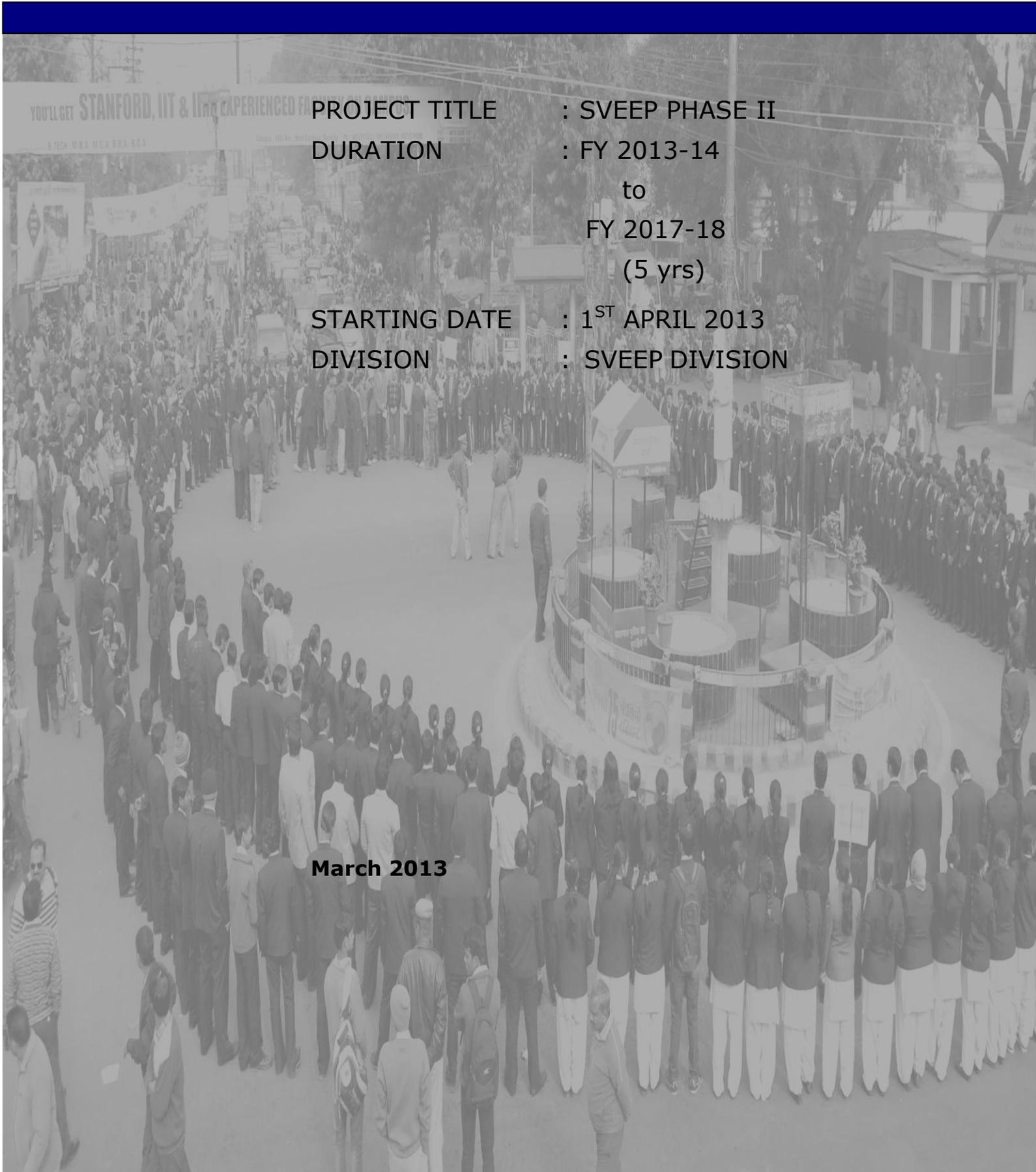




Election Commission of India



PROJECT TITLE : SVEEP PHASE II

DURATION : FY 2013-14

to

FY 2017-18

(5 yrs)

STARTING DATE : 1ST APRIL 2013

DIVISION : SVEEP DIVISION

March 2013

Executive Summary

With the national elections envisaged in 2014, there is a need to plan the Systematic Voters' education and Electoral Participation programme (SVEEP) to enhance people's participation in the electoral process. SVEEP launched in 2010 has had perceptible impact in three years on people's participation in the electoral process. The Commission has now directed for a targeted, quantifiable SVEEP Phase II ahead of next Parliamentary elections. This programme shall suitably cover and service general elections to State Assemblies in the year 2013-14 and create the outreach platform for successive elections.

- (1) **Rationale** - Despite the steps taken under SVEEP in past three years, there remain gaps in registration and polling in many states, most notable among urban centres, newly eligible youth and in some states among women, both in registration and further in polling. In addition the marginalized and excluded groups need to be brought into the fold of electoral process to make the entire process inclusive, an area in which the focus is yet to be optimal.
- (2) **Strategy/Methodology** - A targeted approach shall be adopted towards meeting the various gaps in registration and voting besides spreading awareness about informed, un-intimidated and inducement free voting under the broader framework of civic education. There shall be structured framework including steps like Situation Analysis Polling Station wise, Planning interventions, Implementation followed by Review and Evaluation, both mid term and annual for the entire project period as well. Constant monitoring at CEO and ECI level shall be carried out. The Facilitation part of SVEEP has to go hand in hand with demand generation. Working with partners is an important part of the strategy and partnership with various agencies and departments shall be developed and nurtured for strengthening SVEEP planning and implementation.
- (3) **Expected outputs/outcomes** - EP ratio in registration to be closer to the 18+ population ratio as per the census data. Gender ratio on rolls to match gender ratio in census. Higher Voter turnout percentage in all States/Polling Stations. Average turnout of above 65% in Parliamentary Elections. Reduction in gap among women turnout in elections. Urban apathy to be dealt with higher EP ratio and atleast 10% increase in turnout in urban centres across the country.
- (4) **Implementation Arrangements** -Implementation would be carried out at State level by CEOs and at district level by DEOs. Most of the content would be created at CEOs level and its dissemination would be carried out at polling station areas through suitable programmes and activities under

the supervision of DEO. Suitable innovations in content may be made by DEOs. ECI shall create limited but high quality pan-Indian content for Voter Education software with UN agencies/other high capacity agencies, interactive content for kiosk/internet/mobile phones etc and a national level promotional audio-visual promo.

- (5) **Budget** – The total budget for **2013-14** would be **Rs 18.50 crore**. The budget provided to state is @Rs 250/- per polling station. The funds shall be provided to CEO and the cost may be subsidised for a specific district, if required. **The funds allocated to States are only to meet a part of the total cost for the SVEEP programme of the State.** CEOs will evolve their full estimates and mobilise necessary funds within their budgetary arrangements while dove-tailing the ECI allocated funds. States going to polls in 2013-14 will need to specially factor this in.

Budget projections for the remaining part of the project period (2014-2017) shall be as projected by the states based on the requirements and utilised funds for the period 2013-14.

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ACRONYMS AND ABBREVIATIONS

SVEEP	Systematic Voters' Education and Electoral Participation
KABBP	Knowledge, Attitude, Belief, Behaviour and Practices
VREC	Voter Educations & Facilitation Centre
NVD	National Voters' Day 25 th January
IEC	Information, Education and Communication
IMF	Information, Motivation and Facilitation
CEO	Chief Electoral Officer
DEO	District Election Officer
RO	Returning Officer
ARO	Assistant Returning Officer
ERO	Electoral registration Officer
AERO	Assistant Electoral Registration Officer
PS	Polling Station
EP Ratio	Electors to population ratio

INTRODUCTION

Voters' Participation in the democratic and electoral processes is integral to the successful running of any democracy and the very basis of wholesome democratic elections. Thus, it becomes an integral part of election management. In India, the constitutional mandate of the ECI for 'superintendence, direction and control of elections contain the built in high responsibility to have every eligible Indian on the electoral roll and get everyone on the electoral roll to voluntarily vote.

In India and across the world, the imperative of enhanced voters' participation in Elections is no more a matter of debate, but a serious assignment. Several countries in fact have voters' education as part of their constitutional mandate. Voter is the central actor in democratic election. In recent decades however, the world has seen a decline in Voter' participation in elections, which would inevitably point to a democracy deficit. Democratic nations and their Election Management Bodies (EMBs) have become increasingly alive to this negative trend and seeking to address it through ebullient programmes of voters' education.

There is lot of gap between what the voters 'should know' and what they 'actually know' in important areas like registration, EPIC/ identity proofs, Polling Station location, use of EVMs, timings of the poll, do's & don'ts with regard to Model Code of Conduct, use of money/ muscle and liquor power, by candidates or their associates to influence vulnerable sections of electorate. These gaps exist because voters' education had not received the requisite priority from election managers.

Experience showed that even greater awareness does not necessarily get converted into greater participation as behavioural change is a much more complex task. To improve participation of all sections of the electorate, information, motivation and facilitation have to be provided, for which the responsibility would lie with the election managers.

The awareness levels needed to be enhanced, especially amongst the freshly eligible youth, uneducated, residents of far-flung, inaccessible and remote areas, socially and economically weaker/ deprived sections of society. Motivation has to be provided for the citizens who are apathetic, skeptical, dis-enthused, dis-interested, to participate in the electoral process followed by the friendliest facilitation for registration and subsequently voting during elections.

A. BACKGROUND

The theme chosen for the Diamond Jubilee Year of the ECI in 2010 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 and awareness and educational measures by election management machinery, rather than compulsory voting needed to be encouraged. For this to happen, voter education held the key. The Commission thus decided to bring Voter education to the center table of election management and allocated it necessary priority and resources.

ECI envisaged systematic, strategic and scientific processes in understanding the voter participation and engagement dynamics and facilitated the processes of increased and informed participation. It was felt that Voter education needed to be imparted through specific and targeted interventions, backed by scientific research carried out by professional agencies/ institutes.

B. RATIONALE AND JUSTIFICATION

There was a strongly felt need for a scientifically designed policy frame work, clear guidelines, effective implementation and very importantly a well established feedback mechanism for assessment of the impact made by the interventions. This would help in suitably modifying future strategies, programmes and interventions to educate the voters on all aspects of democratic and electoral processes, with a centripetal focus on electoral participation.

Effective partnerships with educational institutions like Universities, Colleges, Senior Secondary Schools, Vocational Institutes etc. needed to be carefully built in order to educate the students on subjects related to democratic electoral practices and the need for participation in the democratic electoral processes, so that they could prepare themselves as voting citizens and enroll as soon as they are eligible and vote at the first available election.

Large segments/ sections of the electorate who were not covered by the formal educational system or those who had developed an apathetic attitude or those who are physically cut-off from the mainstream due to various reasons needed to be brought under the ambit of focused voter education. Such segments/ sections needed to be reached through civil society organizations, special agencies of volunteers, appropriate media vehicles, Govt. Departments working for the welfare of deprived and vulnerable sections or marginalized groups etc. at the field levels.

There is a threat that a steady decline in voters' participation, if goes unattended over successive years, with number of candidates rising and under a FPP system, can result in an unrepresentative, dormant, silent and nominal democracy. ECI will need to work hard to rule out such a possibility in broad appreciation of its constitutional responsibility.

There is strong advocacy that has emerged in recent times from different stakeholders for developing a comprehensive strategic framework for increased voter education.

B.1. PAST AND RELATED WORK

Survey agencies were engaged in the past 14 election going States for doing baseline, process and endline survey to understand the underlying reasons for under registration, last mile problems in updation of electoral rolls, EPIC off take and low voter turn-out and to identify the demographics of elector-segments with lower electoral participation so that suitable interventions can be mounted and their impact assessed.

CEOs were directed to implement State Level SVEEP plans and also to facilitate District Level Plans. The plans were to be formulated for the whole year with intense sub plans for election period. CEOs were instructed to collaborate with educational institutions to particularly tap the new voters in the age group of 18-19yrs. Nodal officers were appointed in educational institutions who helped newly eligible electors to get registered. CEOs were instructed to explore collaboration with Private Media for creating voters' awareness but with adequate safeguards, and due care. CEOs were also advised to have collaboration with Civil Society/ NGOs in order to advance voters' awareness again after due scrutiny of their impartiality and credibility.

ECI decided to celebrate its foundation day, i.e., 25th January as the "National Voters' Day", with the objective to increase enrolment of voters, especially of the newly eligible ones.

Dr.A.P.J. Abdul Kalam and Sh. M.S.Dhoni were made the national Icons for People's participation in Election process. Recently Olympic medallist Ms Saina Nehwal and Ms M C Mary Kom have been added to the list of national icons. States were asked to identify state icons to spread the message of Voter participation both for registration and for elections. The Icons engaged by the States, who have been serving as brand ambassadors are Malini Awasthi in UP, Remo Fernandes in Goa, Jaspal Bhatti in Punjab, Sunder Lal Bahuguna and Bachendri Pal in Uttarakhand, Dinko Singh among others in Manipur and Folk singers like Karnail Rana in HP and Radio Jockey Dhawanit in Gujarat and many others.

As directed by ECI, CEOs launched inter-personal communication campaigns through use of folk media and organizations like NYKS, NSS, NCC, Bharat Scouts and Guides and other grass root level agencies to educate electors. Street plays, debates, Focussed Group Discussions, Symposiums, debates etc were conducted in public sphere to raise public interest. CEOs carried out communication

campaigns through mass media like print and electronic media to increase Voters' participation. Media like mobile phones, SMS, emails, social media, loudspeakers at public places, etc were used. CEOs and DEOs conducted various human intensive activities like rangoli, human chains, rallies, kite flying, candle march, sports competition, drawing competitions etc at district and booth level to increase public interest and participation in elections. EVM awareness programme was conducted through Master Trainers at lowest administrative unit level and Village Panchayats, Haats, Bazars, community Centres also.

On the supply side, Voters' Helplines were launched in all the Districts to facilitate the voters in getting right information on the electoral processes as well as arrangements made for their convenience. Voters' Facilitation Booths were set up at strategic locations. Similar Booths were set up outside Polling stations on the day of the poll also. To expand the I-Card basket - apart from EPIC other identity proofs also to be valid, for which a list would be released by the Election Commission of India well before the date of polling in the first phase. Voter Slips are now given to all voters immediately prior to polling days which serves as information, invitation and reminder to vote.

Since the launch of SVEEP in end 2009, there has been a steady increase in Voter turnout in all the subsequent elections with record Voter turnout in Assembly Election of Tamil Nadu, West Bengal, Punjab, Uttarakhand, Uttar Pradesh, Goa, Gujarat and Himachal Pradesh and higher women turnout in all the five Assembly Elections in Jan-March 2012. From the findings of endline surveys and from quick evaluation from concerned CEOs, it is gathered that SVEEP has been the very major factor behind increase in voter turnout and enhanced registration.

B.2. LEARNINGS

- ✓ Identification of low participant units and making suitable interventions is essential as they severely bring down the average
- ✓ Communication needs to be targeted rather than general
- ✓ Broad awareness does not lead to behaviour change for registration or voting
- ✓ There are several barriers in smooth enrolment of citizens and citizens would like services to reach out to them
- ✓ Cultural barriers are rampant and require counsel, consultation
- ✓ In certain areas, awareness need to be linked to freedom from fear and intimidation, supported by police administration
- ✓ Inducement and bribe-free voting now need much higher attention considering the magnitude of the problem

- ✓ Inspirational personalities are effective motivators; more so when they are from the region
- ✓ Communication products are expensive, hence archive building and replication are as important
- ✓ While mass media generates the enabling environment, actual electoral participation behaviours comes through contact, persuasion, counselling etc
- ✓ Supply side measures are extremely important, hence the 'F' in IMF i.e. Facilitation needs to be made stronger all the time
- ✓ SVEEP has worked in all types of settings, though differentially: North-South, east-West, North East, Urban-Rural, Insurgency affected-peaceful, and irrespective of low turnout or high turnout past
- ✓ SVEEP is sensitively dependent on leadership and ownership at the level of CEO and DEOs; where it was higher, the results have been better
- ✓ SVEEP needs persistent follow up as it is yet to acquire a mandatory character for election managers

C. THE PROJECT FRAMEWORK

The phase-II of SVEEP proposes to carry forward and further strengthen the initiatives taken in SVEEP Phase-I. SVEEP Phase-II shall have aspirational goal, strategy (National, Regional and micro level, rural/urban etc) It outlines Outputs and outcomes, while also setting some quantitative targets to the extent feasible and proposed institutional mechanism for sustainability of SVEEP.

C.1. STRATEGY/METHODOLOGY

The project shall involve a planned strategy for targeted approach towards meeting the various gaps that exists in the field of registration and voting besides spreading awareness about informed, un-intimidated and inducement free voting under the broader framework of civic education. It shall include content development for literate and non-literate groups and in curriculum and also in co-curricular and extra curricular activity in educational institution. Targeted campaign on major gaps like Women, Urban, Youth, Physically challenged etc shall be comprehensively planned at CEO's level. **However there shall be flexibility for the DEOs to innovate at their level for better outputs in consultation with CEOs.**

There shall be structured framework including steps like Situation Analysis (Polling Station wise), Planning of interventions and Implementation followed by Review and Evaluation both mid terms and annually for the entire project period

as well. Constant monitoring at CEO and ECI level shall be an essential part of the strategy.

The Facilitation part of SVEEP has to go hand in hand with demand generation. For this the SVEEP shall be dovetailed with supply side initiatives and interventions.

Working with partners is an important part of the strategy, as any implementation as well as planning process shall require inputs and support from various agencies and departments. Central and State Government Departments, Educational Institutions, Youth Organisations, Government Media, National and Regional Icons, CSOs, Corporates, Media can be among the network of partners for the SVEEP programmes.

C.2. IMPACT/GOAL

To have every eligible citizen on the electoral roll and to have everyone on the electoral roll to exercise his or her franchise voluntarily, also to create a continuous universal climate of citizen's democratic and ethical participation in electoral process.

C.3. EXPECTED OUTCOME

Outcome 1 - EP ratio on the electoral rolls to match the 18+ population as per census

Outcome 2 - Gender ratio on rolls to match the gender ratio as per census

Outcome 3 - To increase the percentage of enrolment in the newly eligible 18-19yr age group from existing 35-40% to nearer 80%

Outcome 4 - To bridge the gap in registration in urban areas

Outcome 5 - Inclusion of excluded groups/communities in electoral roll and in turnout for voting

Outcome 6 - Visible enhancement in the quality of electoral participation in terms of informed, ethical and inducement free voting in tandem with supply side expenditure control measures.

Outcome 7 - To target national turnout average of atleast 65% in the next Parliamentary elections

Outcome 8 - Increase in NRI registration from the present dismal level of around 0.1% to atleast 10%.

Outcome 9 - Increase in postal ballot voting from 4.4 lakh in last LS elections to atleast 44 lakh in next LS elections by facilitating and educating service voters, employees and diplomats.

C.4. OUTPUT /ACTIVITIES (For 2013-14)

- C.4.1 Identification of gaps in registration at Polling Station(PS)/AC/District, determining reasons thereof and targeted interventions
- a) Identification of excluded groups/communities and reasons thereof
 - b) Targeted programmes/communication interventions for excluded groups communities in partnership with identified agencies/support groups
 - c) Targeted programmes/communication interventions for fighting urban apathy in registration in partnership with identified agencies/support groups
 - d) Targeted programmes/communication interventions for women registration in partnership with identified agencies/support groups
 - e) Targeted programmes/communication interventions for youth registration in partnership with identified agencies/support groups
 - f) Targeted programmes/communication interventions for registration of NRIs and Service Voters
 - g) Mid period review and constant monitoring of registration figures in various categories
- C.4.2 Identification of 10% of Polling Stations in the district with low turnout in elections and reasons thereof and subsequent interventions
- a) Identification and determining reasons thereof
 - b) Targeted interventions in partnership with identified agencies/support groups
 - c) Targeted programmes/communication interventions for fighting urban apathy in turnout
 - d) Targeted programmes/communication interventions for women turnout
 - e) Targeted programmes/communication interventions for youth turnout
 - f) Targeted interventions for weaker section and excluded population
 - g) Targeted interventions for getting Service postal ballots and postal ballots from Diplomats
 - h) Targeted interventions for getting postal ballots voting by employees
 - i) Mid period review and review at the end of polls and assessment of methods used

- C.4.3 Democracy buses/Vans to be run within the state boundary with IMF modules for information and motivation besides facilitation of electors
- C.4.4 Consultation on Youth, Women participation to be done half-yearly at DEO and annually at CEO level and once in 2-3 years at ECI HQ level.
- C.4.5 Young Voter Festivals ahead of NVD to be organized at District and State levels involving a range of activity.
- C.4.6 Campus ambassadors in Universities and large colleges under UGC (NSS coordinators or others who are outside Unions to ensure no political affiliations) Honorarium for such ambassadors has to be worked out and the same is to be met from ECI funds to be proposed under RE 2013-14. Implementation would be subject to getting funds under RE.
- C.4.7 Optimising engagement with private media through media Convention at ECI and by CEOs and DEOs at their level. Social media engagement by DEOs can be encouraged but with suitable precautions.
- C.4.8 Curriculum Development on electoral literacy by ECI through MHRD and NCERT etc. Extra curricular material development in forms of comics, interactive videos, kiosk content, pamphlets etc for semi literates and young people.
- C.4.9 Filling gaps in service voter participation through facilitation measures to be worked out in conjunction with MOD.
- C.4.10 Reaching out to NRIs through facilitation measures to be worked out in conjunction with Ministry of Overseas Affairs and MEA.
- C.4.11 A short promotional film on Voter participation with signature tune and pan-India appeal, and translatable in all languages may be prepared.

C.5. INSTITUTIONAL MECHANISM:

- C.5.1 The project is to be implemented under the broad national framework as given in this document. The implementation in each state shall be under the overall supervision and guidance of the Chief Electoral officer of the state. The implementation at ECI will be done under the supervision of DG.
- C.5.2 The District Election Officers shall implement the project in each polling station within their district. The partnerships, support departments and agencies besides media shall be identified and engaged by the DEO in their district under supervision and guidance of CEO.

- C.5.3 The Commission shall monitor and review the project periodically through Conferences, meetings and also field visits.
- C.5.4 An additional/Joint CEO SVEEP at all times for each State. A suitable officer in DEO's office to be assigned as incharge of SVEEP for the district.
- C.5.5 Voter Registration Centers to be institutionalized for registration, as well as for education and facilitation of voters. A common policy and staffing pattern shall be developed in consultation with ER Division of ECI and CEOs. This should have a common name Voter Registration & Education Centre (VREC) with stipulated scale at election and non-election time. The existing such centers will be incorporated in the plan. A detailed structure of the VREC is given in the annexure.
- C.5.6 Campus ambassadors shall be appointed in Universities and large colleges under UGC as identified by CEOs. Suitable honorarium for them shall be worked out and funds for the same to be sought under RE. CEOs to forward the proposal specifying role and duties of Campus ambassador, for regular interaction with CEO's office, alongwith budgetary requirements for the honorarium.
- C.5.7 Education material in form of animation films, audio CDs, booklets and comics shall be provided by ECI to States to be made available at Anganwadis, Schools and Voter Registration and Education Centres (VRECs)
- C.5.8 Other material for SVEEP shall be generated at CEO and DEO level. ECI shall issue a 'Communication User Guide' to all DEOs to guide in production of posters, banners, pamphlets and other material for awareness generation.

C.6. TARGET POPULATION

- C.6.1 Eligible citizens
- a) Rural
 - b) Urban
 - c) Women
 - d) Youth
 - e) Excluded groups/communities
 - f) Physically challenged
- C.6.2 14-17 yr old - the future eligible citizens
- C.6.3 Children - the message carriers

C.7. SUMMARY PROJECT COSTS (2013-17)

States will be asked to project estimates for the following heads (1-4) for the FYs 2013-14 to 2017-18 and seek funds through their budgetary arrangements.

During FY 2013-14, CEOs will incur expenditure under the 1-4 heads within a budget estimate, which shall include the budgetary support provided to them from ECI as per Annexure I. The budgetary support from ECI is expected to continue at a similar level in the future years of the project or suitably modified based on needs and availability of funds.

C.7.1. Cost Components (Estimated)

1. Education & Awareness material

- a. Content creation
- b. Production
- c. Dissemination
- d. Documentation

2. Fee/Honorarium

- a. Consultants (travel included)
- b. Campus Ambassadors

3. Consultations/Workshops

- a. Workshop for personnel of other departments/agencies
- b. Study Tours
- c. Consultations with partner agencies/media

4. Survey

5. Other Operating Expenses

- a. Premises
- b. Meeting with Campus Ambassadors
- c. O&M of Vehicles and equipment
- d. Transport
- e. Utilities

6. Voter Registration & Education Centres (This is proposed to be budgeted under ER)

- a. Premises
- b. IT Equipments
- c. Manpower
- d. O&M of Vehicles and equipment
- e. Transport
- f. Utilities

C.7.2. VOTER EDUCATION CONTENT CREATION & EVENTS AT ECI

Event/Material	Target Audience	Target dissemination approach	
Youth Convention	Youth organisations, educational institutions, Govt Deptt, Media Experts	Discussions, Reports, Presentations	
Women Convention	Women organisations, SHGs, CSOs, Govt Deptt, Media Experts	Discussions, Reports, Presentations	
National Voters' Day 2014	Newly eligible youth 14-17yrs old Also wider citizenry and stakeholders	Advocacy, instructions, Print & Electronic Media	
Audio and Video (animation) CD (2 min/20 min)	Rural Children & Rural Women	Mass electronic Media, DIPR, DFP, CSOs, Cinemas, Cable TV, Radio, FM	
Comics/Booklets with pictures	Rural Children & Women	Distribution in Anganwadis, Panchayat Bhawans	
Cartoon or comic strips	Urban centres	Newspapers, internet, Radio	
Video advt of 1 minute	All India	Electronic Media	
Interactive programme	All India	Kiosks, Internet, mobile applications	
Report	Stake holders, Media, policy makers	National Voters' Day, Conferences, workshops, media, meetings etc	
Internal Audit & impact Assessment	--	--	

D. PROJECT IMPLEMENTATION PLAN (PIP for 2013-14 with funds of Rs 16.58 crore for States and Rs 1.92 crore at ECI)

The project is to be implemented under the broad national framework as given in this document. The implementation in each state shall be under the overall supervision and guidance of the Chief Electoral officer of the state. The District Election Officers shall implement the project in each polling station within their district. The partnerships, support departments and agencies besides media shall be identified and engaged by the DEO in their district under supervision and guidance of CEO. The implementation at ECI will be done under the supervision of DG. The Commission shall review the project implementation on a periodic basis through Conferences and field visits.

Task	Target Date
An additional/Joint CEO SVEEP at all times for each State and an officer in DEO's office to be assigned as incharge of SVEEP for the district.	1 st April 2013
Voter Registration & Education Centers to be institutionalized for registration, Voter Education and facilitation of voters. A common staffing pattern may be developed in consultation with CEOs and ER Division of ECI. Alternatively the facilities may be provided at Common Services Centres under Ministry of IT	30 th June 2013 (or as may be decided in consultation with ER Division)
CEOs to forward the proposal specifying role and duties of Campus ambassador, for regular interaction with CEO's office, alongwith budgetary requirements for the honorarium. Campus ambassadors appointed in Universities and large colleges under UGC as identified by CEOs.	June 2013 September 2013
Identification of excluded groups/communities in registration at Polling Station/AC/District and reasons thereof	1-30 th April 2013
Targeted programmes/communication interventions for excluded groups communities in partnership with identified agencies/support groups	August to 31 st October 2013 (well before SR w.r.t 1.1.2014)
Targeted programmes/communication interventions for fighting urban apathy in registration in partnership with identified agencies/support groups	August to 31 st October 2013 (well before SR w.r.t 1.1.2014)
Targeted programmes/communication interventions for women registration in partnership with identified agencies/support groups	August to 31 st October 2013 (well before SR w.r.t 1.1.2014)
Targeted programmes/communication interventions for youth registration in partnership with identified agencies/support groups	August to 31 st October 2013 (well before SR w.r.t 1.1.2014)
Targeted programmes/communication interventions for NRI registration in partnership with identified agencies/support	August to 31 st October 2013 (well before SR w.r.t

groups	1.1.2014)
Targeted programmes/communication interventions for Service Voters registration in partnership with identified agencies/support groups	August to 31 st October 2013 (well before SR w.r.t 1.1.2014)
Review of registration figures in various categories for mid course course correction/modification/supplementation of SVEEP programmes	Mid term
Identification of 10% PS in each district with low voter turnout and determining reasons thereof	A. 1-30 th April 2013 for 2013 election going states MP, Mizoram, NCT, Rajasthan, Chhattisgarh B. 1-30 th June 2013 for remaining States/UTs
Targeted programmes/communication interventions for weaker sections and excluded groups in partnership with identified agencies/support groups	Three months ahead of polls
Targeted programmes/communication interventions for fighting urban apathy in turnout in partnership with identified agencies/support groups	Three months ahead of polls
Targeted programmes/communication interventions for women turnout in partnership with identified agencies/support groups	Three months ahead of polls
Targeted programmes/communication interventions for youth turnout in partnership with identified agencies/support groups	Three months ahead of polls
Targeted programmes/communication interventions for increasing voting through postal ballot by Service Voters, employees and diplomats	Three months ahead of polls
Review and assessment of methods used	Mid term and After polls
Democracy buses/Vans with IMF modules for education and information besides facilitation of electors.	A. 1-30 th September '13 in respect of SR B. 1 st Sept till elections for 2013 election states C. Three months before LS poll 2014 in all states
Consultation on Youth, Women participation at DEO / CEO level	Half yearly/Yearly
Young Voter Festivals at District and State level.	15 December '13 to 20 th January '14
National Voters' Day	25 th January 2014
Youth Convention by ECI	Q2 FY 2013-14
Women Convention by ECI	Q2 FY 2013-14
Development of Curricular and extra curricular content matter on electoral literacy by ECI	Q1 FY 2013-14

E. BUDGET DISBURSEMENT PLAN FOR FY 2013-14

The funds shall be given in **two instalments**. The first instalment of 75% shall be released in the first quarter while the remaining 25% shall be released only after submission of the utilisation certificate. The utilisation certificate shall be accompanied by a reporting format as given at Annexure II.

The utilisation certificate and the outcome analysis, in the prescribed format should reach ECI by **1st December 2013** for release of the remaining 25% of funds. The final utilisation certificate with annual outcome report should reach ECI latest by **28th February 2014**. Failure in submitting the same shall result in the State not getting funds in the next financial year.

F. MONITORING AND EVALUATION (M&E) FRAMEWORK

ECI shall monitor the implementation across the states and review mid period with the CEOs and at the end of each FY. The CEO shall send mid-term and annual report in the format given at Annexure-III. An independent agency may also be engaged by ECI for impact assessment.

Subject	Task/Activity	Output	Deliverables	Indicators
Registration	Enrolment of excluded communities/ groups at PS/AC/ District in registration	Identification of excluded groups and targeted interventions	List of groups/ communities identified	New enrolment from excluded groups
	Meeting gender gap in registration	Making Targeted interventions	i. List of physical activities like rallies, street theatre, competitions etc ii. List of partnerships with agencies/ Departments etc	Gender ratio on roll
	Fighting Urban apathy		iii. Media insertions in • TV • Radio • Print Media • Internet • Outdoor Media	EP ratio in urban centres
	Registration of youth		iv. List of Interpersonal communication methods like pledge letters from CEO/DEO, direct interaction etc	18-19 yr registration figures
	NRI registration		v. List of any other initiative/innovation	NRIs registered
	Registration of Service Voters			Number of service Voters registered
	National Voters' Day	NVD at PS Youth Voters' Festival	i. No of locations celebrating NVD ii. Number of Youth Festivals iii. Number of educational institutions involved in NVD	Number of newly eligible voters and new voters registered

Turnout	Targeted intervention in 10% PS	Identification of 10% low turnout PSs in all Districts	List of identified 10% PS per district	Turnout increase in these PS
	Meeting Gender gap in turnout	Making Targeted interventions	i. List of physical activities like rallies, human chains, street theatre, competitions etc ii. List of partnerships with agencies/departments iii. Media insertions in <ul style="list-style-type: none"> • TV • Radio • Print Media • Internet • Outdoor Media 	Turnout of women
	Fighting urban apathy in turnout			Turnout in urban centres
	Increasing youth turnout			Media/independent report of youth turnout
	Increasing turnout of excluded groups	Identifying excluded groups and communities and targeted interventions	iv. List of Interpersonal communication methods like pledge letters from CEO/CEO, direct interaction with people v. List of any other initiative/innovation	Turnout among these identified excluded groups
			List of identified groups and communities	
	Increasing voting through ballot by Service Voters, employees and diplomats	Targeted interventions	i. List of partnerships with agencies/departments ii. Media insertions in <ul style="list-style-type: none"> • TV • Radio • Print Media • Internet • Outdoor Media iii. List of Interpersonal communication methods like pledge letters from CEO/CEO, direct interaction with people iv. List of any other initiative/innovation	Number of postal ballots received from Service voters, diplomats and employees, and through proxy voting
Consultations	Youth	Documents & Reports	i. Number of participants ii. Recommendations iii. Formalisation of Partnerships with organisations/SHGs	Increase in involvement of Youth and Women organisation in field with election machinery in SVEEP
	Women			

F.1. ACCOUNTABILITY/AUDIT

The CEOs shall be responsible for the implementation of the project within their state. They shall ensure timely implementation of activities and deliverables as given in the project document and ensure timely reporting. They shall evolve a mechanism for timely reporting from the districts. CEOs shall ensure that the Grant-in-Aid disbursed by ECI shall be suitably spent and requisite audit carried out. The utilisation report and outcome analysis shall be provided in the prescribed format by the specified dates. Check on roll-out of project will be exercised through field visits.

F.2. DOCUMENTATION

A Compendium on the SVEEP instructions is being circulated among all the CEOs/DEOs, Besides a User Guide is under preparation on developing SVEEP Communication material for ready reference. In addition, case studies on UP and Gujarat election experiences are being specially circulated. A documentation of SVEEP best practices across the country is being brought out by the end of second quarter of 2013-14, which will be continuously augmented with newly accruing experience.

Accordingly the project implementation would also be documented. There shall be an annual documentation at the State level incorporating learnings from all the districts within the state in a format to be finalised in consultation with CEOs. There shall also be an annual documentation at ECI level incorporating the State report on the project.

<><><>

(To be submitted latest by 1st December)

Utilisation Certificate
(from the CEOs to ECI)
(Format)

It is certified that out of the amount of Rs(in figures and words) sanctioned by Election Commission of India for the purpose of SVEEP for enhancing people's participation in electoral process in the financial year 201... - 201..., the amount of Rs(in figures and words) has been utilised upto(dd/mm/yy) for the said purpose. The expenditure has been incurred in accordance with the instructions of ECI and in compliance of General Financial Rules of the Government of India.

The details are as follows:

(I) Fund provided by the CEO of(State/UT) for SVEEP to Districts

Financial Year 201...-201....				
S No	Name of the District	O/o CEO's order No & date	Details of Mode of Fund Transfer (e.g. Cheque no & date)	Amount of Fund Transferred
(1)	(2)	(3)	(4)	(5)
<p>(I) Total Fund Transferred = Rs</p> <p>(I A) Total Fund left with CEO = Rs</p>				

(Note: The amount retained at CEO level (IA) should not in any case, exceed 50% of the total funds disbursed by ECI to the state in each installment; CEOs can, if they want to, disburse more than 50% funds to districts)

(II) Expenditure for SVEEP incurred at CEO level

S No	Heads	Outputs	Numbers	Actual Expenditure (in Rs)	Expenditure from ECI's Grant-in-Aid (in Rs)
	(1)	(2)	(3)	(4)	(5)
1.	Education & Awareness Material	Content produced (messages / designs / scripts / jingles/ video spots etc)			
		Insertions in electronic/ print / internet outdoor media etc			
		Other material like posters/ pamphlets /stickers			
		Democracy Bus/Van - villages or municipality areas covered			
2.	Fee/ Honorarium	Contractual help engaged			
		Campus Ambassadors			
3.	Consultations	Consultations held			
		Personnel participated			
		Documents/reports produced			
4.	Surveys (if any)	Survey Reports			
5.	Other Operating Expenses	Details:			
6.	Total Expenditure				

(III) Expenditure for SVEEP incurred at District Level

S No	Heads	Outputs	Numbers	Actual Expenditure (in Rs)	Expenditure from ECI's Grant-in-Aid (in Rs)
	(1)	(2)	(3)	(4)	(5)
1.	Education & Awareness Material	Content produced (messages / designs/ scripts /jingles/video spots etc)			
		Insertions in electronic/ print/ internet/ outdoor media etc			
		Other material like posters/pamphlets/stickers			
		Democracy Bus/Van - villages or municipality areas covered			
2.	Fee/ Honorarium	Contractual help engaged			
		Campus Ambassadors			
3.	Consultations	Consultations held			
		Personnel participated			
		Documents/reports produced			
4.	Surveys (if any)	Survey Reports			
5.	Other Operating Expenses	Details:			
6.	Total Expenditure				

(IV) Total Expenditure which is claimed from ECI's Grant-in-Aid {II(6)+III(6)}

= Rs.....

(V) Expenditure claimed as percentage of Grant-in-Aid sanctioned from ECI

(IV*100/I) =%

(VI) Estimated expenditure/demand for the second installment = Rs

Date:.....

Place:

.....
(Signature of Chief Electoral Officer)

.....
(Name of the CEO)
Chief Electoral Officer of

.....
(Name of the State/UT)

(To be submitted latest by 15th November)

Utilisation Certificate
(from the DEOs to CEO)
(Format)

It is certified that out of the amount of Rs(in figures and words) provided by the CEO,.....(name of State/UT) for the purpose of SVEEP for enhancing people's participation in electoral process in the financial year 201... - 201..., the amount of Rs(in figures and words) has been utilised upto(dd/mm/yy) for the said purpose. The expenditure has been incurred in accordance with the instructions of ECI and in compliance of General Financial Rules of the Government of India.

The details are as follows:

I. Fund provided by CEO = Rs.....

II. Expenditure for SVEEP incurred at District:

S No	Heads	Outputs	Numbers	Actual Expenditure (in Rs)	Expenditure from funds provided by CEO (in Rs)
	(1)	(2)	(3)	(4)	(5)
1.	Education & Awareness Material	Content produced (messages / designs/ scripts /jingles/ video spots etc)			
		Insertions in electronic/print/ internet outdoor media etc			
		Other material like posters/pamphlets/stickers			
		Democracy Bus/Van - villages or municipality areas covered			
2.	Fee/ Honorarium	Contractual help engaged			
		Campus Ambassadors			

3.	Consultations	Consultations held			
		Personnel participated			
		Documents/reports produced			
4.	Surveys (if any)	Survey Reports			
5.	Other Operating Expenses	Details:			
6.	Total Expenditure				

(III) Total Expenditure which is claimed from ECI's Grant-in-Aid {II(6)} = Rs.....

(IV) Expenditure claimed as percentage of fund provided by CEO (III*100/I) =%

(V) Estimated expenditure/demand for the second installment = Rs

Date:.....

Place:

.....
(Signature of District Election Officer)

.....
(Name of the DEO)
District Election Officer of

.....
(Name of the District)

REPORTING FORMAT (Mid term by 30th September/Year end by 28th February)

Annexure III

Subject	Task/Activity	Numbers #	No of physical events	No of Partner Agencies	Numer of Posters, Pamphlets, Stickers	Media Insertions						Inter-personal communication *		Indicators		
						Radio	Television	Print	Outdoor	Caller tune /SMS	Internet	CEO	DEO		On final roll w.r.t. 1.1.2013	At time of report
Registration	Excluded communities/ groups in registration													New enrolmnet from excluded groups		
	Meeting gender gap in registration													Gender ratio on roll		
	Fighting Urban apathy													EP ratio in urban centres		
	Registration of youth													18-19 yr registration (as % of total population in this group)		
	CAMPUS AMBASSADORS		Number of meetings with the Campus Ambassadors													
	NRI registration													NRIs registered		
	Registration of Service Voters													Number of service Voters registered		

Turnout	Task/ Activity	Numbers #	No of physical events	No of Partner Agencies	Numer of Posters, Pamphlets, Stickers	Media Insertions						Inter-personal communication *		Indicators		
						Radio	Television	Print	Outdoor	Caller tune/SMS	Internet	CEO	DEO		Last election	Current election
	Lowest turnout PSs (10% of PS in each district)													Turnout in these PS		
	Excluded groups in polling													Turnout among identified groups		
	Meeting Gender gap in turnout													Turnout of women		
	Fighting urban apathy in turnout													Turnout in urban centres		
	Increasing youth turnout													Media/independent report of youth turnout		
	Increasing voting through ballot by Service Voters, employees and diplomats													Number of postal ballots received and proxy voting		
	DEMOCRACY BUSES/VANS													Number of villages/ Municipalities covered		

* Communication by CEO/DEO through letters, appeals, pledge letters, address through electronic media / interaction with Campus ambassadors at DEO/CEO level

Number of identified excluded groups/Number of identified Polling Stations/Number of Campus Ambassadors appointed

Consultations	Themes	Number of Consultation in the state	Number of Participants	Outputs	
				Number of Reports	New partnerships formed
	Youth				
Women					

VOTER REGISTRATION & EDUCATION CENTRE

(Not part of the budget of the Project and Proposal still under consideration)

I. The Commission has time and again, laid emphasis on purity of electoral rolls and to fill gaps in registration. The Commission has been specially concerned about the gaps in youth enrolment, under registration of women and urban disconnect with electoral roll. In recent times, the Commission has also emphasised on facilitation of enrolment and hassle free services for which instructions have been issued for setting up of Voter Registration Centres.

II. Voters Registration Centre (VRC) in Uttar Pradesh and Gujarat have got very good response from the people. VRC have also been successfully set up at National Capital. In states like Andhra Pradesh, the service is embedded in the Common Services Centres.

In UP, Political parties and electors have appreciated the role of VRCs. State Government is providing necessary budget for running VRCs successfully since its inception. VRCs have become an important entity in the electoral process not only for the registration but also for voters' education and information. Efforts are being made to make VRCs modern, Voter friendly and sustainable.

In Gujarat, the response to Matdar Sahayata Kendras (VRCs) has been similarly encouraging with some VRCs reporting thousands of footfalls in a day. However the budget constraints may lead to shutting down of Taluk VRCs in non-election time in the state.

III. In order to achieve a sound electoral roll, enhance enrolment and strengthen overall electoral participation, there is a need to make VRCs permanent centers and at all Taluka/AC for closer access to people so as to meet the gaps that are still existing in registration. These centers may also be equipped adequately to meet the Commissions goal of having inclusive, enhanced and informed participation. Accordingly these centers may be renamed 'Voter Registration & Education Centres' VERCs as a standard, countrywide.

IV. Taking into consideration the size of electors, ground realities and to provide reasonable facilities to the electors at the ERO level itself, the VREC should be established at every AC/Tehsil level in all districts in all the states.

V. Necessary equipment may be provided from the state budget under the Head 'Electoral Roll', and the space/premise may be provided by the EROs/DEOs.

VI. Under the overall supervision of DEO, EROs may be given the prime responsibility of setting up the VREC, supervising it personally and engaging

some more staff from their office during the Summary Revision and election period.

VI. The main objectives of the VREC are as follows:

1. To fill registration gaps and have EP ratio commensurate with census data
2. To have 100% EPIC and PER coverage
3. To facilitate citizens for all electoral activity
4. To enhance informed electoral participation

A . Services at VRECs

Notice with brief details on how, where & whom to contact for voter's registration, forms description, time frame of the procedure, complaint for redressal, if any, should be properly mentioned and prominently displayed at VRECs.

For facilitation of electors following services shall be provided at the VRECs:-

1. Providing blank forms - 6,6A, 7, 8 & 8A and depositing filled form from the public
2. Information centre for electoral activities
3. Availability of electoral roll for perusal
4. Photography of residual electors
5. Preparation and distribution of EPIC
6. Providing help in filling various forms
7. Help in searching names and status tracking of application.
8. Focal point for various electoral activities including National Voters' Day
9. Facilitation for any voter registration and election related query
10. Electoral Education through various methods including display of films, print material, interactive kiosks etc
11. Visitors to have a feel and understanding of the entire election process including nominations, scrutiny, campaign, voting and counting
12. Hands on experience for visitors on EVMs and display of dummy Control Unit atleast at District/ State HQs VREC
13. VRECs at District/State HQs may plan regular organised visits by School & College Students.

B. Infrastructure and Manpower (indicative)

- | | |
|---|--------|
| 1. Computer | -1/2/3 |
| 2. Printer | -1 |
| 3. Scanner | -1 |
| 4. UPS | -1 |
| 5. Lamination Machine | -1 |
| 6. Paper cutter | -1 |
| 7. Digital Camera | -1 |
| 8. Computer table, chair and normal chair | -3 |

9. Steel Almira -1
10. BSNL land line telephone -1
11. Broadband Internet Connection -1
12. Display Screen/Flat Screen TV (32") -1
13. Display shelf for Voter Education material
14. One EVM or dummy for visitors
15. Interactive Kiosks for use by electors for registration and education

C. Staff Requirement

While Computer operator may be outsourced, the Staff may be engaged on deputation or retired officials may be hired. The staff strength may be increased depending upon the requirements/footfalls.

	Task	AC/Tehsil level		District HQs		State HQs	
		Election Time	Non-Election Time	Election Time	Non-Election Time	Election Time	Non-Election Time
Manpower	Computer Operator for Help Desk	1	1	2	1	3	2
	Staff for accepting forms and EPIC related work and Voter Education	1	1	2	1	3	2

D. BUDGET:

1. The cost of running the VRECs may be met from the State funds under the head 'Electoral Roll'.
 2. Expensive educational equipments like interctive kiosks, additional computers with voter education modules for public use etc may be got sponsored by Banks and PSUs under their Corporate Social Responsibility (CSR).
 3. Larger space may be acquired at State and District HQs to make VRECs the learning centres for electoral system and democracy.
- E. The setting up of the VRECs shall be supervised by the ER and SVEEP Division at ECI. The necessary instructions to State Administration and CEOs shall be issude by ER Division and to this effect the CEOs shall report to ER Division.
- F. Simultaneously, ER Division is working on the possibility of using the Common Service Centres (CSCs) across the States, under the Department of IT, Ministry of IT, Govt. of India to achieve similar objectives of facilitating voters' participation.

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