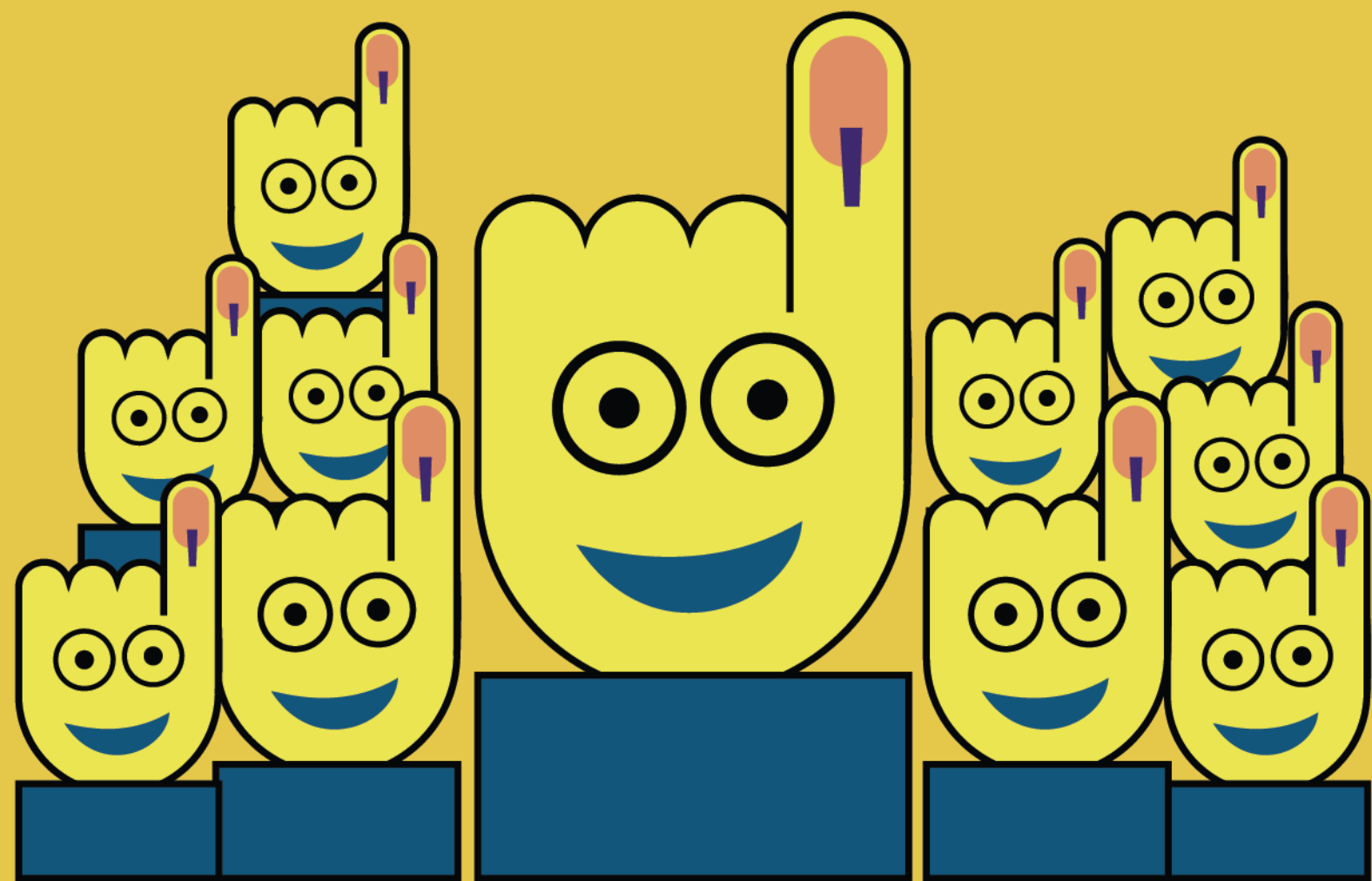# SYSTEMATIC VOTERS' EDUCATION AND ELECTORAL PARTICIPATION [SVEEP]

FOR GENERAL ELECTIONS TO THE LOK SABHA, 2014

CHIEF ELECTORAL OFFICER
GUJARAT

WWW.CEO.GUJARAT.GOV.IN

ACTION PLAN

SVEEP FOR LEGISLATIVE ASSEMBLY ELECTIONS, 2017

GUJARAT STATE

CHIEF ELECTORAL OFFICER

GUJARAT

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1. SVEEP IN GUJARAT: A TRANSFORMATIONAL JOURNEY

1.1 THE BEGINNING

1.1.1 BEGINNING OF SVEEP

Systematic Voters' Education and Electoral Participation (SVEEP) was initiated by the Election Commission of India (ECI) around 2010 in tune with the theme chosen for Diamond Jubilee year of the ECI, which was 'Greater Participation for Stronger Democracy'. With declining voter participation in elections across the world and the country in background, it was realized that voter education backed by higher level of facilitation was imperative. SVEEP thus was initiated with these two components at its centre and with an aim of strengthening the democratic fabric by promoting increased participation in electoral process by all the sections of the electorate. Specifically it aimed for 100% registration of all eligible voters and maximum voter turnout during the General and Assembly Elections.

Beginning with some preliminary initiatives in Assembly Elections of Jharkhand and Bihar in 2009 and 2010, SVEEP soon became an integral and central part of election management by 2011. Gujarat became one of the earliest States, which came up with a well-planned and comprehensive SVEEP strategy. The SVEEP Program implemented, during Gujarat Legislative Assembly Elections in 2012, was recognized and appreciated as one of the best practices by Election Commission of India.

The initial phase of SVEEP matured by 2013 with implementation in about 23 State Assembly Elections across the country. The learning of SVEEP Phase-I led to introduction of SVEEP phase-II by ECI in 2013. Gujarat implemented the SVEEP-II in the General Elections-2014 in a most systematic manner with in-depth strategic planning and targeted interventions. This was followed by ECI introducing SVEEP Plan for Phase-III in 2016.

1.1.2 SETTING UP SYSTEMS

Though it started with some sporadic awareness campaigns at its initial stage, SVEEP was never envisaged as a simple awareness program for voter awareness and information dissemination. SVEEP has been looked upon as a systematic, strategic and scientifically designed intervention for sustained change in electoral behaviour

and practices among the voters. Consequently, as it evolved and matured, SVEEP went on getting strengthened with sound approaches, frameworks, systems and processes. Gujarat has remained one of the pioneers in developing SVEEP into its envisaged form of a systematic intervention with evidence based planning and a well-structured implementation.

Gujarat has been following an evidence based SVEEP strategy based on situational analysis and gap analysis of the past experiences, learning and past election statistics for identifying areas for targeted intervention. A KABP study was carried out in 2012-13 before and after the 2012 Assembly Elections to understand voters' knowledge, attitude, behaviour and practices. This practice has been made an integral part of election management process since then.

A systematic Situation and Gap Analysis process is carried out by Gujarat at State level as well as at each of the districts well in advance before each election. This provides valuable insights into the voters' mind-set. This forms basis of SVEEP strategy and plan. SVEEP Plan is prepared as a regular process at State level and at district levels. Each district prepares a plan and submits it to CEO office, which is followed by a State level plan preparation.
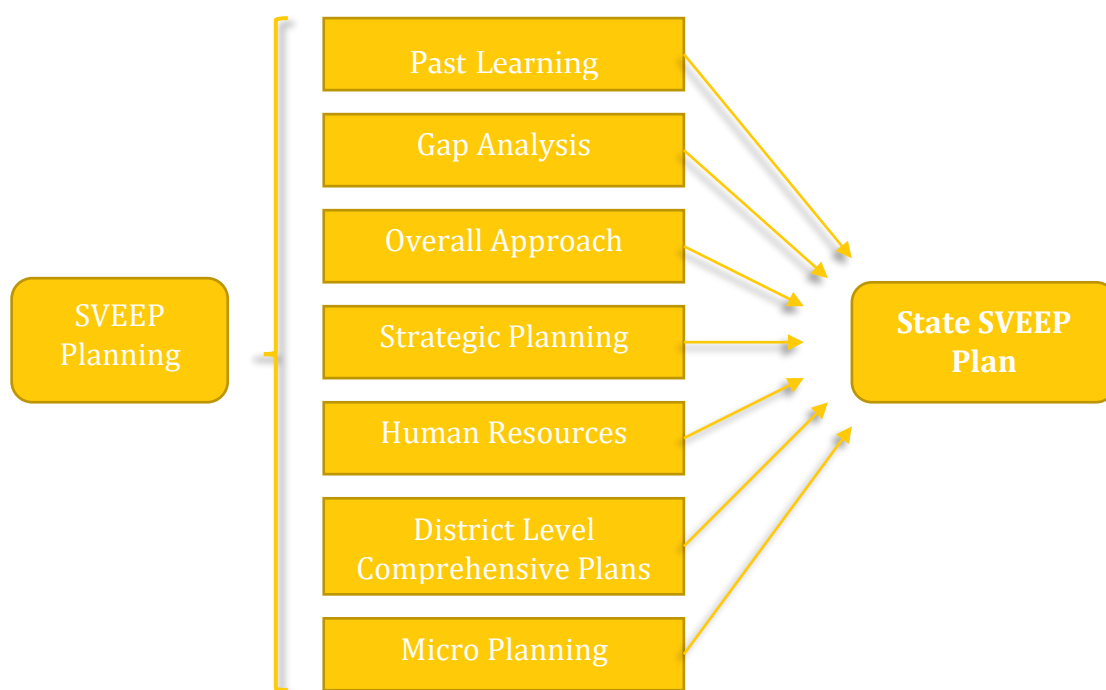
At State level, an officer in the rank of Additional Chief Electoral Officer is assigned the charge of the SVEEP, while each district is assigned a Nodal Officer for looking

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into the SVEEP activities. SVEEP is also strengthened by regular Monitoring at district and State level through processes like Progress Reports, Meetings and Video Conferences for Review etc.

1.2   THE MOMENTUM

1.2.1 OVERVIEW & HIGHLIGHTS

Gujarat integrated SVEEP seamlessly in its electoral management activities since National Voters' Day (NVD) 2011 celebrations. The efforts, enthusiasm and innovation reached its pinnacle in 2012 with the Legislative Assembly Elections. The SVEEP program saw numerous new practices, innovative approaches and initiation of systems & processes during the 2012 Gujarat Legislative Assembly Elections. The experiences and learning from 2012 Legislative Assembly Elections were then used to re-design the SVEEP for 2014 General Assembly elections in the State. SVEEP 2014 marked the maturing of SVEEP with clearly defined frameworks, systems and processes. SVEEP was strengthened by the large number of partnerships and resource mobilization initiatives leading to involvement of different stakeholders including Government, Private and Civil Society Organizations (CSOs), which made it a truly comprehensive, inclusive & effective intervention. It was no surprise that the collective efforts led to the highest ever voter turnouts in the State both in the Legislative Assembly Elections, 2012 and the General Elections, 2014.

1.2.2 KEY STRATEGIES & INTERVENTIONS

SVEEP in Gujarat was characterized by some unique features like evidence based planning, differentiated approach, targeted intervention, multi-pronged IEC approach, local culture capitalization, strategic partnerships and leveraging existing networks. A brief overview of how these approaches shaped SVEEP is given hereunder.

1.2.2.1   DIFFERENTIATED APPROACH

Gujarat is a large state, having different ethnicity, cultures, customs and traditions among the population. The diversity among different target groups that need to be reached, demands use of different platforms for voter education and behaviour change as well as differentiated communication & approaches. A variety of approaches and media including Mass Media, Mid Media activities, Interpersonal Communication, Social Media and other innovative approaches were used. For e.g.

Urban voters were targeted using FM Radio and mid media activities; Smaller towns had post cards/ pledge/ signature campaigns, rallies, competitions; youth were targeted through social media; migrants through outreach at bus stations; tribal communities through activities at haats/ markets/ fairs/ festivals; women through involvement of outreach ambassadors like Anganwadi Workers/ ASHA Workers/ SHG Members etc.

1.2.2.2   TARGETED INTERVENTION APPROACH

This is one of the most important strategies that have been implemented quite successfully in 2012 and 2014. The objective of the targeted intervention approach is to plan and implement events and programs towards impacting specific segments of the voter population with history of low voter registration and low voter turnout. Thus a process of identifying specific Polling Stations and population groups with low registration and low voter turnout is carried out by each district. This is followed by analysis and understanding of reasons for the same. Based on this, strategies are formulated for addressing these reasons and increasing the registration and voter turnout in the identified Polling Stations and population groups.

1.2.2.3   MULTI-PRONGED IEC APPROACH

Gujarat adopted from the well-known communication paradigm that when a message is bombarded through multiple modes from every possible avenue, it gets imbibed in people's mind over time. SVEEP activities are carried out in every mode of communication possible, including mass media (Radio, TV, Newspapers-both local and national), magazines, stickers, hoardings, banners, wall writings & wall paintings, traditional cultural street plays, internet & social media, facilitation centres, one-to-one interaction etc. - and that too on a persistent basis.

1.2.2.4   LOCAL CULTURE CAPITALIZATION

Different districts across Gujarat have different local culture. The SVEEP campaigns and messages are popularized by utilizing mediums and channels, both modern and traditional that are well accepted by the local community and which are integral part of social and cultural ethos of the State. This included outreach to local fairs and cultural events/gatherings like haats to integrating SVEEP messages/activities into festival celebrations like Holi to development of IEC using local folk art forms like Warli.

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1.2.2.5 PARTNERSHIPS

One of the biggest factors of success of the SVEEP campaign in Gujarat can be attributed to the network of partners and sponsors who helped and supported its implementation. The office of the CEO, Gujarat and its election machinery at the district level, partnered with a number of organizations including Government departments, media agencies, CSOs, private sector agencies and academic institutions to implement SVEEP activities across the state. This helped immensely in creating an all pervasive environment for voters.

1.2.2.6 LEVERAGING EXISTING NETWORKS

One of the success factors of the Gujarat SVEEP campaign is that rather than creating a parallel front line implementation force of its own, it takes advantage of the existing large scale networks for carrying out activities. Gujarat SVEEP has successfully tied up with existing networks, which have huge reach through its own programs/activities. This has helped in creating an immediate and ready reach to large number of people and geographical areas.

1.3 THE IMPACT

The SVEEP efforts led to a solid impact on voter turnout both in 2012 and 2014 Elections as well as brought about impacts on a variety of aspects.

1.3.1 LANDMARK CHANGE IN VOTER TURNOUT

In the 2012 Legislative Assembly Elections, the voter turnout was 72.02% compared to around 57% in previous Assembly Elections in 2002 and 2007.

Similarly, during the General Elections of 2014, the voter turnout was a record 63.66% which was significantly higher than 45.18% in 2002 and 47.9% in 2009 General Elections.

> *SVEEP helped to achieve a highest ever turnout in both 2012 Assembly Elections as well as 2014 General Elections.*

1.3.2 INCLUSION

From a gap of 4.62 in EP Ratio between Census and Roll in 2008 to a gap of just 0.86 in 2017 there is a significant reduction in the gap (See **Annexure – 2: EP Ratio-Roll vs. Census**). This reduction in gap between the Census EP Ratio and Roll EP Ratio

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means that the number of electors being left out has reduced. This is in line with one of the key objectives of ECI – *No Voter To Be Left Behind.*

1.3.3 BRIDGING THE GENDER GAP

Since last 10 years, with increasing SVEEP interventions, the enrolment of women has continually increased. From 1,78,41,896 in 2008, number of women enrolled as electors has increased to 2,07,70,535 in 2017. The gap in Gender Ratio between census and roll has reduced from 14 in 2008 to -2 in 2017. Similarly, the female voter turnout in Legislative Assembly Elections went up from 57% in 2007 to 69.5% in 2012, and that in General Elections went up from 43.3% in 2009 to 59.4 in 2014, which can be attributed to SVEEP.

2. GUJARAT: A QUICK GLANCE

2.1 STATE PROFILE

The State of Gujarat has an area of 1,96,024 sq. km. accounting for 5.96% of the total area of the country. 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.

2.2 DEMOGRAPHIC PROFILE

Gujarat comprises of 33 districts further sub-divided into 244 blocks (that are locally called 'Taluka'). These 244 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 making it larger than the State of Kerala.

With a population of 6.73 Cr, Gujarat is the 10th largest State in terms of population in India. There has been an overall 19.17% decadal growth in population since 2011, however the same in urban areas has been almost double at 35.83%. Witnessing a very high urbanization, three of the districts of the State, viz. Valsad, Surat and Sabarkantha are among the districts with highest decadal growth in urban population in the entire country with about 65% decadal growth.

The population density in the State is 344 persons/sq.km. Gujarat has one of the lowest sex ratio of 918 females for every 1000 males (ranked 24th among States of

India). The State population comprises majorly of Hindus (88.6%), followed by Muslims (9.7%), Jains (1%), Christians (0.5%) and Sikhs (0.1%).

2.3   CONSTITUENCY PROFILE

Gujarat has 182 Assembly Constituencies (ACs) and 26 Parliamentary Constituencies (PCs). Dangs is the smallest district with one AC and Ahmedabad has the highest number of ACs with 21 ACs. Out of 182 ACs, 142 ACs are for General category candidates while 27 ACs are for Scheduled Tribe category candidates and 13 ACs are for Scheduled Caste category candidates. There are a total of 50,128 Polling Stations.

The average number of Voters per Constituency is 238,118. The average number of voters per Polling Station is 865. The average number of Polling Stations per AC is 275.

Particulars	Details
Districts	33
Blocks	244
Assembly Constituencies (AC)	182
Parliamentary Constituencies (PC)	26
Polling Stations (PS)	50,128
Polling Stations per AC	275
Total Population	6.73 CR (673 Million)
Number of Electors*	433,37,492 Total 225,66,269 Male 207,70,535 Female
Average Electors per AC	238,118
Average Electors per PS	865

As per Final Roll 2017

2.4   ELECTORS' PROFILE

As per the Final Roll 2017, the total number of electors in the State is 433,37,492 with 225,66,269 male electors and 207,70,535 female electors. The EP Ratio for the State as per Census is 65.22 while that as per Electoral Roll is 64.36, indicating the overall gap in EP Ratio as 0.86% as per Final Roll 2017. The gap in EP Ratio for the Age Cohort 18-19 is 1.73 while the gap in EP Ratio for the Age Cohort 20-29 is 2.03. The gap in Gender Ratio is -2.

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Particulars	Details
Gap in EP Ratio (Census vs Roll) - Overall	0.86%
Gap in EP Ratio (Census vs Roll) – Age Cohort 18-19	1.73
Gap in EP Ratio (Census vs Roll) – Age Cohort 20-29	2.03
Gap in Gender Ratio	-2

3. GAP ANALYSIS: CHALLENGES AND OPPORTUNITIES

3.1 GAPS IN REGISTRATION COVERAGE

With rigorous efforts in ensuring 100% coverage of all eligible voters since last few years, the gap in registration coverage has reduced to a significant extent. This is reflected in different parameters like EP Ratio, Gender Ratio and in Age Cohort.

3.1.1 EP RATIO GAP

It is seen from the figures below that from 2008 to 2011, the gap ratio between EP Ratio of Census and EP Ratio of Roll was in negative. Post 2011, during 2012 Assembly Elections and 2014 General Elections, the Roll was revised significantly and as can be seen, from then on the gap has reduced considerably. The revision continued after that with the same rigour and consequently at the end of Final Roll 2017, the EP Ratio for Roll is closest ever to that of Census. (See **Annexure – 2: EP Ratio-Roll vs. Census**)

Gap between Census and Roll EP Ratio

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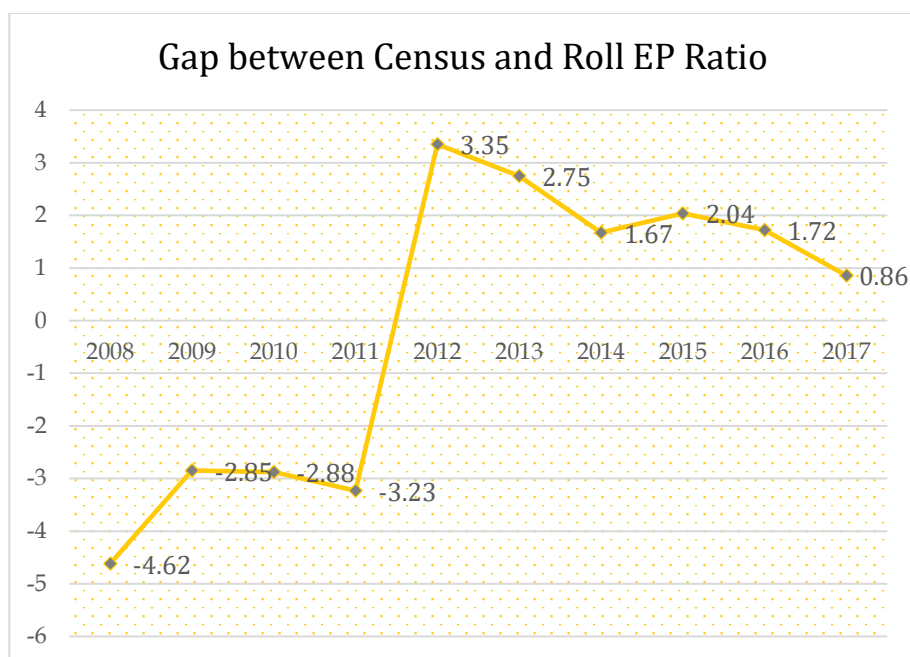
The EP Ratio as per Census is 65.11 while that as per Electoral Roll is 64.36 indicating a lowest ever gap of just 0.86.

EP Ratio of Roll vs. Census
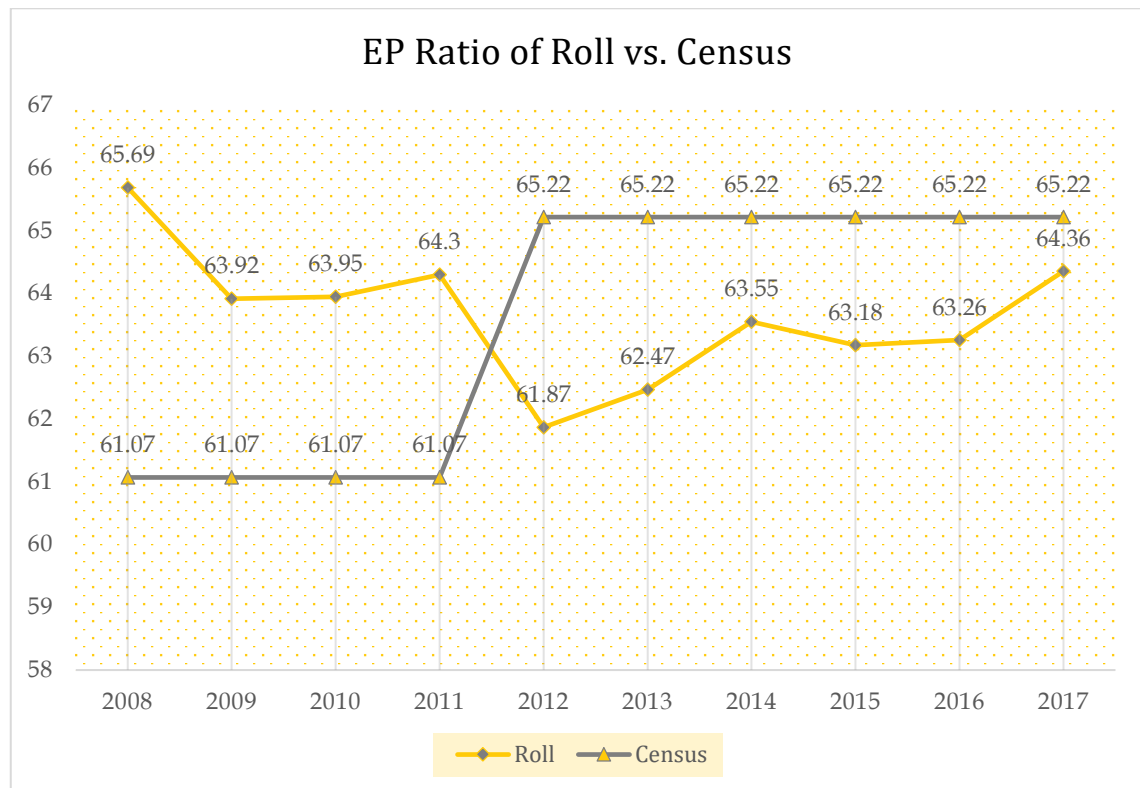
Further district wise analysis of data of EP Ratio provides some insights into identifying districts where the EP Ratio gap is still higher than State average.

District wise gap in EP Ratio
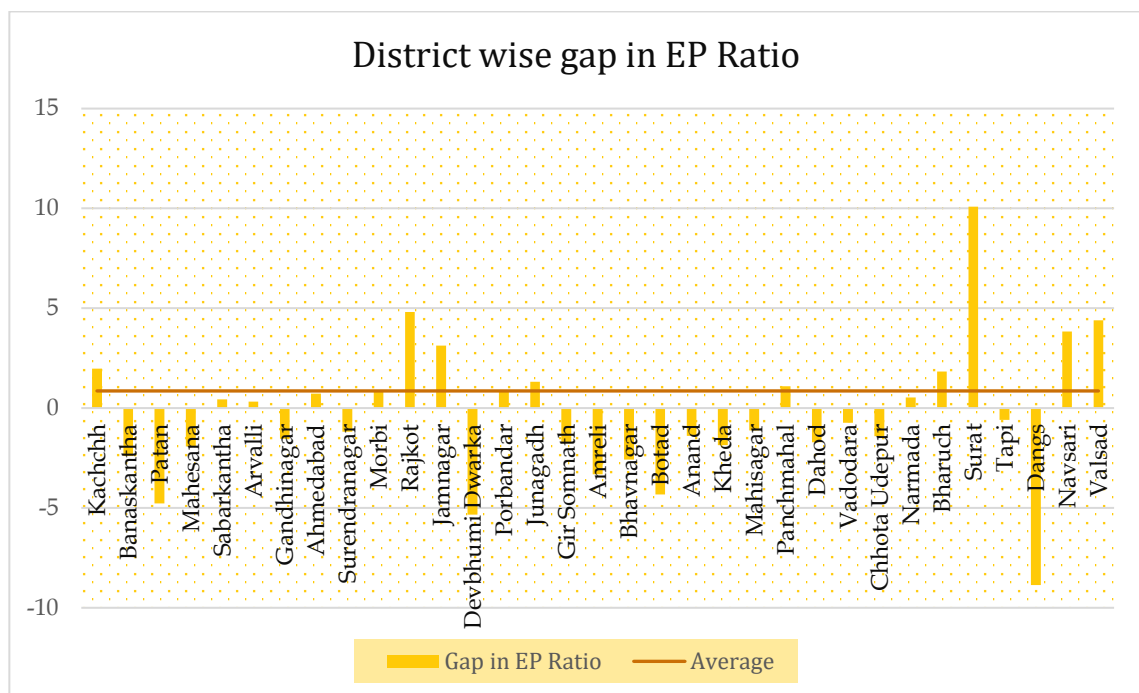
It can be observed that there are five districts where this gap is more than 2%. These districts are Rajkot, Jamnagar, Surat, Navsari and Valsad. Surat has the highest gap of

At the end of Final Roll 2017, the roll EP Ratio is closest EVER to the census EP Ratio.

10.08%. Apart from these, other high priority districts are Valsad with a gap of 4.39% and Navsari with a gap of 3.83%. SVEEP 2017 focuses on these districts for reducing these gaps.

3.1.2 GAP IN GENDER RATIO

As mentioned earlier, the registration of women in Electoral Roll has steadily increased since last few years with increasing SVEEP interventions. From 1,78,41,896 in 2008, number of women enrolled as electors has increased to 2,07,70,535 in 2017.

Gender Ratio Gap

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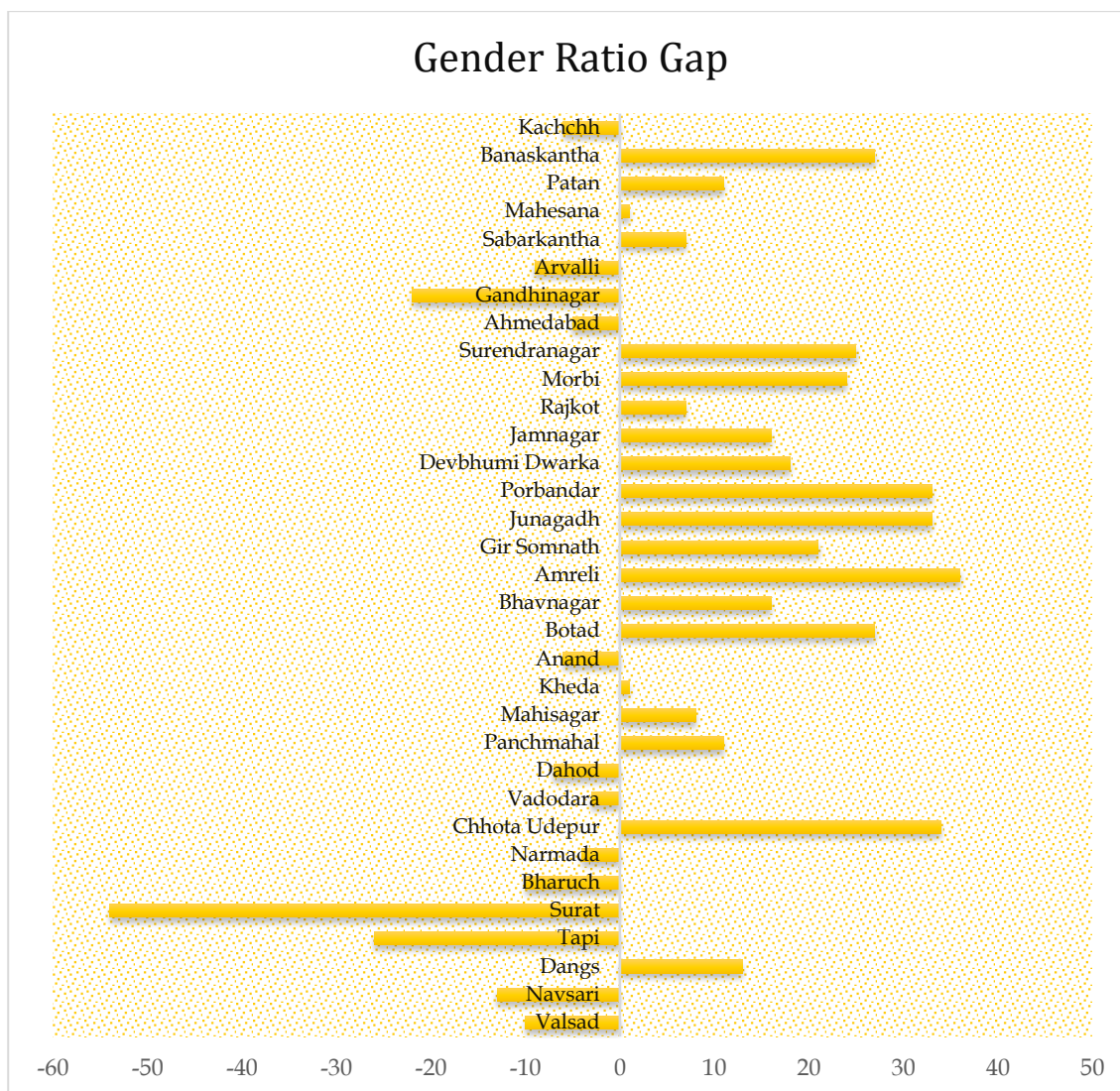
The gap in Gender Ratio between Census and Roll has reduced from 14 in 2008 to -2 in 2017 (See **Annexure – 3: District wise Gap in Gender Ratio**). District wise analysis of Gender Ratio provides insight into which districts needs to be focused for enrolment of women.

The Gender Ratio gap ranges from -54 to +36 among different districts. Some of the priority districts with maximum gap in Gender Ratio are Banaskantha, Surendranagar, Morbi, Porbandar, Junagadh, Gir Somnath, Amreli, Botad, and Chhota Udepur. Botad

11 districts where the Gender Ratio Gap ranges from -54 to +36 points.

shows the maximum gap with 36 points and Chhota Udepur shows a gap of -54. These districts with higher gap in Gender Ratio will strengthen the registration drives for women significantly in order to reduce this gap.

3.1.3 GAP IN AGE COHORT

The Age Cohort provides with gaps in different age groups and helps in prioritizing the age groups, where more efforts are required. General experience is that highest priority are the Age Cohorts of 18-19 and 20-29, where with a large number of new voters becoming eligible, the gap in enrolment is usually higher. As per Final Roll 2017 the gap in EP Ratio for the Age Cohort 18-19 is 1.73 compared to a gap of 3.23 in 2012. Similarly the gap in EP Ratio for the Age Cohort 20-29 is 2.03 compared to a gap of 0.82 in 2012. This reflects that while the gap has reduced in Age Cohort 18-19, there is a need for focused efforts to reduce the gap in 20-29 Age Cohort. (See **Annexure – 4: District wise Age Cohort**).

The district wise analysis of Age Cohort, indicates that for the age group 18-19; districts such as Kachchh, Banaskantha, Ahmedabad, Surendranagar, Amreli, Botad, Surat; with a gap of more than 2% needs priority focus and robust interventions. Similarly, for the age group 20-29; Kachchh, Rajkot, Jamnagar, Surat and Navsari show a gap of more than 4% and thus needs to be focused.

3.2   GAPS IN VOTING TURNOUT

Since introduction of SVEEP in 2010, one of the most significant impacts observed has been the increase in the voter turnout. The voter turnout figures of Gujarat in Elections before 2012 were quite dismal and the voter turnout in Assembly Elections had actually dipped from 2002 to 2007. This was completely reversed with

achievement of highest ever voter turnout (72.02%) in 2012 Assembly Elections and subsequently in 2014 General Elections (63.66%).

Assembly Elections Average Voter Turnout

General Elections Average Turnout
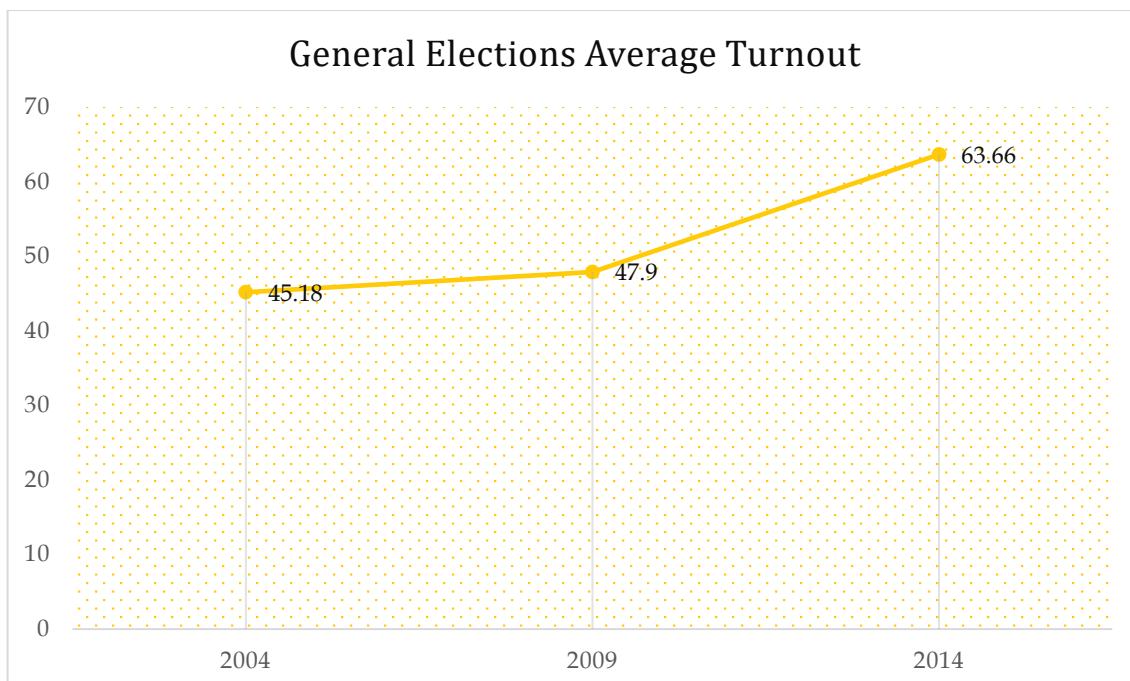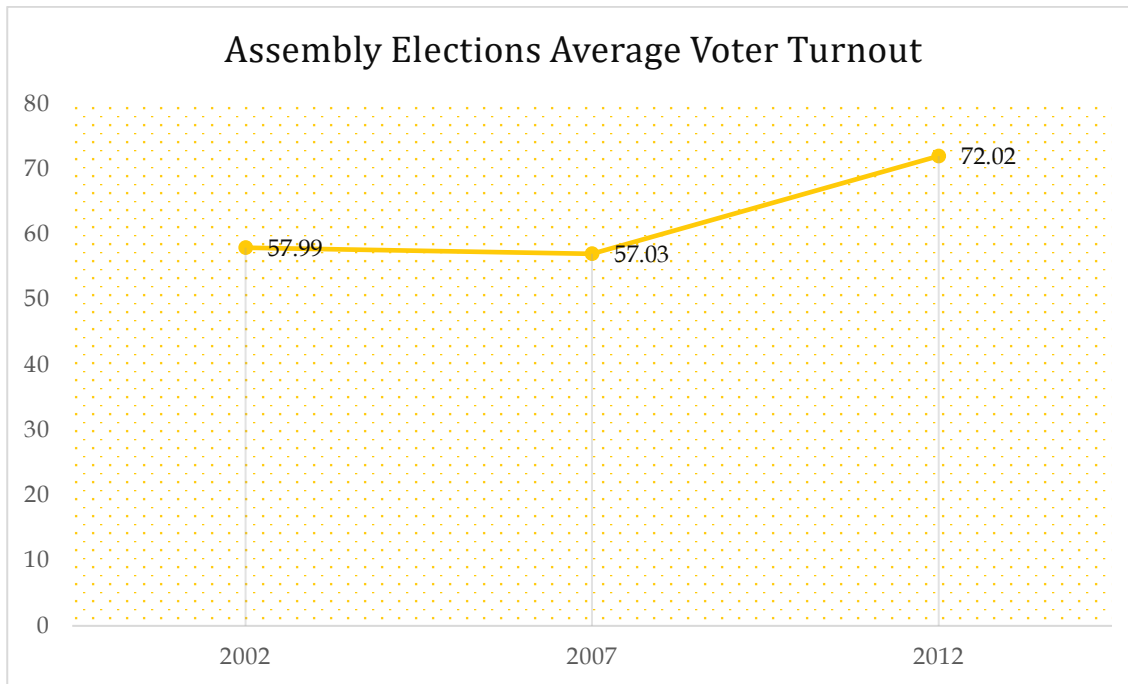
Similarly the women voter turnout also increased to 69.49% in 2012 Assembly Elections and 59.42% in 2014 General Elections as can be observed in the following charts.

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Women Voter Turn Out During Assembly Elections

Year	Turnout
2002	57.99
2007	57.02
2012	69.50

Women Voter Turn Out During General Elections

Year	Turnout
2014	59.43
2009	43.36
2004	40.06
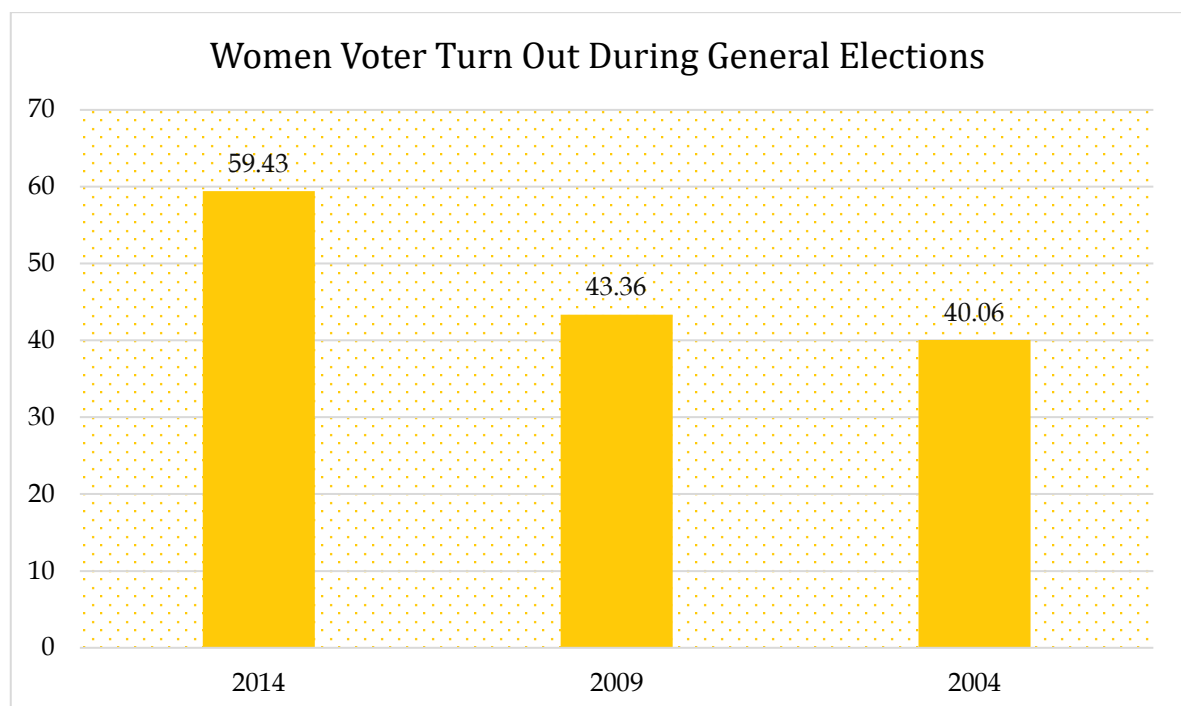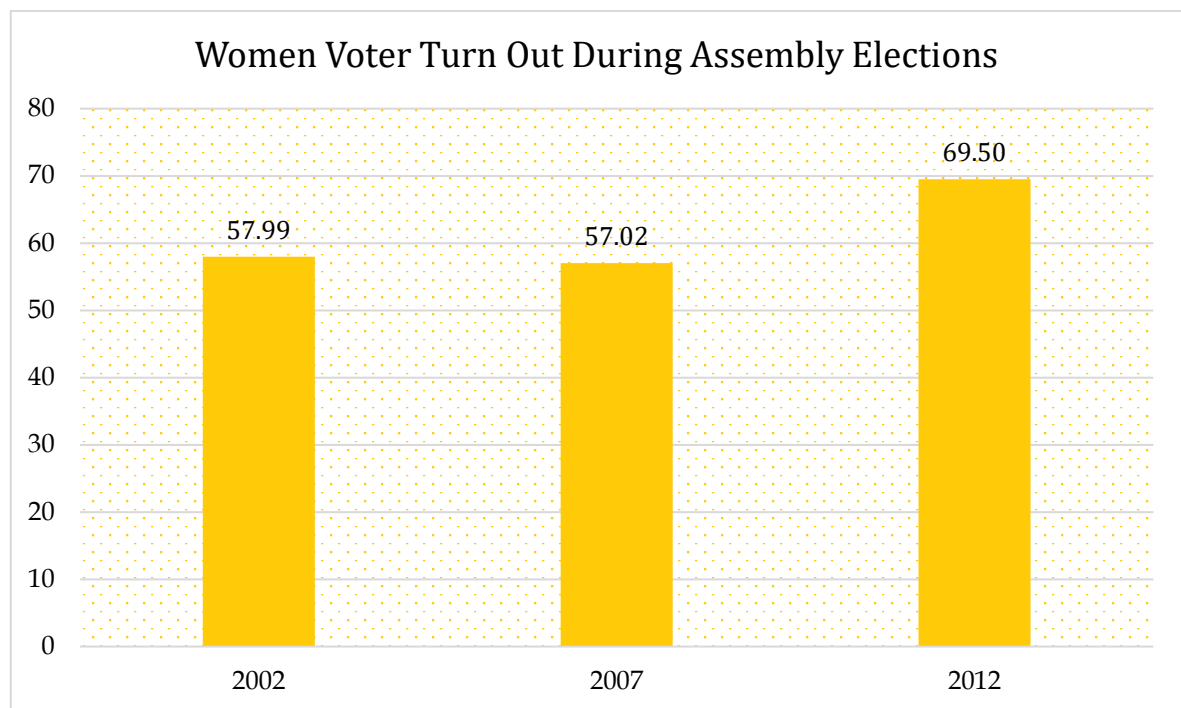
SVEEP 2017 takes lesson from these experiences and plans to keep up the momentum and push it further. At the same time it also focuses on identifying the areas, which still recorded a low turnout so that these can be addressed on a priority. The following table provides us with a district wise voter turnout data from 2012 Assembly Elections.

Sr. No.	District	Voter Turnout (%)
1	Kachchh	68.25
2	Banaskantha	75.57
3	Patan	71.63
4	Mahesana	74.61
5	Sabarkantha	76.69
6	Arvalli	*
7	Gandhinagar	75.49
8	Ahmedabad	69.16
9	Surendranagar	70.59
10	Morbi	*
11	Rajkot	71.58
12	Jamnagar	69.03
13	Devbhumi Dwarka	*
14	Porbandar	66.90
15	Junagadh	70.38
16	Gir Somnath	*
17	Amreli	67.85
18	Bhavnagar	69.89
19	Botad	*
20	Anand	75.42
21	Kheda	72.92
22	Mahisagar	*
23	Panchmahal	72.52
24	Dahod	69.27
25	Vadodara	72.92
26	Chhota Udepur	*
27	Narmada	83.27
28	Bharuch	75.82
29	Surat	69.96
30	Dangs	69.79
31	Navsari	76.54
32	Valsad	74.40
33	Tapi	81.36
State Average		**72.02**

New districts created after 2012 Assembly Elections

Chief Electoral Officer, Gujarat State

No Voter to be Left Behind

The above table with district wise voting turnout indicates that there were nine districts that recorded voter turnout less than 70%. These were Kachchh, Ahmedabad, Jamnagar, Porbandar, Amreli, Bhavnagar, Dahod, Surat and Dangs. The district with lowest turnout was Porbandar with 66.9%. Two of the above districts i.e. Dahod & Dangs are mainly tribal population districts while two of these i.e. Ahmedabad and Surat are highly urbanized districts. These districts need extensive efforts to ensure that the turnout increases.

Looking at the women voter turnout in different districts, it is observed that about seven districts recorded less than 67% turnout. These are Kachchh, Ahmedabad, Surendranagar, Jamnagar, Porbandar, Amreli and Bhavnagar. SVEEP 2017 will focus on these districts to ensure more turnout of women voters.

Seven districts where women voter turnout less than 67% in 2012. Nine districts where women voter turnout was less by 3% or more compared to overall turnout.

As compared to overall turnout, the female turnout is about 2.5% lower. However looking at the comparison district wise, it can be observed that there are nine districts where this gap is actually more than 3%, indicating a lesser participation of women than their male counterparts. These districts are Banaskantha, Gandhinagar, Surendranagar, Rajkot, Jamnagar, Porbandar, Junagadh, Amreli and Kheda. While on the contrary, in the tribal majority districts of Dangs and Valsad, the female voter turnout actually is more than the overall turnout indicating that more women voters exercised their right to vote than their male counterparts. This analysis provides valuable inputs for planning of SVEEP 2017.

3.3   PERSONS WITH DISABILITIES

A very important group that many a times is not able to participate in the democratic process because of their special needs is Persons with Disabilities (PwD).

The following table provides the district wise number of PwD based on the data collected from Director of Social Defence for PwD that have been registered with them.

Sr. No.	District	Numbers of PwD in the District
1	Ahmedabad	42480
2	Amreli	12594
3	Anand	25838
4	Arvalli	3635
5	Banas Kantha	14896
6	Bharuch	8498
7	Bhavnagar	20022
8	Botad	3055
9	Chhotaudepur	3981
10	Dahod	15871
11	Devbhumi dwarka	2640
12	Gandhinagar	9789
13	Gir Somnath	2987
14	Jamnagar	14337
15	Junagadh	6216
16	Kachchh	10489
17	Kheda	22090
18	Mahesana	18206
19	Mahisagar	5396
20	Morbi	3924
21	Narmada	4040
22	Navsari	11023
23	Panch Mahals	7657
24	Patan	5260
25	Porbandar	6576
26	Rajkot	23405
27	Sabar Kantha	6501
28	Surat	31993
29	Surendranagar	9818
30	Tapi	3716
31	The Dangs	1199
32	Vadodara	38569
33	Valsad	10554
	State Total	**4,07,255**

Chief Electoral Officer, Gujarat State

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The above table indicates that there are more than 4 lacs PwD in the State. ECI has been encouraging inclusion and participation of PwD through a variety of measures. Special facilities like ramp for wheelchair, assistance in voting, listing of candidates names in braille in EVMs and allowing companion with blind voters to assist them are provided at each Polling Station. However many PwD may not be aware of these facilities. With inadequate awareness and limited accessibility, PwD are likely to be left out of the electoral process by the machinery unless specific interventions are planned for them. Special efforts need to be made to reach out to these PwD to ensure registration and turnout.

3.4   EXCLUDED COMMUNITIES/ GROUPS

It has been experienced that there are certain specific community groups that traditionally have very little participation in the electoral process. About 60 such communities/groups have been identified as listed in table below. These are excluded in terms of lower levels of registration against eligibility and / or lower turnout.

Sr. No.	Name of District	No. of ACs	Names of Excluded Communities / Groups identified by District for SVEEP Interventions	Total No.
1	Kachchh	6	Sathwara, Mir, Vadi	3
2	Banaskantha	9	Bajania,Vadi,Bharathari,Vanzara,Oad	5
3	Patan	4	Devipoojak, Bajania, Natvadi, Vansfoda, Dafer	5
4	Mahesana	7	-	-
5	Sabarkantha	4	Kathodi, Tribals	2
6	Arvalli	3	Tribals	1
7	Gandhinagar	5	-	-
8	Ahmedabad	21	Padhars, Koli, Darbars, Kathis, Bharwads	5
9	Surendranagar	5	Dafer, Vansfoda, Vanza, Devipoojak, Marwadi, Nathabawa, Nat, Turibarot,	8
10	Morbi	3	Devipoojak,	1
11	Rajkot	8	Devipoojak,	1
12	Jamnagar	5	Bavari, Devipujak	2
13	Devbhumi Dwarka	2	Dafer	1

Sr. No.	Name of District	No. of ACs	Names of Excluded Communities / Groups identified by District for SVEEP Interventions	Total No.
14	Porbandar	2	Women of Mer & Kathi Darbar	2
15	Junagadh	5	Dafer	1
16	Gir Somnath	4	Maldhari, Dafer	2
17	Amreli	5	Dafer, Sarania, Nathabawa, Vansfoda, Devipoojak	5
18	Bhavnagar	7	Devipoojak, Dafer	2
19	Botad	2	-	-
20	Anand	7	-	-
21	Kheda	6	-	-
22	Mahisagar	3	-	-
23	Panchmahal	5	Nayka	1
24	Dahod	6	Nayka, Bhil	2
25	Vadodara	10	Vasava	1
26	Chhota Udepur	3	Rathva-Bhil	1
27	Narmada	2	Satipathi	1
28	Bharuch	5	Moleshyam garasiya, Vhora patel	2
29	Surat	16	Satipathi, Halpati, Meer	3
30	Tapi	2	Satipathi	1
31	Dangs	1	Satipathi	1
32	Navsari	4	-	-
33	Valsad	5	Satipathi	1
	Total	**182**		**60**

The Satipati sect of Dangs and Tapi, women of Kathi Darbar community and Mer community of Porbander are some of the examples. Similarly, the nomadic communities like Vanzara, Bajaniya, Vadi, Mir etc. do not stay at any one location for long. Local specific interventions with intensive interpersonal communication are required for registration and electoral participation of members of such groups.

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3.5   MIGRANTS

Gujarat State has high migration both in-bound as well as out-bound. A large number of tribal population migrates to urban areas of the State in search of livelihood and are away from their homes for a large part of the year. Large number of migrants from districts like Dahod, Panchmahal, Banaskantha and Sabarkantha move to big urban centers like Ahmedabad, Surat and Vadodara in search of livelihood. There is also significant in-bound migration from other States like Odisha, UP, Bihar, Kerala, Rajasthan, Andhra Pradesh etc. Seasonal migration by people working in agriculture particularly during the cropping seasons is also high.

> *Gujarat is a State with one of the highest in-Migration.*

Being away from their homes, these population usually remains missed out from the electoral process. Interventions need to be designed to reach out to these populations and bring them into the mainstream for inclusion in the electoral process.

3.6   THIRD GENDER COMMUNITY

The third gender community has been traditionally excluded from mainstream since ages. Since last few years there is an active effort to include them in the electoral process. Gujarat has a large number of third gender people with very deep cultural roots. The third gender population mostly follow a community living system wherein they live in 'Akharas' headed by 'Gurus' who control the access with outside world. With the provision of enrolling as third gender in electoral roll, Gujarat has made efforts to increase their involvement. However it has been a very challenging process since traditionally the community is very difficult to access. So far there has been very few enrolment under the third gender category. One of the reasons is also that many of the third gender people might have been registered as women. Reaching out to the community and involving them in mainstream electoral process will be a huge challenge.

3.7   KAP SURVEY

As per directive of ECI, a Baseline Survey of Knowledge, Attitude, Practices (KAP) of citizens has been carried out. The baseline KAP Survey was carried out by Sardar

Patel University, Vallabhvidyanagar, Anand, Gujarat, a recognized university, engaged for this work by Office of the CEO, Gujarat.

The baseline KAP survey covered 40 Assembly Constituencies from 5 regions of Gujarat viz. Kachchh, North Gujarat, Central Gujarat, Saurashtra and South Gujarat. The categories of Assembly Constituencies covered in these 5 regions were Urban, Semi-Urban, Rural Backward, Forest, Developing, Industrial, Desert, Coastal, Inter State Border and Low Registration in respect of Gender-Age Cohort-EP Ratio.

Some of the key findings from the KAP survey are as below:

(i) About 85% respondents are aware about the minimum age for enrolment but only 8% aware about the cut off date of 1st January.

(ii) 91% respondents are not aware about National Voters' day and only 3% are aware about the date.

(iii) 45% respondents still not aware about NOTA option.

(iv) 67% respondents are not aware about name of candidates in braille on EVM.

(v) 87% respondents are not aware about VVPAT.

(vi) Responding to reasons for not voting the major reasons given by respondents are:
   a. Name not there in Electoral Roll.
   b. Non availability of EPIC.
   c. Not present in constituency.

(vii) Regarding electoral process, some of the important feedback are:
   a. 54% agrees that election are conducted in free and fair manner while 19% disagrees.
   b. 56% agrees that EVMs provide accurate result while 16% disagrees.
   c. 44% agrees that influence of money & muscle power is increasing in elections while 29% disagrees.

(viii) Only 6.6% respondents feel that the process of enrolment is difficult.

The above findings are valuable inputs in understanding the minds of voters and their feedback is being taken in consideration while developing interventions for SVEEP 2017. Consequently SVEEP 2017 will focus on awareness about EVM-VVPAT functioning, NOTA and also work on facilitating people on enrolment and EPIC.

4.   SVEEP GOAL

SVEEP Plan 2017 is developed in line with the overall framework of SVEEP for 2016-2020. The goal of the SVEEP plan 2016-2020 for Gujarat and thereby for the SVEEP Plan 2017 is:

- Reduce gaps in voter registration.
- Motivate voters for enhanced turnout.
- Greater inclusivity in electoral process.

5.   SPECIFIC OBJECTIVES

Specific objectives for SVEEP Plan 2017-18 has been defined as under:

5.1   VOTER TURNOUT

- Enhance overall voter turnout in the State from 72% to 75%.
- Increase female voter turnout in the State from 69% to 73%.
- Facilitation for increased turnout among specific groups like PwD, Traditionally Excluded Groups, Third Gender Communities, Migrants etc.

5.2   VOTER EDUCATION

- Carry out comprehensive and intensive SVEEP activities across the State, particularly to target on gap areas and with focus on specific groups where turnout gaps have been observed in the previous Elections.
- Focused interventions for awareness & education on EVM & VVPAT with improvement in knowledge and confidence levels of people on electoral process

5.3   ENROLMENT

- Reduce the gaps in registration to minimum possible
- Particularly increase the enrolment among youth in the Age Cohort 18-19 and 20-29 and women.
- Facilitation for promoting enrolment among specific groups like PwD, Traditionally Excluded Groups, Third Gender Communities, Migrants etc.

6. OVERALL STRATEGIC FRAMEWORK FOR ASSEMBLY ELECTIONS 2017

6.1 OVERALL FRAMEWORK

SVEEP for Legislative Assembly Elections 2017 has been designed as a strategic intervention based on scientific gap analysis and meticulously designed approaches and activities to address the identified gaps. SVEEP 2017 also takes its foundation from the rich experiential learning from past Elections of 2012 and 2014. The overall framework of SVEEP 2017 that provides a snapshot of SVEEP Plan 2017 is presented herewith.

Basis

Gap Analysis	KAP Study Findings	Learning From 2012 & 2014 Elections	District Plans

Key Components

Target Group Specific Interventions	Region Specific Interventions	Common Interventions
1. YOUTH 2. WOMEN 3. PwD 4. TRIBAL 5. EXCLUDED COMMUNITIES	1. LOW VOTER TURNOUT AREAS 2. TRIBAL AREAS 3. HIGH IN-MIGRATION POCKETS 4. EXCLUDED	1. FESTIVAL BASED 2. EVM & VVPAT 3. BEHAVIOR CHANGE INTERVENTIONS 4. COMMUNITY

Approaches

- Engagement
- Social Media
- Attitude and Behavior Change Communication
- Festival based Intervention

Focus Areas

- EVM & VVPAT
- Ethical Voting
- Inclusion

Partnerships

- CSOs
- Government Agencies
- Media Partners
- State Icons

6.1.1 BASIS

The SVEEP Plan 2017 is based on four key pillars.

(i) Gap Analysis: A strategic exercise to clearly identify specific gaps is the most important basis for this plan.

(ii) KAP Study Findings: The findings of the KAP study conducted right before the planning exercise provides valuable insights into the knowledge & attitudes of the voters.

(iii) Learning from 2012 and 2014 Elections: SVEEP has been extensively used in both Assembly Elections of 2012 and General Elections of 2014 and the learning provides a lot of guidance on how to go further.

(iv) District Plans: District Plans prepared for SVEEP 2017 are a rich source of local level gaps and understanding of how to address through local contextual interventions.

6.1.2 KEY COMPONENTS

SVEEP Plan 2017 has three main components, which broadly form the umbrella under which most interventions and activities are covered. These are namely:

Target Group Specific Interventions: These are interventions that are targeted at specific population groups, which require education and motivation. This includes Youth, Women, Urban Voters, Persons with Disabilities (PwD), Excluded Communities/Groups, Third gender Population and Migrants.

Region Specific Interventions: These are interventions that are specific to some geographic areas that are identified as high priority for SVEEP. One example is districts/Assembly Constituencies/Polling Stations with low turnout in past elections. This also covers tribal areas of State and geographical pockets with high density of migrant populations and excluded communities/groups.

Common Interventions: These interventions are common interventions aimed at population in general, but focuses on specific topics/themes which are identified for communication. These aims at general motivation, behaviour change and facilitation related communication. The topics/themes include awareness & education on EVM & VVPAT, ethical voting, enrolment facilitation for youth etc.

6.1.3 FOCUS AREAS

While the most important focus area is always ensuring maximum voter turnout and participation in all elections, there are some other focus areas also which require to be emphasized upon. Such additional focus areas of SVEEP 2017 have been identified as follows:

(i) **EVM & VVPAT:** Based on inadequate awareness on EVM as observed from KAP survey and with introduction of the new concept of VVPAT, intensive awareness on these becomes imperative.

(ii) **Inclusion:** ECI has put strong emphasis on inclusion of groups, which are left out or have low participation like PwD, Third Gender Communities, Excluded Communities/Groups etc. This has been taken up as one of the focus areas of SVEEP 2017.

(iii) **Ethical Voting:** Ethical voting has been strongly promoted in all election campaigns to ensure the basic free and fair nature of election. This has been identified as another focus area of SVEEP 2017.

6.1.4 APPROACHES

SVEEP 2017 adopts from general communication principle of 360 degree coverage and packs up a wide array of different approaches, mediums and activities. The overall approach is broadly divided in three key strategies viz. (i) Communication (ii) Engagement and (iii) Facilitation. The Communication is further sub divided into a mix of general IEC and more focused & in-depth Behavior Change Communication. Engagement aims to involve and engage the voters in different activities on as much scale as possible. Facilitation mainly is to offer assistance to voters on specific queries.

Behavior Change Communication: One of the key characteristics of SVEEP 2017 is that it is designed to go in depth of voters' minds and impact at attitude and behavior level. Most of the awareness campaigns are designed and executed at a superficial level of awareness. One of the learning from the record turnout of 2012 Assembly Elections was that majority of voters which could be motivated to vote through awareness are already covered. The remaining section of voters would be much more hard coded to be convinced and motivated through regular communication. To motivate this group, appropriately designed Behavior Change approaches will be required. Gujarat has integrated these in different activities and communication approaches. One such approach being adopted in SVEEP 2017 is to

disseminate communication on different factors that affect the Voter Behavior. A creative communication series has been created on various excuses commonly used by people for not voting.

In this innovative series of creations, an excuse used for not voting is mentioned followed by an effective reason for voting by directly targeting the excuse and giving a solid justification for the same. This is supported by a common message that *"There can be many excuses for not voting, but only one reason to vote – That I am a Responsible Citizen of India"*. Such creations are aimed at motivating people to avoid excuses and try to be responsible.

Similarly another creative series target on how *"Voting is Easy"*. In this series, different examples of some difficult things are provided and then the message is given in an interesting way that compared to these things, Voting is actually so easy.

SVEEP for Gujarat is not limited to, but starts at education and moves on to engagement and facilitation and ultimately aims to bring about behaviour change.

આ ક્યુબની બધી બાજુ સરખા રંગની કરવી થોડી અઘરી છે.

પણ મતદાન છે બિલકુલ આસાન

ટોલ ફ્રી હેલ્પલાઇન નંબર ૧૯૫૦
www.ceo.gujarat.gov.in

સમાવેશી ચૂંટણી, નૈતિક મતદાન

For example, the above creation says that to solve a Rubik's cube may be difficult but Voting is Very Easy. Such creations imbibe a subtle message that Voting is an easy process and so everyone can definitely vote.

Similarly many creations are being developed on a number of different themes. All of these are interlinked and collectively leave a deep impact on voters' minds leading gradually to convince the voters that it is very important to go and vote.

Multimodal Communication: The communication will use a variety of mediums to reach out to all groups of voters.

> **(i)** Social media has an extended reach now even to a large number of rural voters through extensive mobile penetration and popularity of platforms like WhatsApp and Facebook. Extensive campaigns will

No Voter to be Left Behind

continue dominating the social media space and reach every smartphone users across the State on a regular basis.

(ii) All prominent sites with significant gathering/passage of people will be covered through hoardings/banners/posters with appealing and effective messages.

(iii) Communication through FM Radio Stations will reach out to urban masses while communication through All India Radio, Doordarshan, Cable Networks and Cinema Halls will penetrate to the rural masses.

(iv) Newspaper coverage and advertisements will reach out to people across the State.
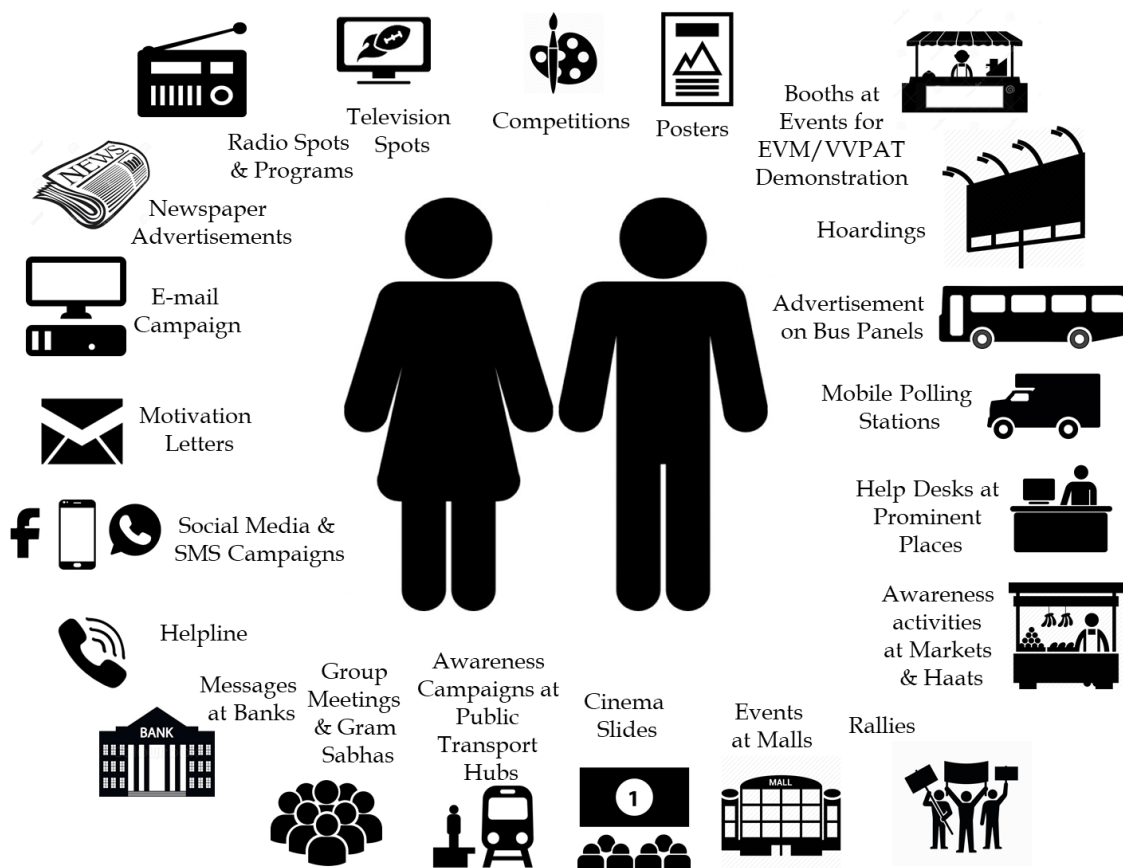
360° Multimodal communication Approach

(v) Mid media campaigns will be carried out through road shows, street plays, film shows, puppet shows and particularly using folk media and folk art.

(vi) Large number of people will be covered through communication at events like International Day celebrations like International Women's

Day, International Labour Day, World Yoga Day, World Environment Day, World Adivasi Day, Independence Day celebrations and Festivals like Ramzan Eid, Raksha Bandhan, Janmashstami, Navratri, Dussehra, Moharram etc.

(vii) Direct communication through pamphlets, Sankalp Patras, cinema slides, Cable TV advertisements etc. will be carried out.

(viii) Reaching out through most inconspicuous and far reaching communication methods like messages on Milk Bags, LPG cylinders, Postal Stationery or posters at strategic locations like Banks, RTO, Ration Shops, Vegetable Markets, Haats etc.

Engagement of Voters: The engagement of voters ensures that the voters are actively involved in the electoral process and are motivated not only to participate but also to motivate others to participate. This is aimed to develop citizens as "Vehicles of Motivation". This is also one area where maximum innovation has been observed with all the districts coming out with different strategies of engagement of maximum number of voters. While it is not possible to list down all the innovations that are carried out under this section, some of the major planned Engagement activities include Rallies like Bike Rallies, Cycle Rallies, Women Rallies; Competitions like Poster competition, Drawing/Painting Competition, Rangoli Competition, Mehandi Competition, Cooking Competition; Road Shows; Awareness activities through Booth Awareness Groups; Group Meetings like Mohalla Meetings, Meetings with Resident Welfare Associations, Ward & Gram Sabhas; etc. Many other activities will also be planned and executed at district and block level depending on local culture and requirements.

Facilitation: Facilitation is mainly aimed at providing assistance to voters having specific queries or needing help in enrolment or voting related aspects. A number of facilitation platforms are already functional and these will be supported through on-ground outreach facilitation activities. Currently the services on CEO Website, Telephone Helpline, SMS query are functional. Wide publicity of these channels will be carried out. Information of these services will be part of every communication message across all mediums and channels.

No Voter to be Left Behind

Social Media platforms like Facebook Page of CEO Office and WhatsApp will also be actively used to address voters' queries. Information about NVSP portal and its services will also be widely communicated.

Help Desks will be set up particularly at places where large number of people are gathering or passing by. This will include Haats, Market Places, Malls, Bus Stations, Railway Stations, Tourist Places (Particularly during Diwali time when large number of people gather at popular tourist places), Festival celebration venues, event venues and so on.

6.1.5 PARTNERSHIPS

Since beginning of SVEEP activities in the State, resource mobilization through strategic partnerships has been one of the very successful and effective components. SVEEP 2017 banks on these strong partnerships forged till now and also intend to create newer ones. This resource mobilization encompasses stakeholders from all different spheres of society including Government Agencies, Private Agencies, Civil Society Organizations, Media and Eminent Citizens/Celebrities. These partnerships provide a multiplier effect to the strategies and efforts of SVEEP 2017. A single partnership activity reaches thousands and sometimes millions through its extended networks, be it Radio Partner or SHG network or appeal by State Icons.

Central Government Agencies that are partnering in SVEEP include the following:

1. Doordarshan
2. All India Radio
3. NIC
4. BSNL
5. Post & Telegraph Department
6. National Literacy Mission
7. Railways
8. NCC

9. NSS

10. NYKS from Human Resources Department

Partner State Government Departments / Agencies are as follows:

1. Education Department

2. Health & family Welfare Department

3. Women & Child Development Department

4. Information & Broadcasting Department

5. Ports and Transport Department

6. Labour & Employment Department

7. Sports, Youth & Cultural Activities Department

8. Food, Civil Supplies & Consumer Affairs Department

9. Urban Development & Urban Housing Department

10. Panchayats, Rural Housing & Rural development Department

11. Agriculture & Cooperation Department

12. Department of Science & Technology

13. Water & Sanitation Management Organization

> *The Partnerships under SVEEP lead to exponential dissemination through the Power of Networks.*

One of the major advantages from these partnerships is access to huge existing networks spread across remotest corner of the State, which can be used to spread awareness and motivation communication. SVEEP 2017 plans to use such networks like Anganwadi Workers, Mid Day Meal Workers, ASHA Workers, Sakhi Mandal Members, Paani Samiti Members, Agriculture Produce Market Committee etc. for reaching out to rural population, women and tribal communities.

SVEEP 2017 also partners with Civil Society Organizations (CSOs). About 27 CSOs have been identified and provided training on Voter Awareness as well as facilitating enrolment and voting related queries. (See **Annexure – 5: List of CSOs**)

SVEEP 2017 has partnered with private Radio channels since these are quite popular among urban voters and youth in particular. RJ Harshil of Radio City and RJ Mohini of Radio Mirchi are also the Radio Brand Ambassadors for SVEEP 2017.

SVEEP 2017 has identified ten eminent personalities as State Icons, which are as follows:

Sr. No.	Name	Field of Expertise	Target Group
1	Cheteshwar Pujara	Test Cricketer	Youth & Urban Voters
2	Ankita Raina	International Tennis Player	Women & Youth
3	Parul Parmar	National Badminton Player	Women & PwD
4	Payal Rathva	National Level Archer & Gold Medalist	Women & Tribal Communities
5	Daxa Patel	Bharat Natyam Dancer. Silver Medalist from Cultural Olympiad.	Women
6	Kiran Parmar	National Kabaddi Player	Youth
7	Wispi Kasad	Guiness World Record Holder in Martial Arts	General Voters
8	Ganesh Muhudkar	Player of National Blind T-20 Cricket Team	PwD and General Voters
9	RJ Harshil	RJ with Radio City, Ahmedabad	Youth & Urban Voters
10	RJ Mohini	RJ with Radio Mirchi, Vadodara	Women & Urban Voters

The State Icons will promote voters' participation as well as informed and ethical voting through TV/Radio programs, appearances in specially organized awareness events and appeals through creations. Video clips and audio spots with State Icons are planned to be developed for wider mass dissemination. Creations with motivational messages by State Icons are being developed to use as hoardings and on social media.

6.2   USE OF SOCIAL MEDIA

Social media has emerged as one of the most popular medium to reach to a very large number of people and influence them. Unlike few years back when use of social media was limited to upper echelons of the society and was mostly an urban feature, now it is commonly used even in rural areas with phenomenally increased mobile penetration among all classes of people. Facebook and WhatsApp are common household names even in small villages. Gujarat has very extensive mobile network reaching across every corner of the State, thereby ensuring a much wider usage of smartphones and social media platforms. Consequently SVEEP 2017 has planned an intensive social media campaign using platforms like Facebook, WhatsApp, YouTube and Twitter. Number of engaging creative series are planned to be developed for dissemination on social media to educate and motivate voters. It is planned to provide a varied mix of serious messages, engaging content, humour and fun, brain teasers, relevance, relatable content and heart touching communication.

Social Media is not only used for awareness & education but also for continuous communication, coordination and monitoring by the SVEEP implementers.

A strategically laid out plan with specific steps for systematic targeted communication has been prepared and the dissemination follows accordingly at State and District level.

A dedicated Social Media Cell has been established at State level for Social Media Management and Promotion. Also all the district level functionaries have also been operating the social media accounts regularly with voter awareness messages.

Database of phone numbers are used for mass communication of messages through WhatsApp.

Inclusive Election, Ethical Voting

6.3   CREATIVE DEVELOPMENT

To make the mass communication effective and engaging, Gujarat has decided to develop a strategic creative campaign, which in its entirety, aims to bring about behaviour change and motivation among different groups of voters across the State. A professional expert with extensive knowledge and experience of Election Management and Development Communication has been hired for designing and developing the creative campaign.

A scientifically developed thematic campaign will be developed with more than 200 creations.

TARGET GROUP BASED

Youth
Women
PwD
Migrants
Urban Voters
Rural Voters
Third Gender
Excluded Groups
Tribal Population
Election Functionaries

GENERAL

City specific
Geographic Region Specific
Motivation for Voting
Occupation Based
Humour Based
Festival Based

CREATIVE CAMPAIGN THEMES

TOPIC SPECIFIC

EVM & VVPAT
Ethical Voting
Enrolment
Features of Election
NOTA

BEHAVIOR CHANGE SPECIFIC

Excuse versus Reality
Responsibility
Voting is Easy
How Can I Miss Voting
Character Based
Food Habits Based

The creations are being developed for various themes as per above diagram including target group specific, topic specific, Behavior Change specific and General. The creations will be used through multiple channels like Social Media, as hoardings, as posters, as banners etc.

The creations are being developed in different languages like Gujarati, Hindi and English. The communication messages are planned to be developed using local region specific dialects for immediate connect. Some of the creations are city/region specific and are based on things for which the city is famous. Such communication is aimed to immediately hit the right chords with the communities and establish deep connect.

With all pervading themes and in-depth approach focusing on behaviour change, creative communication is going to be one of the leading SVEEP strategy.

The overall approach followed in creative development is generating a positive feeling, develop a sense of responsibility and address factors leading to non-voting behaviour. None of the creations communicate about negative behaviours but instead attempts to evoke the positivity in every person. Thus the overall mix of creative communication includes emotional appeal, motivation, encourage positive behaviours and humour for immediate connect and local flavour.

7. TARGET GROUP SPECIFIC INTERVENTIONS

One of the key component of SVEEP 2017 is Target Group Specific Interventions. The following target groups have been identified as priority groups for coverage under this component.

Sr. No.	Target Group
1	Youth
2	Women
3	PwD
4	Migrants
5	Third Gender
6	Tribal
7	Excluded Groups

7.1 YOUTH

Youth has been identified as one of the major priority groups. For many in Age Cohort 18-29, this might be the first election after being enrolled in the Electoral Roll. The youth needs to be motivated to have their first experience and also join the democratic process. They need to feel responsible and attached to the democratic process so that this early infuse ensures their lifelong electoral participation.

With rigorous drives for enrolment, the gap in EP Ratio in Age Cohort 18-19 is lower at 1.73 compared to a gap of 3.23 in 2012. However the gap in EP ratio for the Age Cohort 20-29 is 2.03 compared to a gap of 0.82 in 2012. Thus enrolment of youth to cover as many new voters as possible and also to ensure reaching to 'never enrolled' population in 20-29 Age Cohort for their inclusion in the electoral processes is a priority.

Following its central theme, SVEEP 2017 will have a multimodal approach to reach out to youth population through a variety of mediums and interventions. Social media being most popular among youth will heavily be used for communication with the youth. The proven interventions of Young Voter Festival and Campus Ambassadors are already in place. 859 Campus Ambassadors & 1134 Designated Officer have been appointed and trained in 926 educational institutes.

Some of the other interventions and activities planned with youth are as follows:

- Design and Development of Electoral education materials for multi-modal platforms such as TV, Radio, Fairs, Festivals, Competitions etc.
- Extensive use of social media like Facebook, Twitter and YouTube and wider outreach to youth population.
- Design and development of Social Media materials such as infographics, messages, jingles, slogans, stories, quickies etc. for continuous dissemination.

- Organizing events and activities at strategic sites like fairs, haats, Educational Institutes in rural areas and Multiplexes, Festival gatherings, Malls etc. in urban areas .
- Organizing events like Young Voters Festival on theme of 'Inclusive & Qualitative Participation' for College Students/Institutions/Higher Secondary Schools and also for the voters between the age group of 18 to 30 besides students.
- Organizing events such as competitions, quiz, poster design etc. targeting the youth through current trends.
- Setting up Mock Polling Stations at large Educational Institutes to provide them insight into working of EVMs and VVPAT as well as to provide a first hand experience of voting.

> SVEEP plans to storm the social media space with youth centric communication.

- Special drives for outreach and motivation of non-student youth through mass awareness programmes/ campaigns through NSS, NCC, NYKS volunteers etc.
- State Icons already appointed including sportspersons and Radio Jockeys. Continuous appeals and engagement through State Icons will be carried out.
- Outreach with young labour at workplaces with facilitation from Labour Department.

7.2   WOMEN

Traditionally participation of women has always been lower than men in the electoral process. This applies to both enrolment as well as voting turnout. Against a 2011 Census Gender Ratio of 918, the Final roll 2017 Gender Ratio is 920, indicating a gap of -2 points. This is the best ever ratio with minimal gap recorded. However among different districts there is a wide variation in this with the Gender Ratio gap ranging from +36 to -54 among different districts. The districts with higher gap will be focused upon with rigorous efforts to enrol left out women electors to further reduce this gap.

Voting turnout figures indicate that women voters' participation was about 2.5 percentage points lower than overall turnout figures. While the State wide women voter turnout was 69.49%, it was less than 67% in districts like Kachchh,

Every AC to have a Sakhi Polling Station – an exclusive Polling Station for Women Voters established as part of SVEEP.

Ahmedabad, Surendranagar, Jamnagar, Porbandar, Amreli and Bhavnagar. Similarly there are nine districts where this gap is actually more than 3% indicating a lesser participation of women than their male counterparts. These districts are Banaskantha, Gandhinagar, Surendranagar, Rajkot, Jamnagar, Porbandar, Junagadh, Amreli and Kheda. SVEEP 2017 will focus on these districts to address lesser participation of women voters and carry out interventions to ensure higher turnout of women voters.

Numerous targeted and general interventions are planned for women in State. Some of the key interventions and activities are as follows:

- Targeted outreach and awareness events in low women voter turnout districts & Polling Stations with focus on motivating women to participate

in the voting process. Special enrolment campaigns will be carried out in identified Polling Station areas.

- Events and initiatives which focus on engagement of women voters such as Women Rallies, Rangoli Competitions, Mehndi Competitions, Cooking Competitions, Cycle rallies etc. are planned for increased motivation and involvement.

- Design & development of women focused IEC material, creations, messages and communication campaigns and run the same across the State as well as with high intensity in priority districts.

- Particular focus on creations highlighting rural women to ensure their higher participation.

- Extensive use of social media like Facebook to reach out to a large number of urban women voters through posters, cartoons and appealing messages

- Design and development of electoral literacy material focusing on women's participation and sharing it with CSOs, SHGs and other partners.

- Gender sensitization of election officials including BLO and Security Personnel deployed during the elections through training and workshops.

- Partnering with Department of Women and Child Development, Gujarat Livelihood Promotion Company, Labour Department, Health & Family Welfare Department, Pancahayts and Rural Housing & Rural Development Department.

- Extensive outreach to large number of women members though partner networks like Paani Samitis & 'Saakhi Mandal' SHGs, which have more than 2.5 lakh women members across the State.

- Create 'Experience Zones' with help of Mock Polling Stations at Haats, Market Places, PHCs, Mamta Divas, Ward & Gram Sabhas etc. places where large number of women can be reached.

- Increased outreach & education through Aanganwadi Workers and MDM Workers particularly in the rural areas.

- Partnering with Mahila Samakhya Society to spread

> *As a part of Festival Based Interventions, SVEEP 2017 will be reaching millions of women and youth across the State through special Navratri campaign on Garba Grounds.*

awareness about voting and enrolment amongst women in the State.

- Focus on enrolment of young girls in rural and urban areas through Campus Ambassadors.

7.3 PERSONS WITH DISABILITIES (PWD)

In Gujarat, there are more than 4 lacs Persons with Disabilities (PwD). PwD that are either enrolled or are eligible to enrol need support in electoral participation and enrolment respectively. Many of them are not aware about the various facilities and services provided by ECI for encouraging and facilitating their electoral participation. The primary goal is to increase inclusion of as many PwD as possible and encourage them to exercise their right to vote by making them aware about the various facilities available at Polling Stations and motivating them to be an integral part of democratic fabric.

SVEEP 2017 will make strong effort for inclusion and engagement of PwD through a number of initiatives planned as below and more.

- Database of the district level PwD in each district is being collected and disseminated to the BLOs.
- BLOs to aid in preparing database on the type of disability through data collection while registration.

- Partnership with CSOs/Networks working specially with PwD like Handicap International, Blind People's Association etc. for spreading awareness and voter education and also to reach out to PwD.
- Organizing special camps to register and educate PwD with the help of local bodies and CSOs.
- Information dissemination on facilities available at Polling Station for PwD like ramp for wheelchair, assistance in voting, listing of candidates' names in braille in EVMs and allowing companion with blind voters to assist them to ease their voting experience.

- Infrastructural audit of the Polling Stations to ensure that they are PwD-friendly.
- Special electoral education and literacy material to be designed and developed specially for the PwD in form of brochures, AV materials etc. with the help of specialized agencies and distribution of the same to the Partners. For e.g. material in braille.
- Partnership with the Department of Social

SVEEP motivates the PwD through a very unique manner. The communication appreciates the PwD for their electoral participation despite their limitation and appeals how they can be role model for other voters.

Justice & Empowerment, Special PwD schools, CSOs, Education (SSA) Department.

- Design and Development of specialized sensitization materials to be used for training of the election functionaries.
- Creative communication to evoke sense of integration among the PwD and appreciating their spirit.

No Voter to be Left Behind

7.4 MIGRANTS

Gujarat has large number of in-bound migrants from other States as well as there is an extensive within-State migration from one part to another. Some of the districts with high number of migrants are Surat, Ahmedabad, Ankleshwar, Vapi, Bhavnagar and Jamnagar. Inclusion of these migrants is generally difficult as most of these work as unorganized labour. In many cases the migrants are enrolled at their native place but work in other districts for their livelihood and hence, they are not able to vote during election.

Workplace interventions form an important strategy to reach out to Migrants in SVEEP.

SVEEP 2017 plans to focus on (i) Facilitating migrants if they want to get enrolled at their destination location and (ii) Facilitate and motivate migrants to travel to their native place on election-day and cast their vote if they are enrolled there. To achieve these, following interventions and activities are planned:

- One of the most important intervention for reaching out Migrants will be taking help of Labour Department network and carry out interventions activities at Factories and Industries as well as ensuring that the migrant labour are provided with paid leave for traveling to their native place on election day by their employers.
- Communication campaign with migrants will motivate the migrants to travel to native place and cast their vote with additional benefit of meeting up with the family.

- Organizing visits of Mock Polling Stations at large migrant work sites or congregation sites and arrange demonstration of functioning of EVM and VVPAT, show films on EVM & VVPAT and provide a first hand experience of voting to the migrants to address their concerns.
- Using CSO network to cover daily wage labourers, seasonal migrants, industrial workers, slum dwellers, homeless and other migrant population with focus on inclusion.
- Events at sites with high population of migrants like industrial congregations, migrant localities/slums, transit points like ST/Railway Stations etc.
- Interactions with migrants at transit points and facilitation 'On Site' filling up forms for unregistered migrants.
- Reach out to Corporate Houses through various federations to cover young migrant professionals.
- Organizing special registration camps with federations.
- Partnership with industrial and organizational federations to spread electoral awareness and voter education.

7.5   THIRD GENDER COMMUNITIES

Reaching out to third gender people is one of the most challenging task. SVEEP 2017 aims to achieve this most difficult task through a systematic and intensive intervention so as to live up to the motto of ensuring inclusion in electoral participation. The key activities planned for the same are as follows:

Inviting Third Gender Gurus to public events and on radio programs is one of the unique mainstreaming interventions planned in SVEEP.

- Associate with CSOs working with third gender community to mobilize them for interpersonal communication. Particularly CSOs working on HIV/AIDS prevention work very closely with the community and these will be partnered with for SVEEP.
- With help of CSOs, organize meetings with third gender people and separate meetings with Gurus to convince them about participation in the electoral process.

- Provide facilitation services to get enrolled as well as for changing the gender category in electoral roll to Third Gender if they are already enrolled as Men or Women.
- Organize demonstration of EVM & VVPAT during such meetings and also at large Akharas where significant number of Third Gender people live and can be reached.
- Create an environment for their involvement through mainstream communication campaigns on how they are an integral part of society at large.

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- Mainstreaming through involving third gender community leaders in public events, radio programs, TV programs etc.

7.6 TRIBAL POPULATION

Gujarat has a significant large tribal population with about seven districts where tribal population is predominant. Tribal populations have their own traditional culture, governance system and practices. Again the areas with tribal dominance are difficult to reach and have limited facilities. There is also a high outbound migration of tribal men to urban areas in search of living. Literacy & awareness levels are low. Gujarat has been working with tribal population to increase electoral participation and has achieved good outcomes with good voter turnout. However the efforts need to be continued to ensure consistent participation.

SVEP 2017 builds on the efforts till now and strengthens the same with incremental interventions. The interventions planned under SVEEP 2017 are mostly with a appropriate social, traditional & cultural fit in the unique tribal way of life.

The tribal dominated districts gearing up for a full throttle outreach & engagement campaign with migrants returning during Diwali for both enrolment and promotion of voting.

- Local specific engagement activities like archery competition, folk art drawing competitions, cycle rallies etc.
- Creative communication material to be developed using traditional arts like Warli and Pithoda.
- Warli based animation films screening for voter awareness and education.
- Awareness programs through folk media like Tamasha.
- Awareness events, setting up of help-desks, enrolment facilitation, EVM & VVPAT demonstration etc. at locations with large gatherings like Haats, Weekly Markets, Bus Stations etc.
- Awareness and facilitation booths at bus stations and private transport points for addressing migrants, particularly during Diwali time to contact a large number of migrants returning home for the festival.
- Awareness during Navratri festival at village Garbas through 'Nine Vows' of democracy.
- Many of the tribal families live in poverty and are vulnerable to succumb to greed, temptation or pressure. Strong communication on importance of ethical voting will be an integral part of all communication and activities.

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- Communication material will focus on local flavor through local folk arts, local activities, local dialects and local icons.
- Awareness through State Icon and National Archery Champion Ms. Payal Rathva particularly for tribal women.

7.7   EXCLUDED COMMUNITIES/ GROUPS

60 different excluded communities/groups have been identified across the State. These excluded groups need to be mainstreamed in terms of enrolment as well as for voting. These groups require intensive interpersonal communication on a regular and consistent manner. SVEEP 2017 will ensure this and focus on their increased involvement through a variety of activities.

- Coordination with CSOs working specially with such excluded groups and train their workers to motivate unregistered members of these groups to enrol.
- Group specific meetings by Senior Government Officers like ERO & AERO for motivating and facilitating them to get registered and by Nodal Officer for facilitation and motivation for voting.
- Outreach and special registration drives to be organized.
- Designing specific awareness & motivation communication material in tune with their culture.

- Sensitization of the polling officials and other relevant functionaries to address these groups sensitively.

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8.   REGION SPECIFIC INTERVENTIONS

Certain interventions need to focus on specific geographic areas, which are characterized by local contextual issues and need local specific interventions only. Region Specific Interventions is one of the key components of SVEEP 2017 and covers–

(i)   Identification of low voter turnout areas and activities which are specific to those areas targeting higher voter turnout
(ii)   Interventions focusing on Tribal areas
(iii)   Interventions focusing on areas with high Migrant population
(iv)   Interventions for geographical pockets where excluded groups are residing

The major activities planned for each of these sub components are as follows:

8.1   LOW VOTER TURNOUT AREAS

- 2069 low voter turnout Polling Stations have been identified across the State. A district wise detailed analysis on reasons for low voter turnout will be carried out.

  A specific district and PS wise plan of SVEEP for Low Voter turnout PS is being prepared for targeted and in-depth interventions.

- Local election functionaries will try to identify specific residence pockets or specific groups that refrain from voting and initiate a dialogue to understand their issues and find out solutions.
- Carrying out intensive engagement activities with voters to increase their motivation level.
- Booth Awareness Groups will carry out much rigorous awareness and involvement activities.
- Awareness activities of local connect will be carried out on a continuous basis.
- Close interaction and engagement with community and local leaders will be maintained.
- Eminent citizens, particularly those who are popular among voters will be involved as local emissaries and will be made part of all awareness events.

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8.2   TRIBAL AREAS

The interventions in tribal areas are more or less similar to those listed out in Target Groups Specific Interventions for Tribal population. The focus here will be on usage of local culture, local customs, local arts, local practices etc. to establish immediate connect and engagement with voters.

- Haats and weekly markets will be focused for various activities.
- Ethical Voting will be highlighted.
- Campaigns with different type of competitions on locally popular things like archery, folk dance, warli painting etc. shall be carried out.
- Video shows on voter awareness and EVM & VVPAT education will be organized in villages and towns.
- Awareness activities penetrating deep till remote and sparse hamlets.

8.3   AREAS WITH HIGH MIGRANT POPULATION

These are pockets where large number of migrants reside. These are usually near large industrial congregations. The interventions here will be similar to those mentioned in Target Group Specific Interventions with Migrants however more geographically focused on their residence pockets.

- Workplace based activities will be organized in association with Industries, Industrial Estates & Gujarat Industrial Development Corporation (GIDC) and Labour Department.
- Activities will be organized in late evenings or night time at migrant residential pockets, particularly folk media, street plays and video shows.
- EVM & VVPAT demonstrations will be organized at workplaces and residential colonies.

8.4   AREAS WITH EXCLUDED COMMUNITIES/GROUPS

The interventions here again will be similar to those mentioned in Target Group Specific Interventions for Excluded Communities/Groups. However some special initiatives will be as follows:

- Identification of pockets of excluded communities/groups.
- Identifying opinion leaders & community leaders and meetings with them.
- Communications promoting the mainstreaming of excluded groups through different mediums like posters, hoardings and wall writings.

- Special enrolment camps right at the residential pockets of the excluded groups.

9. COMMON INTERVENTIONS

Apart from the Target Group Specific Interventions and Region Specific Interventions, there will be a large gamut of interventions and activities that will be common for all voters. This will have some specific focus areas like awareness about EVM & VVPAT and Ethical Voting. There will be many other activities as well, which are targeted for general motivation of voters for increasing the turnout.

9.1 AWARENESS ON EVM AND VVPAT

Since VVPAT is being introduced for the first time in Gujarat in forthcoming Legislative Assembly Elections, it is imperative that an extensive campaign on its awareness and education is carried out. Three key communication contents for this will be –

(i) How to operate the EVM & VVPAT?
(ii) Why it is being used in election process?
(iii) How it ensures transparency in voting?

This will be carried out mainly through the process of education and demonstration. An extensive outreach and communication campaign is planned under SVEEP 2017 with following key activities:

- Using Mock Polling Stations as 'Experience Zones'. They will be set up in key Educational Institutes, Government Offices, Offices of the Local Bodies, Migrant Colonies, Large Resident Welfare Associations, Mohallas, Ward & Gram Sabhas, Haats, Malls etc.
- The 'RATH' will be sent to villages and various places like Fairs, KadiyaNakas (Daily wagers pick up points), Agriculture Produce Markets (Mandis/Market Yards) etc. for demonstration of EVM and VVPAT. It will be equipped with video films to be shown to the stakeholders.

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જી હા, હવે **EVM**માં મત આપ્યા બાદ સાથે જોડાયેલ **VVPAT**માં ૭ સેકન્ડ માટે તમે જોઇ શકશો તમારા આપેલ મતની વિગત.

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- Creative communication campaign will be carried out for education on VVPAT technology. This will be disseminated through mass media, social media and pamphlets, posters, banners etc.
- Particularly for rural areas, members of networks of Anganwadi Workers, ASHA workers, NSS, NCC, NYKS, Paani Samitis, SHGs etc. will be educated on EVM & VVPAT operations and they will be carrying out further dissemination to voters.

Creative communication with theme of how habit of 'Verification' is good and how it is reflected in the new technology of VVPAT.

- VVPAT mascot will be created for popularizing the VVPAT technology in an interesting manner.
- Creative communication will be developed with theme of how habit of 'Verification' is good and how it is reflected in the new technology of VVPAT.

9.2 ETHICAL VOTING

ECI puts lot of emphasis on ethical voting in line with its constitutional mandate of conducting free and fair elections. SVEEP 2017 takes this up as a cross cutting theme across all interventions and communications. Ethical voting messages are part of all thematic communication campaigns. For example it was a part of the 'Nine Vows of Democracy' as part of Navratri campaign. It was central theme in Dussehra communication with the theme of victory of good over evil. It features in two out of three taglines selected for communication for 2017 election campaign. This will also be part of various activities like street plays, folk media, awareness Garba, cinema slides, hoardings, posters, social media campaign etc.

9.3 MOTIVATION

General voter motivation includes a large number of activities ranging from Mass Media to Mid Media and Interpersonal Communication to Social Media. These initiatives are directed solely at keeping on re-emphasizing the messages on casting vote on election day. This is part of continuous and comprehensive communication bombardment to ensure thorough and deep imbibing of the desired messages in recipients' minds. This will be carried out through TV spots, Radio advertisements and special programs, cinema slides, newspaper advertisements, hoardings, pamphlets, street plays, road shows, banners, posters, engagement activities, social media messaging etc. The communication here will cover different themes like democratic right, why voting is important for healthy democracy, facilities at Polling Stations, information about enrolment, information about helplines, online services, contact details in case of queries or difficulties etc.

9.4 FESTIVAL BASED INTERVENTION

Gujarat has used Festival Based Interventions as part of SVEEP in past elections with quite encouraging results. With this election slated to be scheduled sometime soon after a series of festivals, this is being taken up as a very important component of SVEEP 2017. The period of August to October will witness a number of festivals like Ramzan Eid, Rakshabandhan, Janmashtami, Navratri, Dussehra, Moharram and Diwali. SVEEP 2017 plans to reach out to a very large number of voters through this unique strategy of Festival Based Interventions. Some of the key activities planned under this are as follows:

- Development of creative messages linked with different festivals for hoardings, banners and posting on social media.
- Making of Rakhis with election related messages and slogans and distributing among voters.
- Awareness through interpersonal communication, help desks, awareness stalls, exhibition booths, banners at Garba grounds during Navratri etc.
- Specially scripted awareness Garba in Gujarati, local dialects like Kachchhi, Dangi to be performed and witnessed by lacs of viewers during Navratri.
- Development of special announcements script educating and motivating voters about electoral participation and functioning of EVM & VVPAT during Navrati.

> *Thousands of voters were distributed Rakhis with 20 different slogans related to election during Rakshabandhan.*

- Thematic Navratri campaign on 'Nine Vows' of Democracy and encouraging voters to take one pledge each on each of the nine nights of Navratri.
- Voter awareness messages with Moharram processions.
- Awareness at large gatherings during Eid and Diwali festivals.
- Reaching out to migrants returning to native place during Diwali festival.

9.5   CELEBRATION OF INTERNATIONAL DAYS

Many international days are planned to be observed in the period of run up to the elections with fervour and SVEEP activities will be integrated in these celebrations. Awareness programs will be part of World Yoga day with a very large number of people participating in the events. International Day for Older Persons is scheduled on 1st October and programs are planned to reach out to senior citizens during the celebratory events. Voter awareness communication and celebration will also be linked to national days like Gandhi Jayanti.

9.6   FACILITATION IN REGISTRATION AND VOTING

Facilitation shall also be linked to Information and Motivation and shall include following:

Sr. No.	Form of Facilitation	Purpose
1	SMS	Information for registration
2	Facebook	Information for registration
3	Designated Officers	For college going students
4	Registration facilitation while visiting Marriage or Birth Registrar	Linkage of registration of marriages and birth with electoral registration of young couples
5	Displaying alphabetical elector's list at various locations frequented by people	This will be done at Milk cooperatives, Fair Price Shops etc.
6	Collaborating with CSOs for enrolling excluded groups	Already collaborated with a CSO VSSM working with nomads. Similarly CSOs working with specific excluded groups will be identified and collaboration will be done for inclusion of excluded groups.
7	Collaborating with CSOs and women's networks for increased women electoral participation	Different CSOs working with women and networks for women, particularly in rural areas will be roped in for electoral literacy of women and increasing women's electoral participation.
8	Partnering with banks for voter awareness and search facilities	Providing walk-in search facilities and ATM advertisements at all bank branches that are connected by Internet.
9	Website facilitation	All departments of Government of Gujarat have given a link for name search in their opening page of website
10	1950 Helpline	Functional

For Hassle-free registration:

- Mass publicity for awareness in registration through Hoardings, Posters, Media (Government - Private), and Electronic Media.
- Increased reach of Online registration facilities through website and mobile platforms.

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For facilitation in voting

- AMF have been ensured at each Polling Station. Wide dissemination on information about AMF among general voters.
- Set up 'All Women Managed Polling Stations' named 'Sakhi' in all 182 Assembly Constituencies to motivate women voters.
- Timely distribution of Photo Voter Slips among all.
- Reach out maximum electors for encouraging for voting and reminders through media like SMS, WhatsApp, Facebook, E-mails etc.
- Ensure paid holiday/time off for voting by industries/factories.

10. INTERNAL COMMUNICATIONS PLAN/ MONITORING

For success of a program of such a magnitude, it is imperative to support it with a sound internal communication and monitoring plan. There are hundreds of activities happening simultaneously at State level as well at district levels. A close coordination between these activities needs to be ensured. Also with election management being a very sensitive matter, each and every activity and communication needs to be properly scrutinized and approved before execution. Following activities are being carried out to ensure efficient coordination, communication and synergic implementation of SVEEP 2017 Plan:

i. State level SVEEP Core Committee is in place.
ii. District level SVEEP Nodal Officers have been appointed.
iii. District level Action Plans for SVEEP have been prepared.
iv. A regular reporting system from districts to State and similarly for State level activities will be set up.
v. Periodic video conferencing of CEO with DEOs will be organized.
vi. Reporting formats will be shared with districts to report all activities being carried out at district level under SVEEP.
vii. WhatsApp groups have been formed at State level with district level functionaries and at district level with lower level functionaries for regular exchange of SVEEP related activities.
viii. A systematic plan is developed for strategic scheduling and release of communication in synergic manner between all stakeholders. Thus each district will have specific guidelines on when to release and disseminate which

communication, which will be simultaneous across all districts and across all platforms.

11. THE COUNTDOWN BEGINS

The SVEEP Plan 2017 is the beginning of a challenging but exciting journey with an aim for maximum enrolment in the coming months and maximum voter turnout during the forthcoming Legislative Assembly Election. While the strategies are worked out and actions listed out, as the process moves further it will keep getting strengthened with newer ideas and unplanned initiatives. Because the scope of SVEEP is as far reaching as human imagination can reach. Gujarat has indeed laid down a high benchmark for what SVEEP can achieve and the State Election Machinery is all geared up to set up a higher benchmark once again. The countdown begins now.

12. ANNEXURES

ANNEXURE – 1: AC WISE ELECTORAL ROLL EP RATIO

Name Of District	Assembly Constituency		Total Population (Projected 2017)			Electors as per Final Roll - 2017 - 2 w.r.t. 01/01/2017 as qualifying date			Ratio of Electors to Population		
	No	Name	Male	Female	Total	Male	Female	Total	Male	Female	Total
1	2	3	4	5	6	7	8	9	10	11	12
Kachchh	1	Abdasa	187922	176345	364267	116028	107061	223089	61.74	60.71	61.24
	2	Mandvi	217541	181105	398646	116210	108136	224346	53.42	59.71	56.28
	3	Bhuj	198359	186448	384807	130789	124167	254956	65.94	66.60	66.26
	4	Anjar	192792	176883	369675	118188	110645	228833	61.30	62.55	61.90
	5	Gandhidham (SC)	256636	224773	481409	148834	127982	276816	57.99	56.94	57.50
	6	Rapar	170181	161789	331970	114377	101725	216102	67.21	62.88	65.10
Total of Kachchh District :-			1223431	1107343	2330774	744426	679716	1424142	60.85	61.38	61.10
Banaskantha	7	Vav	211777	197589	409366	134607	121197	255806	63.56	61.34	62.49
	8	Tharad	189908	176312	366220	110502	97669	208172	58.19	55.40	56.84
	9	Dhanera	196806	185617	382423	121227	107026	228255	61.60	57.66	59.69
	10	Danta (ST)	203827	195406	399233	112638	105654	218293	55.26	54.07	54.68
	11	Vadgam (SC)	192546	184052	376598	132930	127376	260308	69.04	69.21	69.12
	12	Palanpur	197852	182210	380062	129816	120053	249869	65.61	65.89	65.74
	13	Deesa	208918	192980	401898	130887	118961	249850	62.65	61.64	62.17
	14	Deodar	189003	174063	363066	113654	100441	214096	60.13	57.70	58.97
	15	Kankrej	205041	190550	395591	132502	118981	251490	64.62	62.44	63.57
Total of Banaskantha District :-			1795678	1678779	3474457	1118763	1017358	2136139	62.30	60.60	61.48
Patan	16	Radhanpur	202829	188454	391283	134560	123649	258210	66.34	65.61	65.99
	17	Chanasma	189647	178242	367889	134643	124332	258975	71.00	69.75	70.39
	18	Patan	200820	186464	387284	140438	130902	271345	69.93	70.20	70.06
	19	Sidhpur	181222	169514	350736	123958	113975	237933	68.40	67.24	67.84
Total of Patan District :-			774518	722674	1497192	533599	492858	1026463	68.89	68.20	68.56

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Name Of District	Assembly Constituency		Total Population (Projected 2017)			Electors as per Final Roll - 2017 - 2 w.r.t. 01/01/2017 as qualifying date			Ratio of Electors to Population		
	No	Name	Male	Female	Total	Male	Female	Total	Male	Female	Total
1	2	3	4	5	6	7	8	9	10	11	12
Mehsana	20	Kheralu	156950	148512	305462	104557	95710	200268	66.62	64.45	65.56
	21	Unjha	154590	144396	298986	110643	102086	212732	71.57	70.70	71.15
	22	Visnagar	151563	139523	291086	110011	101065	211076	72.58	72.44	72.51
	23	Becharaji	172078	156765	328843	119915	111942	231869	69.69	71.41	70.51
	24	Kadi (SC)	194555	181678	376233	133803	122771	256577	68.77	67.58	68.20
	25	Mahesana	195081	177280	372361	133709	123501	257210	68.54	69.66	69.08
	26	Vijapur	150618	137379	287997	107918	101031	208959	71.65	73.54	72.56
Total of Mehsana District :-			1175435	1085533	2260968	820556	758106	1578691	69.81	69.84	69.82
Sabarkantha	27	Himatnagar	200979	183758	384737	129266	122655	251936	64.32	66.75	65.48
	28	Idar (SC)	198868	188248	387116	132759	125532	258292	66.76	66.68	66.72
	29	Khedbrahma (ST)	213785	218664	432449	120109	113960	234074	56.18	52.12	54.13
	33	Prantij	181383	168123	349506	122512	113947	236460	67.54	67.78	67.66
Total of Sabarkantha District :-			795015	758793	1553808	504646	476094	980762	63.48	62.74	63.12
Arvalli	30	Bhiloda (ST)	227960	219673	447633	141849	135154	277017	62.23	61.53	61.88
	31	Modasa	190798	176159	366957	125264	119116	244384	65.65	67.62	66.60
	32	Bayad	174982	163149	338131	114530	108177	222709	65.45	66.31	65.86
Total of Arvalli District :-			593740	558981	1152721	381643	362447	744110	64.28	64.84	64.55
Gandhinagar	34	Dehgam	160740	154790	315530	102790	97945	200743	63.95	63.28	63.62
	35	Gandhinagar South	195247	180799	376046	155544	147303	302849	79.67	81.47	80.54
	36	Gandhinagar North	184822	168949	353771	118677	111485	230169	64.21	65.99	65.06
	37	Mansa	164547	148638	313185	109742	102666	212414	66.69	69.07	67.82
	38	Kalol	175964	156190	332154	115289	107981	223272	65.52	69.13	67.22
Total of Gandhinagar District :-			881320	809366	1690686	602042	567380	1169447	68.31	70.10	69.17
Ahmedabad	39	Viramgam	193528	187901	381429	140771	130081	270858	72.74	69.23	71.01
	40	Sanand	223550	212550	436100	125474	115308	240786	56.13	54.25	55.21
	41	Ghatlodia	273543	251415	524958	178939	168841	347781	65.42	67.16	66.25
	42	Vejalpur	252006	224001	476007	165203	155940	321154	65.56	69.62	67.47
	43	Vatva	229137	199282	428419	163599	138170	301770	71.40	69.33	70.44
	44	Ellisbridge	188883	179522	368405	121923	120138	242063	64.55	66.92	65.71

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Name Of District	Assembly Constituency		Total Population (Projected 2017)			Electors as per Final Roll - 2017 - 2 w.r.t. 01/01/2017 as qualifying date			Ratio of Electors to Population		
	No	Name	Male	Female	Total	Male	Female	Total	Male	Female	Total
1	2	3	4	5	6	7	8	9	10	11	12
	45	Naranpura	184339	168191	352530	117577	110461	228040	63.78	65.68	64.69
	46	Nikol	212305	181692	393997	124449	105341	229794	58.62	57.98	58.32
	47	Naroda	203707	181666	385373	139006	121842	260870	68.24	67.07	67.69
	48	Thakkarbapa Nagar	188011	164573	352584	117845	103733	221584	62.68	63.03	62.85
	49	Bapunagar	140800	126515	267315	99639	88746	188396	70.77	70.15	70.48
	50	Amraiwadi	207229	181124	388353	142582	123070	265655	68.80	67.95	68.41
	51	Dariapur	145847	135323	281170	99935	93850	193788	68.52	69.35	68.92
	52	Jamalpur - Khadia	152082	142768	294850	100811	96507	197319	66.29	67.60	66.92
	53	Maninagar	188919	172262	361181	129257	119586	248845	68.42	69.42	68.90
	54	Danilimda (SC)	189066	172278	361344	119025	108321	227351	62.95	62.88	62.92
	55	Sabarmati	190462	175830	366292	131809	119642	251457	69.20	68.04	68.65
	56	Asarwa (SC)	212398	191496	403894	105277	95320	200599	49.57	49.78	49.67
	57	Daskroi	208538	190628	399166	158865	143914	302780	76.18	75.49	75.85
	58	Dholka	165955	158540	324495	119739	109864	229605	72.15	69.30	70.76
	59	Dhandhuka	176650	169242	345892	131094	113664	244764	74.21	67.16	70.76
Total of Ahmedabad District :-			**4126955**	**3766799**	**7893754**	**2732819**	**2482339**	**5215259**	**66.22**	**65.90**	**66.07**
Surendranagar	60	Dasada (SC)	176280	164611	340891	123990	113092	237083	70.34	68.70	69.55
	61	Limbdi	205571	193609	399180	136999	122088	259088	66.64	63.06	64.91
	62	Wadhwan	209122	192772	401894	139244	128475	267722	66.59	66.65	66.62
	63	Chotila	198341	182437	380778	121664	108565	230236	61.34	59.51	60.46
	64	Dhrangadhra	226469	208624	435093	145480	130779	276259	64.24	62.69	63.49
Total of Surendranagar District :-			**1015783**	**942053**	**1957836**	**667377**	**602999**	**1270388**	**65.70**	**64.01**	**64.89**
Morbi	65	Morbi	205195	190894	396088	133805	121061	254868	65.21	63.42	64.35
	66	Tankara	166450	156585	323033	115852	108238	224091	69.60	69.12	69.37
	67	Wankaner	194559	185221	379779	127311	116322	243633	65.44	62.80	64.15
Total of Morbi District :-			**566204**	**532700**	**1098900**	**376968**	**345621**	**722592**	**66.58**	**64.88**	**65.76**
Rajkot	68	Rajkot East	220173	195209	415384	136978	121602	258580	62.21	62.29	62.25
	69	Rajkot West	238897	224900	463798	160291	154402	314696	67.10	68.65	67.85
	70	Rajkot South	212967	193962	406930	124300	117154	241457	58.37	60.40	59.34

Chief Electoral Officer, Gujarat State

Inclusive Election, Ethical Voting

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	No	Name	Male	Female	Total	Male	Female	Total	Male	Female	Total
1	2	3	4	5	6	7	8	9	10	11	12
	71	Rajkot Rural (SC)	251066	211726	462791	157182	141113	298296	62.61	66.65	64.46
	72	Jasdan	178889	171364	350251	120288	107935	228223	67.24	62.99	65.16
	73	Gondal	159468	148411	307877	109998	102786	212789	68.98	69.26	69.11
	74	Jetpur	188429	174255	362685	132908	119808	252718	70.53	68.75	69.68
	75	Dhoraji	188001	180229	368230	131028	119069	250097	69.70	66.07	67.92
Total of Rajkot District :-			1637890	1500056	3137946	1072973	983869	2056856	65.51	65.59	65.55
Jamnagar	76	Kalavad (SC)	170233	168293	338528	112265	102459	214726	65.95	60.88	63.43
	77	Jamnagr Rural	170388	159065	329455	116651	106376	223027	68.46	66.88	67.70
	78	Jamnagar North	180207	160440	340649	113222	104553	217775	62.83	65.17	63.93
	79	Jamnagar South	175829	159917	335748	105866	99884	205752	60.21	62.46	61.28
	80	Jamjodhpur	153759	146505	300267	106731	97961	204692	69.41	66.87	68.17
Total of Jamnagar District :-			850416	794220	1644647	554735	511233	1065972	65.23	64.37	64.81
Devbhumi Dwarka	81	Khambhalia	193410	183779	377188	137130	127204	264339	70.90	69.22	70.08
	82	Dwarka	199713	185927	385639	136563	125185	261753	68.38	67.33	67.88
Total of Devbhumi Dwarka District :-			393123	369706	762827	273693	252389	526092	69.62	68.27	68.97
Porbandar	83	Porbandar	178905	168822	347727	122745	114264	237011	68.61	67.68	68.16
	84	Kutiyana	156951	148791	305742	105012	93871	198883	66.91	63.09	65.05
Total of Porbandar District :-			335856	317613	653469	227757	208135	435894	67.81	65.53	66.70
Junagadh	85	Manavadar	173637	160119	333756	122818	111323	234141	70.73	69.53	70.15
	86	Junagadh	205497	193215	398712	132241	123018	255269	64.35	63.67	64.02
	87	Visavadar	173410	164326	337736	126282	114018	240300	72.82	69.39	71.15
	88	Keshod	163389	157072	320461	116965	107859	224824	71.59	68.67	70.16
	89	Mangrol	157924	150872	308796	106298	99575	205873	67.31	66.00	66.67
Total of Junagadh District :-			873857	825604	1699461	604604	555793	1160407	69.19	67.32	68.28
Gir Somnath	90	Somnath	184333	175995	360328	120048	114737	234785	65.13	65.19	65.16
	91	Talala	159295	151210	310505	107795	100094	207889	67.67	66.20	66.95
	92	Kodinar (SC)	165117	159977	325094	106727	100072	206799	64.64	62.55	63.61
	93	Una	185199	178097	363296	120961	112188	233149	65.31	62.99	64.18

Chief Electoral Officer, Gujarat State

No Voter to be Left Behind

Name Of District	Assembly Constituency		Total Population (Projected 2017)			Electors as per Final Roll - 2017 - 2 w.r.t. 01/01/2017 as qualifying date			Ratio of Electors to Population		
	No	Name	Male	Female	Total	Male	Female	Total	Male	Female	Total
1	2	3	4	5	6	7	8	9	10	11	12
Total of Gir Somnath District :-			693944	665279	1359223	455531	427091	882622	65.64	64.20	64.94
Amreli	94	Dhari	153987	148134	302121	110083	101460	211549	71.49	68.49	70.02
	95	Amreli	192166	185272	377438	137625	130140	267768	71.62	70.24	70.94
	96	Lathi	156442	150311	306753	108158	101065	209223	69.14	67.24	68.21
	97	Savarkundla	168601	162570	331171	124375	113762	238141	73.77	69.98	71.91
	98	Rajula	188329	177303	365632	128317	118386	246703	68.13	66.77	67.47
Total of Amreli District :-			859525	823590	1683115	608558	564813	1173384	70.80	68.58	69.72
Bhavnagar	99	Mahuva	167363	165069	332432	108957	99707	208664	65.10	60.40	62.77
	100	Talaja	192045	170383	362428	116979	104427	221406	60.91	61.29	61.09
	101	Gariadhar	150389	150887	301276	106940	96606	203546	71.11	64.03	67.56
	102	Palitana	190544	184551	375095	130746	118835	249581	68.62	64.39	66.54
	103	Bhavnagar Rural	202323	186809	389132	135434	122821	258255	66.94	65.75	66.37
	104	Bhavnagar East	199561	169835	369396	124078	119011	243092	62.18	70.07	65.81
	105	Bhavnagar West	182204	160291	342495	125688	115594	241308	68.98	72.12	70.46
Total of Bhavnagar District :-			1284429	1187825	2472254	848822	777001	1625852	66.09	65.41	65.76
Botad	106	Gadhada (SC)	171740	163509	335249	126052	115386	241439	73.40	70.57	72.02
	107	Botad	207066	194416	401482	134736	123948	258685	65.07	63.75	64.43
Total of Botad District :-			378806	357925	736731	260788	239334	500124	68.84	66.87	67.88
Anand	108	Khambhat	165794	152572	318366	111727	101446	213173	67.39	66.49	66.96
	109	Borsad	176068	165712	341780	126254	114764	241019	71.71	69.26	70.52
	110	Anklav	156037	143597	299634	105747	97948	203695	67.77	68.21	67.98
	111	Umreth	190847	172601	363448	127625	118961	246588	66.87	68.92	67.85
	112	Anand	203766	188529	392295	143484	137560	281047	70.42	72.96	71.64
	113	Petlad	163200	150709	313909	112881	105055	217990	69.17	69.71	69.44
	114	Sojitra	158693	142594	301287	103934	94852	198791	65.49	66.52	65.98
Total of Anand District :-			1214405	1116314	2330719	831652	770586	1602303	68.48	69.03	68.75
Kheda	115	Matar	170256	161506	331762	116707	108522	225231	68.55	67.19	67.89
	116	Nadiad	180628	169885	350513	126554	120935	247524	70.06	71.19	70.62
	117	Mehmedabad	181969	169723	351692	116034	109642	225680	63.77	64.60	64.17

Inclusive Election, Ethical Voting

Name Of District	Assembly Constituency		Total Population (Projected 2017)			Electors as per Final Roll - 2017 - 2 w.r.t. 01/01/2017 as qualifying date			Ratio of Electors to Population		
	No	Name	Male	Female	Total	Male	Female	Total	Male	Female	Total
1	2	3	4	5	6	7	8	9	10	11	12
	118	Mahudha	168792	159250	328042	115878	107296	223180	68.65	67.38	68.03
	119	Thasra	201035	183556	384591	129002	118851	247855	64.17	64.75	64.45
	120	Kapadvanj	216183	201708	417891	138480	130041	268527	64.06	64.47	64.26
Total of Kheda District :-			**1118863**	**1045628**	**2164491**	**742655**	**695287**	**1437997**	**66.38**	**66.49**	**66.44**
Mahisagar	121	Balasinor	205844	193024	398866	134350	123479	257832	65.27	63.97	64.64
	122	Lunawada	200743	189733	390478	133386	126580	259967	66.45	66.71	66.58
	123	Santrampur (ST)	177885	168957	346841	107144	101014	208161	60.23	59.79	60.02
Total of Mahisagar District :-			**584472**	**551714**	**1136185**	**374880**	**351073**	**725960**	**64.14**	**63.63**	**63.89**
Panchmahal	124	Shehra	198248	187163	385410	120253	111997	232251	60.66	59.84	60.26
	125	Morva Hadaf (ST)	169574	164664	334238	101148	97129	198277	59.65	58.99	59.32
	126	Godhra	211952	200789	412741	128402	122029	250434	60.58	60.77	60.68
	127	Kalol	196394	185573	381967	120334	111228	231562	61.27	59.94	60.62
	128	Halol	215114	200462	415577	129396	117661	247057	60.15	58.69	59.45
Total of Panchmahal District :-			**991282**	**938651**	**1929933**	**599533**	**560044**	**1159581**	**60.48**	**59.66**	**60.08**
Dahod	129	Fatepura (ST)	187774	185826	373600	105608	103886	209496	56.24	55.90	56.07
	130	Jhalod (ST)	216653	206266	422919	112845	110230	223075	52.09	53.44	52.75
	131	Limkheda (ST)	173145	170889	344034	92777	93796	186576	53.58	54.89	54.23
	132	Dahod (ST)	192957	192066	385023	117810	116840	234650	61.06	60.83	60.94
	133	Garbada (ST)	224807	224439	449246	115762	117145	232911	51.49	52.19	51.84
	134	Devgadbaria	199636	196643	396279	111850	109951	221801	56.03	55.91	55.97
Total of Dahod District :-			**1194972**	**1176129**	**2371101**	**656652**	**651848**	**1308509**	**54.95**	**55.42**	**55.19**
Vadodara	135	Savli	160366	148371	308739	109426	101832	211261	68.24	68.63	68.43
	136	Vaghodia	176252	161146	337399	115024	106604	221629	65.26	66.15	65.69
	140	Dabhoi	145677	135872	281549	103585	97554	201139	71.11	71.80	71.44
	141	Vadodara City (SC)	209472	193548	403022	140713	131959	272673	67.18	68.18	67.66
	142	Sayajigunj	212598	194868	407465	140553	131027	271580	66.11	67.24	66.65
	143	Akota	185916	172724	358641	125972	120505	246499	67.76	69.77	68.73
	144	Raopura	212594	195941	408537	138793	133132	271959	65.29	67.94	66.57
	145	Manjalpur	177736	160511	338248	120217	111220	231438	67.64	69.29	68.42

No Voter to be Left Behind

Name Of District	Assembly Constituency		Total Population (Projected 2017)			Electors as per Final Roll - 2017 - 2 w.r.t. 01/01/2017 as qualifying date			Ratio of Electors to Population		
	No	Name	Male	Female	Total	Male	Female	Total	Male	Female	Total
1	2	3	4	5	6	7	8	9	10	11	12
	146	Padra	167694	153692	321386	111805	102926	214731	66.67	66.97	66.81
	147	Karjan	147081	137602	284684	102240	95721	197973	69.51	69.56	69.54
Total of Vadodara District :-			**1795386**	**1654275**	**3449670**	**1208328**	**1132480**	**2340882**	**67.30**	**68.46**	**67.86**
Chhota Udepur	137	Chhota Udaipur (ST)	195225	194276	389501	124108	116650	240760	63.57	60.04	61.81
	138	Jetpur (ST)	201321	198873	400194	125723	118827	244553	62.45	59.75	61.11
	139	Sankheda (ST)	206118	195652	401770	130306	122919	253228	63.22	62.83	63.03
Total of Chhota Udepur District :-			**602664**	**588801**	**1191465**	**380137**	**358396**	**738541**	**63.08**	**60.87**	**61.99**
Narmada	148	Nandod (ST)	173200	163878	337078	113100	106677	219782	65.30	65.10	65.20
	149	Dediapada (ST)	162995	158207	321202	97226	96046	193272	59.65	60.71	60.17
Total of Narmada District :-			**336195**	**322085**	**658280**	**210326**	**202723**	**413054**	**62.56**	**62.94**	**62.75**
Bharuch	150	Jambusar	162796	156041	318837	116019	106056	222081	71.27	67.97	69.65
	151	Vagra	158756	146834	305590	101914	96221	198137	64.20	65.53	64.84
	152	Jhagadia (ST)	190677	179829	370506	118820	112897	231719	62.31	62.78	62.54
	153	Bharuch	198947	182803	381750	130375	123876	254259	65.53	67.76	66.60
	154	Ankleshwar	188190	164333	352523	115109	104653	219768	61.17	63.68	62.34
Total of Bharuch District :-			**899366**	**829840**	**1729206**	**582237**	**543703**	**1125964**	**64.74**	**65.52**	**65.11**
Surat	155	Olpad	270066	214881	484947	191184	167727	358916	70.79	78.06	74.01
	156	Mangrol (ST)	161882	147391	309273	102332	98320	200658	63.21	66.71	64.88
	157	Mandvi (ST)	214119	217499	431618	111639	113503	225142	52.14	52.19	52.16
	158	Kamrej	365588	285026	650614	234418	192133	426551	64.12	67.41	65.56
	159	Surat East	172920	148418	321338	102049	98812	200870	59.02	66.58	62.51
	160	Surat North	156946	116524	273470	83320	73502	156836	53.09	63.08	57.35
	161	Varachha Road	216086	149547	365633	112139	85512	197657	51.90	57.18	54.06
	162	Karanj	191577	141495	333072	93546	67139	160692	48.83	47.45	48.25
	163	Limbayat	250267	203178	453445	146363	112226	258595	58.48	55.24	57.03
	164	Udhna	211552	162522	374074	136737	95294	232038	64.64	58.63	62.03
	165	Majura	246138	179793	425931	133911	109481	243395	54.40	60.89	57.14
	166	Katargam	281273	196618	477891	154716	122596	277312	55.01	62.35	58.03
	167	Surat West	206076	171526	377602	112967	108299	221267	54.82	63.14	58.60

Inclusive Election, Ethical Voting

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	No	Name	Male	Female	Total	Male	Female	Total	Male	Female	Total
1	2	3	4	5	6	7	8	9	10	11	12
	168	Choryasi	481306	307627	788933	241066	173239	414313	50.09	56.31	52.52
	169	Bardoli (SC)	190041	168394	358435	116685	108174	224859	61.40	64.24	62.73
	170	Mahuva (ST)	289770	286049	575819	105933	108327	214260	36.56	37.87	37.21
Total of Surat District :-			**3905607**	**3096488**	**7002095**	**2179005**	**1834284**	**4013361**	**55.79**	**59.24**	**57.32**
Tapi	171	Vyara (ST)	150020	149936	299956	101638	105030	206672	67.75	70.05	68.90
	172	Nizar (ST)	187140	188444	375584	125396	128791	254187	67.01	68.34	67.68
Total of Tapi District :-			**337160**	**338380**	**675540**	**227034**	**233821**	**460859**	**67.34**	**69.10**	**68.22**
Dangs	173	Dangs (ST)	126070	126771	252841	83347	82872	166219	66.11	65.37	65.74
Total of Dangs District :-			**126070**	**126771**	**252841**	**83347**	**82872**	**166219**	**66.11**	**65.37**	**65.74**
Navsari	174	Jalalpore	162639	150659	313298	111106	104588	215702	68.31	69.42	68.85
	175	Navsari	191139	178027	369166	115421	112356	227796	60.39	63.11	61.71
	176	Gandevi (ST)	200382	194207	394589	137048	133150	270212	68.39	68.56	68.48
	177	Vansda (ST)	202904	203796	406700	136532	136885	273417	67.29	67.17	67.23
Total of Navsari District :-			**757064**	**726689**	**1483753**	**500107**	**486979**	**987127**	**66.06**	**67.01**	**66.53**
Valsad	178	Dharampur (ST)	177211	175543	352750	113257	112165	225422	63.91	63.90	63.90
	179	Valsad	180004	170827	350830	123747	118370	242117	68.75	69.29	69.01
	180	Pardi	215928	183284	399211	115835	103636	219471	53.65	56.54	54.98
	181	Kaprada (ST)	202834	197458	400291	117280	114416	231696	57.82	57.94	57.88
	182	Umbergaon (ST)	214098	184697	398795	129957	113276	243233	60.70	61.33	60.99
Total of Valsad District :-			**990075**	**911809**	**1901877**	**600076**	**561863**	**1161939**	**60.61**	**61.62**	**61.09**
Total of State :-			**35109506**	**32228413**	**67337925**	**22566269**	**20770535**	**43337492**	**64.27**	**64.45**	**64.36**

Chief Electoral Officer, Gujarat State

No Voter to be Left Behind

ANNEXURE – 2: EP RATIO-ROLL VS. CENSUS

No.	Name of District	2012		2013		2014		2015		2016		2017		GAP IN EP RATIO
		(ROLL)	(CENSUS)	(ROLL)	(CENSUS)	(ROLL)	(CENSUS)	(ROLL)	(CENSUS)	(ROLL)	(CENSUS)	(ROLL)	(CENSUS)	(+/-)
1	Kachchh	57.16	63.07	57.18	63.07	58.72	63.07	58.50	63.07	60.09	63.07	61.10	63.07	1.97
2	Banaskantha	60.16	59.08	59.86	59.08	60.67	59.08	60.19	59.08	60.49	59.08	61.48	59.08	-2.4
3	Patan	65.07	63.79	65.29	63.79	67.31	63.79	66.82	63.79	67.53	63.79	68.56	63.79	-4.77
4	Mahesana	67.49	67.90	67.71	67.90	69.18	67.90	68.70	67.90	68.88	67.90	69.82	67.90	-1.92
5	Sabarkantha	60.79	63.55	60.58	63.55	62.22	63.55	61.81	63.55	62.11	63.55	63.12	63.55	0.43
6	Arvalli	61.47	64.88	62.13	64.88	63.59	64.88	63.03	64.88	63.25	64.88	64.55	64.88	0.33
7	Gandhinagar	70.67	67.64	65.18	67.64	66.99	67.64	66.66	67.64	67.84	67.64	69.17	67.64	-1.53
8	Ahmedabad	62.22	66.80	64.73	66.80	66.17	66.80	65.95	66.80	64.95	66.80	66.07	66.80	0.73
9	Surendranagar	61.75	63.71	61.86	63.71	63.30	63.71	62.81	63.71	63.32	63.71	64.89	63.71	-1.18
10	Morbi	60.35	66.61	54.69	66.61	55.98	66.61	55.66	66.61	56.50	66.61	65.76	66.61	0.85
11	Rajkot	62.09	70.37	65.47	70.37	67.71	70.37	67.35	70.37	67.45	70.37	65.55	70.37	4.82
12	Jamnagar	61.68	67.94	64.24	67.94	65.55	67.94	65.29	67.94	65.57	67.94	64.81	67.94	3.13
13	Devbhumi Dwarka	65.17	63.63	60.97	63.63	61.96	63.63	61.86	63.63	63.29	63.63	68.97	63.63	-5.34
14	Porbandar	65.34	67.54	65.32	67.54	66.15	67.54	65.49	67.54	66.03	67.54	66.70	67.54	0.84
15	Junagadh	66.51	69.60	67.85	69.60	68.02	69.60	67.53	69.60	67.31	69.60	68.28	69.60	1.32
16	Gir Somnath	64.37	63.18	62.77	63.18	63.98	63.18	63.55	63.18	64.34	63.18	64.94	63.18	-1.76
17	Amreli	68.01	66.40	68.09	66.40	68.99	66.40	68.44	66.40	68.71	66.40	69.72	66.40	-3.32
18	Bhavnagar	62.70	63.19	63.15	63.19	64.49	63.19	64.26	63.19	64.99	63.19	65.76	63.19	-2.57

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No.	Name of District	2012		2013		2014		2015		2016		2017		GAP IN EP RATIO
		(ROLL)	(CENSUS)	(ROLL)	(CENSUS)	(ROLL)	(CENSUS)	(ROLL)	(CENSUS)	(ROLL)	(CENSUS)	(ROLL)	(CENSUS)	(+/-)
19	Botad	66.15	63.56	66.37	63.56	66.75	63.56	66.23	63.56	66.57	63.56	67.88	63.56	-4.32
20	Anand	66.07	67.36	66.30	67.36	67.70	67.36	67.29	67.36	67.69	67.36	68.75	67.36	-1.39
21	Kheda	65.44	64.58	65.16	64.58	65.87	64.58	65.27	64.58	65.56	64.58	66.44	64.58	-1.86
22	Mahisagar	61.93	62.77	62.32	62.77	63.26	62.77	62.70	62.77	62.81	62.77	63.89	62.77	-1.12
23	Panchmahal	58.75	61.17	57.98	61.17	59.21	61.17	58.88	61.17	59.17	61.17	60.08	61.17	1.09
24	Dahod	53.46	53.47	53.18	53.47	54.23	53.47	53.77	53.47	53.81	53.47	55.19	53.47	-1.72
25	Vadodara	65.05	67.12	66.08	67.12	68.14	67.12	67.81	67.12	68.46	67.12	67.86	67.12	-0.74
26	Chhota Udepur	62.77	60.58	60.53	60.58	61.41	60.58	60.67	60.58	60.85	60.58	61.99	60.58	-1.41
27	Narmada	62.08	63.29	61.95	63.29	63.01	63.29	62.55	63.29	62.32	63.29	62.75	63.29	0.54
28	Bharuch	62.43	66.94	62.37	66.94	63.81	66.94	63.51	66.94	64.57	66.94	65.11	66.94	1.83
29	Surat	54.61	67.40	56.63	67.40	56.23	67.40	56.09	67.40	57.19	67.40	57.32	67.40	10.08
30	Tapi	56.57	67.63	70.30	67.63	68.60	67.63	67.98	67.63	67.60	67.63	68.22	67.63	-0.59
31	Dangs	62.47	56.88	62.64	56.88	64.05	56.88	64.00	56.88	63.79	56.88	65.74	56.88	-8.86
32	Navsari	67.01	70.36	66.76	70.36	67.60	70.36	66.88	70.36	66.40	70.36	66.53	70.36	3.83
33	Valsad	60.10	65.48	60.06	65.48	60.84	65.48	60.33	65.48	60.23	65.48	61.09	65.48	4.39
	State Total	**61.87**	**65.22**	**62.47**	**65.22**	**63.55**	**65.22**	**63.18**	**65.22**	**63.50**	**65.22**	**64.36**	**65.22**	**0.86**

Chief Electoral Officer, Gujarat State

No Voter to be Left Behind

ANNEXURE – 3: DISTRICT WISE GAP IN GENDER RATIO

Sr. No.	District	Gender Ratio		Gap
		Roll	Census	
1	Kachchh	913	907	-6
2	Banaskantha	909	936	27
3	Patan	924	935	11
4	Mahesana	924	925	1
5	Sabarkantha	943	950	7
6	Arvalli	950	941	-9
7	Gandhinagar	942	920	-22
8	Ahmedabad	908	903	-5
9	Surendranagar	904	929	25
10	Morbi	917	941	24
11	Rajkot	917	924	7
12	Jamnagar	922	938	16
13	Devbhumi Dwarka	922	940	18
14	Porbandar	914	947	33
15	Junagadh	919	952	33
16	Gir Somnath	938	959	21
17	Amreli	928	964	36
18	Bhavnagar	915	931	16
19	Botad	918	945	27
20	Anand	927	921	-6
21	Kheda	936	937	1
22	Mahisagar	936	944	8
23	Panchmahal	934	945	11
24	Dahod	993	986	-7
25	Vadodara	937	934	-3
26	Chhota Udepur	943	977	34
27	Narmada	964	960	-4
28	Bharuch	934	924	-10
29	Surat	842	788	-54
30	Tapi	1030	1004	-26
31	Dangs	994	1007	13

Inclusive Election, Ethical Voting

Sr. No.	District	Gender Ratio Roll	Gender Ratio Census	Gap
32	Navsari	974	961	-13
33	Valsad	936	926	-10
	State Total	**920**	**918**	

ANNEXURE – 4: DISTRICT WISE AGE COHORT

Sr. No.	Name of District	Age Cohort 18-19		20-29		30-39		80 +	
		Roll	Census	Roll	Census	Roll	Census	Roll	Census
1	Kachchh	1.56	3.74	14.90	19.59	16.75	14.87	0.96	0.94
2	Banaskantha	1.87	4.09	15.90	17.72	16.10	13.95	0.78	0.68
3	Patan	2.04	3.96	16.60	17.72	17.72	14.32	0.96	0.92
4	Mahesana	1.93	3.85	15.76	18.32	17.56	14.88	1.08	1.02
5	Sabarkantha	1.81	3.55	14.37	17.01	16.30	14.48	0.85	0.83
6	Arvalli	1.87	3.84	14.80	16.87	16.23	14.50	1.11	1.03
7	Gandhinagar	2.06	3.62	15.84	18.75	17.86	15.71	0.86	0.84
8	Ahmedabad	1.51	3.74	14.95	18.47	17.45	15.42	0.85	1.11
9	Surendranagar	1.96	4.13	15.69	17.67	16.74	14.14	1.06	1.12
10	Morbi	2.04	3.82	16.22	19.04	16.69	14.49	1.18	1.26
11	Rajkot	1.67	3.38	14.33	18.44	17.08	16.46	1.05	1.17
12	Jamnagar	1.85	3.74	14.53	18.98	16.91	16.34	1.13	1.02
13	Devbhumi Dwarka	2.03	3.76	16.85	19.09	18.42	16.44	1.24	1.03
14	Porbandar	1.71	3.47	14.37	17.21	16.94	15.35	1.12	1.21
15	Junagadh	2.03	3.62	14.73	17.69	16.99	15.28	1.24	1.39
16	Gir Somnath	2.39	4.30	16.79	17.79	16.43	15.00	0.97	1.03
17	Amreli	2.14	4.18	16.34	17.41	17.37	13.87	1.54	1.62
18	Bhavnagar	1.83	3.78	16.50	17.95	16.94	14.45	1.20	1.13
19	Botad	1.96	4.21	16.93	17.93	17.44	13.75	1.34	1.22
20	Anand	1.80	3.34	14.90	17.67	17.42	15.57	0.95	0.85
21	Kheda	1.88	3.37	14.27	16.95	17.07	15.09	0.87	0.77
22	Mahisagar	2.27	3.40	14.87	16.70	15.90	14.96	0.98	0.62
23	Panchmahal	1.86	3.59	14.43	16.91	15.40	14.35	0.86	0.74
24	Dahod	1.71	3.35	14.63	15.97	14.55	12.94	0.79	0.58
25	Vadodara	1.60	3.32	14.09	17.61	16.68	15.77	0.96	0.86

Sr. No.	Name of District	Age Cohort							
		18-19		20-29		30-39		80 +	
		Roll	Census	Roll	Census	Roll	Census	Roll	Census
26	Chhota Udepur	1.86	3.24	13.57	15.93	15.23	14.27	0.94	0.59
27	Narmada	2.35	3.60	15.14	16.36	14.70	14.41	0.82	0.71
28	Bharuch	1.91	3.47	14.80	17.75	15.60	15.49	0.86	0.76
29	Surat	1.26	3.66	13.47	22.03	16.62	17.10	0.53	0.59
30	Tapi	2.27	3.31	15.50	17.05	16.16	15.10	0.91	0.69
31	Dangs	3.35	3.36	20.11	16.48	16.17	12.41	0.48	0.45
32	Navsari	1.69	3.44	14.08	17.77	15.73	15.62	1.09	1.05
33	Valsad	1.39	3.34	12.96	18.00	15.57	15.90	0.87	0.72
	State Total	**1.92**	**3.65**	**15.25**	**17.78**	**16.57**	**14.93**	**0.98**	**0.93**

Inclusive Election, Ethical Voting

ANNEXURE – 5: LIST OF CIVIL SERVICE ORGANIZATIONS (CSOS)

Sr. No.	Name of CSO
1.	CSC e-Governance Services India Limited
2.	e-Gram Vishwagram Society a Govt. of Gujarat Enterprise
3.	Mahatma Gandhi International School, Ahmedabad
4.	FM Radio Channel – Radio Mirchi, Gujarat, Ahmedabad
5.	National Service Scheme (NSS)
6.	National Cadet Corps (NCC)
7.	Gujarat Livelihood Promotion Company, Gandhinagar
8.	Nehru Yuva Kendra Sangathan (NYKS)
9.	State Resource centre under National Literacy Mission
10.	Dena Bank
11.	State Level Bankers Committee (SLBC)
12.	Mahila Samakhya Society (MSS)
13.	Vicharta Samuday Samarthan Manch (VSSM)
14.	Water and Sanitation Management Organisation (WASMO)
15.	LPG Distributors
16.	Medical Association
17.	Rotary Club
18.	Giant Group
19.	Lions Club
20.	Indian Red Cross Society
21.	Chamber of Commerce
22.	Milk Co-Operative Society (AMUL)
23.	Diamond Association
24.	Agriculture Produce Market Committee (APMC)
25.	Builders Association
26.	Sweetmeat Association
27.	Retail Tea Distributors

Chief Electoral Officer, Gujarat State

No Voter to be Left Behind