

SVEEP

2014

Don't pay me my salary for the day....but I will not come tomorrow.

(Story uploaded on social media to motivate/educate urban female voters)

This is the story of Ramila who lives at Rakhiyaal, Ahmedabad, who, though much less educated and even less well off, compared to her employer, was ready to let go of her salary for one day so that she could cast her vote.

Ramila's family consisted of only her three children and herself. She worked as a domestic help in the bungalows near her residence, to earn her livelihood. Because of her efficiency in doing all household chores she became very popular with her employers and almost indispensable.

One day, as usual, Ramila went to Mona Madam's house for work in the morning. She started her cleaning routine, when she heard Mona madam call out for her. Ramila dutifully went to the room where Mona madam was working on her laptop and asked, "Yes madam, did you want something?"

"Ramila, as it's my holiday tomorrow due to poll day, please come early tomorrow morning and we shall spend the whole day together, doing spring cleaning of the house", Mona Madam said.

"And you don't worry about the extra hours of work. I shall pay you Rs. 500 in addition to your salary for this work", Mona Madam added.

Hearing this, Ramila's facial expression changed, from a look of surprise to that of shock. Ramila quickly collected herself and slowly asked, "Can we not keep this work for Sunday? I want to go to my village for voting".

Furious Mona Madam asked her, "Why are you behaving this way? Are you going to contest the election? When I am free,

you are ready with your silly excuses!"

"Madam, it is not an excuse, I really want to go and vote", Ramila insisted.

This reply made Mona more furious. "Oh...ho. ...I see....going for voting? Eh? I am an MBA and I never go for voting & YOU, just a Xth standard pass is so keen to go for voting"!

"Voting is a constitutional right and the first duty of all citizens. If you don't want to pay me for a day, go ahead, but I will go to my village for voting. And Madam, as a good citizen of this country, you too must vote". Ramila quietly, but firmly replied.

A chord struck Mona Madam somewhere and she felt ashamed of her behaviour. She apologized to Ramila and said, "I salute your sense of duty towards the nation. You have taught me, what I was expected to teach you. Thank you for showing me the correct way, Ramila, and you must not come for work tomorrow. Go to your village and fulfil your duty. I will also celebrate the festival of democracy, vote and inspire others for voting".



Foreword

With immense pride in the work of my team and drawing inspiration from their enthusiasm and that of the voters of Gujarat, it is my privilege to bring out this documentation of the mammoth efforts that went behind making SVEEP a huge success in the Parliamentary General Elections 2014 LS held in Gujarat. This document attempts to recognize the joint efforts of election administration staff and our partners such as State government departments, CSO, NGO, Media and many others, by capturing the highlights of SVEEP-2 implemented during the said elections. It is more like a logical culmination of the highly challenging but equally exciting journey of Voters' Education, which started with the 2012 Legislative Assembly Election in Gujarat.

The 2012 Legislative Assembly Elections saw the growing and unfolding of the SVEEP program in Gujarat. While the turf was known, the game was new for most of the Election Managers and Planners. A continuous process of experimentation and innovation, not only resulted into a historic voter turnout in the

Assembly Election but it also left for us bags full of experiences and learning. Thus, when we started our preparation for the Parliamentary Elections 2014, we already had a definite strategic framework for SVEEP 2014 in our minds.

SVEEP 2014 saw the maturing of SVEEP in all aspects right from planning to implementation and monitoring to coordination. While SVEEP 2014 continued the legacy of SVEEP 2012 in terms of systems and processes, it did not limit itself to the same basket of activities. Instead, its penchant for churning out innovations and unique initiatives made it stand out.

SVEEP 2014 has been an extraordinary campaign with combined efforts of Election Management officials; so many Central, State and Local Government departments; Private Sector partners and CSOs. While there is no way to do justice to each and every contribution and outstanding effort that has gone into SVEEP at all levels, this document, we hope

succeeds in capturing the essence of this multi faceted campaign.

SVEEP for us in Gujarat, has unlocked the immensely creative and amazingly innovative potential of our election machinery. In fact, much after the completion of the General elections in May, 2014, one can see the election administration of Gujarat applying their SVEEP learning to many other government programmes. I would never have known this totally invisible but gifted side of the very people I had known since years. Thank you SVEEP for making election management so much more creative and livelier.

I sincerely hope that this document will be helpful in future not only for Gujarat election management functionaries, but also for other Election Management Bodies in the country and outside for their own elections in the coming years.

Anita Karwal, IAS
Principal Secretary & Chief Electoral Officer
Gujarat

Acknowledgements

It was indeed a herculean task to conduct the General Elections to Lok Sabha 2014 successfully, peacefully and with record turnout. The multi-faceted approach to Systematic Voters' Education and Electoral Participation adopted at all levels has been a key factor for the huge turnout in General Elections to Lok Sabha 2014. In fact, identification of focus areas, meticulous planning, efficient execution and unique innovations at various levels, in all the districts, took the entire implementation of SVEEP to a much higher level.

Therefore, it is only pertinent that the significant efforts put in by individuals, organizations, partners etc. get their due recognition. Through this documentation of the mammoth efforts we not only express our sincere gratitude but also place in the public domain their dedicated and spirited work.

We are specifically acknowledging the following, as without their active support, guidance and interventions, we could not have achieved much:

- *The constant leadership, supervision and encouragement of Shri VS Sampath, ex-Chief Election Commissioner, Shri HS Brahma, Chief Election Commissioner and Dr. Nasim Zaidi, Election Commissioner.*
- *Inspirational monitoring and guiding presence, of Shri Akshay Rout, ex-Director General (SVEEP), Election Commission of India*
- *Active support of Ms. Padma Angmo, Deputy Secretary, ECI*
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- *All officers and staff of CEO office, particularly Shri Ashwini Kumar, Special CEO; Shri Ashok Manek, ACEO; Shri Jaideep Dwivedi, Dy. CEO; and Deputy Collectors Shri Himanshu Parekh, Shri R. M. Pandya and Shri B. M. Jotania.*
- *For result oriented collaboration we thank the Central Government and State Government departments.*
- *For lending proactive support selflessly and pro bono, CSC e Governance Company Ltd., a Central Government undertaking.*
- *Making speedy interventions for the use of Technology/e Governance- Shri Pritesh Tailor and the entire SLA team of CMC.*
- *For reaching out to the voters with SVEEP intervention effectively- the team of Information Department.*
- *Catching the eyes and influencing the minds of the voters through their audio visual dissemination of messages/live programmes/short advertisements, Government media, Doordarshan, All India Radio and private FM channels.*
- *State Icons – Ankita Raina, Cheteshwar Pujara and Sharman Joshi - for their impromptu support despite their hectic schedules.*
- *Aakansha Kukreja, a young graphic designer from Mumbai who unhesitatingly agreed to design the document so creatively in record time*
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For unparalleled, positive and long lasting support of the following was crucial:

- *Radio Brand Ambassador from Radio Mirchi, Shri Dhvanit Thaker for kick-starting radio interventions for SVEEP and RJ Kunal, RJ Nishit, RJ Kshitij and RJ Rahil, all Radio Mirchi RJs, who in their own creative way reached the voters.*
- *Private Radio partner appointed by ECI- Red FM and particularly, Ms. Devaki Marks, Western Head of Red FM, for being at their creative best to give not a handful but a basket of innovative programmes to address urban apathy and motivate female voters to vote. Similarly, RJ Dhruvil and RJ Shubham left no stone unturned for dissemination of SVEEP messages.*
- *My FM channel at Surat for last minute effective interventions.*
- *Shri Sanjay Madnani, who offered his expertise in getting five short animation films on Warli Painting prepared for dissemination.*
- *Wild Dreams Trading Company Limited, worked tirelessly for different types of creations to be put on Social Media Sites, i.e., Facebook, Twitter, YouTube and WhatsApp which was first of its kind systematic effort to reach the voters by use of technology.*
- *All the collaborators who have either supported or organized or sponsored various SVEEP activities at all levels.*

Last but not the least, I will be completely failing in my duty if I do not place on record the fact that this documentation would not have been possible without the untiring and excellent work done by Dr. Ketan Gandhi, Technical Expert UNDP in the office of CEO, Gujarat. We simply provided him with huge amounts of information with visuals and generally asked him to make sense of it and come out with a systematic documentation of SVEEP 2014 efforts. And here it is! I am sure you will agree with me that to integrate and showcase all the information was a daunting task which has been carried out with remarkable competence.

We also heartily acknowledge the overwhelming response given by the voters, which helped us to achieve the highest ever turnout in General Elections to Lok Sabha 2014 in last four decades.

It is possible that I might have missed out an initiative, or an individual or an organization here for want of space or memory. Do forgive this forgetfulness, as it is totally unintentional. We respect and salute your contribution and continue to be inspired by it.

Anita Karwal, IAS
Principal Secretary & Chief Electoral Officer
Gujarat

Abbreviations

AC	Assembly Constituency	ETC	Et cetera
ACEO	Additional Chief Electoral Officer	EVM	Electronic Voting Machine
AERO	Assistant Electoral Registration Officer	FM	Frequency Modulation
AIR	All India Radio	GLPC	Gujarat Livelihood Promotion Company
ARO	Assistant Returning Officer	GR	Government Resolution
ASHA	Accredited Social Health Activist	GSRTC	Gujarat State Road Transport Corporation
ATM	Automated Teller Machine	HDI	Human Development Index
BISAG	Bhaskaracharya Institute for Space Applications and Geoinformatics	ICDS	Integrated Child Development Scheme
BLO	Booth Level Officer	IEC	Information, Education & Communication
BSNL	Bharat Sanchar Nigam Limited	IMF	Information, Motivation & Facilitation
CEO	Chief Electoral Officer	IT	Information Technology
CSO	Civic Society Organization	ITI	Industrial Training Institute
DD	Doordarshan	PC	Parliamentary Constituency
DDO	District Development Officer	KABBP	Knowledge, Attitude, Behaviour, Belief and Practice
DEO	District Election Officer	KM	Kilometre
Dy	Deputy	LA	Legislative Assembly
ECI	Election Commission of India	LPG	Liquefied Petroleum Gas
EDC	Election Duty Certificate	LS	Lok Sabha
EP	Elector-Population	LTD	Limited
EPIC	Elector Photo Identity Card	M & E	Monitoring and Evaluation
ERO	Electoral Registration Officer	MCC	Model Code of Conduct
		MGIS	Mahatma Gandhi International School

MSK	Matdar Suvidha Kendra
MSS	Mahila Samakhya Society
NCC	National Cadet Corps
NGO	Non Government Organization
NIC	National Informatics Center
NLM	National Literacy Mission
NLMA	National Literacy Mission Authority
NO	Number
NOTA	None Of The Above
NSS	National Service Scheme
NVD	National Voters' Day
NYKS	Nehru Yuva Kendra Sangathan
PER	Photo Electoral Roll
PC	Parliamentary Constituency
PC	Personal Computer
PHC	Primary Health Center
PIP	Project Implementation Plan
PS	Polling Station
PSL	Polling Station Location
PSU	Public Sector Unit
PVS	Photo Voter's Slip
RJ	Radio Jockey

RO	Returning Officer
RTO	Regional Transport Office
RWA	Resident Welfare Association
SATCOM	Satellite Communication
SC	Scheduled Caste
SEMS	Smart Election Monitoring System
SHG	Self Help Group
SMS	Short Message Service
SQ	Square
ST	Scheduled Tribe
ST	State Transport
SVEEP	Systematic Voters' Education & Electoral Participation
TDO	Taluka Development Officer
TLE	Taluka Level Entrepreneur
TV	Television
VLE	Village Level Entrepreneur
VSSM	Vicharta Samuday Samarthan Manch
WASMO	Water And Sanitation Management Organization

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CHAPTER ONE

INTRODUCTION

1.1 SVEEP BACKGROUND

The strength and success of any democratic electoral process depends directly on electoral registration and the voters' participation in the electoral process, which is the very basis of democracy. However, there is a significant gap between the eligible voters and registered voters on the one hand and also the registered voters and the actual turnout on the other. In India the constitutional mandate of the ECI for 'superintendence, direction and control of elections contains an in-built responsibility to have every eligible Indian on the electoral roll and get everyone on the electoral roll to voluntarily vote. In light of this mandate, ECI launched Systematic Voters' Education and Electoral Participation (SVEEP) in 2010 with an aim to address this gap and ensure 100% registration and maximum voter turnout.

2010 was the Diamond Jubilee year for ECI and the theme chosen for the year was 'Greater Participation for a Stronger Democracy'. ECI realized that it needed to cover the last mile, where issues like healthy and complete electoral rolls, urban apathy, gender gap in participation and youth indifference to the electoral process were to be tackled. Participation based on individual motivation, awareness and education measures by election management machinery needed to be encouraged. And voter education was recognized as the key for this.

ECI felt that Voter education needed to be imparted through specific and targeted interventions, backed by scientific research carried out by professional agencies/institutes. And thus SVEEP was born.

1.2 SVEEP PHASE 1

SVEEP Phase I was implemented in various Legislative Assembly elections across different States between 2010 and 2013. ECI continuously steered and guided the entire SVEEP implementation process through constant monitoring and necessary instructions to the States. The first SVEEP related instructions from ECI came in April 2010. There was also a remarkable horizontal learning among States through sharing and dissemination of experiences related to implementing various SVEEP activities. A large number of innovative activities were implemented by different States as part of their SVEEP program and this resulted into huge basket of replicable activities.

SVEEP phase-I started with a baseline and end-line survey conducted by professional survey agencies to understand the underlying reasons for under-registration, last mile problems in updation of electoral rolls, EPIC off take, low voter turnout, and to identify the demographics of elector segments with lower electoral participation. This formed the base for developing suitable interventions and for later day impact assessment.

Emphasis was laid on preparation of State level and District level SVEEP plans highlighting specific gap areas and strategies to address the same. CEOs were directed to formulate partnerships and collaborations with various government departments, private sector, educational institutes, CSOs and media for SVEEP activities. National icons were involved and similarly State icons from among the popular, apolitical personalities were involved for voter education. Mass

awareness and mobilization events were planned and carried out. Various initiatives including those with usage of advanced technology and IT, were carried out to reach out to people, particularly youth.

Following the SVEEP launch in 2010, there has been a steady increase recorded in voter turnout in all subsequent elections. Gujarat registered a record breaking voter turnout in the 2012 Legislative Assembly Elections with 72.02% voter turnout as compared to 59.77% turnout in the previous assembly election in 2007.

Many of the States also tried to document the SVEEP activities and outcomes. Gujarat came out with a very comprehensive and detailed document on SVEEP implemented in 2012 Legislative Assembly Elections, which received huge accolades.

1.3 SVEEP PHASE II

Based on the learning/feedback from SVEEP Phase I, the ECI came out with guidelines for SVEEP Phase II in March 2013. The Phase II essentially aimed at carrying forward the initiatives from SVEEP I and consolidating it further through a better planned, monitored and strategized effort.

One of the key highlights of the SVEEP Phase II has been that it came out with clearly laid out Goal, Strategies, Methodology and Expected Outcomes. It also provided a broad lay out of activities to be carried out by each State. It provided the institutional implementation mechanism for carrying out the suggested activities as well as a Monitoring & Evaluation (M & E) framework. In fact it provided a complete overview of the Project Implementation Plan (PIP) for the SVEEP Phase II implementation.

SVEEP Phase II also clearly spelled out the costs involved in implementation of SVEEP, mechanisms to raise additional resources and budgets allocated to each State.

1.4 ABOUT THIS DOCUMENT

Gujarat came out with a very comprehensive document on SVEEP program implementation in the State for 2012 Legislative Assembly Elections. The said document was almost like a compendium for implementation of SVEEP for any Election Management Body. The document received lot of appreciation from other States and at national level, and was disseminated among international visitors as well.

The present document provides an overview of SVEEP Phase II implemented in Gujarat State for the 2014 Parliamentary Elections. It has been prepared solely with the aim to provide an insight into the multiple efforts, activities and initiatives that forms the core of SVEEP 2014. This document shall take the reader through a journey of the SVEEP implementation in Gujarat for the 2014 Parliamentary Elections. The canvas of SVEEP 2014 in Gujarat was exponentially wide and while it is not possible to capture each and every activity and initiative implemented by the highly motivated and tireless district teams, we have tried here to highlight major activities that were instrumental in making an impact.



SECTION ONE

The Challenge

GUJARAT OVERVIEW

2.1 OVERVIEW

Gujarat is the western most part of India sharing borders with Rajasthan in the north, Madhya Pradesh in the east and Maharashtra in the south. Gujarat also has an international border with Pakistan on its west. Gujarat possesses the longest coastline in the country of about 1600 kms.

Area wise, it is 6th largest state of India with 196,021 sq. km. area. During 2012 Legislative Assembly Elections it comprised of 26 districts, which were split into 33 districts later in 2013. The districts are further sub divided into 225 blocks (referred to as 'Talukas' locally), which increased to 248 after the districts split in 2013. Gujarat state comprises of 8 municipal corporations, 159 municipalities and 18,225 villages. The largest district Kachchh is larger than the state of Kerala with 45,652 sq. km. area.

Population wise Gujarat is the 9th largest state of India with population of 6.03 crores as per 2011 census. The population density is 308/km with about 57% population residing in urban areas. Gujarat has one of the lowest sex ratio of 918 females for every 1000 males (ranked 24th among states of India).

The population comprises majorly of Hindus (89.1%), followed by Muslims (9.1%), Jains (1%), Christians (0.5%) and Sikhs (0.1%).

Gujarati is the most spoken language with Hindi known by most. Other popular dialects/ native languages are Bhili, Kutchi, Gamit, Dangri, Kathiyawadi etc.

Gujarat possesses a fairly good physical infrastructure in terms of electricity, roads, highways, schools, etc.

Gujarat stands 10th in the country in terms of literacy rate (79.31%). In terms of Human Development Index, Gujarat ranks 9th in India with a HDI of 0.64. Gujarat has a per capita income higher than the national average.



Voter Education & Awareness in 'Gol Gadedha Mela' at Jesawada, T.A. Garbada, Dahod

2.2 FESTIVALS & FAIRS

Gujarat has a rich and distinct culture characterized by ebullient celebration of festivals, multifarious events and fairs. Some of the major festivals celebrated in the State are Uttarayan (Kite Festival), Holi, Rath Yatra (Procession of chariots of Lord Jagannath around the city), Janmashtami (Birth festival of Lord Krishna), Navratri (Nine nights of dance festival in worship of Goddess Durga), Diwali, Christmas etc. Similarly some of the large fairs/events organized in State are Lili Parikrama (Circumambulation of Mount Girnar celebrating rainfall attended by about 10 lakh devotees), Modhera Dance Festival (3 day dance festival at Sun Temple, Modhera), Dangs Darbar (held on eve of Holi festival in Saputara hills of Dangs, a fully tribal district), Rann Utsav (3 day festival during winter organized by Government of Gujarat in the Kutch desert), Tarnetar Fair (a traditional tribal match making fair held at Surendranagar district since more than 200 years), Shamlaji Fair (a two weeks event attended by more than 2 lakh people every year) etc.



Voters awareness in Tribal Fair in Chhota Udepur District

One of the strategies under SVEEP was to utilize this festival and events culture and ride on the celebrations by clubbing SVEEP activities with it.



Holika Dahan festival was utilized as a SVEEP measure all over the state

2.3 FOLK ART FORMS

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

Prominent ones among these are

- (i) Bhavai (Gujarat specific folk art form conveying social messages through humour and performed traditionally by the Bhavaaya community),
- (ii) Tamasha (a traditional folk art form of Maharashtra, popular in border districts like Valsad, Navsari, Narmada and Surat),
- (iii) Tippani Nritya (performed on festivals like Holi, Diwali and weddings by women laborers striking their long sticks called Tippani on floor),
- (iv) Siddi Dance (originally an African tribe, Siddis have settled in Gir forest. Their Dhamal dance is an action filled dance form, which includes dancing bare foot on embers) etc.
- (v) Similarly the popular folk music forms are Dayro, Sanedo and Ras Garba.
- (vi) Gujarat also has some vibrant and beautiful folk art forms like Warli paintings by Warli tribe and Pithoda paintings by Pithoda tribe.

These folk art forms were systematically identified and effectively utilized for imparting messages to voters during SVEEP campaign.



Warli Painting for Registration and verification



Siddi Dhamal Folk Dance

GUJARAT PROFILE: ELECTION PERSPECTIVE

3.1 GENERAL PROFILE OF GUJARAT

Gujarat has a population of 60,383,628 as per census 2011 figures, while the number of electors is 4,05,78,577 as per electoral rolls as on 30-03-2014. There has been an overall 19.17% decadal growth in population, however the same in urban areas has been almost double at 35.83%.

TABLE 1: DEMOGRAPHIC DETAILS OF GUJARAT

	Census year 2001	Census year 2001
Population	50,671,017	60,383,628
Population male	26,385,577	31,482,282
Population female	24,285,440	28,901,346
Sex ratio	920	918
Sex ratio (rural)	945	947
Sex ratio (urban)	880	880
Decadal growth rate (total)	22.70	19.17
Decadal growth rate (rural)	Not available	9.23
Decadal growth rate (urban)	Not available	35.83

For 2014 Lok Sabha election, Gujarat had 26 Parliamentary constituencies, 182 Legislative Assembly constituencies and 45,383 Polling Stations located at 27,368 Polling Station Locations.

3.2 ELECTORAL PROFILE

TABLE 2: IMPORTANT STATISTICS FOR 2014 LOK SABHA ELECTIONS

Statistics for 2014 Lok Sabha Elections	Numbers
Population (projected to 2014)	6,38,52,652
Districts	33
Talukas	248
Parliamentary Constituencies	26
Assembly Constituencies	182
SC Parliamentary Constituencies	2
ST Parliamentary Constituencies	4
Polling Stations	45,383
Polling Station Locations	27,368

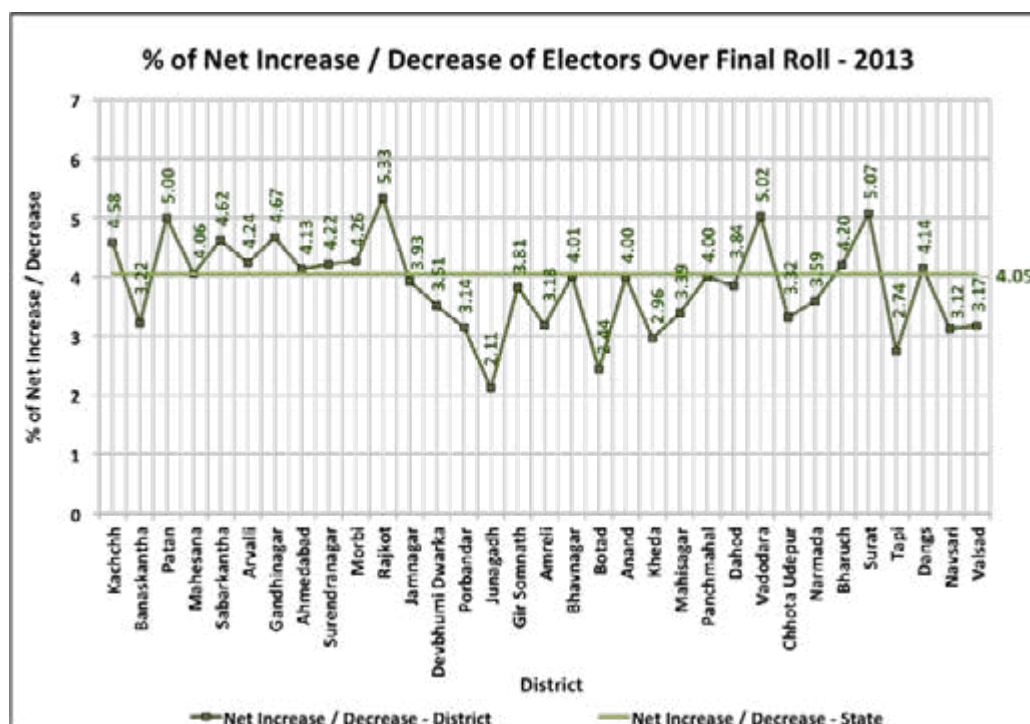
The status of electoral rolls as on 30th March 2014 is as provided in following table.

TABLE 3: STATUS OF ELECTORAL ROLLS AS ON 30TH MARCH 2014

Details	Numbers
Total electors as on 30.3.14	4,05,78,577
Male electors	2,12,10,291
Female electors	1,93,68,001
Additions during Summary Revision 2014	17,95,544
Total Deletions during Summary Revision 2014	9,26,365
Deletions due to de-duplication	1,00,132
%age addition to rolls	4.60
%age deletion from rolls	2.38
% Net change in the rolls	2.23

The following graph shows % of net increase / decrease of Electors in 2014 over Final Roll 2013.

GRAPH 1: % OF NET INCREASE/DECREASE OF ELECTORS OVER FINAL ROLL – 2013



The following table provides a PC wise profile with number of electors in each PC and average number of electors in its Polling Stations as on 30th March 2014.

TABLE 4: PARLIAMENTARY CONSTITUENCY PROFILE

Parliamentary Constituency Profile							
No. & Name of Parliament Constituency	Total PS	No. of Electors				Average No. of Electors per PS	
		Male	Female	Others	Total		
1	Kachchh (SC)	1835	805958	727321	0	1533279	836
2	Banaskantha	1755	795839	719543	0	1515382	863
3	Patan	1830	845406	782208	0	1627614	889
4	Mahesana	1621	776847	720043	23	1496913	923
5	Sabarkantha	2147	830807	781357	1	1612165	751
6	Gandhinagar	1770	900021	833038	18	1733077	979
7	Ahmedabad East	1641	850633	748620	10	1599263	975
8	Ahmedabad West (SC)	1471	799968	733236	5	1533209	1042
9	Surendranagar	1890	876521	778484	2	1655007	876
10	Rajkot	1690	864359	790852	8	1655219	979
11	Porbandar	1664	806085	731382	7	1537474	924
12	Jamnagar	1665	769499	699391	12	1468902	882
13	Junagadh	1700	771298	713311	2	1484611	873
14	Amreli	1694	777449	708589	0	1486038	877
15	Bhavnagar	1720	833874	759828	24	1593726	927
16	Anand	1577	780839	715649	4	1496492	949
17	Kheda	1753	832634	766044	17	1598695	912
18	Panchmahal	1891	819141	756049	3	1575193	833
19	Dahod (ST)	1650	711802	699415	4	1411221	855
20	Vadodara	1591	848529	789020	26	1637575	1029
21	Chhota Udaipur (ST)	1979	797861	738022	2	1535885	776
22	Bharuch	1725	734692	682580	28	1417300	822
23	Bardoli (ST)	1905	829527	784410	10	1613947	847
24	Surat	1500	803791	680202	27	1484020	989
25	Navsari	1844	971918	792441	52	1764411	957
26	Valsad (ST)	1875	774993	736966	0	1511959	806
Total of State	45,383	212,10,291	193,68,001	285	405,78,577	894	

The average number of electors per Polling Station comes to 894 for the State.

3.3 POLLING STATION PROFILE

The following table provides an overview of the Polling Stations and the Polling Station Locations in the state.

TABLE 5: STATISTICS FOR POLLING STATIONS AND POLLING STATION LOCATIONS

Total PSL	27,367
PSL in Rural areas	21,710
PSL in Urban areas	5,659
Total PS	45,380
PS in Rural areas	30,107
PS in Urban areas	15,273
Number of Auxiliaries	67

The urban-rural break-up of Polling Stations and Polling Station Locations is provided in the following table.

TABLE 6: DISTRICT WISE BREAK UP OF URBAN AND RURAL POLLING STATIONS AND POLLING STATION LOCATIONS

District wise PS & PSL – Lok Sabha Election Roll - 2014							
Name of District		Polling Station (PS)			Polling Station Locations (PSL)		
		Urban	Rural	Total	Urban	Rural	Total
1	Kachchh	362	1222	1584	159	931	1090
2	Banaskantha	208	2109	2317	69	1236	1305
3	Patan	186	859	1045	96	631	727
4	Mahesana	329	1286	1615	138	830	968
5	Sabarkantha	152	1032	1184	78	825	903
6	Arvali	61	902	963	38	775	813
7	Gandhinagar	383	779	1162	148	468	616
8	Ahmedabad	3986	1079	5065	1147	666	1813
9	Surendranagar	301	1002	1303	148	743	891
10	Morbi	163	603	766	68	444	512
11	Rajkot	1078	834	1912	403	572	975
12	Jamnagar	458	657	1115	195	519	714
13	Devbhumi Dwarka	142	408	550	72	295	367
14	Porbandar	162	261	423	64	198	262
15	Junagadh	404	864	1268	207	605	812
16	Gir Somnath	229	707	936	102	470	572
17	Amreli	250	1029	1279	111	717	828
18	Bhavnagar	584	1036	1620	265	716	981
19	Botad	113	402	515	59	289	348
20	Anand	410	1167	1577	223	772	995
21	Kheda	323	1170	1493	163	819	982
22	Mahisagar	72	792	864	37	644	681
23	Panchmahal	163	1136	1299	89	849	938
24	Dahod	111	1293	1404	53	994	1047
25	Vadodara	1208	1068	2276	420	823	1243
26	Chhota Udepur	17	920	937	13	828	841
27	Narmada	27	534	561	19	480	499
28	Bharuch	290	936	1226	120	713	833
29	Surat	2590	1306	3896	736	921	1657
30	Tapi	52	507	559	32	393	425
31	Dangs	0	320	320	0	312	312
32	Navsari	223	866	1089	88	577	665
33	Valsad	238	1022	1260	97	656	753
Total of State		15275	30108	45383	5657	21711	27368

Out of 45,383 polling stations in the State, 15,275 (33.6 %) are urban polling stations while 30,108 (66.4 %) are rural polling stations. Maximum numbers of urban polling stations (3986 out of total 5065) are in Ahmedabad district and maximum numbers of rural polling stations (2109 out of total 2317) are in Banaskantha district.

3.4 EP RATIO, GENDER RATIO & AGE COHORT

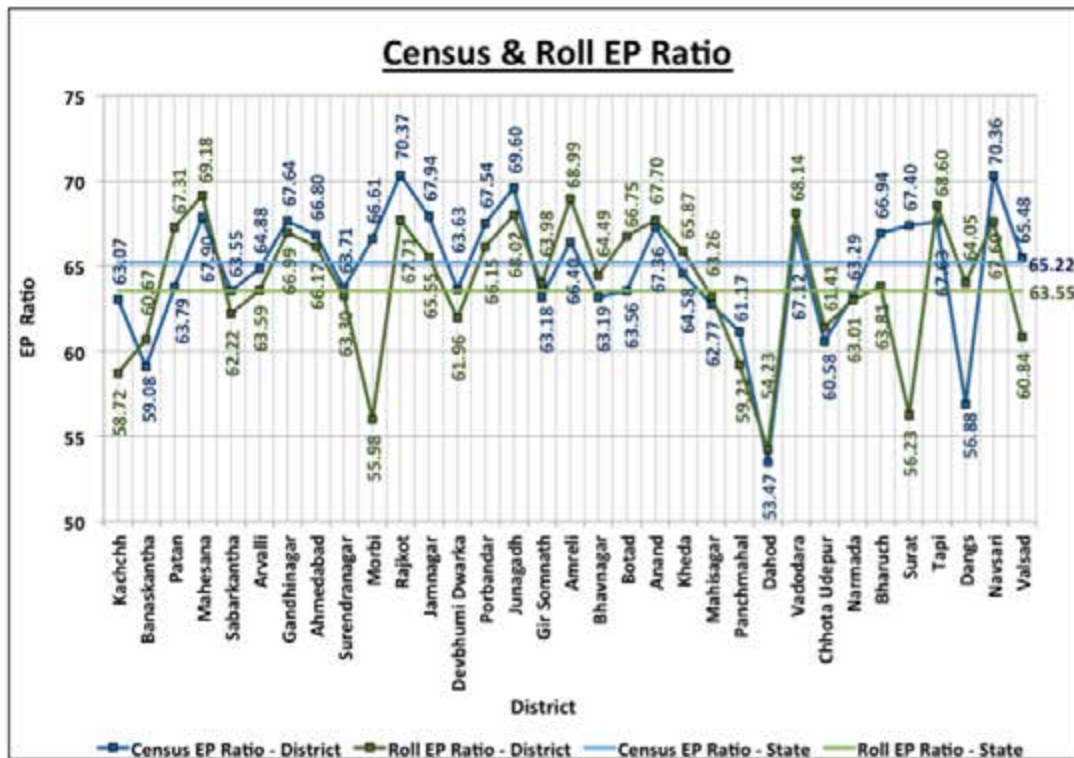
The EP ratio and the gender ratio over years have been shown in the following table.

TABLE 7: COMPARISON OF OVERALL EP RATIO AND GENDER RATIO FROM 2001 TILL 2014 FOR THE STATE

Ratios	As per Census 2001	Final Roll 2011	Final Roll 2012	Final Roll 2013	Final Roll as on 30.03.2014
EP Ratio (2011)	65.22	64.30	61.45	62.47	63.55
Gender ratio	918	916	910	909	913

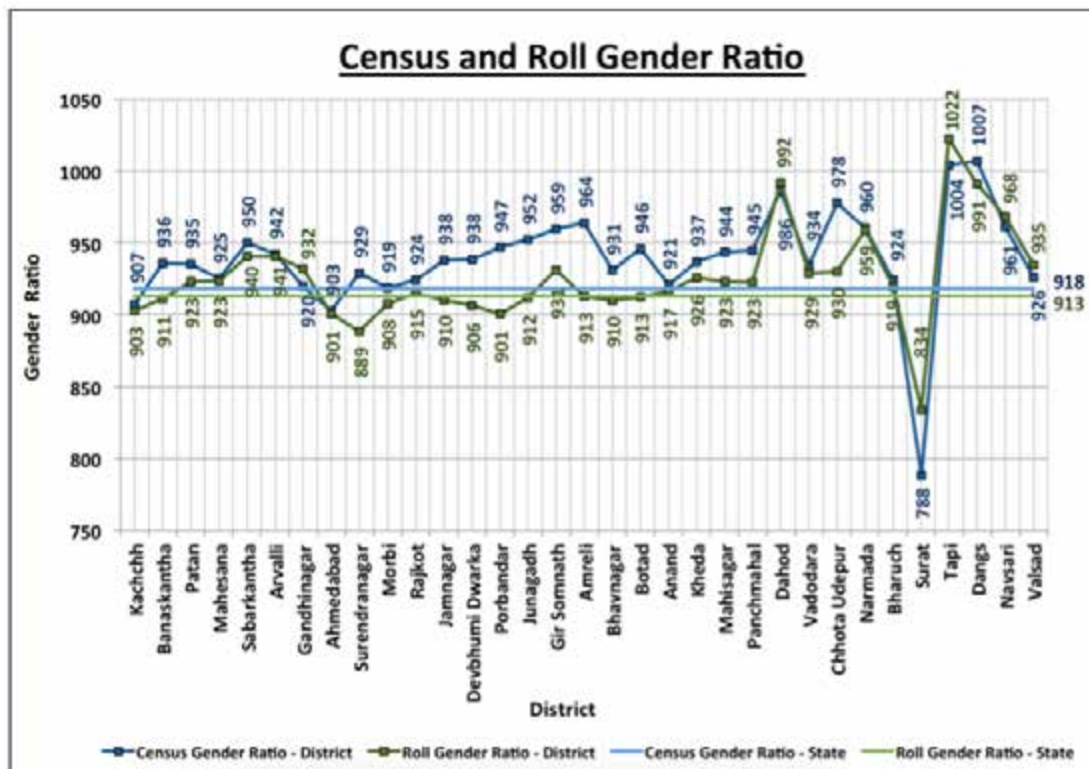
The EP ratio as per census and as per rolls is shown in the following graph.

GRAPH 2: CENSUS AND ROLL EP RATIO



The gender ratio as per census and as per rolls is shown in the following graph.

GRAPH 3: CENSUS AND ROLL GENDER RATIO



The following table provides a comparison of age cohort for various age groups between census 2011 data and data for final roll as on 30-3-2014.

TABLE 8: AGE COHORT COMPARISON BETWEEN CENSUS 2011 AND FINAL ROLL 2014

Age Group	As per Census 2011	Final Roll as on 30-03-2014
18-19	3.64	1.83
20-29	18.20	16.16
30-39	15.14	15.98
40-49	12.01	12.43
50-59	8.08	8.80
60-69	4.90	5.05
70-79	2.32	2.52
80+	0.93	0.79

3.5 PER AND EPIC COVERAGE

Overall PER coverage of State is 99.74% while the EPIC coverage is 99.65%. In terms of numbers, 99,850 voters do not have EPIC and photographs of 1,37,426 voters were not there in the draft roll of 2014. Districts focused on these individual voters by monitoring Polling Station level efforts to make both EPIC and PER near 100%.

The following table provides an overview of the EPIC coverage in the state.

TABLE 9: OVERVIEW OF EPIC COVERAGE IN GUJARAT

Total Districts	33
EPIC %age of the State	99.99 %
Number of districts with 100 % EPIC	25
Number of Districts with less than 100 % EPIC	8
Total number of ACs	182
Number of ACs with 100 % EPIC	168
Number of ACs with less than 100 % EPIC	14

The following table shows the districts with residuals in EPIC coverage.

TABLE 10: DISTRICTS WITH RESIDUALS IN EPIC COVERAGE

District	EPIC %	Number of Residuals
Banaskantha	100.00	3
Gandhinagar	100.00	23
Morbi	100.00	4
Junagadh	100.00	2
Gir Somnath	99.88	974
Vadodara	100.00	1
Chhota Udepur	99.77	1629
Tapi	99.98	97
Dangs	99.94	97
Valsad	99.86	1577
Total of State	99.99	5621

The following table provides an overview of PER coverage in the state.

TABLE 11: OVERVIEW OF PER COVERAGE IN GUJARAT

Total Districts	33
PER %age of the State	99.98 %
Number of districts with 100 % PER	25
Number of Districts with less than 100 % PER	8
Total number of ACs	182
Number of ACs with 100 % PER	168
Number of ACs with less than 100 % PER	14

The following table provides the details of districts with residuals in PER coverage.

TABLE 12: DISTRICTS WITH RESIDUALS IN PER COVERAGE

District	PER %	No. of Non-Photo Entries
Banaskantha	100.00	4
Gandhinagar	100.00	25
Morbi	100.00	6
Junagadh	100.00	2
Gir Somnath	99.84	1305
Vadodara	100.00	1
Chhota Udepur	99.71	1981
Tapi	99.98	99
Dangs	99.93	101
Valsad	99.83	1868
Total of State	99.98	7063

GAP ANALYSIS

4.1 GAP AREAS

The three most important gap areas for electoral roll management are the gaps in terms of the Elector-Population (EP) Ratio, the gap in terms of Gender Ratio and the gap in different Age Cohorts, particularly the youth.



Signature campaign for youth voter turnout in Bhavnagar

The following table provides the district wise status of these three important gap areas as per the Final Roll 2014, which was published on 5th January, 2014.

TABLE 13: DISTRICT WISE STATUS OF EP RATIO, GENDER RATIO AND AGE COHORT FOR 18-19 AND 20-29 AGE GROUPS AS PER FINAL ROLL, 5TH JANUARY 2014

District wise Electoral Profile - Final Roll - 2014													
Sr. No.	Name of District	EP Ratio		Gender Ratio		Age - Cohort							
		Census	Roll	Census	Roll	18-19 (Census)	18-19 (Census) (In %)	18-19 (Roll)	18-19 (Roll) (In %)	20-29 (Census)	20-29 (Census) (In %)	20-29 (Roll)	20-29 (Roll) (In %)
1	Kachchh	63.07	56.93	907	898	82755	3.74	27753	1.26	433095	19.59	333531	15.09
2	Banaskantha	59.08	60.09	936	909	134677	4.09	54788	1.66	583907	17.72	556104	16.88
3	Patan	63.79	66.32	935	917	56201	3.96	26236	1.85	251574	17.72	242937	17.11
4	Mahesana	67.90	68.13	925	920	82628	3.85	38994	1.82	392943	18.32	355727	16.59
5	Sabarkantha	63.55	61.27	950	936	52353	3.55	25088	1.70	250611	17.01	218650	14.84
6	Arvali	64.88	62.81	942	937	41939	3.84	20599	1.88	184460	16.87	167800	15.35
7	Gandhinagar	67.64	65.68	920	932	58019	3.62	23664	1.48	300634	18.75	261934	16.34
8	Ahmedabad	66.80	64.58	903	899	280274	3.74	94472	1.26	1382498	18.47	1220890	16.31
9	Surendranagar	63.71	62.67	929	886	76708	4.13	31358	1.69	328091	17.67	303889	16.37
10	Morbi	66.61	55.09	919	902	45187	3.81	18251	1.54	226943	19.12	171627	14.46
11	Rajkot	70.37	65.84	924	910	96257	3.40	40095	1.42	521834	18.43	448383	15.84
12	Jamnagar	67.94	64.17	938	907	56914	3.77	19770	1.31	278235	18.45	241302	16.00
13	Devbhumi Dwarka	63.63	60.80	938	903	30967	3.99	10078	1.30	144453	18.63	125718	16.21
14	Porbandar	67.54	65.14	947	898	21511	3.47	8735	1.41	106680	17.21	94963	15.32
15	Junagadh	69.60	67.19	952	906	58398	3.62	26635	1.65	285184	17.69	257028	15.95
16	Gir Somnath	63.18	63.36	959	928	55496	4.30	26366	2.05	229278	17.79	221557	17.19
17	Amreli	66.40	68.15	964	909	66786	4.18	27279	1.71	277977	17.41	273671	17.14
18	Bhavnagar	63.19	63.67	931	907	88579	3.78	39095	1.67	420804	17.95	405911	17.31
19	Botad	63.56	66.17	946	912	29410	4.21	11986	1.72	125301	17.93	126585	18.12
20	Anand	67.36	66.63	921	915	73924	3.34	29605	1.34	390582	17.67	346980	15.70
21	Kheda	64.58	65.12	937	924	69171	3.37	29328	1.43	347942	16.95	309767	15.09
22	Mahisagar	62.77	62.74	944	922	36357	3.38	19898	1.85	177218	16.46	164618	15.29
23	Panchmahal	61.17	58.54	945	921	65736	3.60	27701	1.52	309141	16.92	272545	14.91
24	Dahod	53.47	53.77	986	991	75335	3.35	34002	1.51	359044	15.97	347252	15.44
25	Vadodara	67.12	66.44	934	927	92526	2.83	44332	1.36	545381	16.70	492381	15.07
26	Chhota Udepur	60.58	60.67	978	928	36613	3.24	14345	1.27	179990	15.93	152438	13.49
27	Narmada	63.29	62.29	960	956	22448	3.60	12600	2.02	102123	16.36	94933	15.21
28	Bharuch	66.94	62.58	924	918	56907	3.47	23729	1.45	291078	17.75	242872	14.81
29	Surat	67.40	54.79	788	834	243274	3.66	78414	1.18	1462663	22.03	969638	14.60
30	Tapi	67.63	68.15	1004	1022	21237	3.31	12954	2.02	109249	17.05	104917	16.38
31	Dangs	56.88	63.52	1007	990	8057	3.36	6039	2.52	39512	16.48	47319	19.73
32	Navsari	70.36	66.90	961	966	48430	3.44	24402	1.73	250073	17.77	215375	15.30
33	Valsad	65.48	60.05	926	933	60154	3.34	22583	1.25	325317	18.06	252134	14.00
Total of State :-		65.22	62.44	918	911	2325228	3.64	951174	1.49	11613815	18.20	10041376	15.73

GAP IN EP RATIO

The EP ratio for the draft rolls 2014 was 61.08% as against the census EP ratio of 65.22%, thus showing a gap of 4.13%. Although it is only an indicative figure, an EP ratio on the lower side could be representative of missing eligible electors, who need to be traced and registered. The EP ratio in the final roll 2014 improved to 62.44% from the 61.08% in the draft roll as a result of continuous revision. However still there was a gap ranging from 0.03% in Mahisagar district to 12.61% in Surat. Surat ranks as the fourth fastest developing city of the world as per a global study conducted by The City Mayors Foundation and is known to have a large floating population of migrant laborers in particular, due to large number of diamond & textile industry and a flourishing construction industry. The EP ratio analysis thus provided insight into which areas needs focus on roll cleaning. It provided a clear direction to the roll revision functionaries on where to focus their efforts.

4.3 GAP IN GENDER RATIO

Sex ratio in Gujarat is 918 as per 2011 census. Gujarat ranks 24th out of 35 states/UT in the country in terms of Gender ratio.

As seen in the above table, as per the data from final roll, the overall state gender ratio is lower by 7 per 1000 than the census gender ratio. This is indicative of lower registration among women as compared to men. Particularly districts like Amreli, Junagadh, Porbander, Chhota Udepur and Surendranagar show a huge gap ranging from 43 to 55 in gender ratio. This indicates the need for urgent intervention for increasing registration of women particularly in the districts with huge gaps.



Awareness among women by Sakhimandals

4.4 GAP IN AGE COHORT

In age cohort analysis, the electors in different age groups as registered in electoral rolls are compared to the projected total population (projected as per the census data) for that age group to find out gaps in different age groups and thus enabling focus on specific age groups with significant gaps.

The age cohort analysis specifically for two categories, i.e. 18-19 and 20-29 years, for each district in the state, showed the most significant gaps.

The age cohort analysis clearly indicates that the priority area for intervention is youth, i.e. 18-29 age group. Thus a major emphasis of SVEEP was on youth.

4.5 CONTINUOUS REVISION FROM FINAL ROLL OF JANUARY 2014 TO ELECTION ROLL IN MARCH 2014

Following the publication of the final roll in January 2014, continuous revision process was carried out till 28th February 2014. Thereafter based on instruction issued by ECI, two special campaigns were carried out for new registrations on 9th March and 16th March 2014, wherein the BLOs remained present at each polling station and facilitated people to get registered in the electoral roll.

Based on the above processes, the Election Roll 2014 that was utilized for Parliamentary elections was prepared.

As can be seen in the next table, with concerted efforts, the EP ratio increased from 62.44% in January 2014 to 63.55% in March 2014 (against census projection of 65.2). Similarly, the gender ratio increased from 911 to 913, against census figures of 918.

In the 18-19 age cohort category, electoral registration went up to 1.83 % in March as against 1.49 % in January 2014 (census projections were 3.64%). While in 20-29 age cohort category, electoral registration went up to 16.16 % in March as against 15.73 % in January 2014 (census projections were 18.10%).



The following table provides the status of the three key gap areas viz. the EP ratio, gender ratio and the age cohort in March 2014, showing marked improvement over the January 2014 Roll.

TABLE 14: DISTRICT WISE STATUS OF EP RATIO, GENDER RATIO AND AGE COHORT FOR 18-19 AND 20-29 AGE GROUPS AS PER ELECTION ROLL, 30TH MARCH 2014

District wise Electoral Profile – Lok Sabha Election Roll - 2014													
Sr. No.	Name of District	EP Ratio		Gender Ratio		Age - Cohort							
		Census	Roll	Census	Roll	18-19 (Census)	18-19 (Census) (In %)	18-19 (Roll)	18-19 (Roll) (In %)	20-29 (Census)	20-29 (Census) (In %)	20-29 (Roll)	20-29 (Roll) (In %)
1	Kachchh	63.07	58.72	907	903	82755	3.74	37274	1.69	433095	19.59	350437	15.85
2	Banaskantha	59.08	60.67	936	911	134677	4.09	63704	1.93	583907	17.72	564567	17.13
3	Patan	63.79	67.31	935	923	56201	3.96	30945	2.18	251574	17.72	249187	17.55
4	Mahesana	67.90	69.18	925	923	82628	3.85	46482	2.17	392943	18.32	364692	17.01
5	Sabarkantha	63.55	62.22	950	940	52353	3.55	30390	2.06	250611	17.01	225256	15.29
6	Arvali	64.88	63.59	942	941	41939	3.84	23699	2.17	184460	16.87	171946	15.73
7	Gandhinagar	67.64	66.99	920	932	58019	3.62	30610	1.91	300634	18.75	269503	16.81
8	Ahmedabad	66.80	66.17	903	901	280274	3.74	128460	1.72	1382498	18.47	1262977	16.87
9	Surendranagar	63.71	63.30	929	889	76708	4.13	35658	1.92	328091	17.67	308622	16.62
10	Morbi	66.61	55.98	919	908	45187	3.81	21091	1.78	226943	19.12	176329	14.86
11	Rajkot	70.37	67.71	924	915	96257	3.40	51122	1.81	521834	18.43	467698	16.52
12	Jamnagar	67.94	65.55	938	910	56914	3.77	24958	1.66	278235	18.45	249130	16.52
13	Devbhumi Dwarka	63.63	61.96	938	906	30967	3.99	13115	1.69	144453	18.63	129368	16.68
14	Porbandar	67.54	66.15	947	901	21511	3.47	10956	1.77	106680	17.21	97274	15.70
15	Junagadh	69.60	68.02	952	912	58398	3.62	30946	1.92	285184	17.69	262209	16.27
16	Gir Somnath	63.18	63.98	959	931	55496	4.30	30044	2.33	229278	17.79	224913	17.45
17	Amreli	66.40	68.99	964	913	66786	4.18	32094	2.01	277977	17.41	279387	17.50
18	Bhavnagar	63.19	64.49	931	910	88579	3.78	46102	1.97	420804	17.95	413382	17.63
19	Botad	63.56	66.75	946	913	29410	4.21	13679	1.96	125301	17.93	128251	18.35
20	Anand	67.36	67.70	921	917	73924	3.34	38220	1.73	390582	17.67	356811	16.14
21	Kheda	64.58	65.87	937	926	69171	3.37	35557	1.73	347942	16.95	316520	15.42
22	Mahisagar	62.77	63.26	944	923	36357	3.38	22760	2.11	177218	16.46	166880	15.50
23	Panchmahal	61.17	59.21	945	923	65736	3.60	32842	1.80	309141	16.92	277868	15.21
24	Dahod	53.47	54.23	986	992	75335	3.35	39155	1.74	359044	15.97	351637	15.64
25	Vadodara	67.12	68.14	934	929	92526	2.83	58109	1.78	545381	16.70	512262	15.68
26	Chhota Udepur	60.58	61.41	978	930	36613	3.24	18123	1.60	179990	15.93	156750	13.87
27	Narmada	63.29	63.01	960	959	22448	3.60	14605	2.34	102123	16.36	97040	15.54
28	Bharuch	66.94	63.81	924	919	56907	3.47	29901	1.82	291078	17.75	250237	15.26
29	Surat	67.40	56.23	788	834	243274	3.66	100876	1.52	1462663	22.03	1004719	15.13
30	Tapi	67.63	68.60	1004	1022	21237	3.31	14355	2.24	109249	17.05	105965	16.54
31	Dangs	56.88	64.05	1007	991	8057	3.36	6692	2.79	39512	16.48	47827	19.94
32	Navsari	70.36	67.60	961	968	48430	3.44	28421	2.02	250073	17.77	218936	15.56
33	Valsad	65.48	60.84	926	935	60154	3.34	27049	1.50	325317	18.06	257673	14.31
Total of State :-		65.22	63.55	918	913	2325228	3.64	1167994	1.83	11613815	18.20	10316253	16.16

4.6 GAP IN TERMS OF EXCLUDED COMMUNITIES

26 districts out of 33 districts have identified 60 communities of excluded groups. These are excluded in terms of lower levels of registration against total eligible persons and / or lower turnout. The Satipati sect of Dangs and Tapi, women of Kathi Darbar community, Mer community of Porbander are some of the examples. Similarly, the nomadic communities like Vanzara, Bajaniya, Vadi, Mir do not stay at any one location for long. Local specific interventions are required for registration and ensuring turnout during voting for such groups.

The following table lists down the 60 communities/groups identified as excluded across 33 districts.

Sr. No.	Name of Districts	No. of ACs	Names of Excluded Communities identified by District for SVEEP intervention	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	Maheana	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
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



Awareness among VADI (snakecharmer community) community in Kheda District

4.7 GAP RELATED TO VOTER TURNOUT

Parliamentary General Elections have generally seen lower voter turnout in Gujarat as per the trends. The total voter turnout in 2004 Parliamentary elections was 45.16% while that in 2009 Parliamentary elections was 47.89%, indicating that less than half of the electors exercised their right to vote. This was identified as the biggest gap and lead to substantial emphasis in SVEEP 2014. In each PC, those PS that had the lowest overall turnout and/or female turnout were specially identified for targeted SVEEP interventions.

The district wise voter turnout figures for the Parliamentary elections of 2009 have been provided in following table.

TABLE 16: DISTRICT WISE VOTER TURNOUT FOR PARLIAMENTARY ELECTIONS 2009 ALONG WITH IDENTIFIED LOW VOTER TURNOUT ACS AND PARTS

No	District	Total turnout	Lowest turnout AC – name and %	No. of parts identified with lowest turnout
1	Kachchh	43.36	6 - Rapar (31.89 %)	158
2	Banaskantha	47.84	15-Kankrej (38.87 %)	230
3	Patan	46.72	19-Sidhpur (41.42 %)	104
4	Mahesana	49.01	20-Kheralu (42.03 %)	160
5	Sabarkantha	52.98	33-Prantij (47.57 %)	118
6	Arvalli	44.72	32-Bayad (41.83 %)	96
7	Gandhinagar	47.13	34-Dehgam (38.61 %)	116
8	Ahmedabad	46.19	43-Vatva (38.38 %)	506
9	Surendranagar	39.53	60-Dasada(SC) (37.96 %)	130
10	Morbi	43.57	65-Morbi (38.17 %)	75
11	Rajkot	46.43	1-Rajkot Rural(SC) (39.42 %)	190
12	Jamnagar	46.78	8-Jamnagar North (43.38 %)	110
13	Devbhumi Dwarka	43.69	82-Dwarka (42.22 %)	54
14	Porbandar	42.49	84-Kutiyana (40.36 %)	42
15	Junagadh	48.64	88-Keshod (43.49 %)	126
16	Gir Somnath	65.15	93-Una (57.67 %)	93
17	Amreli	40.87	7-Savarkundla (36.83 %)	127
18	Bhavnagar	42.33	101-Gariadhar (37.13 %)	162
19	Botad	47.91	107-Botad (47.51 %)	51
20	Anand	48.41	109-Borsad (42.74 %)	157
21	Kheda	41.33	118-Mahudha (35.25 %)	149
22	Mahisagar	41.83	122-Lunawada (39.69 %)	90
23	Panchmahal	45.60	124-Shehra (40.82 %)	130
24	Dahod	44.99	3-Garbada(ST) (37.95 %)	140
25	Vadodara	49.33	146-Padra (42.49 %)	226
26	Chhota Udepur	56.37	137-Chhota Udaipur (ST) (54.36 %)	93
27	Narmada	65.95	8-Nandod (ST) (59.76 %)	56
28	Bharuch	55.01	150-Jambusar (48.74 %)	120
29	Surat	49.22	162-Karanj (40.28 %)	385
30	Tapi	65.78	171-Vyara (ST) (62.45 %)	55
31	Dangs	60.95	173-Dangs (ST) (60.95 %)	32
32	Navsari	53.07	6-Gandevi (ST) (49.80 %)	108
33	Valsad	55.04	2-Umbergaon (ST) (49.30 %)	126
	Gujarat Total	47.89		4515

Thus based on the above analysis, the election machinery could focus on the specific areas for increasing the turn out.

One of the significant findings was the lower turnout of female voters.

The following table shows the breakup of male and female voter turnout in 2004 and 2009 Parliamentary elections.

TABLE 17: BREAKUP OF MALE AND FEMALE VOTER TURNOUT IN 2004 AND 2009 LOK SABHA ELECTIONS

	Lok Sabha Elections 2004	Lok Sabha Elections 2009
Overall	45.16	47.89
Male	49.97	52.12
Female	40.06	43.36

As can be seen, there is a significant difference between male and female turnout with much lesser number of women exercising their right to vote. This was identified as one of the gap areas that needed to be focused in SVEEP 2014.

4.8 OTHER GAP AREAS

4.8.1 URBAN APATHY

General observation is that urban voters are less motivated for registration as well as to exercise their right to vote than their rural counterparts. Thus SVEEP needs to address this urban apathy through specific interventions. In Gujarat, this is an important area of intervention since Gujarat has one of the fastest growing urban population. As per 2011 census the rate of decadal growth of population is 19.17%, however it is much higher, 35.83% for urban areas.

The following table shows the difference between urban and rural decadal growth in particularly three districts of Valsad, Surat and Sabarkantha where the difference was the highest.

DISTRICT	Urban Decadal Growth	Rural Decadal Growth
Valsad	66.35%	3.85%
Surat	65.52%	-8.43%
Sabarkantha	61.25%	11.14%

Thus urban focus was one of the priorities of SVEEP 2014.



Street Plays to motivate Urban Voters



Bike rally by Radio Brand Ambassador of Red FM channel



Radio Brand Ambassador motivates urban female voters for taking pledge on Tablet

4.8.2 LITERACY

Literacy rate could be one of the factors impacting the democratic participation process. Overall literacy rate of Gujarat is 79.31%. However just like the rest of the country, urban literacy rate (87.58%) is higher than rural literacy rate (73%) and that among men (87.23%) is higher than the literacy rate among women (70.73%).



BLO helping illiterate citizens to fill up forms for registration



A Booth Level Officer facilitating electoral registration for illiterate women

In particular, literacy rate is lower among districts like Banaskantha (66.39%), Dahod (60.60%) and Tapi (69.23%). Similarly, literacy rate is particularly low among women in districts of Tapi (61.69%), Panchmahals (59.95%) and Banaskantha (52.58%). These are districts with large tribal population. Understanding the literacy rates among different districts helped to design SVEEP activities for low literacy or no literacy population as well.

4.8.3 MIGRATION

Migration affects both registration and voter turnout. There is a significant migration, particularly among the tribal districts. SVEEP 2014 focused on this issue of reaching out to migrating population and designed specific interventions to address this issue.



Reaching out to migratory population



SECTION TWO

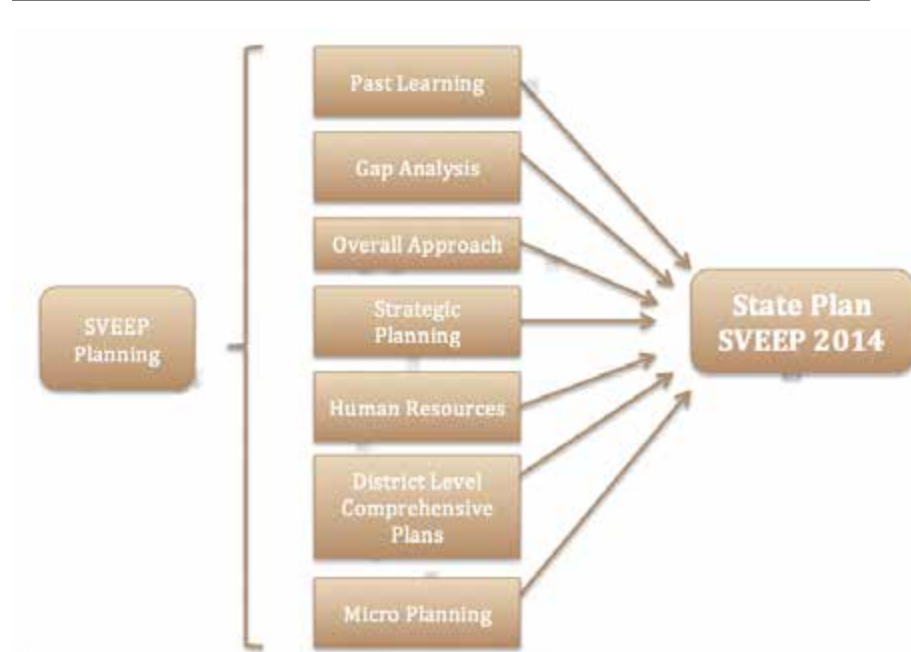
The Plan

PLANNING FOR SVEEP

5.1 OUR PLAN

One of the most important learning from SVEEP 2012 was the importance of sound planning. The same is reflected in the planning process of SVEEP 2014. The planning process for SVEEP 2014 can be broadly divided into seven components, which collectively lead to a comprehensive State Action Plan for SVEEP 2014. The following diagram reflects the seven components.

FIGURE 1: SEVEN COMPONENTS OF SVEEP PLANNING FRAMEWORK



5.2 PAST LEARNING

The plan for SVEEP 2014 derived significantly from the experiences and learning of SVEEP 2012 (2012 Legislative Assembly Elections). SVEEP 2012 clearly demonstrated what worked and what did not work in enhancing voter awareness. The understanding for SVEEP 2014 was further strengthened by the End line KABBP Study conducted following the 2012 Legislative Assembly Elections. Some of the key findings from this study were as follows:

- 71.6% aware of voter education program
- Sankalpa Patra influenced nearly 89% either very much or little with regards to decision to vote
- Newspapers were found to be most effective medium of awareness generation and influence followed by posters/hoarding, DD and BLO.
- Other categories that created awareness were school children's rally and street plays
- 32.6% were aware of the quickies produced by the ECI
- "Shri Mat" and "Shri Mati" were the most appealing icons, followed by MS Dhoni and Ex-President APJ Abdul Kalam; the BLO was a close fourth
- Other appealing personalities were local 100+ year old icons, CEO of state, RJ Dhvanit Thaker etc.
- 35.8% were aware of assistance made available by ECI for electoral registration
- Of those who were aware, 35.55% had taken some form of assistance
- Of the 35.55%, majority took assistance from the BLO, followed by helpline 1950 and district level helpline

5.3 GAP ANALYSIS

A detailed gap analysis exercise was carried out at State and district level.

The gap analysis primarily focused on following areas:

- (i) Gap in terms of EP ratio
- (ii) Gap in terms of gender ratio
- (iii) Gap in terms of excluded communities / groups
- (iv) Gap in terms of age cohort
- (v) Gap in terms of turnout in 2009 parliamentary elections
- (vi) Other gaps like urban apathy, literacy and migration.

The findings of the gap analysis have been discussed in detail in Chapter 4.0.

5.4 OVERALL APPROACH

Based on the findings of the End line KABBP Study, learning from SVEEP 2012 and gap analysis carried out prior to SVEEP 2014, an eight-pronged approach was formulated for SVEEP 2014 as follows:

1. Identifying target categories of voters who need to be focused upon. This included youth in the age cohorts of 18-19 and 20-29, women, urban voters, excluded communities and migrant laborers
2. Identifying polling stations that need to be targeted for SVEEP activities
3. Engagement with Media – particularly FM Radio Channels, AIR, Doordarshan
4. Identifying Partners/Collaborators/Sponsors at district and State level in a systematic fashion
5. Following a planned calendar of activities wherein the State and districts, both shall work with a monthly calendars in place
6. Creating a basket of content, both at State and district levels
7. Each district to have its own locally initiated Innovative activities/plan
8. Strategizing the timing of information

5.5 STRATEGIC PLANNING

It was realized that voter education, in many ways also involves behavior change process, which requires a long time and consistent effort. Accordingly SVEEP is now looked upon as an ongoing activity and not a one-time election related effort. Following this understanding, SVEEP activities became an ongoing effort from the 2012 Legislative Assembly Elections. Thus the process of planning for SVEEP 2014 started immediately after the 2012 Legislative Assembly Elections.

It was decided to divide voter education activities for SVEEP 2014 into two broad areas –

- (i) Voter Registration &
- (ii) Voter turnout

In May 2013, each district came out with Phase I of SVEEP plan for voter registration well in advance to the summary revision process. Similarly once the Claims and Objections period for summary revision process was completed, each district came out with plan for Phase II of SVEEP, which focused on increasing voter turnout primarily in addition to voter registration.

5.6 INFORMATION, MOTIVATION AND FACILITATION

SVEEP campaign was planned on the Information, Motivation and Facilitation (IMF) model.

5.6.1 INFORMATION

Various areas of information dissemination were identified as follows:

For Voter Registration

- Registration requirements; what proof is necessary to establish eligibility; how to register; where to register; when to register
- Why women and youth must register
- How to search name, etc
- EPIC not an indication of registration
- Standard content which can be used with multiple dissemination modes such as stickers, posters and banners.



For Voter Turnout

- Type of election;
- Information enabling citizens to vote, including the date, time, and place of voting; Photo Voters Slips
- Importance of each vote
- Why women should exercise their voting right
- What identification is necessary to establish eligibility;
- Mechanisms of voting; the secrecy that it entails
- Polling process and how to cast vote on EVM
- Polling day security measures
- Information about candidates
- Ethical voting
- Model Polling Stations
- Code of conduct
- NOTA
- Information about special voting services like postal ballot, ramps, water & toilet facilities, use of braille on EVMs, facility for child in arms, priority to senior citizens, separate queue for male and female voters as well as two female voters for every one male voter facility, priority for differently abled etc.

5.6.2 MOTIVATION

Various activities planned under motivation were as follows:

Prior to Announcement of Elections

- Education on reasons & benefits of registration
- Education on reasons to vote
- Young Voters Festival
- Education of representatives of political parties on the entire roll revision and registration process
- Standardized content

From Date of Announcement of Elections

- Ekrar Patra, an exercise where school children got their parents to accept their responsibility to register as electors
- Sankalpa Patra, an exercise with pledge to turnout to vote and pledge to vote ethically
- Activities with students and youth like street plays, competitions, voter education workshops at colleges etc.
- Activities with Resident Welfare Associations
- Meeting of BLOs with Talatis in all Gram panchayats for enlisting youth born before 1.1.1995
- Meeting of DEO with Municipal Commissioner, DDO and Chief Officers for resource mobilization for SVEEP
- Meeting of BLOs with Fair Price Shop owners to identify missing people, and identify newer areas
- Updating BLO register
- Consultative meeting with government departments, NYKS, NSS, NCC, Banks, Media, CSOs at State and district levels
- Wide and transparent dissemination of draft and final rolls
- Wide dissemination of communication material
- Discussions on Radio & TV
- Folk art interventions
- SMS based query system
- Educating through e-gram centers
- Newspaper information dissemination and advertisements
- 1950 Helpline
- Website and its publicity



5.6.3 FACILITATION



Matdar Suvidha Kendra at District level



Signature and awareness camp at Gaurishankar lake site, Bhavnagar

The following table lists down various activities carried out for facilitation of voters.

TABLE 19: ACTIVITIES PLANNED UNDER FACILITATION COMPONENT

SR.NO.	FORM OF FACILITATION	FOR WHAT PURPOSE.
1.	MSK	Registration / and information for registration
2.	E - gram	Information for registration, voting appeal letter, registration, searching name, copy of roll etc.
3.	BLO Camp at PS on first Sunday of every month from 10.00 am to 1.00 pm	For guidance and facilitations of voters.
4.	Photo Voters Slip Distribution	A special PVS with BLO details was distributed from July onwards to get voters to check their details and get corrections done.
5.	SMS	Information for registration, timings of polls, voting appeal, enrolment program details, for dates of election
6.	Face Book	Information for registration, timings of polls, Regarding the importance of vote, how to vote etc
7.	EVM Demo	How to vote using an EVM through physical demonstration of EVM
8.	Postal ballot	To educate all the government employees to exercise this facility for voting
9.	Designated Officers	For college going students
10.	Registration facilitation while visiting Marriage or Birth Registrar	Circular has been issued by Urban development and Panchayat department on 29 th December 2013 and 13 th November 2013 respectively, to link registration of marriages and birth with electoral registration of young couples (copy of circular attached as Annexure 1)
11.	Displaying alphabetical elector's list at various locations	For information dissemination on roll
12.	Collaborating with an NGO (VSSM) for enrolling Nomads	For registration of nomads
13.	Collaborating with Mahila Samakhya Society	For facilitating rural women and educating them in 4500 villages where MSS is active.
14.	Providing walk-in Search facilities and ATM ads in all banks	For wider provision of facilities
15.	Website facilitation	All departments of Government of Gujarat have given a link for name search in their opening page of website
16.	1950 Helpline	For information on various aspects of registration and voting
17.	Awareness camps at places with high footfalls	Places such as parks, malls, multiplexes, traffic junctions, etc were chosen for this.

5.7 TARGETED APPROACH

Apart from the IMF model, SVEEP strategies included focusing on specific gaps identified in the gap analysis. Each district developed a specific plan addressing the gaps identified in their districts.

5.8 HUMAN RESOURCES

In view of the importance of SVEEP implementation and the volume of work required, specific teams were formed for SVEEP at State and district levels. The following tables provide information on the human resource involved in SVEEP planning and implementation.

TABLE 20: TEAM AT STATE HEADQUARTERS

Sr. No.	SVEEP Team at state headquarters	Number
1.	Joint CEO	1
2.	Deputy Secretary	1
3.	Deputy Collector	1
4.	Section Officer	1
5.	Others	3
	TOTAL:	7

TABLE 21: TEAM AT DISTRICT LEVEL

Sr. No.	Name of Districts	No. of Persons as team at Dist. Level	No. of Persons as team at AC Level	No. of Persons as team at each PS Level
1	Kachchh	19	32	6
2	Banaskantha	3	6	3
3	Patan	11	8	9
4	Mahesana	20	10	7
5	Sabarkantha	10	22	6
6	Arvali*	-	-	-
7	Gandhinagar	10	10	6
8	Ahmedabad	19	46	6
9	Surendranagar	16	34	6
10	Morbi	4	3	5
11	Rajkot	16	7	10
12	Jamnagar	10	5	5
13	Devbhumi Dwarka	8	5	5
14	Porbandar	2	5	5
15	Junagadh	12	6	5
16	Gir Somnath	12	6	5
17	Amreli	23	9	6
18	Bhavnagar	18	9	5
19	Botad*	-	-	-
20	Anand	12	6	4
21	Kheda	20	6	6
22	Mahisagar	15	10	6
23	Panchmahal	15	10	6
24	Dahod	4	13	6
25	Vadodara	12	6	8
26	Chhota Udepur	10	6	8
27	Narmada	3	6	5
28	Bharuch	9	13	7
29	Surat	7	16	6
30	Tapi	24	16	9
31	Dangs	7	-	3
32	Navsari	15	10	5
33	Valsad	4	6	5
	TOTAL	370	347	184

*These districts were newly carved out districts and were serviced by the SVEEP teams of the parent districts from which they were carved out.

All the district level teams and all the BLOs were provided training on SVEEP for electoral registration, well in advance in January 2013.

5.9 MICROPLANNING

It was realized that for effective and uniform implementation of SVEEP plan, a detailed micro-plan is essential. Accordingly, the CEO office developed a comprehensive micro-plan listing down all the steps and activities of implementation down to the smallest detail. This was a unique initiative carried out for the first time in such micro detail. The micro-plan was developed by breaking down SVEEP into 114 distinct activities. And this was designed in form of a monthly calendar, thus indicating a set of mandatory activities to be carried out in each month till the election date in 2014.

The micro-plan was then shared with all the districts, based on which each district prepared their own district specific micro-plans. This micro-plan not only helped in effective implementation and maintaining uniformity but also helped in maintaining proper scheduling and also helped the CEO office to monitor the SVEEP activities at district level. This was found to be a very effective tool and planned to be followed regularly for all aspects of election management.

The micro-plan is attached as Annexure 2.

5.10 DISTRICT LEVEL PLANS

Each district was directed to prepare a comprehensive SVEEP plan following a detailed gap analysis.

The district plan was to be divided into two parts –

- (a) Plan for voter registration, and
- (b) Plan for voter turnout.

The basic minimum requirements for each Plan were clearly indicated from the CEO office. The needs and challenges tend to vary from region to region. In view of this, district plans focused on local conditions, identification of the gap areas, socio-economic scenario, tradition/caste/religion based apathy, migratory labour, excluded communities etc. so that realistic and effective measures could be worked out for the voters' awareness.

The District Plans also included, an assessment of local resources, the possible partnerships, activities to be undertaken through these partnerships, the time scheduling, the manner of generating creative content, district specific innovative ideas, media bombardment ideas etc.

5.11 STATE LEVEL SVEEP PLAN

Following the receipt of the district specific SVEEP plans for voter registration and for voter education for enhancing electoral participation, a consolidated and comprehensive plan document was prepared at the State level. The State plan was not merely a compilation of district level plans but a product of all the above components. Further, once the State Plan was prepared, it was then shared with all the districts so as to enable them to understand various strategies to be adopted by other districts on the related issues, to interact with each other and also to learn from each other. This was again a novel practice.

Systematic planning both at State and District level and the forging of multiple partnerships have been the basic overarching strategies for the State SVEEP Plan.





SECTION THREE

The Implementation

SVEEP FOR YOUTH

Voter turnout has always been low among youth voters due to general apathy, lack of awareness about the entire electoral process and lower registration among first time voters of 18-19 years. The age cohort analysis showed about 87.3% gap in registration among 18-19 years age group and a 17.29% gap among 20-29 years age group. Thus one of the biggest challenges was to get this category enrolled in the electoral rolls and to motivate them to cast their first time vote. Gujarat State placed special emphasis on addressing the youth through variety of interventions that included among others - involvement of prominent and popular personalities as Youth Icons, appointment of Campus Ambassadors, Young Voter Festival, well-coordinated effort for registration at higher educational institutions, innovative partnerships with government departments to catch them young (example - with Regional Transport Offices where learners license is issued after attaining the age of 18 years, with Labour Department for tracking young migrant laborers etc.).

6.1 YOUNG VOTERS' FESTIVAL

Each district was directed to prepare a comprehensive SVEEP plan following a detailed gap analysis.

The district plan was to be divided into two parts –

- (a) Plan for voter registration, and
- (b) Plan for voter turnout.

The basic minimum requirements for each Plan were clearly indicated from the CEO office. The needs and challenges tend to vary from region to region. In view of this, district plans focused on local conditions, identification of the gap areas, socio-economic scenario, tradition/caste/religion based apathy, migratory labour, excluded communities etc. so that realistic and effective measures could be worked out for the voters' awareness.

The District Plans also included, an assessment of local resources, the possible partnerships, activities to be undertaken through these partnerships, the time scheduling, the manner of generating creative content, district specific innovative ideas, media bombardment ideas etc.



Briefing meeting for Young Voters' Festival in Educational Institution



A winning entry from the Young Voters' Festival

- Since 2011, Gujarat has been continuously organizing statewide competitions for young students in the form of 'Young Voters Festival'. This is a special competition for students in educational institutions between age group 15-28. Both in 2013 and later in 2014, this was organized with focus on the ensuing Lok Sabha Elections 2014.
- The purpose of the festival was to impart education on electoral process and create awareness regarding enrolment, turnout and ethical voting to young voters through the medium of creativity.
- Competitions were organized under different categories of creative outputs like jingles, rap songs, mascot design, poster design, flash mob, quickies, short films etc.
- A special category was also there for girl students.
- Cash prizes along with certificates were awarded at district level as well as State level to the best entries in a special section of the NVD public functions.
- The best entries were used for dissemination for voter awareness through electronic media.
- 2791 students from 1557 institutions participated in the festival.
- The winning entries were utilized as SVEEP content for wide dissemination.



Awareness Activities by Campus Ambassadors



Registration campaign by Campus Ambassador



Awareness campaign by Campus Ambassadors



Awareness campaign by Campus Ambassadors

- 607 students were identified as Campus Ambassadors from among 539 colleges located across all 33 districts.
- These Campus Ambassadors were carefully selected from amongst the NSS Volunteers by ensuring that they had no political affiliations.
- Their work involved encouraging students from their own institution for registration, turnout and ethical voting.
- These Campus Ambassadors systematically prepared list of all unregistered students within their institutions and systematically worked towards their registration.
- They also organized Drawing, Rangoli, Street Play, Signature Campaign, Debate and Mehendi competitions etc. involving thousands of voters.
- With the help of dummy EVMs they took up awareness generation about the process of voting.
- They were able to spread message of ethical voting through Holi festival.
- NSS Gujarat Region facilitated by appointing Nodal Officers from amongst Senior Professors of the colleges in each district to monitor the activities of Campus Ambassadors.

6.3 APPOINTMENT OF STATE ICONS



Awareness on Voting and NOTA by State Icon and Bollywood actor, Sharman Joshi



State Icon and Test cricketer Cheteshwar Pujara motivating for enrolment



State Icon and International Tennis Player, Ankita Raina appeals to vote

- Popular celebrities hailing from the State like Test cricketer Cheteshwar Pujara, International Tennis Player Ankita Raina and Bollywood actor Sharman Joshi were appointed as State Youth Icons.
- Various mediums featuring these icons like hoardings, quickies, uploading videos on Facebook and website were used to disseminate the appeals by them for reaching out to the youth.
- 9 quickies were shot and disseminated with Cheteshwar Pujara, 3 quickies with Ankita Raina and 5 quickies with Sharman Joshi making innovative appeals to voters for registration and ethical voting.

6.4 RADIO PARTNER - RADIO MIRCHI



RJ and Radio Brand Ambassador from Radio Mirchi, Dhvanit Thaker

- Radio Mirchi was selected as the Radio Partner by the CEO Office.
- On the part of Radio Mirchi, this was a pro bono partnership.
- Dissemination of messages and on-air and off-air awareness campaigns were carried out through Radio Mirchi. 5 popular RJs of Radio Mirchi in four big cities were appointed as Brand Radio Ambassadors.
- These RJs created and aired various jingles, slogans and messages. Hoardings with popular RJs of respective cities urging people to vote were also put up at prominent locations in Ahmedabad, Vadodara, Surat and Rajkot and on social media sites.

6.5 RADIO PARTNER - RED FM



- Red FM was appointed as All India Radio Partner by ECI.
- Dissemination of messages and on-air and off-air awareness campaigns was carried out by Red FM.
- 3 Radio Jockeys, Devaki from Ahmedabad, Shubham from Rajkot and Dhrumil from Surat were appointed as Youth Ambassadors.
- Various items like garba, songs, quawwali, and creative messages were prepared and disseminated by Red FM.
- Hoardings with popular RJ Devaki urging voters to vote were also put up at prominent locations and on social media sites.
- Red FM organized an interesting program, Coffee with Collector (DEO), specifically targeting youth at Rajkot.

6.6 NATIONAL SCIENCE DAY EVENT

- Voter education related to the entire electoral processes, voter registration and ethical voting was carried out as part of the National Science day celebrations at Science City, Ahmedabad.
- Similar programs were carried out at district level under the same banner.
- An event 'Youth Parliament' focusing on electoral participation was organized under the aegis of the National Science Day celebration.



6.7 ACTIVITIES BY NSS

- Voter education related to the entire electoral processes, voter registration and ethical voting was carried out as part of the National Science day celebrations at Science City, Ahmedabad.
- Similar programs were carried out at district level under the same banner.
- An event 'Youth Parliament' focusing on electoral participation was organized under the aegis of the National Science Day celebration.



Activities in adopted village by NSS volunteers



EVM awareness by NSS Nodal Officer during Young Voters' Festival



EVM awareness by NSS volunteers in adopted village



NSS activities for Voters' awareness

- As mentioned earlier, 607 NSS volunteers as Campus Ambassadors were appointed from among 539 colleges across all 33 districts.
- Their job chart included encouraging students for registration, turnout and ethical voting.
- The Campus Ambassadors systematically prepared list of all unregistered students and worked effectively towards their registration.
- NSS Volunteers also took up awareness drives on electoral process in 13,000 villages through house to house contact, discussions, street plays, etc.
- For monitoring all voter awareness related activities, NSS also specifically appointed 27 Nodal Officers from among the Senior Professors of the colleges.

6.8 ACTIVITIES BY NEHRU YUVA KENDRA SANGATHAN (NYKS)

- The volunteers of Yuvak Mandals of NYKS visited several residential pockets in the areas where they worked, for identifying non registered but eligible electors.
- Thereafter they motivated and helped them to get registered with the help of BLOs.
- The NYKS volunteers also organized and conducted various activities like rallies and street plays to educate the electors on registration and ethical voting.

6.9 ACTIVITIES BY NCC



Cycle & Bike rally by NCC

- NCC cadets carried out awareness drives among the educational institutions across the State and helped in mobilizing youth for registration.
- Later the NCC Cadets also assisted during the election on poll day by facilitating the voters within the polling stations to queue up and exercise their voting right.

6.10 NATIONAL VOTERS' DAY CELEBRATION



EPIC being given to a fresh voter by Hon'ble Governor



State level winner of YVF, 2014 honoured at State level function of NVD, 2014



- The National Voters' Day functions were organized at 21,000 Polling Station Locations in the state.
- The state Level NVD function was held at Gandhinagar, the capital of the State. Dr. Kamala, the Hon. Governor of Gujarat was the chief guest.
- The state level winners of Young Voters' Festival were given away awards in the State level function. Winners of the categories of Jingles/Rap Songs gave a live performance also.
- 3 young male and 3 young female voters from among the newly registered youth, were handed over EPIC by the Hon. Governor of Gujarat during the State level NVD function.
- Similar ceremonies were also carried out at district level.
- Radio Mirchi RJs went out to various educational institutes and motivated youth to participate in the NVD celebrations.
- 'Prabhat Feris' and rallies were organized on NVD by students and youth in many villages.
- In the run up to the NVD, 2014 a State wide quiz competition was held in primary schools. This was done with a view to create awareness about democratic and electoral processes, amongst the students studying in 6 to 8 standards, the future voters. 1951 primary schools including Government and non-Government and 70,246 students and parents participated in the competition.
- Best performing election administration staff was also felicitated during NVD.
- CEO office organized to send SMS to all registered voters on the occasion of NVD.



6.11 SIGNATURE CAMPAIGN



- Signature campaigns led by NSS volunteers and Campus Ambassadors were carried out for youth in all districts.
- Signature campaign was also carried out by the troupes of Sports, Youth and Cultural Department as a part of their street play performances.
- Similarly signature campaigns were carried out at higher educational institutions by RJs for involving youth.
- The signature campaign focused on turning out to vote and to vote ethically.

6.12 PLEDGE CAMPAIGN



Pledge to vote ethically by students



Pledge to vote ethically on tablets



Pledge by college students - fresh young voters for ethical voting in college campus

- On the occasion of NVD, youth at 21,000 polling stations, were motivated to take pledge for turnout and ethical voting.
- Similarly pledges were taken by youth at many of the higher educational institutions.
- In many districts primary school children took a pledge that they would ensure that their parents enroll and turn out to vote.
- Pledges were taken by government functionaries across the State on eve of NVD.
- In Rajkot, volunteers from DEO office were provided with Tablet PCs with facility of taking a pledge by touching the screen. The volunteers moved across the city urging youth to take pledges to vote ethically.

6.13 URGING THE UNIVERSITIES

- A letter, urging the universities to support the registration of unregistered youth and encourage them to vote ethically, was sent by the CEO to the Vice Chancellors of all the Universities of the State.
- Various Departments of Government of Gujarat, namely Education Department, Labour & Employment Department, Health & Family Welfare Department and Agriculture and Cooperation Department issued GRs, (attached as Annexure 3) instructing all educational institutes to provide search facilities for checking their names in the electoral roll and provide facility for registration to eligible students and family members of teaching and non-teaching staff, through designated officials.

6.14 DESIGNATED OFFICERS

- Designated officers were nominated for all higher educational institutions and government offices to identify, facilitate and motivate unregistered youth to get registered.
- The contact details of Designated officers were made available on CEO website.

6.15 GR REGARDING MARRIAGE REGISTRATION

- Panchayat Department and Urban Development Department issued a GR with instruction to relevant authorities at rural and urban level to ascertain that newly married women fill up the form 7 (for deletion of their names from their parent's residence address) and form 6 (to enroll name at their new residential address following marriage) before the marriage registration formalities are completed.
- This ensured that change in the residence of women as a result of marriage got registered/modified in the electoral rolls without any drudgery for the female voter. The copy of the GRs are attached as Annexure 1.

6.16 ACTIVITIES FOR YOUTH OUTSIDE EDUCATIONAL INSTITUTES

- Awareness activities were carried out by the Labour Officers for youth involved in unorganized labour activities, for getting them registered and motivating them to turnout.

6.17 YOUTH AWARENESS BY ‘MY FM’ RADIO CHANNEL

- Awareness activities were carried out by the Labour Officers for youth involved in unorganized labour activities, for getting them registered and motivating them to turnout.

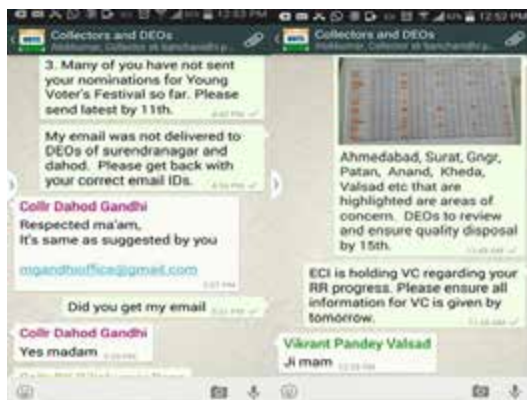
6.18 COFFEE WITH COLLECTOR

- Red FM, the ECI Radio partner, organized a very successful program entitled - Coffee with Collector – a one to one communication program with Collector, Rajkot, specifically focusing on interactions with young voters.
- For this voters were invited to ask questions directly to the Collector over a cup of coffee, and get their queries cleared out. This program was broadcasted live on radio.

6.19 USE OF TECHNOLOGY & SOCIAL MEDIA



Social media creatives



Very active WhatsApp group between all DEOs and CEO office

- A Youth Corner was created on CEO website.
- Youth Corner provided variety of information like - hosting the winning entries from the Young Voter Festival, uploading creatives for social media interventions, contact details of BLOs, contact details of Campus Ambassadors, contact details of Nodal Officers, facility for posting feedback etc.

6.20 SOCIAL MEDIA SITES



- A private creative agency, Wild Dreams Ltd. was roped in for creating about 457 creatives on various aspects of voter awareness.
- These were uploaded on different social media platforms like Facebook, Twitter, WhatsApp and YouTube. Creative content included slogans, poems, short stories, scripts, quickies, jingles, caricature, info-graphics etc.
- For the purpose of uploading our partner was CSC e-governance Ltd, an SPV of Government of India. They did it on a pro bono basis.
- A special caller tune was created which was made freely available for voters.

6.21 FESTIVAL BASED INTERVENTIONS



Holika Dahan festival was utilized to burn all ills of elections such as bribing by candidates, voting on caste lines or on basis of religion etc.



- Following the strategy of using festival fervor to spread awareness on electoral processes, during the festival of Holi, (celebrated just before the elections), youth were encouraged to carry out awareness activities along with the traditional celebration of Holika Dahan.
- This festival was used for burning all poll malpractices including bribing of voters by candidates, liquor distribution, etc.

6.22 AWARENESS THROUGH WALL PAINTING



- A wall painting competition on ethical voting was organized by Red FM at Vadodara.
- At Ahmedabad the walls of a prominent over-bridge were painted by RJ Devaki and her team in attractive colours for generating awareness.

6.23 OPEN DISCUSSION FORUMS WITH YOUTH

- Open discussion and interactions directly with youth were carried out through different platforms by senior officials involved in election management, including the CEO, Additional CEO, Joint CEO and Deputy Collectors at State level and DEOs at district level.

6.24 AWARENESS THROUGH SPORTS



Kabaddi matches for youth voter awareness

- Narmada district held archery & gymnastics competitions as part of SVEEP with focus on tribal youth.
- Both the events were attended by more than 2000 people each. Similarly cricket tournament was organized by Narmada district as part of SVEEP.
- 200 teams from 4 talukas participated in the same. Kabaddi competition was organized which targeted the rural youth.
- 850 players participated in the Kabaddi competition.



Archery competition for youth voter awareness

6.25 ACTIVITY BY EMPLOYMENT EXCHANGE

- A column for EPIC number was added in the form for enrolment by Employment Exchange.

6.26 ACTIVITIES BY RTO



RTO - Voter Awareness on New Registered Vehicle - Patan

- RTO contributed in awareness spreading by adding a column for EPIC number in the application form for driving license, thereby ensuring awareness of youth for the same.
- Also awareness was carried out through stickers and posters.

6.27 OTHER MISCELLANEOUS ACTIVITIES



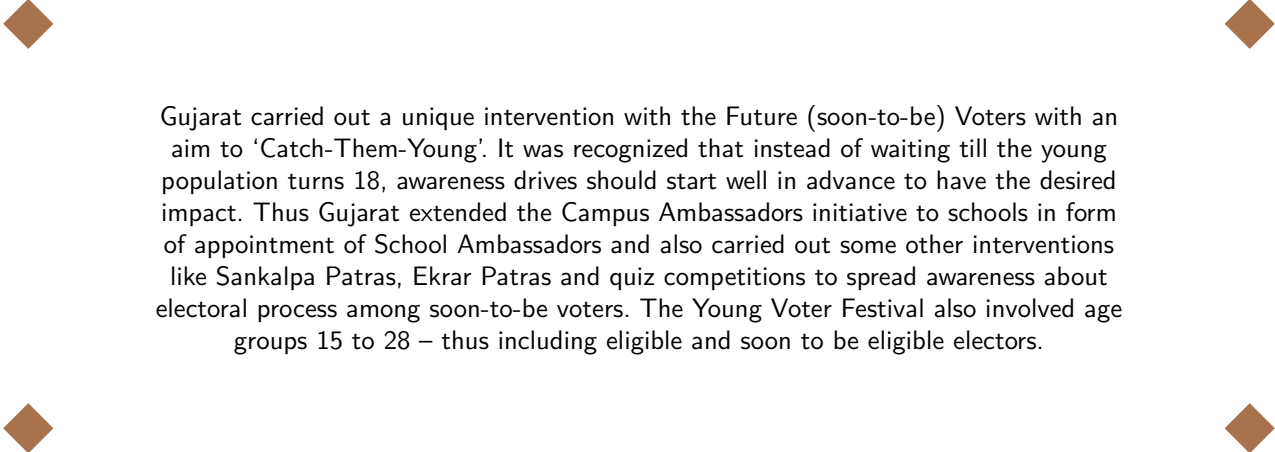
Street plays in urban areas



Mahila matdar rallies – or all women rallies

- Voter awareness events like street plays, flash mob, cultural events, rallies, display of posters/ banners etc. were carried out in various educational institutions

SVEEP FOR FUTURE VOTERS



Gujarat carried out a unique intervention with the Future (soon-to-be) Voters with an aim to 'Catch-Them-Young'. It was recognized that instead of waiting till the young population turns 18, awareness drives should start well in advance to have the desired impact. Thus Gujarat extended the Campus Ambassadors initiative to schools in form of appointment of School Ambassadors and also carried out some other interventions like Sankalpa Patras, Ekrar Patras and quiz competitions to spread awareness about electoral process among soon-to-be voters. The Young Voter Festival also involved age groups 15 to 28 – thus including eligible and soon to be eligible electors.

7.1 INTERVENTIONS IN SCHOOLS



School quiz competition where kids participated with their parents

*70236 students from
1951 primary schools
participated in the
NVD quiz competition
along with their
parents*

- Quiz competition was organized at primary school children of class 6th to 8th standard with teams consisting of both students and their parents.
- The quiz questions were related to the constitution and electoral process. The innovative element was that each team was required to be comprised of two primary students and a parent or an adult member of the family who is enrolled as a voter.
- The team giving the most number of right answers was awarded with Certificates and NVD badges as well.
- The appreciation certificates were issued to the participant parents also.
- All the students of the school remained present and witnessed the quiz competition.
- Students of 15-18 years age group were also involved in various competitions organized as part of Young Voters Festival.

7.2 SANKALP PATRA



Sankalpa patras were signed by SHG members



80 plus aged voters also signed Sankalpa Patras

71.33 lakhs duly signed
Sankalpa Patra were
received back out of the
76 lakhs distributed

- 76 lakhs Sankalpa Patras were distributed to students of primary and secondary schools and colleges across the State and 71.33 lakhs of these were received back with signature of parents pledging to vote ethically.
- The distribution of Sankalpa Patra was particularly high in districts like Junagadh (4.18 lakhs), Bhavangar (4 lakhs), Vadodara (5 lakhs), Surat (4.47 lakhs) etc.



7.3 EKRAR PATRA

Dear Parent

I have watched while you fill up admission forms in different schools to get me admitted to the best one. I am thankful to you for your consistent efforts to make my future bright. The process of enrollment as voter and correction of entries in the existing voter's details is commencing from 6th September, 2013. So now I want to see you filling up the form for enrollment as voter and to check the details of our family members in voter's list. You know that my future is linked to the future of my country as well. To make the democracy of my country stronger, you have a responsibility as a voter too.

Name of Student :
Name School :
Standard/Class :

Signature of Student

Declaration

I affirm that,

- I will check and ensure that the name of all the members of my family is in the Voter List.
- I will ensure that the registration of names of all persons of my family who are born on or before 31-12-1995 in voter list, if their names are not on the Rolls, during the process of Electoral Roll Revision.
- I am aware of the facilities provided for voter registration and I shall utilize them accordingly.

Name of Parent :
Voter ID Card :
Number :
Contact No. :

Signature of Parent

For any information regarding Electoral Rolls -

- SMS "type your Voter ID No <space> BLO" and send to 92 275 00958 and contact your Booth level Officer
- Or call 'HELP LINE No. 1950' during 11.00 am to 5.00 pm on working days.
- Or log on to www.eogujarat.nic.in
- Visit your nearest 'Matdar Sahayata Kendra' or 'e-gram center'

- During summary revision in September 2013, Ekrar Patra, a pledge to check and ensure whether the names of all family members are registered in electoral rolls or not, were distributed to 58,41,486 primary and secondary students.
- Out of these, 47, 65,462 Ekrar Patras were received back with signatures of parents.

7.4 KARTAVYA BODH ABHIYAN



1,11,111 post-cards sent to voters from a single place - a world record achieved in Valsad district



Employee of the Department of Post getting 1,11,111 post-cards ready for dispatch



Voter Awareness messages artistically prepared on post cards by school students, NGOs, professionals etc. and posted to 1,11,111 voters households of Valsad district

- As a part of Kartavyabodh Abhiyaan, which was conceived and implemented by Valsad District, 10.96 lakhs post cards urging voters for electoral participation and ethical voting were written/painted.
- A large number of these were written by students and members of SHGs.
- These were then posted to individual voters such that they received it just before the poll date.
- This unique initiative in partnership with the Postal department was carried out for the first time in India at such a large scale, and it also received mention in the Guinness World Record.

7.5 AWARENESS ACTIVITIES BY MAHATMA GANDHI INTERNATIONAL SCHOOL (MGIS)



- Mahatma Gandhi International School (MGIS), Ahmedabad, took up the challenge of communication through development of multiple creatives in the form of quickies, targeting all categories of voters. They developed several quickies which were disseminated through Doordarshan, local cable TV and social media.
- MGIS students established the inter-school “Ahmedabad Student Parliament” with focus on the youth and gave them a platform to share their perspectives about governance. The motive behind this forum was to spread voting awareness in the age group of 15-17 years, or our future voters.
- They also designed the Sankalp Patra, a pledge to vote, addressed by the students to their parents. As mentioned earlier, 76.99 lakh Sankalp Patras were distributed in all primary schools across the State and 71.33 lakh came back duly signed by the parents. The Sankalp Patra was also used to create awareness among Self-Help Group women members, senior citizens, industrial workers, by Red FM Radio among traffic offenders, etc.
- MGIS teachers and students created an e-comic book for electoral awareness and also developed a lesson plan for integrating SVEEP in the school curriculum. They have made both available on the public domain.

7.6 PLEDGE AND AWARENESS GENERATION BY THE DIFFERENTLY ABLED KIDS



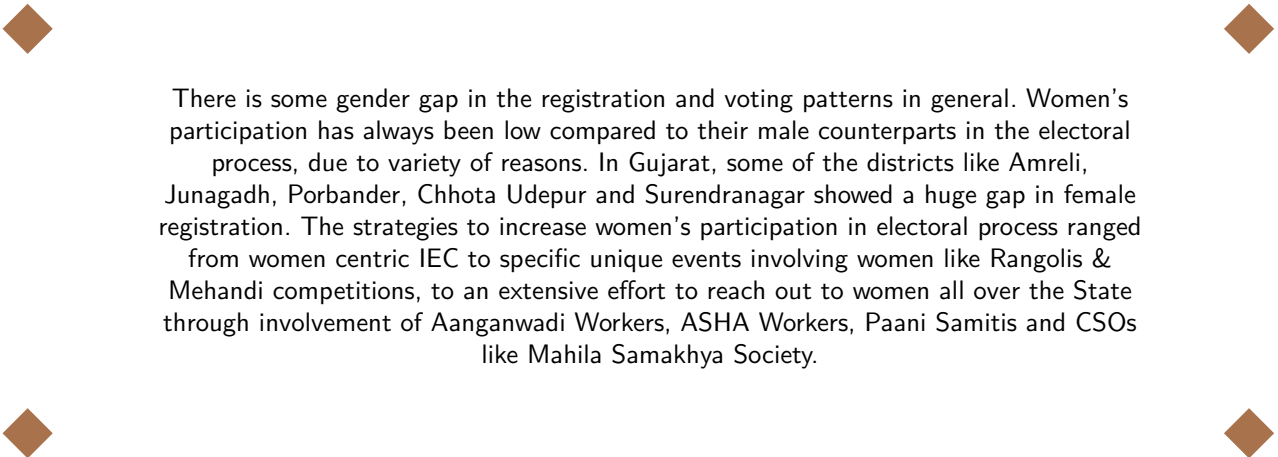
- Bhavnagar district organized pledge taking by differently-abled (hearing and speaking challenged) students.
- Differently-abled kids also appealed to their parents and other adults to take care of democracy for them by turning out.

7.7 SCHOOL AMBASSADORS



- 2497 students were identified as School Ambassadors across the state and involved in spreading awareness among other students and parents.

SVEEP FOR WOMEN



There is some gender gap in the registration and voting patterns in general. Women's participation has always been low compared to their male counterparts in the electoral process, due to variety of reasons. In Gujarat, some of the districts like Amreli, Junagadh, Porbander, Chhota Udepur and Surendranagar showed a huge gap in female registration. The strategies to increase women's participation in electoral process ranged from women centric IEC to specific unique events involving women like Rangolis & Mehendi competitions, to an extensive effort to reach out to women all over the State through involvement of Aanganwadi Workers, ASHA Workers, Paani Samitis and CSOs like Mahila Samakhya Society.

8.1 HOLI FESTIVAL FOR ETHICAL VOTING



- Colorful posters on women's empowerment and electoral participation were developed and displayed during the festival of Holi.

8.2 INTERNATIONAL WOMEN'S DAY CELEBRATIONS



- This day was celebrated in the entire state with the help of social media, hoardings, banners, all women rallies, etc. to stress upon the relationship between participation in democratic processes and empowerment of women.



8.3 AWARENESS THROUGH PAANI SAMITI



- Paani Samitis are democratically elected Standing Committees of Gram Panchayat. Paani Samiti, which consists of 10-12 members, is constituted in Gram Sabha to plan, implement, manage, own, operate and maintain village water supply systems. It is an initiative by Water & Sanitation Management Organization (WASMO) of Govt. of Gujarat.
- Awareness on registration was carried out through 'Paani Samiti' (Water Committee) of 8000 villages across the state.

8.4 AWARENESS THROUGH AANGANWADI WORKERS



Aanganwadi workers rally



Training the aanganwadi workers for ensuring registration of female voters

- Awareness, particularly for registration, was spread in rural areas, specifically among women, through Aanganwadi Workers of ICDS.
- The Aanganwadi workers were trained regarding how to motivate electors for enrolment, through SATCOM training imparted at BISAG.
- On every Wednesday, which is the weekly immunization day, Mahila Matdar rallies were taken out jointly by the Aanganwadi workers, ASHA workers, adolescent girls and other beneficiaries.
- Alphabetical lists of registered voters were also displayed at each Aanganwadi.

8.5 AWARENESS THROUGH MID DAY MEAL WORKERS

- Mid-day meal workers were trained to facilitate registration of young female voters

8.7 AWARENESS THROUGH MAHILA SAMAKHYA SOCIETY



Mahila Samakhya Cluster being trained



Mahila Samakhya Sahiyoginis undergoing training on how to fill forms for voter registration and how to facilitate females to register

- Awareness for registration and turnout among women of 6000 villages were carried out through network of Mahila Samakhya Society.

8.8 AWARENESS THROUGH SELF HELP GROUPS (SHGs)



Voters' education of SHG members

- Awareness for rural women was carried out through more than 2 lakhs SHGs spread across the State with support from Gujarat Livelihood Promotion Company (GLPC).
- With such a large number of SHGs spread all across the state, and with more than 24 lakhs women involved in these SHGs, this initiative had a very wide reach to women all over the State.

8.9 ALL WOMEN RALLIES



Voter awareness rally by tribal women in Dahod



Awareness rally by the Nursing students - fresh voters



- All women rallies, termed as Mahila Matdar Rally, were organized in all the districts.
- These rallies were attended by ASHA workers, Aanganwadi Workers, Mid-Day Meal Workers, Mahila Police along with other women.

8.10 AWARENESS STICKERS ON LPG CYLINDER & WATER POTS



Voting message on LPG cylinders



Voting message on water pots

- Stickers carrying the message of voter turnout were pasted on the LPG cylinders to cover almost each household.
- Similarly stickers were also pasted on the water pots being sold at roadside.
- These mud pots are very popular in Gujarati homes during summers for storing drinking water.

8.11 ACTIVITIES AT GIRLS HOSTELS

- All districts identified hostels of college girls and working women and organized camps for registration at these hostels. SVEEP activities were carried out on site.

8.12 COMMUNITY POLICING



Posters and hoardings put up by Ahmedabad rural police as a part of community policing initiative for safe polls

- Suraksha Setu is a special fund provided to the district police to carry out community policing and connecting with the people to instil a sense of safety amongst them.
- Under the aegis of Suraksha Setu, several street plays and puppet shows were done in targeted PS to build a strong atmosphere for safe and secure polls.
- These were done by the district police as a part of their community policing activities.
- Particularly those areas/districts were highlighted where women's safety issues were of concern like Dahod, Godhra etc.
- In Junagadh district Suraksha Setu funds were used to prepare a mobile App for citizen's interaction and information regarding elections.

8.13 INTERACTION WITH WIDOWS - AN EXCLUDED GROUP



DEO of Narmada district while addressing the excluded community of widows

- Chhota Udepur DEO organized a personal interaction with widows of tribal communities for encouraging electoral participation.
- Widows are considered as an excluded group particularly among tribal communities because of traditionally non-conducive social and cultural environment for going out for registration and voting.

8.14 RANGOLI



Rangoli competitions were held in educational institutions



Maha Rangoli in 16000 sq feet by women voters in Bharuch

- Rangolis (traditional colorful festival drawings made from coloured powder outside the homes) were created by women of Bharuch and Narmada district for spreading awareness of voters.
- A Maha Rangoli (16000 sq. feet size) was created by 124 artists with help of 1500 women of Bharuch district.
- 2500 kg color was used for this Maha Rangoli. Similarly, 5800 women participated in the Rangoli competition by Narmada district.

8.15 WOMEN BIKE RALLY



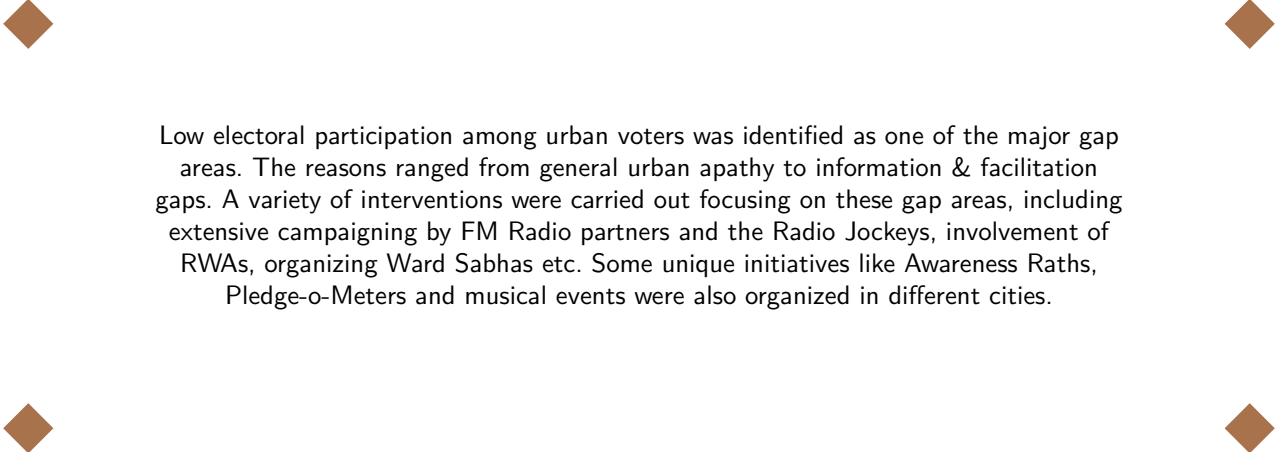
- Bike rally was organized for promoting voter turnout and ethical voting by Narmada district with participation of 118 women bikers covered a 20 km long route.
- A bike rally involving about 1000 women was organized in Ahmedabad city by RJ Devaki of Red FM.
- Similar rallies, either on bikes or scooters were organized in other districts as well.

8.16 EVM DEMONSTRATION



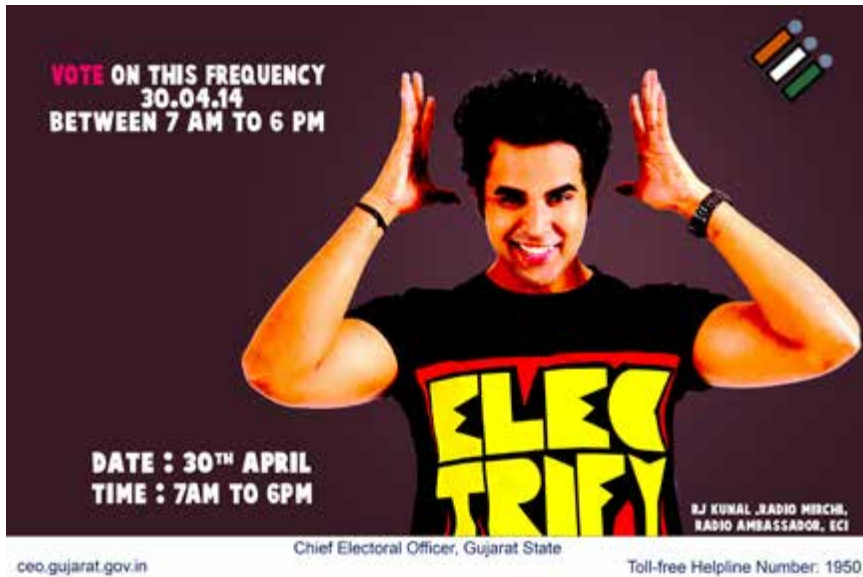
- EVM physical demonstrations were organized at large number of places, involving women voters, to help the women to get over their inhibitions about voting through a 'machine'.

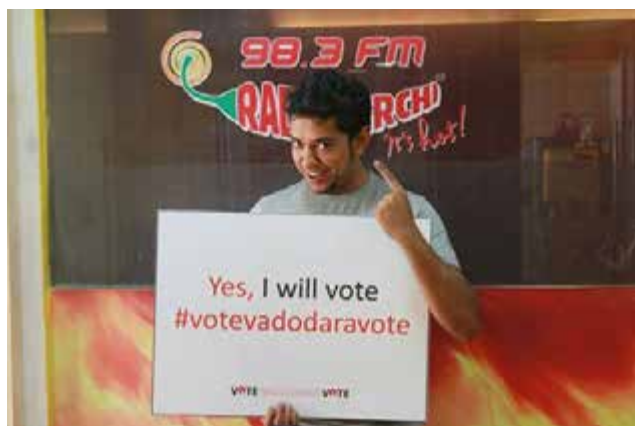
SVEEP FOR URBAN VOTERS



Low electoral participation among urban voters was identified as one of the major gap areas. The reasons ranged from general urban apathy to information & facilitation gaps. A variety of interventions were carried out focusing on these gap areas, including extensive campaigning by FM Radio partners and the Radio Jockeys, involvement of RWAs, organizing Ward Sabhas etc. Some unique initiatives like Awareness Rathes, Pledge-o-Meters and musical events were also organized in different cities.

9.1 RADIO PARTNER - RADIO MIRCHI





Mummy Ki Kasam

Har taraf bas yehi charche hein....
 Kaun kitney paani mein hai....
 Na kissi se ghabhraao...
 Na kissi se sharmaao....
 Desh ko priority do....

Vote karna bhai..... tujhe mirchi ki kasam....
 Vote karna bhai..... tujhe mirchi ki kasam....

Ram gopal verma ko AAG ki kasam....
 Farhan ko Bhaag Milkha BHAAG ki kasam....
 Sonu Nigam ko ussake RAAG ki kasam...
 Dhobi ko saabun ke JHAAG ki kasam...

Eighteen-ager ko whats app ki kasam....
 Nineteen-ager ko FB ki kasam....
 Pinki ko Candy Crush ki kasam....
 Usski mummy ko Tarak Mehta ki kasam....

Aur agar iss mein se kissi bhi category mein aap nahi aate....
 toh aapko aapki Mummy ki kasam.... Vote zaroor karna...

Vote karna bhai..... tujhe mirchi ki kasam....
 Vote karna bhai..... tujhe mirchi ki kasam....

- Inspired by the huge success in Legislative Assembly Elections 2012, CEO office continued the partnership with Radio Mirchi for voters' education.
- Total 5 RJs were appointed as Radio Youth Ambassadors. RJ Dhvanit Thaker and RJ Kunal Desai from Ahmedabad, RJ Rahil Mehta from Surat, RJ Kshitij Banker from Vadodara and RJ Nishit Parekh from Rajkot.
- Hoardings with these popular RJs urging people to vote were also put up at prominent locations of Ahmedabad, Surat, Vadodara and Rajkot cities as well as on social media sites.
- Radio Mirchi organized a special morning show in big cities featuring the Collectors (DEOs) of respective districts in which they held live question-answer sessions with general listeners about the importance of voting.
- Mirchi introduced the 'Kasam' song and rap with voting fervor which was played across all the stations and uploaded on their website and on Mirchi YouTube.
- Dhvanit Thaker, a popular RJ sang it in his own voice. After playing the song, they arranged to take pledge by sending messages through WhatsApp. It received a huge response from youth and senior citizens and also got over 100,000 WhatsApp messages for taking pledge.
- At musical concerts organized by Mirchi at Surat and Rajkot, RJs of Radio Mirchi promoted ethical voting.
- Mirchi also featured lots of young entrepreneurs like architects, young women entrepreneur, young sports persons and college going youth on their programs and aired their expectation from democratic elections on their 'Mirchi Manifesto' program.
- While spearheading campaign on air about voting, their RJs came up with interesting activities for SVEEP on demand in several colleges, gathering local youth to create awareness of electoral process.
- One of the RJs, Kunal Desai, used humour very effectively, to get across the message to voters, through his popular program, Mirchi Murga.

9.2 RADIO PARTNER - RED FM

About 24 lakhs pledges were recorded on the unique 'Pledge-o-Meter'



Transgenders' quawwali:

Suno suno bhai suno suno...[2]
Soch samajh kar chuno chuno...[2]
Desh maange tera vote...Na bechana le kar note..
Laalach me 'gar fans jaaoge...To paanch saal pachhtaaoge..
Suno suno bhai suno suno...[2] Soch samajh kar chuno chuno...[2]
Hum tali bajayee Hanji ,Hum Mang ne Jate Hanji..
Baccha janme ya shadi , Hum lete Mubarak baji ..
Shubh avasar hai chunav bhi , aur vote button bhi..
Suno suno bhai suno suno...[2] Soch samajh kar chuno chuno...[2]
Naa vaad – vivaad..haan jee...Na jaati vaad..haan jee..
Na kom vaad... haan jee...Na sab barbaad..haan jee..
Button dabaa ke bajaane chuno Devaki ka Amdavaad..
Suno suno bhai suno suno...[2] Soch samajh kar chuno chuno...[2]

Rhythm cut:

Bahut kar lee baithe baithe baatein..
Aise mauke baar baar nahi aate..
Karna matdaan apne desh ke naate..
Nahi karoge tab tak hum rahenge Bajaate..
Rhythm pickup:
Is election button dabaate raho...Red FM, Bajaate Raho... [2]
Dhintaak dhintaak dhintaak dhaa...button dabaa ke bajaa...

Rhythm cut:

Ye din nahi hai sone ka aur AC ka..
Na dost, na relatives mama aur mausi ka..
Na charchaein, na duniyabhar ki baatein aisi waisi ka..
Ye ek din to hai apni democracy ka...

Rhythm pickup:

Is election button dabaate raho...Red FM, Bajaate Raho... [2]
Dhintaak dhintaak dhintaak dhaa...button dabaa ke bajaa...

Rhythm cut:

Ye kaam nahi aira gaira ya nahi hai chhota mota..
Ghar pe pade rehke mat khaana bhajiya ya fir gota..
Bhale lage ki koi nahi sachcha, badha j chhe ahi khota..
Na pasand ho koi to jaa ke dabaa NOTA...

Rhythm pickup:

Is election button dabaate raho...Red FM, Bajaate Raho... [2]
Dhintaak dhintaak dhintaak dhaa...button dabaa ke bajaa...

Rhythm cut:

Waise to koi inko samaj main nahi ginata
Par sanvidhan ne ab di inko samanata ,
To Aaj inaki bhi appeal sunalo tum janata ..
Vote zarur karna rakhke man me sabhaanta...

Rhythm pickup:

Is election button dabaate raho...Red FM, Bajaate Raho... [2]
Devaki ke Amdavaad Dabaate raho..Button dabaa ke Bajaate raho...[2]
Is election button dabaate raho...Red FM, Bajaate Raho... [2]
Dhintaak dhintaak dhintaak dhaa...button dabaa ke bajaa...

- Red FM was appointed as radio partner at all-India level by ECI. Dissemination of several creative messages and on-air and off-air awareness campaigns were carried out by Red FM.
- 3 Radio Jockeys, as mentioned earlier, were appointed as Radio Brand Ambassadors in Ahmedabad, Vadodara and Rajkot.
- Various items like garba, songs, quawwali, messages were specially penned, performed and disseminated by Red FM.
- Hoardings with popular RJs of respective cities urging voters to vote were put up at prominent locations in Ahmedabad, Vadodara and Rajkot and on social media sites.
- Red FM put up a 'Pledge-o-Meter' at a prominent site in Ahmedabad along with a large hoarding, where people can take pledge to ethically vote. Popular RJ Devaki enthused people to take pledge on this which led to over 24 lakhs pledges.
- Another unique initiative was effectively collaborating with City Traffic Police for a unique awareness campaign. Red FM volunteers, would stand at traffic junctions and all traffic offenders caught by the traffic police were asked to take a pledge for ethical voting.
- Among other interesting off-air programs Red FM's awareness campaign included an all-women's scooter rally with 1,000 participants at Ahmedabad.
- A special skit on awareness of NOTA was created and performed at various locations of city that are thronged by large number of visitors viz. Kankariya Lake, Rajpath Club, Karnavati Club, Central Mall, Alpha One Mall, Ahmedabad Medical Association Ladies wing meet, etc.
- A very successful program - Coffee with Collector, Rajkot – a one to one communication program was organized and voters were invited to get their queries cleared out with the Collector.
- A musical event 'Ek Shaam, Voters Ke Naam' was organized at Rajkot. This was a unique manner of awareness creation through wholesome musical and other entertaining. This star studded evening was hosted by youth ambassador RJ Dhruvil in Rajkot. During this event 25,000 people took pledge to vote.

9.3 TABLET PLEDGE



- In Rajkot, volunteers from DEO office were provided with Tablet PCs with facility of taking a pledge simply by touching the screen.
- These volunteers moved across the city of Rajkot, identified as a low voter turnout area, urging people to take pledges to vote ethically.

9.4 RESIDENT WELFARE ASSOCIATIONS



- A systematic process of identifying the RWAs in each district was undertaken.
- To begin the process meetings were held with the RWA office-bearers by the DEOs.
- Awareness drives were carried out through RWAs for registration and voting.
- Meetings of residents of RWAs were conducted by the RWA leaders and also various forms were provided to the residents as required.
- Standard presentations were prepared at state and district levels to address the RWAs.

9.5 MATDAR SUVIDHA KENDRA (MSK)



DEC visit at Matdar Suvidha Kendra, Himmatnagar, Sabarkantha



- MSKs have been established and operational at all 33 district headquarters in Gujarat. MSKs are permanent centers facilitating voters for various electoral processes like search facility, registration, deletion, correction in the entries, on-the-spot handing over of EPIC.
- All MSKs were connected by internet enabling them to provide online submission facilities.
- The MSKs were also established at each of the 248 taluka headquarters during the election period for providing all of the above services.
- MSKs have also been established in 6 large Municipal Corporations in each zones.

9.6 HELP DESK AT PLACES WITH HIGH FOOTFALLS



Help Desk at places with high footfalls

- In order to reach out to large number of people, one of the strategies adopted by election machinery was to take advantage of events/occasions, which attract crowds.
- This included events like Ambaji Bhadarvi Punam, Kankaria Carnival during Christmas, Janmashtmi Fairs, Navratri celebrations. More than 10 lakh people walk to Ambaji temple on occasion of Bhadarvi Punam fair.
- Help desks were set up at these locations to provide information and education on electoral process.
- Similarly help desks were also set up at places frequented by large number of people on a regular basis, like multi plexes, industrial workshops, malls etc.

9.7 AWARENESS THROUGH CARTOONS



- Cartoons on electoral processes prepared by students and other members of society were printed in vernacular dailies.

9.8 DISTRICT FACEBOOK PAGES



- All the districts created Facebook pages and uploaded a variety of creative content providing information and education.

9.9 INVOLVEMENT OF VARIETY OF STAKEHOLDERS



- Discussion / awareness meetings were carried out by all district administrations with a purpose of involving stakeholders like Banks, Representatives of industrial units, Hotel Associations, Builders/Architect Associations, Medical Associations, Fair Price Shops Associations, Principals of Educational Institutes, Rotary Clubs, Lions Club, Red Cross etc.

9.10 WARD SABHA

- Ward Sabhas were conducted in various urban areas by BLOs.
- Electoral rolls were read in the Ward Sabhas and forms were distributed as required for registration.
- There were also activities like street plays during the Ward Sabhas by Campus Ambassadors and sometimes by Cultural Troupes.

9.11 ATTRACTING ATTENTION



- In Dwarka, the 'pedas' (milk based sweets) were stamped with voter awareness messages.
- This innovative step was taken as the daily foot fall to Dwarka temple is huge and invariably 'pedas' are purchased as an offering to the temple Gods.

9.12 MATDAR JAGRUTI ABHIYAN RATH

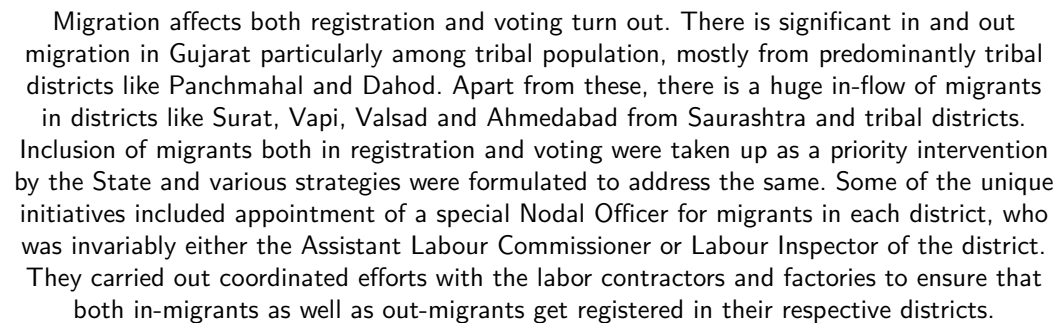


- Rajkot carried out an awareness drive through the unique medium of Awareness Rath (Chariots) called 'Matdar Jagruti Abhiyan Rath'.
- These were specially created buses carrying IEC material for distribution, decorated with awareness messages.
- They also carried a cultural troupe which performed street plays at prominent sites.
- These Rath also had facility for EVM demonstration.

9.13 CARNIVAL

- A moving carnival was organized just 4 days before the election date at Rajpipla, Dediapada and Selamba by Narmada district.
- The main highlight of carnival was Garba dancing for attracting attention.
- The carnival was participated by thousands of people.
- Leaflets were distributed by 2100 personnel including health workers, Aanganwadi workers and teachers to the onlookers.
- Leaflets were also air dropped by para-gliders during the event.

SVEEP FOR MIGRANTS



Migration affects both registration and voting turn out. There is significant in and out migration in Gujarat particularly among tribal population, mostly from predominantly tribal districts like Panchmahal and Dahod. Apart from these, there is a huge in-flow of migrants in districts like Surat, Vapi, Valsad and Ahmedabad from Saurashtra and tribal districts. Inclusion of migrants both in registration and voting were taken up as a priority intervention by the State and various strategies were formulated to address the same. Some of the unique initiatives included appointment of a special Nodal Officer for migrants in each district, who was invariably either the Assistant Labour Commissioner or Labour Inspector of the district. They carried out coordinated efforts with the labor contractors and factories to ensure that both in-migrants as well as out-migrants get registered in their respective districts.

10.1 NODAL OFFICER FOR MIGRANTS

**ELECTION
IMMEDIATE**

Phone : 079
079
Fax No.: 079
079

**OFFICE OF THE
CHIEF ELECTORAL OFFICER :**
GUJARAT STATE
General Administration Department (Election Division)
Sardar Bhavan, Block No. 7, 2nd floor, Sachivalaya, Gandhinagar-382 010.

ELC/102013/IWOMS-455140/CHH (Trg.) Date: 27/01/2014


To,
All collectors and DEOs,

Subject: Appointment of Nodal Officers at the District Level for various election related activities regarding.
Ref. :- Letter No. CEO/GE/2012/99 dated 18th June, 2012

This is to bring to your notice in furtherance of the letter cited above. Earlier there were 15 Nodal Officers at the District Level as a supplementary arrangement and to assist District Election Officers for smooth execution of Election related activities. Now in light of upcoming General elections of the Parliament, most of the DEOs will also be Returning Officers. Looking to the circumstances appointing more Nodal officers at the District level is felt necessary. Thus, DEOs are required to appoint the following Nodal Officers at District Level in addition to the activities mentioned in above cited letter.

1. **Nodal officer staff welfare.** (I have already mentioned this in my e-mail)
This officer will be responsible to plan, organize and co-ordinate regarding welfare and basic necessities to be provided to the staff on poll duty etc. to ensure appropriate facilities, timely payment of remuneration etc.
2. **Nodal Officer for Migratory Voters**
This Officer may preferably be the Asstt. Labour Commissioner in the District or otherwise Government Labour Officer. The officer will be responsible to co-ordinate with contractors who utilize inter district and intra-district migratory labours and to educate and facilitate them so that the migratory labours, especially unorganized sector, exercise their franchise. This Officer would also be responsible to ensure proper implementation of Section-135 -B of RP Act, 1951.
Rest of the instructions outlined in the letter cited above will be applicable *mutatis mutandi*.

The list of all Nodal Officers appointed by the DEO may be sent to this office latest by 5:00 pm on 29th Jan.2014.

Yours faithfully,

(Anita Karwal)
Chief Electoral Officer,
Gujarat

- ECI mandated appointment of Nodal Officers for 16 different functions for Electoral management.
- Gujarat took initiative and appointed district wise Nodal Officers as the 17th category, i.e. for addressing Migrant population.
- This was a unique initiative by Gujarat specially to address unorganized labor.

10.2 SOURCE-DESTINATION COORDINATION

- A unique coordination was established between the Nodal officers of different districts, wherein the Nodal Officers of source point of migrants coordinated with the Nodal Officers of destination place of the migrants to ensure coverage of the migrant labor for registration.
- They also ensured a paid holiday/time off for voting on the election day and ensuring that they are motivated to turnout.

10.3 EDUCATION OF MIGRANT LABORERS



- Education of migrant laborers on enrollment, registration, voting and entire electoral process was conducted by the Nodal Officers by involvement and support of the labor contractors and with help of Labor Officers of concerned district.

10.4 INVOLVEMENT OF LABOR CONTRACTORS/ FACTORY MANAGEMENT

VALSAD DISTRICT

SVEEP - Migratory Voter's Sensitization In Industrial Zone

Sr. No.	Date	Time	Name of Factory	No of Targeted Participants	Taluka
1	20/3/2014	15.30	Raymonds Ltd. N.H.No.8, Khadki, Ta.Pardi, Dist.Valsad	400	Pardi
2	21/3/2014	11.00	Raj Boro, Plot No. C/1-2404/2, GIDC, Bargam, Ta. Umargam	150	Umargam
3	24/3/2014	15.00	Unimark Reimides, Plot no-41, GIDC, Vapi, Ta. Vapi	300	Vapi
4			Pidlite Industries, Plot No. 23/24, Phase-1, GIDC, Vapi, Ta. Vapi	150	Vapi
5	26/3/2014	11.00	Alok Industries, Sr. No. 251-285/1, Balitha, Ta. Vapi.	400	Vapi
6		15.00	Welspun India Ltd., Morai, Ta. Vapi.	350	Vapi
7	28/3/2014	11.00	Arj Industries Ltd., Plot No.- 801,803, GIDC Vapi, Ta. Vapi	450	Vapi
8		15.00	Rubi Marcons, 788/4, 3rd Phase, GIDC Vapi, Ta. Vapi	200	Vapi

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Systematic identification of industries for educating migrant industrial workers

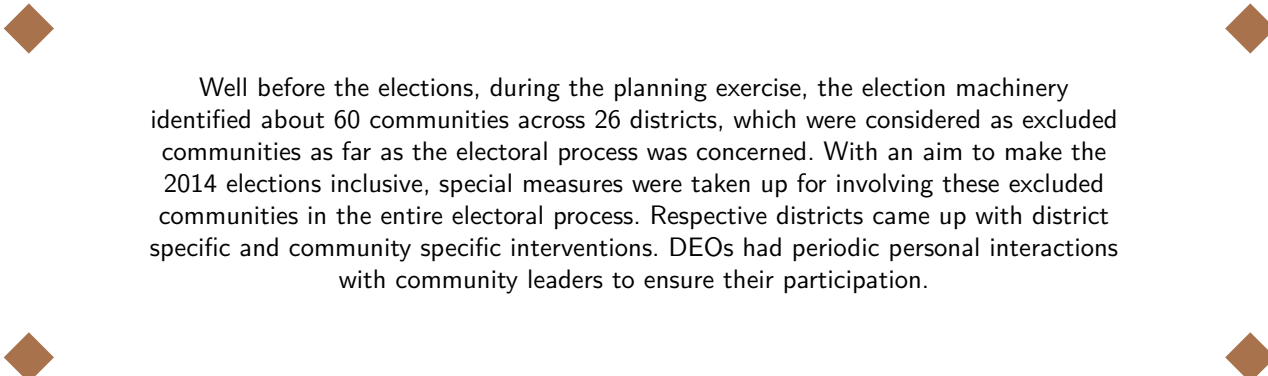
- One of the unique strategies was the involvement of labor contractors/factory management by Labor Commissioner for ensuring that the labor workers to go for registration and get paid holiday for voting.
- This was carried out mainly by the office of Assistant Labor Commissioner in the respective districts.

10.5 INTERVENTIONS AT TRANSIT TRAVEL POINTS

[illegible]

- In Panchmahal district, which is one of the districts with highest migration, points of transit like bus stations or private transport locations with highest traffic were identified.
- Volunteers were deputed to remain present at these places and interact with passengers about their registration status.
- Unregistered people were assisted to get registered through filling up forms on the spot.

SVEEP FOR INCLUSION OF AND FOR EXCLUDED COMMUNITIES



Well before the elections, during the planning exercise, the election machinery identified about 60 communities across 26 districts, which were considered as excluded communities as far as the electoral process was concerned. With an aim to make the 2014 elections inclusive, special measures were taken up for involving these excluded communities in the entire electoral process. Respective districts came up with district specific and community specific interventions. DEOs had periodic personal interactions with community leaders to ensure their participation.

11.1 COORDINATION WITH CSOs WORKING WITH EXCLUDED COMMUNITIES

- Vicharta Samuday Samarthan Manch (VSSM), an NGO, works with nomadic communities, with presence in 1000 colonies of nomadic communities in 47 tehsils in 9 districts
- They facilitated registration of large number of excluded community members by sharing a systematically prepared list of eligible but unregistered nomadic community members.

11.2 INTERVENTION WITH SATIPATI SECT



- Satipati community has a traditional reluctance to get enrolled and to vote as they have their own traditional community governance system. They have their own logic for not participating in polls, which was uniquely brought out by a film entitled 'Kudarat nu Bandharan' (Nature's Constitution), made by a film student, Janvi Karwal, on pro bono basis. The film captured the difficulties faced by BLOs in enrolling these communities and the logic behind their resistance to participate. The film helped the election administration understand the sensitivities of the community.
- Number of activities was carried out at Narmada and Dangs districts to convince the Satipatis to get enrolled and vote. Several inter personal sessions / meetings / camps / events were organized by Dangs, Navsari, Tapi and Valsad districts where Satipati communities live.
- In Dangs there are 11 villages where the people of this sect live. Due to the sustained efforts of District election machinery, substantial increase in turn out in Lok Sabha Election, 2014 (which ranged from 10% to 38%) was achieved as compared to 2009 turnout.

11.3 INTERVENTIONS WITH SALTPAN WORKERS



Banners on vehicles for creating awareness amongst saltpan workers of Amreli district



Saltpan female workers motivating co-workers to vote

- Saltpan workers in 20 Polling Stations of Rajula Assembly Constituency of Amreli district generally do not participate in elections due to their socio-economic backwardness, the type of work they are involved in and lack of socialization.
- Also it is generally a difficult task to approach this group.
- The turnout in the 20 Polling Stations with predominant population of saltpan workers, was 35.75% during 2009 elections.
- In 2014, Amreli DEO organized periodical meetings with the salt workers and their contractors and urged them for electoral participation.
- The most innovative intervention was a pledge for voting taken by these saltpan workers by holding salt in their hands.
- These efforts led to an increase in the turnout among the saltpan workers by remarkable 12.44 % during 2014 elections.

11.4 INTERVENTIONS WITH SIDDHI COMMUNITY



- Siddhi community (a community of African origin) living in Gir forest area of Junagadh district is another excluded community.
- A variety of awareness activities like camps, meetings, cultural events etc. were organized by Junagadh DEO for motivating them for electoral participation.
- Popular folk art of Siddhi community, Siddhi Dhamal Dance was performed for voter awareness and a short film was prepared based on this and widely disseminated across the entire Junagadh district and on social media for voter awareness.

11.5 INTERVENTIONS FOR THE THIRD GENDER COMMUNITY



Voters from "Others" category in Red FM studio, Vadodara, for discussion on importance of voting.

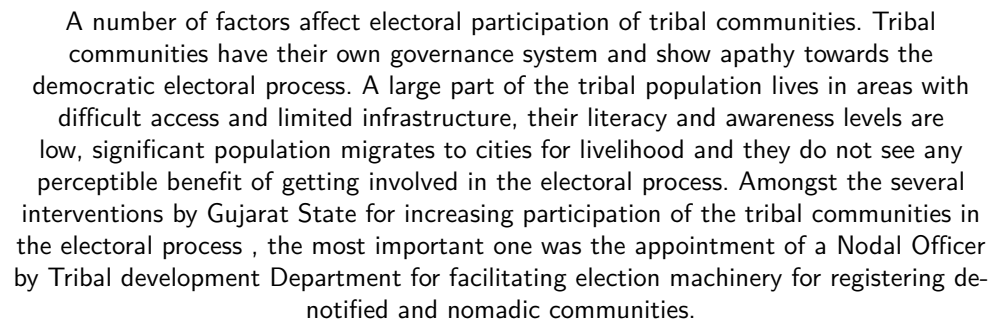
- Awareness campaign was carried out for involvement and registration of third gender/other community by Radio Jockey Devaki.
- A quawwali was prepared and performed by members of the third gender community in a special program in the city of Ahmedabad. This was a unique initiative encouraging the community for their participation in the electoral process.

11.6 UNIQUE CASE OF A SINGLE VOTER



- Deep in the Gir forests of Gujarat in the district of Gir Somnath in 93-Una Assembly Constituency, there is a temple of Lord Shankar, which is over hundred years old, at a place known as Banej. It is looked after by 59-year-old Guru Bharat Das for the last 35 years or so.
- This temple is situated about 20 kilometers away from the nearest inhabitation. There is no bus, train or any other form of public transport connectivity to this area. The Priest survives on the food and other subsistence items brought by the devotees to the temple. The devotees visit this temple only between sunrise and sunset due to presence of wild animals.
- In line with the ECI guidelines for ensuring a polling station within 2 kilometers of distance for any voter, the election machinery has established a Polling Station specially for this lone voter, right next to his temple in a government department's building (the only other construction there, aside from the temple).
- This is the only case of its kind in India where there is a single voter only in an entire polling station!

SVEEP FOR TRIBAL COMMUNITIES



A number of factors affect electoral participation of tribal communities. Tribal communities have their own governance system and show apathy towards the democratic electoral process. A large part of the tribal population lives in areas with difficult access and limited infrastructure, their literacy and awareness levels are low, significant population migrates to cities for livelihood and they do not see any perceptible benefit of getting involved in the electoral process. Amongst the several interventions by Gujarat State for increasing participation of the tribal communities in the electoral process, the most important one was the appointment of a Nodal Officer by Tribal development Department for facilitating election machinery for registering denotified and nomadic communities.

12.1 APPOINTMENT OF NODAL OFFICERS FOR TRIBAL COMMUNITIES

- A proactive step for inclusion of tribal communities was the appointment of a Nodal Officer by Tribal Development Department to facilitate District Election Machinery to register de-notified and nomadic communities.

12.2 TRACKING OF MIGRANT LABOUR

- There is a huge out-migration among tribal communities. However, a large number of migrants return to their homes for celebrating the Holi festival, which fell just over a month prior to the general elections.
- Panchmahal district used this opportunity to track down migrant labourers.
- Volunteers were placed at all major transport points where the migrant workers descended.
- These volunteers interacted with the migrants and prepared a comprehensive list with their registration status and details of the place where they worked.
- From this list, unregistered migrants were identified and the information was shared with the Nodal Officer for Migrants of respective district, where they worked.
- Details of migrants work place were segregated district wise and these details were shared as well with Nodal Officers for Migrants of respective districts, thus enabling them to register them if unregistered, track them for SVEEP activities and motivate them for voting.

12.3 TARGETING WOMEN VOTERS



'Sankalpa' to vote by female voters



- It has been observed that the gender ratio in the elector rolls among tribal areas is in favor of women as compared to the overall gender ratio of the State.
- This may be attributed to the fact that large number of men from the tribal areas migrate to other districts for work and may get registered at the work place.
- In view of the larger population of women in tribal belt, SVEEP activities focusing on women voters were carried out.
- This included Mahila Matdar Rallies, EVM demonstration for women, street plays based on the local folk arts, Rangoli competitions, Folk art painting competitions etc.
- SVEEP activities focusing on women were also carried out by partner CSOs.

12.4 TARGETED SVEEP ACTIVITIES FOR TRIBAL COMMUNITIES



Awareness rally in tribal area of Devgadhi Baria in Dahod



Voters awareness activities at weekly Haats (markets) in tribal areas with posters in local dialect



Voters education stall at weekly Haats (markets) in tribal areas



Awareness activities in various Melas (Fairs) in tribal areas



Awareness with tribal women

- Targeted SVEEP activities were planned for tribal areas, by using cultural/folk art specific to tribal communities.
- For e.g. SVEEP activities based on Tamasha and Warli painting were used in tribal areas of southern Gujarat like Dangs, Valsad, Tapi, Narmada etc as these are popular there.
- Similarly, for tribal areas of Central Gujarat like Panchmahals, Dahod, Vadodara, Chhota Udepur etc, art/folk forms like Tamasha & Pithoda painting, popular in these areas were used for SVEEP activities.
- In Northern Gujarat tribal areas like Sabarkantha, Arvali and Banaskantha, art/folk forms like Bhavai & Toran handwork articles were used for SVEEP activities.
- Five short animation films based on Warli art were developed on topics like Enrollment/Registration, EPIC, Appeal to Vote, Ethical Voting and Women's Participation in Electoral process. These were developed by CSC e-governance Ltd at their own cost, by engaging an animation Graphic designer, Sanjay Madhani.
- These films were on the following topics:
 - Process of Enrollment/Registration,
 - EPIC and its importance
 - Appeal to Vote
 - Ethical Voting and
 - Importance of Women's Participation in Electoral Process

12.5 BIKE RALLY FOR PROMOTING ETHICAL VOTING



SVEEP motor bike rally at Narmada

*This initiative
entered Limca Book
of Records*

- Bike rally for promoting voter turnout and ethical voting was organized by Narmada district with participation of 1214 biker men and women.
- About 1096 male participants covered a 62 km long route covering about 75 villages.
- Similarly about 118 women participants covered a 20 km long route.

12.6 SIGNATURE CAMPAIGN



- A pledge on electoral participation and ethical voting was signed by electors on several 10 meter long pieces of cloth placed parallel to each other
- Participation was by each (219) Gram Panchayats of Narmada district.
- Similarly, a 1 kilometer long piece of cloth was put up at Rajpipla where people signed the pledge.
- Signature campaigns were also undertaken by organizing local haats (markets) at various locations.
- Total 95,672 signatures were collected from all these events.
- This event has been sent for an entry in Limca Book of Records.

12.7 DRAWING COMPETITIONS



- Narmada district organized a drawing competition for students as well as teachers.
- This helped in generating a large number of beautiful drawings with SVEEP messages, which can be used for awareness.

12.8 MOST PLEDGES TO VOTE IN A SINGLE DAY



- A campaign to sign a one page written pledge by individuals in rural and urban areas was taken up in Narmada district.
- A total of 58,398 signed pledges were collected in a single day.
- This initiative entered the Guinness Book of World Records under the category "Most Pledges to Vote in an Election".

This initiative entered Guinness Book of World Records for "Most Pledges to Vote in an Election"

12.9 DISTRICT ICON



- Jaywanti, a young tribal girl from Narmada district, who won the State Archery Championship, was made the District Icon specially to encourage the tribal communities and tribal women for registration and voting.
- This was a highly appreciated initiative as traditionally there is lower participation among women of some tribal populations.

12.10 MATADAR NI SANJH, COLLECTOR NI SAATH: (VOTERS' EVENING WITH THE COLLECTOR)



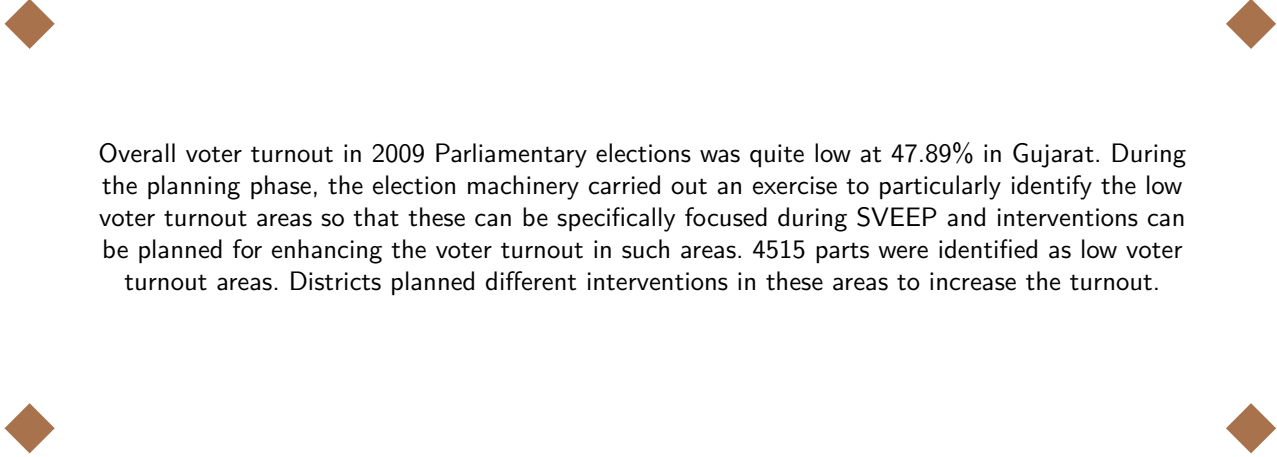
- Chhota Udepur DEO took up a unique initiative called 'Matdar ni Sanj, Collector ni Sathe' (Voters' evening with the Collector)
- In this, the DEO visited one area of identified low turnout every day, and interacted personally with the voters and addressed their queries and issues. This direct one to one interaction encouraged the voters a lot.

12.11 ARCHERY COMPETITION



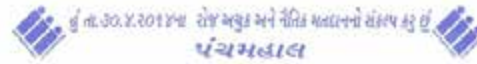
- Narmada district held an archery competition as part of SVEEP with focus on tribal youth.
- The event was attended by about 2000 people.

SVEEP FOR LOW VOTER TURNOUT AREAS



Overall voter turnout in 2009 Parliamentary elections was quite low at 47.89% in Gujarat. During the planning phase, the election machinery carried out an exercise to particularly identify the low voter turnout areas so that these can be specifically focused during SVEEP and interventions can be planned for enhancing the voter turnout in such areas. 4515 parts were identified as low voter turnout areas. Districts planned different interventions in these areas to increase the turnout.

13.1 PLEDGE BANDS



Wrist band

- Panchmahal district carried out a unique experiment in the form of a wrist band.
- A message “Hun Tarikh 30/04/2014 na roj achuk ane naitik matdaan no sankalp karu chhu” (I pledge to surely and ethically vote on 30-04-2014) was printed on the bands.
- About 80,000 Pledge Bands were distributed to 80,000 families in 130 low voters’ turn out polling station areas.
- The BLOs and their team members visited door to door and tied the bands as well as distributed an invitation letter from DEO to the voter’s families and even got pledge letter signed by the voters.
- On the day of the polls, a drop box was kept at every PS, for voters to drop their wrist bands in after voting. Over 50,000 wrist bands were returned.

13.2 AWARENESS RATHS



- Bharuch, Narmada, Panchmahal, Rajkot & Banaskantha carried out an awareness drive specially for low voter turnout areas through the unique medium of 'Awareness Rath's'
- These were specially created buses carrying IEC material for distribution, large TV screens, decorated with awareness messages and also carrying a cultural troupe which performed street plays at prominent sites.
- The Rath moved across the identified low voter turnout areas for raising awareness and encouraging voter participation.

13.3 AWARENESS THROUGH OTHER INTERACTIVE MEDIA



DEO/ARO/AERO and SP/Dy. SP visit to low voter turnout polling stations



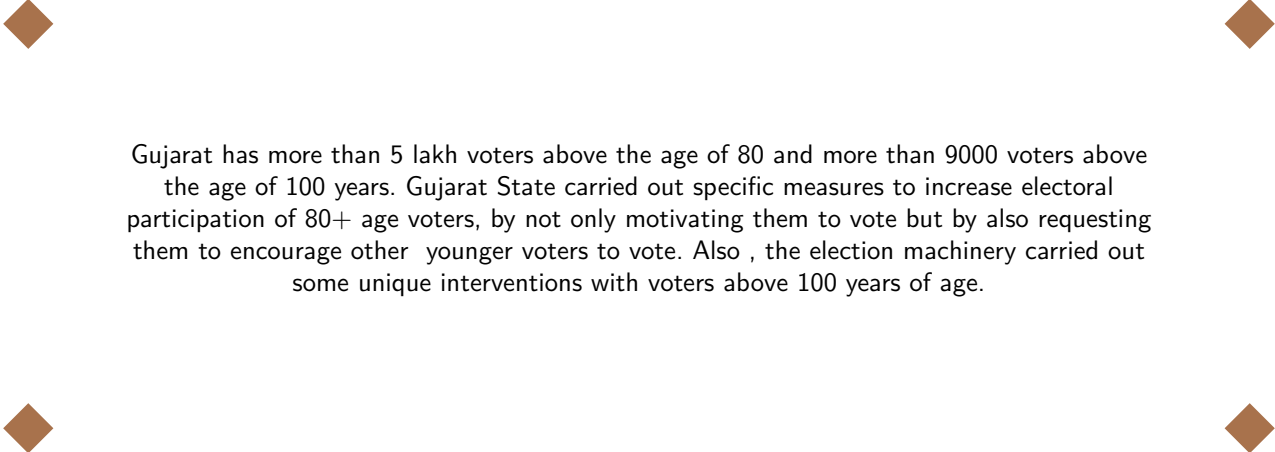
Meeting with villagers of low voter turnout area in Amreli



Meeting with Villagers at Low Voting Turnout - Bagasara (Amreli)

- Awareness was carried out through various media like street plays, folk media etc. as per the local cultural preference in low voter turnout areas of each district, example - Rajkot district carried out Nukkad Nataks/Street Plays in 192 low turnout polling areas.
- Several other initiatives, such as – an evening with the Collector, Coffee with Collector, live interactions with officials etc. are already covered elsewhere in this document, hence not repeated here.

SVEEP FOR 80 PLUS AGED VOTERS



Gujarat has more than 5 lakh voters above the age of 80 and more than 9000 voters above the age of 100 years. Gujarat State carried out specific measures to increase electoral participation of 80+ age voters, by not only motivating them to vote but by also requesting them to encourage other younger voters to vote. Also, the election machinery carried out some unique interventions with voters above 100 years of age.



100+ female voter a district icon for Valsad district

14.1 KANKOTRI – A TRADITIONAL STYLED INVITATION



There are 9019 voters in Gujarat of 100 years of age. Surat has maximum number with 1283 voters of 100 years

- A special invitation, in style of traditional wedding ceremony invitation, was prepared and sent to about 5 lakh+ voters above 80 years of age in order to motivate them to vote and in turn influence the young voters to vote.

14.2 APPEAL BY 80+ VOTERS – A QUICKIE

- Bhavnagar district prepared a quickie involving fifteen 80+ voters appealing to vote and was telecasted through local cable network.

14.3 PLEDGE TO VOTE BY 80+ AGE VOTERS



- Bharuch district organized a function mobilizing 80+ aged voters, who took a solemn pledge to vote with candles held in their hands.

14.4 MOTIVATION THROUGH APPRECIATION



- Junagadh organized inauguration of a Matdar Suvidha Kendra by an 80+ old age voter.
- Felicitation of old age voters was done by the DEOs for encouraging them to vote in Banaskantha, Sabarkantha, Mehsana, Patan, Narmada, Rajkot, Bharuch, Junagadh, Dahod etc.

14.5 MEDIA PROMOTION

- Media took up a proactive role in encouraging the old age voters by highlighting the old age voters across the state, which in turn encouraged other voters to exercise their right to vote.

14.6 WHEEL CHAIR FACILITIES

- Media took up a proactive role in encouraging the old age voters by highlighting the old age voters across the state, which in turn encouraged other voters to exercise their right to vote.




14.7 DOORSTEP EDUCATION


- Awareness about EVM was carried out at doorstep for 80+ old age voters in Junagadh district.




SVEEP IN GENERAL



Overall voter turnout in 2009 Parliamentary elections was quite low at 47.89% in Gujarat. There was a need to increase the voter turnout significantly, not just for some specific areas or communities, but across the whole State. Apart from specific interventions focusing on some specific gap areas, a wide spectrum of interventions were planned to address the population in general and increase the electoral participation and voter turnout. The interventions began well in advance since National Voters' Day 2013 and continued till the poll day on 30th April 2014. SVEEP 2014 was a 360° campaign with use of a plethora of strategies, variety of mediums, novel initiatives, large number of partnerships with government and non-government agencies, involvement of popular personalities as icons to deliver an all-encompassing wide spectrum campaign.



Most of the initiatives are already covered earlier, however, some of the more important ones are covered here to give a sense of the multifarious activities.



15.1 NATIONAL VOTERS' DAY



Quiz competition held in schools involved parents as team members along with their children



- As already mentioned earlier, the National Voters' Day functions were organized at 21,000 Polling Station Locations.
- State Level NVD function was held at Gandhinagar the capital of the State. Dr. Kamala, the Hon. Governor of Gujarat was the chief guest.
- In the run up to the NVD, 2014 a State wide quiz competition was held for creating awareness on electoral process in the democratic system amongst the students studying in 6 to 8 standards, the future voters.
- 951 primary schools including Government and non-Government participated in which 70,246 students and parents formed the teams.

15.2 AWARENESS AT RAILWAY STATIONS



- SVEEP Nodal Officer teams carried out awareness activities on railway stations by partnering with Railways, for educating traveling passengers as well as the people working on railway station like railway staff, stall workers, coolies etc.
- Periodic announcements on voter awareness were also made. Banaskantha DEO organized awareness drive for the labor workers working on Goods Train and their families.

15.3 STATE ICONS



- Popular celebrities hailing from the State were roped in as the State Icons for SVEEP.
- This included cricketer Cheteshwar Pujara, Tennis Player Ankita Raina and bollywood actor Sharman Joshi.
- The State Icons appealed to the citizens for participation and ethical voting. The appeals were disseminated through variety of mediums like hoardings, All India Radio, Doordarshan, Quickies uploaded on website and Facebook etc.

15.4 SANKALP PATRA (PLEDGE)

- A Sankalpa Patra (Pledge) was designed by Mahatma Gandhi International School (MGIS), Ahmedabad.
- 76 lakhs Sankalpa Patras were distributed to students of primary and secondary schools across the State and 71.34 lakhs of these were received back with signature of parents pledging to vote ethically.
- This is considered to be a high impact exercise.

15.5 EKRAR PATRA

બાલ્ય મમ્મી - પાપા

મને એજ શાળામાં પ્રવેશ મળે તે માટે જુદી જુદી શાળાઓમાં પ્રવેશ ફોર્મ ભરતાં જે આપને જોવા છે, મારા ઉજ્જવળ બાલિનો માર્ગ કંઠારવા માટે આપના સખા પ્રયત્નો માટે હું આપનો સત્કારી છું. કુટુંબના મોબી તરીકે આપનો સૌથી વધુ સખા કૌટુંબિક જવાબદારી તથા નોકરી / પંથાની વ્યસ્તતાને કારણે અજાણપણે લોકતાંત્રિક રાષ્ટ્રના નાગરિક તરીકેના ઔરવ સમા "મતદાર" હોવા વિષેની ચકાસણીની લોકતાંત્રિક જવાબદારી ન નિભાવી સકાર્થ હોય એવું બની શકે છે. બાલ્ય મમ્મી - પાપા આપ જાણો છે કે, મતદાર યાદીમાં નામ હોવું એ લોકતાંત્રિક રાષ્ટ્રના નાગરિક હોવાનું ઔરવ તો છે જ, પરંતુ સ્વયં લોકશાહીના જાતન માટે ખુલ્લજ જરૂરી છે. તારીખ : ૧-૯-૨૦૧૩ થી મતદાર યાદીમાં નામ નોંધાવવા / વિગતોમાં ફેરફાર કરવાની કામગીરી સરૂ થનાર છે. મતદાર યાદીમાં આપણા કુટુંબના તમામ સભ્યોના નામની ચકાસણી કરવા તથા નવા નામ નોંધાવા માટે ફોર્મ ભરતાં જોવાની ઉચિત છે.

વિદ્યાર્થીનું નામ :

સંકલનું નામ :

ધોરણ :

વિદ્યાર્થીની સહી

એકરાર

હું એકરાર કરું છું કે, મારા અને મારા કુટુંબના લાયકાત ધરાવતા બધાજ સભ્યોના નામ મતદાર યાદીમાં છે તેની ખાતરી કરી લઉંશ. મતદાર યાદી સુધારણાની કામગીરી અંતર્ગત મારા કુટુંબમાં કુલ સભ્યો પૈકી ૩૧-૧૨-૧૯૯૬ કે તે પછીનાં જન્મતારીખ હોય તેવા મારા કુટુંબના કોઈ પણ સભ્ય મતદાર યાદીમાં નોંધાયેલ ન હોય તો તેમની નોંધણી કરાવી લઉંશ.

આ માટે મૂકેલી પંચ દ્વારા ઉભી કરવામાં આવેલ વ્યવસ્થાની મને જાણકારી છે, તેનો હું મહત્વ ઉપયોગ કરીશ.

વાલીનું નામ :

વાલીનો ફોટો ઓળખાઈ નંબર :

સંપર્ક નંબર :

વાલીની સહી

મતદાર યાદી સંકલ્પે આપને કોઈપણ જાણકારીની જરૂર હોય તો, આપના કુલ લેવલ ઓફિસરનો સંપર્ક કરવો. આપના કુલ લેવલ ઓફિસરની વિગતો મેળવવા -

- કામકાજના દિવસો દરમિયાન - હેલ્પલાઈન નં. ૧૮૫૦
- આપનો "ફોટો ઓળખાઈ નંબર <જગ્યા છે.1>BLO" ટાઈપ કરી ૯૨ ૨૦૫ ૦૦૮૫૮ પર SMS કરો
- www.ceogujarat.ni.in પર લોગઅોન કરો
- આપના નજીકના મતદાર સહાયતા કેન્દ્ર બધવા ઉપામ સેન્ટરની મુલાકાત લો.

- During summary revision in September 2013, Ekrar Patra, a pledge to check and ensure whether the names of all family members are registered in electoral rolls or were distributed to 58,41,486 primary and secondary students.
- Out of these, 47,65,462 Ekrar Patras were received back with signatures of parents.

15.6 KARTAVYABODH ABHIYAN

- This exercise impacted upon 100 % voters of the district of Valsad and it majorly contributed towards Valsad achieving the third highest turnout amongst all districts of the state at 74.28 %.



The Valsad district team headed by DEO overseeing the dispatch of 1,11,111 voters' awareness postcards from a single point

An initiative that entered Guinness Book of World Records for "Most people sending a postcard in a single day" was taken up by Valsad district.

The unique Kartavyabodh Abhiyaan also got place in Limca Book of Records for "Maximum number of Postcards Sent at once" for sending 1,11,111 postcards in an instance.



Dispatch of the post-cards with voters' awareness messages from the partnering department of post

- It entered the Guinness Book of World Records.
- Under this campaign, it was decided to write and send postcards with text messages, pictures, slogans on fundamental duties of voters and other relevant messages.
- The writers/painters were school/college children, SHG members, Aanganwadi workers, members of CSOs, etc.
- As a first step, postal department was contacted for procurement of a large number of postcards.
- The district postal department agreed to supply the required number of post cards with help of postal departments of other districts.
- Thereafter district administration established a system for distribution of the post cards.
- Core groups were formed at village level, taluka level and district level.
- These core groups helped in collecting the post cards from the district and distributing it to students and the members of CSOs
- The village level core group comprised of the Principal of local school and the BLO etc. Similarly the taluka level core group comprised of Mamlatdar (AERO), the Taluka Development Officer (TDO) and officers from ICDS department. The district level core group was headed by the Collector & DEO.
- 10.96 lakhs post cards, equal to the total number of voters in Valsad district, urging voters for electoral participation and ethical voting were written/painted and posted in a single day on 19th April 2014.

15.7 E-GRAM CENTRE



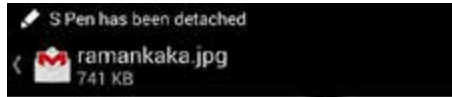
- There are 13,685 e-gram centers across villages of Gujarat providing variety of services related to revenue records, utility bills payment, insurance premium payment etc.
- With a view to using this already functional and ready infrastructure available across 13,685 villages, it was decided to equip the e-gram center for providing election related services also.
- A pilot project for the same was implemented in Gandhinagar district at 5 e-gram centers in 2012.
- Following which, it was expanded to all the 13,685 e-gram centers from 8th September 2013 onwards.
- The services at e-gram centers were inaugurated by young female voters, who had recently completed 18 years and got themselves registered as voters.
- Under this initiative, the e-gram centers provided following services:
 - Application for addition of names in the electoral rolls
 - Application for deletion of names in the electoral rolls
 - Application for modification of names & other details in the electoral rolls
 - Application for transposition of names in the electoral rolls
 - Printing of EPIC cards
 - Printing of relevant pages of electoral rolls
 - Search services (Name in electoral roll, name of PS, status of application, status of grievance etc.)
 - Registration of complaint
 - Application for issue of replacement of EPIC
- The e-gram centers were allowed to take a nominal service charge as fixed by ECI in consultation with CSC e-Governance Service India Ltd., an SPV of Department of Information and Technology, Government of India.
- The Village Level Entrepreneurs (VLE) and Taluka Level Entrepreneurs (TLE) managing the e-gram centers were provided training on the election related services through SATCOM.
- This was a unique initiative undertaken for the first time in India.

15.8 USE OF FOLK ART



- One of the interesting initiatives in SVEEP was development of SVEEP material based on folk art.
- Variety of activities based on different folk art forms were carried out during SVEEP, like hoardings, folk media (Bhavai, Tamasha etc.), Warli painting competitions, Pithora painting competitions, toran handwork competitions etc.
- Five short animation films were developed (The scripts of these films have been attached as Annexure 4).
- These were developed by Shri Sanjay Madnani, a professional animation expert, motivated and roped in by the personal efforts of the then Gujarat Head of CSC e-Governance India Ltd, Shri Anupam Bhatnagar.
- These animation films were widely disseminated through Doordarshan, cable TV and social media platforms and the entire initiative was funded by CSC e-Governance India Ltd.

15.9 USE OF STANDARD STAMPS BY ALL GOVERNMENT DEPARTMENTS



- Sabarkantha district came out with the idea of getting a standard stamp designed giving the poll date for use in all government communication in the district.
- This initiative was not only replicated by all districts, but also at the state level.
- Standard designed stamps giving poll dates were made and distributed to all government offices at state and district level, with the request to use them on all government correspondence with citizens and in general too.
- This was scrupulously followed by state government.

15.10 PHOTO VOTERS SLIPS



Young voters with Photo Voter Slip

- The Photo Voters Slips were distributed to all electors as per instructions of ECI
- This time the original signature of BLOs were put on the PVS.
- A very systematic method of tracking and monitoring of actual distribution was put in place in all districts.

15.11 FESTIVAL BASED INTERVENTION



- Voters' awareness drives were carried out in the entire state along with Holi festivals with symbolic burning of unethical aspects of elections like bribing and influencing voters in name of religion etc. in the Holi pyre.
- Similarly, kite festival is very popular festival across the State and many of the districts distributed kites with SVEEP messages on the occasion.

15.12 INNOVATIVE AWARENESS DRIVE THROUGH USE OF AERO MODELS AND PARA-GLIDERS



- Narmada district experimented with an innovative awareness medium, which is the use of aero models and para-gliders during the signature campaigns and carnivals held at Rajpipla.
- Aero models flew over these events with banners with SVEEP messages.
- Pamphlets were air dropped from para-gliders during these events.

15.13 AWARENESS AT BUS DEPOTS

- Awareness activities focusing on registration and electoral participation of GSRTC staff and stall owners/vendors and their family members, were carried out at ST bus depots by partnering with Transport Department,.
- Announcements were made at bus depots for general awareness among passengers.
- Posters and banners were also displayed at prominent places.

15.14 CULTURAL ACTIVITIES

- Cultural troupes of Youth and Cultural Department performed various activities like Dayro, Bhavai, Street Plays, Garba etc. across State.
- The scripts were prepared by the Department and vetted by CEO Office.
- Total 3908 street plays, folk art competitions etc. were organized in the state by the department.



15.15 RALLIES



- Almost all the districts organized several rallies involving large number of people as part of SVEEP activities.
- This included walkathons, carnivals, cycle rallies, bike rallies, all women rallies, students' rallies, NCC Cadets' rallies, prabhat feris (early morning rallies) and so on.

15.16 MILK POUCH



- DEOs of various districts of State made efforts for pursuing the dairy giant 'Amul', which led Amul to print voter awareness messages like "Greater Participation for stronger democracy – Do Vote" on milk bags for voter awareness, thus reaching lakhs of consumers across the State on a daily basis.

15.17 AWARENESS STICKERS ON LPG CYLINDER & WATER POT



- Stickers carrying the message of voter turnout were pasted on the LPG cylinders to cover almost each house hold.
- Similarly stickers were also pasted on the water pots being sold at roadside.

15.18 AWARENESS ACTIVITIES BY COOPERATIVE SOCIETIES



- Voter awareness was carried out through various cooperative societies in the State.

15.19 AWARENESS ACTIVITIES AT FAIR PRICE SHOPS



- Voter awareness was carried out through posters/ banners at Fair Price Shops

Voting messages were also put up in all Fair Price Shops in the state

15.20 AWARENESS THROUGH DOORDARSHAN

- Partnership with Doordarshan was used for information dissemination on various aspects of electoral process like NOTA, EVM usage, ethical voting, registration, extended hours of polling etc.
- Doordarshan also telecasted various quickies prepared by CEO office.

15.21 AWARENESS THROUGH ALL INDIA RADIO

- Voters' awareness was carried out through news / slogans / messages and live phone-in-program by partnership with All India Radio.

15.22 AWARENESS THROUGH BANKS



Banks actively partnered for SVEEP activities

- A variety of initiatives were implemented by banks as follows:
- Online and free search facilities for name search at bank branches.
- Availability of forms for addition/deletion/correction in electoral rolls.
- Insertion of space for EPIC number in forms filled for opening new account.
- Voter awareness messages on ATM screens at beginning of transaction – “Ensure your name is in the Voter’s List. Application Form no. 6, 7, 8 or 8-A is available with this bank. Updating of Voter’s List is going on since 6th January, 2014.”
- Message on ATM screen on completion of transaction – “If you are registered as a Voter – Do Vote – Thank You.”
- Posters/banners at ATM centers and banks.
- Messages on seal on pay-in-slips at banks

15.23 STAMPED MESSAGES



- Stamped messages on prescriptions by Medical Practitioners under partnership with Indian Medical Association, Gujarat Unit.
- As already mentioned earlier, stamped message '30-4-14 na roj Gujarat Achuk Matdan Karshe' (Gujarat will surely vote on 30th April 2014) on every correspondence by various State & District Government agencies.
- Similarly stamped message on pedas (traditional Indian sweet) outside Dwarka temple, which has a daily footfall of about 1 lakh people.
- Even Courier offices stamped voting turnout messages on all their courier to and fro.



Voting awareness Stamp used by Sparsh Hospital



Stamp used by LIC with voting message

15.24 SPECIAL ENROLMENT CAMPS AT VARIOUS PSUs

- In collaboration with corporate houses and PSUs by ECI, various partner corporates were contacted and camps were organized.
- BLOs remained present at respective offices for facilitating addition/deletion/change in electoral rolls by DEOs.

TABLE 22: DETAILS OF SOME OF THE PSUS WHERE SUCH CAMPS WERE HELD

Sr. No	Location	Address	No. of Forms	Contact Person	Cell No.
RELIANCE					
1	Dahej, Bharuch	Reliance Industries Limited, Dahej Manufacturing Divison, Tal:Vagra, P.O. Dahej, Dist. Bharuch - 392 130., Gujarat	381	Sanjiv Singh	8511734512
2	Hazira	Reliance Industries Limited, Village : Mora, P.O.Bhatha, Surat-Hazira Road, Hazira, Surat - 394510, Gujarat.	140	Captain Rajiv Sharma	9898606161
3	Ahmedabad	High Street, 1st Floor, Above Reliance Fresh, Near Navrangpura Railway Crossing, Navrangpura, Ahmedabad-380009	21	Sohil Shaikh	9998212728
Tata Consulting Services					
4	Vadodara	Ground, 1st & 2nd Floor, Rameshwar Building, Om Business Park, Ellora Park, Subhanpura, Baroda Vadodara - 390023, Gujarat	16	Amit Desai	O: 0265-6652233 M: 9227672002
5	Ahmedabad	Subha Shetlur Administration Tata Consultancy Services Limited 801/1001, Sakar II, Off Ashram Road, Ellis Bridge, Ahmedabad - 380006, Gujarat	38	Subha Shetlur	7966071118

15.25 AWARENESS CAMPAIGN BY CSOs

- Voter awareness activities/campaigns were carried out by various Civil Society Organizations, NSS, RWAs, NYKS, NCC, NLMA, Mahila Samakhyas Society, SHGs etc.

15.26 AWARENESS BY NATIONAL LITERACY MISSION (NLM)

- Preraks of NLM helped in spreading awareness for ethical voting through their shibirs/forums and also prepared brilliant slogans, posters, quickies, jingles etc., which were used later by Doordarshan and All India Radio.

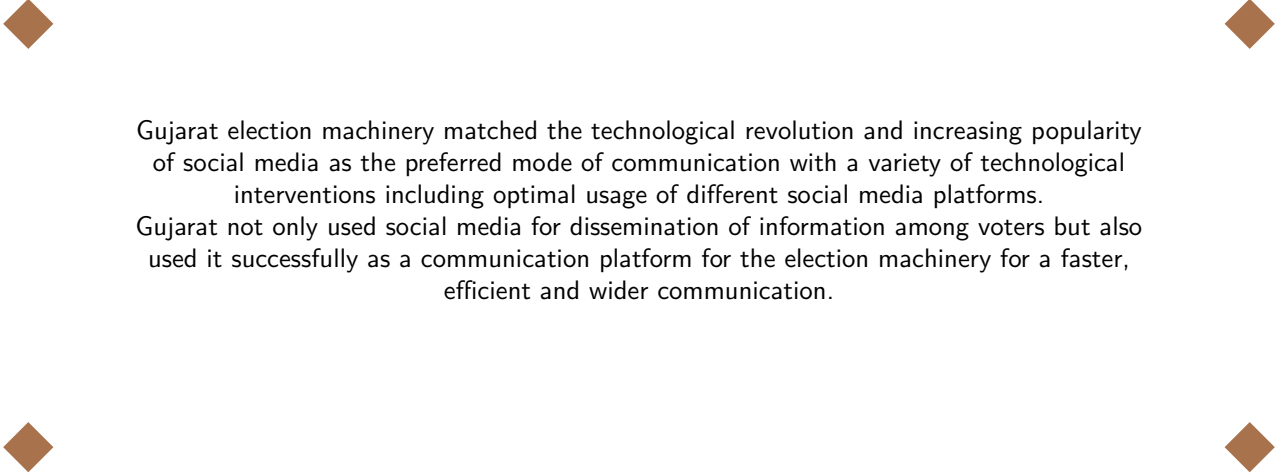


15.27 GENERAL SVEEP ACTIVITIES



- A large number of activities were carried out as part of SVEEP across the State by different districts.
- This included slides in cinema halls, talk shows on radio & TVs, messages through local cable TV networks, hoardings, posters, leaflets, meetings with RWAs, puppet shows, street plays, folk media, musical events, cultural events
- Variety of competitions were also held, ranging from sports to cookery & Drawing to Rangoli, wall paintings, pledge campaigns, signature campaigns, candle marches, stickers, banners, stampings, road shows, quiz programs, human chains, SVEEP caller tunes, SVEEP ring tones, bulk SMS.....this list is not exhaustive.

TECHNOLOGICAL INTERVENTIONS FOR SVEEP



Gujarat election machinery matched the technological revolution and increasing popularity of social media as the preferred mode of communication with a variety of technological interventions including optimal usage of different social media platforms. Gujarat not only used social media for dissemination of information among voters but also used it successfully as a communication platform for the election machinery for a faster, efficient and wider communication.

16.1 YOUTH CORNER



Screenshot of Youth Corner icon on CEO website

- Youth Corner was created on CEO website.
- Youth Corner provided variety of information like it hosted the winning entries from the Young Voter Festival, creations made for all social media interventions, contact details of BLOs, contact details of Campus Ambassadors, contact details of Nodal Officers, facility for posting feedback etc.

16.2 SOCIAL MEDIA SITES



Why Should One Vote??

Why Should One Vote??

- ✓ Each Vote Counts
- ✓ Voting is our Duty
- ✓ Voting is Proud
- ✓ Vote - Spread Your Mind and Make Your Voice Heard

માત્રા મારે બાધવો?

- ✓ હોઠ માત્ર મનુષ્યનો
- ✓ માત્ર બાધવો તો કોઈ જાણીએ/વચાવોડો છે
- ✓ માત્ર બાધવો પેટાઈએ બાધવ છે
- ✓ માત્ર બાધવો બાધવોને વધુ મારાનુ કાચા સમજાવે બાધવો

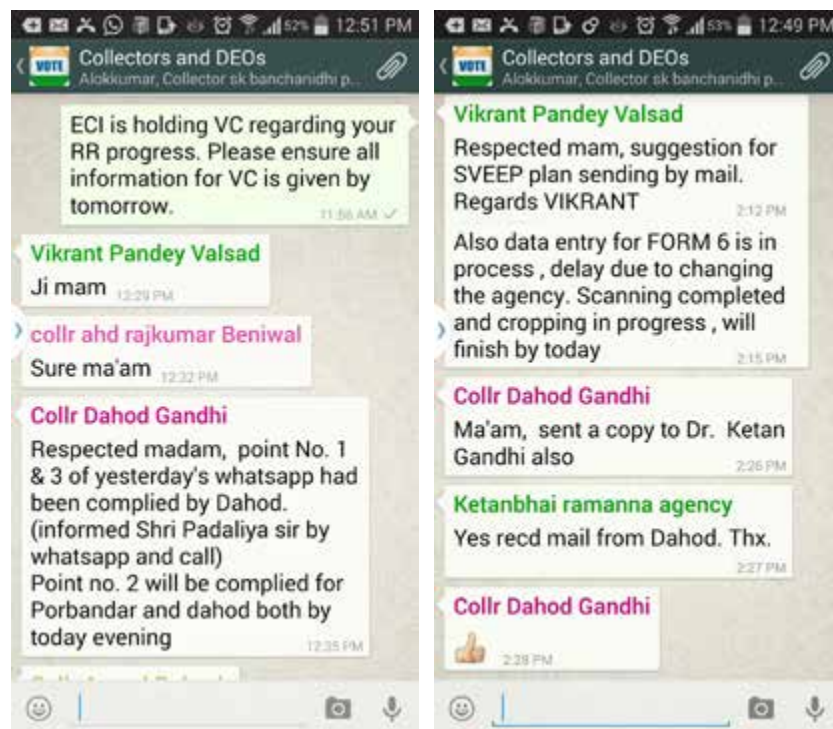
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૩૦ એપ્રિલે અચૂક મતદાન કરો



- A private creative agency was roped in which created about 457 creations on various aspects of voter awareness
- These were then uploaded on different social media platforms.
- Creative content like slogans, poems, short stories, scripts, quickies, jingles, caricature, info-graphics etc. were uploaded through various social media platforms like Facebook, Twitter, WhatsApp, YouTube.
- Free uploading facility was provided by CSC E-Governance India Ltd.

16.3 SHARING & LEARNING THROUGH TECHNOLOGICAL AIDS



- WhatsApp groups of various functionaries were formed for quick dissemination of instructions and for wide dissemination of sharing and learning through each other's experiences.
- Separate groups were formed of all DEOs, Deputy DEOs, ROs, AROs, EROs, AEROs, Sector Officers, BLOs, Nodal Officers, Officers of the CEO office and even of private partners like the Radio partners and were used as one of the key communication platforms.
- Google Drive was extensively used for systematically reporting activities.

16.4 SMART ELECTION MONITORING SYSTEM (SEMS) BY VALSAD DISTRICT

- To facilitate monitoring of the various activities related to election management by large number of election personnel, Valsad developed a unique IT based initiative – Smart Election Monitoring System.
- The activities monitored by SEMS were Vehicle Checking, MCC Violations, Video Surveillance, Electoral Malpractices, and Amenities at Polling Booths, EVM Demonstration Camps and SVEEP Activities.
- The SEMS is an android based mobile application.
- It was loaded on smartphones of all concerned field officers and they were provided training on how to use the application.
- This application helped in real time monitoring and the entire monitoring process became much more efficient and effective.

16.5 PLEDGE - O - METER



- A unique IT based initiative was by Red FM, the ECI Radio Partner.
- Red FM put up a digital 'Pledge-O-Meter' at a prominent site in Ahmedabad along with a large hoarding, where people can take pledge to ethically vote.
- This received a huge response, with about 24 lakhs pledges recorded on this 'Pledge-O-Meter'.

16.6 SLOGAN COMPETITION ON WHATSAPP

- Bhavnagar district, in partnership with the news daily Saurashtra Samachar, organized a 'Voter Awareness Slogan Competition' on WhatsApp.

16.7 SEARCH FACILITIES



- Search facilities to search names in the electoral rolls were provided on websites of all government departments.

16.8 TRAINING FILM SNIPPETS THROUGH BLUE TOOTH TO ELECTION STAKEHOLDERS

- Many of the election functionaries did not have internet connectivity in their mobiles. The DEOs transferred the various training material from their mobile phones to the mobile phones of election functionaries using blue tooth facilities.
- This was a unique case where lack of one technology was countered by use of another technology.
- Election functionaries are also voters and through this technology they had readily available information on postal ballots and EDC process.

16.9 USE OF VIDEO CONFERENCING

- Regular video conferences were carried out by CEO with the district election machinery for reviewing progress of SVEEP activities, sharing of ideas, communication on the ECI instructions from time to time, further planning and so on.
- The CEO also conducted video conference with senior officials of Police Department up to district level to review the law and order situation.
- Similarly it was also used to coordinate and discuss SVEEP activities with the Radio Partners.

16.10 PUBLICISING NOTA BY KACHCHH



કચ્છ જિલ્લા દ્વારા સ્વીપ ની કામગીરીના પ્રચાર-પ્રસાર આજના ટેકનોલોજીના દુનિયા સોરથથી મિડીયાનો ઉપયોગ કરી ફેસબુક એકાઉન્ટ ઓપન કરી SVEEP DIST. KACHCHH નામનું પેજ બનાવવામાં આવેલ છે.

આ પેજના માધ્યમથી સુચારવરને મહત્તમ અંગેની જાગૃતિના મેસેજ પહોંચાડવામાં આવે છે. આ ઉપરાંત રાજ્યના મુખ્ય મંત્રી અધિકારીશ્રીનાં પેજને પણ લીંક કરી શ્રીશ્રી પોતાના ઓનઅફફ સોશિયલ વર્ગે જેવી બાબતોથી અવગત કરાવવાનો પ્રયત્ન કરવામાં આવેલ છે.

લોકસભાની સામાન્ય ચૂંટણીમાં None of the above નું બટન ચૂંટણી પંચ દ્વારા રાખવામાં આવેલ છે. આ બટન બંધો મારીનમાં ક્યા રવાને રહેશે તે અંગે જાગૃતિ આપવા ફેસબુક તેમજ વ્હાટ્સઅપ ના માધ્યમથી બોલો પ્રચાર-પ્રસાર કરવામાં આવી રહ્યો છે.

આ મેસેજને ફેસબુક પેજની ટાઈમલાઈન ઉપર પણ રાખવામાં આવેલ છે તેમજ ફોટો પોસ્ટ પણ કરવામાં આવેલ છે. જેની તસવીરો અંગે સાથેલ છે.

- Kachchh district carried out awareness about NOTA through messages on Facebook and WhatsApp.

16.11 MASS E-MAILING OF CEO'S APPEAL

- An appeal by CEO for registration and voting was sent to a large number of people through mass e-mailing (Attached as Annexure 5).
- Government employees, bankers, members of corporate bodies, media personnel, CSO members, Resident Welfare Associations etc. were sent this appeal e-mail and were requested to further disseminate the appeal among large number of people.

16.12 ANIMATION FILMS BASED ON FOLK ART



- As already mentioned earlier, the then Gujarat Head of CSC e-Governance India Ltd., through his personal effort, motivated and roped in Shri Sanjay Madnani, a professional animation expert, who developed 5 short animation films based on Warli paintings.
- These animation films were widely disseminated through social media platforms. This entire initiative was funded by CSC e-Governance India Ltd.

16.13 VOTING APPEAL MESSAGES



- Six different messages for appeals to the voters especially on the day of poll and the day before the poll were prepared and disseminated through mobile phones to about 50 lakh mobile users with the help of NIC.
- Different appeal messages were sent to voters' mobiles in the pre-poll period and on poll day through collaborating with BSNL.

16.14 CALLER TUNE

- Also a special caller tune was created which was made freely available for voters.

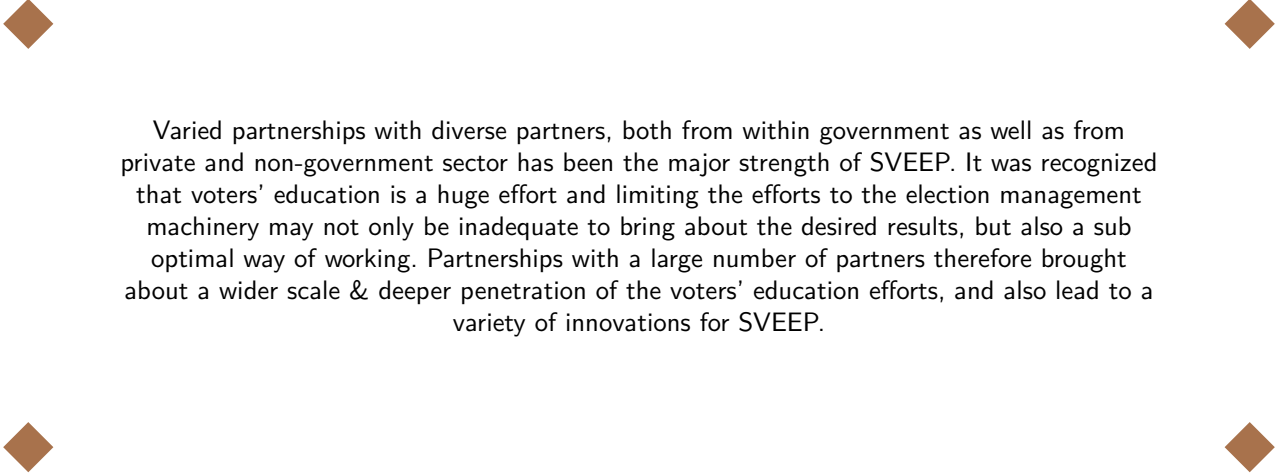
16.15 MOBILE APP 'SETU' CREATED BY POLICE



Screenshot of 'Setu' Mobile Application

- Junagadh Police created a mobile app named 'SETU' under the 'Suraksha Setu' project of Police Department.
- This app provided facility of accessing all details regarding voters and voting information on entering the name of voter.
- It was also possible to lodge any complaint/query by the voters through mobile.

PARTNERSHIPS FOR SVEEP



Varied partnerships with diverse partners, both from within government as well as from private and non-government sector has been the major strength of SVEEP. It was recognized that voters' education is a huge effort and limiting the efforts to the election management machinery may not only be inadequate to bring about the desired results, but also a sub optimal way of working. Partnerships with a large number of partners therefore brought about a wider scale & deeper penetration of the voters' education efforts, and also lead to a variety of innovations for SVEEP.

17.1 CONTRIBUTION OF CENTRAL GOVERNMENT AGENCIES

17.1.1 DOORDARSHAN

Doordarshan made a special effort to shoot quickies with State Icon Ankita Raina. She was constantly traveling and it was not possible to get an opportunity to shoot her appeal to voters. While she was playing a tournament at Pune, Ahmedabad Doordarshan contacted Pune Doordarshan and requested them to organize to shoot the quickies with Ankita Raina. 3 Quickies were prepared with her with the prompt assistance of Pune Doordarshan.



Snapshot of program on voting awareness by Doordarshan

- Developed and broadcasted 'Live Interaction' programs with voters.
- Broadcasted the quickies prepared by CEO office on a regular basis.

17.1.2 NIC

- For dissemination of messages and appeals to large number of voters across State through SMS facility on poll day and the previous day.

17.1.3 BSNL

- For dissemination of messages and appeals to large number of voters through SMS facility during pre-poll period and on poll day.

17.1.4 POST & TELEGRAPH DEPARTMENT

- For stamping posts with voter awareness messages.
- Providing adequate number of post cards to Valsad district. (Valsad district wrote post cards with appeal to vote to about 10.96 lakhs voters)

17.1.5 RAILWAYS



Voters' awareness at railway stations

- For allowing SVEEP activities on railway stations for educating traveling passengers as well as the people working on railway station like railway staff, stall workers, coolies etc. and also for making periodic announcements of voter awareness messages.

17.1.6 NATIONAL LITERACY MISSION (NLM), HUMAN RESOURCES DEPARTMENT



સાધારણ ભારત

૧૮ વર્ષની ઉંમર કરી લીધી પાર
મળ્યો મતનો હવે અધિકાર
ના કરીએ એને બેકાર

દેવપ્રસારન ૧૯૫૦

લામ શોધવા રાત્રે
ઓનલાઈન રજીસ્ટ્રેશન માટે
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ઈ-ગ્રામ

લામ શોધવા માટે SMS કરો
"સાર ઈ-ગ્રામ" your voter ID number
૯૨૨૭૫૦૦૯૫૮

મુખ્ય નિર્વાચન અધિકારી, ગુજરાત

સૌજન્ય : રાષ્ટ્રિય સ્વાસ્થ્ય મોગલ, નવી દિલ્લી
રાજ્ય પ્રીક રિસર્ચ સેલેક્શન ડેવલપ્મેન્ટ,
ગુજરાત જિલ્લાપીઠ સમાલભવન

Voting awareness message for youth by NLM



સાધારણ ભારત

મતદાર યાદીમાં
નામ લખાવીએ.
મતદાર ઓળખ પત્ર
સૌ બનાવીએ.

દેવપ્રસારન ૧૯૫૦

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ગુજરાત જિલ્લાપીઠ સમાલભવન

Voters' motivation message by NLM

- NLM helped in spreading awareness for ethical voting through their Network of Preraks who also prepared effective slogans, posters, quickies, jingles etc., which were used later by Doordarshan and All India Radio after being approved by ECI.



સાધારણ ભારત

મેં તો મત આપ્યો,
તમે.....?

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ઓનલાઈન રજીસ્ટ્રેશન માટે
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ગુજરાત જિલ્લાપીઠ સમાલભવન

Message on registration and EPIC by NLM

17.1.7 NSS, HUMAN RESOURCES DEPARTMENT



Pledge taking by NSS volunteers working as Campus Ambassadors

- As already mentioned earlier, 607 NSS volunteers were identified and appointed as Campus Ambassadors from among 539 colleges across all 33 districts, to work towards encouraging students for registration, turnout and ethical voting.
- The Campus Ambassadors systematically prepared list of all unregistered students and worked towards their registration.
- NSS Volunteers covered 13,000 villages where they carried out awareness on electoral process and encouraging people to participate in the same.
- NSS also deputed 27 Nodal Officers from among the Senior Professors of the colleges, for monitoring all voter awareness related activities of NSS.

17.1.8 NEHRU YUVA KENDRA SANGATHAN (NYKS), HUMAN RESOURCES DEPARTMENT

- This has been covered earlier. Basically, the volunteers of Yuvak Mandals of NYKS visited various residential pockets in the areas where they worked, for identifying non registered but eligible electors and thereafter motivated and helped them to get registered with the help of BLOs.
- The NYKS volunteers also organized and conducted various activities like rallies and street plays to educate the electors on registration and ethical voting.

17.1.9 NCC, HUMAN RESOURCES DEPARTMENT



Training of NCC cadets by BLV, Banaskantha

- NCC cadets carried out awareness drives among the educational institutions across the State and helped in mobilizing youth for registration.
- The NCC Cadets also helped later during the election on poll day for facilitating the voters to reach polling stations and exercise their voting right.

17.1.10 MAHILA SAMAKHYA SOCIETY, HUMAN RESOURCES DEPARTMENT



Mahila Samakhya Cluster Heads being trained

- Awareness efforts regarding registration and voting among women of 6000 villages were carried out through rural network of Mahila Samakhya Society.

17.1.11 CSC E-GOVERNANCE SERVICES LTD., MINISTRY OF INFORMATION & TECHNOLOGY

- CSC e-Governance Services Ltd. provided a payment portal for citizens in the state wide 13,685 e-gram centers, which provided various election related services in villages.
- Apart from this, it also helped in development of creative content like animation films and in uploading creative content and dissemination through various social media platforms.

17.2 STATE GOVERNMENT AGENCIES

17.2.1 EDUCATION DEPARTMENT



Young Voters' Festival being celebrated at one of the educational institution

- Department came out with Government Resolution (GR) to associate process of admissions to all Higher Educational Institutions with voter registration.
- Allowing search facilities to students, staff and their families to check their names in electoral rolls in their computers
- Appointment of Campus Ambassadors, Designated Officers, School Ambassadors in Educational Institutions for motivating students, teachers and their parents for active participation in the electoral process.
- Organizing various cultural events and other awareness activities in Educational Campus
- Displaying Banners, Posters and Pamphlets creating voters' awareness in Educational Campus.

17.2.2 LABOUR & EMPLOYMENT DEPARTMENT

- ITIs ensured that at the time of enrolment of students, their registration status was checked and details of unregistered students were provided to the respective BLOs, thereby ensuring registration of unregistered students.
- Department also facilitated registration of all persons who register themselves in the Employment Exchange every year.
- Coordination with labour contractors/factories to facilitate the contract labour workers for registration and for voting on Election Day.
- Provision of search facilities at each ITI was provided for students to search for their names in the electoral roll
- ITI instructors were trained as Trainers on EVM operations and they further provided services as Trainers for the Election machinery for EVM operations.
- ITI student's services were used for webcasting at the critical Polling Stations in many districts.

17.2.3 WOMEN & CHILD DEVELOPMENT DEPARTMENT

- For awareness through the widespread network of 'Anganwadi Workers' across the State, which has been a major factor in motivating female voters to enroll their name in the Electoral Rolls since summary revision of 2010.

17.2.4 HEALTH & FAMILY WELFARE DEPARTMENT

- ASHA workers (frontline health worker in the flagship health program) were actively involved in facilitating voter registration.
- Facilitated display of publicity material at PHCs and Sub-Centers.

17.2.5 PORTS & TRANSPORT DEPARTMENT



Voting messages being put on vehicles coming to RTO office

- For registration and electoral participation of the staff of GSRTC and stall owners / vendors at each depot
- For awareness among people visiting RTO for license or other works
- RTO contributed in awareness spreading by adding a column for EPIC number in the application form for driving license, thereby ensuring awareness of youth for the same. Also awareness was carried out through stickers pasted on new vehicles visiting RTO office for registration.



Voting messages being put on vehicles coming to RTO office

17.2.6 SPORTS, YOUTH & CULTURAL ACTIVITIES DEPARTMENT



Street play cast consisted of NSS students

- Department put up Street Plays, Bhavais, Tamashas, organized throughout in the State for voters' education based on traditional and folk arts through its professional cultural troupes.
- Provided search facilities for checking name in the voter list in all its libraries.



Street play cast consisted of NSS students

17.2.7 FOOD, CIVIL SUPPLIES & CONSUMER AFFAIRS DEPARTMENT

- Department facilitated the printing and displaying of the publicity material given by the CEO office at petrol pumps, LPG dealers offices, etc. and across the entire network of Fair Price Shops in the State.

17.2.8 URBAN DEVELOPMENT & URBAN HOUSING DEPARTMENT

- Facility provided for enrolment, modification and deletion in electoral roll during birth / death / marriage registration process in urban areas.

17.2.9 PANCHAYATS, RURAL HOUSING & RURAL DEVELOPMENT DEPARTMENT

- Facility provided for enrolment, modification and deletion in electoral roll during birth / death / marriage registration process in rural areas.
- Set up a mechanism to ensure that all SHG members and their eligible family members are registered as voter.
- Involvement of Sakhi Mandals for awareness creation, particularly among women voters.
- Sankalpa Patras were signed by SHG members.

17.2.10 AGRICULTURE & CO-OPERATION DEPARTMENT

- Department issued Government Resolution (GR) making it mandatory to associate admissions in Agricultural Colleges with registration.
- Provided search facilities to students, staff and their families to check their names in electoral rolls in their computers.
- Organized various cultural events and other awareness activities in campus.
- Various cooperative societies in State supported voter awareness initiatives through sponsorships.

17.2.11 DEPARTMENT OF SCIENCE & TECHNOLOGY

- Participation in the National Science day celebration event to organize young voter awareness programs and providing slots for awareness and education programs.

17.2.12 WATER AND SANITATION MANAGEMENT ORGANISATION



Awareness activities by Paani Samiti members

- As already mentioned earlier, “Pani Samitis” are active in 8000+ villages through well-structured and effectively trained members.
- Involvement of ‘Pani Samiti’ (Water Committee) was mainly for female voters’ awareness.
- Also organization carried out various voters’ awareness activities, printed and displayed voters’ educational materials (for voter registration as well as for voter turnout) in entire program area and facilitated registration by identifying mission persons and informing concerned BLO.

17.2.13 URBAN LOCAL BODIES

- Facility provided for deletion / modification in electoral roll during birth / death / marriage registration process in urban areas in municipal corporation areas.
- Ward Sabhas were conducted in various urban areas by BLOs.
- Electoral rolls were read in the Ward Sabhas and forms were distributed as required for registration.
- There were also activities like street plays during the Ward Sabhas by Campus Ambassadors and sometimes by Cultural Troupes.
- Awareness through various media like hoardings, posters, banners etc.

17.3 NON-GOVERNMENT & PRIVATE AGENCIES

17.3.1 CIVIL SOCIETY ORGANISATIONS

- Various Civil Society Organizations, RWAs, SHGs collaborated for multifarious activities undertaken for educating the voters.
- At district level various CSOs like Giants Group, Lions Club, Rotary Club, Red Cross Society, Merchants' Association, Builders' Association, Medical Association, State Level Bankers' Committee, Architects Association, Diamond Association, etc. even sponsored awareness activities
- Vicharata Samudaya Samarthan Manch (VSSM) being a NGO working predominantly with nomadic tribes. A partnership was forged for ensuring registration by the nomadic community members and to enhance their electoral participation. VSSM shared the list of eligible but unregistered nomads with the BLOs and facilitated their registration.
- Jivraj tea printed messages on their tea packs.

17.3.2 MAHATMA GANDHI INTERNATIONAL SCHOOL (MGIS)



MGIS students work with a team of lawyers on a comic book about rights and duties and related laws

- Took up the challenge of communication through development of multiple concepts for quickies targeting all categories of voters.
- Established the inter-school "Ahmedabad Student Parliament" with focus on the youth and gave them a platform to share their perspectives about governance. The motive behind this forum was to spread voting awareness in the age group of 15-17 years, which are the future voters.
- Designed the Sankalp Patra, a pledge to vote by the students of MGIS.
- Inculcated SVEEP in school curriculum
- Created e-comic book for students to understand democratic processes.
- Conceptualized and designed the Young Voters Festival of Gujarat

17.3.4 RADIO MIRCHI



Radio Brand Ambassador Dhvanit Thaker conducting voter awareness at World TB Day celebration

- Radio Mirchi, our official partner for Lok Sabha Election, 2014 took up voter awareness and voter engagement activities particularly targeting youth and urban voters. Intense campaigning by Radio Jockeys was carried out through various activities / programs.
- Also created various jingles, slogans and messages.

17.3.5 RED FM



An off-air mass awareness program by Red FM

- Red FM disseminated on-air and off-air awareness messages
- Appointment of 3 Radio Jockeys as Youth Ambassadors was done by ECI.
- Various items like garba, songs, quawwali, messages were prepared and disseminated.
- Also hoardings with popular RJs urging voters to vote were put up at prominent locations and on social media sites.
- They organized a program, Coffee with Collector (DEO), specifically targeting youth at Rajkot, which was a big hit.

17.3.6 BANKS

- Provided search facility to the customers to check their names in the voters' list in their branches.
- Made available various application Forms for registration / deletion / corrections of the names of the voters
- EPIC number column added in the new account opening forms.
- Other initiatives included voter messages on stamping on pay-in-slips, providing screen space on ATMs for voter awareness messages, display of banners and posters at banks and ATM centers.

17.3.7 AMUL



- Amul printed voter awareness messages on milk bags, which reached every corner of the State every morning

MONITORING & LEARNING

18.1 FOCUS AREAS FOR MONITORING

Specific areas for monitoring were identified to ensure a focused approach. Following areas were identified as key areas, which needed to be monitored on a regular basis:

1. SVEEP for addressing gender gaps and registration of women
2. SVEEP for correcting the rolls to bring it as closer to the census EP ratio as possible
3. SVEEP for district specific gaps in registration and voter turnout
4. SVEEP for low voter turnout areas/Polling Stations
5. SVEEP for registration of youth and motivating them for exercising their voting right
6. SVEEP for registration of female voters and motivating them for exercising their voting right
7. SVEEP for increasing electoral participation by migrants and excluded communities
8. SVEEP in general

18.2 STRUCTURE FOR MONITORING & LEARNING

- At State level, Core committee was formed for the purpose. It was led by CEO and comprised of Joint CEO (SVEEP) and Deputy Secretary (SVEEP).
- Similarly District level Core committee were formed at each district level, led by the District Election Officer and comprising of Nodal Officer (SVEEP) & others.

18.3 MONITORING AND LEARNING SYSTEM

The monitoring and learning system comprised of a number of different methods as can be seen below:

1. State level monitoring meetings

- These were held periodically which were attended by all the SVEEP Nodal Officers from the districts.
- This meeting was led by the CEO and facilitated by the Joint CEO (SVEEP).
- During the meetings, all SVEEP plans and activities were reviewed district wise and inputs were provided for additions/modifications.
- Specific gap areas for each district and related SVEEP activities for addressing these gaps were reviewed.
- These meetings also proved to be a good platform for horizontal learning for the districts.
- Innovative practices, which were relevant across State or for any specific districts were adopted for replication either State wide or by districts where it were relevant.
- These meetings also ensured consistent focus by the district on the identified gap areas.

2. Another important monitoring and learning platform was the formation and usage of WhatsApp groups.

- Different category wise WhatsApp groups were formed for DEOs, Dy DEOs and SVEEP Nodal Officers.
- In fact there were WhatsApp groups down till the BLO level.
- The CEO and Joint CEO (SVEEP) were part of these groups and led the groups for regular sharing of different SVEEP activities being conducted in their respective districts.
- Photographs and video clips of the activities were also shared in abundance.
- This proved to be a very valuable platform as it provided real time inputs on a daily basis, and also an opportunity for inputs, suggestions and feedback in real time.
- This also proved to be a very live and valuable platform for horizontal sharing and learning. Innovations could be immediately replicated as applicable.

3. Similarly Google Drive was extensively used for monitoring different activities. All the reports were regularly uploaded on Google drive by each district and feedback provided.

CALENDAR OF ACTIVITIES FOR ACTION PLAN FOR YEAR OF ELECTORAL ROLLS					KACHCHH	BANASKANTHA	PATAN	MAHESANA	SABARKANTHA	GANDHINAGAR	AHMEDABAD	SURENDRANAGAR
S.R. NO.	ACTIVITY	START DATE	REPORTING DATE ON OR BEFORE	DEO TO REPORT:								
6 (a)	Re-starting Matdar Sahayata Kendra (MSK) at all Dist. Headquarters Updating the list of BLOs by checking retirement details (Primary School teachers retiring in May or October of the given year)	1/4/2013	1/4/2013	Date of starting	1/4/2013	8/4/2013	1/4/2013	15-04-2013	1/4/2013	01.04.2013	1.4.2013	1/4/2013
2(a)		30/04/2013	15/05/2013	1. Date of Completion 2. Number of entries updated 3. Total number of BLOs as on 24/5/13	08-05-2013 1581	19/05/2013,2317	1. 18/05/2013 2. 1044 3. 1044	15-05-2013 (Total BLO 1615.)	1. 19/05/2013 2. 2146 3. 2146	20.05.2013 Except 36-Gnr AC Due to Pilot Project The 36-Gnr AC is also updated on 05.07.2013. Total 1161 BLOs updated.	1. 20.6.2013 2. TOTAL 5065 BLOs entries updated 3. Total no of BLO are 5065.	(1) Dt. 14-05-2013 (2) Total 1299 entries updated (3) Total number of BLOs as on dt.24-05-2013 are 1299. certificate sent on dt.16-05-2013
8 (c)	Publicity for MSK in e-Gram in Gandhinagar District	1/5/2013	15/05/2013	Mode of publicity	NA	-	Not Applicable	Not Applicable	Not Applicable	From 01.05.2013 publicity for MSK in e-Gram in Gandhinagar as Pilot Project, like Press Note, Gram Sabha, Posters etc. activity taken place.	NOT APPLICABLE	NOT APPLICABLE
9 (d)	DEO level meeting with Municipal Commissioner, DDO, and Chief Officers – Municipal Commissioner, DDO and Chief officers have plenty of manpower and other resources at their command. DEOs in this meeting will try and identify all possible methodologies of cooperation for enlisting their support for voter awareness and SVEEP. These strategies shall then find a place in the SVEEP Plan.	1/5/2013	15/05/2013	Date of holding meeting	25-06-2013	28/04/2013	8/5/2013	15-05-2013 18-05-2013 (Chief Officer)	15/05/2013	DEO Level Meeting was held on 24.05.2013 with four nagarpalikas and municipal corporation.	4.7.2013	dt.24-6-2013
9 (a)	Assembly-wise and Polling Station-wise statistical analysis for preparation of SVEEP Plan and identification of target polling stations and target groups for SVEEP intervention.	1/5/2013	20/05/2013	Targets for SVEEP- a) categories or groups/such as youth, women, urban, etc); b) name of excluded communities; if any; c) Target number of PS	All EROs and AERDs have been given 15 parts Top to Bottom to analyse the EP Ratio, Gender Ratio, EPIC & PERL	a) Registration of youth and female voters we short out low gender ratio booth and 10 part to give aro and 10 part to aaro personally checked age chohart and ep ratio	28/05/2013 All EROs / AERDs and 3 other Dy Collec tors were provided the list of parts with low Gender Ratio, parts with Extremely high and low PERL ratio and parts with low EPICInc	Targets for SVEEP a) identified Top 20 and Bottom 20 Parts for each ac where gender and EP ratio are high or low b) Registratin of women and young electors.	Youth Age group 18-29+ 51500 Polling Station Total - 488	460 Parts for Gender Ratio and 156 Parts for EP Ratio are identified Special Focus on these parts as a SVEEP intervention.	A) Urban population particularly in higher class & extreme lower class. B) rill. C) 630 polling stations where gender ratio/EP ratio is low and voters turnout in 2012 election very low.	List prepared of 50 PS where voter turnout is less considering average of particular AC

Sample of use of Google Drive for monitoring

Apart from the above, the team of Joint CEO (SVEEP) also carried out a regular monitoring of SVEEP activities through periodic phone calls to each district.



SECTION FOUR

The Result

OUTCOME

Outcomes of SVEEP are defined in terms of increase in registration and increase in voters' turnout.

19.1 INCLUSION IN ELECTORAL ROLL AND REGISTRATION OF ALL ELIGIBLE ELECTORS

The EP ratio in 2009 was 64.08 as per rolls and 61.07 as per census. Thus there was a gap of 3.01% between both. This indicated over registration or need for correction for shifted, dead, duplicate or repeated names. With the efforts made for roll cleaning during the last five years, the EP ratio for the draft rolls in 2014 was 61.08% as against the census EP ratio of 65.22%, thus showing a gap of 4.13%, or an indication of missing electors as compared to the census data. The same was addressed through rigorous efforts for roll revision and thus the EP ratio in final rolls as on 30th March 2014 was 63.55, reducing the gap from 4.13% to 1.67%.

TABLE 23: ELECTION ROLL DATA AS ON 30TH MARCH 2014 AND CHANGE IN IT AS COMPARED TO DECEMBER 2013

No. & Name of Parliament Constituency	Electors of Draft Roll - 2014				Addition - 2014				Deletion - 2014				Net Inc. / Dec. - 2013			
	Male	Female	Other	Total	Male	Female	Other	Total	Male	Female	Other	Total	Male	Female	Other	Total
1 Kachchh (SC)	772753	694970	1	1467724	55563	57497	0	113060	22450	25055	0	47505	33113	32442	0	65555
2 Banaskantha	770261	696499	7	1466767	36589	36064	0	72653	11055	12983	0	24038	25534	23081	0	48615
3 Patan	812616	749334	7	1561957	46038	50366	0	96404	13325	17422	0	30747	32713	32944	0	65657
4 Mahesana	747590	692110	2	1439732	41715	43030	0	85545	12403	15001	0	20364	29232	27949	0	57101
5 Sabarkantha	797958	745977	0	1543935	47847	55416	1	103264	15031	20003	0	35034	32816	35413	1	68230
6 Gandhinagar	858499	792620	1	1651132	64115	63998	5	128118	22587	23586	0	46173	41528	40412	5	81945
7 Ahmedabad East	812731	711126	3	1523863	57420	56548	1	113969	19534	19035	0	38569	37886	37513	1	75400
8 Ahmedabad West (SC)	779899	711861	6	1491767	47970	50908	2	98880	27913	29524	1	57438	20057	21384	1	41442
9 Surendranagar	845819	746192	7	1592012	44568	47769	2	92339	13899	15445	0	29344	30669	32324	2	62995
10 Rajkot	820498	740405	1	1560908	68784	79586	2	148372	24919	29142	0	54061	43865	50444	2	94311
11 Porbandar	785652	707657	4	1493323	38848	48479	0	87327	18465	24711	0	43176	20383	23768	0	44151
12 Jamnagar	742866	672311	1	1415193	42307	45246	0	87553	15714	18130	0	33844	26593	27116	0	53709
13 Junagadh	751173	691737	6	1442911	41352	49816	2	91170	21282	28188	0	49470	20070	21628	2	41700
14 Amreli	754749	683622	1	1438372	37045	43027	0	80072	14390	18016	0	32406	22655	25011	0	47666
15 Bhavnagar	807322	730731	1	1538064	41344	43431	14	84789	14816	14310	1	29127	26528	29121	13	55662
16 Anand	752288	686691	9	1438988	38666	38649	1	77316	10166	9645	1	19812	28500	29004	0	57504
17 Kheda	805168	737844	1	1543024	43480	44032	1	87513	16094	15748	0	31842	27386	28284	1	55671
18 Panchmahal	792662	730752	2	1523417	40551	41303	1	81855	14110	15969	0	30079	26441	25334	1	51776
19 Dahod (ST)	685858	672384	3	1358249	35124	40892	0	76016	9193	13851	0	23044	25931	27041	0	52972
20 Vadodara	804278	743773	1	1548068	61189	62649	8	123846	16951	17388	0	34339	44238	45261	8	89507
21 Chhota Udaipur (ST)	773571	713483	5	1487059	38943	39673	0	78616	14680	15110	0	29790	24263	24563	0	48826
22 Bharuch	707910	654684	2	1362615	39786	43110	7	82903	13020	15197	1	28218	26766	27913	6	54685
23 Bardoli (ST)	797034	752292	9	1549335	47492	48147	3	95642	14996	16033	1	31030	32496	32114	2	64612
24 Surat	776630	650503	2	1427160	59968	55001	2	114971	32799	25312	0	58111	27169	29689	2	56860
25 Navsari	922708	748792	4	1671544	72538	63875	8	136421	23322	20232	0	43554	49216	43643	8	92867
26 Valsad (ST)	753640	711631	1	1465272	39855	44840	0	84695	18477	19531	0	38008	21378	25309	0	46687
Total of State	2043213	1856998	26	39002391	122909	129415	60	2523309	45167	49344	5	94712	77742	79870	55	157618
	3	9	9		7	2			1	7		3	6	5		6

19.2 INCLUSION OF YOUTH VOTERS

One of the important areas in roll revision is registration of youth in 18-19 years of age cohort, who have become eligible to vote for the first time. Total 8,73,184 youth in age cohort 18-19 were registered and added to the roll during the roll revision in 2014. The following table shows the district wise addition in male and female voters in age cohort 18-19 years.

TABLE 24: ADDITION IN THE REGISTRATION OF 18-19 AGE COHORT FROM DRAFT ROLL TO ELECTION ROLL

Parliament Constituency wise 18-19 Addition: Draft Roll - 2014 to PC Election Roll - 2014					
No. & Name of Parliament Constituency		18-19 Addition - 2014			
		Male	Female	Other	Total
1	Kachchh (SC)	20110	13274	0	33384
2	Banaskantha	23731	13070	0	36801
3	Patan	23769	14869	0	38638
4	Mahesana	20941	12197	0	33138
5	Sabarkantha	24208	16103	0	40311
6	Gandhinagar	20571	12440	1	33012
7	Ahmedabad East	19006	11316	0	30322
8	Ahmedabad West (SC)	15773	10607	0	26380
9	Surendranagar	23450	12976	0	36426
10	Rajkot	21374	14052	1	35427
11	Porbandar	17968	12181	0	30149
12	Jamnagar	17844	10615	0	28459
13	Junagadh	21798	15352	0	37150
14	Amreli	19519	12370	0	31889
15	Bhavnagar	21765	12363	0	34128
16	Anand	18617	10649	0	29266
17	Kheda	21101	11835	0	32936
18	Panchmahal	23227	14089	0	37316
19	Dahod (ST)	21502	16316	0	37818
20	Vadodara	19484	12583	0	32067
21	Chhota Udaipur (ST)	20343	12708	0	33051
22	Bharuch	18900	13515	3	32418
23	Bardoli (ST)	20238	15290	0	35528
24	Surat	18136	11367	0	29503
25	Navsari	20726	14258	1	34985
26	Valsad (ST)	18340	14342	0	32682
Total of State:-		532,441	340,737	6	873,184

19.3 INCREASE IN ELECTORAL PARTICIPATION AND VOTER TURNOUT

19.3.1 OVERALL VOTER TURNOUT

The overall voter turnout in 2014 Parliamentary Elections was 63.66%, which was a remarkable increase from the 47.89% turnout in the previous Parliamentary Elections in 2009. 2014 also marked the highest ever voter turnout increase over previous elections in the State, in the history of Parliamentary Elections. The increase in overall voter turnout was 15.77% as compared to 2009 elections.

Bardoli PC recorded the highest voter turnout with 74.94% turnout. Apart from these, 4 other PCs, viz. Vadodara, Chhota Udepur, Valsad and Bharuch recorded voter turnout above 70%.

In comparison to the 2009 Parliamentary Elections, the highest increase in voter turnout, 21.92% was recorded in Vadodara PC, which is significantly higher than the State average increase of 15.77%.

The following table shows the comparison between the PC wise voter turnout for 2009 and 2014 Parliamentary elections.

TABLE 25: PARLIAMENTARY CONSTITUENCY WISE VOTER TURNOUT COMPARISON BETWEEN 2009 AND 2014.

Parliament Constituency wise 18-19 Addition: Draft Roll - 2014 to PC Election Roll - 2014					
No. & Name of Parliament Constituency		18-19 Addition - 2014			
		Male	Female	Other	Total
1	Kachchh (SC)	20110	13274	0	33384
2	Banaskantha	23731	13070	0	36801
3	Patan	23769	14869	0	38638
4	Mahesana	20941	12197	0	33138
5	Sabarkantha	24208	16103	0	40311
6	Gandhinagar	20571	12440	1	33012
7	Ahmedabad East	19006	11316	0	30322
8	Ahmedabad West (SC)	15773	10607	0	26380
9	Surendranagar	23450	12976	0	36426
10	Rajkot	21374	14052	1	35427
11	Porbandar	17968	12181	0	30149
12	Jamnagar	17844	10615	0	28459
13	Junagadh	21798	15352	0	37150
14	Amreli	19519	12370	0	31889
15	Bhavnagar	21765	12363	0	34128
16	Anand	18617	10649	0	29266
17	Kheda	21101	11835	0	32936
18	Panchmahal	23227	14089	0	37316
19	Dahod (ST)	21502	16316	0	37818
20	Vadodara	19484	12583	0	32067
21	Chhota Udaipur (ST)	20343	12708	0	33051
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23	Bardoli (ST)	20238	15290	0	35528
24	Surat	18136	11367	0	29503
25	Navsari	20726	14258	1	34985
26	Valsad (ST)	18340	14342	0	32682
Total of State:-		532,441	340,737	6	873,184

19.3.2 INCREASE IN VOTERS' TURNOUT AMONG WOMEN VOTERS



The voters' turnout among women voters went up to 59.44% in 2014 as compared to 43.36% in 2009. There was an overall increase of 16.08% in turnout by women as compared to 2009 elections.

The highest turnout among women was recorded in Valsad PC i.e. 73.03%. Bardoli and Bharuch were the other two PCs where the women turnout was above 70%.

Compared to 2009, Vadodara PC recorded the maximum increase in women turnout, which was 23.44% more than 2009.

19.3.3 INCREASE IN VOTERS TURNOUT AMONG URBAN VOTERS

The overall voter turnout in the six PCs with predominantly urban population went up from 47.4% in 2009 to 64.86% in 2014. Vadodara PC recorded a massive jump from 49.02% in 2009 to 70.94% in 2014.

19.3.4 INCREASE IN VOTERS TURNOUT AMONG TRIBAL VOTERS

Among PCs with predominantly tribal population, the overall voter turnout went up from 55.12% in 2009 to 71.9% in 2014.

The turnout among tribal women among these PCs went up from 52.62% in 2009 to 69.22% in 2014.

Bharuch PC recorded a huge voter turnout with 82.94% overall turnout and 80.25% women voter turnout.

Particularly notable is the case of Panchmahal PC, where traditionally there always has been a low voter turnout. The overall voter turnout went up from a dismal 41.09% in 2009 to 58.87% in 2014. The turnout among women in this PC also went up from a meager 38.61% in 2009 to 53.22% in 2014. [

19.3.5 INCREASE IN VOTER TURNOUT AMONG EXCLUDED COMMUNITIES

As an example, the most difficult case of resistance to democratic participation, that is, that of the Satipatis, is recorded here. As can be seen below there was remarkable increase in their participation in the 11 villages where they are generally residing in Dangs district.

TABLE 26: INCREASE IN VOTING TURNOUT AMONG SATIPATIS IN DANGS DISTRICT

Name of villages	% of voting in 2009 (L.S.)	% of voting in 2012 (L.A.)	% of voting in 2014 (L.S.)
Dhulda	28.57	52.25	60.30
Dokpatal	38.05	61.27	70.88
Ambapada	65.13	68.45	87.59
Sati	58.51	70.39	74.42
Barda(Waghai)	32.43	87.42	62.70
Vasurna	66.86	64.11	83.59
Lahandabas	69.01	83.59	79.18
Nimbarpada	75.09	93.16	95.16
Divdayavan	65.18	74.87	74.62
Dhongiamba	27.24	48.61	66.05
Bhisya	51.88	66.92	77.06

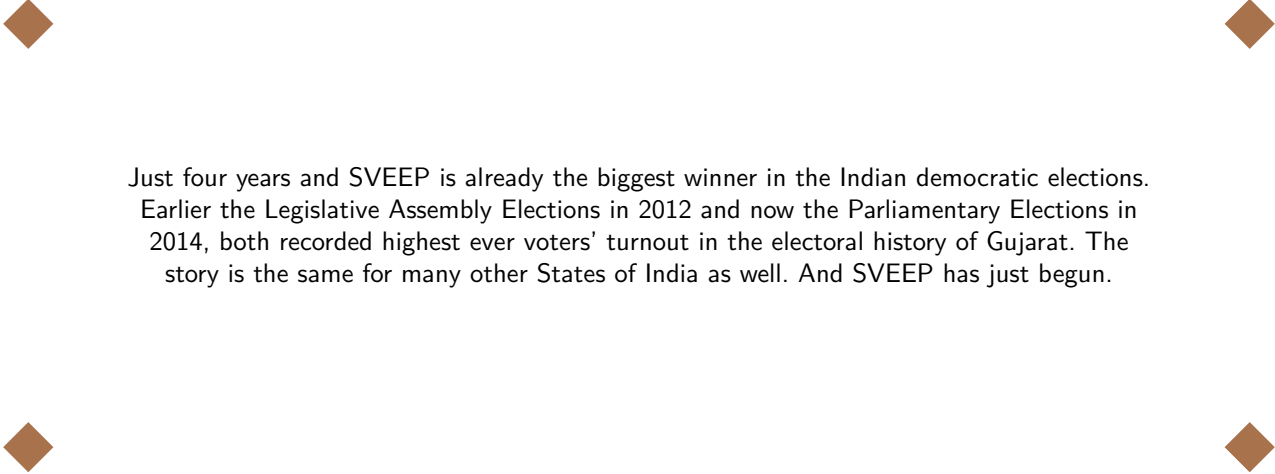
19.3.6 INCREASE IN VOTING BY ELECTION STAFF AND POSTAL BALLOTS

The voting through postal ballot recorded a massive jump from mere 1968 in 2009 to 1,23,869 in 2014. This was really a great achievement as the usual trend is that the functionaries involved in election duties tend to avoid voting or exercising their right through postal ballots. 2014 elections brought about a revolutionary change in this trend with a record high voting through postal ballot. Many other election functionaries voted through the provision of Election Duty Certificate (EDC).

TABLE 27: PARLIAMENTARY CONSTITUENCY WISE VOTING THROUGH POSTAL BALLOT

Parliament Constituency wise Voting Through Postal Ballot							
No. & Name of Parliament Constituency		2009			2014		
		Total	Rejected	Valid	Total	Rejected	Valid
1	Kachchh (SC)	133	21	112	4958	901	4057
2	Banaskantha	85	25	60	4150	732	3418
3	Patan	45	36	9	6937	817	6120
4	Maheana	91	39	52	6560	37	6523
5	Sabarkantha	30	1	29	9893	1861	8032
6	Gandhinagar	375	7	368	8358	1519	6839
7	Ahmedabad East	170	81	89	6261	1001	5260
8	Ahmedabad West (SC)	48	25	23	5085	951	4134
9	Surendranagar	35	17	18	6864	762	6102
10	Rajkot	260	58	202	5188	714	4474
11	Porbandar	117	1	116	5570	552	5018
12	Jamnagar	29	6	23	3934	346	3588
13	Junagadh	77	6	71	4776	879	3897
14	Amreli	21	0	21	4110	799	3311
15	Bhavnagar	76	18	58	5152	742	4410
16	Anand	23	17	6	4083	368	3715
17	Kheda	452	124	328	6141	1558	4583
18	Panchmahal	44	14	30	8026	1555	6471
19	Dahod (ST)	9	9	0	6124	1054	5070
20	Vadodara	77	5	72	6512	591	5921
21	Chhota Udaipur (ST)	41	19	22	7081	1081	6000
22	Bharuch	45	42	3	4741	849	3892
23	Bardoli (ST)	165	1	164	5238	771	4467
24	Surat	33	10	23	1876	461	1415
25	Navsari	46	9	37	4462	729	3733
26	Valsad (ST)	41	9	32	4398	979	3419
Total of State :-		2568	600	1968	146478	22609	123869

AND THE JOURNEY CONTINUES....



Just four years and SVEEP is already the biggest winner in the Indian democratic elections. Earlier the Legislative Assembly Elections in 2012 and now the Parliamentary Elections in 2014, both recorded highest ever voters' turnout in the electoral history of Gujarat. The story is the same for many other States of India as well. And SVEEP has just begun.

SVEEP is now an integral part of election management. And with each election, it only improves for we learn more about what works and what doesn't. The learning from the 2012 Legislative Assembly Elections helped in planning and implementing SVEEP in a much better manner in 2014. Similarly, the learning from SVEEP 2014 paves the path for further improvement for future generations of SVEEP. Some of the significant learning from SVEEP 2014 have been presented herewith.

20.1 PLANNING - *A good plan is half the battle won.*

The voting through postal ballot recorded a massive jump from mere 1968 in 2009 to 1,23,869 in 2014. This was really a great achievement as the usual trend is that the functionaries involved in election duties tend to avoid voting or exercising their right through postal ballots. 2014 elections brought about a revolutionary change in this trend with a record high voting through postal ballot. Many other election functionaries voted through the provision of Election Duty Certificate (EDC).

It can't be truer than in the case of election management. And the same holds true for SVEEP. SVEEP is most effective when it is built on a solid foundation with gap analysis, strategic planning, micro-planning, targeted intervention and regular monitoring. For SVEEP 2014, Gujarat developed an Action Plan based on all of the above components well in advance in 2013.

(The action plan is available online at http://eci.nic.in/eci_main1/SVEEP/statesweepplan2014/GUJARAT.pdf).

What proved particularly helpful was the micro-planning, with breakup of SVEEP into 114 micro level activities, each with respective timeline and person responsible for implementation. This also helped in effective progress monitoring.

Recognizing the importance of the planning component, Gujarat now looks forward to incorporate the SVEEP planning process on ERSM.

20.2 ADMINISTRATIVE STRUCTURE & MANAGEMENT - *The three pillars of success of SVEEP are – people, people and people.*

SVEEP is all about energy, enthusiasm, ownership and innovation. And its success largely depends upon the interest levels of people involved in the election machinery. Appointment of exclusive SVEEP Nodal Officers helped the implementation of SVEEP greatly. Gujarat appointed Nodal Officers for Migrants and for Tribal populations in addition to the 16 categories of Nodal Officers prescribed by ECI for election management. This helped a great deal in ensuring inclusion and participation of these communities in the electoral process.

Similarly one of the highlights of Gujarat SVEEP 2014 was the real time vibrant communication among all key functionaries through the WhatsApp groups. The groups were managed directly by the CEO and thus ensured a direct communication from CEO to the concerned officials and vice versa. This turned out to be a very helpful platform for reporting each and every activity live as it happened and also provided opportunity for real time suggestions. In fact, with the facility of sharing of photos and videos, this proved to be one of the most important platforms for learning and sharing.

Similarly Gujarat extensively used Google Drive for reporting and uploading various content, including reports. This again was a good platform for sharing with access to all concerned functionaries.

20.3 WIDENING THE REACH THROUGH PARTNERSHIPS - *Individually we are a drop, together we are an ocean.*

SVEEP is about reaching out to the last mile. And this cannot be achieved without a collective effort on a massive scale. Since the beginning of SVEEP, partnerships with a variety of stakeholders have played a vital role and contributed to a remarkable extent. SVEEP 2014 was implemented with help from a variety of partners, including government agencies, non-government agencies, CSOs, media partners and private organizations. Partnerships particularly helped to address some of the high-concern gap areas like youth, women, urban voters and excluded communities. In the coming years, SVEEP will be widening its reach through involvement of many more partners; particularly strategic partners identified based on the specific gap areas.

20.4 RADIO IS A VERY POWERFUL MEDIUM - *Radio is the most intimate and socially personal medium in the world. With radio the listener absorbs everything.*

If we were to identify just one medium, which we have found to be very effective, radio would certainly win hands down. This is an area of partnership that we intend to develop further in the future.

20.5 THE POWER OF FUTURE VOTERS – *Child is the father of man*

Interventions such as Sankalpa Patra, Ekrar Patra, Young Voters Fest, MGIS school initiatives etc. it is felt are hugely responsible for influencing parent/adult voters. This will be further developed in future.

There are much other learning, but the aforementioned are the listed here due to being high impact issues. In the end, we are clear that SVEEP is the real winner in the General elections of 2014!



SECTION FIVE

Annexure

ANNEXURE 1:

GR REGARDING LINKING ELECTORAL REGISTRATION WITH MARRIAGE AND BIRTH REGISTRATION

GR BY URBAN DEVELOPMENT AND URBAN HOUSING DEVELOPMENT DEPARTMENT

શહેરી સ્થાનિક સ્વરાજ્યની સંસ્થાઓમાં
સિસ્ટમેટીક વોટર્સ એજ્યુકેશન એન્ડ
ઇલેક્ટોરલ પાર્ટીસીપેશન (SWEEP) -ફેઝ-૨
૨૦૧૩-૧૪ થી આગામી પાંચ વર્ષ માટે
અમલ કરવા બાબત.

શહેરી વિકાસ અને શહેરી ગૃહ નિર્માણ વિભાગ,
સચિવાલય, ગાંધીનગર,
પરિપત્ર ક્રમાંક : ૫૨૪-૧૨૨૦૧૩-૫૦૭૫/આર
તા. ૨૮.૧૨.૨૦૧૩

વંચાણે લીધું : મુખ્ય નિર્વાચન અધિકારીશ્રી, સામાન્ય વહિવટ વિભાગ, સચિવાલય,
ગાંધીનગરનો તા.૨૮.૧૦.૨૦૧૩ પત્ર ક્રમાંક : ઇલેક્સી-૧૦૨૦૧૩-
૭૧૮૯૩૩૮૧(૧)છ

પ્રસ્તાવના:

વિધાનસભાની સામાન્ય ચૂંટણીઓ, ૨૦૧૨ દરમિયાન સુવાવર્ગ, સ્ત્રીઓ અને અન્ય
કેટેગરીના વર્ગમાં આવતાં મતદારોને સામૂહિક રીતે જાગૃત કરવાના ભાગરૂપે શરૂ
કરવામાં આવેલ " સિસ્ટમેટીક વોટર્સ એજ્યુકેશન એન્ડ ઇલેક્ટોરલ પાર્ટીસીપેશન "
(SWEEP) અભિયાન ના કારણે, અગાઉની ચૂંટણીઓની સરખામણીમાં ૨૦૧૨ ની સામાન્ય
ચૂંટણીઓમાં મતદાનની ટકાવારી ૧૦% કરતાં વધુ વધી હતી.

વંચાણે લીધેલ મુખ્ય નિર્વાચન અધિકારીશ્રીના પત્ર અનુસાર ભારત
સરકારના ચૂંટણી આયોગ વર્ષ ૨૦૧૩-૧૪ થી આવતાં પાંચ વર્ષ દરમિયાન આ " સિસ્ટમેટીક
વોટર્સ એજ્યુકેશન એન્ડ ઇલેક્ટોરલ પાર્ટીસીપેશન (SWEEP) ના બીજા તબક્કાનો
અમલ કરવાનું નક્કી કરવામાં આવનારી લોકસભાની સામાન્ય ચૂંટણીઓના સંદર્ભમાં
આ જાગૃતિ અભિયાન ઉકારક નીવડશે.

શહેરી સ્થાનિક સ્વરાજ્ય ની સંસ્થાઓ દ્વારા આ અભિયાનને પ્રોત્સાહક પ્રતિસાદ
પ્રાપ્ત થાય તે માટે વંચાણે લિધેલ પત્રથી મુખ્ય નિર્વાચન અધિકારીશ્રીએ શહેરી વિકાસ
વિભાગ અને શહેરી સ્થાનિક સંસ્થાઓ દ્વારા આ અભિયાનને સફળ બનાવવા સૂચના
આપી છે. જે ધ્યાને લઈ, નીચે જણાવેલ બાબતોનો અમલ કરવા શહેરી વિકાસ અને

શહેરી ગૃહ નિર્માણ વિભાગના તમામ ખાતાના વડાઓ, મહાનગરપાલિકાઓ અને
નગરપાલિકાઓ (શહેરી સ્થાનિક સ્વરાજ્યની સંસ્થાઓ)ને આથી જણાવવામાં આવે છે.

પરિપત્ર:

- (૧) દરેક મહાનગરપાલિકા અને નગરપાલિકામાં પ્રોપર્ટી ટેક્સ અંગેની માહિતી
કમ્પ્યુટરાઈઝડ થઈ ગઈ છે તેથી આ ટેક્સ ભરનારાંઓના ડેલિગેશન નંબરો
ઉપલબ્ધ છે. આ મતદાર જાગૃતિ અભિયાનના ભાગરૂપે, રાજ્યના ચૂંટણીતંત્રની
સૂચનાઓ અનુસાર વખતો-વખત બેલક કાઢ કરવા અંગેની કામગીરી દરેક
મહાનગરપાલિકા/નગરપાલિકાએ હાથ ધરવી.
- (૨) દરેક મહાનગરપાલિકાઓએ પોતાની મોકળી જગ્યાએ આવેલ ઓફિસમાં/ઓફિસ
પાસે આ SVEEP અભિયાનના સંદેશાઓ જે વખતો વખત રાજ્ય ચૂંટણી તંત્ર દ્વારા
આપવામાં આવે તે ૨ ફૂટ X ૭-૮ ફુટના મુવીંગ ડિસ્પ્લે બોર્ડ મુકાવી, મતદાર
જાગૃતિ માટે સહાયરૂપ થવું.
- (૩) શહેરમાં ખાવેલી સોસાયટીઓમાં રેસીડન્ટ વેલફેર એસોસિએશનના સહકારથી
મતદાનના એક દિવસ અગાઉ જે તે સોસાયટીના મતદાન મથકોના સરનામા
અને અન્ય વિગતો દર્શાવતા પોસ્ટર્સ, સાઈનબોર્ડ લગાવડાવવા જરૂરી કાર્યવાહી
ચૂંટણીતંત્રના પરામર્શમાં દરેક મહાનગરપાલિકા/નગરપાલિકાએ હાથ ધરવી.
- (૪) મતદાર જાગૃતિના આ અભિયાનમાં પ્રચાર-પ્રસાર સામગ્રીના નિદર્શન માટે
સ્થાનિક કક્ષાએ તમામ સ્તરે સહાયકારક ભૂમિકા ભજવવી.
- (૫) મહાનગરપાલિકાઓ/નગરપાલિકાઓએ મતદાર જાગૃતિના નિદર્શન માટે
પોતાના હોર્ડિંગ્સ જરૂર જણાયે સ્થોત્તર કરવા.
- (૬) લગ્ન કરીને આવનાર મોટા ભાગની મહિલાઓના નામ જે તે વિસ્તારની મતદાર
ચાદીમાં નોંધાતા નથી જેથી આવી મહિલાઓ તેમના મતાધિકારથી વંચિત રહી
જતી હોય છે. આવી પરિસ્થિતિ નિવારવા લગ્ન નોંધણી કરતી વખતે જો મતદાન
માટે લાયક મહિલાનું નામ મતદાર ચોટીનાં ન હોય તો મતદાર ચાદીમાં તેમનું
નામ નોંધાવવા માટે નિયત નમુનાનું ચાદીમાં તેમનું નામ નોંધાવવા માટે નિયત
નમુનાનું ફોર્મ નંબર-૬ ભરાવીને સંબંધિત કચેરીમાં તે પહોંચાડવા ચૂંટણીતંત્રના
પરામર્શમાં આ કામગીરી અવશ્ય કરવી. રજિસ્ટ્રેશન વખતે સંબંધિત મહિલાનું

નામ મતદારયાદીમાં છે કે કેમ તે ચકાસવા માટે, મુખ્ય નિર્વાચન અધિકારીના વેબસાઇટ એડ્રેસ "http://ceogujarat.gov.in" તેમાં જઈ, "Search Your Name in Voter List" ઉપર ક્લિક કરી નામની ચકાસણી કરી શકાય છે. તેમજ "Electoral Roll-PDF Version" ઉપર ક્લિક કરીને રાજ્યની તમામ વિધાનસભા વિસ્તારની મતદાર યાદી જોઈ શકાય છે અને "1950" ફોન નંબર ડાયલ કરવાથી પણ મતદાર યાદીની માહિતી મળી શકે છે. ઉપરાંત, મોબાઈલ નંબર "9227500958" ઉપર "EPIC <Space> મતદાર ઓળખકાર્ડ નંબર લખીને SMS કરવાથી પણ મતદાર યાદીમાં નોંધાયેલ નામ અંગેની માહિતી મેળવી શકાય છે. આથી દરેક મહાનગરપાલિકા/નગરપાલિકામાં લગ્નનોંધણીની કામગીરી સાથે સંકળાયેલા કર્મચારીઓ આ બાબતને ધ્યાનમાં રાખી અમલ કરે તેની તકેદારી રાખવી.

- (૭) જે મહાનગરપાલિકા/નગરપાલિકામાં અર્બન ટ્રાન્સપોર્ટની અને BRTS ની વ્યવસ્થા છે તેમાં ચૂંટણીતંત્રના પરામર્શમાં હેલ્પલાઈન નંબરોનું નિદર્શન કરવું.
- (૮) દરેક મહાનગરપાલિકા/નગરપાલિકાએ મનોરંજનના પોતાની માલિકીના સ્થળો જેવા કે, બાગ-બગીચાઓ, થાંભલાઓ, જીમ વિગેરે જગાઓએ હેલ્પલાઈન નંબરોનું નિદર્શન કરાવવું.
- (૯) દરેક મહાનગરપાલિકા/નગરપાલિકાએ પોતાના સીટી સિવિક સેન્ટર મારફત ચૂંટણી જાગૃતિકામગીરલક્ષી સેવાઓ પ્રદાન કરવા કેસીલીટેટરની ભૂમિકા અદા કરવી.
- (૧૦) ચૂંટણીતંત્રના પરામર્શમાં સૂચવવામાં આવે તે રીતે મતદાર જાગૃતિ અભિયાનના પરિપ્રેક્ષ્યમાં ચિત્ર હરિકાઈનું આયોજન કરવું.
- (૧૧) શહેરી વિકાસ અને શહેરી ગૃહ નિર્માણ વિભાગે આ કામગીરીના નોડલ ઓફિસર તરીકે શ્રી વા.બી.પટેલ, નાયબ સચિવશ્રી, બ્લોક નં.૧૪/૯, ટેલીફોન નંબર : ૨૩૨૫૧૦૧૯, ૨૩૨૩૦૧૬૧(૫૨) અને ૯૮૨૫૩૮૦૫૦૭(મોબાઈલ)ની નિમણૂક કરી છે. તે પ્રમાણે દરેક મહાનગરપાલિકા/નગરપાલિકાએ એક નોડલ ઓફિસરની નિમણૂક કરી, તેની આ વિભાગના નોડલ ઓફિસર તેમજ મુખ્ય નિર્વાચન અધિકારીશ્રી, સામાન્ય વહિવટ વિભાગને જાણ કરવી. નિયુક્ત થયેલા આ નોડલ ઓફિસરો એ જે તે કચેરીના કર્મચારીઓ મતદાર તરીકે નોંધાયેલા છે

કે કેમ તે ચકાસવું. જો કોઈ કર્મચારી મતદાર તરીકે નોંધાયેલ ન હોય તો તેની પાસે ફોર્મનંબર-૬ ભરાવી સંબંધિત મામલતદાર/કલેક્ટર કચેરીમાં પહોંચવું કરવું.

(૧૨) આ કામગીરી અંગેનો સંઘનો પત્રવ્યવહાર, માહિતીનું આદાન-પ્રદાન આ વિભાગના નોડલ ઓફિસર સાથે હવેથી કરવો.

ગુજરાતના રાજ્યપાલશ્રીના હુકમથી અને તેમના નામે,


(અશોકસિંહ પરમાર)

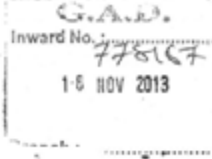
ઉપ સચિવ,

શહેરી વિકાસ અને શહેરી ગૃહ નિર્માણ વિભાગ

પ્રતિ,

- માન.મંત્રીશ્રી(શ.વિ.)ના અગ્રસચિવશ્રી, સચિવાલય, ગાંધીનગર.
- મુખ્ય નિર્વાચન અધિકારીશ્રી અને અગ્રસચિવશ્રી, સામાન્ય વહિવટ વિભાગ, સચિવાલય, ગાંધીનગર.
- તમામ મ્યુનિસિપલ કમિશનરશ્રીઓ,
- નિયામકશ્રી નગરપાલિકાઓ, ગાંધીનગર (આ પરિપત્રતમામ મુખ્ય અધિકારીશ્રીઓને મોકલી યોગ્ય તે સૂચનાઓ પાઠવવાની વિનંતીસહ)
- શહેરી વિકાસ અને શહેરી ગૃહ નિર્માણ વિભાગના તમામ ખાતાના વડાશ્રીઓ.
- શહેરી વિકાસ અને શહેરી ગૃહ નિર્માણ વિભાગના તમામ અધિકારીશ્રીઓ/તમામ શાખાઓ.
- સિલેક્ટ ફાઈલ - ૨૦૧૩

નં.વિક/કાયદા-૪/૨૦૧૩



વિકાસ કમિશનરની કચેરી,
ડી.જી.વરોજ મહેતા ભવન,
બ્લોક નં-૧૬/૨.ગાંધીનગર,
તારીખ-૧૩/૧૧/૨૦૧૩

પતિ,
જિલ્લા વિકાસ અધિકારીશ્રી
જિલ્લા પંચાયત, તમામ

વિષય:- લોકસભા ચૂંટણી ૨૦૧૪
મતદાર યાદીઓ અધ્યતન કરવા બાબત.

ઉપરોક્ત વિષય પરત્વે જણાવવાનું કે, ૧/૧/૨૦૧૪ની લાયકાતની તારીખના સંદર્ભમાં સજ્જની તમામ વિધાનસભા મતવિભાગની મતદાર યાદીઓ અધ્યતન કરવા અંગેની કામગીરી ચૂંટણી તંત્ર દ્વારા ભથ્થ ધરવામાં આવી છે તેમજ આ મતદાર યાદીનો લોકસભાની સામાન્ય ચૂંટણીઓ, ૨૦૧૪ દરમિયાન ઉપયોગ કરવામાં આવશે જેથી તમામ લાયક નાગરિકોના નામ મતદાર યાદીમાં નોંધાય તે માટે ચૂંટણી તંત્ર તરફથી સંબંધિત પ્રયાસો કરવામાં આવી રહ્યા છે. ખાસ કરીને પંચાયત વિસ્તારમાં એવી બાબત ધ્યાનમાં આવેલ છે કે લગ્ન કરીને આવનાર મોટા ભાગની સ્ત્રીઓના નામ જે તે વિસ્તારની મતદાર યાદીમાં નોંધણી થતા નથી જેના પરિણામે આવી સ્ત્રીઓ તેમના મતાધિકારથી વંચિત રહી જતી હોય છે.

પંચાયત વિસ્તારમાં લગ્ન નોંધણીની કામગીરી તત્કાલીન મંત્રી દ્વારા કરવામાં આવે છે, પરંતુ લગ્ન કરીને આવનાર સ્ત્રીઓના નામ મતદાર તરીકે નોંધણી કરાવવા તત્કાલીન મંત્રી દ્વારા કોઈ કાર્યવાહી કરવામાં આવતી નથી. જે નીવારવા નીચે જણાવેલ સુચનાઓ મુજબ કાર્યવાહી કરવા આપના તાબાના તત્કાલીન મંત્રીઓને જરૂરી સુચના આપવા વિનંતિ છે.

(૧) દરેક તત્કાલીન મંત્રીએ છેલ્લા પાંચ (૫) વર્ષમાં લગ્ન કરીને ગામમાં આવેલ યુવતીઓની માફિની મેળવી તેઓના નામ મતદાર યાદીમાં છે કે કેમ? તેની ચકાસણી કરી લેવી, તેમજ જે નામ મતદાર યાદીમાં ન હોય તેની અભાયદી યાદી તૈયાર કરવી. સજ્જની તમામ વિધાનસભા

મતવિભાગની મતદાર યાદી મુખ્ય નિર્વાચન અધિકારીશ્રીની વેબ સાઈટઉપર મુકવામાં આવેલ છે.

- (૨) જે લાયક સ્ત્રીના નામ મતદાર યાદીમાં ન હોય તેની યાદી તૈયાર કરીને સંબંધિત સ્ત્રીઓના તેમના નિવાસ સ્થાને જઈને સંપર્ક કરી મતદાર યાદીમાં તેમનું નામ નોંધાવવા માટે નિયત નમૂનાનું ફોર્મ નંબર-૬ ભરાવી લેવાનું રહેશે.
- (૩) ગામમાં આવા બાકી સ્ત્રી મતદારો પાસેથી ભરાવીને મેળવવામાં આવેલ તમામ ફોર્મ નંબર-૬ એકત્રિત કરી મામલતદારશ્રીની કચેરીમાં તત્કાલીન મંત્રીએ રૂબરૂ મોકલી આપવાના રહેશે.
- (૪) આ સ્ત્રીઓના નામ મતદાર યાદીમાં દાખલ કરવા આનુસંગિક કાર્યવાહી માટે મામલતદારશ્રી સુચના આપે તે મુજબ કાર્યવાહી કરી તેઓના નામ દાખલ કરાવવા મદદરૂપ થવાનું રહેશે.
- (૫) ભલે જ્યારે કોઈ સ્ત્રીના લગ્ન થાય છે ત્યારે તે લગ્નની નોંધણી સંબંધિત ગામની લગ્ન નોંધણી કચેરીમાં કરાવવાની રહે છે, જ્યારે કોઈ અરજદાર કોઈ સ્ત્રીના લગ્નની નોંધણી કરાવવા આવે ત્યારે લગ્ન નોંધણી કરનાર અધિકારીએ તેઓની પાસેથી તે સ્ત્રીના મતદાર યાદીમાં નામ દાખલ કરવા માટેનું નિયત નમૂનાનું ફોર્મ નં ૬ અચૂકપણે ભરાવી લેવાનું રહેશે. જો તે સ્ત્રીના લગ્ન તે જ મતદાર વિસ્તારમાં સમાવિષ્ટ અન્ય ગામમાં કે તે જ ગામમાં થયા હોય તો નવા સરનામે નામ નોંધાવવા માટેની અરજી નમૂના નં ૮-ક અથવા ફોર્મ નં ૬ માં મેળવી તે અરજી જે તે ગામનાં તત્કાલીન પહોંચાડવી, પરંતુ જો તે સ્ત્રીના લગ્ન અન્ય મતવિભાગમાં સમાવિષ્ટ ગામમાં થયા હોય તો તેના પતિ રહેતા હોય તે ગામની મતદાર યાદીમાં નામ નોંધાવવા માટેની અરજી ફોર્મ નં ૬માં અચૂક મેળવવી. અને સંબંધિત મતદાર નોંધણી અધિકારીશ્રીને મોકલી આપવી.

જો તે સ્ત્રીનું નામ લગ્ન પહેલાં મતદાર યાદીમાં હોય તો તે મતદાર યાદીમાંથી નામ રદ કરાવવા માટે ફોર્મ નં ૭માં અરજી મેળવી અને સંબંધિત મતદાર નોંધણી અધિકારીને મોકલી આપવી.

જરૂરી કોરા ફોર્મ નં ૬, ૭, ૮, અને ફોર્મ નં ૮-ક મામલતદારશ્રીની કચેરીમાંથી મેળવી લેવાના રહેશે. તેમજ તે કાયમ માટે ઉપલબ્ધ રહે તે સુનિશ્ચિત કરવાનું રહેશે.

- (૬) ગ્રામ પંચાયતની બેઠકમાં મતદાર નોંધણી કાર્યક્રમ અંગે તમામ સદસ્યશ્રીઓને સમજ આપવાની રહેશે.
- (૭) મુખ્ય નિર્વાચન અધિકારીશ્રીની વેબસાઈટનું એડ્રેસ "http://ceogujarat.gov.in" છે. જ્યાં "Search Your Name in Voter List" ઉપર ક્લિક કરીને નામની ચકાસણી કરી શકાય છે. અને "Electoral Roll- PDF version" ઉપર ક્લિક કરીને રાજ્યની તમામ વિધાનસભા મતદાર યાદી જોઈ શકાય છે. તથા "1950" ફોન નંબર ફાયલ કરવાથી પણ મતદાર યાદીની માહિતી મળી શકે છે. તેમજ મોબાઈલ નંબર 9227500958 ઉપર "EPIC <space> મતદાર ફોટો ઓળખકાર્ડ નંબર" લખીને SMS કરવાથી પણ મતદાર યાદીમાં નોંધાયેલા નામ અંગેની માહિતી મેળવી શકાય છે.
- (૮) લગ્ન નોંધણીરજીસ્ટર તરીકેનું કામ ત.ક.મં ને આપવામાં આવેલ છે. પરંતુ નોંધણી અંગેની કામગીરીની વ્યવસ્થિત તાલીમની જરૂરીયાત જણાય છે તો તાલુકા વિકાસ અધિકારીશ્રીએ લગ્ન નોંધણી અંગેની તાલીમ દિન - ૧૫ માં આપી દેવાની રહેશે.

આ બાબત સર્વે ગ્રામજનો/ગ્રામ પંચાયતના અને ગ્રામ્ય કક્ષાએ કામ કરતા કર્મચારીઓના ધ્યાને પણ મુકવી, જેથી તેઓના સંપર્કમાં આવતા નાગરીકોને તે માહિતગાર કરી શકે.

ઉપરીક્ત સુચનાઓનો ચુસ્તપણે અમલ કરાવવા વિનંતી છે.

સ્થળ પ્રત્યે માન. વિ.ક.શ્રીની સહી છે.

વિકાસ કમિશનર
ગુજરાત રાજ્ય ગાંધીનગર

નકલ રવાના:-

- (૧) અગ્ર સચિવશ્રી, પંચાયત, ગ્રામ ગુહનિર્માણ અને ગ્રામવિકાસ વિભાગ, સરદાર ભવન, બ્લોક નં

૮, ત્રીજો માળ, સચિવાલય, ગાંધીનગર.

- (૨) મુખ્ય નિર્વાચન અધિકારી, ગુજરાત રાજ્ય, સરદાર ભવન, બ્લોક નં ૭, બીજો માળ, સચિવાલય, ગાંધીનગર.

નકલ રવાના:-

- (૧) કલેક્ટરશ્રી તમામ તરફ જરૂરી કાર્યવાહી થવા સારું.
(૨) તાલુકા વિકાસ અધિકારીશ્રી તમામ તરફ જરૂરી કાર્યવાહી થવા સારું.
(૩) મામલતદારશ્રી તમામ તરફ જરૂરી કાર્યવાહી થવા સારું.

ANNEXURE 2:

MICRO PLANNING (CALENDAR OF ACTIVITIES) FOR SVEEP

Monthly Calendar Activities				
Sr. No.	Activity	Start date	Reporting date on or before	DEO to report:
8 (a)	Re- starting Matdar Sahayata Kendra (MSK) at all Dist. Headquarters	01/04/13	01/04/13	Date of starting
2(a)	Updating the list of BLOs by checking retirement details (Primary School teachers retiring in May or October of the given year)	30/04/13	15/05/13	1. Date of Completion 2. Number of entries updated 3. Total number of BLOs as on 24/5/13
8 (c)	Publicity for MSK in e-Gram in Gandhinagar District	01/05/13	15/05/13	Mode of publicity
9 (d)	DEO level meeting with Municipal Commissioner, DDO, and Chief Officers – Municipal Commissioner, DDO and Chief officers have plenty of manpower and other resources at their command. DEOs in this meeting will try and identify all possible methodologies of cooperation for enlisting their support for voter awareness and SVEEP. These strategies shall then find a place in the SVEEP Plan.	01/05/13	15/05/13	Date of holding meeting
9 (a)	Assembly-wise and Polling Station-wise statistical situation analysis for preparation of SVEEP Plan and identification of target polling stations and target groups for SVEEP intervention.	01/05/13	20/05/13	Targets for SVEEP: a) categories or groups (such as youth, women, urban, etc.); b) name of excluded communities, if any; c) Target number of PS
9 (n)	Holding meetings at DEO level with Labour inspectors of the District to enlist strategies for verification and registration of electors who are unorganized labourers and include the same in SVEEP plan.	01/05/13	20/05/13	Date of meeting
1(b)	Training of Master Trainers at District & AC level	15/05/13	30/05/13	Date of Completion
4 (a)	Appointment of one Deputy DEO exclusively for elections in each DEO Office.	30/05/13	30/05/13	Whether DyDEO position is filled- Yes/No (If not, please inform CEO office separately)

Monthly Calendar Activities				
Sr. No.	Activity	Start date	Reporting date on or before	DEO to report:
8 (i)	Appointing Designated Officers in each of the Higher Education Institutions - 1300 as on 7-9-13	15/05/13	30/05/13	Total number of designated officers appointed
8 (j)	Training designated Officers of all Higher Education Institutions at AC level	15/05/13	30/05/13	Give date of completion of training of all DOs in district
8 (i)	Meetings with Higher Educational Institutions to ensure that all eligible young voters are enrolled at the time of admission or during studies, on or before roll revision 2014.	15/05/13	30/05/13	1. Number of meetings held by all - DEO, RO, ARO or SVEEP Nodal officer, etc. 2. Number of institutions attended/date of completing all meetings
9 (b)	SVEEP Plan preparation of District with specific components for ACs and specific components for Polling Stations, and submitting plan to CEO for approval	01/05/13	30/05/13	Date of sending completed SVEEP plan - please note that Plans with only statistics and no analysis will be considered as incomplete and not submitted
13 (a)	Internal exercise by EROs/DEOs/CEOs for rationalization of Polling Stations (Including Physical Verification of Polling Stations by R. O. & Preparing Proposal for modification in Polling)	01/05/13	31/05/13	1. Date of receiving approval of EC1 from CEO office. 2. Total number of PS in the district after rationalization. 3. Total number of PSL in the district after rationalization
8 (d)	Pilot of MSK at village level through e-Gram in Gandhinagar District	06/05/13	10/06/13	1. Date of start 2. Date of finish 3. Number of Forms received/Form 6, 7, 8, 8A
13 (b)	Draft Publication of the rationalized list of Polling Stations to invite Claims and Objections	01/05/13	10/06/13	Whether completed Yes/No
13 (c)	Disposal of Claims and Objections, Meeting with Political Parties and finalization of rationalized list of Polling Stations	01/05/13	10/06/13	Whether completed Yes/No
3 (a)	Appointment of separate EROs for all ACs, and at least 2 AEROs for each AC	30/04/13	15/06/13	1. Whether all EROs are in position - Yes or No. 2. Whether there are at least 2 AEROs per AC- Yes or No (If answer is No for any of the above queries, DEO is expected to send details to CEO office by 5.7.13)

Monthly Calendar Activities				
Sr. No.	Activity	Start date	Reporting date on or before	DEO to report:
2(d)	Training of BLOs jointly with Sector Officers and	10/06/13	20/06/13	1. Date of completion of training in district. 2. Number of BLOs trained/Number of Sector Officers trained
6 (g)	Printing of Photo Voter Slips with request to verify the entries for errors.	10/06/13	20/06/13	Date of completion
7 (a)	Photography campaign for residual voters whose photographs are not in the roll	20/06/13	20/06/13	1. Number of EPIC residuals. 2. Number of PCR residuals
14 (a)	Integration of Mother Rolls with supplementary and Printing of BLO Register.	01/06/13	20/06/13	Date of completion of printing of PVS and BLO register
2(b)	Training needs analysis of RI Os	30/04/13	25/06/13	Whether completed – Yes/No
2(c)	Informing CEO office regarding TNA of BLOs	latest by 25/06/2013	25/06/13	Date of sending district analysis to CEO office
3 (b)	Training needs analysis for FROs/AEROs	30/04/13	25/06/13	1. Whether completed. 2. Date of completion
3 (c)	Training of FROs and AEROs	25/05/13	25/06/13	1. Date of training 2. Number of EROs left to be trained. 3. Number of AEROs left to be trained
6 (p)	Ensuring that declaration in section 4 of form 6 is filled by all applicants- instruction to be issued by DEO office to all concerned	26/06/13	26/06/13	Date of instruction
2(f)	Distribution of BLO registers to all BLOs and kits, BLO I cards and BLO name plates during training to new RI Os	10/06/13	30/06/13	Whether completed – Yes/No
6 (e)	Service agreement with all 13,625 e-Grams in entire State following pilot implementation in Gandhinagar District.	10/06/13	30/06/13	Done by CEO office
8 (k)	Sending contact details of Designated Officers for CEO's Website, in the format given in "Youth Corner" on CEO's website. This list must also figure as an Annexure in the District SVCEP Plan	01/06/13	30/06/13	Date of sending updated list to CEO office
9 (f)	Planning out the Young Voter's Festival to be held in all Higher Education Institutions and all Higher Secondary Schools in the State.	01/05/13	30/06/13	Already done
	Participation in YVF by Secondary Schools	15/07/13	21/09/13	1. Number of Secondary Schools participated 2. Number of entries received

Monthly Calendar Activities				
Sr. No.	Activity	Start date	Reporting date on or before	DEO to report:
	Participation in YVF by Higher Secondary Schools	15/07/13	21/09/13	1. Number of Higher Secondary Schools participated 2. Number of entries received
	Participation in YVF by Colleges	15/07/13	21/09/13	1. Number of Colleges participated 2. Number of entries received
	Participation in YVF by educational institutions other than schools and colleges - such as ITIs, Polytechnics, PTICs, Police Training organisations, etc.	15/07/13	21/09/13	1. Number of other educational institutions participated 2. Number of entries received
9 (w)	Enlisting the contact and other details of CSOs	01/05/13	30/06/13	1. Number of CSOs so identified and enlisted. 2. Date of sending detailed list to CEO office
9 (y)	Enlisting the contact details of each and every Resident Welfare Association (RWAs) in all urban local bodies, AC-wise in the District.	01/05/13	30/06/13	1. Number of RWAs so identified and enlisted 2. Date of sending detailed list to CEO office
3 (e)	Provision of one computer with Internet Connection and one printer to each ERO and AERO from GSWAN or through provisions in CEOs letter		01/07/13	Whether arrangement for computer and connectivity have been made Yes/No
2(a)	Number of RI Os who will retire before November 2013 (including teachers and non teachers)	05/07/13	05/07/13	Give total number for all ACs together
2(a)	Number of BLOs who will retire before November 2013 but are yet to be changed	05/07/13	05/07/13	Give total number for all ACs together
9 (k)	District level meetings with District level heads of NSS, NYKS, NCC with DEOs. In this meeting the DEOs will make an assessment of number of volunteers available from these organizations. Wherever possible volunteers may be allocated to Polling Stations to assist the BLO in locating eligible youth for registration.	01/08/13	05/07/13	1. Total number of such NSS volunteers identified in district. 2. Total number of such NYKS volunteers identified in district. 3. Total number of such NCC volunteers identified in district
6 (i)	BLOs Sunday Camp at polling Station by BLOs	07/07/13	07/07/13	Number of Forms collected/Form 6/7/8/9A
9 (n)	Arranging for BLOs to camp at respective Polling Station on the 1st Sunday of every month from 10.00 a.m. to 1.00 p.m., and giving it due publicity (BLOs will camp on 7th July, 2013)	07/07/13	07/07/13	Number of BLOs who camped

Monthly Calendar Activities				
Sr. No.	Activity	Start date	Reporting date on or before	DEO to report:
6 (n)	First Report regarding H2H in format given by CEO	08/07/13	08/07/13	DEO
8 (m)	Coordination with Mahila Samakhya Society at District/State level on the basis of meeting held by CEO on 21-6-13 at state level	15/06/13	10/07/13	Date of coordination meeting with MSS
6 (e)	Checking of quality of photos and preparing list of photographs to be collected, under supervision of ARO	10/06/13	15/07/13	Whether completed Yes/No
6 (h)	House to House Distribution of Photo Voter Slips in Polling Station area by BLO, for verification of entry by voters.	20/06/13	15/07/13	Date of starting/Date of completion
	Progress of House to House distribution of Photo Voters Slips	20/06/13	20/07/2013	1. Number of Houses to be covered for PVS distribution 2. Number of houses covered so far 3. %age coverage of houses 4. %age left to be covered
	Progress of House to House distribution of Photo Voters Slips	20/06/13	27/07/13	1. Number of Houses to be covered for PVS distribution 2. Number of houses covered so far 3. %age coverage of houses 4. %age left to be covered
	Progress of House to House distribution of Photo Voters Slips	20/06/13	01/08/13	1. Number of Houses to be covered for PVS distribution 2. Number of houses covered so far 3. %age coverage of houses 4. %age left to be covered
8 (g)	Publicity for MSK in City Civic Center in Surat city	07/07/13	15/07/13	Mode of publicity
9 (C)	Partner meetings at State level with NSS, NCC, NYKS, National Literacy Mission, Mahila Samakhya Society, OLPC and GMFD for self-help groups, has been held on 21/6/13 and minutes of meeting circulated on 27/6/13 to all DEOs.	15/06/13	15/07/13	Date of follow up meetings with the same partners at district level
9 (C)	Partner meetings at District level with Government media	15/07/13	15/07/13	Date of holding meeting

Monthly Calendar Activities				
Sr. No.	Activity	Start date	Reporting date on or before	DEO to report:
9 (j)	Meeting of BLOs with Juvis in all Gram Sanchayals for analyzing Birth Register, Death Register, information regarding shifting in relation to the electoral rolls and for updating telephone numbers of voters. In this meeting BLOs will also enlist those youth who are born before 1.1.1906 and who will need to be registered in 2014 revision.	20/06/13	15/07/13	Whether all such BLO meetings completed
9 (j)	Urban BLOs meeting with RWAs for identifying those born before 1.1.95 and for telephone data updating, and also meeting with Ward Officers to assess Birth Register and Death Register in relation to the Electoral Rolls	20/06/13	15/07/13	Whether all such BLO meetings completed
13 (n)	Updating of Control Tables on the basis of rationalized list of Polling Stations as approved by the Commission (ERMS & PGR)	10/06/13	15/07/13	Date of completion
6 (h)	Second Report regarding H2H in format given by CEO	17/07/13	17/07/13	DEO
9 (g)	Roll out State level and District level competitions under YOUNG VOTERS' FESTIVAL and assessing entries for Dist. level and State level competitions.	10/07/13	20/07/13	1. Date of writing letters to all heads of educational institutions 2. Whether all institutions have put up posters – yes/no
6 (f)	Collection of the photos by BLOs for replacement of photos that were earlier identified as bad quality.	07/07/13	30/07/13	How many photos of bad quality found
6 (h)	BLO to meet FPS holder and check Ration card database for missing eligible persons	30/07/13	30/07/13	Whether activity completed
6 (h)	BLO to meet FPS holder and check missing telephone numbers	30/07/13	30/07/13	Whether activity completed
6 (h)	BLO to meet FPS holder and confirm population of households	30/07/13	30/07/13	Whether activity completed
6 (k)	Correction of errors in electoral rolls after verification of entries by BLOs and by electors for Summary Revision of 2014	Before Revision entries are to be done without giving effect	30/07/13	Number of errors

Monthly Calendar Activities				
Sr. No.	Activity	Start date	Reporting date on or before	DEO to report:
9 (j)	Verification by NSS/NYKS/NCC volunteers in their Polling Station area for enlisting of eligible youth's voters	01/07/13	30/07/13	Number of missing voters identified by NSS/NYKS/NCC volunteers
10 (t)	Content creation at Dist. Level through local partnership with Fine Arts Colleges and other similar institutions (dissemination of this content will be subject to the approval of CEO)	01/05/13	30/07/13	1. Date of sending content to CEO for approval. 2. List of content
11 (a)	Assembly wise and polling station wise statistical analysis and target fixing based on RI Os H2H report and list given by volunteers of NSS, NYKS, NCC, MSS, etc.	01/05/13	30/07/13	Number of missing eligible persons identified
7 (a)	Number of photos collected	31/07/13	31/07/13	1. Number of photos collected. 2. Number of residuals left for EPIC 3. Number of residuals left for PCR
7 (b)	Identification of bad quality photographs in the electoral rolls and printing of lists of voters whose photographs are of bad quality	23/06/13	31/07/13	Number of bad quality photos
7 (c)	Collection of photographs of voters whose photographs are of bad quality	23/06/13	31/07/13	1. Number of photos collected 2. Number of residuals
13 (a)	Physical verification of Polling Stations - reporting as per ECIs directive on ECI software	31/07/13	31/07/13	Date of completion (last date is 31.7.13)
3 (d)	Appointment of one Data Entry Operator for each FRD and AERO	20/07/13	01/08/13	Whether arrangements for Data Entry have been made - Yes/No
4 (b)	Arrangement of one data entry operator in each DEO Office	20/07/13	01/08/13	Arrangements for data entry at DEO level have been made Yes / NO
6 (j)	BLOs Sunday Camp at polling Station by BLOs	04/08/13	04/08/13	Number of Forms collected/Form 6/7/8/8A
9 (n)	Arranging for RI Os to camp at respective Polling Station on the 1st Sunday of every month from 10.00 a.m. to 1.00 p.m. and giving it due publicity (BLOs will camp on 4th August, 2013).	04/08/13	04/08/13	Number of RI Os who camped
2(a)	All BLOs retiring on or before November 2013 to be changed by 1.8.13 and new BLOs to be trained before 10.8.13	10/08/13	10/08/13	1. Number of BLOs changed 2. Date of completing training of all new BLOs

Monthly Calendar Activities				
Sr. No.	Activity	Start date	Reporting date on or before	DEO to report:
6 (j)	Identifying possible duplicates by de-duplication software across district and state borders and physical verification by RI O	01/08/13	10/08/13	Number of duplicates found
8 (h)	Pilot of MGK at city level through CSC in Surat city	20/07/13	10/08/13	1. Date of start 2. Date of finish 3. Number of Forms received/Form 6, 7, 8, 8A
9 (u)	Dissemination of content created by CEO office through hoardings, posters, banners, cinema slides, jingles, TV and radio acts, cable TV scrolls, etc.	10/08/2013 onwards	10/08/13	Date of dissemination
6 (n)	Number of online entries received in Form 6	15/08/13	15/08/13	DEO
6 (n)	Number of online entries received in Form 7	15/08/13	15/08/13	DEO
6 (n)	Number of online entries received in Form 8	15/08/13	15/08/13	DEO
6 (n)	Number of online entries received in Form 8A	15/08/13	15/08/13	DEO
8 (e)	Training of TLEs/VLEs in e grams	01/07/13	15/08/13	Date of completion of training in district
8 (h)	Service agreement with all CSCs in entire State (in Municipal Corporations and Municipalities) following pilot implementation in Surat City.	01/08/13	20/08/13	Letter sent by CEO
8 (h)	Training of personnel in CSCs	01/08/13	20/08/13	Date of completion of training in district
9 (e)	Content creation at State level & dissemination by DEOs	01/05/13	20/08/13	DEO to give date of dissemination to districts
9 (v)	Meeting with political parties... (a) for information reg. Photo Voter Slip distribution in Urban/Rural areas. (b) making presentation on the process of registration of voters to make them aware of this process.	01/08/13	25/08/13	To give date of meeting
9 (q)	Activities for targeted intervention at Polling Stations level for voter registration	01/08/13	30/08/13	1. Number of PS targeted/List of activities. 2. Number of PS covered. 3. List of partners
9 (r)	Activities at District and AC level addressing target groups - such as women, youth, urban voters, Govt. employees, Tribal voters, Service voters, homeless persons, etc.-first report	01/08/13	30/08/13	Date of sending following to CEO office/List of activities, their target groups, date of activity, number of persons who participated/list of partners / funds

Monthly Calendar Activities				
Sr. No.	Activity	Start date	Reporting date on or before	DEO to report:
9 (x)	Addressing members of CSOs by SVEEP Personnel and public or giving them SVEEP content for dissemination to their members.	01/07/13	30/08/13	Number of CSOs addressed/Give list of CGOs addressed and approximate number of persons who remained present separately by e mail before 01/09/2013.
9 (z)	Addressing RWAs through group e-mail, group SMS, Appeal letters, Posters, etc. for SVEEP.	01/08/13	30/08/13	How many RWAs so addressed
8(f)	Giving publicity and Testing of e-Grams for launching on 1/9/2013	01/08/13	31/08/13	1. Date of starting publicity 2. Modes of publicity
8 (h)	Giving publicity and Testing of CSCs for launching on 1/9/2013	01/08/13	31/08/13	1. Date of starting publicity 2. Modes of publicity
6 (j)	RL Os Sunday Camp at polling Station by BLOs	01/09/13	01/09/13	Number of Forms collected/Form 6/7/8/8A
6(m)	Verification of possible duplicates by BLOs .Deletion entry of duplicates after verification by DLOs to be done by EROs. (not effect to be given in Summary revision)		01/09/13	Whether duplicates list given to BLO for HZH verification
8 (b)	Re-starting MSK at all Taluka headquarters	01/09/13	01/09/13	Date of starting
8 (g)	Starting MSKs at all 13,626 e-Grams in all Districts	After draft Publication of 2014 Roll.	01/09/13	1. Date of starting 2.Name and details of young female elector or about to be registered female elector, who inaugurated the election services delivery at e gram
8 (h)	Starting MSKs at all CSCs in all Districts	After draft Publication of 2014 Roll.	01/09/13	1. Date of starting 2.Name and details of young female elector or about to be registered female elector, who inaugurated the election services delivery at e gram
8 (h)	Total number of Educational Institutions identified in district	1-2/9/2013	01/09/13	Give total number
9 (n)	Arranging for BLOs to camp at respective Polling Station on the 1st Sunday of every month from 10.00 a.m. to 1.00 p.m. and giving it due publicity (BLOs will camp on 1st Sept., 2013).	01/09/13	01/09/13	Number of BLOs who camped
14 (b)	Draft Publication of Electoral Rolls for summary revision	01/09/13	01/09/13	

Monthly Calendar Activities				
Sr. No.	Activity	Start date	Reporting date on or before	DEO to report:
9 (h)	Providing alphabetical lists for display at all Fare Price Shops, all Anganwadis, all Primary Schools, all Panch Samiti, all Taluk Doffices, etc and all Polling Stations.	1/09/2013 onwards	04/09/13	Please list category of functionaries to whom this list has been provided
	e mailing CEO's appeal letter regarding Summary Revision to all CSOs, RWAs, Heads of educational institutions, Media houses, corporates, etc.	06/09/13	10/09/13	Number of such e mails sent
	Getting "Ekta Bata" filled by parents of school children of Primary, Secondary and Higher Secondary Schools	06/09/13	17/09/13	Number of Ekta Bata distributed/Number signed and returned
9 (o)	BLOs to do verification of all electors above the age of 80 years, and in particular above the age of 100 years. Those above 100 years to be verified to find out if they are in a position to become the local icons for elections. After verification this list may be sent to the CEO	20/08/13	30/09/13	Date of sending details to CEO
9(s)	General activities of SVEEP in the district-second report	01/08/13	01/10/13	Date of sending following to CEO official list of activities, their target groups, date of activity, number of persons who participated/list of partners / funds
6 (j)	BLOs Sunday Camp at polling Station by BLOs	06/10/13	06/10/13	Number of Forms collected/Form 6/7/8/8A
9 (n)	Arranging for BLOs to camp at respective Polling Station on the 1st Sunday of every month from 10.00 a.m. to 1.00 p.m. and giving it due publicity (BLOs will camp on 6th October, 2013).	06/10/13	06/10/13	Number of BLOs who camped
	Number of hoardings/posters/banners put up w.r.t voter registration and roll revision 2014	10/09/13	14/09/13	Number of hoardings/ number of posters / number of banners
9 (m)	Identifying those NCC, NYKs, NCC volunteers who have done outstanding work for locating eligible youth voters. They will be honoured with certificate in NVD 2014. This list is to be send to CEO for putting on CEO website by 15th August, 2013.	01/09/13	15/10/13	To send names of top 3 volunteers each from NSS, NYKS and NCC and send in writing to CEO along with gist of activity done by each

Monthly Calendar Activities				
Sr. No.	Activity	Start date	Reporting date on or before	DEO to report:
6 (i)	BLOs Sunday Camp at polling Station by BLOs	03/11/13	03/11/13	Number of Forms collected/Form 6/7/8/8A
9 (n)	Arranging for BLOs to camp at respective Polling Station on the 1st Sunday of every month from 10.00 a.m. to 1.00 p.m. and giving it due publicity (BLOs will camp on 3rd Nov., 2013).	03/11/13	03/11/13	Number of BLOs who camped
10 (n)	Arranging for BLOs to camp at respective Polling Station on the 1st Sunday of every month from 10.00 a.m. to 1.00 p.m. and giving it due publicity (BLOs will camp on 1st Dec. 2013).	01/12/13	01/12/13	Number of BLOs who camped
14 (c)	Process of Summary Revision (Detailed Schedule will be prepared later in consultation with CEOs taking into account holidays etc.)	01/09/13	05/01/14	
14 (d)	Final Publication of Electoral Rolls with 1-01-2014 as the qualifying date	05/01/14	05/01/14	

ANNEXURE 3:

GR BY VARIOUS DEPARTMENTS

EDUCATION DEPARTMENT

Providing Forms & Facilitating the college students in their own college to enroll under the revision of rolls programme.

Government of Gujarat,
Education Department,
Circular No. GCO/1511/921/KH,
Sachivalaya, Gandhinagar.
Dated 29th April, 2011.

Read: 1. GAD, D.O. No. ELR-1411/961/CHH, dated 10th February, 2011.

CIRCULAR

The Election Commission of India has declared 25th January as the National Voters Day and thereby has endeavored to bring awareness in the electors to enroll and to vote. The Election Commission is especially concentrating on bringing awareness in young voters. In this regard, the office of the Chief Electoral Officer, Gujarat State has made arrangements to provide the students studying in various colleges and institutions with the necessary forms in their own college and to enroll themselves in the Electoral Roll.

With a view to implementing the instructions of the Election Commission effectively the following action will have to be taken from this coming academic year.

- (1) A Nodal Officer shall have to be appointed in the colleges / institutions for this purpose. The name, address and telephone / mobile numbers of the Nodal Officer will have to be sent to this department, to Chief Electoral Officer, Gujarat State, Gandhinagar and to the concerned District Collector.
- (2) The Nodal Officer shall ensure that Form No. 6 is given alongwith the admission form to the students seeking admission in the first year and that these forms are received back (with the evidence of age and residence). Form No. 6 shall be procured from the District Collectors before hand and provided to the students.
- (3) The Nodal Officer shall primarily verify the form no. 6 received from the freshly admitted students and that whether any of the names of the students are already existing in the Electoral Roll with the help of Chief Electoral Officer website www.ceogujarat.nic.in. The forms of those students whose names are not found in the Electoral Roll will be sent in person with a forwarding letter for further necessary action to the Election Branch of the office of the District Collector in which the college is situated.
- (4) The Nodal Officer shall prepare a Electoral Roll database of the students studying in second / third / fourth / other year in every college / institute. He will also verify whether the names of such students are in the Electoral Roll with the help of Chief Electoral Officer website www.ceogujarat.nic.in. Duly filled up Form No. 6 (with the proof of age and residence) will be taken back from the students whose names are not in the electoral roll and will be sent in person with a forwarding letter for further necessary action to the Election Branch of the office of the District Collector in which the college is situated.
- (5) Nodal Officer shall fill up in the enclosed statement, the details of those students whose names are to be sent to the District Collector for enrollment in the Electoral Roll.
- (6) The responsibility of making all above arrangements shall be of the Principal of the college / institution.
- (7) Commissioner, Higher Education will prepare a district wise list of the colleges and will cover in it the Government, Grant-in-aid and Private (Self Financed) colleges / institutions. Such a list should be sent to the Chief Electoral Officer, Gujarat State, Gandhinagar till 30th May of every year.
- (8) All the Government, Grant-in-aid, non Grant-in-aid and Private Colleges / institutions shall initiate action for making above arrangements.
- (9) Commissioner, Higher Education will monitor that all the colleges / institutions are implementing the above arrangements properly.
- (10) Commissioner, Higher Education will forward the instructions given by the office of the Chief Electoral Officer regarding enrolling the eligible students in the Electoral Roll to the concerned.

Commissioner, Higher Education is instructed to see that the above instructions are followed scrupulously in all the colleges / institutions.

Sd/-
(Nikunj Jani)
Section Officer,
Education Department.

To

Chief Electoral Officer, Gujarat State, Gandhinagar.
Secretary, State Election Commission, Gujarat State, Gandhinagar.
Commissioner, Higher Education, Gujarat State, Gandhinagar.
All Collectors.
Principal, concerned colleges / institutions (through Commissioner, Higher Education)
All Taluka Mamlatdars.
All Branches of Education Department, Sachivalaya, Gandhinagar.
Website Manager, Computer Cell, Education Department.
Select file.
Select file – Deputy Section Officer.

Enclosure to the Circular No. GCO/1511/921/KH, dated 29th April, 2011

Statement showing the details regarding enrolling the college students in the Electoral Roll.

Name & Address of the college / institute			Name and address of the concerned University		
Sr. No.	Full name of the student of First / Second / Other years	Postal address of the students' residence	The No. and name of the Assembly Constituency in which the area of the students' residence is comprised	Part No.	Remarks
1	2	3	4	5	6

Place :

Date :

Name & Signature of the Nodal Officer

LABOUR AND EMPLOYMENT DEPARTMENT

Process through Systematic Voters' Education and Electoral Participation (SVEEP) in respect of Assembly General Election-2012- regarding

**Government of Gujarat
Labour and Employment Department,
Resolution No. MIA/2012/202/M (2)
Sachivalay, Gandhinagar.
Dt. 14-9-2012**

Read:-

- (1) Letter of the Chief Electoral Officer, Gujarat State, Gandhinagar no. ELC/1012/551/chh, Dt. 20/8/2012.
- (2) Letter of the Chief Electoral Officer, Gujarat State, Gandhinagar no. ELC/1012/551/chh, Dt. 27/8/2012 and minutes of meeting dt.23/8/2012 attached therewith.

RESOLUTION

As the General Election to the Legislative Assembly of Gujarat are to be held in 2012, with a view to reviewing the progress made in the process of voters' awareness in the state under the Systematic Voters' Education and Electoral Participation (SVEEP), a meeting of officers of the departments and the heads of the offices of the state was held under the chairmanship of the Director General, Election Commission of India on 23/8/2012. With reference to the detailed discussion held in this meeting and as per the decision taken regarding point no. 10 of the minutes of the meeting, attached with letter dt. 27/8/2012 cited at (2) above, after careful consideration, the Government hereby decides to undertake the following activities :

- (1) From among the students studying in all 263 Government and 120 grant-in aid ITIs under the administrative control of Director, Employment and Exchange, all the students who have completed 18 years of age on the qualifying date 1/1/2012 should be encouraged and provided administrative support to get their names enrolled in the electoral register and helped in getting their Electoral Photo Identity Card (EPIC).
- (2) From among the persons enrolled with the Employment Exchange Offices functioning under the administrative control of the Director, Employment and Exchange, those who have completed the age of 18 on the qualifying date 1/1/2012 should be encouraged and provided necessary administrative support in getting their names registered in the electoral rolls and helped in getting their Electoral Photo Identity Card (EPIC).
- (3) When officers working under the Commissionerate and Directorate of Industrial Safety and Hygiene visit the industrial complexes as a part of their duty, from among the labours working in that complex, those who have completed the age of 18 on the qualifying date 1/1/2012 should be encouraged and provided administrative support in getting their names registered in the electoral rolls and helped in getting their Electoral Photo Identity Card (EPIC).
- (4) Educate them to verify whether their names have been registered in the electoral rolls or not on the CEO website (ceogujarat.nic.in) and tell them to fill up the prescribed Form-6 if his/her name has not been registered in the electoral rolls, Form-7 to delete the name from the electoral rolls, Form-8 for corrections in the details in the electoral rolls, Form-8A for changing the details in the electoral rolls and submit the same at district/ taluka level 'Electoral Facilitation Centre.'
- (5) Concerned officers should get posters, containing details of electoral registration process and process of getting Electoral Photo Identity Card (EPIC), printed in adequate number and get them displayed on the entrance/ notice board of all the ITIs, Employment Exchange Offices and industrial complexes.
- (6) It is essential for the citizen to have his/her name registered in electoral rolls to use his/her franchise for Assembly General Elections. Hence, all the eligible citizens should get their names registered in the electoral rolls and get Electoral Photo Identity Card (EPIC) and all the concerned officers of the department are instructed to collect such materials and posters from the concerned collector and display the posters at proper places under the guidance of the District Election Officers.

All the officers working under the administrative control of Labour and Employment Department and its heads of office shall give necessary administrative instructions in this regard to their officers functioning at district and taluka levels and monitor the same for their strict compliance and report of the same should be submitted to Additional Chief Electoral Officer (SVEEP), Gujarat State, Gandhinagar.

By order and in the name of the Governor of Gujarat.

**Sd/-
(S.N.Dave)
Add. Secretary,
Labour and Employment Department.**

To

1. Labour Commissioner, Commissionerate of Labour, Udyog Bhavan, Gandhinagar.
2. Director, Employment Exchange, Directorate of Employment and Exchange, Dr. Jivaraj Maheta Bhavan, Gandhinagar.
3. Rural Labour Commissioner, Commissionerate of Rural Labour, Dr. Jivaraj Maheta Bhavan, Gandhinagar.
4. Director, Directorate of Industrial Safety and Hygiene, Shram Bhavan, Ahmedabad
5. Chief Electoral Officer, Gujarat State, General Administration Department, Gandhinagar.
6. Add. Chief Electoral Officer (SVEEP), Gujarat State, General Administration Department, Gandhinagar.
7. All District Collectors.
8. All Taluka Mamlatdars.
9. All Joint Secretaries/ Dy. Secretaries of the Labour and Employment Department.
10. All branches of Labour and Employment Department.

AGRICULTURE DEPARTMENT

ચૂંટણી બાબત

મતદાન જાગૃતિ અભિયાન

પરિપત્ર

ખાતાના નિયંત્રણ ક્ષેત્રના તમામ કચેરીઓના વડા તેમજ તેઓના તાબાના સોનિય કર્મચારીઓને જણાવવાનું કે ભારત સરકાર અને મુખ્ય નિર્વાચન અધિકારીશ્રી, ગુજરાત રાજ્ય, ગાંધીનગર તરફથી દેશમાં લોકશાહીને મજબૂત બનાવવા અને રાજ્યના દરેક ૧૮ વર્ષ પૂર્ણ કરેલ તમામ નાગરીક લોકશાહીના વિભાગમાં સફળતાથી બને તે માટે દરેક નાગરીકને મતદાર તરીકે નોંધણી કરાવી અને લોકશાહી મજબૂત બનાવવા અવશ્ય/અચૂક મતદાન કરે તે માટે સમજ/માર્ગદર્શન આપી નાગરિકોને જાગૃત કરવા મફત અભિયાન હાથ ધરવા સરકારથી તરફથી જણાવવામાં આવેલ છે.

રાજ્યના ચૂંટણી પંચ દ્વારા મતદાર યાદીમાં નામ નોંધણી માટે માન.ચૂંટણી કમિશનરશ્રી તરફથી નિયત કરવામાં આવેલ રૂપરેખા મુજબ અનુગ્રપ કાર્યપદ્ધતિ અપનાવી સંબંધિત બધા લેવલ અધિકારીશ્રીઓ સંપર્ક કરવો ત્યાર બાદ નોંધણી માટેના પ્રત્યેક મતદારતાઓની પાસેથી અધિવાસ સંબંધી નાગરિકત્વ પૂરવાર કરતા પુરાવા સંક્રિત ઉપરને ધ્યાનમાં રાખી અત્યંત સરળ પ્રક્રિયા અપનાવી, મતદાર યાદીમાં નોંધણી કરાવવામાટે ક્રમેક્રમ પૂર્ણ રૂબરૂ ઉઠાવવા ટકાઉ અને લાંબાગાળાની કાર્યવાહી હાથ ધરવાની થાય છે.

બેતી ખાતાની રાજ્ય કક્ષાની તેમજ રાજ્યનાં જે તે પ્રાદેશિક તાલીમ કેન્દ્રમાં સફેરી વિસ્તારથી ગ્રામીણ વિસ્તારના ઉવાડા સુધી વખતો વખત યોજવામાં આવતી તાલીમ/શિબિરો વખતે મતદાન બાબતે મતદારતાઓ વધુ ને વધુ ધોડાસાક્ષિત થાય તે મુજબનું માર્ગદર્શન પુરૂ પાડવું અને ૧૮ વર્ષ પૂર્ણ કરેલ તમામ નાગરીક પોતાનું નામ મતદાર યાદીમાં નોંધાવે તે માટે જે તે કાર્યક્ષેત્ર વિસ્તારમાં કાર્યરત જે તે વિષયલક્ષી અનુગ્રપ યોજનાકીય સાક્ષિત્ય સાથે શક્ય બને તો મતદાન અંગેના માર્ગદર્શન માટે સરળ સાક્ષિત્ય વિતરણ અંગેના માધ્યમો ધ્વારા પણ પ્રચાર/પ્રસાર કરી મતદાન અંગેની જાગૃતિ લાવવા બહોળી પ્રશિધ્ધિ કરવા માટેના સઘળા પ્રયત્નો હાથ ધરવા.

મતદારતાઓ મતદાન માટે વધુ ને વધુ જાગૃતતા કેળવે તેવા શુભ ફેરુથી સરકારશ્રીની વિવિધલક્ષી આકર્ષક યોજનાઓમાં મતદાન અંગેની સમજ આપતી બાબતોને મુખ્ય મુદ્દા તરીકે સાંકળી લઈ મતદારતાઓને મતદાન કરવા અંગેની આકર્ષક ભુમિકા અંગેની બનાવવા સફળ પ્રયત્નો કરવા.

બેતી ખાતાના કર્મચારી/અધિકારીશ્રીઓની ફિલ્ડની કામગીરી દરમિયાન બેટી સારોના લોકસંપર્ક વખતે યોજનાકીય કામગીરીઓની સાથે સાથે ગ્રામીણ વિસ્તારની ઉવાડાની અજાણ અને અભણ પ્રજાને પોતાના મત વિસ્તારની મતદાર યાદીના ભાગમાં અવશ્ય નામની નોંધણી કરાવે અને નોંધણી થયા બાદ પ્રત્યેક મતદારતાને થયેલ નોંધણી અંગેની જાણકારી તથા મતદાન કરવા માટેની કાર્ય પદ્ધતિઓની સરળતાથી જાણ આવે તે મુજબની પૂરતી સમજ આપવી તેમજ મતદાન કરવાથી દેશના તાંદુરસ્ત અને ઉજવળ ભવિષ્યમાં મતદારતાના કિંમતી અને પવિત્ર મતના યોગદાનની અગત્યતા સમજાવવી તેમજ ખાતાકીય યોજનાઓની પ્રશિધ્ધિ માટેની પત્રિકાઓ અને જાહેરાતો વિગેરે સાક્ષિત્યમાં મતદાન માટે ઉત્સાહભરે ત્યાગ લેવા મતદારોમાં જાગૃતિ આવે તેવા વિશાળ ફાલક ઉપર આમ જનતા સુધી સંદેશો પહોંચે તે મુજબનું લાભાણ લખીને મતદારોમાં જાગૃતિ લાવી શકાય છે.

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અગાઉ રાજ્ય વિધાનસભા ચૂંટણી-૨૦૧૨ દરમિયાન મતદારતાઓને વધુ ને વધુ મતદાન કરાવવા અંગે ચૂંટણી પંચ તરફથી થયેલ સુચન અન્વયે ઉપરીકત મુજબનું હાથ ધરવામાં આવેલ અભિયાન તંદુરસ્ત લોકશાહી માટે અત્યંત આવકાર્ય છે. જેથી ફેવે પછી ભવિષ્યમાં આવનાર ચૂંટણી અંગે ચૂંટણી પંચ દ્વારા અંગેના વિભાગ પાસે રાખવામાં આવેલ ગુણવત્તાસભર અને ઉંચી અપેક્ષા પૂર્ણ કરવા મતદાન સંબંધી તમામ કર્મચારી/અધિકારીશ્રીઓને અંતઃપૂર્વક સફળ અભિયાન ના અમલીકરણ માટે અપેક્ષિત આજ્ઞાવાન કરવામાં આવે છે.

પ્રસ્તુત પરિપત્રનો ચુસ્તપણે અમલ કરવા જણાવવામાં આવે છે.

સહી/

(ડી.બી.આર.શાહ)

બેતી નિયામક

ગુજરાત રાજ્ય, ગાંધીનગર

સ્થાન: ગાંધીનગર

તા.૧૩/૧૧/૨૦૧૩

જા.નં વફૃત-૧(૩)/૫૨૪/ ચટલ/મતદાન જાગૃતિ/૬૫૨૦૧૩ (૧) / ૧૮૮૨૨-૪૬ /૧૩
બેતી નિયામકની કચેરી, ગુ.રા,
કુચિલવન, સેક્ટર-૧૦/બે, ચ-સેડ,
ગાંધીનગર
તા.૧૬/૧૧/૧૩

નકલ સચિવશ્રી રવાના પ્રતિ,

(૧) માન.મુખ્ય નિર્વાચન અધિકારીશ્રી, ગુજરાત રાજ્ય, ગાંધીનગર, સામાન્ય વફીવટ વિભાગ, બ્લોક નંબર-૭, બીજો માળ, સચિવાલય, ગાંધીનગર તરફ જાણ થવા સાફ.

(૨) સેકશન અધિકારીશ્રી, કુષિ અને સફાર વિભાગ (મ-૩), સચિવાલય, ગાંધીનગર તરફ તા.૨/૧૧/૧૩ ના પત્રકમાંક / ૫૨૪/૧૩૨૦૧૩/૧૩૪૬/ અન્વયે જાણ થવા સાફ

(૩) મે.બેતી નિયામકશ્રીના રફરફ સચિવશ્રી તરફ જાણ થવા સાફ.

(૪) માન. અધિક બેતી નિયામકશ્રી (વિસ્તરણ) ના અંગત મદદદનીશ તરફ જાણ સાફ.

નકલ રવાના પ્રતિ,

(૧) સંયુક્ત બેતી નિયામકશ્રી (જ.સં) વડોદરા/ રાજકોટ

(૨) સંયુક્ત બેતી નિયામકશ્રી (વિસ્તરણ) તમામ

(૩) નાયબ બેતી નિયામકશ્રી (પલાકવી) જામનગર,

(૪) નાયબ બેતી નિયામકશ્રી (જ.સં) ગાંધીનગર / મહેસાણા



વફીવટી અધિકારી

બેતી નિયામકની કચેરી

ગુજરાત રાજ્ય, ગાંધીનગર

નકલ રવાના પ્રતિ,

ખાતાના તમામ વિભાગો (૧) ઉમે સ્ટેટ વિભાગ (૨) પાક વિભાગ (૩) તાલીમ અને મુલાકાત વિભાગ (૪) આયોજન વિભાગ

(૫) આઈ. કયુ વિભાગ (૬) આંત્રિક વિભાગ (૭) વફીવટ વિભાગ/ખાનગી શાખા તરફ જાણ તેમજ અમલ થવા સાફ.

ANNEXURE 4:

SCRIPTS OF FIVE SHORT ANIMATION FILMS BASED ON WARLI FOLK ART

The Storyline

Episode 01

The story revolves around a young girl named 'Su' who has just received her Election Card. She returns home very excited and happy carrying her Election ID. She shows it to her 'Ma' and 'Pa' and asks her brother 'La' to check on his computer if her name is in the voters' list. They find her name in the list and she jumps with joy. When her Ma and Pa come in to congratulate her. 'MATDAN SOOCHI MA NAAM LAKHAVIYE, MATDAR PATR SAU BANAVIYE' (Duration: 1 minute)

Episode 02

She asks her Ma and Pa if they will go to vote with her. Pa is ready, but Ma says her world is within the house and voting is her husband's task. When Su insists Ma has another excuse: who will cook? To which Su says 'why not eat out? After all it is a festival of Democracy.' 'EK MAT THI THAYE JEET HAAR, MAT NA THAYE KOI BEKAAR' (Duration: 1 minute)

Episode 03

She asks her brother if he will go for voting to which he says that he will rather sleep or go for a popular Hindi movie. She says why wouldn't he go for the voting? He says he hates to stand in the long queue. She says why wouldn't you stand in a queue when you can wait in a queue to buy tickets for a movie? Without waiting for his answer she drags him out and they all jump on to the two vehicles. Her father's motor bike and her scooter. AAPNO MATDATA JAWABDAR, NAAKHE MAT BADHA NAR-NAAR (Duration: 1 minute)

Episode 04

As they drive towards the polling booth, on the way they meet with 3 different candidates. They interact with (either) the girl or brother and (or her parents) in form of campaign vehicles, posters and through TV. (The three candidates are symbolised by their electoral symbols – A circle, a Square and a Triangle. This is shown in their flag, dress etc.) Some of these candidates try to lure them through a bottle of a drink or/ and through intimidation by muscle power. Some promise them development, jobs, safety etc. too. The characters gesture 'NO' and move ahead. They join the queue of the voters. LAALACH AAPI MAT JE MANGE, MAT TENE KADI NA AAPE (Duration: 1 minute)

Episode 05

Inside the polling booth. The family goes one by one to vote. Each of them thinks of a specific candidate and a specific reason to vote. Viewers do not know who they vote for. When the girl goes to vote, she thinks of each candidate, the triangle offering bottle, the box offering cash and the circle showing muscles. She pops off each of their thoughts and presses 'NATO'.

NATO AAPNO CHE ADHIKAR, PAN KARIYE NAHIN MAT BEKAR. (Duration: 1 minute)

ANNEXURE 5:

CEO APPEAL FOR REGISTRATION AND VOTING SENT BY MASS E-MAILING

appeal to register as a voter - please spread the word

Anita Karwal <anitakarwaloffice@gmail.com>

10/10/14

to Banaskantha, Bharuch, Bhavnagar, Dangs, Dohad, Gandhinagar, Jamnagar, Junagadh, kutch, Mehsana, Narmada, Navsari, Panchmahals, Patan, Porbandar, Rajkot, Surat, Surennagar, Tapi, vadodara, Valsad, Ashok, Ardra, Niraj, Niraj

Dear Friends/Colleagues/ Government Employees/ Bankers/ Members of Corporate bodies/ Friends from Media/ Office-bearers of CSOs, RWAs, etc.

You may be aware that to be able to participate in any election you have to first ensure that you are registered on the Rolls as an 'elector'. Electoral Rolls are updated every year. This year we shall be taking your Claims and Objections (or application Forms) from 15th October to 10th November, 2014. In this regard, I am making this personal appeal to ensure that you, your eligible family members, your eligible office staff, your eligible friends and neighbours, etc. all understand the process of registration and take advantage of it. Through this e mail, I hope to enlist you as a partner of the Election Commission of India for ensuring complete participation in democracy by fellow citizens. Here is what you have to do:

1. Even if you 'think' or 'know' that your name is there in the Rolls and also possess an Election Photo Identity Card (EPIC), even then FIRST OF ALL do check your name in the Rolls by:

- Calling Toll free Helpline number 1950 from any landline or mobile on any working day during office hours, or
- Searching online on www.ceogujarat.nic.in, or
- Sending SMS – “epic <space> your EPIC number” - to 8511199899 (EPIC stands for Electors Photo Identity Card commonly known as Voter ID Card), or
- Visiting any Matdar Suvidha Kendra in any Collector's Office, or visiting the Mamlatdar's office, or
- Visiting any e-gram center in the state, or
- Checking with your Booth level Officer (BLO). Your BLOs details are available on our website. You can also get his/her details by sending sms – “Blo <space> your Epic number”- to 8511199899

2. In case you find that your name is not there in the Rolls, do not despair. You simply have to fill up the relevant Form.

3. There are four kinds of Forms that you need to know about (they are attached in English and Gujarati below and you can use their print-outs):

- Form-6: this form is for registering your name in the rolls
- Form-7: this form is for deleting names from rolls for the reason of death, migration, marriage and shifting, etc.
- Form-8: this form is for those who find that their names are registered, but certain details need to be corrected (such as name spelling, address spelling, age, etc.)
- Form-8A: this is for those electors who wish to change their address from one Polling Station area to another, both located within the same Assembly Constituency.

4. The age criterion for registration this time is that the applicant must have completed the age of 18 years on or before 1st January, 2015.

In other words, the applicant must have been born on or before 01.01.97.

5. So, if you find that you are not registered, or if you want to register as you have just become eligible, then you may:

- Take a print out of the attached Form-6 from this e-mail, fill it up, attach requisite proof of age and residence, attach latest photograph and deposit it at the nearest Matdar Suvidha Kendra in Collector's Office or hand over to your Booth level Officer (BLO). Do NOT forget to take a receipt of your application. Do not forget to mention your Mobile number, email ID if you have one and Aadhar card number.
- Or apply online on www.ceogujarat.nic.in in Form -6, or
- Visit the Matdar Suvidha Kendra and take hard copy of application Form-6, fill it up and submit at the Kendra itself, or
- Visit any e-gram center in the state from 15th October to 10th November, 2014 and apply online through the center on nominal payment of Rs. 10, or
- Meet your BLO at your nearest Polling Station in person on 19th October and 2nd November, 2014 between 9.00 am to 6.00 pm. S/he will remain available there on these dates with blank Forms and copy of electoral rolls for your convenience.
- Or take guidance from our helpline number 1950 on any working day during office hours.

Once you do submit your application, do not forget to take a receipt of having submitted your application.

6. For contacting your Booth Level Officer (there is one for each Polling Booth) you may either:

- Call Helpline number 1950 from landline or mobile on any working day during office hours and obtain her/his details, or
- If you possess a valid EPIC, send an SMS to 8511199899 - "blo <space> your EPIC number", or
- If you know your Polling Station, go to the icon "Information linked to Polling Station maps" on Election Commission of India's website –www.eci.nic.in – and see details of BLOs on the GIS map of your Polling Station, or
- Search your BLO on www.ceogujarat.nic.in, or

7. If you are a college going student, there are special facilities for you in your colleges. One person from your college administration has been trained by the election machinery to facilitate you. He is the Designated Officer for this purpose. Check out his contact details on the "Youth Corner" on www.ceogujarat.nic.in or simply ask your institution's management. Several Colleges also have a Campus Ambassador appointed by ECI. You may contact them too.

8. Remember that those who apply for registration now will see their names in the Rolls (including online on www.ceogujarat.nic.in) only on or after 5th January, 2015 and as a consequence will receive their EPIC (cards) within 30 days after the said date.

9. You will be able to track the status of your application online by going to the icon "Electoral Rolls - List of application forms" on the Home page of our website www.ceogujarat.nic.in.

10. Please also note that the present window for submitting applications is only from 15th October to 10th November, 2014. If you miss this period, then you can apply from 6th January, 2015 onwards at any time.

In case of any further queries regarding electoral rolls please call our Helpline number 1950. And in case of any complaints/issues, feel free to e mail to me at ceo_gujarat@eci.gov.in or call me at 079-23250318 (office), or call the Collector of your concerned District as s/he happens to be the District Election Officer and therefore represents the Election Commission of India at the District level as I do at the State level.

**ANITA KARWAL
PRINCIPAL SECRETARY &
CHIEF ELECTORAL OFFICER,
GUJARAT STATE.**

Voting means more to me than a cricket match: Mohit

This is the story of the time when there was 20-20 fever all around. It is generally seen, that as the month of March approaches, in every house, Cricket becomes priority area for TV viewing. During the same period, playing cricket is also very popular amongst youth based in small to medium cities.

Let us look into the life of one such Cricket enthusiast in one such city, Captain Mohit, so known for being the Captain of his homegrown team.

Mohit was a very good batsman and locally people would compare him to Sachin Tendulkar. In fact crowds would gather to watch his batting and would cheer his well-placed Fours and Sixers. In March, a private firm announced its decision to organize 20-20 tournaments in which local teams could participate.

Mohit's team too participated under his Captaincy. Defeating four teams, Mohit's team entered the Finals. The motivation to win was high. There was a prize money of Rs. 50,000 to each team member, but more importantly, it would mean an opportunity to play in the presence of Ranji's selectors.

Mohit increased the practice time for his team and personally monitored every one's progress. During one such practice, while sitting on the ground he was reading the newspaper. Suddenly a look of complete shock came on his face. Polls and Match were to be held on the same day. He knew what he had to do. He immediately met the organizers of the tournament, and

requested them to postpone the match to the next day.

Organizers clearly informed Mohit that the match dates would not be changed. On hearing this, Mohit told the Match organizers that he would not play, but if his team wanted to play, they could go ahead and play. The organizers were completely taken back. Mohit further clarified, that since the Match date was clashing with Poll day, and voting for him was much more important than cricket, he would not be able to discuss the matter further.

"My entire life, all years, months and days are there for me for cricket, but voting will come only once in 5 years" said Mohit, while leaving the discussions. On hearing this the organizers also realized that they too had a duty to fulfill on poll day and they promptly changed the date of the match.

Mohit and his team went on to play and win the match.