

STATE SVEEP PLAN FOR ELECTIONS 2017(INCL NVD 2017)

A. OBJECTIVES:-

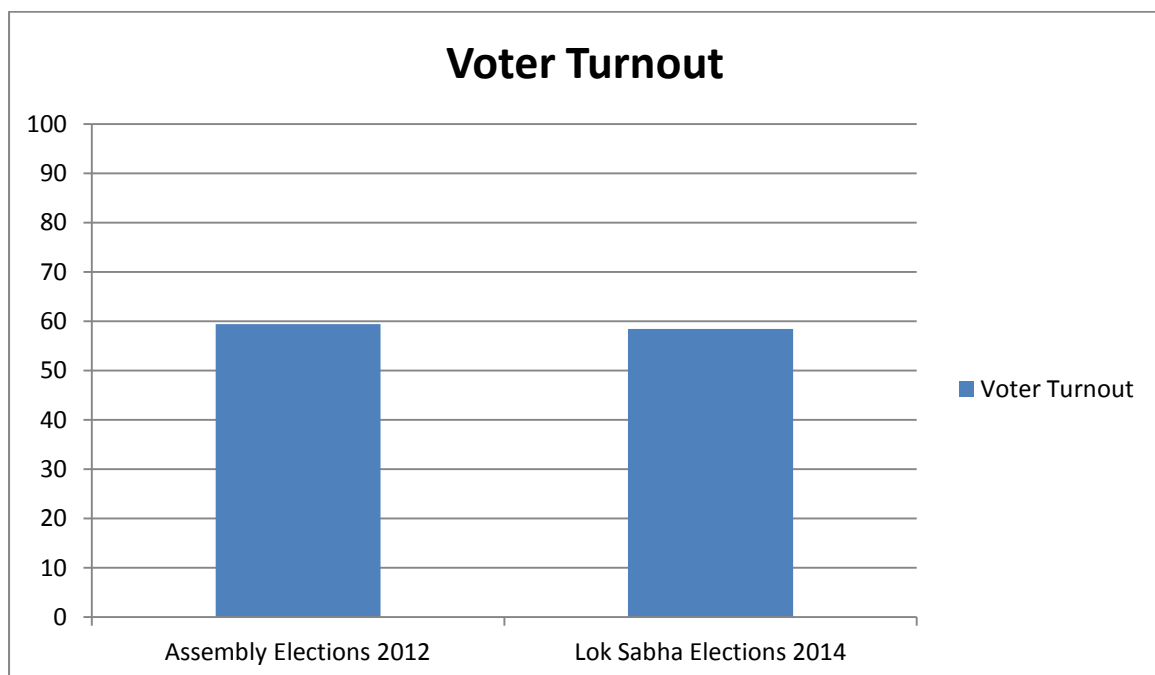
1. Increase voter turnout over the last Assembly elections, especially in such identified polling stations where turnout was low, through targeted interventions.
2. Ensure active participation of excluded groups/communities.
3. Remove gender gaps in voter turnout.
4. Increase postal ballot voting by facilitating and educating service voters/employees and their organizations.
5. Ensure visible enhancement in the quality of electoral participation in terms of informed, ethical and inducement free voting.
6. Strive to achieve 100% registration of all eligible voters with the vision 'No voter to be left behind'.
7. Ensure visible enhancement in voting percentage of Persons with Disabilities (PwDs), Transgenders, Senior Citizens and other marginalized groups.

B. SITUATIONAL ANALYSIS

The state's voting percentage

Assembly Elections 2012: 59.40%

Lok Sabha Elections 2014: 58.44%



B1. ELECTORAL PROFILE

A brief electoral profile of the state (as on 11.1.2016) is as follows:

Total No. of Electors: 14.12 Crore (M:7.68 Crore, F: 6.44 Crore, Third Gender: 7272)

EP Ratio	: (18+ Projected Population/Electors)	59.97/63.00
Gender Ratio	: (Census/Electors)	908/839
New age Voters	: (0.68% of Census Population)	24.25 lakh
Percentage of Photographs in PER:		100%
EPIC Coverage	:	99.99%
No. of districts	:	75
No. of Assembly Constituencies	:	403
Parliamentary Constituencies	:	80
Polling Stations	:	1,47,164 (1,47,148+16 Auxiliary)
Total Polling Stations	:	1,47,148

B1.2. SOCIO-CULTURAL PROFILE

Geographical Location	26.8467 ⁰ E
Area	2,40,928 Square Km.
Bordering States:	Bihar, Jharkhand, Chhattisgarh, MP, Rajasthan, Haryana, Delhi, HP and Uttarakhand. The state also shares an international boundary with Nepal.
Population (Projected 2016)	: 22.42 Crore (M:117504574, F: 106711842)
Division Headquarters:	18
Districts:	75
Cities & Towns:	689
Total Gram Panchayats:	58909
Development Blocks:	821
Nagar Nigam:	12
Total Municipal Area:	13
Members of Lok Sabha from U.P:	80
Members of Rajya Sabha from U.P:	30
Members of U.P. Legislative Assembly:	403
Members of U.P. Legislative Council:	100

B2. IDENTIFICATION OF GAPS

The overall gaps as per the Knowledge, Attitude, Practice and Behaviour Survey (KAPB), 2012 are as follows:

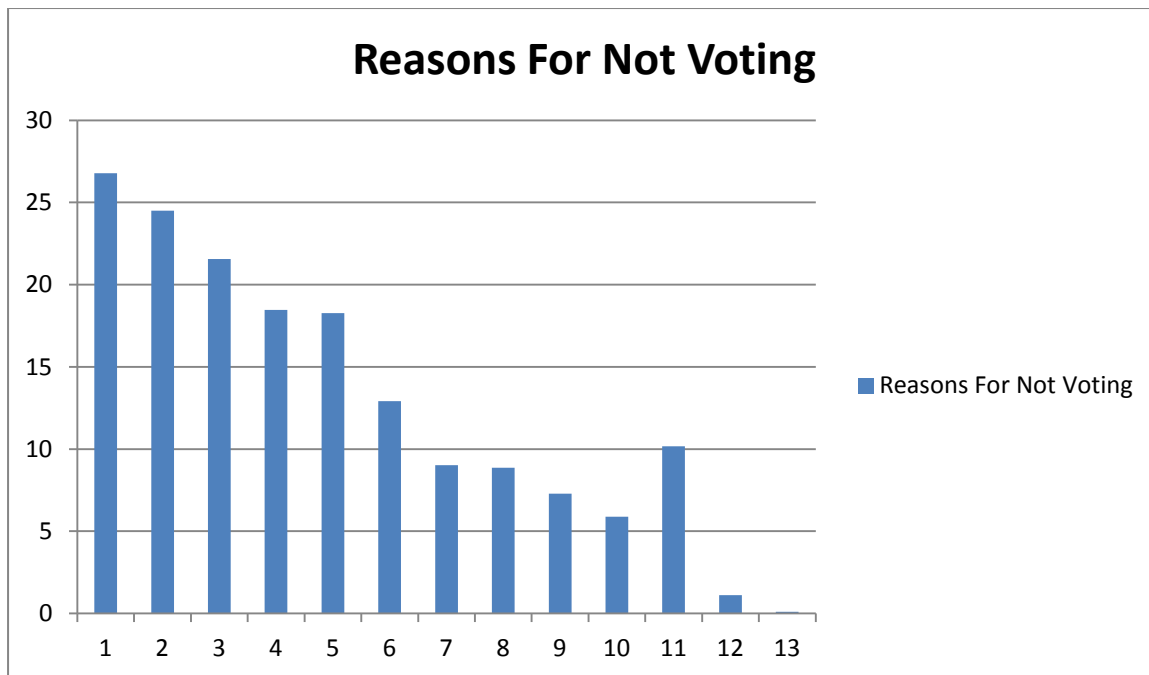
- Voter turnout in urban areas is lower than that in rural areas.
- More than 58% of those who voted in the elections were from the 18-35 years age group.
- The participation of women voters is significantly lower across all divisions of UP.
- Higher voting percentages are recorded from areas where there is greater concentration of BPL population.
- Voting percentage falls with increasing level of education.
- Many voters find the voting process inconvenient due to long queues, no separate queues for senior citizens, and the lack of facilities like toilets and drinking water etc.

B3: ANALYSING GAPS:

B3.1 ANALYSING THE UNDERLYING REASONS FOR THE GAPS:

As per the KAPB survey, 2016, the overall reasons for not voting in the elections are:

1	Absence from the constituency	26.78%
2	Name not appearing on the voters list	24.50%
3	Non-receipt of voters slip	21.56%
4	Polling station at a distance	18.46%
5	Long queues	18.27%
6	Not knowing the correct polling station	12.92%
7	Not having a Voter's ID card	9.02%
8	No candidate of my choice	8.86%
9	Nothing will change/no faith in the political system	7.29%
10	Feeling of insecurity in going to the polling station	5.89%
11	Voting in National and Assembly elections makes no difference, hence vote only in local elections	10.17%
12	Head of family said not to vote	1.12%
13	Community/religious head said not to vote	0.10%



Reasons for not voting in above figure

- | | |
|---|--|
| 1-Absence from the constituency | 7-Not having a Voter's ID card |
| 2-Name not appearing on the voters list | 8-No candidate of my choice |
| 3-Non-receipt of voters slip | 9-Nothing will change/no faith in the political system |
| 4-Polling station at a distance | 10-Feeling of insecurity in going to the polling station |
| 5-Long queues | 11-Voting in National and Assembly elections makes no difference, hence vote only in local elections |
| 6-Not knowing the correct polling station | 12- Head of family said not to vote |
| | 13- Community/religious head said not to vote |

In addition to reasons for not voting, the KAPB survey also analysed the reasons for non-enrolment in the Voters List. Only slightly less than half the respondents (46.63 percent) found the enrolment process easy. Of this, voters in the semi-urban areas formed the greatest proportion. Among the voters who found the enrolment process difficult, 15.04 percent were rural voters. A much greater proportion of voters (36.40 percent) found the process neither easy nor difficult. A small proportion of respondents (1.90 percent) did not know whether the process was easy or difficult.

A further analysis of these difficulties reveals that almost seven in 10 respondents, who never tried to enrol themselves, did not try to do so as they did not know the procedure, while one out of five did not do so as they found the process cumbersome. A greater proportion of male than females find the procedure cumbersome while a small proportion (six percent) did not try to enrol as they lack proof of residence.

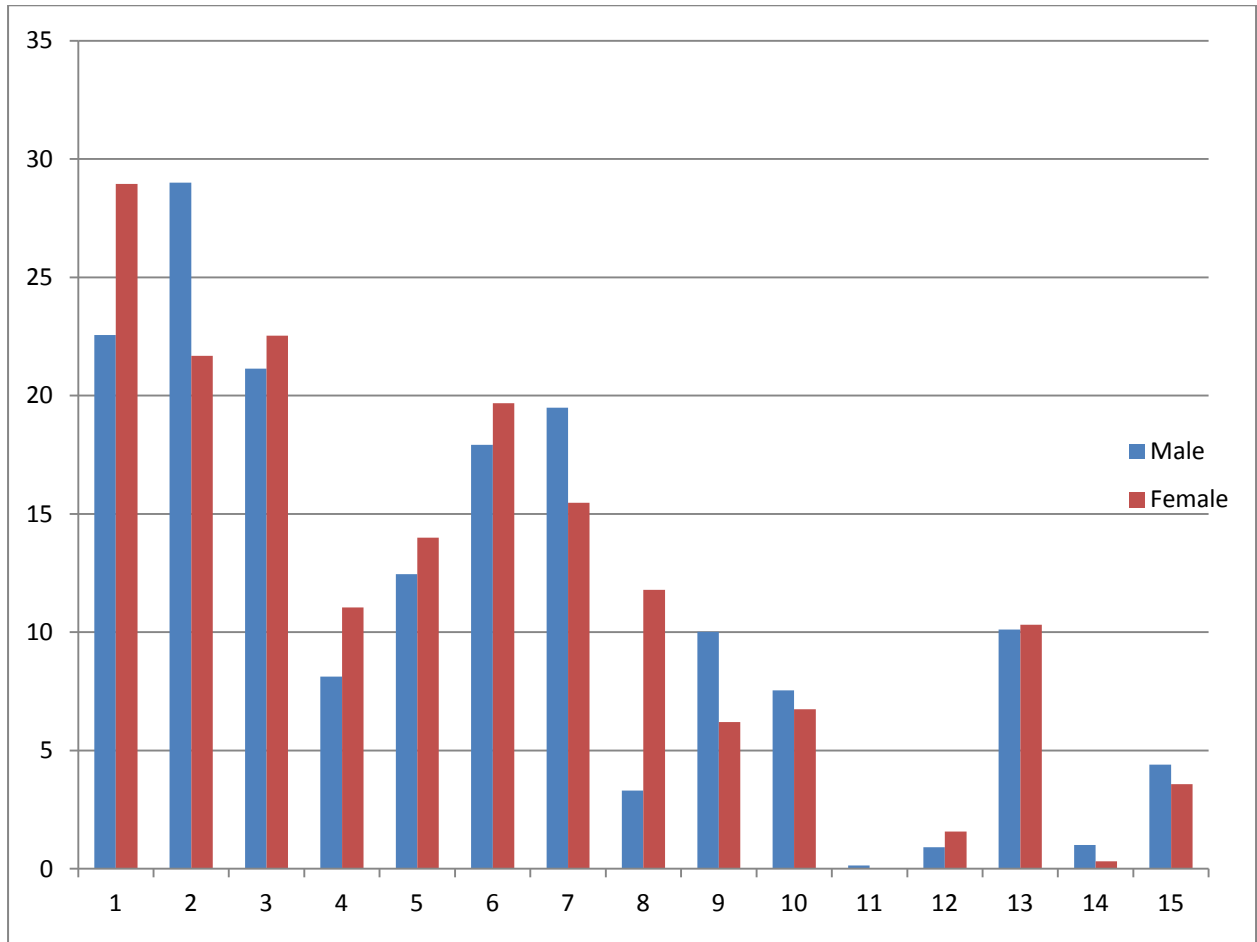
B.3.2 Survey Findings Regarding Reasons for non-participation:

A further analysis of the above reasons for the gaps in participation, on the basis of gender and social groups, reveals the following reasons:

TABLE 1: REASONS FOR NOT VOTING (GENDER WISE)

	Particulars	Male	Female
1.	My name was not on the electoral roll	491 (22.56)	275 (28.95)
2.	I was not in my constituency	631 (29.00)	206 (21.68)
3.	I did not get the voter slip	460 (21.14)	214 (22.53)
4.	I did not have my electoral photo ID card	177 (8.13)	105 (11.05)
5.	I did not know my polling station	271 (12.45)	133 (14.00)
6.	Polling station was at a distance	390 (17.92)	187 (19.68)
7.	Long queue and I did not have time	424 (19.49)	147 (15.47)
8.	I felt insecure in going to the polling station	72 (3.31)	112 (11.79)
9.	There was no candidate of my choice/liking	218 (10.02)	59 (6.21)
10.	I just did not want to vote as nothing will change/no faith in the political system	164 (7.54)	64 (6.74)
11.	Did not vote as community or religious leader said so	3 (0.14)	0 (0.00)
12.	Head of family said not to vote	20 (0.92)	15 (1.58)
13.	Voting in national or assembly elections does not make a difference, I vote only in local election	220 (10.11)	98 (10.32)
14.	Voting in national elections does not make a difference, I vote only in assembly and local election	22 (1.01)	3 (0.32)
15.	Others	96 (4.41)	34 (3.58)
	Total	2176 (100.00)	950 (100.00)

REASONS FOR NOT VOTING (GENDER-WISE)



Reasons for not voting in above figure

- | | |
|--|---|
| <p>1-My name was not on the electoral roll</p> <p>2-I was not in my constituency</p> <p>3-I did not get the voter slip</p> <p>4-I did not have my electoral photo ID card</p> <p>5-I did not know my polling station</p> <p>6-Polling station was at a distance</p> <p>7-Long queue and I did not have time</p> <p>8-I felt insecure in going to the polling station</p> | <p>9- There was no candidate of my choice/liking.</p> <p>10-I just did not want to vote as nothing will change/no faith in the political system</p> <p>11-Did not vote as community or religious leader said so</p> <p>12. Head of family said not to vote</p> <p>13- Voting in national or assembly elections does not make a difference, I vote only in local election</p> <p>14. Voting in national elections does not make a difference, I vote only in assembly and local election</p> <p>15-Others</p> |
|--|---|

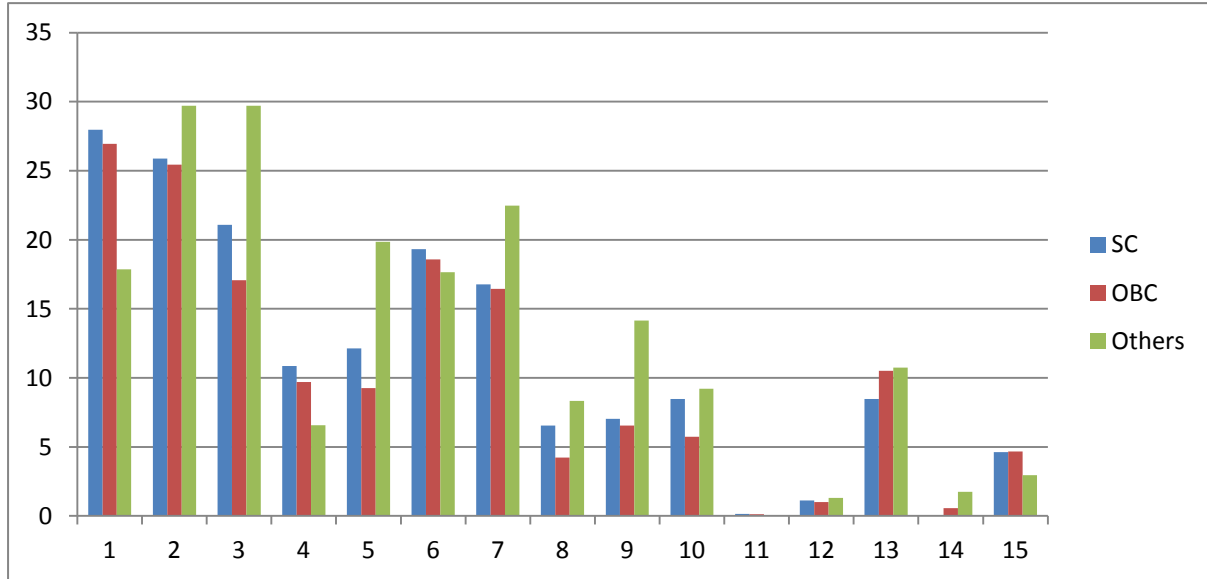
Table 1 looks at the different reasons that keep men and women from voting. While for men the most commonly cited reason is being away from the constituency, for women not having their name on the electoral roll was the most cited. For both men and women, not getting the voter slip was the third most commonly cited reason. Polling station being at a distance was a more powerful reason for women to keep away from voting while long queues kept away more men than women. More than one in 10 women cited insecurity as a factor keeping them away from the polling stations and this was more than three times than that for men. Religious leaders had a

greater impact on men's choice not to vote while head of family saying so had a greater impact on women. Among both men and women, one in 10 did not vote as they believed that voting in national or assembly elections does not make a difference. However, more than three times women than men do not vote because of the belief that voting in national elections does not make a difference and hence they only voted in the assembly and local elections.

TABLE 2: REASONS FOR NOT VOTING (SOCIAL-GROUP WISE)

S.No	Particulars	SC	OBC	Others	Total
1.	My name was not on the electoral roll	175 (27.96)	428 (26.95)	163 (17.87)	766 (24.50)
2.	I was not in my constituency	162 (25.88)	404 (25.44)	271 (29.71)	837 (26.78)
3.	I did not get the voter slip	132 (21.09)	271 (17.07)	271 (29.71)	674 (21.56)
4.	I did not have my electoral photo ID card	68 (10.86)	154 (9.70)	60 (6.58)	282 (9.02)
5.	I did not know my polling station	76 (12.14)	147 (9.26)	181 (19.85)	404 (12.92)
6.	Polling station was at a distance	121 (19.33)	295 (18.58)	161 (17.65)	577 (18.46)
7.	Long queue and I did not have time	105 (16.77)	261 (16.44)	205 (22.48)	571 (18.27)
8.	I felt insecure in going to the polling station	41 (6.55)	67 (4.22)	76 (8.33)	184 (5.89)
9.	There was no candidate of my choice/liking	44 (7.03)	104 (6.55)	129 (14.14)	277 (8.86)
10.	I just did not want to vote as nothing will change/no faith in the political system	53 (8.47)	91 (5.73)	84 (9.21)	228 (7.29)
11.	Did not vote as community or religious leader said so	1 (0.16)	2 (0.13)	0 (0.00)	3 (0.10)
12.	Head of family said not to vote	7 (1.12)	16 (1.01)	12 (1.32)	35 (1.12)
13.	Voting in national or assembly elections does not make a difference, I vote only in local elections	53 (8.47)	167 (10.52)	98 (10.75)	318 (10.17)
14.	Voting in national elections does not make a difference, I vote only in assembly and local elections	0 (0.00)	9 (0.57)	16 (1.75)	25 (0.80)
15.	Others	29 (4.63)	74 (4.66)	27 (2.96)	130 (4.163)
	TOTAL	626(100.00)	1588(100.00)	912(100.00)	3126(100.00)

TABLE 2: REASONS FOR NOT VOTING (SOCIAL-GROUP WISE)



Reasons for not voting in above figure

1- My name was not on the electoral roll

2- I was not in my constituency

3- I did not get the voter slip

4- I did not have my electoral photo ID card

5- I did not know my polling station

6- Polling station was at a distance

7- Long queue and I did not have time

8- I felt insecure in going to the polling station

9- There was no candidate of my choice/liking.

10- I just did not want to vote as nothing will change/no faith in the political system

11. Did not vote as community or religious leader said so

12. Head of family said not to vote

13. Voting in national or assembly elections does not make a difference, I vote only in local election

14. Voting in national elections does not make a difference, I vote only in assembly and local election

15- Others

Table 2 looks at what keeps respondents from different social groups from voting. Among both SC and OBC category respondents, name not being in the electoral roll was the most important reason while for the ‘Others’ category respondents, not being in the constituency and not getting the voter’s slip were the more important reasons. Polling station being at a distance was more important for SC voters than OBCs and ‘Others’. Long queues were most cited by voters in the ‘Others’ category and the least by those in the OBC category. Having no candidate of one’s liking influenced the ‘Others’ category voters much more than SC and OBC voters respectively. The least faith in the electoral system was expressed by the ‘Others’ category voters. Community leaders held greater sway among SC voters while family heads were more influential in the ‘Others’ category voters. Among the ‘Others’ category respondents, the belief that ‘Voting in national or assembly elections does not make a difference, I vote only in local elections’ was the strongest as was the belief that ‘Voting in

national elections does not make a difference, I vote only in assembly and local elections’.

In addition, the KAPB survey also identified difficulties faced in the voting process which dissuaded voters from being part of the electoral process. Long queues were the most often cited difficulty with more than seven in 10 voters identifying these. The other most commonly cited difficulties were no queues for senior citizens, difficulties faced in the absence of voting slips, no guidance from polling personnel and difficulty in locating polling station. Other reasons cited by voters are difficulties caused by lack of facilities such as drinking water, toilets and ramps. Less than one in 10 voters (0.81percent) reported difficulties faced due to threats/coercions by political parties.

C.BUILDING STRATEGY

C1. COMMON STRATEGY (OVERALL VOTER EDUCATION AND AWARENESS)

1. Focus on activating Booth Awareness groups (BAGs).
2. Distribution of Voters guide along with Voter slips to each family.
3. Voters to be treated not just as one-way receivers of information, but also as active participants and propagators of messages.
4. Increased and extensive partnership with government bodies (railway, banks, educational institutions), non-governmental bodies (management associations, private colleges, NSS, NYK, Scouts and Guides etc.) and the media (radio channels, television).
5. Development of state specific communication content (jingles, hoardings, pamphlets, posters etc.)
6. Target maximum voters through all available media- traditional and new.
7. Effective utilization of all available government media platforms and government premises like Railways, Post Offices, Bank branches and ATMs etc. to spread the message of voting.
8. Creation of different messages for different target/age groups.
9. Integration of messages with popular events.
10. Innovations at DEO level to prepare specific operational plans for enhanced participation of excluded communities in the electoral process.
11. Identify locally famous and civic minded citizens to be Icons of the Election Commission to carry the message of responsible voting through local customs, traditions, music and dance.
12. Special focus on young voters by appointing Youth Ambassadors in colleges and designing outreach activities for them (camps, competitions etc.)
13. Increasing use of social media such as Facebook, Twitter, Instagram, You Tube etc. for greater and 24X7 connect with younger voters.
14. Creating a WhatsApp group of SVEEP coordinators and nodal officers for SVEEP at the state and district levels to upload voter awareness activity related photos and videos such that they can be shared instantly on other social media platforms.

C2. TARGETED APPROACH

PwDs (People with Disabilities)

- Preparation and collection of polling station wise details of PwDs to identify what kind of assistance might be required on polling day.
- Interventions to increase awareness levels of PwDs as well as other stakeholders about the rules /facilities available for PwD voters.
- Door to door survey by BLOs.
- Motivational SMS before and on the polling day.
- Appointment of Nodal officers for PWDs.
- Auxiliary booths for PWDs wherever necessary.
- Ensuring ramps, wheelchairs, space for waiting and priority queues for PwD voters.
- Sensitization of BLOs and all election personnel regarding the needs of PwD voters.

SERVICE VOTERS

- Camps for service voters.
- Writing to record offices of armed forces and central para-military forces to propagate messages about voting and for checking names of service voters and their families in the respective Voter Lists.

STUDENTS/YOUTH

- Propagate the message of ethical voting and importance of casting vote in college campuses.
- Recognising the importance of the institution of Campus Ambassadors.
- Recognition of best performing Campus Ambassadors.
- SMS to all first time voters.
- Popularising social media initiatives of the Election Commission.
- Sports and cultural competitions with involvement of NYKS, NSS and NCC

SCHOOL CHILDREN

- Messages in School Assemblies.
- Distribution of Sankalp Patras.
- Bringing more and more schools within the ambit of interactive school engagement programme.
- Short films and videos to drive home the importance of voting such that these children can act as change agents for parents.
- Distribution of election related material to students to prepare them for their role as future voters.

WOMEN

- Reaching out to women voters through AWWs (Anganwadi workers), ANMs (Auxiliary nursing maid), Self Help groups (SHGs), ASHA (Accredited social health advisors) and other women functionaries at the local level.
- Special television/radio shows for women voters.
- Specially targeted social media and advertising messages for women voters.
- Special camps and rallies for women voters.

SENIOR CITIZENS

- Offering help on polling day to reach the polling station.
- Ensuring designated waiting area and priority queues on polling day.
- Coordinating with Homes/associations/clubs for the elderly.

D. IMPLEMENTATION

(Systematic planning and roll out of plans to achieve objectives listed earlier)

D1. Team formation at Booth Awareness Groups (BAGs), AC, District and State Headquarters:

- BAGs at the booth level.
- A State Level SVEEP Committee and district level SVEEP Committees.
- Separate nodal officers for SVEEP at the state and district levels.

D2. TRAINING AND CAPACITY BUILDING OF SVEEP TEAMS

- Regular meetings of the SVEEP core committees.
- Workshops for SVEEP coordinators at the state and district levels. One such workshop has been conducted in every district.
- Orientation workshops for Campus Ambassadors and Nodal Officers.
- Distribution of SVEEP related material to different groups for their capacity building and dissemination to others.

D3. BUILDING PARTNERSHIPS

A partnership network has been developed at the state and the district levels for implementing the SVEEP Plan in line with the ECI Framework of Engagement with various partners.

The CEO and DEO office has provided outreach material to various partner agencies at the state and district levels respectively. Partnerships have been formed with various agencies that include the following:

Organization	Purpose
Information and Public Relations Department, Government of Uttar Pradesh	For using their outdoor media spaces and newspaper ads.
Telecom companies	For bulk SMS and caller tune services to their 18+ years customers.
NYKS, NSS, NCC and Scout & Guides	For mobilizing young and women voters.
FM Radio stations	For airing jingles, messages, talks and developing radio campaigns
TV Channels	For airing promos and scrolling tickers.
Other Government Departments, PSUs, Banks and Civil Society Organizations	As partners to leverage their reach.
Media Partners	For propagating messages regarding importance of voting and ethical voting and also for initiating meaningful dialogue with voters.
Education Department	Students as Campus Ambassadors, Interactive school engagement, cultural and sports competitions.
Resident Welfare associations	In urban areas as partners to leverage their reach in their areas of operation especially to ensure 100% percent voter enrollment.

D4. RESOURCE MOBILISATION

- Fund from state budget and ECI grants- in- aid have been allotted to the districts.
- Media agencies empanelled with Information and Public Relations department of the state government have been used for content development.
- Cultural troops icons and other people specialising in different fields have been involved in content development.
- Different partner agencies like Doordarshan, Akashwani, and Radio channels like Radio City have also put their expertise to use.
- Sponsorships and financial resources have also been sought from PSUs, Corporates and private sector.

D5. MEDIA AND COMMUNICATION PLAN

As per the KAPB survey, among the sources of election related information, television advertisements and programmes are the most popular sources while NGO and civil society groups are the least popular. Posters, hoardings and publicity material, radio and FM channels, newspaper and magazines, information at the polling station, government office circulars, pledge/sankalp letters, SMS and Internet/social media/WhatsApp are the next in order of popularity. While this is the overall picture, different sources enjoy different popularity in different areas.

In the rural and semi-urban areas, posters, hoardings and publicity materials are the most popular sources of information. In the urban constituencies, television advertisements and programmes are the most popular. Radio and FM channels are the second most popular in the rural areas while rallies, prabhat pheris and loudspeaker announcements take second spot in the urban areas. In semi-urban areas, posters, hoardings and publicity materials come second. The least popular source of information in the rural and semi-urban areas is Internet/Social Media and WhatsApp while the least popular in urban areas are NGOs and civil society groups. Newspapers and magazines enjoy greater popularity in the rural areas as compared to the urban and the semi-urban areas as do radio and FM channels. Polling stations are relatively more popular sources of information in the rural areas as compared to the urban and semi-urban areas.

The survey also looked at the most relied on sources of information during the elections. Television is by far the most trusted source with more than half the respondents picking it. Newspapers and magazines were chosen by one-fourth of the respondents while family/relatives and friends came in third. Radio, Internet, and mobile phones were the next in order of importance.

Similarly, as regards the exposure of respondents to various media, more than one-third of the respondents (36.26 percent) were exposed to some kind of media on a daily basis. However, this number was less than two in five respondents who had no exposure to media at all. 'At least once a week' and 'less than once a week' exposures were mostly similar in proportion. Almost seven in 10 respondents were exposed to the television every day while for newspapers the frequency was a little more than two in five. One-third of the respondents did not read newspapers or magazines at all. One-fourth of the respondents were exposed to the radio daily, while two in five did not listen to the radio at all. Almost seven in 10 respondents did not use the Internet at all while among those who did the most commonly cited frequency of use was once a day. Television was by far the most important medium of information with only 12 percent of the respondents saying that they did not use it at all.

The media and communication plan outlined below takes these findings as well as the available budget and local resources and necessities into consideration.

- Content Production in Hindi and local dialects.
- Audio and TV spots.
- Production of vote theme songs.
- Advertisements in newspapers wherever required.
- Designing and putting up of hoardings.
- Development of promotional material such as slogans, paintings and posters.

- Use of Social media - Facebook, Twitter and YouTube, especially to attract young voters.
- Interactive programmes on All India Radio and FM Radio stations.
- Use of motivational messages and caller tunes with the help of Telecom agencies.
- Content development and dissemination through cinema halls and cable television.
- Involvement of local icons and brand ambassadors and their expertise in different promotional campaigns.
- Inclusion of voter awareness participation messages in events and festivals being organised locally by different organisations.
- Use of Sankalp Patra through school students.
- Appeal letters by DEOs, EROs etc. to different groups of people.
- Street plays, rangoli competitions, essay competitions, slogan writing, cultural programmes including skits, songs, dances, popular sports like Kite flying, gully cricket, kabaddi, wrestling etc.
- Use of symbols, logos and mascots developed at the state and district levels for information dissemination regarding SVEEP activities.
- Use of buses (Matdata Express), LED vans, e-cycle rickshaws etc. for spreading voter awareness messages.
- Putting up of white boards at public places like malls, cinema halls etc. for voters to leave messages and organisation of signature campaigns.
- Candle marches, rallies, marathons and special camps.
- Targeted communication at local level through Booth Awareness Groups and local functionaries like AWWs, ANMs etc. to generate awareness amongst women voters.
- Partnership with youth organisations at University and college levels to encourage the first time voters.
- Development of IT applications and mobile apps for voter awareness and also distribution of coloured voter guides to every household.

D7. VOTER FACILITATION

- Enable online registration, name search facility and responsive online grievance redressal on CEO's website.
- M-Voter App to facilitate voters to view their details in the electoral roll, AC wise details of contestants along with their affidavits, location of polling booth on Google Map etc.
- The helpline number 1950 and mobile app SAMADHAN to be widely publicized.
- Provide Assured Minimum Facilities at the booth level (drinking water, light, separate queues etc.)
- Special attention to PWDs.
- Ensure that Factories and Industries give holiday on poll day
- Regular media interaction
- Alphabetical locator to be made available at every polling station
- Voters List to be displayed outside every polling station.
- 100% distribution of Voters Slip and Voter's guide
- Mobile app for locating polling station.
- Deployment of volunteers.
- SMS reminder on pre poll day and on poll day
- Familiarise voters with voting formalities and EVMs and VVPATs.

D7.1.VOTER FACILITATION CENTRES

Voter Facilitation Centres are established in each AC .

D7.2. HELPLINE NUMBER

A call centre number 1800-180-1950 is working at the state level.

District level helpline numbers have been activated.

F. EVALUATION & DOCUMENTATION

Endline Survey will be organised for post election assessment of the targeted interventions at PS level and for various identified gaps, evaluation in view of indicators like overall increase in turnout, women voters turnout, turnout in urban centres, postal ballots, EP Ratio, Gender Ratio on rolls, Registration of NRIs, Inclusion of excluded groups, etc. immediately after the election.