Groups were also involved in SVEEP campaigns especially to spread awareness among women.
- Sankalp Patras signed by parents of school and college students led to students urging their parents to honor the pledge taken by them to vote.
- The Sakhi Mandal members also took a pledge on very innovative Sankalp Patras developed by Dahod district for illiterate women.
- Confidence building by joint visits of DEO/SP, RO/DySP, ARO/PI and also area domination by CPF
- The information of migratory population and the contractors / organizations with whom such population was engaged in labor work was collected from each of the concerned Sarpanchs from each village. Each such contractor was individually contacted to ensure that they grant leave to these labors for using their right of vote on poll day.

Tribal Voters

At the behest of DEO of Tapi District, Ms. Shalini Agrawal, it was decided to collect Polling Station wise information of the locations where the tribals had migrated from the district for labour. The BLOs and Sector Officers collected this information locally. Next, meetings were arranged between the ROs and AROs with the District Labour Officer, District Registrar and General Manager of the District Industries Center to decide on the course of action. It was decided to hold meetings, chaired by DEO, with concerned labour contractors. The DEO was able to motivate and influence the contractors to facilitate the migrated labourers to go back to their Polling Stations on poll day to cast their vote. This process was also replicated in the Districts of Navsari and Narmada.

d) Very senior Citizens

Electors who were more than 100 year-old were identified across the state from the database available. It was found that there are 5744 Centurions in the state. They were approached and roped in as advocates for wider participation for a stronger democracy in all districts. Wide media coverage was given to them and they were projected as district level icons of the election process through various means.

For example, a marathon named 'Run for Voters' Awareness' was organized at Bharuch city, Bharuch district, as a special event on 9.12.12. It was flagged off by the

oldest surviving women voters in the district, namely, Smt. Jheeniben Parsangbhai Vasava (116 yrs) and Smt. Sukhiben Dhanji Vasava (105 yrs) from Jhagadia taluka. These two women voters also gave several messages to the tribal voters of the district to participate in this democratic process. It had a very good effect on the turnout, as figures show.

Bharuch marathon

District administration also contacted each of these senior voters to encourage them to turnout themselves on poll day. Special arrangements for wheel chairs were made at the Polling Booths on poll day, where these senior citizens were registered.

e) **Project Affected Persons**

For the development of the riverfront of Sabarmati River, a project called Sabarmati River Front Project was undertaken by Ahmedabad Municipal Corporation. Due to this project, people residing on the banks of the river were ousted and shifted/rehabilitated. The affected persons were allocated houses at the relocation sites by the Sabarmati River Front Development Corporation Ltd. (SRFDCL).

There are total 20 Relocation sites developed by Sabarmati River Front development Project, in which about 8304 houses have been allotted to the Project affected persons (PAFs).

As a result of this large scale relocation and in view of the General Elections to the Gujarat Legislative Assembly, the district administration took upon itself to ensure

that the electors who have shifted from their original places of residence to the newly relocated sites, are registered as voters in the respective Assembly Constituencies of their new places of residence and their names are removed from the earlier places. This was done by adopting the following strategy:

- Special BLOs were appointed for every relocation site, who did house to house survey at the relocation sites to register voters.
- Since most of the people shifted at Relocation site were laborers/daily workers, special enrollment camps were organized on holidays & at evening/night time
- DEO/Dy. DEO/Sector Officers/EROs/AEROs have also visited relocation sites frequently to ensure 100 % enrollment.
- Hoarding and Banners were displayed at relocation site and at the river front site explaining the enrollment process in continuous revision. The Name and contact no. of BLO was also displayed.
- Advertisements in local newspapers were published regarding special arrangements made for enrollment of left out riverfront affected people.
- The electoral Roll Observer also visited all 20 relocation sites of SRF Project.
- Meetings with the representatives of political parties were held from time to time and they were kept informed of every process.

f) Urban Voters

SVEEP Plans prepared by the districts were prepared with an urban sub-component. The thrust of the interventions was on the following:
- Having VFCs at all 225 district and Block HQs
- Preparing a database of CSOs, RWAs and NGOs in the district and addressing them through various mediums in different forums
- Partnering Banks– for providing Forms and for Ads in ATMs and exhibiting 'Know Your BLO' posters
- Mass media campaign – utilizing all possible means for spreading awareness
- Partnership with Govt. TV and FM radio
- SMS query based system, activating State level Helpline 1950
- Organizing several mass participation based events of high visibility and recall – such as, marathons, cyclothons, Candle marches, human chains etc.

INNOVATIVE USE OF GIS MAPPING FOR SVEEP INFORMATION

With the help of the GIS software provided by the ECI, the Polling Stations of Gujarat State were mapped in the month of October 2012. The DEO of Anand District Shri Sandeep Kumar came out with a unique idea to utilize these maps for voter information. He arranged for making individual posters for Polling Station locations in urban areas by taking screen shot of the GIS map of that particular Polling Station. These posters were then put up in prominent places within each of the residential societies in urban areas of the District. This initiative's success can be gauged from the fact that the District Election Machinery hardly got any inquiries with regard to the location of Polling Stations in urban areas on poll day.

g) Election Staff

There were more than 300,000 employees on election duty. In earlier elections, the onus of making efforts to ensure that the employee on election duty also is able to cast her/his franchise was on the employee. No special efforts were made to ensure that they were included.

This time special efforts were made to include all the employees by following the strategy as given below:

1. A database was prepared of all employees who would potentially be on election duty
2. They were enrolled proactively, if not already enrolled.

3. They were given training regarding Postal ballots.
4. The organizations they belonged to (including police personnel) were also given similar training.
5. Every organization appointed a Nodal Officer only to supervise Postal ballots
6. Postal Ballot issuing and receipt was strictly monitored at State, district and AC level.
7. Special camps were held for the police as well as civil employees before the date of polls, where they could cast their votes.

INCLUDING EVERY SINGLE VOTER

Deep in the Gir forests of Gujarat, there is a temple of Lord Shankar, which is over hundred years old. It is looked after by 59-year-old Guru Bharat Das for the last 35 years or so. This temple is situated about 20 kilometres away from the nearest inhabitation. There is no bus, train or any other form of public transport connectivity to this area. The Priest survives on the food and other subsistence items brought by the devotees to the temple. The devotees visit this temple only between sunrise and sunset due to presence of wild animals. There is a Polling Station for this lone voter as well, and that too right next to his temple in a government department's building (the only other construction there, aside from the temple). This is the only case of its kind in India!

The case of single voter of Gir forest

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8.2.2.2 Targeted Interventions for Low Voter Turnout Polling Stations: As mentioned earlier, low general and female voter turnout Polling Stations were identified in each district for targeted SVEEP interventions. The number of Polling Stations identified for SVEEP interventions across the state comes to a total of 5,336 Polling Stations, which comes to about 11.7% of the total 45,579 Polling Stations in the state.

8.2.3 Mechanisms of Implementation

Once content and locations were vetted, approved and finalized, the roll out of SVEEP began, i.e. implementation of the campaign went underway. SVEEP implementation took place through the election machinery, from CEO at the state to BLO at polling station level. It also took place with the help of partners identified and roped in throughout the campaign period for various activities. The following table provides a district wise range of the various partners who were roped in by district level machinery. Though the list is long, it is not exhaustive!

Table 25: District Level Partners and Collaborators

S. No.	District	Partner Categories					
		Educational Institutions	**Civil Society & Corporate Bodies**	**Banks**	**Co-operatives**	**Govt. Depts.**	**Media**
1	Kachchh	• Registrar, Kachchh University	• Saurashtra Environment Projects Pvt. Ltd. • Friends Oil & Chemical Terminals Pvt Ltd. • Terapanth Foods Ltd. • Friends Salt Works and Allied Inds. • Kandla Agro & Chemicals Pvt Ltd. • Met Trade India Ltd. • Welspun India Ltd. • Asia Motor Works • Varssana Ispat Ltd.	• Lead Bank, Dena Bank	• District Registrar, Co-Operative Society, Kachchh	• WCD • NYKS • NSS • NCC • SYCA • DPEO • DEO	Electronic media • Aakashvani • Sahinyarejo Radio • Newspapers • Kutch Mitra • Divya Bhaskar • Gujarat Samachar • Sandesh • Aajkal • Kachchh Uday • 8 local cable networks
2	Banaskantha	• Government schools & Colleges • Sardarkrushinagar Dantiwada Agricultural	• Rotary Club • Lions Club	• All public sector banks	• All milk dairies	• WCD • SYCA • Health • NSS • NCC	• Prominent local print and digital media

S. No.	District	Partner Categories					
		Educational Institutions	Civil Society & Corporate Bodies	Banks	Co-operatives	Govt. Depts.	Media
		University				• NYKS • RTO Office • SDM • DEO/DPEO	
3	Patan	• Hemchandracharya North Gujarat University and affiliated colleges	• Leo Club of Patan • Lions Club of Patan • Rotary Club of Patan	• Nationalized Banks	• Milk Co-operative Societies	• LIC • MSS • ASHA Workers • FPS and MDM organizers • Post Offices	• Local Electronic and Print Media
4	Mehsana	• Jotiba College of Nursing • College of Education (B. Ed.) • Other 61 MoUs with Higher Educational Institutions/ College	• ONGC	• N/A	• Doodh mandalis • Sakhi Mandals • SHGs	• ASHA workers • AWW • DoH&FW • NSS • NCC • NYKS	• Sandesh • Gujarat Samachar • Divya Bhaskar • Harsh Channel • NG News Channel
5	Sabarkantha	• Arts & commerce college	• Rotary Club	• Dena Bank	• Sabar Dairy	• DEO • DPEO	• N/A

S. No.	District	Partner Categories					
		Educational Institutions	**Civil Society & Corporate Bodies**	**Banks**	**Co-operatives**	**Govt. Depts.**	**Media**
		• Science College • Polytechnic College			• Milk Mandli • Seva Mandli	• ICDS • DHO • Collector Office • DSO • Food and Drugs Officer • District Registrar Officer • District Information Officer	
6	Gandhinagar	• Primary Schools • Secondary Schools • Colleges	• Retired Pensioners Association • Sakhi Mandals	• N/A	• N/A	• WCD • SYCA • Health • NSS • NCC • NYKS • ASHA Workers • MDM/FPS	• Gandhinagar Samachar • Sandesh • Gujarat Samachar • Divya Bhaskar

S. No.	District	Partner Categories					
		Educational Institutions	Civil Society & Corporate Bodies	Banks	Co-operatives	Govt. Depts.	Media
						Workers	
7	Ahmedabad	• BJ Medical College • All colleges • Gujarat Nursing School & College	• AMA • GIHED • LPG/Petrol/Diesel/ Kerosene Dealers & Distributers	• ICICI • Dena • BOB	N/A	• DEO • DPEO • NCC	• Radio Mirchi • GTPL • Multiplexes
8	Surendranagar	• Cluster Resource Centre • Schools and Colleges	• N/A	• Banks in district	• N/A	• District Sports Officer • Post Office • Gram Panchayats • Police	• Local cable networks • Local newspapers • Helpline
9	Rajkot	• Atmiya Institute Of Technology & Science • B. H. Gardi College Of Engineering & Technology • Government Engineering College • L. E. College	• Lions Club • Rotary Club • Life's Club • Red Cross Club • Bolbala Charitable Trust	• ICICI • SBI • Union Bank of India • Dena Bank	• Rajkot District Co-operative Bank	• Education Department • Information Department • Health Department • Social Welfare Department	• Doordarshan • Akashvani • Aaj Tak • Sandesh • Jay Hind • Akila • Gujarat Samachar • Divya Bhaskar • Fulchhab

S. No.	District	Partner Categories					
		Educational Institutions	**Civil Society & Corporate Bodies**	**Banks**	**Co-operatives**	**Govt. Depts.**	**Media**
		• Om Shanti Engineering College • R. K. College Of Engineering And Technology • V. V. P. Engineering College • Darshan Institute Of Engg. & Tech • Faculty Of Engg., Marwadi Edu. Foundation • G.K. Bharad Institute Of Engg Takshshila College Of Engg. & Tech • Shri Labhubhai Trivedi Institute Of Engineering • Marwadi Education Foundation Group Of Institutions, Faculty Of					• Aajkal • Saurashtra Aaspas • Sanjh Samachar • Lok Samarthan • Abtak

S. No.	District	Partner Categories					
		Educational Institutions	**Civil Society & Corporate Bodies**	**Banks**	**Co-operatives**	**Govt. Depts.**	**Media**
		Technology • A.V.Parekh Technical Institute • Atmiya Institute of Technology Yogi Divine Society • Christ Polytechnic Institute • Government Polytechnic • Lakhdhirji Engg. College • Aarsh Mahavidyalaya • Arpit Institute Of Engineering & Technology					
10	Jamnagar	• Satyasai School • St. Ann's School • St. Xaiver's School • Shri G. S. Mehta girl's school • Shri Jekunvarben	• Rotary Club • Sakhi Club-1 & 2 • Delight Club • Talwarkar's • Navshil Art • Scable Ltd.	• SBI • Axis Bank	• N/A	• WCD • SYCA • GLPC • UMEED • District Panchayat	Newspaper • Aajkal • Nobat • Bhoomi Electronic media • Jay cable

S. No.	District	Partner Categories					
		Educational Institutions	**Civil Society & Corporate Bodies**	**Banks**	**Co-operatives**	**Govt. Depts.**	**Media**
		Girl's School • Shri A. K. Doshi Mahila College	• Kanaiya Dandiya Group • Satyasai School Musical Group • Navshil Art			• DEO • DPEO • NSS • NCC • NYKS	• Anjali cable
11	Porbandar	• BRC Porbandar • BRC Ranavav • BRC Kutiyana • Arya Kanya Gurukul Mahila College • V.R.Godhaniya Mahila College • K.H.Madhvani College • M.D.Science College • R.G.T. College • Government. Poly. College	• District Bar Association • Chamber of Commerce • Saukem (Nirma Industries)	• Various Banks Of District	•	• Anganwadi • District Sports Officer • NCC • NSS • NYKS • DEO and Collector	• Aakash Cable Service
12	Junagadh	• Primary, Secondary and Higher Secondary	• N/A	• SBI • BOI • HDFC	•	• Anganwadi Centre • Mission	Print media • Gujarat Samachar • Sandesh

S. No.	District	Partner Categories					
		Educational Institutions	Civil Society & Corporate Bodies	Banks	Co-operatives	Govt. Depts.	Media
		Schools		Bank • Axis Bank • IDBI Bank		Mangalam • Mahila Samakhya • Sakhi Mandals • District Sports Officer • District panchayat • District Education Officer • NSS • NCC • NYKS • Head Post Office, Junagadh and Sub Post office	• Fulchab • Jai Hind • Akila • Aaj-kal • Sanj Samachar • Divya Bhaska • Junagadh Today • Kesari, Samiksha • Lookdut • Saurashtra Bhoomi • Sharuat Daily Electronic media • Blue Star Den News • Sanagani Cable
13	Amreli	• Primary schools Of Amreli district	• Indian Red Cross Society - Amreli	• SBI • BOB	N/A	• District Sports Office	• Amreli Express News Paper - Amreli

S. No.	District	Partner Categories					
		Educational Institutions	Civil Society & Corporate Bodies	Banks	Co-operatives	Govt. Depts.	Media
		• K.K.Parekh Commerce College-Amreli • J.C.Dhanak College - Bagasara • Yogiji Maharaj Mahavidhyalaya Arts And Commerce College - Dhari	• Rotary Club - Amreli • Lions Club Of Amreli - Amreli • Utthan Trust - Rajula • Sonal Foundation - Savar Kundala				• Avadh Times News Paper - Amreli • Avadh News Channel - Amreli • My Amreli Channel - Amreli
14	Bhavnagar	• All schools and colleges in the district	• All Caste Navratri Mandal, Mahuva • Lions Club Bhavnagar • Rotary Club Bhavnagar • All FPS & Petrol pumps	• HDFC Bank, Mahuva • SBI Bank, Gariyadhar • BDC Bank, Mahuva • Bank Of Baroda, SBI Bhavnagar	Bhavnagar Co-operative Bank, Land development Bank Gadhada	• WCD • ICDS • DPEO • Police • NSS • NYKS • NCC	• Field Publicity Officer, Ahmedabad, • Sandesh • GujaratSamachar • Saurastra Samachar • Palitana Today • Pagdandi, • Cable TV • Theatres&Cinema • Reporters

S. No.	District	Partner Categories					
		Educational Institutions	Civil Society & Corporate Bodies	Banks	Co-operatives	Govt. Depts.	Media
				• SBI Bank, Gadhada			(Freelance)
15	Anand	• Ram Krishna Seva Mandal • Semcom College • Anand High School • Anand Commerce College • B.A.Patel High School , Changa • MSW Department, SP University	• Rotary Club • Lions Club • Bhole yuvak mandal , Anand • Limbach film & Dance Com. • Jay Babadev Yuvak Mandal • VU Nagar Association	• SBI • BOB	• Amul • MGVCL	• WCD • ICDS • DPEO • Police • NSS • NYKS • NCC	• N/A
16	Kheda	• Dharmsinh Desai University • All PTC Colleges • All Primary Schools • All High School • All Colleges	• Rotary Club • Santram Mandir • Petrol pumps • Gas agencies • Fair Price Shops	• SBI • All nationalized Banks • All private Banks	• All cooperative Banks	• WCD • NSS • NYKS • NCC • ICDS • DPEO • Agriculture • Police	• N/A

S. No.	District	Partner Categories					
		Educational Institutions	Civil Society & Corporate Bodies	Banks	Co-operatives	Govt. Depts.	Media
17	Panchmahal	• Primary Schools • Secondary & Higher Secondary Schools • Residential Schools • Colleges	• Medical Associations • Industry Associations / Factory Owners • Shop Keepers Associations • LPG Gas Agencies • Petrol Pump Agencies • Auto Rickshaw Driver Union	• N/A	• Panchmahal Dairy • Co-Operative Banks • Co-Operative Societies • Private Housing Societies	• WCD • SYCA • DoH&FW • NSS • NCC • NYKS • Railways • BSNL	• Prasar Bharti
18	Dahod	• Primary Schools • Secondary & Higher Secondary Schools • Colleges	• Rotary clubs, Lions clubs and medical association	• N/A	• N/A	• WCD • SYCA • BSNL • NSS • NCC • NYKS • Civil supply officer • RTO officer	• Local cable network (DTN)
19	Vadodara	• Students of Sigma	• Builders, Architect,	• N/A	• President/	• WCD	• Newspaper

S. No.	District	Partner Categories					
		Educational Institutions	**Civil Society & Corporate Bodies**	**Banks**	**Co-operatives**	**Govt. Depts.**	**Media**
		Institute of Pharmacy & Technology • Schools • M. S. University	Eng.(T.P.) • PDS shop keepers • Owner of Hotel &Restaurant • VCCI/FCI • CC Auditorium, MSU		Secretary of Irrigation Co-operative Soc.	• SYCA • FCS&CA • NCC • NSS • NYKS	• TV channel • Radio
20	Narmada	• Colleges • Higher secondary school • PTC/CPed college • B.ed/BPed college • ITI	• N/A	• SBI • BOB	• N/A	• I&B • TDD • NCC • NSS • NYKS	• N/A
21	Bharuch	• All government schools • Residential schools • Colleges	• Medical Associations • Industry Associations • Shopkeeper Associations • LPG Gas agencies • Petrol Pump agencies • Auto Rickshaw	• All banks of district	• Panchmahal Diary • Cooperative Banks	• WCD • ICDS • SYCA • Health • Railways • BSNL	• Prasar Bharti

S. No.	District	Partner Categories					
		Educational Institutions	**Civil Society & Corporate Bodies**	**Banks**	**Co-operatives**	**Govt. Depts.**	**Media**
			Drivers Union • Private housing societies				
22	Surat	• Medical College SGU • All Primary School • All High School • Colleges • Gurukul Vidhyalay	• NGO • Builder Association • Cinema Association • SUMUL Dairy • Jivaraj Tea • Gujarat Gas Company • All Industrial Unit of G.I.D.C • Water Users Association	• BOI • All Banks	• Housing Society • Housing Society • Milk Co. Op. Society	• ASHA workers • Anganwadi workers • Water Committee • Forest Committee • Sakhi Mandals • All Sarpanch of Village Panchayat • WCD • SYCA • Health • NSS • NCC • NYKS	• News paper • Publicity News • Radio channel • Local TV Channel • Cinema Theater

S. No.	District	Partner Categories					
		Educational Institutions	Civil Society & Corporate Bodies	Banks	Co-operatives	Govt. Depts.	Media
23	Dangs	• Government Arts & Commerce & Science College • Government High School Ahwa • Deep Darshan High School • Rutumbhara Girls Vighyalay • Government Agriculture Higher Secondary & High School • Eklavya Resident Boys Model School	• N/A	• N/A	• N/A	• N/A	• Akashwani
24	Navsari	• Primary, Secondary and Higher Secondary Schools	• Diamond Industries • G.I.D.C.	• Navsari District's Bank	• N/A	• Anganwadi workers • Mahila Samakhya • NCC • NSS • NYKS	Print media • Gujarat mitra • Divya Bhaskar • Sandesh • Lok Prahari • Gujarat Times • Electronic media

S. No.	District	Partner Categories					
		Educational Institutions	Civil Society & Corporate Bodies	Banks	Co-operatives	Govt. Depts.	Media
							• Radio Mirchi • FM radio • GPTL Cable Network
25	Valsad	• Primary Schools • Secondary & Higher Secondary Schools • Colleges	• N/A	• BOB • SBI • BOI	• Vasudhara dairy co.op. Society	• WCD • Education • district panchayat	Newspapers • Sandesh • Gujarat Mitra • Divya Bhaskar • Gujarat Samachar Local cable network
26	Tapi	• Arts & commerce Colleges	• Senior Citizen Club • Rotary Club	• All public sector Banks	• Milk Federation	• DEO/DPEO • WCD • SYCA • Health • NSS • NCC • NYKS	• Bulk SMS & Face book Page

8.2.3 SVEEP Events

Many SVEEP events and activities were conducted across Gujarat during 2012. The table below gives an overview of the main activities conducted across the state at district, block and polling station levels.

Table 26: Overview of major SVEEP Events across Gujarat

S. No.	Activity	S. No.	Activity
1	11983 Hoardings	14	Campaign by the Retired Government Officers
2	6,08,175 Posters & Banners	15	Bulk SMS, Dial Tone Messaging
3	35,13,980 Pamphlets	16	Poster, Essay & Debate Competitions
4	11,11,474 vehicle stickers	17	Old age voters as local icons
5	221 Cartoons on elections and Voter education printed in newspapers	18	Campaign by 2.4 lakh Sakhi Mandals/ SHG Groups
6	Cinema Slides	19	Cable TV Scrolling
7	Group Discussion in All India Radio/ Doordarshan	20	Warli &Pithoda Painting competition and exhibition
8	RJ Dhvanit of Radio Mirchi appointed as Election Emissary	21	20,050 rallies, cycle rallies, motor cycle rallies, candle marches, all women rallies, Sankalpa Jyot, Differently-abled persons' rallies & Prabhat Pheris involving 27,00,000 participants
9	Radio Mirchi Partnership	22	250,000 lakh participants in several human chains across the state
10	Marathons – Run for Democracy in different cities	23	814 street plays organized by Sports, youth & Culture Department
11	Garba, Musical Shows, Magic Shows & Puppet shows	24	469 Bhavai and Tamasha shows
12	Signature campaign for Pledging to Vote without Inducement	25	Friendly Cricket Matches
13	Kite Flying Campaign	26	85.47 Lakh Sankalp Patras were distributed and 71.07 lakhs received
		27	Posters in Petrol Pumps and FPS

8.3 FUNDING

One of the challenging dimensions of implementing SVEEP was finance. How to implement widespread large-scale events and activities within a limited budget? At the state level, there was around Rs. 1 crore available to implement the entire SVEEP campaign. Part of this was distributed among all the districts as provided in the table below. Each district received a minimum of INR 25,000 per Assembly Constituency. Some of the districts with a larger urban area received INR 50,000 per AC.

Table 27: Grant distributed among districts for SVEEP in August 2012

S. No.	District	No of ACs	Allotment criterion @ AC	Total allotment
1	Kachchh	6	25000	150000
2	Banaskantha	9	25000	225000
3	Patan	4	25000	100000
4	Mahesana	7	25000	175000
5	Sabarkantha	7	25000	175000
6	Gandhinagar	5	50000	250000
7	Ahmedabad	21	50000	1050000
8	Surendranagar	5	25000	125000
9	Rajkot	11	50000	550000
10	Jamnagar	7	25000	175000
11	Porbandar	2	25000	50000
12	Junagadh	9	25000	225000
13	Amreli	5	25000	125000
14	Bhavnagar	9	25000	225000
15	Anand	7	25,000	175000
16	Kheda	7	25,000	175000
17	Panchmahal	7	25000	175000
18	Dahod	6	25000	150000
19	Vadodara	13	50000	650000
20	Narmada	2	25000	50000
21	Bharuch	5	25000	125000
22	Surat	16	50000	800000
23	Dangs	1	25000	25000
24	Navsari	4	25000	100000
25	Valsad	5	25000	125000
26	Tapi	2	25000	50000
Total Distribution				**62,00,000**

Apart from the above amount, the remaining funding for the numerous SVEEP activities and events came through from various sponsors and partners at the state as well as at the district level. The following sections detail out the same.

8.4.1 State Level (Public & Private)

At state level, various partners were roped in who contributed to SVEEP activities as given in the table below. The amounts mentioned are notional (as obtained from the partners), and the list is illustrative of our main partners. It maybe cautioned at this stage itself, that the notional calculation done at state and district level must not be taken as the exact amount spent behind the SVEEP activities, but should be taken as indicative of the likely amount spent.

Table 28: Notional Amounts Utilized at State level for SVEEP activities

S. No.	Sponsor/Partner	Notional Amount Spent
1	Radio Mirchi	41,26,650
2	GLPC	Difficult to separate as it was taken up as a part of their own agenda
3	NYKS	2,10,000
4	NSS	Difficult to separate as it was taken up as a part of their own agenda
5	NCC	Difficult to separate as it was taken up as a part of their own agenda
6	DD	2,46,00,000
7	AIR	2,25,00,000
8	MGIS School	72,000
9	Mahila Samakhya Society	Difficult to separate as it was taken up as a part of their own agenda
10	NRHM for e-mamta	1,60,000
11	Sports, Youth & Culture Department (For Street Plays etc)	30,35,000
12	Dena Bank	Difficult to separate as it was taken up as a part of their own CSR
1	**TOTAL**	**5,47,03,650**

8.4.2 District Level (Public & Private)

The following table provides the notional amounts spent by the districts through various sponsors and partners for implementation of the plethora of SVEEP activities. Few of the districts were unable to estimate the value of the notional amounts spent through the partners. Hence, the total figure of nearly INR 1.55 crores given below is likely to be much lesser than that actual amount spent.

Table 29: Notional Amounts Utilized by districts for SVEEP Activities

S. No.	District	Notional Amounts
1	Kachchh	3,96,850
2	Banaskantha	10,45,000
3	Patan	1,00,000
4	Mehsana	3,00,000
5	Sabarkantha	8,90,185
6	Gandhinagar	0
7	Ahmedabad	7,20,000
8	Surendranagar	0
9	Rajkot	7,10,000
10	Jamnagar	11,000
11	Porbandar	3,08,000
12	Junagadh	0
13	Amreli	3,14,500
14	Bhavnagar	56,650
15	Anand	5,90,736
16	Kheda	1,25,000
17	Panchmahal	13,32,750
18	Dahod	12,51,500
19	Vadodara	55,00,000
20	Narmada	0
21	Bharuch	13,29,600
22	Surat	5,15,000
23	Dangs	0
24	Navsari	0
25	Valsad	0
26	Tapi	0
	TOTAL	**1,54,96,771**

> *Hence, based on the above figures of notional amounts spent at state and district levels through the valuable partners and sponsors identified and who agreed to support the office of CEO, Gujarat, a total of more than INR 7 crores was sponsored through the various partnerships forged across the state which shows the importance and success of the partnership strategy implemented in Gujarat.*

8.5 MONITORING & REVIEW

The monitoring of the above mentioned large-scale activities across the state required regular follow up from the state level to check the progress of implementation of planned activities in the districts. At the state level, the Additional CEO appointed for SVEEP oversaw the SVEEP activities across the state and hence carried out the periodic review along with the 3-member review team from the core election machinery in the CEO office.

Gujarat developed a detailed reporting format which district level officials in charge of SVEEP were required to fill up and submit on a 15 day interval. This format is attached in Annexure 6 -. Regular review meetings were held with the DEOs on SVEEP implementation where the SVEEP Nodal Officers were always present.

During the review meetings/discussions, which were held every fortnight, the DEOs brought in the updated registration figures of their respective districts, which were reviewed individually for each district and gaps identified based on the same. Based on the gaps identified, the plan and implementation activities were modified mid-course according to requirement found from review. Thus, the plan remained flexible and dynamic throughout the implementation period, allowing the activities to be relevant and effective as required.

The review of SVEEP involved:
- Vetting of district level content that was being continuously developed. Vetting in turn involved:
  o Checking to see if the content was politically neutral and not leaning towards any particular candidate/political party.
  o Checking to see if the content developed was in tandem with the objectives and vision of SVEEP at the state level.
  o Checking to see if it catered to the gaps identified in the district in the plan and was effective in its messaging.
- Evaluating progress of implementation of planned activities. Thus a planned versus actual review was continuously conducted, along with review of immediate results such as registration figures, as mentioned earlier.

To ensure that activities remained apolitical, which was a major part of monitoring activities at such a large scale, the state followed the following strategies:

- Training of all political parties to ensure they understand the objectives of SVEEP, the code of conduct to be followed and how they can be roped in
- Regular interactions were held with political parties to update them on what was being done and also to discuss their queries

ECI visited the state in July 2012 and October 2012 and reviewed SVEEP progress for each district. The Director General, ECI held review meetings with the DEOs for SVEEP via videoconference to discuss what activities were being undertaken to increase turnout. He also conducted meetings with line departments, media and the district Nodal Officers to orient them on the vision of SVEEP.

During such review meetings with ECI as well as with State level CEO team, best practices were also identified in discussions with district level functionaries and the decision to replicate the same across other districts was also taken at the same time. Thus review meetings also created a forum for sharing of best practices.

ECI meeting

9. OUTCOMES

9.1 HEALTHIER ELECTORAL ROLLS AND REGISTRATION RATES

9.1.1 Increase in overall registration of voters

9.1.2 EP ratio closer to expected ratio

9.1.3 Increase in registration of female voters

9.1.4 Increase in registration of new voters (18-19 years old)

9.2 INCREASE IN OVERALL TURNOUT

9.3 INCREASE IN FEMALE TURNOUT

9.4 INCREASE IN URBAN TURNOUT

9.5 INCREASE IN TRIBAL VOTERS TURNOUT

9.6 INCREASE IN TURNOUT IN LOW VOTER TURNOUT POLLING STATIONS TARGETED FOR FOCUSED INTERVENTIONS

9.7 INCREASE IN TURNOUT OF ELECTION STAFF

9.8 THE CASE OF KATHI DARBAR WOMEN OF AMRELI

9.9 THE CASE OF SATIPATIS OF DANGS

9.10 THE CASE OF PROJECT AFFECTED PERSONS OF AHMEDABAD

LEARNING POINTS

- ✚ Outcomes are broadly the results of the voters' education efforts.
- ✚ Important to measure outcomes in terms of registration as well as turnout of voters.
- ✚ Across these two parameters, it is important to measure segregated outcomes, i.e. across various segments of voters to understand if the efforts have trickled across all strata of the voter population such as:
    - o Youth
    - o Women
    - o First Time Voters
    - o Urban Voters
    - o Tribal Voters
    - o Special groups that are excluded due to socio-cultural factors such as the Satipati sect in Dangs
- ✚ Documenting outcomes at such depth requires tremendous efforts and manpower resources. It means a baseline measurement has to be taken in detail in order to understand the effect post-SVEEP interventions.
- ✚ The voters' education efforts carried out in Gujarat achieved success in terms of an increase in registration as well as turnout percentages across all segments of the target population.

The SVEEP interventions reaped several rich dividends for Gujarat in 2012. All areas that were the targets for SVEEP interventions showed a trend with consistent upward increase. It is difficult to generalize that all the outcomes were entirely due to these efforts. However, the very fact that such outcomes have never been seen before in Gujarat and have assumed historic status is a clear indication that SVEEP had the lion's share in contributing towards it.

8.1 HEALTHIER ELECTORAL ROLLS AND REGISTRATION RATES

8.1.1 INCREASE IN OVERALL REGISTRATION OF VOTERS

Over the years, the general trend has been an increasing one with respect to the absolute number of males and females who have registered on electoral rolls. However, at the time of the last general elections in Gujarat, which was the Parliamentary elections in 2009, the election machinery saw a total number of voters at 36.47 million, which was an in fact a decrease of about 460,000from the previous year.

At the time of the 2012 Legislative Assembly elections in Gujarat, the total number of voters was around 38.08 million, registering an increase of more than 286,000 over 2011 rolls. This is the highest number of registered voters ever in the electoral rolls.

Table 30: Trends in Total Registered Voters since 2007

2007	2008	2009: At The time of Parliamentary Election	2010	2011	2012: At The time of LA Election
36,577,208	36,927,957	36,466,933	37,110,498	37,791,422	38,077,454

8.1.2 EP RATIO CLOSER TO EXPECTED RATIO

The elector-population ratio as per the electoral rolls has also come close to the ratio as per the Census of the country. The table below shows the comparison and trends of the EP ratio of the rolls with the EP ratio as per the Census. The EP ratio has changed from 64.30 in 2011 to 61.87 in 2012, closer to the EP ratio of the census at 61.04.

Table 31: Trends in EP Ratio since 2007

2008		2009		2010		2011		2012	
Census	Roll	Census	Roll	Census	Roll	Census	Roll	Census	Roll
61.07	65.69	61.07	64.08	61.07	63.95	61.07	64.30	61.07	61.87

8.1.3 INCREASE IN REGISTRATION OF FEMALE VOTERS

Even though the number of registered voters in absolute terms for male and female voters has increased there is still much left to be desired with regards to the overall gender ratio, which though has improved, needs to be bridged further. The figures in the tables below reflect the same.

The absolute number of registered female voters has increased from 18.067 million in 2011 to around 18.14 million at the time of the 2012 elections. While for registered male voters, the figures increased from 19.72 million to 19.93 million in 2012 elections.

Table 32: Total Registered Male & Female Voters since 2007

Gender	2007	2008	2009: At the time of PC Election	2010	2011	2012: At the time of LA Election
Male	18,864,376	19,086,061	18,885,467	19,309,928	19,724,160	19,933,543
Female	17,712,832	17,841,896	17,581,466	17,800,556	18,067,131	18,143,714

The gender ratio of the state has decreased from 921 to 918, as per the Census in 2011. The gender ratio of the rolls had moved closer to this figure in 2011 by registering 916 as the gender ratio but decreased in 2012 roll revision to 906. However, after undertaking a special roll revision in June-August 2012 and continuous revision it went upto 910.

Table 33: Trends in Gender Ratio of Electoral Roll & Census since 2008

2008		2009		2010		2011		2012	
Census	Roll	Census	Roll	Census	Roll	Census	Roll	Census	Roll
921	935	921	932	921	922	918	916	918	910

8.1.4 INCREASE IN REGISTRATION OF NEW VOTERS (18-19 years old)

The gap in the new voter/young voter age cohort of 18-19 years has been bridged substantially in a short span of time but still has quite a distance to match the census EP ratio for the cohort at 4.11. The current EP ratio for the age cohort of 18-19 years is 2.17, which is a leap from 1.43 the previous year. The trends for the same are shown in the table below.

Table 34: Trends in EP Ratio of 18-19 years age cohort since 2007

2008		2009		2010		2011		2012	
Census	Roll	Census	Roll	Census	Roll	Census	Roll	Census	Roll
4.11	0.14	4.11	0.42	4.11	0.88	4.11	1.43	4.11	2.17

The total number of 18-19 year olds registered in 2012 is a whopping 1024749, of which 620774 are males and 403975 are females. Hence, overall it can be concluded that the registration rates improved and recorded the highest ever registered voters in absolute numbers in 2012.

8.2 INCREASE IN OVERALL TURNOUT

Gujarat has registered record-breaking voter turnout in the 2012 elections in comparison to the previous elections. The chart below shows the trends of voter turnout over the past 10 years.

Chart 14: Voter Turnout Trends from 2002-2012

	2002	2004	2007	2009	2012
Voter Turnout	61.54	45.16	59.77	47.89	72.02
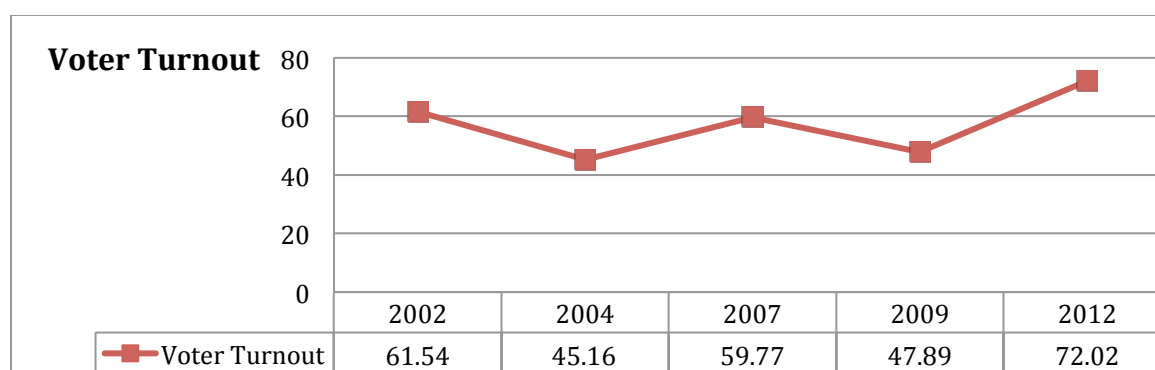
The district wise comparison of voter turnout between 2002, 2007 and 2012 legislative assembly elections has been provided in the table below. It shows that there is a significant increase in overall voter turnout in the 2012 elections, an overall increase of more than 12%.

Table 35: District wise comparison of increase in voter turnout in 2012

S. No.	District	2002 Turnout	2007 Turnout	2012 Turnout
1	Kachchh	61.39	58.48	68.25
2	Banaskantha	67.58	62.57	75.57
3	Patan	67.34	64.63	71.63
4	Mehsana	69.95	64.31	74.61

5	Sabarkantha	67.58	61.31	76.69
6	Gandhinagar	65.49	63.23	75.49
7	Ahmedabad	55.89	58.24	69.16
8	Surendranagar	65.21	59.83	70.59
9	Rajkot	60.19	58.02	71.58
10	Jamnagar	59.14	55.73	69.03
11	Porbandar	57.96	56.96	66.90
12	Junagadh	63.97	62.07	70.38
13	Amreli	60.66	59.39	67.85
14	Bhavnagar	55.44	57.77	69.89
15	Anand	68.07	63.69	75.42
16	Kheda	65.41	61.76	72.92
17	Panchmahal	67.36	56.62	72.52
18	Dahod	57.28	49.89	69.27
19	Vadodara	63.75	58.69	72.92
20	Narmada	68.04	69.65	83.27
21	Bharuch	70.69	64.36	75.82
22	Surat	49.72	58.53	69.96
23	Dangs	55.91	58.87	69.79
24	Navsari	63.88	64.65	76.54
25	Valsad	61.36	61.82	74.40
26	Tapi	N.A.	N.A.	81.36
2	**State Average**	**61.54**	**59.77**	**72.02**

8.3 INCREASE IN FEMALE TURNOUT

Gujarat also recorded the highest-ever female voter turnout at the 2012 General Assembly elections at 69.52%, which is a huge jump from 57% of the 2007 General Assembly elections. The general trend of the female voter turnout over the years at the state level has been shown in the graph below. The subsequent table shows the detailed district wise comparison of female voter turnout over the years.

Chart 15: Trends of female vote turnout over the past 5 elections

Female Voter Turnout

	2002	2004	2007	2009	2012
Female Voter Turnout	57.99	40.06	57.03	43.36	69.52
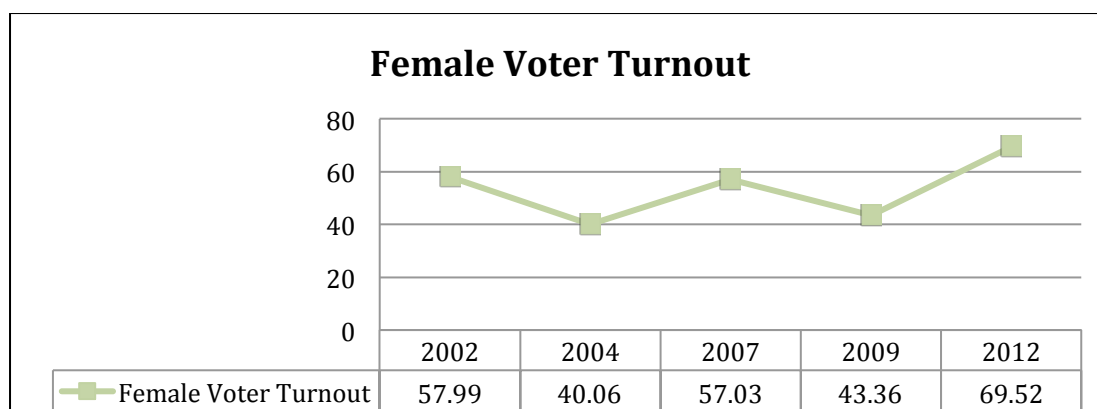
In the 2012 elections, Tapi registered the highest female voter turnout at 79% while Porbandar had the lowest female turnout rate at 63.07% followed by Amreli at 63.43%. This is however higher than the state average in all previous elections.

Table 36: District wise female voter turnout in 2002, 2007 & 2012

SR. NO.	DISRICT	TURN OUT 2002	TURN OUT 2007	TURN OUT 2012
1	Kachchh	59.47	57.09	66.70
2	Banaskantha	62.23	58.26	71.72
3	Patan	64.04	62.47	69.35
4	Mehsana	66.03	61.73	72.04
5	Sabarkantha	64.06	58.18	74.10
6	Gandhinagar	61.20	60.12	72.23
7	Ahmedabad	52.48	55.48	66.63
8	Surendranagar	60.69	55.50	66.77
9	Rajkot	56.59	54.50	68.00
10	Jamnagar	55.44	51.79	64.99
11	Porbandar	53.13	53.60	63.07
12	Junagadh	60.46	59.11	67.39
13	Amreli	55.96	54.82	63.43
14	Bhavnagar	50.40	53.40	66.27
15	Anand	62.82	59.33	72.53
16	Kheda	59.81	56.98	68.93
17	Panchmahal	64.31	54.07	71.32
18	Dahod	55.41	49.56	68.32
19	Vadodara	59.87	55.59	70.54
20	Narmada	65.42	68.16	81.60
21	Bharuch	67.56	62.46	73.91
22	Surat	47.37	57.84	69.06
23	Dangs	52.53	57.80	69.83

24	Navsari	62.14	64.48	75.96
25	Valsad	59.94	61.67	74.81
26	Tapi*	N.A.	N.A.	79.41
	State Average	**57.99**	**57.03**	**69.52**

* Tapi was carved out as a new district as per the new delimitations in 2008.

8.4 INCREASE IN URBAN TURNOUT

In the predominantly urban districts of Ahmedabad, Rajkot, Surat and Vadodara, the average turnout has inched closer to the state average of 72.02% and this is a substantial increase from the 59.77% turnout in the last General Assembly elections in the state.

The table below shows the figures for the same. Vadodara has the highest urban voter turnout at 72.92%, which is higher than the state average while Ahmedabad has the lowest urban voter turnout at 69.16%.

Voters' queue in Ahmedabad

Table 37: Increase in Urban Turnout in 2012 elections

S. No.	District	2002	2007	2012
		Total Turnout	**Total Turnout**	**Total Turnout**

1	Ahmedabad	55.89	58.24	69.16
2	Rajkot	60.19	58.02	71.58
3	Vadodara	63.75	58.69	72.92
4	Surat	49.72	58.53	69.96
State Average		**61.54**	**59.77**	**72.02**

8.5 INCREASE IN TRIBAL VOTERS TURNOUT

Gujarat, as discussed earlier, has a relatively large tribal population of around38.07 million spread in seven districts of the state. The average voter turnout in the past elections was 61.5% in 2002 and 59.77% in 2007. However, in 2012, the region registered a high voter turnout among the tribal areas with four out of the seven districts recording a higher tribal population turnout than the state average voter turnout. The table below reflects these historical figures.

Table 38: Tribal Voter Turnout in 2002, 2007 & 2012

S. No.	District	2002 Total Turnout	2007 Total Turnout	2012 Total Turnout
1	Dahod	57.28	49.89	69.27
2	Panchmahals	67.36	56.62	72.52
3	Tapi	N.A.	N.A.	81.36
4	Narmada	68.04	69.65	83.27
5	Sabarkantha	67.58	61.31	76.69
6	Bharuch	70.69	64.36	75.82
7	Dangs	55.91	58.87	69.79
	State Average	61.54	59.77	72.02

Though it is a homogenous category, parent voters were recognized as a category that needed targeted intervention. The idea that struck home was to tap the force of motivation that a child can have for his/her parents, as it cuts across all cultures, communities, societies and households. The potential of a child therefore, as a message-carrier was taken advantage of through the Sankalpa Patra initiative. This was particularly popular in Tribal districts.

8.6 INCREASE IN TURNOUT IN LOW VOTER TURNOUT POLLING STATIONS TARGETED FOR FOCUSED INTERVENTIONS

The district election machinery identified 5336 polling stations as part of the targeted intervention strategy of the state for SVEEP. In these polling stations, the voter turnout recorded in the past was low and hence they were flagged for special emphasis. Post the SVEEP interventions, the polling stations have all recorded an increase in voter turnout as shown in the table below.

Table 39: Comparison of Voter Turnout in Targeted Polling Stations

S. No	District	No. of PS for TI	Average Turnout in these PS in 2007			Post SVEEP Average Turnout in these PS in 2012		
			M	**F**	**T**	**M**	**F**	**T**
1	Kachchh	56	35.80	33.16	34.53	52.95	50.16	51.67
2	Banaskantha	75	48.62	32.99	39.39	66.70	57.10	62.06
3	Patan	505	49.51	38.73	44.23	68.85	62.58	65.89
4	Mehsana	250	47.58	43.27	45.39	63.84	61.34	62.64
5	Sabarkantha	983	45.18	40.24	42.74	71.93	70.93	71.48
6	Gandhinagar	30	56.60	37.60	47.15	75.35	71.15	73.32
7	Ahmedabad	74	45.96	41.55	43.75	65.97	62.51	64.07
8	Surendranagar	50	43.33	30.72	37.31	66.85	57.45	62.38
9	Rajkot	108	61.99	59.11	60.09	74.88	69.16	72.16
10	Jamnagar	477	42.12	28.94	35.77	66.91	55.50	61.54
11	Porbandar	69	47.36	38.01	42.82	66.14	56.99	61.78
12	Junagadh	66	48.41	41.58	45.14	65.34	59.69	62.68
13	Amreli	25	49.92	37.76	44.03	75.70	66.15	71.59
14	Bhavnagar	140	41.18	30.54	35.86	69.30	63.14	66.22
15	Anand	45	50.13	40.14	45.29	69.99	64.69	67.65
16	Kheda	28	43.83	34.62	39.11	67.64	60.52	64.23
17	Panchmahal	229	37.72	35.52	36.62	59.77	58.27	59.15
18	Dahod	213	15.72	12.35	28.07	57.93	57.32	57.67
19	Vadodara	288	50.00	40.52	45.14	71.18	61.66	66.42
20	Narmada	195	63.23	58.99	61.13	73.46	71.89	72.65
21	Bharuch	34	35.43	31.61	36.62	59.77	58.27	59.15
22	Surat	105	64.36	61.63	63.00	70.51	68.92	70.06
23	Dangs	310	45.07	42.74	43.86	59.32	61.10	60.22
24	Navsari	136	54.33	56.45	55.39	69.99	72.31	71.15
25	Valsad	586	38.59	37.88	37.65	62.06	64.84	62.95
26	Tapi	249	63.47	58.91	61.16	79.35	76.44	77.88

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│ **ALL WOMEN'S RALLIES**

Almost all districts were holding rallies for voter awareness. The DEO of Sabarkantha, Ms. Shahmeena Husain decided to appeal to the female voters by holding rallies with only women as participants, locally called "*Mahila Matdaar Rallies.* Sabarkantha is predominantly a tribal district. The low female voter turn-out polling stations were already identified in the district, but it was a revelation for the election administration when they found out that women in these PS areas were not even aware that they had a right to vote.

The Wednesday of every week is the day fixed to immunize young children by Health Workers all over the State, and is known as *Mamta Divas.* The DEO decided to hold these rallies on Wednesdays in the low female turnout areas. The rally would consist of the Health Workers, Anganwadi workers, Self Help Group members, and since it was strategically decided to start the rally from the Health Center (Mamta Kendra), the female beneficiaries present for immunization would join in the rally. These women would then go into the streets of the Polling Station area shouting innovative slogans and carrying informative banners about the right of women to vote, time and date of polls, separate queues for woman, two female voters to cast their vote for every male voter etc. 80,000 women participated in 826 such rallies in the district.
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8.7 INCREASE IN TURNOUT OF ELECTION STAFF

Turnout for election staff and service voters is registered with the help of the number of postal ballots received. The election machinery of Gujarat laid special emphasis on voting by government staff on election duty by giving them rigorous training and orientation on the utilization of the postal ballot. They also provided information to service voters on how to vote through postal ballot.

Thus due to these concentrated efforts, the number of postal ballots received in the 2012 elections was 29 times the previous election's return, and the Postal ballots turnout was approximately 81 %. The table below shows the figures for the current and previous elections.

Table 40: Increase in Postal Ballots received in 2012

2007		2012		
Total Election Staff	**Total Turnout**	**Total Election Staff**	**Total PBs issued**	**Total Turnout**

2.45 lakhs	9,414	3.36 lakhs	2.94 lakhs	2.75 lakhs

8.8 THE CASE OF KATHI DARBAR WOMEN OF AMRELI

As explained in the earlier sections on some of the excluded groups in the electoral process in the state, the women of the Kathi Darbar community in Amreli district stood out in terms of the socio-cultural situation they were in. The way the election machinery at the district level handled the situation, led to the increase in the registration and turnout of women in the community in all areas.

The table below provides details of the polling stations where there were majority voters from the Kathi Darbar community and details of the male, female and total voter turnout in elections in 2007 and the turnout in 2012 elections in comparison. It shows a clear increase across the polling stations among the women and thereby the total voter turnout average as well. In 24 polling stations, as highlighted, it shows an increase of at least 20% in female voter turnout or total voter turnout or both.

Table 41: Comparison of Voters' Turnout in the PS having majority population of Kathi community

S. No.	Name of AC	PS Name (2007)	Voter Turnout in Assembly Election 2007			PS Name (2012)	Voter Turnout in Assembly Election 2012		
			Male	**Female**	**Total**		**Male**	**Female**	**Total**
1	94-Dhari	65-Khijadia	44.59	1.25	22.08	65-Khijadia	89.53	80.72	65.21
2	94-Dhari	192-Gadhiya	53.72	20.17	37.32	186-Gadhiya	69.13	44.04	57.51
3	94-Dhari	104-Manavav	64.55	37.38	51.15	87-Manavav	76.40	57.87	67.73
4	94-Dhari	91-Dahida	64.40	53.68	59.06	85- Dahida	76.30	64.43	70.62
5	94-Dhari	151-Vavdi	64.44	47.15	56.20	143-Vavdi	80.54	49.22	66.06
6	94-Dhari	142-Garamli Nani Moti	59.65	46.97	53.24	135--Garamli Nani Moti	67.69	51.28	59.73
7	94-Dhari	153-Khambhaliya	56.91	43.36	50.42	139- Khambhaliya	92.42	77.78	85.54
8	94-Dhari	116-Ingorala Dungri	54.72	24.51	39.53	136- Ingorala Dungri	78.62	48.39	65.04
9	94-Dhari	170-Dholarva	58.90	36.54	47.96	74- Dholarva	85.63	75.00	80.78
10	94-Dhari	62-Jamka	64.96	48.29	56.28	63- Jamka	79.11	65.80	72.43
11	94-Dhari	66-Hulariya	55.14	47.47	51.46	66- Hulariya	76.85	68.00	72.60
12	94-Dhari	68-Halariya-1	61.55	50.87	56.30	69-Halariya-1	64.31	50.00	57.61
13	94-Dhari	69-Halariya-2	67.13	55.56	61.18	70- Halariya-2	73.98	59.08	66.72
14	95-Amreli	129-Timbla	45.61	24.84	35.74	246-Timbla	72.63	62.84	68.20
15	95-Amreli	168-Chandgadh	53.69	31.91	42.82	286-Chandgadh	65.48	43.92	54.68
16	95-Amreli	55-Varasda-1	56.78	44.99	50.90	159- Varasda-1	78.52	68.96	74.04
17	95-Amreli	56-Varasda-2	66.93	43.55	55.20	160- Varasda-2	67.36	46.44	57.42
18	95-Amreli	187-Amrapur-1	59.65	51.92	55.77	87- Amrapur-1	65.53	52.47	59.14
19	95-Amreli	188-Amrapur-2	67.77	57.62	62.86	88- Amrapur-2	70.83	65.70	68.39
20	95-Amreli	189-Amrapur-3	63.32	51.28	57.40	89- Amrapur-3	63.82	54.85	59.54
21	96-Lathi	10-Adtala-1	57.10	30.09	43.19	123-Adtala-1	62.77	56.37	59.84
22	96-Lathi	11- Adtala -2	53.92	35.71	45.02	124-Adtala-2	68.81	60.40	64.87
23	96-Lathi	37-Khambhala-1	68.15	46.15	56.92	38- Khambhala-1	84.24	70.27	77.36

S. No.	Name of AC	PS Name (2007)	Voter Turnout in Assembly Election 2007			PS Name (2012)	Voter Turnout in Assembly Election 2012		
			Male	Female	Total		Male	Female	Total
24	96-Lathi	38-Khambhala-2	64.68	46.68	55.86	39- Khambhala-2	83.20	72.48	78.04
25	96-Lathi	39-Khambhala-3	66.19	51.30	59.17	40- Khambhala-3	79.46	74.86	77.36
26	96-Lathi	24-Vankiya	58.52	60.82	59.63	24- Vankiya-1	78.80	62.42	71.31
	96-Lathi					25- Vankiya-2	82.57	71.29	77.08
27	96-Lathi	62-Kariyana-1	74.39	59.73	67.12	65- Kariyana-1	85.89	74.24	80.17
28	96-Lathi	63-Kariyana-2	63.93	48.54	56.32	66- Kariyana-2	84.42	72.44	78.75
29	96-Lathi	64-Kariyana-3	72.89	62.67	67.96	67- Kariyana-3	85.02	73.11	79.60
30	96-Lathi	11-Kotdapitha-1	67.49	53.62	60.56	11-Kotdapitha-1	72.76	63.87	68.62
31	96-Lathi	12-Kotdapitha-2	73.65	61.59	67.81	12-Kotdapitha-2	76.04	63.87	74.09
32	96-Lathi	13-Kotdapitha-3	63.77	59.62	61.75	13-Kotdapitha-3	75.09	75.05	75.07
33	97-Savarkundla	153-Krankach-1	54.49	30.46	42.69	54-Krankach-1	64.75	57.50	61.33
34	97-Savarkundla	154- Krankach-2	47.94	47.98	47.96	55- Krankach-2	49.17	53.74	51.35
35	97-Savarkundla	155- Krankach-3	47.10	40.54	43.82	56- Krankach-3	71.86	72.70	72.26
36	97-Savarkundla	109-Pithavdi-1	49.51	35.80	43.14	183-Pithavdi-1	65.19	60.68	63.14
37	97-Savarkundla	110- Pithavdi-2	47.73	39.02	43.65	184-Pithavdi-2	55.02	54.89	54.96
38	97-Savarkundla	111- Pithavdi-3	56.19	43.35	49.77	185- Pithavdi-3	67.92	66.51	67.25
39	97-Savarkundla	144-Lilia Nana	64.86	48.65	57.08	45- Lilia Nana	68.31	52.22	60.58
40	97-Savarkundla	145-Jabal-1	64.48	52.52	58.48	222- Jabal-1	71.32	51.59	62.02
41	97-Savarkundla	146-Jabal-2	75.24	63.55	69.51	223- Jabal-2	80.63	70.13	75.72
42	97-Savarkundla	169-Aadsang	66.87	45.34	56.33	250- Aadsang	67.33	52.39	60.55
43	97-Savarkundla	142-Goradka-1	64.42	48.64	56.65	219- Goradka-1	74.08	56.88	65.81
44	97-Savarkundla	143-Goradka-2	61.80	49.12	55.54	220- Goradka-2	69.49	59.86	65.10
45	97-Savarkundla	144-Luvara	68.38	51.69	59.98	221- Luvara	74.83	61.14	68.38

S. No.	Name of AC	PS Name (2007)	Voter Turnout in Assembly Election 2007			PS Name (2012)	Voter Turnout in Assembly Election 2012		
			Male	Female	Total		Male	Female	Total
46	98-Rajula	159-Ghenspur	66.39	11.39	39.29	214-Ghenspur	73.39	31.88	53.46
47	98-Rajula	109-Kathirvadar	46.03	16.33	31.02	141-Kathirvadar	85.74	64.67	75.87
48	98-Rajula	219-Bhundali	57.54	42.86	50.18	36- Bhundali	60.03	45.66	53.19
49	98-Rajula	100-Vad	55.25	16.62	35.90	122- Vad	81.46	54.26	68.65
50	98-Rajula	101-Bhachadar	59.26	45.95	52.76	123- Bhachadar	78.24	56.71	68.18
51	98-Rajula	106-Uchaiya	57.79	38.36	48.55	147- Uchaiya	70.38	36.54	55.49
52	98-Rajula	78-Chhatadiya	69.59	56.57	63.33	119- Chhatadiya	86.05	63.61	75.59
53	98-Rajula	153-Nageshri-1	58.85	47.70	53.41	208- Nageshri-1	74.96	66.81	71.31
54	98-Rajula	154-Nageshri-2	55.29	28.98	42.40	209- Nageshri-2	73.63	46.40	61.07
55	98-Rajula	155-Nageshri-3	53.60	43.47	48.71	210- Nageshri-3	72.48	65.19	69.17
56	98-Rajula	156-Nageshri-4	52.19	40.99	46.95	211- Nageshri-4	77.78	68.28	73.43
57	98-Rajula	149-Dudhala	69.15	58.27	63.75	212-Dudhala	83.22	69.61	76.66
58	98-Rajula	135-Jikadri	56.61	31.38	45.01	204- Jikadri	69.30	34.29	53.85

3   4

indicates more than 20% difference in total Voters' turn out in 2007 & 2012

indicates more than 20% difference in female Voters' turn out in 2007 & 2012

8.9 THE CASE OF SATIPATIS OF DANGS

Dang is a predominantly tribal district with 94% tribal population. Migration of the landless posed many problems for the district administration while implementing the voter education programs. Migration is one of the issues that tribal districts face in ensuring voter participation in the electoral process. The other issue is with regards to the Satipati sect.

The Satipati sect in the district does not participate in any of the government programs, to the extent that they are not registered even for ration cards. They do not believe in the government machinery and believe that the nature they own will provide for them. There are more than 3000 eligible voters of the sect, who do not therefore, participate in the election process.

The district administration repeatedly went to them and after some time, they could make a dent and could get initial success from a few families who were persuaded to get themselves registered as voters. They were convinced that EPIC could also facilitate them to obtain benefits of the various government programmes for them.

The administration never tried to touch the sensitive part of their belief or manipulated in getting them enrolled in voter list. Instead, they used the services of the recently appointed government employees who belonged to the sect. When the community members saw that the educated young from their own sect improved their economic status once they get a job, they started believing that it is in their interest to accept these changes, and they started taking more interest in participating in the electoral process as well. Though the increase in participation and turnout does not match that of other districts and Polling Stations, even the fact of increase from 37-38 % to 48.03% turnout is a significant development as far as the election machinery is concerned. There is much more that needs to be done. However a beginning has been made.

A village called Gujjarpur, of 172- Nizar A.C. of Tapi District had a sizeable population of Satipatis. It had recoded 17.27% turnout in 2007. In 2012 Legislative Assembly elections, the same village recorded 56.38% turnout, the highest so far in any elections.

The table below shows details of the change wrought through this initiative, shown by way of the voter turnout from the community.

Table 43: Voter Turnout of Satipati Sect post SVEEP intervention

Year	Registered Voters	Turnout

	Total	Male	Female	Total	Male	Female
2002	2712	1367	1345	37.99	37.08	37.53
2007	3493	1756	1737	38.10	38.61	37.59
2012	4613	2317	2296	48.03	48.46	47.60

8.10 THE CASE OF PROJECT AFFECTED PERSONS OF AHMEDABAD

For the development of the riverfront of Sabarmati River, Ahmedabad Municipal Corporation undertook a project called Sabarmati River Front Project. Due to this project, people residing on the banks of the river were ousted and shifted/rehabilitated. The Sabarmati River Front Development Corporation Ltd. (SRFDCL) allocated the affected persons houses at the relocation sites. There are total of 20 Relocation sites developed by Sabarmati River Front development Project, in which, about 8304 houses have been allotted to the Project affected persons (PAFs).

The district administration took upon itself the task of ensuring the registration of the electors (who have shifted from their original places of residence to the newly relocated sites), in the respective Assembly Constituencies of their new places of residence. Special BLOs were appointed for each of the relocation sites who conducted house-to-house surveys at these sites to register the resettled people.

Due to all the efforts, total 19,161 persons residing at relocation sites were enrolled and their names included in the Electoral roll published on 20-11-2012. Out of these 19,161 electors, 12,983 exercised their franchise on 17th December 2012, that is, their turnout was 67.76%.

Registration of Sabarmati project affected persons

USING TRADITIONAL FESTIVAL FOR SVEEP

Girnar Parikrama is held every year at Bhavnath in Junagadh District. This is held on the occasion of Dev Diwali, which falls after 15 days of Diwali festival. Around one million pilgrims come from all over the country to do this Parikrama, which takes on an average 3 days to complete. Taking advantage of this occasion, Junagadh DEO arranged for a special programme called *"SorathVote Karega"* during the Parikrama period i.e. from 24th to 28th November 2012. In this programme live telecast of conversation related to voter awareness with the pilgrims of Girnar Parikrma was done and put up on the website of Girnar Parikrama and was also broadcasted separately in the nearby 173 villages. Similarly, during the Kartiki Purnima festival on 28.11.2012 at Somnath, Junagadh, live telecast of conversations with pilgrims regarding voter awareness was done again.

10. INNOVATIONS & BEST PRACTICES: WHAT WAS NEW & EFFECTIVE IN SVEEP?

10.1   MATDAAR SAHAYATA KENDRAS

10.2   FLEXIBILITY OF PLANS

10.3   REPLICATION AS A STRATEGY

10.4   BLO REGISTER

10.5   BLO VISIT RECORD

10.6   SVEEP NODAL OFFICER AT DISTRICT LEVEL

10.7   COMMUNICATION BOMBARDMENT

10.8   SYSTEMATIC ENROLLMENT OF YOUTH THROUGH EDUCATIONAL INSTITUTIONS

10.9   TRACING 18 YEAR OLDS FOR REGISTRATION

10.10 LIST OF CLAIMS AND OBJECTIONS IN PUBLIC DOMAIN

10.11 BULWARK OF PARTNERSHIPS

10.12 PARTNERSHIP WITH GOVERNMENT MEDIA - DOORDARSHAN

10.13 PARTNERSHIP WITH A PRIVATE FM RADIO CHANNEL

10.14 PARTNERSHIP WITH A SCHOOL FOR CONTENT CREATION

10.15 BAA BAHU AUR BETI CAMPAIGN

10.16 SANKALPA PATRAS

10.17 YOUTH ELECTION EMISSARY

10.18 VERY SENIOR CITIZENS AS LOCAL ICONS

10.19 E-MAMTA

10.20 DENA BANK FACILITIES

10.21 UTILIZING LOCAL CULTURAL EVENTS, FESTIVALS AND MEDIUMS

10.22 EDUCATING POLITICAL PARTIES

10.23 INFORMATION FOR CANDIDATES

10.24 ONLINE ENGAGEMENT

10.25 COMBINING SVEEP WITH CONFIDENCE BUILDING

LEARNING POINTS

- ✚ It is important to identify the interventions that worked for the state in voters' education so as to record it for institutional memory and utilize on future occasions.

- ✚ It is also necessary to understand and note down what did not work in voters' education, difficult as it may be. This is important so that mistakes are not repeated in the future.

- ✚ Identifying best practices also helps in identifying and later felicitating the officials of the election machinery who came out with innovative mechanisms to generate voter awareness.

- ✚ Best Practices and innovative methods can be anything that worked for the state to make the voter education program a success. Hence, it is important to keep an eye out for identifying what is efficient and effective during implementation. For example, they can be:
  - o Modes of working, such as flexibility in planning
  - o An institutional setup, such as the SVEEP Nodal Officers at district level in Gujarat
  - o Partnerships that worked, such as with a private radio FM channel or with the government media
  - o A novel intervention to boost voter awareness or voter participation, such as the Matdaar Sahayata Kendras or the systematic enrollment of the youth through higher educational institutions.
  - o Communication strategy that has worked, such as the bombardment strategy in Gujarat

Several innovative activities were taken up at state and district level. In fact, it was through the implementation of SVEEP that the hidden or dormant talent of many government officials came to the fore and was recognized. To name a few innovative activities:

- The Sankalpa Patra of Surendranagar,
- Giving SVEEP messages on LPG (domestic gas) cylinders in Godhra district,
- Stamping SVEEP messages on patient prescription in Ahmedabad district,
- All women rallies of Sabarkantha district,
- Messaging through E-Mamta at the state level,
- Pictorial pledge taking letters for illiterate tribal women of Dahod district,
- Having 100+ year old voters as local icons,
- Writing personalized appeal letters to voters in almost all districts
- Youth corner on CEOs website giving details of Designated Officers in higher educational institutions of all the ACs of the state
- Mobile Matdaar Sahayata Kendras of Junagadh district
- Special *Garba* songs with SVEEP messages for *Navratri* festival in the state
- SVEEP motivation through special awareness teams in Mehsana district
- Utilizing all the Band Parties of the District for SVEEP participation in Sabarkantha district
- Educating political party representatives, etc.

This section details out some of those mentioned above and a few other major and effective strategies and activities that were implemented across the state towards voter education and empowerment.

10.1   MATDAAR SAHAYATA KENDRAS (MSK)

Matdaar Sahayata Kendras were setup across the state in all district and block headquarters to facilitate voters in all the process of electoral participation. Voter facilitation Centers were not new to the country, as Delhi and Uttar Pradesh had already introduced them as standalone models. Similarly, Karnataka had also introduced such facilitation for urban voters of Bangalore city. However, what was unique about these centers in Gujarat was the fact that these were based on an integrated model. The MSKs were in fact established inside the 225 Jan Seva Kendras or JSK that were already in existence since 2005. The JSKs established in District and Taluka headquarters are meant for delivering various one-shop-stop services pertaining to the office of the Collector and District Magistrate who is also the District Election Officer. The electoral registration related services were added to them. The MSKs started to function from June 2012 and provided a range of services to the voters from query clarification to registration. The following table provides the range of services that the centers provide.

Table 43: Services provided at the Matdaar Sahayata Kendra

S. No.	Services	Time
1	Search Facility of Voters List	Immediate
2	Issue of Duplicate EPICs	Same day
3	BLO details	Immediate
4	Location & details of Polling station	Immediate
5	Issue of Form No-6,7,8, 8A	Immediate
6	Accepting Form No-6,7,8,8A	Immediate
7	Updating photographs of electors in the electoral roll.	Immediate
8	Accessibility	At all District and Block HQs integrated with CFC
9	Number of EPICs issued during 2012 elections from MSK	15,43,880

PHOTO OF AN MSK

Thus instead of establishing facilitation centers from scratch with high capital investment, the state machinery implemented it in the same premises as the Jan Seva

Kendras or JSKs (Citizen Service Centers) which have very high footfalls due to the variety of services that are provided there. This made sense as it was very clear that except during the election period, a lone MSK would have very low level of activity. But the MSKs within the JSKs, were able to reach out to more people, unlike what a stand-alone MSK would have achieved.

MOBILE MSK

The DEO Junagadh, Shri Manish Bharadwaj went beyond the mandate of setting up Matdaar Sahayata Kendras in each of the District and Taluka headquarters. He organized mobile MSKs in Vans and ensured that they visited the Polling Stations which required targeted interventions due to low voter ratio, low EP ratio, low voter turn-out or low female voter turn-out.

Preparing an EPIC in a mobile MSK

10.2   FLEXIBILITY OF PLANS

One of the biggest strengths of the SVEEP implementation was its flexibility. District level Plans were made in the first half of the year (April-May 2012) by the DEOs as per instructions received from the office of the CEO. Mostly these plans were implemented but what was remarkable was that it left space for modification – in terms of either

addition, modification or even deletion of activities/efforts if a particular attempt was not working well.

During the review meetings at the State level with the DEOs and District Nodal Officers (SVEEP), progress in implementation of the plans was discussed. During the course of this review, both gaps and good practices were identified and the same was taken into account to modify plans, wherever required. For replicating innovative ideas, decisions were taken at the state level. Following examples are evidence of these modifications:

- The idea of Sankalpa Patra or Pledge letters addressed to parents by the primary school children was that of Surendranagar District. It was decided at the State level to replicate this idea in all 26 districts through their Primary Schools. Some districts went ahead and did this exercise in some Secondary and Higher Secondary schools and even in a few Colleges.
- During one of the Video Conferences with DEOs, it came to the notice of CEO office that some districts were distributing printed personalized appeals to voters in rural areas through BLOs. This was also replicated in all districts.
- During another Video Conference review of SVEEP implementation, the DEO of Narmada district, mentioned about how he plans to utilize the 100+ year old voters of his district as local icon for the district. The idea was so appealing, that it was decided to implement this idea in the entire state.
- Initially all the Districts were advised to develop their own content for hoardings, posters and banners with the rider that it must be approved at the state level. But by May-June 2012, it was realized that the uniformity of message/information and quality were likely to suffer in the process. Therefore, as a mid-course correction, it was decided to develop a "basket of content" at state level, with relevant input from district level, and these standard messages were then used all over the state.

Thus the flexibility in implementation of well thought out plans, kept the SVEEP campaigns dynamic, relevant and effective.

10.3   REPLICATION AS A STRATEGY

All the above activities have been novel and fairly effective initiatives and strategies implemented by the state. The biggest strategy though is a cross cutting theme, that is, mid-course replication of creative/innovative activities and content across the board. Therefore, rather than develop parallel content in the 26 districts, aside from having widespread impact and visibility, replication has not only led to conservation of precious time but also that of human as well as financial resources.

Review meetings were held fortnightly in the state with the district level machinery either in person or over videoconferencing to check the progress of implementation of

SVEEP activities and immediate result verification in terms of change in registration rates and figures. During these discussions, district officials deliberated on various initiatives taken up at their respective levels (state provided ample space for creativity of district officials to literally "run wild", though not "run amock" in creating effective and innovative campaigns based on local culture and context.).

Some of the initiatives discussed by district officials were found to be really good in terms of their potential for positive impact on voters aside from their creative content or doability. Therefore, without wasting precious time it was taken up for replication at state level, and instructions would be passed to all districts about the standardized manner in which it was to be replicated. Thus, review meetings really became a "resource base" from where new implementable ideas and best practices emanated.

This replication of activities also spanned inter-state. A lot of the content developed by Tamil Nadu and Uttar Pradesh during their General Assembly elections were utilized in toto in Gujarat. Thus, replication as a strategy was found to be very effective, allowing for saving of precious resources and thus freeing time, manpower resources and budget to some extent for deployment elsewhere in the wide range of activities required to be implemented.

10.4   BLO REGISTER

Gujarat devised a very methodical approach to voter registration and maintaining integrity of rolls in the form of the initiative known as "BLO registers". This register was devised in 2011 in the context of the upcoming general elections basically to increase voter registration as well as to check the current rolls. BLO registers contain complete house wise list of voters in each part of the Assembly Constituency.

With the help of this register, the BLOs verified the status of every voter from the list provided to them - whether they continue to reside at the given address, whether they have shifted, or died, etc. They verified the male and female population of that area and analysed the EP ratio and gender ratio of each polling Station too. The register even provided for noting down the list of 17 years olds in their region, which allowed for planning of initiatives and outreach for the following year when the group would become eligible to vote.

Hence, the BLO register was an exercise of micromanagement of the health of the electoral rolls as well as for micro planning for the next phase of registrations. This was found to be hugely helpful in identifying the gaps and missing groups and therefore for accordingly designing SVEEP interventions.

10.5   BLO VISIT RECORD

Sometimes the BLOs were required to make more than 3-4 rounds of visit in the same household to gather information, as they would find the house locked. Similarly, few cases came up where electors wanted to know how they could get in touch with the BLOs during the house-to-house verification period, in case they missed his/her visit. It was decided at the state level that while going from house to house the BLOs should leave a kind of a calling card letter. This letter simply stated, "I was here in relation to your registration in the electoral rolls. Please contact me at this number. Signed - BLO". These gave a more personal touch to the whole process.

10.6   SVEEP NODAL OFFICER AT DISTRICT LEVEL

The state of Bihar was the pioneer in appointing Nodal Officers at the district level for various activities as part of its monitoring mechanism for the conduct of elections, and the state of Tamil Nadu followed suit. Gujarat picked up the cue from this and went ahead and appointed SVEEP nodal officers at district level for each of the 26 districts, along with 15 different nodal officers for other election activities. The nodal officer for SVEEP was chosen from a set of Class I officers at district level with inclination for awareness generation and voter education.

The nodal officers for SVEEP were trained at the state level by the CEO office. They were called periodically in review meetings held at the state level, where progress of implementation was monitored by the state level SVEEP team. They were also part of video conferences and state level review meetings held with Mr. Akshay Rout, Director General, Election Commission of India.

This replicated initiative was found to be successful as it allowed for focused attention by a quality officer at district level allowing for SVEEP activities to be more systematic and focused. The unique aspect of the Gujarat initiative was that not only was the nodal officer for SVEEP at the district level responsible for the monitoring and review of the SVEEP activities being undertaken, but he was also directly accountable for developing of the district action plan with innovative components, and implementation of the same. It allowed for more effective and efficient performance on the part of the election machinery as specifically allocated personnel could work in a focused manner on a particular segment of election activities rather than on multitude of activities, which in the past, would lead to more pressure as election dates come closer. Another unique feature of this adapted model in Gujarat was formation of SVEEP teams in all ACs to function under guidance of District SVEEP Nodal Officer.

10.7   COMMUNICATION BOMBARDMENT

As discussed earlier, the SVEEP campaigns in Gujarat used a variety of media from Internet portals to radio shows & TV shows to street plays and rallies to stickers on vehicles. This onslaught of messages from all directions for the voters, ensured that no voter was left out of the campaign and some, if not all, messages reached all voters in one-way or another.

This was an effective strategy to ensure that voters received some form of information and received it continuously so it does not become an 'out-of-sight-out-of-mind' phenomenon. They were constantly reminded to go register themselves, check the voters' list and not just be content with possessing an EPIC or to go vote once elections were announced. All information was provided from helplines, as well as MSKs or Voter Facilitation Centers, which provided services from complaint registration to voter registration. We have already seen the results of this in the form of increased registration and historic turnout rates.

Band, Baaja, Baarat

Bands are found in every district. They are a very vital part of the Indian weddings as they accompany the Baarat or bridegroom's procession and provide the music for celebrations. Each of these groups consists of about 20-30 similarly uniformed individuals who each play different instruments in unison. The District Election Officer, Sabarkantha District, Ms. Shahmeena Husain came out with the exceptional idea of utilizing the local Band Groups for SVEEP in the urban areas of the district. Arrangements were made to train 44 Bands of the district to play two SVEEP jingles provided by the CEO office, *"Vote Karo"* and *"Tu vote kar".* These bands were then used in all mega events held across 8 Municipalities in the district - whether at college campus or for rallies, competitions, etc. This music became so popular that these Band Groups began to play them even while accompanying the bridegroom's processions all over the district!

10.8 SYSTEMATIC ENROLLMENT OF YOUTH THROUGH EDUCATIONAL INSTITUTIONS

Reaching out to the youth to ensure their registration and turnout on poll day was one of the major objectives of the SVEEP program. It was found that the youth, both in urban and rural areas, are unaware or apathetic about the need for their participation in the democratic process of elections and even about other aspects, such as, minimum age for registration, how to register, etc. Hence, apart from a differentiated media approach to generate awareness among them, a unique initiative was started by Gujarat that was ideated and implemented first in Patan District in 2010 by the district level machinery thereof and replicated across the state.

Instead of just implementing the initiative as a one-time activity, it was converted into a policy for the state. The Department of Higher education and technical education took a policy decision to provide the registration forms along with admission forms to eligible students in all higher educational institutions of the state. With this move, the enrollment of first time and young voters on the voters' list is now taken up by all universities across the state in a systematic fashion by compulsorily adopting the following steps:

- o An employee or teacher of the college is appointed as Designated Officer (DO) by the college for the purpose of facilitating the voter registration of eligible students
- o S/he is trained in this regard by the concerned ERO
- o Her/his contact and other details are put up in the "Youth Corner" on CEO website for easy access
- o The college/institution obtains requisite number of pre-printed Form-6 from the respective EROs much before the admission season.
- o Form-6 is given along with admission Forms to all applicants with the direction that, if they are eligible they must fill up the Form and return to the DO. In case they are already registered then they have to give evidence of the same by attaching a copy of their EPIC with their admission Forms
- o It is the duty of the DO to collect all the Forms, check if they are complete in all respects, and then officially forward it to the concerned ERO for further action

Thus in this manner, the higher education institutions were systematically roped in for contributing their share for increasing the electoral participation of the young and first time voters.

A similar initiative was also taken up in the hostels in many locations across the state. The hostel wardens were trained and registration forms provided to students staying in the hostels, if eligible.

Hence, the enrollment drive rode on an existing network of universities and other higher educational institutions, a source that has high outreach to the target group of young voters and was thus extremely successful.

10.9   TRACING 18 YEAR OLDS FOR REGISTRATION

This was a unique initiative of Gujarat, undertaken through the BLO register system mentioned earlier. In 2011, when the BLOs went for House to House verification, they enlisted the 17 year olds who would become eligible to vote in 2012 general elections. During 2012 roll revision process; these youth were actively pursued for registration by the BLO, under strict monitoring by the DEO and CEO.

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Table 44: District wise list of 17 year olds identified in 2011 and registered in 2012

No. & Name of District		Number of 17 Year olds identified in 2011 through BLO Register	Number of such persons Registered in 2012
1	Kachchh	5196	4163
2	Banaskantha	44558	44558
3	Patan	8280	8064
4	Mehsana	9938	9250
5	Sabarkantha	10163	8508
6	Gandhinagar	8589	5570
7	Ahmedabad	17640	17566
8	Surendranagar	7420	4458
9	Rajkot	17362	17007
10	Jamnagar	13000	11816
11	Porbandar	2324	1993
12	Junagadh	16851	14658
13	Amreli	10471	9043
14	Bhavnagar	16772	16772
15	Anand	13725	13316
16	Kheda	16152	15670
17	Panchmahal	9430	9430
18	Dahod	32963	41532
19	Vadodara	21886	19804
20	Narmada	992	992
21	Bharuch	9680	9270
22	Surat	27844	21069
23	Dangs	2033	2033
24	Navsari	6363	6363
25	Valsad	7995	7956
26	Tapi	2417	2417
	TOTAL	**340044**	**323278**

The DEO of Amreli, Mr. DA Satya and his team pursued these youngsters to the extent that all those in the list who did not register, were located and spoken to and motivated to register. Even in cases where it was found that they had shifted outside the district, these youth were located by district administration just to confirm if they have registered in their new address or not.

10.10   LIST OF CLAIMS AND OBJECTIONS IN PUBLIC DOMAIN

There are four kinds of applications prescribed by law for the voter registration process, which are as follows:

- Form-6 for addition of name
- Form-7 for deletion of name
- Form-8 for modification in registration details
- Form-8A for transposition of name from one address to another within the same AC

Once an applicant applies in any of these Forms, there was no method available for the applicant to know the status of her/his application. The Commission directed Gujarat state to develop a system wherein the application status details should be available on CEO website. Not only that, once the details are put in the public domain, they have to be exhibited as such on the website and EROs notice board for 7 days, CDs containing these details are to be given to the recognized political parties before initiating decision process. This system was put in place for the first time in the country in Gujarat in June 2012. Now it is possible for any applicant to view status of their application, including whether it has been approved or rejected; and if rejected, the reasons for rejection can also be seen online.

SCREEN SHOT OF ONE SUCH LIST FROM CEOS WEBSITE

10.11   BULWARK OF PARTNERSHIPS

It can safely be said that the foundation of the SVEEP campaigns lay in the extensive partnerships and collaborations forged across the state for a multitude of activities ranging from planting stickers on cars at traffic signals to developing content at state level for dissemination across the state. It was decided at the State level that a mandatory aspect of each SVEEP plan would be enlisting of partners and/or collaborators for the district's SVEEP efforts.

Partnerships were forged with government departments/organizations (like NYKS, NSS, NCC, GLPC, WASMO etc.), non-government organizations and CSOs (like Mahila Samakhya Society, Sardar Patel University etc.), CSR arms of private companies and media agencies (both government and private like DD, AIR and Radio Mirchi) for various activities. Expenditure towards SVEEP from the office of CEO, Gujarat was around INR 1 crores. However, the total notional amounts spent by partners at state and district levels in implementing SVEEP activities for the office of CEO, Gujarat comes to over INR 7 crores. This goes to show:

- The understanding and resourcefulness of the election machinery in Gujarat in identifying active partners and despite the budgetary constraints being able to sweep the state with the SVEEP storm.
- The willingness of all the partners to contribute towards increased electoral participation in the state and their support of the SVEEP objectives and work of the election machinery.

These partnerships shall be carried forward and more new ones too shall be forged in the next phase of SVEEP before the Parliamentary elections to strengthen the partnership strategy.

10.12 PARTNERSHIP WITH GOVERNMENT MEDIA – DOORDARSHAN

During general elections, all states enter into partnerships with the two government-owned media, that is, Doordarshan and All India Radio. Therefore, there was nothing new about it for Gujarat in the fact of this partnership. However, what was new was the fact that Doordarshan and CEO office shared content concepts produced by each other and adopted it for wide dissemination. Doordarshan picked up the work done with MGIS School as mentioned above and they too prepared these for wider dissemination. In addition, Doordarshan also actively utilized some of the hoarding/poster content created by CEO office. They even had live phone-in programmes with the CEOs and DEOs where many queries of the electors were answered to their satisfaction.

Rajkot DEO on Doordarshan

10.13   PARTNERSHIP WITH A PRIVATE FM RADIO CHANNEL

The office of CEO Gujarat entered into official partnership with a private FM radio channel, Radio Mirchi. It was found out that Radio Mirchi has the highest listenership among private channels in the country as well as in the state, according to the (IRS - Indian Readership Survey, done by MRUC – Media Research Users Council; http://mruc.net). The same are depicted in the subsequent graphs.
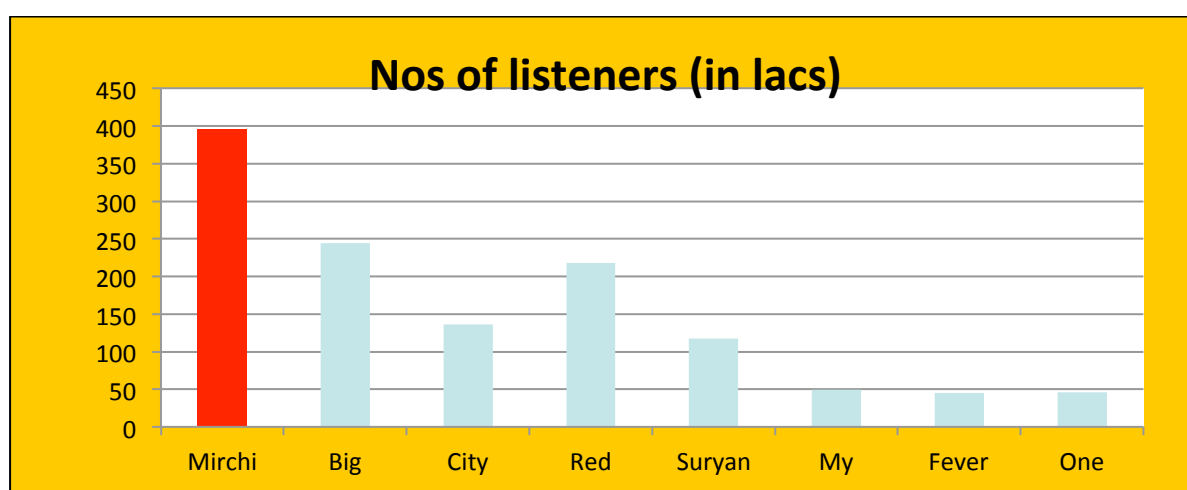
IRS Q4 2011 - RADIO MIRCHI - GUJARAT					
Ahmedabad					
	My FM	Radio City	Radio Mirchi	Radio One	Red FM	Any FM listen
Q4 2011	478	493	818	460	439	997

	Baroda				
	Big FM	Radio City	Radio Mirchi	Red FM	Any FM listen
Q4 2011	78	104	150	27	244

	Surat				
	Big FM	My FM	Radio City	Radio Mirchi	Any FM listen
Q4 2011	315	325	338	423	621

	Rajkot			
	Big FM	Radio Mirchi	Red FM	Any FM listen
Q4 2011	67	112	39	131

This prompted the state to examine the possibility of a partnership. It was welcomed by Radio Mirchi and they agreed to spread voter awareness through their programs on gratis basis. Radio Mirchi sponsored 1010 minutes of listenership at the cost of Rs.41,26,650. The Voting Anthem created by them, based on "Vaishnav Jan toh teene kahiye" not only became very popular in Gujarat, but recently also won accolades and a national award.

10.14   PARTNERSHIP WITH A SCHOOL FOR CONTENT CREATION

In 2011, during the run up to the NVD celebrations, the Mahatma Gandhi International (MGIS) School, Ahmedabad had helped the CEO office design the Young Voters Festival competitions. Over 14,000 educational institutions across the state had participated in this and the election awareness content created by the winners of the competition was utilized in 2012 general elections. It was decided to partner with the students of the B.Tech program run by MGIS in conceptualizing quickies for awareness of voter registration, turnout and ethical voting. The students came out with 11 concepts out of which 7 concepts were utilized by CEO office and Doordarshan for preparing these quickies in a professional manner and disseminating them all through the state.

10.15   BAA, BAHU AUR BETI CAMPAIGN

The feminization of the electoral roll registration SVEEP campaign was done by giving the slogan "Baa, Bahu aur Beti" campaign to it. This slogan was coined by a school going student, Ria Singh, and it was based on a TV serial on national channels that is very popular in Gujarat. Hoardings and posters with this slogan along with another message were put up all over the state. It became the talk of the media, the people in general and particularly the women. It was realized that these kind of standardized slogans have a significant impact on the target group.

ALL WOMEN AWARENESS TEAMS

The DEO Mehsana, Shri Rajkumar Beniwal came out with the unique idea of spreading awareness through the formation of Awareness Teams in the District. The Awareness Teams had a daily schedule planned out for them in which low voter turn-out Polling Stations were visited for motivating voters and various CSOs were to be addressed and educated about the poll process. To spread awareness amongst young female voters the DEO decided on a similar innovative intervention. He arranged for the creation of all-woman Awareness Teams from amongst the female students and faculty members of all woman colleges in the District. These teams were then trained to convey the message of voter registration and voter turn-out in the respective educational institutions.

10.16   SANKALPA PATRAS

The Sankalpa Patras is a unique initiative that Gujarat introduced as part of its SVEEP activities in the run up to the General Assembly elections in 2012. It was an idea initiated by the district machinery of Surendranagar and was standardized and replicated across the state.

It is a simple gesture to emphasize the importance of the vote of every citizen. Literally translated, it means "Pledge Letter" and it was actually that. A letter was sent through children of primary and secondary school and colleges to give to their parents and convince them to pledge to vote in the upcoming elections. The pictures below shows a sample of the Sankalpa Patra distributed.

SANKALPA PATRA

Also, based on feedback from the field implementers in the districts, a pictorial Sankalpa Patra was developed for the illiterate female voters who took up the exercise of pledging to vote through the Self-help Groups, of which they were members. This was initiated by the district administration of Dahod. This allowed for inclusion of a large population of the voters in the initiative. The pictures below show the same.
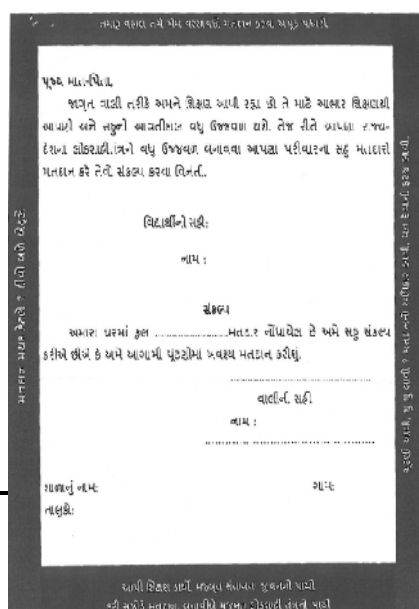
Sankalpa Patra for illiterate voters

A total of 81,57,521 pledge letters were distributed and 70,92,315 were collected back from voters through children of schools, students in colleges and through SHGs across
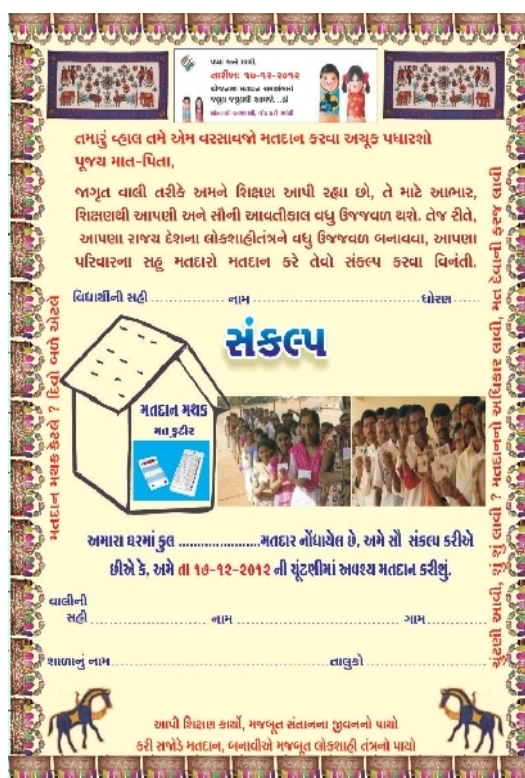
the districts. This initiative personalized the elections as it was taken to the doorstep of the voters and personalized the process.

The End line Survey took up the study of whether these Pledge letters influenced the voters in any way. Response to this question was given by 1,528 of the electors who had signed the Sankalp Patra, out of a total of 6388 surveyed.

Table 45: Response of electors about the effect of Sankalpa Patra on voting decision as per KABBP End line Survey

Response	Gender		Total	Percentage
	Male	**Female**		
Very much	327	186	513	33.57
A little	478	367	845	55.30
Not at all	99	71	170	11.13
Total	**904**	**624**	**1,528**	**100.00**

The data reveals that 33.57% electors mentioned that this influenced their decision to vote very much, another 55% mentioned that it did influence their decision to vote a little only, while only 11% were of the view that it did not influence their decision at all. Thus it can be inferred that taking pledge through Sankalp Patra did influence a large number of respondents positively to come out and cast their vote. An English translation of the Sankalpa Patra is given at Annexure 9

10.17   YOUTH ELECTION EMISSARY

The Election Commission of India popularized APJ Abdul Kalam and MS Dhoni as the National Election Icons and their media campaigns were also utilized at the state level.

In Gujarat, some difficulty was there in identifying a person of state icon stature and popularity. Instead, it was decided to appoint a youth ambassador or "Election Emissary" from amongst popular youth figures in the state. The popular local RJ of Radio Mirchi, Dhvanit Thaker was nominated as the Election Emissary for Gujarat. The RJ, actively participated in conducting workshops, attended events in various locations across the state, particularly in Colleges, as the Election Emissary, and spread the message of democracy and electoral participation. He also appeared on hoardings, 60 seconds quickies/advertisements that were shown in Cinema Theatres and exhibited all over the state in public places.

Dhvanit is also an acclaimed singer and he proactively used his talent to prepare very catchy jingles for voters' awareness. His special programme called "Mirchi Bioscope" is much awaited by listeners, as he gives a complete assessment about the watchability or otherwise of the latest Bollywood film releases. Dhvanit modified this Bioscope for voter awareness and the terms that he coined - _He-Mat-Wala_ and _She-Mat-Wali_, pun words of Hindi language, became the buzzword. (In Hindi language, _Matwala/Matwali_ is used for a male/female with a free spirit; and _Himmatwala/Himmatwali_ stands for a courageous male/female; while in Gujarati language He-Mat-Wala translates to "a male voter" and She-Mat-Wala to "a female voter" as "mat" means vote).

Hoardings with RJ Dhvanit, Radio Mirchi, the Election REmissary

10.18   VERY SENIOR CITIZENS AS LOCAL ICONS

Many districts utilized very senior citizens, i.e. voters older than 100 years old, as the local icon or election emissary in the local area/region to spread the word of democratic participation and motivate people to register themselves and vote. Voters who are aged 100 years or more, and can barely walk properly, made an effort to come out and vote on poll day. This inspired many members of the local population to do the same. Districts chose to appoint them as local ambassadors for elections and as a symbol of inspiration for all younger voters. For example, in Bharuch District, two 100+ year old female voters flagged off the Voters rally a few days before poll date, and the widespread publicity given to it ensured that a very personal, emotional yet spirited message was spread. The following table provides details of the voters across the state who are more than 100 years old:

Table 46: District wise list of 100+ year olds

S. No.	District	Electors more than 100 years of age
1	Kachchh	272
2	Banaskantha	157
3	Patan	107
4	Mehsana	175
5	Sabarkantha	163
6	Gandhinagar	122
7	Ahmedabad	808
8	Surendranagar	186
9	Rajkot	258
10	Jamnagar	21
11	Porbandar	88
12	Junagadh	473
13	Amreli	380
14	Bhavnagar	590
15	Anand	212
16	Kheda	168
17	Panchmahal	264
18	Dahod	182
19	Vadodara	353
20	Narmada	26
21	Bharuch	115
22	Surat	773
23	Dangs	1
24	Navsari	89
25	Valsad	114
26	Tapi	93
27	**TOTAL**	**5744**

કચ્છમાં સદી વટાવી ચૂકેલા ૨૭૨ મતદારો

ભુજ : કચ્છમાં વિધાનસભાની ચૂંટણીના મતદાન માટે યુવાવર્ગ તો હોંશે હોંશે આગળ આવશે, એ સાથે બુઝુર્ગવયના લોકો પણ ઉત્સાહથી લોકશાહીના આ પર્વમાં ભાગ લે એવી શક્તતા છે. કેમકે, જિલ્લામાં આ વખતે સદી વટાવી ચૂકેલા મતદારનો આંકડો સત્તાવાર રીતે ૨૭૨ને આંબ્યો છે. વિધાનસભાની ચૂંટણીના મતદાનનો પ્રથમદૌર પૂરો થયા બાદ હવે બીજા તબક્કે કચ્છમાં પણ સોમવારે મતદાન થશે, જેમાં જીવનના દસ દાયકા જોઈ ચૂકેલા બુઝુર્ગો પણ હોંશથી ભાગ લે એવી શક્યતા જોવાઈ રહી છે. સત્તાવાર સૂત્રોના જણાવ્યા પ્રમાણે કચ્છ જિલ્લામાં વયજૂથ પ્રમાણે મતદારોની ગણતરી મુજબ આ વખતે ૧૦૦ વર્ષથી વધુનું આયુષ્ય ધરાવતા સ્ત્રી-પુરુષની સંખ્યા ૨૭૨ જોવા મળી છે. આ વડીલોને પ્રોત્સાહિત કરવા તેમજ મતદાન વખતે તેમની કાળજી લેવા પણ તંત્ર દ્વારા કર્મચારીઓને તાકીદ કરવામાં આવી છે. આ ચૂંટણીની એક વિશેષતા રૂપે આ ઘટના જોઇ શકાય. આટલી મોટી સંખ્યામાં સદી વટાવી ચૂકેલા મતદારો હોય અને એ પણ પાછા મત આપવા માટે ઉત્સુક હોય અને તંત્ર પણ એમની કાળજી લેવા આતુર હોય.

There are 272 voters in Kachchh who have seen more than a century.

> *People reaching the age of 100 years or more is in itself a huge achievement and awe-inspiring. It was Mr. Milind Torwane (DEO Narmada district), who while interacting with such voters realized the high regards they have for democratic institutions and hence their deep faith in the Election Commission of India. He even found out that they are so conscious about their duties that they actively tried not to miss any opportunity of exercising their vote, in spite of their age-related health issues. This sheer enthusiasm of the centurions combined with an out-of-the-box approach of the DEO led to promotion of these centurion voters as role models or local icons for SVEEP in Narmada District. They were facilitated to make public appeals to all voters, particularly the first time voters to come out and exercise their franchise. Voters of various age groups appreciated and drew inspiration from the democratic values of the centurion voters. When Mr. Milind Torwane shared this experience in a Video Conference with the CEO and other DEOs, the idea was found so attractive, that it was immediately replicated all over the state.*

Thus utilization of local icons is effective, even if not well-known to the general public in the entire state, as long as they are able to appeal to a particular age group due to their own talent (Dhvanit Thaker's youth appeal) or are able to motivate others by showing sheer grit by challenging popular notions related to age, etc. 100+ year old voters have been found to be very inspiring and effective. The KABBP Endline survey states that 5.26% of respondents felt the senior citizens were the most appealing personality in the voter awareness program.

Nathiba, 107-year-old voter from Mehsana is a role model for younger voters. She refused to be aided to the voting compartment for voting and walked unaided to cast her vote.

10.19   E-MAMTA

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This was an innovative initiative to reach out to pregnant and lactating women using an existing network and database of women in the state. The National Rural Health Mission (NRHM) tracks pregnant and lactating mothers through the front line health workers, or ASHA (Accredited Social Health Activist) workers. These ASHA workers are village level workers who work on health awareness among women and adolescent girls and also motivate them to adopt better reproductive and sexual health practices.

As part of healthcare services, NRHM provides free pre-natal checkups of pregnant women and delivery service as well. It also follows up on the health status of the lactating mother and her child. In order to do this, a database is created of all pregnant and lactating women in all districts along with their mobile numbers/details. These registered women are sent regular reminders through SMS to go for their prenatal and antenatal checkups at the local health center through a special e-based system called E-Mamta (*Mamta* is a Hindi language word meaning "motherly love"). The ASHA and Aanganwadi Workers are also on this system for obtaining regular directions. An SMS based awareness generation strategy regarding voter registration and democratic participation was converged with this existing SMS reminder mechanism of the Health and Family Welfare department to reach out to the special focus group of women across the state.

10.20   DENA BANK FACILITIES

The State Level Bankers Committee (SLBC) was addressed by the CEO office in the month of May 2012. In this interaction, the roles that Banks can play in voter education were discussed. Deliberations were again held during the meeting chaired by Shri Akshay Rout, Director General, and Election Commission of India on 23rd August, 2012 regarding support to be extended for creating awareness among general public to get their names verified in Voters' List through website, to get Voter ID Card, to exercise right to vote, etc.

Following these meetings, the Lead Bank of Gujarat, Dena Bank, proactively offered to link their computer network with the website of CEO, Gujarat i.e. www.ceogujarat.nic.in, to provide name search facilities to the general public at all its 550 branches/offices across the state. The linking of this site was launched at one of the branches of the bank in Gandhinagar in the presence of the Chief Electoral Officer, Gujarat and Additional Chief Electoral Officer, apart from a large number of customers.

Post this initiative, any customer/member of the general public visiting any of the branches of Dena Bank could request the branch staff to help them in accessing the website wherein search facility and access to electoral details are available on the online portal and without any hassle or charges the facility was provided through their

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branches to the customers/general public. Even the staff members were in a position to take the advantage of the same.

10.21   UTILIZING LOCAL CULTURAL EVENTS, FESTIVALS AND MEDIUMS

Local festivals and fairs celebrated as part of the culture in the state provide a great opportunity where the celebratory mood may be capitalized on to spread the message of electoral participation for registration and then turnout.

For implementing this strategy, it was decided that every district will include in its Plan itself, a systematic identification of fairs and festivals that are general or peculiar to the district and that can be utilized from the outreach potential point of view. For example, on the occasion *Uttarayan*/ Kite Festival, kites with SVEEP messages were made freely available. Similarly, specific *Garba* music with SVEEP messages was created for the *Navratri* dance festival that goes on for nine nights and witnesses the participation of almost the entire populace of Gujarat. The jingle created by students of Kachchh *"Tu vote kar"* (You must vote) also became very popular as a background score for Garba dance during the *Navratri* period. Information kiosks and hoardings and banners were put up in *Tarnetar Mela* of Surendranagar district, *Vautha Mela* of Ahmedabad district, etc. The *Girnar Parikrama* festival of Junagadh saw several activities taken up for voters education as a part of the festivities that were webcasted live too.

BEATS OF SVEEP

With the support of Food and Civil Supplies Department the DEO Vadodara, Shri Vinod Rao arranged for "Dhol Nagara programme", or the beating of drums in unison. The unique thing about this was that it was organized by 1500 Fare Price Shop holders in such a manner that it was done simultaneously at all 1500 venues, at the same time across the district on 14.12.2012. The sound of the drums attracted crowds who could view the posters and banners set up by the Fare Price Shop holders. The District went to polls on 17.12.2012. The DEO also organized a marathon in Vadodara city called "*Run for Healthy Democracy*" in which approximately 20000 people participated.

In the rural areas, the local weekend markets called '*Haat'* were capitalized on wherein messages were spread through loudspeaker announcement and also street play performances.

Local cultural mediums were also utilized in spreading of electoral participation messages in the form of utilization of troupes to conduct *Bhavai* and *Tamasha* performances, which are the local cultural folk performance arts and are popular in

rural areas. *Warli* and *Pithoda* painting competitions were held in the tribal districts where children were encouraged to participate with parents and grand parents. The themes for these painting competitions related to democratic values and participation of people in the process of elections.

10.22   EDUCATING POLITICAL PARTIES

It was decided to create standardized content for training representatives of political parties about the process of registration, eligibility criteria, special guidelines of the ECI regarding homeless persons, transgender, service voters, etc. This training material was utilized at special awareness forums held at state level and district level for recognized political parties. It was indeed a revelation to the election machinery that many of the representatives were not aware of these processes to a lesser or greater degree.

> It was Mr. A.J Shah, the DEO of Surat who first decided in May 2012 to educate the Corporators of Surat city Municipal Corporation and the elected members of District Panchayat, who represent different political parties. He took up this voter awareness in the hope of getting their participation in increasing motivation for elector registration, thereby aiding in correcting the skewed EP ratio of Surat district. He found that there was gap in the knowledge of almost all these people's representatives. He immediately brought this to the notice of the CEO. That is when the CEO took guidance from the ECI and it was decided to systematically educate representative of political parties all over the state. Not only that, the material prepared by DEO Surat was modified and adopted as standard training material for the state.

10.23   INFORMATION FOR CANDIDATES

On the basis of the experience of educating the political parties, it was decided that it would be necessary to give information related to candidature, nomination, scrutiny, symbol allotment, model code of conduct, laws related to elections, poll day restrictions, etc. to candidates as well. Since holding a training programme for them is a near impossibility after the nomination process is over, it was instead decided to prepare this information in the form of power point slides in English and Guajarati, and hand it over to each candidate when they come to the RO to submit their nomination papers.

10.24   ONLINE ENGAGEMENT

Several initiatives were taken up for encouraging online interactions with youth voters in particular. These included:
- Online registration facility and its publicity
- The MyVoteMyRight.com initiative of Banaskantha District

- FB page of Rajkot district, Sorath FB initiative of Junagadh district
- Voter World Tips competition for engaging with youth to come out with slogans for registration and turnout.
- Voter Express for information, education and search facility in Banaskantha district
- Junagadh District did live Telecast of the Voter Awareness Conversation with the pilgrims of "Girnar Parikrama" on the site of the Girnar Parikrama in 173 villages of the District. This is a highly revered local festival.

The MyVoteMyRight initiative had the following objectives:
- Awareness creation and education
- Community Building – Develop thought leaders and champions who will evangelize Voting
- Create a buzz about participating in Elections.
- Change perception from Voting as a duty to Voting as cool.

USING INTERNET FOR SVEEP

Shri Nagarajan M., RO, Tharad, District Banaskanta, volunteered to develop a website for voter awareness as a part of the district's SVEEP campaign. He developed the website www.myvotemyright.com through which he attempted to engage with the youth in the district. Aside from conducting a very successful election (voter turnout of 8-Tharad AC at 84.96% was the second highest in the State), he worked hard to conceive, design, populate and popularize this website.

The online engagement included among others:
- Replying to User Comments – on website, Facebook page
- Posting of articles and happenings at District level and below.
- Providing Voter facilitation service for registration as a Voter and facilitate participation.

10.25   COMBINING SVEEP WITH CONFIDENCE BUILDING

CONFIDENCE BUILDING GOES HAND IN HAND WITH SVEEP

The DEO (Dr Rajendra Kumar) and SP (Shri Premvir Singh) of Rajkot district initiated the system of touring together in identified low voter turnout areas, particularly in low female voter turnout areas, to build confidence. They also ensured that similar joint visits were done by the RO and Dy. SP together and the ARO and PI together in such areas. In this manner each of these Polling Stations was visited by senior officials and the voters were addressed by them not only for generating an assurance with regard to their security but also for motivating them for turnout. It was decided to replicate this in all districts.

COMBINING CONFIDENCE BUILDING WITH SVEEP

The SP of Anand district came out with an exclusive initiative of combining confidence-building measures with SVEEP in a high visibility exercise. The SP is Shri Rajendra.V.Asari , a 1999 batch DySP and 2007 batch IPS officer. He decided to hold cycle rallies in the district with predominant participation by police officers, including senior police officers, to build confidence amongst voters. Few citizens also participated. What was unique and attention catching about these rallies was firstly, the participation of the SP himself along with senior Police Inspectors, and secondly, that each of the participants carried SVEEP messages too. Each of these rallies covered a distance of 25 to 50 kms, covering 5 major routes in the district. However, beginnings were made by undertaking a rally from Vadodara to Anand by 3 Police Inspectors - Nisarg Patel (PI of Special Operations Group, Anand), Kuldeep Sharma (PI of SRP Group-9), and Dipak Bhatia (PI of Local Crime Branch, Anand) along with a handful of citizens. Subsequently, the SP along with approximately 250-300 cyclists (mostly police officers) did a rally from Anand city to Vallabh Vidyanagar city. After that, 50 police officers cyclists each went to different parts of the district in rally formation for generating awareness and creating an atmosphere of trust and confidence. The videos of this rally can be seen on:
http://www.youtube.com/watch?v=7vXC3gY59h4&feature=youtube_gdata_player

ADDRESSING APATHY TOWARDS ASSEMBLY ELECTIONS

The SP of Surendranagar district, Shri Raghavendra Vats, was aware that the Assembly Constituency of Chotila had traditionally seen very low voter turnout and in fact was amongst the bottom 5 ACs in terms of turnout in the state since last two state general elections. He began visiting the Polling Stations in this AC one by one to examine and analyze the issues involved. To his surprise, he found out that people there had a peculiar tendency of being apathetic towards Parliamentary and Legislative Assembly elections, whereas they participated fully in the Local Body elections for electing the village body and it's Sarpanch. The simple reason was that since many households in the village are scattered across large distances, the voters prefer not to take pains to go for casting their votes. In local body elections they participate, because the contestants from all sides ensure some mode of transportation resulting in much better participation.

The SP informed the DEO regarding his findings and the two decided to do joint visits in these areas. They began their visits from November 2, 2012 and visited about 20-25 villages (such as, Panchvada, Kherana, Somasara, Dhokadva, Golid, Pinchava etc.) and held detailed discussions with local village leaders including Sarpanch and people of all castes. They requested the local community leaders and sarpanchs to encourage people and motivate them to vote so that they can elect good people, which would have an impact down to the local body elections as well. The result of all these efforts is evidenced by the turnout figures which are as follows – turnout in 2002 was 55.16 %, turnout in 2007 was 51.18 % and 2012 saw the historic turnout of 71.80 % in Chotila.

PHOTO GALLERY

EVM Awareness Programme
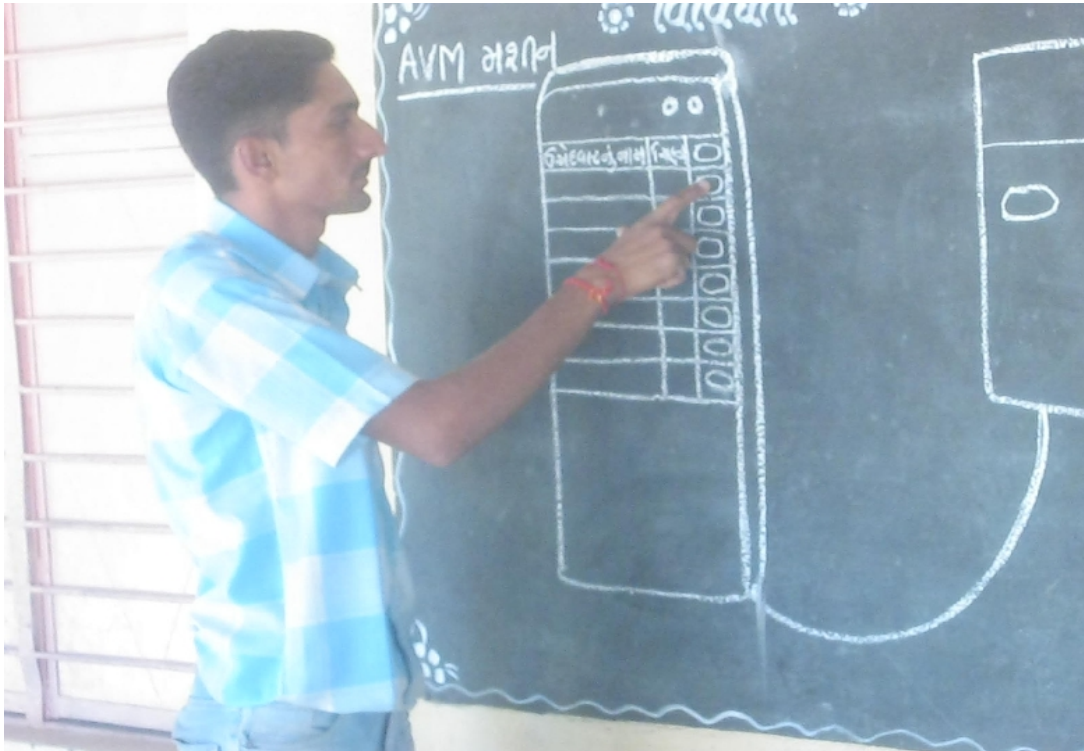
Addressing rural folk for voters' education

All Women Voters Awareness Rally

Prabhat Pheri by school children for SVEEP in rural areas

Voters Awareness Rally by school children

Voters Awareness rally by NCC

Ba, Bahu aur Beti Awareness Campaign

Puppet Show for SVEEP

Taking Pledge to Vote at Gandhinagar

Training of ERO / AERO

Training of female BLOs

Bhavai in Targeted Tribal PS areas

Bhavai in urban Targeted PS areas

Tarpu Folk dance for SVEEP in Dangs

Tamasha Party for SVEEP in South Gujarat

Winners of Warli painting competition

11. FEEDBACK & FUTURE OF SVEEP

11.1   END LINE KABBP SURVEY

11.1.1 About the Study

11.1.2 Survey Methodology

11.1.3 Findings of the End Line Survey

11.2   FEEDBACK RECEIVED: 2012 ELECTIONS

11.3   FUTURE OF SVEEP: WHAT WILL BE DONE DIFFERENTLY

LEARNING POINTS

- An End Line KABBP survey should be conducted by a professional agency in an organized manner

- End Line survey questionnaire should be developed in tandem with SVEEP interventions to identify impact of the same

- Questionnaire must be developed in local language for easily administering the questionnaire

- Officials of the election machinery must be easily accessible by the general public to provide feedback and constructive suggestions

- Photo Voter Slip was found to be an effective measure to ensure higher voter turnout as per feedback of KABBP End Line survey as well as feedback from general public

- Environment building through SVEEP is necessary even for Voters to be motivated to utilize PVS for casting their votes

- Analyzing the way forward and identifying the areas of improvement for next round of SVEEP is necessary. Some of the major areas of improvement identified:
  - More intensive identification, targeting and detailing of SVEEP targets, SVEEP target group and SVEEP locations.
  - Timing of SVEEP to be both continuous and concentrated, i.e. interventions for general awareness during non-election period and intensive focused awareness during election period
  - Expanding partnerships and interventions horizontally and vertically

11.1   END LINE KABBP SURVEY

11.1.1 ABOUT THE STUDY

In order to assess the impact of the plethora of SVEEP initiatives described in the previous chapters, the CEO office commissioned an End Line survey on the Knowledge, Attitude, Behaviours, Beliefs and Practices of the voters. The survey was carried out by the same team that conducted the Baseline survey, that is, the Postgraduate Departments of Business Management and Social Work of the Sardar Patel University, Vallabh Vidyanagar under the guidance of Prof. H. J. Jani. The impact could be understood by analyzing and gathering the difference in data between the baseline and end line KABBP surveys. The results of the end line survey helped the CEO office get an insight into the effectiveness of its various interventions for increased electoral participation in Gujarat and take necessary steps and policy decisions for improving the election process in the future.

11.1.2 SURVEY METHODOLOGY

The objective of the End Line survey was to understand the extent and level of knowledge of the election process among electors of Gujarat. The survey threw light on the belief and perception of electors. It reflected upon possible factors and reasons of their participation or non-participation in the election process.

The voter turnout data pertaining to December 2012 assembly elections held in the State of all the 182 constituencies was collected and received from the Election Commission and were used for the sampling process. In all 6, 388 electors representing on an average little more than 60 electors from each of the 104 polling booths (located in26 Assembly Constituencies, chosen one each from 26 districts of Gujarat), were contacted personally by 52 field investigators for collection of primary data in February, 2013.

A team of senior faculty members of Postgraduate Department of Business Management, Sardar Patel University monitored and supervised the data collection work by field investigators. The senior faculty visited all constituencies to monitor, guide and motivate the team of field investigators. In addition, six Focus Group Discussions were carried out, one each in four regions, viz. Kachchh, North Gujarat, Saurashtra, and South Gujarat and two in Central Gujarat.

In order to get the primary information from each sample unit, a predesigned questionnaire was used. The questionnaire was prepared in English and translated in Gujarati language for convenience of understanding by respondents, so that appropriate and accurate responses and information can be collected for the study. The questionnaires were duly approved by the Election Commission of India before administering it to electors. The detailed End Line KABBP questionnaire is provided in Annexure7-

11.1.3 FINDINGS OF THE END LINE SURVEY

The overall take away from this survey are:
- The elections in 2012 were by majority considered a success and very few faced difficulties
- The concept of inspirational icons has been successful
- The Shri Mat & Shri Mati concept has also been the most appealing icon.
- Awareness regarding the voter awareness and education programs was over 70%
- Awareness regarding the voter facilitation services needs more focus as those who were aware did not capitalize much on the information or services .
- All of the respondents had received relevant information regarding the elections and processes related to it from various sources.
- It is commendable that the majority site the BLO as their source of information. This shows that inter personal communication is the best strategy to get across a message and that the state was right in utilizing its field force as major components of voter education.
- Further emphasis is required on women voters

The following table provides the findings of the end line KABBP survey sorted in a thematic manner.

Table 48: Findings of End line KABBP Survey

S. No.	Theme	Findings
1	Respondent Profile	• 57.25% male and 42.75% female respondents • 57.44% respondents from rural areas, 23.09% from semi-urban areas and remaining in urban areas • Majority (27.54%) from Saurashtra region • 87.51% of respondents were married • More than 53% have studied only upto primary level • 93.95% had an income up to 3 lakhs per annum • 63.92% had an APL ration card • 90.19% of respondents between 18-60 years of age • 100% of respondents were registered voters
3	Voting History & Experience in 2012	• 90.92% had voted in the past • 31.75% voted up to 6 six times in the past • 87.93% voted in the December 2012 elections • Only 26.37% of respondents faced difficulty during 2012 elections • 90% of respondents felt the 2012 elections experience were good, very good or excellent • Only 1.06% had an unsatisfactory experience • 97.06% reported that nobody had induced/bribed them for voting in 48 hours prior to poll
4	Difficulties faced in 2012 Elections (six options provided with option to choose	• Total 948 responses received where difficulties were faced - respondents were allowed to identify more than one difficulty, hence higher response • 806/ 948 respondents who voted mentioned a difficulty (14.35%)

S. No.	Theme	Findings
	more than one)	• 480/948 – Long queue • 186/948 – lack of facilities at PS like drinking water, toilet and ramp • 56/948 – coercion by political party booth operators
5	Source of Information about Polling Date	• 46.41% of the total respondents came to know from Photo Voters Slip • Percentage of females who knew from voters slip greater than the percentage of men who knew from the voters slip • Newspapers, Doordarshan & BLOs were the next top sources of information regarding poll day location and timing • Least no. of people received information from AIR
6	Reasons for Voting (out of 16 choices provided)	• 37.42% said voting was their right and duty • Lowest % due to the appeal of 100+ aged voters of the district • Other important reasons for voting were "possessed a voter slip"; "good and right thing to do"
7	Reasons for Not voting	• 771/6414 had not voted • 53% of them had EPICs • Majority had not voted because they were away and not present in their constituency • Second & third most frequent response was not having an EPIC and missing name from rolls • 4th most frequent response was because they felt nothing would change
8	Sankalpa Patra Influence	• 1528 received and signed the Sankalpa Patra • Sankalpa Patra influenced nearly 89% either very much or little with regards to decision to vote
9	Voter Education Program (18 options provided)	• 71.6% aware of voter education programme • Newspapers were found to be most effective medium followed by posters/hoarding, DD and BLO. • BLOs and Sankalpa Patra had same percentage of influence • Other categories that created awareness were school children rally and street plays • "Voting is our right and duty" was the most appealing message • Only 32.6% were aware of the quickies produced by the ECI • "Shri Mat" and "Shri Mati" were the most appealing icons, followed by MS Dhoni and Ex-President APJ Abdul Kalam; the BLO was a close fourth • Other appealing personalities were local 100+ year old icon, CEO of state, RJ Dhvanit Thaker etc. • 82.20% unaware of NVD

S. No.	Theme	Findings
12		• Sources such as Folk artists and drama groups, NGOs and civil society groups, Camp by NSS and NYK volunteers, SHG members and appeal letter from collector were ticked by proportionately very less number of respondents
10	Posters	• Average levels of awareness at around 55% regarding ECI posters • "Proud to be a voter ready to use" was most appealing message followed by "My Vote, My future". • Market Place, road junction and bus stand were top three responses with regards to where the respondents had seen posters
11	Voter Facilitation Awareness	• 35.8% aware of assistance available by ECI • 64.2% were not aware • Of those who were aware, 35.55% had taken any assistance • Of the 35.55%, majority took assistance from the BLO, followed by helpline 1950 and district level helpline • 61.55% were not aware of the Matdaar Sahayata Kendras • Only 41.6% of those who were aware visited the MSK (around 1022 respondents) • The major purpose of visit to MSK was registration/deletion/modification, followed by for duplicate EPIC and for searching name • 83% of those who visited the MSK said they received assistance from the MSK
12	EPIC& Photo Voter Slip	• 91.8% received the voter slip • 97.75% said the photo was present on the voter slip • Majority received it 3-4 days prior voting • The PVS constituted the identity document carried by majority who cast their vote, followed by EPIC in second place • 67.56% of respondents had both EPIC and PVS
13	First Time Voters	• 11.8% had voted for the first time of which majority were males • 67.64% of the voters who voted for the first time were in the 18-25 age group • Around 75% had not participated in any activity prior to elections as they were not aware/or could participate • Major reason for not being able to participate despite being aware was due to work hours of the respondent • 24.8% participated in some activity of which 52.3% participated in the local gram sabha on elections • % of females who were first-time voters were higher than males

11.2 **FEEDBACK RECEIVED: 2012 ELECTIONS**

Apart from the End line KABBP survey, the other sources of feedback were the voters themselves who communicated their feelings/thoughts and concerns with the election machinery directly at district and state levels. Some of the examples of the feedback received across Gujarat regarding the General Assembly elections held in 2012 are given in the boxes below.

Date: Sat, 15 Dec 2012 15:03:21 +0530
Subject: Good Job done by your team.

"I was having problem with my new election card, I went through the website and called up helpline and on 14th second the phone was picked up and within 30 seconds I got the solution. This is extraordinary work done by entire team.

Generally, we have tendency to complain about things we do not get but I must compliment for exceptionally well service provided by team. Kindly convey this to entire team.

Regards,
Viral Vaishnav"

Date: Mon, 17 Dec 2012 13:32:17 +0530
Subject: thanks for excellent work

"...done a great job in this election. People's awareness has gone up significantly and voting has reached an all-time high. All of the credit goes to your great team. I also saw very detailed information from the website about voters' list allowing very easy access. Great work.

I and all Gujaratis are extremely thankful to your team.

Again thanks for great work.

Regards,
Uttam"

Date: Tue, Dec 18, 2012 at 8:03 PM
Subject: Congratulations

CONGRATULATIONS!

http://epaper.timesofindia.com/Repository/ml.asp?Ref=VE9JQS8yMDEyLzEyLzE2I0Fy MDAzMDI%3D

Jagdeep Chhokar
Election Watch

Date: Wed, Dec 19, 2012 at 1:00 AM
Subject: Congratulations & Thank You So Much!

"I personally would like to congratulate you for the successful conduction of this Gujarat Assembly Elections 2012.

This Election has so far been applauded by a lot of people around the globe. A record breaking turn out, various innovative awareness programs, a few new techniques used in conducting of elections, peaceful conduct of elections etc.
Being a first time voter, I did not know that there are lakhs of people who work for the accomplishment of this whole Election Process. It would not have been an easy task, but if such a huge mass can get such a great team, it can make the process easy & simple. All the efforts I think have paid off.

Yours sincerely,
Kalsh Shah"

Date: Sat, 29 Dec 2012 00:33:38 +0530
Subject: Congratulations for holding free & fair elections in Gujarat.

I, the President of Kutch Ldayak Manch, congratulate your entire team for conducting Gujarat Assembly Elections freely, fairly and smoothly. By holding elections in such a manner, your team has proved itself the true sentinel of Indian Democracy… people have come out of their slumber and have voted. Had it not been for the efforts of the entire team, the voting in Gujarat would not have been as astounding as it has been. I once congratulate you and your team for your marvelous efforts in ensuring free and fair elections in Gujarat.

Regards,
Ramesh Joshi
President, Kutch Ladayak Manch

Date: Thu, Dec 27, 2012 at 9:43 PM
Subject: Maro Vote aj Maro Sandesh - Campaign Overview

"First of all, congratulations to you and your team for a great job and for the record breaking voting during the Gujarat Elections 2012.

During the first press conference, all media groups were urged to conduct voting awareness campaigns and on the same day, we decided to do it with full strength.
Sandesh group started activities through:
1) Sandesh News channel
2) Sandesh newspaper
3) Sandesh spotlight (outdoor hoardings)
4) Sandesh events (for advertisements and outdoor events)
5) Sandesh web team (Facebook, Twitter, YouTube, website)

Thanking you, you gave us the path and we delivered it successfully.
Regards,
Vivek Bhatt | Channel Head | The Sandesh Telecast"

Date: Mon, 17 Dec 2012 20:46:41 +0800 (SGT)
Subject: Congratulations CEO, Gujarat

"I am Nitesh Patel, a citizen of India, now in Vadodara. I congratulate you on the successful and peaceful election to Gujarat Assembly.

Importantly I appreciate the vision and effort of the Commission to ensure a higher turnout of voters in Gujarat. Let everyone and anyone take the credit but I firmly believe that it is only the CEO office and the Election Commission of India's machinery that ensured larger percentage of voting all over.
Also, there was very less hassle for citizens to cast vote as they had the Government's voter slip for the first time in the history of elections. The government staff was active in voter slip distribution and last but not the least assisting at the polling booth to find their names and booths and numbers. We are heading towards the likes of elections in western countries with very less involvement of Political Parties and people get the right to vote for the right candidate without any intimidation from any political party or worker. Congratulations and God Bless the election team.
Kind regards
Nitesh Patel"

Date: Wed, 19 Dec 2012 16:50:35 +0530
Subject: Congratulations for the great effort

Ramanand K Nair
13/74, Pragatinagar, Naranpura, Ahmedabad

"Kindly accept my deep heartfelt congratulations for the tremendous efforts put up by the entire election machinery. That there was such a huge turnout and totally incident free voting says lot about the long hard work and minute planning by every faceless member of your team. It was heartening to see even youngsters out in numbers at the polling booth. Though there can be a number of areas of success in the entire process some things really stood out.

- *The voter slip with photo and signed by a proper authority was the best.*
- *There was much desired fear of authority on all and sundry notorious elements*
- *The officials at the polling booth were extremely courteous and eager to help.*
- *The supervisory officers were in full command - All these thinks speaks about the training given to them*

The happiest moment was when my daughter of 15 said that students (college) should also be involved in the election process. Why not use them for updating the voters list to start with under able supervision.

While acknowledging the number of sleepless nights spent by you all I would like to once again thank you all for making the elections a festival of the masses.

Deep regards
Ramanand K Nair"

Date: Thu, 20 Dec 2012 03:52:58 -0800 (PST)
Subject: Congratulations

"Kindly accept my Heartiest Congratulations for conducting the elections for Gujarat Assembly in very fair, free & efficient manner.

This time very large number of the electorate has exercised their vote due to availability of slips by Election commission & campaign by all stakeholders like election commission, political parties, private firms, professional associations etc. All sections of the society; elders, professionals, housewives, college students, farmers, labourers have casted their vote with true sense of responsibility & happiness. It looks like any other festival in the Gujarat state.
The experiment of allowing two female voters for one male voter has facilitated many women voters. The Doctors' community also participated in this voting with full strength.
Your efforts along with the entire team of officers is praiseworthy. We wish that let all states of India should adopt some of the practices adopted in Gujarat.

Once again I Congratulate you all & this is another feather added in Women Empowerment in Gujarat.

With Regards,

Dr. Nishita Maheshwari"

Date: Fri, 14 Dec 2012 13:42:42 +0800 (SGT)
Subject: congratulations

"

(high turnout of voting)

.

(common man   (

Regards
Kishor Thaker"

Date: Sat, 29 Dec 2012 05:24:30 -0800
Subject: Congratulations

"I am citizen of Gujarat State and with this note, I would like to appreciate and convey my thanks to you and the entire team of ECI for the stupendous job done in last LA election. I appreciate the micro management at all the aspects to conduct fair elections (all the procedure) by ECI. It made me proud as the citizen of this country. I understand plethora of work handled by your team. The high voting turn out and voting from young voters is also a big achievement of ECI. Please accept my sincere gratitude and congratulations for the marvelous achievement of a mega task.

Sincerely
Naynesh Parekh"

Date: Fri, 21 Dec 2012 11:52:04 +0530
Subject: Heartfelt - Congratulations

"I am Prasoon and I take this opportunity to introduce myself. My wife Amee and myself work in water and sanitation sector

…I felt I should congratulate you and your team on three major aspects of this entire electoral process. I may not be able to understand the administrative complexities and challenges that you might have faced during implementation of the entire process, but I would definitely appreciate the thinking and the process of action to actually reach out to the unreached voter…and just one word for this….JUST FANTASTIC effort. I know that it does not take one person to achieve this success and I am sure that you must be very proud of your entire team, whether at state, district, polling booth level.

- *The voter turnout was totally unexpected, average 70-71% in an election. I must congratulate you and your entire team that voter ID reaching to every household electoral member is something beyond imagination. This has in fact created history. I am sure lots of planning and discussion must have gone into this to successfully achieve this objective. The "shri mat and shri mati" campaign across the State for the voters to come and vote was a great effort. It was one of the best campaigns that I have seen in recent times. Hats off to the creative team!*
- *The peaceful election across the State, except the firing incident in Sehera is another major achievement, considering the kind of atmosphere that the elections were being held.*
- *Sincerity, integrity and the unbiased effort on the part of your entire field team to conduct this election is another milestone. If possible, please congratulate your entire team on my behalf.*

I am not very sure as to whether any part of the administration (state / central) will acknowledge the effort of the entire team but then some things are done with no returns expected….and probably this might be one of them….so job done well will definitely give you and the team the satisfaction of performing your duty in the rightful and truthful manner with utmost sincerity and integrity.

Regards
Prasoon Mankad"

The print media, a partner of the state in the election process, in providing accurate information and spreading the relevant information to voters regarding registration and voting procedures recorded instances of feedback from the voters in newspapers. Some of these have been shown below.

NEWSPAPER CLIPPINGS IN LEADING ENGLISH DAILIES

Centenarians come out to vote

In Junagadh, 12 centenarians cast their votes on Thursday

DNA Correspondent

Junagadh witnessed an interesting scenario during the first phase of elections on Thursday. The middle-aged and young voters were awe-struck to find 12 centenarians in their midst. Twelve voters, aged over 100 years, arrived at poll booths to cast their votes.

One among them was 110-year-old Maniben Jadhav. With support of her neighbours, she arrived at a booth in Junagadh and proudly cast her vote. "I have been voting since the past 80 years. Then, I used to come alone without anybody's support, but the situation is different," said Jadhav.

In Kalsari village of Visavadar taluka, 106-year-old Ramben Ramani was one such centenarian who inspired the youth of the village to vote. Recalling the past, she said, "I have seen five generations of my family growing. Also, I have seen the journey from princely states to democracy." Another centenarian, Gopalnand Maharaj, said, "Though I live aloof in an ashram, I believe in democracy. It is everyone's duty to vote." He added that he postponed his trip to Kumbh mela, so that he could exercise his franchise.

Not only did the centenarians come out to vote, they also appealed to the youth to come forward and use their right of choosing their candidates.

Only booth in India to have a single voter

Queues outside polling booths are a common scenario, but ever heard of just a single voter at a booth? The booth at Banej is the only one in India to have just one voter in its list. For one voter, Bharatdas Bapu, the booth is prepared with election officials and security guards. The 61-year-old Bapu cast his vote on Thursday morning, which resulted in 100% voting from this centre.

59 votes in a family, led by 117-year-old

KUMAR ANAND
DEDIAPADA (NARMADA),
DECEMBER 13

EIGHTEEN-YEAR-OLD Amrut Vasava Thursday became the youngest voter in his 82-member extended family that has 59 voters, the eldest among them being 117-year-old Kathuriabhai Vasava, who recalls having cast his vote in the first-ever elections held in Independent India.

The family lives together at Rojghat village in tribal-dominated Dediapada constituency, which went to polls in the first phase Thursday.

"I have decided to vote for the party that I feel will help improve the condition of roads and water supply in our village," Kathuriabhai, the family's patriarch, said.

The young members of the family say voting has not changed their living conditions much, and like the elder members of their family, they also have to depend on farming and labour for sustenance. "Many of the young members of the family have studied till Class 10th, and some till Class 12th, but none has a job," said Ranchhod Vasava, the 23-year-old brother of Amrut Vasava.

"They ask for huge money, which we cannot afford," said Raisinh Vasava, who passed his class X board examination a few years ago.

Kathuria dada, as the family patriarch is fondly called, was made the brand ambassador by the Election Commission this year to inspire voters in his area. "Earlier, we had to travel five kilometres to cast our vote, but now the booth has come close to our house. So it was easy for me to walk to the booth," Kathuria said soon after casting his vote.

"I first cast my vote in elections that took place some years after Mahatma Gandhi was assassinated. Pandit Jawaharlal Nehru was our leader," he recalled.

"A lot has changed in our village. We have got electricity and television, but the young in the family are not getting jobs. We do not have water to irrigate our fields, so we have to depend on rain water," he said.

Gimbabhai Vasava, his son, said a lot was required to be done in the village. "People say there is 24-hour electricity in villages, but we only get power for 4-5 hours a day," he said.

Kathuriabhai leads his family to a polling booth at Rojghat village in Narmada on Thursday. BHUPENDRA RANA

Poll drives first vehicle into this village

EVM used to be ferried by boat, a new road allows a jeep to bring it this time

KUMAR ANAND
RAJPIPLA (NARMADA), DEC 12

SURROUNDED on three sides by water from the Karjan dam and on the fourth by a forest, Junaraj village had never seen a four-wheeler. Until Wednesday. A jeep carrying an electronic voting machine drove into Junaraj the day before Nandod constituency voted in the first phase of the Gujarat elections.

Until the 2009 Lok Sabha elections, officials had been transporting the sole EVM by boat from Rajpipla, the district headquarters. This time, election officials decided the EVM would be taken by road, one of 20-odd km built by the forest department, to the only booth in the village of 816 voters. The road was completed days ago.

"This is the first time a four-wheeler has come to our village," said village talati Ramesh Vasava. "The forest department started building the road a year ago and completed it just a few days ago, though it is largely unpaved."

Nandod is a new ST-reserved constituency in Narmada district carved out of Rajpipla constituency, which ceases to exist after delimitation.

The villagers say they would still prefer a boat to ferry the ill to the hospital at Rajpipla. "We were given a machine boat by government officials but it refuses to start and is lying unused," said Ranchhodbhai Vasava, 50. "Now, officials ask us to use the road that is yet to be paved and is quite risky to drive on."

None of the candidates for this election campaigned in the village. "Some party workers from both the BJP and the Congress did visit us, but the candidates themselves didn't come because it had no roads. Our MLA (Harshad Vasava) never came here either," Vasava said.

Village sarpanch Gopalbhai Vasava, however, said the BJP MLA has taken special care of the village. "Last year, we ferried 152 tonnes prefabricated material in boats to build a primary school and an anganwadi cen-

tre here," he said. "Although we don't have electricity here, we use solar panels as a source of power, and it is working fine," he said.

The government had put up the solar panels around five years ago. "The bulbs are dim and several solar panels are not working," Ramesh Vasava said.

Narmada district election officer Milind Torawane said the village's location had made it difficult to build a motorable road but forest officials did so. "The village falling under a forest reserved area, there were restrictions on constructing a pucca road. But forest officials made a road connecting to the village, and election officials were allowed to carry the EVM in a vehicle."
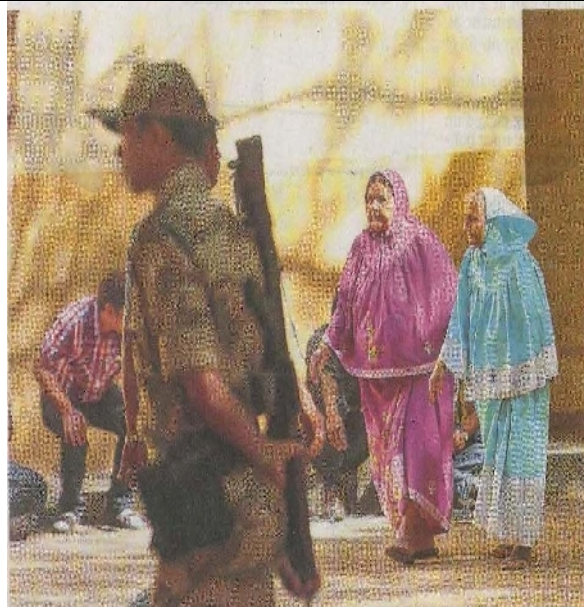
The EVM has to carried out of the jeep on a tricky stretch of the new road.
BHUPENDRA RANA

Women turn out in huge numbers in villages

DNA Correspondent

Women seem to be keen on asserting their right to franchise this election. At every village and taluka that this team visited in Gondal, Chotila, Than and Wadhwan, there were women standing in the queue to cast their vote.

While most of them seemed to have been egged by their menfolk to come out and vote, there is no denying that the women did make their presence felt.

In Gondal city, young and old females came either alone or accompanied by men. Interestingly, polling booth officials said that women usually come to cast their vote after 9 am when the breakfast is made or after 3 pm.

"In the morning, the number of women voters was very less. But it has picked up dras-

However, most plead ignorance when asked about their candidates

tically after 2 pm. Most of the voters during this time are women," said Ashok Joshi, area officer at a booth in Than city, pointing out at the long queue of women outside the booth.

In Ribda village of Gondal constituency, a group of men sat under a tree waiting for their turn. "Usually the voting is not very high in our village but this time the collector came here and held a meeting urging us to vote as it would help solve our problems. This is the reason for the high turnout," said Ashoksinh Jadeja. He said that the queue was too long and they decided to let the women vote first. "They have to return home

and cook lunch as well so it is better to allow them to vote first," said Jadeja.

While the number of women coming out to vote is encouraging, few are willing to talk about either the process or the candidate. A few of the women DNA tried to talk outside a booth in Ribda village pleaded ignorance about the candidates while some refused to say anything. "If you want, I can vote for you," a woman said coming out of the polling booth when questioned who she thought had a chance at winning.

In Vadod village of Wadhwan seat, women were seen rushing to the polling booth as the clock ticked final minutes of voting. "Women have also come out in large numbers to vote this time," said SM Patel, zonal officer on poll duty in the village.

WOMEN POWER
Women in Rajkot turned up in large numbers to vote on Thursday. —Yogendra Gupta

Satipatis in Dang vote for first time since 1930

Melvyn Thomas | TNN

Surat: Since decades they have disregarded the Indian constitution, governments and their schemes and policies. But for the first time since 1930, the Satipati sect, a tribal community dominating over 30 tribal villages in Dang district, came out in huge numbers to exercise their franchise in the first phase of the assembly election that ended on Thursday.

As per the Election Commission (EC) statistics, the community that resists associating with the administration and the state government has voted in the range of 50-100 per cent.
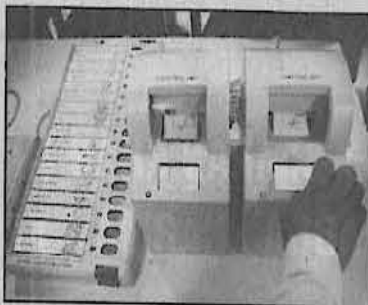
Dang is considered to be the hotbed of the Satipati movement since 1930. The community members follow their leader Kunwar Keshri Singh alias Dada of Katasva in Vyara who is said to have received the forests, ponds, rivers and their homes in gift by Queen Victoria before Independence.

Till few years ago, the followers of Satipati sect did not even apply for ration card or take any benefit of government programmes. But the change is visible from the past two years following the efforts made by the district administration to bring these families into the mainstream.

Following the efforts of the district administration, out of 3,000 voters identified who follow this sect, almost 2,800 voters got themselves registered and received EPIC.

PK Solanki, district collector of Dang told TOI: "Time and again, we went to them and after series of meetings, we could pursue few families to get registered as voters. Most of the 2,800 voters exercised their franchise on Thursday."

EC's final Phase-I tally: Gujarat voted 70.75%

Among 15 districts, Narmada tops with 82.21% & Porbandar scores low with 66.39% polling

DNA Correspondent ● AHMEDABAD/ RAJKOT/SURAT

The Election Commission (EC) released the final voting figures for Phase-I of assembly elections on Friday. The statistics reveal that Gujarat has created history with 70.75% polling on Thursday.

As per the statement issued by EC, among 15 districts, Narmada led with 82.21% and the lowest was seen in Porbandar 66.39%. Of the 87 constituencies, Dediapada of Narmada district witnessed the highest voting with 88.31% followed by Kaprada of Valsad with 83.52% voting and Nizar of Tapi district with 83.08% voting. Interestingly, all the top three constituencies are reserved for Scheduled Tribes (ST).

At the same time, the lowest voting was witnessed in Saurashtra region. Junagadh constituency witnessed 60.71% voting, Savarkundal of Amreli district had 61.63% voting and Rajkot West of Rajkot district saw 62.56% voting.

Of the total 1.81 crore voters in the 87 constituencies, 1.28 crore voters exercised their franchise rights. Of them, 69.33 lakh were male and 59.26 lakh female voters, which accounts for 72.41% and 68.90% votes respectively.

Even among the districts where women voters stole the show, Narmada tops with 81.52% followed by Tapi with 79.42% and Navsari with 75.96%. All the three districts fall in South Gujarat. However, three districts in Saurashtra region witnessed lowest women voting – Porbandar (63.07%), Amreli (63.43%) and Jamnagar (65.01%).

Volume wise, where women voting was most in urban areas included Surat with 10.75 lakh, followed by Rajkot with 7.69 lakh and Junagadh 5.90 lakh. However, Dangs saw mere 50,047 voting while only 1.16 lakh women from Porbandar stepped out to vote.

Similarly, 82.87% of male voters came out to vote in Narmada, followed by Tapi with 81.47% and Navsari with 75.23%. However, Dangs men registered only 67.70%. The urban areas in Porbandar and Surat witnessed second and third lowest voting by men at 69.38% and 70.01% respectively.

Booth wise, Jamnagar, Surendranagar and Amreli – the three districts in Saurashtra region saw highest voting at 94% in Bakodi in Dwarka. Isanpur booth in Dhrangadhra clocked 94.46%

LACKLUSTRE

Lowest voting was witnessed in Saurashtra region. Junagadh constituency witnessed 60.71% voting, Savarkundla of Amreli district had 61.63% voting and Rajkot West of Rajkot district saw 62.56% voting

66.39%
Voting registered in Porbandar, lowest among districts that saw polling in Phase-I

while Varaharswarup booth in Rajula saw 96.53% voting. Valsura booth in Jamnagar Rural witnessed mere 23.17% voting. Jasapar booth in Limdi and Moldi booth in Savarkundla saw 25.49% and 37.57% voting, respectively.

How Dediapada segment recorded 88% turnout

Harish Joshi | TNN

Bharuch: Travelling to the villages of Dediapada, a remote tribal region nestled among forests and hills, is a tough task. TV sets are few and far between and so are mobile phones. Newspapers are too much to ask for. Ironically, even with all these limitations, Dediapada registered the highest voter turnout in the first phase, 88.31%. One village, Duthar, even had a 100% turnout.

The Election Commission (EC) went all out to increase voting this time even as communication was one of the biggest challenges in Dediapada. Milind Torawane, district election officer told TOI: "It was a mammoth task. Language is a barrier too as people here speak a traditional tribal language." Torwane said communication tools like electronic and print media, hoardings, mass awareness rallies and other means were not possible here. "We had limited options like one-to-one communication and to reach out to the senior-most and respected person of a village to promote voter participation, and it worked," said Torawane.

Photo voter slip gives many an identity

RITU SHARMA
AHMEDABAD, DEC 19

THIRTY-YEAR-OLD Ratan Marwadi carefully sifts through the contents of a small steel container and pulls out a piece of paper that she feels is a prized possession which she needs to hold on to for the future. This paper is a slip carrying her name and photo that identifies her as a voter from Bhudrapura, one of the slums of Ahmedabad city.

The voter slip issued by the Election Commission ahead of the assembly elections is the only identity proof she possesses since she came here from Rajasthan decades ago. "Every time we approach officials for an identity proof, we are told to bring one or the other document. It is merely an attempt to show us the door with a message that we do not belong here. Is it because we are illiterate," said Ratan.

"I am not going to lose this identity proof which not only helped me vote but will now make me count as any other human being living in this city," she added.

'Mukhiya' (head) of Bhudrapura slum, Modabhai Marwadi (75), has been taking care of his community's problems since years now. But he seemed helpless in solving the problem that he faced in his own family — till the voter slip came by. "I do not know how to divide my ration card among my four sons who all are married and now have their own families. They have already warned me against giving it to one of them and I cannot tear it into four. But now they are all happy that they have their individual identity slips," said Modabhai.

Similarly, the heads of other slums in Ramdevnagar, Ganeshnagar and Vasna believe that the photo voter slips will put an end to their woes. "Some of the people in my area have even got these slips laminated which look no less than identity cards," said Tulsi Bhatti, head of Ramdevnagar slum.

The trend is not limited to slums in urban centres. It has also reached the villages. "Around 10 per cent of the voters in my village only had this photo voter slip. On the election day, they were seen inquiring from election duty staff whether they can vote," said Deva Kmabha, sarpanch of Agarta village in Junagadh district.

The EC introduced this photo voter slip in the Gujarat polls and delivered it door-to-door. There was continuous revision of electoral rolls till the day of filing of nominations.

"For the first time, we delivered photo voter slips at the doorsteps covering 99.6 per cent of the total voters in the state. The idea was to encourage maximum voters to vote. And, with the record voter turnout, we seem to have fulfilled this objective," said Chief Electoral Officer Anita Karwal.

On the possible use of this voter slip as identity proof, Rajkot District Election Officer Rajender Kumar said, "There is no harm in using this as an identity proof. Residents can use this as a valid document wherever it is acceptable."

Sona Bhati, a resident of Gulbai Tekra, shows his photo voter slip.

EXPRESS

'WE DELIVERED photo voter slips at the doorsteps for the first time, covering 99.6 per cent of the total voters in the state. The idea was to encourage maximum voters to vote. And, with the record voter turnout, we seem to have fulfilled this objective'

NEWSPAPER CLIPPINGS FROM LEADING GUJARATI DAILIES

પ્રથમ તબક્કાની 87 બેઠકો માટે 70.75 ટકા મતદાન

મહિલાઓનું મતદાન નિર્ણાયક પુરવાર થશે

તાજેતરમાં પ્રથમ ચરણમાં થયેલા મતદાનમાં સમગ્ર રાજ્યમાં અને તેમાંય ખાસ કરીને દક્ષિણ ગુજરાતમાં મહિલાઓએ કરેલું અભૂતપૂર્વ ઊંચું મતદાન કેટલીક બેઠકો પર ચૂંટણીનું ચિત્ર બદલી નાંખે તેવી સંભાવના છે. પ્રથમ તબક્કાની 87 બેઠકો માટે 70.75 ટકા મતદાન થયું છે.

ભાસ્કર   વિશ્લેષણ

મણવ ગોળવેલકર

ડાંગમાં સંખ્યાની દષ્ટિએ મહિલાઓનું મતદાન પુરુષોનાં કુલ મતદાન કરતાં વધુ રહ્યું છે તો ઉમરગામમાં પુરુષોનાં મતદાનની ટકાવારી કરતાં મહિલાઓનાં મતદાનની ટકાવારી 8.72 ટકા વધુ છે. આશ્ચર્યજનક રીતે સુરતના વરાછા રોડ બેઠકમાં પણ મહિલાઓનાં મતદાનની ટકાવારી ... અનુસંધાન પાના નં.15

કઈ બેઠક પર મહિલાઓનું કેટલું વધુ મતદાન

વિધાનસભા	પુરુષોનું મતદાન	સ્ત્રીઓનું મતદાન	પુરુષો કરતાં સ્ત્રીઓનું મતદાન કેટલું વધુ
1. ઉમરગામ	72001	70420	8.72 ટકા
2. વલસાડ	77844	77229	3.36 ટકા
3. જલાલપોર	72348	70335	3.11 ટકા
4. ઉધના	75200	53662	2.51 ટકા
5. ડાંગ	49230	50047	2.13 ટકા
6. વરાછા	72161	55081	2.08 ટકા
2007માં સ્ત્રીઓનાં મતદાનની ટકાવારી			57.01
2012માં પ્રથમ ચરણમાં સ્ત્રીઓનું મતદાન			68.9

રાજ્યના ત્રણેક લાખ કર્મચારીઓનું પોસ્ટલ બેલેટ મારફતે મતદાન

■ પોલીસકર્મીઓ ફરજમાં વ્યસ્ત, પરિજનોનું ઉત્સાહભેર મતદાન

અમદાવાદ, તા. ૧૭

રાજ્યના આશરે ત્રણેક લાખ સરકારી કર્મચારીઓ કે જેઓ ચૂંટણીની ફરજમાં જ્રોડાયેલા હોય તેઓએ પોતાના મતાધિકારનો ઉપયોગ પોસ્ટલ બેલેટ મારફતે કર્યો છે. અત્યાર સુધીમાં આવા ૫૦ ટકા કર્મચારીઓએ પોસ્ટલ બેલેટ દ્વારા મતદાન કર્યું હતું. બાકીના કર્મચારીઓ દ્વારા એકાદ-બે દિવસમાં આ ઔપચારિકતા પૂર્ણ કરાય તેવી શક્યતા છે. એલિસબ્રિજ પોલીસલાઈનના ૨૦૦થી વધુ પોલીસ જવાનો દ્વારા પણ પોસ્ટલ બેલેટ થકી મતદાન કરવામાં આવ્યું હતું. એકબાજુ,

પોલીસ કર્મચારીઓ ચૂંટણીની ફરજમાં વ્યસ્ત હતા તો, બીજી બાજુ, તેમના પરિવારજનો અને સંતાનોએ ઉત્સાહભેર મતદાનની પવિત્ર ફરજ અદા કરી હોવાના દ્રશ્યો જોવા મળ્યા હતા.

મતદાનના દિવસે મતાધિકાર કરવાનું પોલીસજવાનો, સુરક્ષા કર્મચારીઓ સહિતના સરકારી કર્મચારીઓ માટે શક્ય નહીં હોવાથી ચૂંટણીતંત્ર દ્વારા આવા સરકારી કર્મચારીઓ માટે પોસ્ટલ બેલેટ મારફતે મતદાનની અલાયદી વ્યવસ્થા કરવામાં આવતી હોય છે. જેમાં જે તે કર્મચારીએ ૧૨ નંબરનું ફોર્મ ભરવાનું હોય છે. એ પછી ૧૩ એ, બી અને સીની ઔપચારિકતા પૂર્ણ કરી એકરારનામું (સોગંદનામું) એટેચ કરી પોતાનો મત ટપાલ દ્વારા મોકલી આપવાનો હોય છે. ઘણા સરકારી કર્મચારીઓ કે

પોલીસ જવાનોએ તો તેમને ચૂંટણીલક્ષી જે ટ્રેનિંગ અપાઈ હતી ત્યાં જ પોસ્ટલ બેલેટ મારફતે મતદાન કરવાનો વિકલ્પ પૂરો પાડવામાં આવ્યો હતો. અમદાવાદ જિલ્લાના આશરે ત્રીસેક હજાર કર્મચારીઓ સહિત ત્રણેક લાખ કર્મચારીઓ દ્વારા પોસ્ટલ બેલેટ શ્રુ મતદાનના અધિકારનો ઉપયોગ થાય તેવી શક્યતા છે. જેમાં હજુ સુધી ૪૦થી ૫૦ ટકા કર્મચારીઓએ પોસ્ટલ બેલેટ મારફતે મતદાન કરી દીધું છે, જ્યારે બાકીના કર્મચારીઓ એકાદ-બે દિવસમાં પોસ્ટલ બેલેટ મારફતે તેમનું મતદાન કરે તેવી શક્યતા છે. પોલીસ લાઈનના પોલીસજવાનોના પરિવારજનો આજે ગુજરાત કોલેજ ખાતેના ૮૪૯ નંબરના મતદાનબુથ પર ભારે ઉત્સાહપૂર્વક મતદાન કરવા ઊમટ્યા હતા.

મંગળવાર, તા.૧૮ ડિસેમ્બર, ૨૦૧૨

સલામ, ગુજરાતના મતદારોની જાગૃતિને
દિવાળી-ઈદ બાદ ચૂંટણી પર્વને ઉત્સવની જેમ દિલથી ઉજવ્યો

આ આંધી પુનરાવર્તનની છે કે પરિવર્તનની ? ઠેર-ઠેર પૂછાતો પ્રશ્ન

મતદારોએ ૨૦મી સુધી ઉમેદવારોની ઊંઘ ઉડાડી દીધી

મહિલાઓ-યુવકો કયા પક્ષ તરફ ઢળ્યા ?

ચૂંટણી પંચ સામે આ વખતે નહિવત ફરિયાદો

મતદાન કઈ તરફ થયું ? :

પૂછાતો પ્રશ્ન

યુવાનો અને મહિલાઓની લાંબી લાંબી લાઈનો

ઈવીએમમાં ચેડાંના નામે યુવક પકડાયો

ફાસ્ટ ફોરવર્ડ

ચૂંટણી પંચની અત્યંત સરાહનીય કામગીરી

11.3   FUTURE OF SVEEP: WHAT WILL BE DONE DIFFERENTLY?

Gujarat has come a long way in its journey of voter education in a very short span of time. In 2012, the SVEEP programs carried out in the state was systematically conducted, i.e. it had generated arrangements for developing strategies, systematic planning up to Polling Station level, and execution of plans and forging partnerships. However, it was still a "learning by doing" phenomenon, whereby the state modified/added/deleted in its plans depending on the feedback from ground level implementation. This did lend flexibility to the program on the one hand, but on the other, it was reflective of the experimenting and learning stage of the state with regards to voter education.

In the approaching Parliamentary elections of 2014, when Phase II of SVEEP will be implemented, a more planned systematization of SVEEP efforts is envisaged. This will entail detailing out the why, what, when, where, who and how of SVEEP.

WHY?
Voter Education/SVEEP has been understood at the broader conceptual level. Even with that level of understanding it is clearly recognized that high voter's turnout does not happen in a vacuum. An atmosphere has to be created which is a mix of a call for duty, motivation to cast one's vote, recognition that each and every single vote is important, targeted interventions, communication bombardment, voter information, and a general sense of celebration of democracy amongst one and all. It is also very well understood that SVEEP is one of the most significant interventions for greater democratic participation since the ECI was established. It would be naïve at this stage to question "why SVEEP". Hence the "Why" of SVEEP is a given, and for the next phase the what-why-where-when-who-how of each of the events will be thoroughly thought out and elaborated. This will form the basis of the entire SVEEP strategy for the state. The same will be explained in a manner relevant to the local level rather than addressing the questions in a broad conceptual manner as is currently done.
Hence this will make it relevant to each district's situation and socio-economic context.

WHAT?
Although conceptually the objective of SVEEP is well understood, it is envisaged that in SVEEP phase II, the objective will be converted into specific aims and measurable/realistic/achievable targets for the election machinery to work towards, with respect to each of the target groups (or the "who" part of SVEEP), locations (or the "where" part of SVEEP) etc. identified in the "what" of SVEEP. For example, the House to House verification by BLO will become the basis of micro management with Polling Station wise targets delineation. This will be combined with AC level and district level understanding of efforts required.

Further, in a five-year election cycle, some messages will be constant as part of voter education efforts. These will involve messages regarding voter rights, registration for continuous updation of electoral rolls, importance of voting in democracy etc. However, in the period before a scheduled election, SVEEP efforts will be focused on information relevant to the election. For e.g. the SVEEP campaigns and events will talk about the BLO for the various parts, the polling station location, facilitation for identifying BLO

and PSL, declaring assets of contesting candidates, dates of election, how to use EVM etc. Also, based on experiences from 2012, the need is felt to start the SVEEP messages earlier for the next round.

WHEN?

This has to do with the timing and duration of the SVEEP activities. The last round of SVEEP was initiated in the context of the General Assembly Election slated to take place in December 2012. However, subsequently it is envisaged that SVEEP activities will be of two types based on timing, viz. continuous during roll revision period and focused during election period. The information will hence obviously vary during each period.

HOW?

The actual implementation dimension or the "how" part of SVEEP will involve expansion of SVEEP from its current state. Expansion will be the theme of "how" of SVEEP in phase II. The expansion of SVEEP will take place:

- Horizontally: This implies that it will scale up whatever worked in the previous round to implement the same across the state.
- Vertically: This implies that newer activities/interventions will be devised and added to the existing basket of activities based on the revised targets and strategies.

This horizontal and vertical expansion will take place across following dimensions of the SVEEP execution:

- **Focus:** The first phase of SVEEP saw evidence based targeted intervention taking place based on which the activities were planned and implemented. This groundbreaking strategy is the brainchild of CEC, Shri V. S. Sampath. Gujarat used this strategy to the best of its capacity, with great results. However, in SVEEP Phase II, sharper focus will be garnered in terms of further identifying the specific target groups requiring special attention and emphasis to ensure their participation in electoral events of registration and turnout.
- **Innovation:** Gujarat implemented a range of novel and innovative activities across the state based on localized needs. This organized innovative spree will be stretched to allow a burgeoning of novelty interventions in the voter education basket. This could range from furthering the utilization of technology towards various ends, identifying and utilizing various kinds of folk arts and cultural events at local level for voter education, newer content/more effective content etc.
- **Partnership:** As discussed earlier, partnerships with various entities have been the buttress of the SVEEP in the events in 2012. Hence, the future of SVEEP will also heavily depend on the future of these partnerships and all future bridges to be forged. It is envisaged that the partnerships created in 2012 will be strengthened and the stakeholders for the major critical activities such as content development, outreach, survey etc. may be retained due to the understanding and rapport developed in the first phase. However, the net of partnerships will also be expanded to initiate and develop new ties with more

government and non-government entities as the diaspora of activities continues into newer arenas with more expansions of innovation horizons as well.

Thus Phase II of SVEEP is envisaged to be packed to the hilt with packages and programmes for improving voter education and tapping creative potential. Therefore, it is expected to be a transforming experience for both sides of the venture, i.e. the experience creators and the experiencers; or simply put, for the election machinery and the voters.

SVEEP has arrived in Gujarat and is here to stay.

ACKNOWLEDGMENTS

Acknowledging is the trickiest part of any document, as there is always a possibility of inadvertently forgetting to acknowledge some really deserving people. Therefore, at the outset, we place on record our recognition and appreciation of the immense contributions of all those individuals, organizations, institutions, bodies, CSOs, etc. who went extra miles to make SVEEP a success in Gujarat General Elections, 2012. We look forward to your continued support.

In the government, we acknowledge the following in particular for implementing SVEEP and for the fruition of this document:

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And last but not the least, we thank the "Voters" of this state who responded to our SVEEP efforts. And what a response!

Chief Electoral Officer

Gujarat

14. ANNEXURES

ANNEXURE 1

DISTRICT WISE LITERACY RATES ACCORDING TO GENDER OF GUJARAT AS PER CENSUS 2011

Sr. No.	District	2011		
		Persons	**Males**	**Females**
01	Kachchh	71.58	80.60	61.62
02	Banaskantha	66.39	79.45	52.58
03	Patan	73.47	84.28	62.01
04	Mahesana	84.26	91.88	76.12
05	Sabarkantha	76.60	87.45	65.29
06	Gandhinagar	85.78	93.59	77.37
07	Ahmadabad	86.65	92.44	80.29
08	Surendranagar	73.19	83.47	62.20
09	Rajkot	82.20	88.67	75.26
10	Jamnagar	74.40	82.35	65.97
11	Porbandar	76.63	84.56	68.32
12	Junagadh	76.88	85.80	67.59
13	Amreli	74.49	81.82	66.97
14	Bhavnagar	76.84	86.15	66.92
15	Anand	85.79	93.23	77.76
16	Kheda	84.31	93.40	74.67
17	PanchMahals	72.32	84.07	59.95
18	Dohad	60.60	72.14	49.02
19	Vadodara	81.21	87.59	74.40
20	Narmada	73.29	82.60	63.62
21	Bharuch	83.03	88.80	76.79
22	The Dangs	76.80	84.98	68.75
23	Navsari	84.78	90.06	79.30
24	Valsad	80.94	86.48	74.96

| 25 | Surat | 86.65 | 91.05 | 81.02 |
| 26 | Tapi | 69.23 | 76.86 | 61.69 |

ANNEXURE 2

VOTER TURNOUT ACCORDING TO GENDER IN PARLIAMENTARY ELECTIONS IN GUJARAT

VOTER TURNOUT (%)								
Parliamentary Elections								
No. & Name of Parliamentary Constituency		2004			No. & Name of Parliamentary Constituency		2009		
		M	F	T			M	F	T
1	Kachchh	48.85	42.22	45.60	1	Kachchh (SC)	45.48	39.41	42.54
2	Surendranagar	47.07	34.61	41.05	9	Surendranagar	45.25	33.76	39.73
3	Jamnagar	45.95	34.58	40.42	12	Jamnagar	51.32	39.87	45.79
4	Rajkot	37.59	27.34	32.63	10	Rajkot	50.07	38.76	44.63
5	Porbandar	54.03	44.22	49.28	11	Porbandar	52.78	42.13	47.66
6	Junagadh	57.22	48.75	53.11	13	Junagadh	61.96	53.57	57.88
7	Amreli	51.41	41.06	46.37	14	Amreli	46.04	33.54	39.97
8	Bhavnagar	41.79	29.69	35.98	15	Bhavnagar	51.04	38.82	45.15
9	Dhandhuka (SC)	50.05	38.97	44.68					
10	Ahmedabad	43.59	35.21	39.66	7	Ahmedabad East	47.15	36.98	42.34
					8	Ahmedabad West (SC)	52.58	43.52	48.22
11	Gandhinagar	43.88	35.29	39.74	6	Gandhinagar	55.13	46.23	50.80
12	Mehsana	61.29	51.20	56.26	4	Mehsana	53.71	45.66	49.73
13	Patan (SC)	52.66	42.34	47.49	3	Patan	49.55	39.61	44.67
14	Banaskantha	56.74	40.85	48.98	2	Banaskantha	55.69	43.57	49.83
15	Sabarkantha	55.83	47.00	51.43	5	Sabarkantha	53.36	45.35	49.41
16	Kapadvanj	53.30	40.50	47.05					
17	Dahod (ST)	47.35	37.96	42.71	19	Dahod (ST)	47.32	42.09	44.73
18	Godhra	52.86	40.68	46.97	18	Panchmahal	47.09	37.92	42.64
19	Kaira	46.67	31.62	39.33	17	Kheda	47.76	35.10	41.58
20	Anand	57.98	44.89	51.65	16	Anand	53.51	43.01	48.41
21	Chhota Udaipur (ST)	56.80	47.42	52.23	21	Chhota Udaipur (ST)	57.85	50.28	54.19
22	Baroda	44.77	33.61	39.35	20	Vadodara	53.53	44.20	49.02
23	Broach	59.64	49.90	54.90	22	Bharuch	60.04	54.07	57.14
24	Surat	40.65	34.13	37.70	24	Surat	52.02	45.27	49.01
25	Mandvi (ST)	59.25	52.99	56.10					
					23	Bardoli (ST)	59.99	55.49	57.80
					25	Navsari	48.04	44.93	46.66
26	Bulsar (ST)	55.24	49.23	52.28	26	Valsad (ST)	57.95	54.18	56.11
State Average		49.97	40.06	45.16	State Average		52.12	43.36	47.89

Note : Paliamentary Constituencies for Parliament Election, 2009 is on the basis of Delimitation Order,2006.

ANNEXURE 3

LETTER FROM CEO OFFICE TO DEOs ON DEVELOPMENT OF DISTRICT SVEEP PLANS

14-4-12

Dear District Election Officers,

I have been receiving SVEEP Plans prepared by DEOs for Voter Registration for the Special Summary Revision Period.   The plans are extremely general and there is no indication of any specific activity, target, time period, etc. in the proposed plans. It is once again reiterated that plans have to be extremely specific. You are all clear that the objectives of this SVEEP campaign are – 100% EPIC, 100% PER, Voter Registration, Starting

Voter Facilitation centers in all Talukas, Focus on Youth and Women. . I realize that this is the first time you are making such an extensive Plan. Therefore, I am giving some suggestions of the headings under which your plan should be prepared. **You are free to add to it, modify or innovate in your own manner.** Your plan can be prepared under the following heads.

A. SITUATION ANALYSIS.

This will contain an analysis of some statistical details of the District and of each of the Assembly Constituencies with regard to several items that will form the background for your SVEEP interventions. The analysis need not be in depth. But for example, in certain cases, by simply stating the lowest and highest figures, you can give a simple indication of the gap areas in your District/ACs. These statistical details include (illustrative list only):

- Number of voters, male voters, female voters,
- Age cohort
- Gender ratio,
- Voter turnout of District and AC-wise (male and female of the last 5 Legislative Assembly Elections and last 2 or 3 Lok Sabha Elections),
- ACs with highest voter turn out (male and female),
- AC lowest voter turn out (male and female) within ACs polling Stations with highest and lowest voter turnout (male and female), vulnerability within AC in the last 3 Legislative Assembly Elections,
- No. of higher Educational Institutions in each AC including Technical, Professional and general higher educational institutions, general understanding of the culture of the AC which might be a hindrance in male or female voter registration,
- Manpower resources of the State Government available in each AC that can be tapped at polling station level and at AC level. (For example, Anganwadi Workers, MDM workers, ASHA workers, etc. at booth level; and R&B Offices, TDO Offices, etc. at AC level), availability of active and apolitical NGOs or other civil society groups such as, Rotary Club, Lions Club, Senior Citizens Club, etc.,
- Listing of digital and print media available at District level and AC level (both private and Government),
- Details of NGOs working for women's empowerment such as Mahila Samakhya that might be useful in your campaign,
- Listing of number of NCC, Nehru Yuvak Kendra and NSS members at AC level and at District level,
- Listing of State Govt. Departments that you are likely to tap for your SVEEP campaign,
- Listing of Central Govt. Departments that you are likely to tap for your SVEEP campaign,
- Listing of local traditional and cultural aspects of the district, such as song or drama troupes which will be useful for SVEEP interventions,
- Listing of possible partner agencies,
- Listing of all Banks, who are members of District Level Banks Committee (DLBC)

This is just an indicative list for preparing the background of your district. You may have specific local conditions, which I have not been able to list here but you are expected to have an idea of the same and put it in the background situation analysis of your SVEEP plan.

B. STRATEGIES.

This will include the following:-

- What Team will look after / supervise the implementation of your SVEEP Plan?
- How will you spread your plan down till the micro level i.e. polling station level?
- What would be the distribution of work to implement the SVEEP plan at each level?
- What kind of sponsorships are you looking at?
- Which are your specific targets – from situation analysis above you will list/name the low voter turn out areas, the low EP ratio areas, the low gender ratio areas, urban areas, etc.
- What would be your actual plan to reach these target areas? (In this you will give the activity wise details with the time period for implementing these activities). You can do the detailing of your activities under various heads or "Mediums for SVEEP" such as, Radio, TV, Cable TV, News paper, Internet, Mobiles, hoardings, banners, posters, discussion forums, NSS, NYKS, NCC, Voter Registration Centers, Marathons, Rallys, Nukkad Nataks, etc, etc. Perhaps a table somewhat like this maybe effective:

Serial no.	Medium for SVEEP	Target area (whether whole District/Ac/particular Polling Booth	Target period From/To	Partnership if any	Responsible officer/office for implementation

C. CHAIN OF PARTNERSHIPS.

As discussed with you during DEOs and EROs Conference on 3.4.2012, it is mandatory for you to tap partnerships with Banks.

- Please call a meeting of your lead Bank and DLBC members and among many other things you may like to take up with them, the following may definitely be proposed:
  - You will be putting up "Know Your BLO" posters (5 to 10 No. Polling Stations before the Special Summary Revision). Please put this in your SVEEP Plan. If the Banks agree to sponsor these posters you can ensure that the Bank branches themselves also show these posters for their respective polling station area.
  - The Banks may be requested to put up a help desk with internet search facility in each of their main branches for voters to search their names from now until 18.6.2012. This can be revived again from 5th August, 2012 till the date of polls. The Banks themselves should advertise this facility and these help desks should be given blank forms 6, 7, 8 and 8A also.
  - ATMs of Banks show advertisements on the ATM's Screen when it is not in use. Please request the Banks to sponsor your ads for voter registration in these ATMs.
  - The Banks should also help you in sponsoring posters and hoardings

regarding how to search name and how to become voter.

You will have to partner with several State Govt. agencies also as already discussed on 3.3.2012. Please ensure that you get posters regarding how to become voter and how to search your name put up on all State Govt. offices in your district through sponsorships and partnerships. Such posters can also be put in Societies in urban areas, Clubs, Talati daftar in rural areas, etc. Your posters can answer specific questions like:

* How to become a voter
* How to get EPIC
* Having EPIC does not automatically make you a voter
* How to search your name on Internet and offline
* What is a BLO and how to find yours, etc, etc

You will also need partnership for running the entire voter registration campaign and later on the voter turn out campaign. You will have to identify specific partners for this purpose from now on itself.

D. LINKAGES WITH EDUCATIONAL INSTITUTIONS.

Under this you will have to provide details of all Higher Secondary Schools and Higher Educational Institutions of your district, AC wise. You will list the Designated Officer details and also give details of the activities that you plan to undertake in these institutes mentioning specific time period. Perhaps you can re-use the Table provided in (B) above here. Please remember that the GR of Education deptt dated 29-4-12 makes it mandatory for all fresh admissions to be given the opportunity to be voters. Please ensure that this year too you follow up on this.

E. YOUTH COMPONENT OF THE SVEEP PLAN.

You can give some background here of the youth of your District. All youth do not study in and necessarily get enrolled in Higher Educational Institutions. You will have to have a specific campaign for such youth and the campaign will have to be different for rural areas and different for urban areas. You will have to give details of the activities you plan to undertake to ensure high youth registration. You will also have to give time period under which you will take these activities. You might like to tap Employment Exchange offices, RTO offices, NCC, NYKS, NSS, etc here. You might also like to have a different strategy here for remote areas. Again using the Table in (B) above will be useful here.

F. FEMINIZATION COMPONENT.

You will need to give details of activities to attract women voters to register including activities informing them how married women can register. You might want to train your MDM and Aanganwadi workers, involve Mahila Samakhya, Lions/Rotary Clubs, etc. This also will require a time component in the table in Para (B) above.

G. URBAN SUB PLAN.

The urban areas do not have the advantage of easily locatable Anganwadis or local

body office. You will have to have a separate plan for generating awareness about registration and informing the public how to search their names and make it easy for them to do so. While in the rural areas your strategy will include display in alphabetical list of voters at Anganwadi, Talati's office, etc, You can think of sticking / pasting the alphabetical list, polling station wise on the walls of the polling station and give due publicity to it in both urban and rural areas. You can also think of getting direction arrows sponsored for your Polling Stations, with proper numbering and address of the Polling Station somewhat like this:

→**This way for Polling Station No. – of _____AC, of _____District**
Sponsored by: Bank

I am sure that in the Nagarpalika areas and in the Municipal Corporation areas, the the Corporation or municipality will be able to do it for you.

H. MULTI-MEDIA CAMPAIGN.

Short video clips on You-tube, slides made by youth from Fine Arts Colleges in Cinema Theaters giving due acknowledgement to the student who has made it, etc, SMS campaign, etc. can be thought of.

I. SPECIFIC INNOVATIVE PLAN FOR THE DISTRICT.

These are just ideas. You have to let your ideas flow and be innovative. I will expect a reflection of your innovativeness in each part of the Plan or mentioned separately. We will be giving a small amount of budget to you for implementing the SVEEP Plan, but will certainly not be enough to do every thing you want to do. That is why partnerships will be the most important strategy of the SVEEP Plan.

Those of you who have already sent the SVEEP Plan are also included in ensuring that all the above points are covered in their SVEEP Plan. Therefore, they may send it again with all the above components. Since this kind of a Plan preparation requires much thought behind it, you may now send your Draft Plan to me for review by 19-4-12. Your training at ECI is on 23-24 April, 2012. I need to see all your Plans before that. Please remember that your innovativeness is what will drive this SVEEP campaign.

ANITA KARWAL
Chief Electoral Officer

ANNEXURE 4

DETAILED QUESTIONNAIRE FOR BASELINE KABBP STUDY Election Commission of India

**Baseline Survey of
Knowledge, Attitude, Behaviour, Belief and Practices (KABBP)
of Voters in Gujarat**

1.	**Location**	Rural=**1**		Urban=**2**		Semi Urban=**3**
2.	**Region**	Kachchh=**1**	North Gujarat=**2**	Saurashtra= **3**	Central Gujarat=**4**	South Gujarat=**5**

3. **Name of the Village / City:**
4. **Name of the District:**
5. **Name of the Assembly Constituency: _____**

1	Rapar (6)	8	Chotila (63)	15	Limkheda (ST) (131)
2	Tharad (8)	9	Rajkot East (68)	16	Vaghodia (136)
3	Kadi (SC) (24)	10	Dwarka (82)	17	Dedipada (ST) (149)
4	Khedbrahma (ST) (29)	11	Kutiyana (84)	18	Jambusar (150)

5	Gandhinagar South (35)	12	Visavadar (87)	19	Olpad (155)
6	Vejalpur (42)	13	Talaja (100)	20	Choryasi (168)
7	Naroda (47)	14	Borsad (109)	21	Pardi (180)

SECTION A: GENERAL INFORMATION OF THE RESPONDENT

1.   Name: …………………………………   **2**. Age: ……………   **3**: Sex: ☐

4.   Marital Status: ☐

5.   No. & Name of the AC: ……………….   **6.** No. & Name of Polling booth: …….

7.   Location: ☐   **8**. Name of Village/Ward: …………….

9.   Name of Taluka:…………………………   **10**. District:………………………..

11.   Number of Family Members: ……………   **12**. Educational Qualification: ☐

13.   Economics Status: ☐   **14**. Type of Ration Card: ☐   **15**. Occupation: ☐

Code: A: (3) Male-1, Female-2, Other-3; (4) Married-1, Un-married-2; Other-3; (7) Rural-1, Urban-2, Semi Urban-3; (12) Illiteratte-1, Literate with Primary-2, Literate High School-3, Higher Secondary-4, Diploma/Certificate-5, Graduate & Above including Professional/ Technical Courses-6 (13) Less than 1.00 lakh-1, 1-3 lakhs-2, 3-5 lakhs-3, 5 lakhs and above-4, ; (14) APL-1, BPL-2, Not Available-3; (15) Student-1, Unemployed available for work-2, Service Government/Private-3, Own Enterprise-4, Labourer/Cultivator Agricultural and allied activities-5, Other-6.

<div align="center">

SECTION B: VOTER'S REGISTRATION

</div>

1. **Do you have a voter's card? (If registered as a voter)**
    Yes-**1**
    No-**2**
    Note: If "Yes" then NA in Question-2 below. □

2. **If no, why?**
    Not aware, how to procure this card-**1**
    Lost by self-**2**
    Lost by the department-**3**
    Could not get time to get photographed-**4**
    Did not get information when they are making-**5**
    Lack of time-**6**
    Cumbersome procedure-**7**
    Not Interested in getting the same-**8**
    Not applicable -**9** □

<div align="center">

SECTION C: KNOWLEDGE, ATTITUDE, BEHAVIOUR, BELIEF, AND PRACTICES

</div>

I. **Knowledge about Electoral Process:**

1. **Are you aware of 'Voter's List'?**
    Yes-**1**, No-**2**, Can't say/do not know-**3** □

2. **If yes to Q-1, has your name been enrolled/ included in the voter's list?**
    Yes-**1**, No-**2**, Can't say/do not know-**3** □

3. **If yes to Q-2 how did you come to know that your name has to be enrolled?**
    1-Friends/Relatives, **2**-Newspapers, **3**-Local Community leaders, **4**-BLO, **5**-TV,
    6-Can't say □

4. **If yes to Q-2, was it correctly written in voter's list?**
    Yes-**1**, No-**2**, Can't say/do not know-**3** □

5. **If no to Q-2 what was the reason?**
    1-Did not know about it, **2**-Was not told, **3**- Can't say/don't know, **4**- Was not
    interested □

6. **Do you know the minimum age of enrolment as a voter?**
    Yes-**1**/No-**2** □

7. **If yes to Q-6, what is the eligible age/minimum age (Years) for enrolment?**
    18yrs.-**1**, 20yrs.-**2**, 22yrs.-**3**, 25yrs.-**4** □

8. **What is the Qualifying date for enrolment?**
    1st January-**1**, 1st June-**2**, 1st April-**3**, Any day-**4**, Don't know-**5** □

9. **How many members in your family are 18+ years of age and not registered?**
    (Give Number)
    (i)   No. above 18 yrs………………… □
    (ii)   No. above 18 yrs. not registered voters……….

10. **What are the reasons for them not enrolled for voter's list?**
    Lack of awareness-**1**, Lack of interest-**2**, Lack of valid documents-**3**, Lengthy
    (difficult) procedure-**4**, Not permanent resident-**5** □

11. **Do you know where to get registered for voting?**
    Taluka Office-**1**, BDO-**2**, Panchayat Office-**3**, Collector's Office-**4**, NA- **5** □

12. **Are you aware of the EPIC (Election Card)?**
    Yes-**1**, No-**2**, Can't say-**3** □

13. **Do you have your EPIC?**
    Yes-**1**/No-**2**

14. **If yes, when did you get the EPIC made?**
    Before last assembly elections-**1**, After last assembly elections-**2**,
    Don't remember-**3**

15. **How many days did it take for you to get the EPIC?**
    Within 15 days-**1**, Within 1 month-**2**, Within six months-**3**, Don't know-**4**

16. **Was it easy for you to get the EPIC?**
    Yes-**1**, No-**2**, Can't say/ don't remember-**3**

17. **If no, what were the main problems you witnessed while getting your EPIC?**
    Long procedure-**1**, Unfriendly officials-**2**, Can't say-**3**, Inaccessibility of the
    concerned office-**4**

18. **If you did not have EPIC, which alternative ID did you use for voting?**
    License-**1**, Ration Card-**2**, Opening Bank account-**3**, Any other-**4**

19. **Do you know that Govt. /Election office has appointed local persons called
    Booth Level Officers to help for enrolment?**
    Yes-**1**/No-**2**

20. **If Yes, then what is his designation?**
    Both Level Office (B.L.O.)-**1**, Identification Office-**2**, Election Agentt-**3**, Don't
    know-**4**

21. **If Yes, has he ever visited your house/office?**
    Yes-**1**, No-**2**, Can't say-**3**

22. **Do you know Voter Centers or VCs (Matdar Sahayata Kendra) are
    functioning at all Taluka levels inside Jan Sewa Kendra since 1-6-12?**
    Yes-**1**, No-**2**, Can't say-**3**

23. **Do you know where your Polling booth is?**
    Yes-**1**, No-**2**

24. **Do you know VCs provide various services relating to the elector roll?**
    Yes-**1**/No-**2**

25. **Have you visited VC any time?**
    Yes-**1**/No-**2**

26. **If yes, were you satisfied with the services provided?**
    Yes-**1**/No-**2**

II. Attitude about democracy and elections:

1. **What does democracy mean to you? (Give ranking)**
    Free and Fair elections-**1**, Power to the people-**2**, Accountability of Institutions-**3**, Freedom of Expression-**4**

2. **What elections mean to you?**
    Reflect people's choice-**1**, Ensure smooth transfer of power-**2**, Brings accountability in elected representatives-**3**, Any other-**4**

3. **Do you feel the need for bringing reforms in the electoral process?**
    Yes-**1**/No- **2**

4. **Do you think, excessive use of money in elections is one of the causes for corruption in politics?**
    Yes-**1**/No-**2**

5. **If Yes, What are the ways through which it can be checked?**

6. **Why do you feel the need for Electoral Reforms?**

7. **Do you agree that persons with criminal record are multiplying in politics?**
    Yes-**1**/No-**2**

8. **What are the ways through which this can be curtailed?**

III. Behavior of Voters:

1. **Did you vote in 2002 Assembly Elections?**
    Yes-**1**/No-**2**

2. **Did you vote in 2007 Assembly Elections?**
    Yes-**1**/No-**2**

3. **Have you voted in 2009 Parliamentary Elections?**
    Yes-**1**/No-**2**

4. **When you did not vote what were the reasons? NA if voted in all previous elections?**
    - Not Applicable-**1**
    - I did not have electoral photo ID Card -**2**
    - I did not know my polling station-**3**
    - Polling station was at distance (I had transportation logistic problem)-**4**
    - Long queue and I did not have time-**5**
    - No faith in political system (or electoral democracy)-**6**
    - Did not vote as community or religious leader said so-**7**
    - Head of family said not to vote-**8**
    - Voting is not essential for maintenance of democracy-**9**
    - There was no good candidate-**10**
    - Candidate was not of my choice or community-**11**
    - I just did not want to vote as nothing will change-**12**
    - I was not in my constituency-**13**
    - I did not get voter slip even on polling day at the booth-**14**
    - I was afraid/felt insecure to go to the polling station-**15**
    - My name was not on electoral roll-**16**

- **Any Other (Specify**)-**17**…………………………………………….

5. **When you voted what were the reasons? NA if did not vote in all previous elections? (Can record more than one reason)**
    - Not Applicable-**1**
    - I am political party sympathizer-**2**
    - Casted vote due to threat or coercion-**3**
    - Head of family said to vote-**4**
    - Influenced by friends-**5**
    - Wanted to defeat a particular candidate and/or a political party-**6**
    - It was my duty/right-**7**
    - Because of repeated appeal and advertisement by Election Commission-**8**
    - Because of enabling environment (free and Fair) created by Election Commission-**9**
    - I got registered in electoral roll-**10**
    - I got my voter slip-**11**
    - Candidate was good-**12**
    - Candidate was of my choice and from community and religion-**13**
    - Candidate visited me personally-**14**
    - Money / Liquor was offered-**15**
    - Any Other (Specify)-**16**……………

6. **How did you find the electoral experience during your last voting?**
    Convenient-**1**, Inconvenient-**2**, Taxing-**3**, Can't remember-**4**

7. **Are there any family members eligible for voting who have not voted?**
    Yes-**1**/No-**2**

8. **If Yes, How many?**……………………..
    Why? …………………………………………………………………

9. **What motivated your choice of the candidate during last elections?**
    Personally known-**1**, Experience-**2**, Honesty-**3**, Commitment-**4**,
    Any other-**5** – specify………………

IV. **Beliefs about democracy and elections:**

1. **How successful is the democratic process in India?**
    Very Successful-**1**, Comparatively successful-**2**, Comparatively Unsuccessful-**3**, Highly Unsuccessful-**4**

2. **What do you think are the reasons for non participation in elections?**
    Apathy-**1**, Anger-**2**, Inconvenience-**3**, Any other-**4**

3. **Which is the most influencing factor that affects your voting preference?**
    Family-**1**, Caste-**2**, Religion-**3**, Candidate-**4**, Any other-**5**

4. **The Factor influencing high Voter turnout is:**
    Money power-**1**, Muscle power-**2**, Both-**3**, Good Candidate-**4**, Any other-**5**

V. **Perception of respondents:**

1. **How would you describe your experience in the last assembly elections that were held in Gujarat?**
   Very Good-**1**, Good-**2**, Not so perfect-**3**, Imperfect-**4**, Can't Say/Don't Know-**5**

2. **Do you feel there was security threat during elections at any point?**
   Very much-**1**, Somewhat-**2**, Not at all-**3**, Can't say-**4**

3. **Do you think the deployment of police force was sufficient during the last elections?**
   Very much-**1**, Somewhat-**2**, Not at all-**3**, Can't say-**4**

4. **What was your experience at the polling booth during elections?**
   Very Good-**1**, Good-**2**, Not so good-**3**, Not at all good-**4**, Can't Say-**5**

5. **Whether the polling staff was cooperative during the election process?**
   Very Cooperative-**1**, Cooperative-**2**, Not so cooperative-**3**, Not at all cooperative-**4**, Can't say-**5**

6. **Are you aware about the forthcoming Assembly Elections?**
   Yes-**1**/No-**2**

7. **Did you face any difficulties in voting?**
   Yes-**1**/No-**2**

8. **If Yes, then difficulties were (can tick more than one option), if no in 7 then NA**
   - Not Applicable-**1**
   - Long queue-**2**
   - No separate queue for senior citizen-**3**
   - Lack of facilities including drinking water toilet and ramp-**4**
   - Coercion/threat by political party booth operators-**5**
   - Difficulties in locating my polling station-**6**
   - Difficulties in getting my voter slip at facilitation center-**7**
   - No guidance from polling personnel-**8**
   - Any other, specify-**9**…………………………………………………

VI. Practices of the Electors:

1. **Was it easy for you to use the Electronic Voting machine (EVM)?**
   Very Easy-**1**, Somewhat easy-**2**, Not so easy-**3**, Can't Say-**4**

2. **If answer is 3 above, why do you feel it was not so easy to use the EVM?**
   Could not understand instructions-**1**, Pushed the wrong button-**2**, Machine stalled-**3**, Can't say-**4**

3. **Are you familiar with the paper ballot system?**
   Yes-**1**, No-**2**, Can't say-**3**

4. **Which system of casting vote do you prefer?**
   Ballot paper-**1**, EVM-**2**

5. **If ballot paper then reasons (can tick more than one option) (NA if answer in 4 is EVM)**
   - Not Applicable-**1**
   - It is simple-**2**
   - I believe that it cannot be manipulated-**3**
   - I believe EVM can be manipulated-**4**
   - Any other specify-**5**…………………………………………………

6. **If EVM then reasons (can tick more than one option) (NA if answer in 4 is Ballot paper)**
    - Not Applicable-**1**
    - It is simple-**2**
    - I believe that it cannot be manipulated/rigged-**3**
    - The results can be known faster-**4**
    - It is environment friendly-**5**
    - Any other specify-**6** ……………………………………………

VII. **Participation in Forthcoming Elections:**
1. **Do you intend to vote in the forthcoming election?**
    Yes-**1**/No-**2**
2. **If Not intended then why? (NA if response in 1 is Yes)**
    - Not Applicable-**1**
    - I just do not want to vote as nothing will change-**2**
    - I do not believe in electoral democracy-**3**
    - I do not have voter ID card-**4**
    - I will not be in my constituency-**5**
    - Any other specify-**6** ……………………………………………
3. **If intended to vote then why? (NA if response to 1 is No)**
    - Not Applicable-**1**
    - To express my faith in democracy-**2**
    - It is my duty / right-**3**
    - I am a party sympathizer-**4**
    - If candidate will be of my choice-**5**
    - Any other specify-**6** ……………………………………………………
4. **Who among the following influence most your choice to vote or not to vote (can tick more than one option)**
    - Head of family (patriarch) -1
    - Spouse -2
    - Religious or spiritual leader -3
    - Community or caste leader - 4
    - Friends -5
    - Personal choice -6
    - Candidate of choice -7

VIII. **Systematic Voter Education and Electoral Participation (SVEEP):**
1. **Did you come across any voter/election related campaign of Election Commission of India during previous election period?**
    Yes-**1**/No-**2**
2. **From which sources/channels you received election related messages/ information? (can tick more than one option) if no in 1 then NA**
    - Not Applicable-**1**
    - Newspaper-**2**
    - Doordarshan-**3**
    - All India radio-**4**

- FM Channel-**5**
- Private satellite channel-**6**
- Local cable TV-**7**
- Video vans-**8**
- Government offices-**9**
- Colleges/Educational Institutions-**10**
- Posters, hoardings and publicity materials-**11**
- NGO and Civil society Group-**12**
- Any other specify-**13** …………………

3. **Most important voter information/message you received (can tick more than one option) if no in 1 then NA**
   - Not applicable-**1**
   - Date of voting and schedules-**2**
   - Voting is right and duty so must cast vote-**3**
   - Application of code of conduct-**4**
   - Cast vote as per conscience and without taking any inducement-**5**
   - Strict enforcement of ECI rules-**6**
   - Registration of voter-**7**
   - Preparation of voter cards-**8**
   - Steps taken for free and fair election-**9**
   - Voter Slip Distribution Schedule-**10**
   - Alternate Identity Documents for voting-**11**
   - Voting by 49 O-**12**
   - Tendered Vote-**13**
   - Separate Queues for Old and sick-**14**
   - No queue for disabled-**15**
   - Do's and Don'ts on polling day-**16**
   - Any other specify-**17** …………………………………………

4. **Have you seen anywhere, the ECI Produced any advertisement or campaign with ICONs/STARS motivating voters?**
   Yes-**1**, No-**2**

5. **Who is/were the most appealing/ motivating ICON used by the ECI? if no in 4 then NA (Can tick/choose more than one option)**
   - Ex-President APJ Abdul Kalam-**1**
   - Cricketer M.S. Dhoni-**2**
   - Any Other –Specify-**3**
   - Not applicable-**4**

6. **Have you seen any poster on voter education put up by ECI?**
   Yes-**1**/No-**2**

7. **Where did you see the poster?, if no in 6 then NA (Can tick and choose more than one option)**
   - Not applicable-**1**
   - District Collectors Office-**2**
   - Other Government Offices-**3**
   - Hospitals/PHC-**4**
   - Schools and Colleges-**5**

- Market places-**6**
- Road junctions-**7**
- Libraries-**8**
- Bus stand-**9**
- Railways station-**10**
- PD shop-**11**
- Panchayat Offices-**12**
- Bank/Coop Offices-**13**
- Any other specify-**14** …………………………………….………………

8. Which of the following contents is most appealing/motivating message according to you?
- Not applicable-**1**
- Proud to be a voter ready to vote-**2**
- Know your BLO-**3**
- Stand up you are 18-**4**
- My vote my futre-**5**
- Say yes to vote and no to note-**6**
- Your vote is invaluable, use it wisely- **7**
- Any other **- 8**

Suggestion if any:

……………………………………………………………………………………..

……………………………………………………………………………………..

…………………………………………………………………………………….

Signature of Investigator: ……………….   Signature of the Supervisor: …………………

Name of the Investigator: …………….. Name of the Supervisor: …………………..

Date: …………………..   Date: …………………..

Place: ……………………………   Place: ……………………………

Scrutinized by: Signature & Name: ………………… Date: ………… Place: ……………

ANNEXURE 5

ECI INSTRUCTION (NO.) ON VOTER AWARENESS OBSERVER

By Fax/ Speed Post/ e-mail

ELECTION COMMISSION OF INDIA
Nirvachan Sadan, Ashoka Road, New Delhi-110001

RAHUL SHARMA   E-mail – rahulsharma.eci@gmail.com
UNDER SECRETARY   Tel/Fax – 011-23052070
491/SVEEP/AO/2012   Dated:16ᵗʰ October, 2012

To,
    The Chief Electoral Officers of
    Gujarat & Himachal Pradesh.

Sub- General Election to the Legislative Assemblies of Gujarat & Himachal Pradesh – Appointment of Voters' Awareness Observers-reg.

Sir / Madam,

         Please refer to the letter no.51/8/7/2009/EMS. dated 23.01.2009 of the Election Commission of India, regarding accountability for spreading awareness about EVM voting in rural and remote areas (copy enclosed for reference). While the measures conveyed vide this letter will also apply to the forthcoming General Elections to Legislative Assemblies of Gujarat & Himachal Pradesh, a few significant changes are proposed, particularly with reference to Para 8 of the said letter.

2.   The Commission has issued instructions for launch of a multi-media SVEEP campaign for enhancing Voters' participation in the forthcoming Assembly election. In order to measure the impact of the multi – media SVEEP campaign and related efforts in your State the "EVM Awareness Observer" would henceforth be referred to as **"Voters' Awareness Observer"**, of course including the EVM Awareness components and shall also include the ethical voting component. As such, the revised check list for these officers will be as given in **Annexure-I.** You may initiate action for appointment of suitable officers as per the guidelines given in para 8 of the above-referred letter.

3.   After the feedback reports from all the Voters' Awareness Observers are obtained, the CEO should send a report to the Commission.

Yours faithfully,

(Rahul Sharma)

Encl.: as above

ANNEXURE 6

DETAILED FORMAT FOR SVEEP REPORTING IN GUJARAT

Error! Not a valid link.

ANNEXURE 7

DETAILED QUESTIONNAIRE FOR END LINE KABBP STUDY

1.	**Location**	Rural=**1**		Urban=**2**		Semi Urban=**3**	
2.	**Region**	Kachchh=**1**	North Gujarat=**2**	Saurashtra=**3**	Central Gujarat=**4**	South Gujarat=**5**	
3.	**Name of the Village / City:**						
4.	**Name of the District:**						
5.	**Name of the Assembly Constituency:**						
	1	Gandhidham (SC) (5)	10	Jamnagar South (79)	19	Padra (146)	
	2	Tharad (8)	11	Kutiyana (84)	20	Dediapada (ST) (149)	

	3	Sidhpur (19)	12	Junagadh (86)	21	Vagra (151)
	4	Vijapur (26)	13	Savarkundla (97)	22	Choryasi (168)
	5	Idar (SC) (28)	14	Gariadhar (101)	23	Nizar (ST) (172)
	6	Mansa (37)	15	Anklav (110)	24	Dangs (ST) (173)
	7	Naroda (47)	16	Nadiad (116)	25	Navsari (175)
	8	Dhrangadhra (64)	17	Lunawada (122)	26	Valsad (179)
	9	Rajkot West (69)	18	Garbada (ST) (133)		
6.	**Number and Name of Polling booth:**					

SECTION A: GENERAL INFORMATION OF THE RESPONDENT

1. **Name:** …………………………………

2. **Age:** ……

3. **Sex:** Male-**1** ☐   Female-**2** ☐   Other-**3** ☐

4.
   Marital Status: Married-**1** ☐   Unmarried-**2** ☐   Other-**3** ☐

5. **Number of Family Members:** ………

6. **Educational Qualification:** Illiterate-**1** ☐   Literate with Primary-**2** ☐

   Literate High School-**3** ☐   Higher Secondary-**4** ☐

   Diploma/Certificate-**5** ☐

   Graduate & Above including Professional / Technical Courses-**6** ☐

7. **Economic Status:** Less than 1.00 lakh-**1** ☐   1-3 lakhs-**2** ☐

   3-5 lakhs-**3** ☐   5 lakhs and above-**4** ☐

8. **Type of Ration Card:** APL-**1** ☐ BPL-**2** ☐ Not Available-**3** ☐

9. **Occupation:** Student-**1** ☐   Unemployed available for work-**2** ☐

   Own Enterprise-**3** ☐ Service Government / Private-**4** ☐

   Labourer / Cultivator Agricultural and allied activities- **5** ☐

   Homemaker-**6** ☐   Other-**7** ☐

SECTION B: VOTING IN ASSEMBLY ELECTION 2012

1. **Are you a registered voter of this constituency?**
   Yes ☐   No ☐

2. **Have you voted in any Election in the past?**
   Yes ☐   No ☐

3. **How many elections you have voted? (Tick number)**

1 ☐   2 ☐   3 ☐   4 ☐   5 ☐   More than 5 ☐

4. **Did you vote during the last State Assembly Election held in December 2012?**
   Yes ☐   No ☐

   IF YES, GO TO QUESTION 5, IF NO GO TO QUESTION 9.

5. **IF THE RESPONSE TO Q. 4 IS "YES", from where did you come to know about the election voting date?** (Can tick / choose more than one option.)
   a. Doordarshan
   b. Newspaper
   c. All India Radio
   d. Voter Slip
   e. Television
   f. District Collector Office
   g. Booth Level Officer
   h. Hoardings / Posters
   i. Cinema Theatres
   j. FM Radio
   k. Election Songs

6. **IF THE RESPONSE TO Q. 4 IS "YES", Reason(s) for voting in the election:**
   (Can tick / choose more than one option.)
   a. It was my right and duty.
   b. It was a good and correct thing to do.
   c. I had an Electoral Photo ID card (EPIC).
   d. I had a Voter slip.
   e. The candidate visited my house and asked me to vote.
   f. Because of awareness programs , such as Bhavai, Nukkad nataks, tamasha, Prabhat Pheri, Matdar rally, etc conducted by the Election Commission.
   g. Because of the advertisements / messages / advice / persuasion of election commission through various media.
   h. Because of the appeal letter from the Collector.
   i. Because my children made me pledge to vote through Sankalp Patra which they received from their school / college.
   j. I knew the candidate.
   k. Due to the environment of safety and security established by the Election Commission.
   l. Due to facilitation of women voters by permitting two women voters to vote for every male voter.
   m. I am a political party's sympathizer.
   n. Because the Booth Level Officer educated me about my rights and duties
   o. Because I was inspired by the appeal of 100+ aged voters of my district.
   p. Influenced by
      • family ☐
      • spouse ☐
      • friends ☐

- Community ☐
q. Any other please specify _____

7. **Did you face any difficulties during voting? If yes, the difficulties were:** (Can tick / choose more than one option.)
   a. Long queue.
   b. Lack of facilities including drinking water, toilet and ramp (for differently abled).
   c. Coercion / threat by political party booth operations.
   d. Difficulties in locating my polling station within the campus.
   e. No guidance from polling personnel.
   f. No separate queue for senior citizen.
   g. Any other please specify _____

8. **What was your overall experience in this assembly election?**
   Excellent ☐ Very Good ☐ Good ☐ Average ☐ Unsatisfactory ☐

9. **IF THE RESPONSE TO Q. 4 IS "NO", Reason(s) for not voting in the election:** (Can tick / choose more than one option.)
   a. I just did not want to vote as nothing will change.
   b. I was not in my constituency.
   c. I had migrated as casual labour to another place.
   d. I was afraid / felt insecure to go to the polling station.
   e. My name was not there in the electoral roll.
   f. I did not have Electoral Photo ID card (EPIC).
   g. I did not get photo voter slip.
   h. I did not have any of the 14 documents notified by the ECI.
   i. I did not know the location of my polling station.
   j. I did not know the polling date.
   k. Polling station was located at a distance.
   l. Long queue.
   m. Due to social customs and traditions.
   n. Due to my preoccupation with household chores and upbringing of children.
   o. I do not believe in electoral democracy.
   p. Did not like the candidate.
   q. My employer did not give a holiday on poll day
   r. Any other please specify _____

10. **IF THE RESPONSE TO Q. 4 IS "NO", please ask specifically again:**
    a. Do you have Voter's Card?
    b. Did you receive Photo Voter Slip?

11. a. **Did you sign the "Sankalp Patra" which was given through school / college children to parents to pledge for voting?** Yes ☐ No ☐
    b. **If "Yes" then, how much did it influence your decision to go out and cast your vote?** Very much ☐ little ☐ at all ☐

12. **Were money / liquor / any other inducement offered** to you **during last 48 hours before the election?** Yes ☐   No ☐

13. **Were money / liquor / any other inducement offered** to anybody else in your knowledge **during last 48 hours before the election?** Yes ☐ No ☐

SECTION C: VOTER AWARENESS PROGRAMME

1. **Did you come across campaign of Election Commission of India asking people to vote during the election period?**
   Yes ☐   No ☐

   ASK ONLY IF THE RESPONSE TO Q. 1 IS "YES"
A **From which sources / channels you received election related messages / information given by Election Commission of India Voter Awareness programme.**
   (Can tick / choose more than one option.)

   a. Newspaper
   b. Doordarshan
   c. All India Radio
   d. FM Channels
   e. Private Satellite Channels
   f. Local cable TV
   g. Video Vans
   h. Government offices
   i. Colleges
   j. Posters, hoardings and publicity materials
   k. Camp by NSS and NYK volunteers
   l. Folk artistes and drama groups
   m. SHG members
   n. NGOs and Civil society groups
   o. Booth level officers
   p. From school going/college going Children in your family
   q. Sankalp patra from children
   r. Appeal letter from Collector
   s. Others specify _____

B **What was the most important voter information / message / appeal you received from Election Commission of India through various channels / media?**
   (Can tick / choose more than one option.)

   a. Voting is our Right and Duty
   b. Voting as per conscience without taking any inducements.
   c. Strict enforcement of ECI rules.
   d. Seizure of money by flying squads
   e. Registering as voter till 14-11-12 for Phase I and till 20-11-12 for Phase II

    f.   Duplicate EPIC available from Matdar Sahayata Kendra
    g.   Online name search facility
    h.   SMS query based search facility
    i.   Voter slip Distribution Schedule
    j.   State Call Centre telephone number –1950
    k.   District Call centres for electoral rolls
    l.   How to search your name in the electoral rolls
    m.   Alternate Identity Documents for voting
    n.   Voting by 49 O
    o.   Tendered Vote
    p.   Separate Queues for Old and sick
    q.   For every one male voter, two females will vote, making their queue speedier
    r.   No queue for Disabled
    s.   Do's and Don'ts on polling day
    t.   Any other specify _____

C   **Have you seen the Election Commission of India produced quickies motivating voters in TV / Video vans / cable network etc.?**

Yes   ☐   No   ☐

ASK ONLY IF THE RESPONSE TO QUESTION C IS "YES"
Who were the most appealing / motivating ICON / personalities used by Election Commission of India in Voter Awareness Programme Campaign in TV / Video vans / Cable networks etc? (Can tick / choose more than one option.)
    a.   Ex-president APJ Abdul Kalam
    b.   Cricketer MS Dhoni
    c.   Shri "Mat" and Shri "Mati"
    d.   Radio Mirchi Jockey Dhvanit Thacker
    e.   100 plus year old voters from your district
    f.   Anita Karwal CEO
    g.   The Collector of your district
    h.   The SP of your district
    i.   Your Booth Level Officer

D   **Did you see posters on voter education put up by Election Commission of India in your area? (To carry small size posters to show to voters surveyed)**

Yes   ☐   No   ☐
ASK ONLY If ANSWER TO QUESTION D IS "YES"
    1.   **Which was the most appealing / motivating message you saw in the poster?**
        (Can tick / choose more than one option.)
        a.   Proud to be a voter ready to use.
        b.   Mark of a responsible citizen.
        c.   Lokshai apna thi, vote karo garv thi.
        d.   My Vote, My Future.
        e.   Say Yes to Vote and No to Note.
        f.   18+. Register today.
        g.   Your future has a voice.

     h.   Vote for democracy, vote as per conscience.

     i.   Your vote is invaluable, use it wisely.

     j.   Tame matdar chho.

     k.   Su apnu naam matadar yadi ma chhe? Matadan mate aa jaruri chhe.

     l.   Darek mat kimati chhe, aajej nondhani karavo.

     m.   Su tamari pase matadar olakhapatra nathi, aajej nondhani mate form-6 bharo.

     n.   Su tamari janam tarikh 01-01-1994 pahelani chhe? To tame chho hakadar, to bano ajej matdar.

     o.   Juvo, jano ane vicharo, achuk matdan karo.

     p.   Ame khush chhiye, ekbijani sathe rahine ane matdan sathe kariye.

     q.   Aa nishan, jawabdarini olakhan.

     r.   Unchaithi dar nahi lage, udan bharine to juvo, garvani lagani thase, matdan kari to juvo.

     s.   Amaro parivar kare chhe matdan, tame pan jarur aapajo dhyan.

     t.   Amaro chhe, amarathi chhe, amara mate chhe, ame taiyar chhie, lokashahini udan bharva mate.

     u.   Pahela amaro vote padashe, pachhi j chula salagashe.

     v.   Saral pan ane jhadapi pan, matdar yadima apnu naam sodhvu.

     w.   Baa bahu ane beti, vote karshe garva thi.

     x.   Yuvati ane yuvan, kare garva thi matdan.

     y.   Ek vaar to jarur chakashani karjo, tamaru naam matdar yadima.

     z.   18+ tame badha thai javo shree mat ane shree mati banva mate taiyar!

     ab.   Every Vote Counts, Register Today.

2   Where did you see the poster? (Can tick / choose more than one option.)

     a.   District Collector Office

     b.   Other Government offices

     c.   Hospitals / PHC

     d.   Schools and Colleges

     e.   Market place

     f.   Road Junction

     g.   Libraries

     h.   Bus stand

     i.   Railway station

     j.   FPS (Fair Price Shop)

     k.   Panchayat offices

     l.   Banks / Co-operatives offices

     m.   Multiplexes and Malls

     n.   Petrol pumps

     o.   Any other specify _____

E   Were you aware of the help / assistance provided by the Election Commission of India for obtaining election related information?

     Yes   ☐   No   ☐

ASK ONLY If ANSWER TO QUESTION E IS "YES"

1.   Did you take help of this facility?

Yes   ☐   No   ☐

ASK ONLY If ANSWER TO QUESTION E – 1 IS "YES"

Which of the following facility did you use to get the help?

a.   Helpline number 1950

b.   District level helpline

c.   Website of the ECI

d.   Through SMS

e.   From BLO

F   Were you aware of the Matdar Sahayata Kendra?

Yes   ☐   No   ☐

ASK ONLY If ANSWER TO QUESTION F IS "YES"

a.   Did you visit Matdar Sahayata Kendra? Yes   ☐   No   ☐

b.   For what purpose did you visit Matdar Sahayata Kendra?

- For applying for registration / deletion / modification   ☐
- For duplicate EPIC   ☐
- For searching name   ☐
- For information regarding electoral registration process   ☐

c.   Did you receive the help you needed? Yes   ☐   No   ☐

SECTION D: INFORMATION REGARDING EPIC AND PHOTO VOTER SLIP

A   Did you receive Photo Voter Slip?

Yes   ☐   No   ☐

ASK ONLY If ANSWER TO QUESTION IS "YES"

1.   Did Photo Voter Slip have your photograph?

Yes   ☐   No   ☐

2.   How many days prior to voting, did you receive Photo Voter Slip?

1-2 days ☐   3-4 days ☐   5-7 days ☐

3.   Which identity document did you carry for voting?

a.   Election Photo Identity Card (EPIC)

b.   Photo Voter Slip

c.   Passport

d.   Driving license

e.   Income tax identity (PAN) cards

f.   Service identity card with photograph issued by State / Central government Public Sector Undertaking, Local bodies or Public limited companies

g.   Passbook with photograph issued by Public sector bank / Post office and Kisan Passbook

h.   Freedom fighter identity card with photograph

i.   SC/ST/OBC certificate with photograph issued by competent authority

j.   Certificate of Physical Handicap having photograph

    k.   Arms license with photograph

    l.   Job cards issued under NREGA scheme with photograph

    m.   Property Documents such as Pattas, Registered Deeds, etc. with photograph,

    n.   Pension document with photograph

    o.   Health insurance scheme smart cards with photographs

    p.   Smart Cards issued by RGI under the scheme of National Population Register

    q.   Aadhaar Card issued by UIDAI

ASK ONLY If ANSWER TO QUESTION 3 ABOVE IS 'a' OR 'b'

4.   **Did you carry Election Photo Identity Card (EPIC) or Photo Voter Slip or both?**

EPIC ☐   Photo Voter Slip ☐   Both ☐

5.   **Did you show only Election Photo Identity Card (EPIC) or only Photo Voter Slip or both as your identity document?**

Only EPIC ☐   Only Photo Voter Slip ☐ Both ☐

SECTION E: ADDITIONAL INFORMATION

A   **Please answer the following questions:**

    a.   **Are you aware of the National Voter's Day?** Yes ☐ b ☐

    b.   **When did you register as a voter?**

        (i)   During last six months ☐

        (ii)   One year back ☐

        (iii)   Two years back ☐

        (iv)   Since I was eligible ☐

    c.   **Did you vote for the first time?**

        Yes ☐ No ☐

    d.   **What were the activities prior to election that you participated in?**

        (i)   Attending election meetings outside my village / area

        (ii)   Participating in campaign to urge people to vote

        (iii) Introducing candidate/s in my area

        (iv) Participating in the decision making process on the final choice of candidate

        (v)   Participating in village assembly / sabhas related to elections

        (vi) Never participated in anything

        (vii) Wanted to participate but could not do so, due to

            o my working hours

            o social issues

            o too many chores at home

            o my gender

        (vii) Don't know

SECTION F: INFORMATION FROM TAPI AND DANGS DISTRICTS

A **Do you belong to Satipati Sect?**

    Yes ☐   No ☐

ASK ONLY If ANSWER TO QUESTION IS "YES"

a. Are you a registered voter? Yes ☐ No ☐

ASK ONLY If ANSWER TO QUESTION IS "YES"

b. Did you vote during this assembly election? Yes ☐ No ☐

ASK ONLY If ANSWER TO QUESTION IS "NO"

c. Why did you not vote?

ANNEXURE 8

ECI INSTRUCTION ON APPOINTMENT OF ADDITIONAL CHIEF ELECTORAL OFFICER

Election Commission of India

ELECTION COMMISSION OF INDIA
Nirvachan Sadan, Ashoka Road, New Delhi-110001

491/IEC/2010   dated: 7th April, 2010

To,

    The Chief Electoral Officer
    Bihar,
    Patna.

Subject-   Setting up of IEC (Information, Education & Communication) Division in the States/UTs– Regarding.

Sir,

    This is with reference to the discussions/deliberations made during the CEOs conference on 4th February, 2010 at Jaisalmer. The Commission desires that a Joint Chief Electoral Officer/ Deputy Chief Electoral Officer may be identified and designated in your office to plan, implement and coordinate all IEC related programmes. In case this is not possible, an Officer may be identified and taken on deputation specifically for the purpose. You are, therefore, requested to make suitable arrangements urgently on priority basis in view of the forthcoming assembly elections in Bihar with a confirmation to the Commission.

Yours faithfully,

Sd/-

(SUMIT MUKHERJEE)

UNDER SECRETARY

2.1 APPOINTMENT OF JT/ADDL CEO (SVEE P)

ANNEXURE 9

ENGLISH TRANSLATION OF SANKALP PATRA

Sankalp Patra

Show Your love by Casting your vote

Respected Parents,

I am grateful to you for imparting education to me. Education will brighten my future. It will empower me to exercise my choices in democracy. But for that, you as my parents will have to take care of our democracy until I am old enough. And so dear Mummy and Papa, I request you and all the voters of our family to resolve to vote in the interest of my bright future.

Signature of student
Name:

Resolution

In our family, total _____ (number) members are registered as voters. We all resolve that we will definitely vote in the ensuing elections in _____ (month), 2013.

In our family _____ (number) members are 18 years old or more, but not registered as voters. We resolve to get them registered before the ensuing elections.

Signature of Parent

Name :

EPIC No.:

Contact No.:

Name of the School: _____

Village : _____ **Taluka** _____
Date : _____

Information for parents:
If you have any queries regarding your voter registration, you may:
1. Dial 1950 and obtain information
2. Contact your Booth Level Officer by sending
   "Your EPIC No. <SPACE> BLO" as SMS to 9227500958
3. Log onto www.ceogujarat.nic.in
4. Visit your nearest Matdar Sahayata Kendra at Collector or Mamlatdar Office