

By Speed Post/ E-Mail

ELECTION COMMISSION OF INDIA

NirvachanSadan, Ashoka Road, New Delhi-110001

SUJEET KUMAR MISHRA

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UNDER SECRETARY

Tel – 011-23052064

No.447/ECI/LET/FUNC/SVEEP-I/BS/2016

Dated: 17th March, 2017

To

The Chief Electoral Officers of

1. Goa 2.Punjab3.Uttarakhand 4.Uttar Pradesh

**Subject: Conduct of End line Survey of Knowledge, Attitude, Practices (KAP) of electors -
reg**

Sir/Madam,

Please refer to Commission's letter no. 447/SVEEP-I/BS/2016 dated 01.06.2016 wherein it has been conveyed that an End-line Survey may also be carried out immediately following the election, and should start the survey within **7 days** of completion of election.

You are, therefore, requested to submit the result of Endline Survey in the form of summary report to the Commission within **2 months latest by 30th May 2017**. Further, the raw data in SPSS/STATA format (as mentioned in letter dated 01.06.2016) is also required to be submitted for the Baseline Survey as well as End line Survey.

Yours faithfully,



**(SUJEET KUMAR MISHRA)
UNDER SECRETARY**

Urgent/Immediate
By E-mail/Speed Post

ELECTION COMMISSION OF INDIA

NirvachanSadan, Ashoka Road, New Delhi-110 001.

No.447/SVEEP-I/BS/2016

1246-250

Dated : 01.06.2016

To,

The Chief Electoral Officers of,
Goa, Manipur, Punjab, Uttar Pradesh and Uttarakhand.

Subject: Conduct of Baseline Survey of Knowledge, Attitude, Practices (KAP) of Citizens reg.

Madam/Sir,

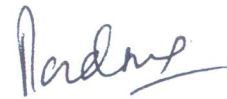
The Commission has directed for conduct of 2nd generation of surveys - Baseline Survey ahead of the General Election to the States in 2017 and Endline survey immediately following the election. In this regard, I am directed to say the following :-

- I. The Surveys would be called KAP (Knowledge, Attitude and Practices) survey. A standard questionnaire for Baseline and Endline survey is enclosed. The questionnaire includes a section for Persons with Disabilities. The findings of the survey will be tracked across states, over time for measuring the efficacy of various interventions undertaken by the ECI and CEOs.
- II. CEOs have the option of adding question after those given in the standard questionnaire in related sections at the bottom, similarly options within a question can be added at the bottom. However, the sequencing and the codes for existing options should not be tinkered with.
- III. The raw data in SPSS/STATA format (along with codebook) shall be required to be submitted to ECI alongwith the survey report. Pooling the raw data from multiple states at different points of time will allow for a wide range of analysis. Accordingly, this may be included in the deliverable when soliciting proposals in response to its Terms of Reference (ToR).

- IV. Survey reports should be written in a consistent format as per the recommendations of TISS. The Sample Chapter Plan, Sampling Methodology and Terms of Reference for a Survey Agency is enclosed. This may be referred to while preparing the TOR and the reports. Guidelines for the Survey Agency is also enclosed.
2. You are therefore requested to engage the services of a suitable Institute/Agency to carry out the Baseline and Endline survey. The selection of the Agency/Institute will be done within the administrative and financial procedures of the concerned States.
 3. The Commission has directed that the CEOs should scrutinize the operational procedures followed by the survey organizations and closely monitor whether quality norms are being followed during recruitment and training of enumerators, field work and data entry.
 4. The Baseline survey may be carried out at the earliest so that the reports are available for framing the State and District SVEEP Plan for the upcoming elections. The reports may be submitted to the Commission **by 30th September, 2016.**

Enclosures : As above

Yours faithfully,



(PADMA ANGMO)
DEPUTY SECRETARY

