

SVEEP STRATEGY
for
Lok Sabha Elections 2019
Including Special Summary Revision of
Photo Electoral Roll
&
SVEEP Action plan for EVM-VVPAT
for
Jammu & Kashmir



Nodal Officer (SVEEP)
O/O Chief Electoral Office J&K

Introduction

The State of Jammu and Kashmir is the northernmost state of the country which comprises of three (03) regions viz Jammu, Kashmir and Ladakh. The area of the State (Jammu and Kashmir) is 22,22,236 Sq. Kms. It is further divided into 22 Districts - 2 Districts in Ladakh region and 10 each in Jammu/ Kashmir and has 6652 Villages, 82 Tehsils, 377 CD Blocks and 4483 Panchayats. The Kashmir valley experiences severe winter and moderate summer. The Ladakh region gets very little rain fall. The climate of Jammu region is hot and more or less similar to the State of Punjab. The population derives its livelihood from Agriculture, Horticulture and Tourism. The Handicraft industry occupies an important place in the economy of the state and is also a source of employment for the people.

The State is a tourist destination and has the world known tourist resorts of Gulmarg, Pahalgam, Yousmarg, Kokernag, Verinag and golden Meadows of Sonamarg. It has the important pilgrimage destination of Shri Mata Vaishno Devi ji shrine located in District Udhampur in the Jammu division.

The Himalayas divide the Kashmir valley from Ladakh while the Pir Panjal range, which encloses the valley from the west and the south, separates it from the great plains of northern India. Around the north eastern direction of the valley runs the main range of Himalayas.

The principal languages which are generally spoken are Kashmiri, Urdu, Dogri, Pahari, Batli, Ladakhi, Gojri and Kishtwari. The state has its own Flag and Constitution. The legislature is bicameral - a Legislative Assembly with duration of 6 years and a Legislative Council.

2.Demography

As per 2011 census, the population of the state is 12541302 which represents 1.04 % of the total population of the country. The population comprises of 6640642 males and 5900640 females with a sex ratio of 889 compared to the sex ratio of 940 at the national level. The decadal growth rate for the state is 23.71% The population comprises of Hindu, Muslim, Sikhs, Buddhists and Christians. The Division wise ratio of Population is given as follows:

| Division | Population | | | Buddhist |
|---------------|----------------|----------------|---------------|---------------|
| | Hindu | Muslim | Sikh | |
| Kashmir | 1.84 % | 97.16 % | 0.88 % | 0.11 % |
| Jammu | 65.23 % | 30.69 % | 3.57 % | 0.51 % |
| Ladakh | 6.22 % | 47.40 % | ----- | 45.87 % |
| Total= | 29.63 % | 66.97 % | 2.03 % | 1.36 % |

3. Socio-Cultural profile :

Kashmir has been noted for its fine arts for centuries, including poetry and handicrafts. Shikaras, traditional small wooden boats, and houseboats are a common feature in lakes and rivers across the valley.

The Constitution of State does not allow people from regions other than Jammu and Kashmir to purchase land in the state. As a consequence, houseboats became popular among those who were unable to purchase land in the Valley and has now become an integral part of the Kashmiri lifestyle.

Jammu Jammu's Dogra culture and tradition is very similar to that of neighboring Punjab and Himachal Pradesh. After Dogras, Gujjars form the second-largest ethnic group in Jammu. Known for their semi-nomadic lifestyle, Gujjars are also found in large numbers in the Kashmir Valley. The Gujjars and Gaddis are primarily herdsmen who hail from the Chamba region of Himachal Pradesh. Gaddis are generally associated with emotive music played on the flute. The Bakkarwalas are found both in Jammu as well as Kashmir and move along the Himalayan slopes in search of pastures for their huge flocks of goats and sheep. Ladakh is famous for its Indo-Tibetan culture The traditional festivals Lori, Baisakhi are celebrated with great zeal and enthusiasm throughout the region . The Bhand Pather is the most famous traditional play in the villages of Kashmir.

Bhand Pather:-

The Bhand Pather is a social drama incorporating mythological legends and contemporary social satire. It pertains to the injustice that the people in the Kashmir suffered in the hands of the Kings. The performance of the play begins in the evening with the ritual dance and unfolds with the onset of night. The play is performed by the community in Kashmir called Bhands. Acting, dance and music are integral part of the play. The Bhands are found in almost all of the districts of Kashmir and performances are a regular feature of life there.

Ladakh is famous for its unique Indo-Tibetan culture. Chanting in Sanskrit and Tibetan language forms an integral part of Ladakh's Buddhist lifestyle.

4. Objectives of the SVEEP Plan

1. To increase Voter Turnout upto over the previous 2014 Lok Sabha Election.
2. To maximize the enrollment of the eligible voters.
3. To inculcate awareness about transparent, ethical and inducement free voting.
4. To facilitate maximum participation of Service Voters and election duty personnel in the election.

5. State Electoral Profile

There are 6 Lok Sabha Constituencies and 87 Assembly Constituencies and 11316 Polling Stations in the state for Electoral purpose J & K Assembly Elections are conducted by the Election Commission of India under the J&K Representation of the People Act, 1957 and Lok Sabha/ Rajya Sabha Elections under the Central Representation of People Acts 1950 & 1951.

Electoral Profile of Jammu & Kashmir

| | | |
|----------|--|------------------|
| 1 | Area | |
| 2 | Population (<i>Projected upto the year of current revision 2018</i>) Total: | 13513021 |
| | | 7147473 (Male) |
| | | 6365548 (Female) |

| | | |
|----------|------------------------------------|--------------|
| 3 | Districts | 22 |
| 4 | Total Parliamentary Constituencies | 06 |
| 5 | Total Assembly Constituencies | 87 |
| 6 | Total polling Stations | 11316 |
| 7 | EP Ratio | 56 % |
| 8 | PER Percentage | 96.5 |
| 9 | EPIC Ratio | 95.09 |

Total Electors as per Draft Roll w.r.t 1-1-2019 as the qualifying date

| 1. | Total Electors as per Draft Roll w.r.t 1-1-2019 as the qualifying date | | | |
|-----------|---|---------|---------|---------|
| | | Male | Female | Total |
| | General Elector | 3965486 | 3636145 | 7601631 |
| | Service Elector | ----- | ----- | 61975 |
| | | | - | |

Analysing Gaps

Analyzing underlying reasons for the gaps

As per the age cohort in the Electoral roll shows the following gaps:

- a. *Low Enrollment of New voters in age group 18-19 and also in age group 20-21 years*
- b. *Reducing the Gender gap by cleansing the roll through deleting Absentee, shifted and duplicate electors in all age groups.*
- c. *deletions of identified dead electors.*

The findings/lessons learnt from the Knowledge, Attitude, Behaviour, Belief and Practices (KABBP base line Survey) of electors which was conducted is as follows:

- a. J&K being the state with good literacy rate and social and economic indicators suggested the low levels of voters participation in case of Lok Sabha Election-2014 but there is still the potential to increase the same and the efforts would be to encourage the masses to participate in high spirit.
- b. Youth are a major segment area constituting the bulk of voters and also constitutes the chunk where the possibility of increasing participation is to the maximum.
- c. Patterns of voter absenteeism and apathy are consistent across rural-urban areas and are being tackled under a proper plan.

- d. It is inferred that conventional modes of voter education remain successful so far but new initiatives will be taken.
- e. **Colleges and Educational Institutions** can be a **major catchment area for enhancing voter education through innovative means.**

Strategy and Planning

Team formation at District and State Headquarters.

- State SVEEP Core Committee headed by the Addl. Chief Electoral Officer and State Nodal Officer has been created. The Committee will plan on branding the concept and importance of SVEEP in the Electoral process among the SVEEP effecting players and further supervise and monitor the implementation of SVEEP plan in the entire state.
- Likewise the District Core Committee headed by the District Election Officer/ADM has been formed in all districts to supervise the implementation of SVEEP plan in the district. Each district has appointed a SVEEP Nodal Officer at District and AC level. District SVEEP Nodal Officer will function as Member Secretary of District Core Committee also.
- An association and affiliation of all the key players of SVEEP will be developed at the State and District Level for fortifying the SVEEP programme. In this connection, partnership with various Governmental and Non-Governmental agencies and the Scheme of Campus Ambassadors will be utilized in the best achievable approach.
- Several partner agencies including Education, Social Welfare, Labour departments have been incorporated in State level SVEEP plans.

Training and Capacity Building of SVEEP Teams.

Effective and result oriented training is indispensable for capacity building of the stakeholders in the Election machinery for resourceful management of elections and electoral rolls. Proficient Trainers will be identified and they shall appropriately conduct suitable trainings. Trainings of District level master trainers will be imparted at the State Headquarters who will further train the functionaries of partnership agencies for disseminating various tools and techniques used in rolling out SVEEP activities. Every activity shall be well planned by identifying the target group/section and impact of each such activity shall be examined by the SVEEP Nodal Officers in order to timely weed out the ineffective activities and reach greater number of public at large. There shall be proper division of functions among each member in SVEEP core

committee in terms of Training, dissemination of information, Filtering the activities, checking on implementation, reports receiving, updating and modifying as per effectiveness of each activity etc. The Nodal Officers SVEEP shall submit a Draft Action Plan for SVEEP capacity building and there shall be good coordination and communication with all the stakeholders who shall be conducting the SVEEP activities. AEROs to train Nodal Officers at Assembly Constituency level with regard to various Forms and minutes of the meeting shall be submitted for ensuring

Booth awareness Groups

BAGs shall be revived at every booth and their capacity built through proper training. The master trainers shall be identified and they shall be properly sensitized with regard to the objectives and prospects on the functioning of BAGs. The Master trainers shall be provided with uniform set of instructions and parameters. BAGs shall be suitably equipped with communication material and other resources. DEOs shall draw up calendar for the training of BAGs. This should reflect in the District Plan and be shared with the CEO. Minutes of BAGs meeting shall be duly monitored by the special SVEEP monitoring team at District Level.

Resource Mobilization

Electoral Literacy Clubs are being formed and put in action at Higher Sec. Schools/Colleges/Universities/Polling Stations across the state to mobilise the awareness on online registrations and ethical voting.

- ELCs shall also be formed at Panchayat levels for voters who are not part of formal education wherein services of BAGS shall be utilized.
- All Campaigns including online shall be conducted and publicity will be given to the idea of "Lets us vote" wherein the senior citizens and youth will dedicatedly devote their time in educating the society at school, college, universities and polling station level thereby creating awareness on the electoral process. AEROs and ELCs shall be the key players in sensitizing the "time donors"
- Short and crisp video clips shall be recorded of children urging general public to enrol online by going paperless and to vote for a better tomorrow. These clips will be publicised on various social media platforms to encourage online registrations.
- The Registration Officers will coordinate with the Department of Industries & Labour & Employment to reach out to maximum workers in various industrial

units and enrolled in Photo Electoral Rolls. Awareness and sensitization at the industrial estate level by the concerned industrial association in collaboration of Labour Dept, EROs/AEROs.

- Short messages, Jingles, Promos on enrolment, voter's participation and ethical voting will be prepared with the help of partner agencies like All India Radio Jammu and Kashmir, Doordarshan and all FM channels.
- Competitions on such song writing/composition may be held at college, Higher secondary level involving youth and at panchayat and municipal level involving self help groups and local associations. Winning songs shall be aired and publicized in collaboration with the media partners.
- Local self help groups, NGOs, Youth Organizations/ associations will be identified by the EROs/AEROs for various activities of SVEEP involving local and traditional art forms. Representative from Art and Culture department may be placed at the disposal of CEO office for timely discussion/guidance/advice for effective implementation of the same.
- Circulars shall be issued to various Government depts/ houses to standardized display material imparting electoral process relating information.
- Various Banks and Post Offices will be requested for providing adequate space for displaying in posters etc. carrying important information related to enrolment and voters participation.
- Special attention will be given at conspicuous places with heavy footfall for display of material on awareness and SVEEP activities through Municipalities, and Panchayats.
- Local artisans, craftsmen, folk artists shall be involved in creating awareness on ethical voting .
- Proper monitoring mechanism on implementation and effectiveness of SVEEP activities including random surprise checks by the SVEEP core committee and weeding out of ineffective activities.
- Awareness through social media will be ensured.

Partnership

- The effectiveness of SVEEP programme largely depends upon the variety of partnerships both Governmental and Non-Governmental at all levels viz. State, District, Assembly Segment and even at polling station level.
- The SVEEP intervention will be utilized extensive partnership with the following Governmental departments:-
 - (i) Department of Education and Higher Education
 - (ii) Sarv Shiksha Abhiyan
 - (iii) Department of Urban Development
 - (iv) Department of Rural Development.
 - (v) Women and Child Development Department.
 - (vi) Department of Sports and Youth Services.
 - (vii) Department of Information and Publicity.
 - (viii) Department of Information and Technology
 - (ix) Department of Language, Art & Culture.
 - (x) Department of Labour & Employment.
 - (xi) Nehru Yuva Kendra.
 - (xii) National Social Service (NSS).
 - (xiii) National Cadet Corps(NCC)
 - (xiv) Doordarshan (DD)
 - (xv) All India Radio (AIR)/ Radio Kashmir Jammu & Srinagar
 - (xvi) All FM Channels
 - (xvii) Department of Social welfare.
 - (xviii) Department of Planning, Statistics and Evaluation
 - (xix) Indian Railways
 - (xx) Directorate of Municipal Administration
 - (xxi) Directorate of Panchayat

Collaboration with above mentioned departments/organizations will contribute in a long way by making various arrangements for disseminating voter education, motivating general masses and facilitating registration.

Non-Governmental organizations also contribute significantly in making SVEEP programme a success. The SVEEP interventions will utilize extensive partnership with the following Non-Governmental agencies:-

1. 92.7 BIG FM/ 91.9 Red FM, Tadka FM/ Radio Mirchi
2. ETV Urdu, Gulistan News Channels
3. JK Media Channel

Accessible Election

As per the directions of ECI regarding making the CEO/DEO and other office friendly accessible to all Pwds the efforts are on to do the needful as under :-

- a) The website of CEO/DEO have been made friendly accessible.
- b) An intensive sensitization campaign will be launched for sensitization of PwDs on the use of online facilities involving PwD IT experts and NGOs

- c) PwD Icons at State/District/AC level will be appointed to bring a sense of connection and active participation.
 - d) Mobile facilitation centers for registration of PwDs will be established at AC level
 - e) Communication barrier in case of a visually impaired cum deaf persons will be addressed by way of providing 'Refreshable Braille Keyboard' facility at every voter facilitation centre.
1. Sensitizing Political Parties / BLAs in getting details of such voters.
 2. Special modules will be developed for PwDs in the form of brochures, audio material etc. with the help of specialized agencies and departments. Special drive will be taken up to enroll PwDs children in colleges with the help of Campus Ambassadors.
 3. Voter education content for PwDs will be made available to NGOs and other schools and agencies working in the training of PwDs
 4. Queue - less entry of PwD voters will be ensured in every polling station across the state.
 5. Help desk will be provided at every polling station across the state.
 6. Medical help under AMF will be provided in each polling station across the state.
 7. Signage will be provided in each polling station across the state to guide PwD voters.
 8. Ramps with prescribed gradient standards will be provided in each polling station across the state to facilitate the PwD electors. Wheel Chairs will be provided at each polling station across the state.

Use of technology:-

Technology is a very powerful tool in formation of mass opinion and creating trends and propagating various concepts and ideas, educating public, information dissemination. Technology provides with most efficient mediums for cost effective results. Keeping all these considerations in mind the technologies utilized in the J&K during the implementation of SVEEP will be as follows:-

1. ERONET
2. All IT Apps of ECI
3. Cvigil App
4. BLO Mobile App
5. CEO website
6. Facebook
7. Youtube
8. Twitter
9. Helplines/Toll free Nos
10. Bulk SMS facilities.
11. Radio.
12. Television.
13. National Voter Service Portal (NVSP)

Overall Approach


Audio-jingles of appropriate quality on voter registration, voter identity cards and importance of participation of citizens in electoral process have been prepared and will be telecasted through electronic media like AIR, Doordarshan, and All FM Channels and social media.

- Suitable advertisements on registration of eligible citizens in the Photo Electoral Rolls will be published in newspapers having wide circulation across the state. Live programmes on voter awareness will be organized through AIR and Doordarshan and on FM Channels. Details of BLOs shall be pasted along with name; Contact no. part no. of each Constituency. Outdoor broadcasting activities will be performed with the help of AIR, Doordarshan, FM Channels for informing and motivating people on electoral process in all Assembly Segments.

ACTION PLAN FOR EVM-VVPAT AWARENESS FOR J&K



1. ECI instructions No.51/8/7/2018 EMS dated :- 18th July, 2018- Conduct of awareness programme on EVMs and VVPATs - reg
2. ECI instructions No.491/ECI/LET/FUNC/SVEEP-II/EGS/2017 dated 22nd September,2017 regarding SVEEP for EVM/VVPAT Awareness
3. ECI instructions No.51/8/inst/2017-EMS dated 18th May, 2017 regarding Standard Operating Procedure (SoP) for Training (including demonstration and awareness programme) of EVM & VVPAT.
4. ECI Instructions No.51/8/inst/2017-EMS dated 29th September, 2017 regarding taking out EVMs including VVPATs for training and awareness purpose.

| S.No | Particulars/Training | Interventions | Time line |
|------|--|---|--|
| 1 | Training and Capacity Building of DEOs/Dy. DEOs and Nodal Persons on EVM/VVAPT | One day work shop for District Election Officers (DEOs) SLMTs/DLMTs/Nodal Persons at CEO Level has been completed at Srinagar NLMT, Team from Commission and BEL Engineers imparted the training. Demonstration and hands-on experience provided to all these DEOs etc. | 28 th & 29 th August 2018  |
| 2 | Training of SLMTs | 11 SLMTs as per Commissions directions depute to IIIDEM for EVMVVPAT Training | December, 2018 at IIIDEM New delhi |
| 3 | Training to EVMVVPAT awareness Teams | Training of EVMVVPAT awareness teams is being imparted to ALMTs @ 2 each AC in first week of January 2019 | January 2019 |
| 4 | Training to ALMTs | Training is being imparted to all ALMTs in the month of January at CEO Level. | January 2019 |
| 5 | Printing of FAQs Booklets/EVM /VVPAT Brochures, guides , I – Card for SLMTs/DLMTs, EVMs Manuals Latest Edition, EVM Status Papers etc. | Printing of all Mandatory material is under process/ Latest Material Soft Copies received from commission | January 2019 |
| 6 | While giving demo SoP will be strictly followed. | Printing of SOP Letters / SOP of Commission available (Soft Copies) will be ensured | |
| 7 | Mobile Vans with EVM-VVPAT model and publicity material to be used at prominent public places. A live demo to be organized at prominent public places on EVMs and | 02 Vehicles per AC 4 polling stations per day EVM/VVPAT sets with power packs/Paper roll 04 Sets Vehicle type :- Junga etc. | @ Rs :- 2000/= avg. per day x 60 days = 1.20 lacs per AC CEO/DEOs Level |
| | | At AC Level Live demo of EVM-VVPAT District Wise Detailed Calendar to be shared by districts . | |

| | | | |
|----|--|--|---------------------------------------|
| | VVPATs. | Advance publicity to be given by District/AC Level nodal Officers | |
| | | Manpower/ALMTs/Nodal persons with each Vehicle/Duty Chart to be assigned to them/ Police guards will accompany | |
| | | Material to be carried <ul style="list-style-type: none"> 1. Vinyl Board to be pasted on Vehicle 2. Few pamphlets 3. Loudspeaker on Vehicle 4. EVM VVPAT related audios of Commission 5. EVM Status paper 6. EVM Brochure Training how to operate as well as to follow SOP | |
| | | At CEO Level @ 1 Vehicle A set calendar covering all the Public places is being included like Parks, Malls, Slums, Apartments, Markets with heavy footfall, railway stations/Bus stand other busy places. Date wise Calendar under preparation Media will be informed in advance. | One place per day |
| 8 | Sensitization through Special Programmes for Women, Farmers, Youth. | Live Demo as well as other special programmes based on EVM-VVPAT awareness like Nukkad Nataks, Flash Mobs, ELCs at Chunav Patshallas, and in educational institutions (Live Demo of EVM/VVPAT) | 15 th January 2019 onwards |
| 9 | Permanent EVM/VVPAT Centre for Sensitization and Hands on experience at CEO/DEO office | One Jammu and one Srinagar ACEO Office Jammu/Srinagar | CEO Level |
| 10 | Camps for political parties , media, Students in New | In all colleges and University Camps | 1st week of January 2019 onwards |

| | Voters Category | | |
|----|--|---|---------------------------------------|
| 11 | Distribution of Pamphlets through News papers | Design and contents under process | |
| 12 | Sensitization and Special Camps in Colleges/HSS/HS regarding the use of EVM-VVPATs | In all ELCs of State Through Nodal Persons & conveners of ELCs | 1st week of January 2019 onwards |
| 12 | EVM-VVPAT Posters/Banners will be displayed in public centers like polling stations , Panchayats , Ration Shops, Banks, Posts Offices , Railway Stations and other busy places | Designs of Posters finalized | 1st week of January 2019 onwards |
| 13 | Media Plan Short instructional films/audio on EVMs-VVPATs will be run on DD Channels, private TV Channels, Cinemas and popular FM Radio channels AIR , Radio Kashmir Srinagar & Jammu, and in print media. | videos clips shared by Commission their translation in Kashmiri and Dogri will be made Video Slots, Audio Clips, Discussion on TV Channels etc. | From 1st Week of January 2019 onwards |
| 14 | Hoardings and Banners to be displayed at all important places / heavy footfall | Content finalized at CEO Level Commission's | 1st week of February 2019 onwards |
| | | Images/photos of National and State Icons | |
| 15 | Live product demo to media houses and journalists on EVMs/VVPATs & Regular interaction/meetings with Political parties and Media | Meetings with Media gallery | From 1st week of January 2019 onwards |
| 16 | EVM/VVPAT Kiosks in all major locations | Pole kiosks At prominent places | From February 2019 onwards |
| 17 | Slides of EVM-VVPAT to be displayed in theatres and | Under process | From February 2019 onwards |

| | | | |
|----|--|---|---------------------------|
| | Cinema Halls ahead of Elections | | |
| 18 | CEO Facebook page Regular disseminate awareness messages (text, multimedia etc.) YouTube , Instagram, Twitter, Snap Chat etc. | CEO Facebook page created and functional IT Team CEO Office J&K | ----- |
| 19 | EVM VVPAT manuals/guide will be adapted for newspapers , in-flight magazines, in house magazines for large corporate, public sectors , restaurants, etc. | EVM-VVPAT Brochures will be distributed among such partners 10,000 Booklets | From January-2019 onwards |
| 20 | Partnerships 1. Media Houses 2. Service providers for Bulk SMS etc to the consumers | Meeting with BSNL/& other stakeholders By CEO J&K | |

In view of the introduction of VVPATs in all the upcoming elections, comprehensive steps have to be taken up for the disseminating information on the functioning of EVMs and VVPATs. Concerted interventions have to be taken up and continuous education and awareness on EVM and VVPAT has to be carried out.

Checklist :-

| S.No | Description | Remarks (Yes/No) |
|------|---|---|
| 1 | SLMTs/DLMTs/ALMTs to be fully trained in the use of EVM/VVPAT | Under progress (Waiting for the VVPAT) |
| 2 | EVMs and VVPAT to be used for demo ETC FLC OK machines | Will do the needful as per Commissions instructions |
| 3 | Demo Ballot paper on the ballot unit to be inserted properly | Will do the needful as per Commissions instructions |
| 4 | Dummy symbols loaded properly in the VVPAT by the BEL engineers | Will do the needful as per Commissions instructions/BEL |
| 5 | Control Units to be loaded with Power pack | Will do the needful as per Commissions instructions |
| 6 | VVPATs to be loaded with Power pack | Will do the needful as per Commissions instructions |

| | | |
|----|--|---|
| 7 | VVPAT to be loaded with Paper roll | Will do the needful as per Commissions instructions |
| 8 | SLMT/Nodal Persons ,ALMT equipped with user manual and FAQs in case of any doubt | Will do the needful as per Commissions instructions |
| 9 | VVPAT loaded with 16 symbols as demo ballot paper in BU | Will do the needful as per Commissions instructions |
| 10 | CUs set to 16 candidates | Will do the needful as per Commissions instructions |
| 11 | Orange sticker meant for Training and awareness pasted on CU,BU and VVPAT | |

You stand in queue.

2



You enter the booth.

3



Press the BLUE BUTTON beside the name/symbol of your preferred candidate

4



The RED light glows.

5



Look through the screen of the VVPAT and see the print out.

6



After 7 seconds the print out falls in the drop box.

7



You come out.



NAME



**SERIAL
NUMBER**

SYMBOL

VERIFY YOUR VOTE

bharat ka bharosa

VVPAT

Voter Verifiable Paper Audit Trail

VVPAT will be used in all the polling stations in the forthcoming General Elections

VVPAT will be kept in voting compartment along with Ballot Unit

VVPAT has a transparent window which shows the printed paper slip when the vote is cast

The printed paper slip will display the Name, Serial Number and Election Symbol of the candidate for seven (7) seconds to the voter

After seven (7) seconds the printed paper slip will automatically get cut and drop in the sealed box below

VVPAT further enhances transparency and reliability in poll process



ELECTION COMMISSION OF INDIA

URL : <https://eci.nic.in>



HOW TO CAST YOUR VOTE

1

ENTER THE BOOTH



The Presiding Officer will enable the ballot Unit while you enter the polling compartment.



USING EVM & VVPAT

3

SEE THE LIGHT



The red light against the name/symbol of candidate chosen will glow



2

CAST YOUR VOTE



Press the Blue Button on the Ballot Unit against the name /symbol of candidate of your choice.



4

SEE THE PRINT



The Printer will print a ballot slip containing Serial Number, Name and Symbol of the chosen Candidate as shown.

See the print through the glass, as the printout will not be given to you

The slip will be visible for 7 seconds

NOTE!

If you do not see the ballot slip and hear the loud beep please contact the Presiding officer.



ELECTION COMMISSION OF INDIA

URL : <https://eci.nic.in>

Targeted Approach :

Youth

Key issues :- There is lack of interest in politics, ignorance among the youth. They feel disconnected and indifferent towards the electoral process.

Migrants, School dropouts, work force in unorganized sectors, both in urban and rural areas do not often have necessary documents to register as voters.

ACTION POINTS:-

1. Strengthening Campus Ambassadors institution in Sr. Sec. Schools/Colleges. Providing a platform for exchange of information moderated by an official from DEOs/EROs office
2. Higher involvement of Nodal Officers from Campuses in enrolment drive. Appointment of one Nodal Officers from among teachers (NCC/NSS Officers) in each campus (Sr. Sec. Schools/Colleges).
3. Special drive for enrolment of non-student youth in the age-group 18-19 years in coordination with NSS and NYKS for reaching out to youth.
4. As urban apathy amongst youth arises from information gap on electoral process, special campaigns to be launched to motivate youth suffering from urban apathy to come out and register as an elector first and subsequently participate in the electoral process. These campaigns will be launched in the form of Outdoor Broadcast activities done by local Icons, being identified by each district. Besides, street plays, nukkad-nataks, prabhatferis, Flash Mobs, etc. at the prominent public places be organized on a regular basis.
5. Collaboration with Department of Labour to reach out to youth working in the industrial sector and not covered under educational institutions.
6. Use of existing local channels, AIR and DD programmes on youth to spread electoral awareness.
7. Use of social and digital media to connect youth, e.g. whatsapp, sms, e-mail, facebook, twitter etc.
8. Collaboration with education institutions for making Form-6 available with admission forms.

Women

1. Involvement of self help groups in activities of creating awareness and dissemination proper information on the electoral process. They shall be imparted with proper training by master trainers identified by the EROs/AEROs so that they are able to inform, educate and motivate women coming from all walks of lives, to enrol themselves in electoral rolls and subsequently participate in electoral process.
2. Targeting young girls in educational institutions for enrolment with help of Campus Ambassadors.
3. Targeting housewives and women engaged in labour in cities, in factories, small industrial establishments, commercial establishments with help of CDPOs, Mahila Mandals, Self Help Groups, Aanganwari Workers etc. to spread awareness and motivate women to come out and enrol themselves and subsequently vote in all elections.
4. Inclusion of substantial number of women in Booth Awareness Groups (BAGs).
5. Use of local Television channels, AIR and DD programmes focused on women to spread electoral awareness.
6. Production and display of women specific audio-visual documentary to spread electoral awareness with the help of department of Information & Technology.

7. Women ICONs to be actively involved in awareness creation and persistent messages on women empowerment through active participation in the electoral process to be given out.

Persons with Disabilities (PwDs)

Key issues: - proper sensitisation towards the needs of pwds and bridging the gap which exist in the system so as to enable extensive reach out to the pwd section of population at large thus ensuring that indeed 'no voter is left behind'. It is required to sensitize the entire machinery and all the stakeholders engaged with electoral management regarding the special needs of persons with disabilities.

ACTION POINTS:-

1. All the eligible PwDs are being enrolled by BLOs and subsequent motivation to participate in electoral process.
2. Special modules to be developed for PwDs in the form of brochures, audio material etc. with the help of specialized agencies and departments
3. Special drive to be taken up to enroll specially-abled Youth in colleges under special drive with the help of Campus Ambassadors.
4. HOPE NGO regularly conduct vocational training for vision and hearing impaired people. Voter education content for PwDs to be made available to these NGOs for inclusion in their trainings.
5. Use of local AIR/ Radio Kashmir Jammu and Srinagar and DD programmes focused on PwDs to spread electoral awareness.

Service Personnel

Key issues: - The awareness related to procedures available for registration of service electors needs to be given a special emphasis.

ACTION POINTS:

- (a) Service Voters brochure with the cantonment officials. (also available at <http://ecisveep.nic.in/> and <http://servicevoter.nic.in/>) will be publicised.
- (b) Appointment of Nodal Officers and providing training to the Nodal Officers from defense services by the Resource Persons for dissemination of information on the entire process of registration and voting.
- (c) Special awareness and registration camps for Defense Personnel to be organized. The Commanding Officers/Record Officers of the Cantonments have to be sensitized to motivate their Officials to register themselves as general electors at the place of their posting and subsequently vote, if they are posted at a peace station.

(d) Regular Co-ordination with Nodal Officers from the services.

Awareness and registration drive for the defense personnel in the cantonment areas with special focus on the newly inducted young defense

(e) Share awareness brochure for service personnel (Both in English & Hindi Versions), detailing process of registration and voting, as received from the Commission.

(f) Inviting the Defense personnel for NVD functions thus implying a sense of involvement in Electoral awareness.

Overseas Indian citizens

Key issues: - As per the mandate of ECI, an increase in NRI registration from the present dismal level is not encouraging .Following are the action points :-

ACTION POINTS:

- (a) Targeting and motivating families having NRIs to promote registration of NRIs
- (b) BLOs to provide from 6A with families having a member who is NRI and familiarize them with NVSP portal.
- (c) Information about the provisions available for NRI Voters to be made available to all Embassies and Consulates.
- (d) Web advertising on social media sites about the elections and e-portals where NRIs look for Local News about their home towns etc.
- (e) Passport Offices will display material on Registration/online registration of overseas electors

Rural and Tribal People

Folk art and activities specific to the local populace shall be carried out to motivate the people for participation in elections.

Domestic Migrants

Targeted interventions shall be made in coordination with District Labour Officer / Labour Inspector/Police etc.

Common Outreach Activities:

1. Forms 6, 7, 8 and 8A made available at all prominent places e.g. Post Offices, banks, hospitals and other public places having large footfall.
2. 'Sankalp patras' issued by DEOs through school students to their parents and collected back with signature pledging to enroll and vote.
3. Special registration camps on need basis and dedicated camps catering to specific target groups like Service Voters and Overseas electors.
4. EVM education combining with NOTA and VVPAT familiarization.
5. Corporate to be contacted to ensure registration of their employees. Alternative registration hubs for corporate employees to be established.
6. Instruction issued through Labour department to private contractors to strictly comply regarding paid leave on poll day.

7. Mass mobilization activities close to elections to motivate people to participate in the electoral process.

Facilitation

- In addition to the activities discussed above an additional Booth Level Officer will be put on duty in identified polling stations to facilitate eligible citizens for registration. Sufficient number of forms 6,7,8 and 8A will be made available to these additional BLOs.
- Anganwari workers will be proactively engaged to encourage eligible women citizens to enroll themselves in Photo Electoral Rolls. Sufficient number of forms 6,7,8 and 8A will be made available to these Anganwari workers.
ELCs will be proactively engaged to encourage youth to enroll themselves in Photo Electoral Rolls and subsequently participate in electoral process. Sufficient number of forms 6,7,8 and 8A will be made available to these Coordinators.

Multi-Media Campaign Common Messages

1. Media is one of the most effective partners in SVEEP. Regular media briefings about different initiatives, facilitation measures shall help in wide publicity of various interventions. Media calendar may be devised with a topic assigned in advance for each day of briefing.
2. 360 degree Communication Campaigns through mass media, folk media and other media vehicles shall be conducted. All India Radio, Doordarshan to be main vehicles combined with a good measure of private channels, FM Radio and print Media.
3. Use of Social Media such as Facebook page, Twitter, Youtube, Instagram, etc. besides digital and other new media in urban and semi urban areas shall be taken up.
4. For content development, CEO and team to consider the archive of approved material compiled at the SVEEP Digital Library (www.ecisveep.nic.in) Outreach material developed for Special Revision, National Voter's Day to be used after suitable modification.
5. An expert Committee at State level will be setup for quality check and control of content comprising of Heads of AIR & DD among others.
6. Survey findings will be utilized for designing the campaign material and deciding the media vehicles for dissemination.
7. Regional and/or local icons shall be identified and promotional material for voting shall be prepared availing their services, after getting approval of Commission on the content (messages), in addition to the National Icons of ECI and the regional icons already approved by Commission.
8. Material on voter awareness may be given to partner CSOs/media houses for wide dissemination.

Poll Day Alerts

1. Poll day reminders through different media will be given at a regular interval on the day of Poll.
2. Poll day reminders through SMS will be given to all electors using mobile phones across the state in coordination with the Department of Information & Technology .

Media Plan

Content Development :

Contents for information and motivation of electors will be developed with the help of partner agencies. The following will be done in this manner.

| Sr. No. | Content developed for Medium/ Target audience | Form of content | Partner Agency |
|---------|---|---|---|
| 1 | District Election Officers | Guiding letter on how to prepare SVEEP plans | By the CEO office |
| 2 | Electronic Media | Audio-Video Jingles/promos | By Doordarshan, AIR, FM channels in consultation with CEO office. |
| 3 | Print Media | Advertisement, informative press briefs etc. | By Department of Information and Publicity in consultation with CEO office. |
| 4 | For general public | Posters, Banners, Hoardings etc. | CEO office in collaboration with information department. |
| 5 | For youth | Special messages, inspirational songs etc. | By DEOs and CEO office. |
| 6 | For women | Special messages, Nukad, inspirational songs etc. | By DEOs and CEO office. |
| 7 | Urban Population | Special messages, Nukad, outdoor activities etc. | By DEOs and CEO office. |
| 8 | For addressing representatives of recognized political parties, college students, NGOs etc. | Standardized power point presentation on electoral process. | By CEO office. |
| 10 | For candidates | Take away informative material on voter registration, voting procedures, model code of conduct, | By CEO office. |

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| | | expenditure monitoring etc. | |
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Summary of Media Insertions for proposed target audience.

| Sr. No. | Target | Media | Partner Agencies to be associated (if any) |
|---------|--------|---------------------------|---|
| 1 | Women | Both electronic and print | By CEO Office in collaboration with information department. |
| 2 | Urban | Both electronic and print | By CEO Office in collaboration with information department. |
| 3 | Youth | Both electronic and print | By CEO Office in collaboration with information department. |

Other SVEEP Interventions

1. Debate and other competition related to voting and its benefits, in Colleges and Higher Secondary Schools: higher secondary schools and colleges consist of a sizeable population of young voters and by creating awareness amongst them we can help increase the voting turn out.

2. Essay Competition/ Writing Competition: The young voters would be attracted towards such competitions and this would solve our purpose too, topics of the essays would be like Voting; My right and my duty etc.

3. Question quiz would be prepared and drive would be conducted in almost all the educational institutions for awareness which will cover the youth eligible voters.

4. Youth Voter Awareness Campaign Workshop in all educational institutes.

5. We would set up designated officers in all colleges to ensure that all the eligible students should be enrolled.

6. Youth voters festival would be celebrated in almost all the educational institutions.

7. Awareness Camps would be conducted at school level in the district to create voters' registration awareness

8. Copies of Form-6 would be made available in educational institutions, especially colleges and hostels for inclusion of young voters' names during the ongoing Special Summary Revision w.r.t 1-1-2019 as qualifying date and also during the Continuous updation which will begin from the final publication of the electoral Roll.

9. Making almost mandatory to produce receipt of Form-6 or EPIC with applications of new driving license.
10. Training, awareness & education has been given to the Team of BLO, Aanganwadi worker, Asha worker, & MDM workers.
12. To involve educational institutions, ICDS workers, health workers, fair price shop owners.
13. Mid Day Meal scheme implementing agencies etc. in campaigning process.
14. Training, awareness & education would be given to the Team of BLO, Aanganwadi worker, Asha worker, & MDM workers, on how to attract the women voters to register their name in electoral roll.
15. At RTO office, Employment Exchange office and Marriage Registration office where maximum youth age group from 18 to 30 are visiting for get kaccha / pakka license and Name Registration. We check there with our system his/her name that whether he's/she's name is in electoral Roll & if not we will provide Form No. 6.
16. Through all BLO'S and sector officers we would conduct voters registration awareness Campaign
17. Support through our MDM & F.P.S machineries.
18. Local cultural dances/ local cultural shows by Nehru Yuva Kendra / N.S.S.
19. Local cultural dances/ local cultural shows by Nehru Yuva Kendra / N.S.S.
20. Cultural programs for Voter Awareness: People of India tend to attract towards cultural events and programs, we would use such programs as a platform for voter awareness wherein we can choose events in program related to Voter Awareness
21. Reading of Electoral Roll at Gramsabha This would certainly create interest and awareness in people related to voting and also people would be able to find If their name is actually present in the electoral rolls and also missing voters would make use of it and apply for registration
22. Street Plays and short skits: This could well prove a very good step in rural areas where these skits and street plays are very popular, we would chose plays and skits with theme as voting and why to register to vote?
23. Short and Sweet Slogans used for awareness: These slogans would prove very useful in voters awareness
24. Display of hoarding, banners and slogans: Hoardings, banners and posters are a source of good advertisement since long time and we would make sure that proper use of this medium is useful. Hoardings/Banners and Posters at major public places would be installed.

25 Distribution of Pamphlets at/Bus Stop/ Railway Station: Bus stop and Railway station, these two are the nerves of any place and we would distribute Pamphlets at these places to spread the awareness

26 Road Shows: This is a pretty new concept and very effective too, road shows will capture the attention of the youth and we would be able to get registration from this.

27 Awareness through local cable network: Local cable network caters to mass population and we would spread awareness through this channel.

28. Campaign by loudspeaker mike on auto rickshaw in urban areas during revision period, Women rallies for women voter's awareness. Local traditional tribal cultural dance competition. Painting competition for voter awareness. Bike rally for voter awareness. Human Chain in urban areas. Pledge or Oath paper & Signature campaign for voter registration and voter awareness. Most of the buses would be covered with posters related to election awareness and registration awareness. Cinema Theaters to display Election related posters / banners during preshow, interval & post show time.

Proposed activities to be organized (Action plan)

| S.No | | Name of the activity proposed to be undertaken during SSR-2018 |
|------|-------------------------------------|---|
| 1. | Publicity Material/Media Insertions | <ul style="list-style-type: none"> Newspaper advertisement (SSR-2018 Schedule) |
| | | <ul style="list-style-type: none"> Television Spots (Voting Ethical messages/Scroll Messages) etc. |
| | | <ul style="list-style-type: none"> Radio Spots (Radio Kashmir Morning/Evening News) |
| | | <ul style="list-style-type: none"> Radio Jingles (SSR-2018 Schedule/Special Camp Days Publicity etc.) |
| | | <ul style="list-style-type: none"> 92.7 Big FM |
| | | <ul style="list-style-type: none"> Film Show in Cinema/theatres Short movies shared by commission |
| | | <ul style="list-style-type: none"> Special Programme on TV/Radio |
| | | <ul style="list-style-type: none"> Out Door Hoardings for EVM-VVPAT (Designed prepared) |
| | | <ul style="list-style-type: none"> Vehicles/Bus Panels (Stickers etc) |
| | | <ul style="list-style-type: none"> Flex Banners/Posters/Pamphlets/Brochures |
| | | <ul style="list-style-type: none"> SMS/Caller tune (Bulk SMS from Private Telecommunications) including BSNL |
| | | <ul style="list-style-type: none"> Internet Insertions |
| | | <ul style="list-style-type: none"> Pledge letters for enrolment from DEO Site and followed after Voting |
| T | Overall Objective | <ul style="list-style-type: none"> EP ratio on the electoral rolls to match the 18+ population as per census |

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| | | <ul style="list-style-type: none"> Gender ratio on rolls to match the gender ratio as per census |
| | | <ul style="list-style-type: none"> To increase enrolment of service personnel in the electoral roll |
| | | <ul style="list-style-type: none"> To increase enrolment of overseas Indian electors in the roll |
| | | <ul style="list-style-type: none"> Registration of Persons with Disabilities (PwDs) in the Electoral Roll to match with the census data of LB+ pwDs of each state |
| | | <ul style="list-style-type: none"> To increase the percentage of enrolment in the newly eligible 18-19 years age group |
| | | <ul style="list-style-type: none"> Visible improvement in the enrolment of people from marginalized groups and Communities inclusion. |
| 3 | Identification of low enrollment PS done. If yes numbers identified (To collect the data from Districts) | <ul style="list-style-type: none"> Data will be collected from Districts and a strategy plan will also be asked from them. |
| 4 | Strategy and Implementation | <ul style="list-style-type: none"> Gaps at Micro level and targeted interventions |
| | | <ul style="list-style-type: none"> Analysis at AC and PS Level |
| 5 | Youth Enrolment | <ul style="list-style-type: none"> Appointment and Strengthen Campus Ambassadors |
| | | <ul style="list-style-type: none"> Coordination with Campus Ambassadors at CEO/DEO Level |
| | | <ul style="list-style-type: none"> Appoint and involvement of Nodal Officers from Campus in enrolment drive |
| | | <ul style="list-style-type: none"> Special Drive for non-student youth and their enrolment thereof. |
| | | <ul style="list-style-type: none"> Coordination with NSS/NYKS for reaching out to Youth |
| 6 | Gender Gap | <ul style="list-style-type: none"> Utilizing the services of Aganwari workers/ASHA workers /Prereks in DIETS/Cooperative Women etc in spreading the SSR-2018 Schedule and the publicity of Special Camps dates by them door to door. |
| | | <ul style="list-style-type: none"> Targeting Women and housewives engaged as labourers in cities , small establishment, etc. |
| | | <ul style="list-style-type: none"> Targeting young girls in educational institutions with the help of Campus Ambassadors. |
| | | <ul style="list-style-type: none"> Newly married women encouraging them to delete at previous places and enroll at new places. |

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| 7 | Persons with Disabilities | <ul style="list-style-type: none"> To prepare data base of PwDs on the basis of data prepared by Social Welfare department/CMO/DSWO/DSWO etc. |
| | | <ul style="list-style-type: none"> BLO at micro level will also prepare such list with the help of BLO register.(H2H) Campaign. |
| | | <ul style="list-style-type: none"> Identification of Community based channels, radio programmes etc. for the awareness etc. |
| | | <ul style="list-style-type: none"> Special Camps and Campaign to register PWDs and wide publicity of Such Camps. |
| | | <ul style="list-style-type: none"> CEO Website to be disabled friendly. |
| 8 | Migrant Population | <ul style="list-style-type: none"> Labour offices to reach such migrated population |
| | | <ul style="list-style-type: none"> Developing partnerships with helping federations. |
| 10 | Service Electors | <ul style="list-style-type: none"> All the service electors will be updated on www.eciservicevoter portal |
| | | <ul style="list-style-type: none"> Special Awareness Camps will be organized for them at record/Command Office Units |
| | | <ul style="list-style-type: none"> bsvdshgd |
| 11 | NRIs/Overseas Voters | <ul style="list-style-type: none"> Target such families with NRIs/Overseas electors and strategy to enroll them. |
| | | <ul style="list-style-type: none"> Popularize NVSP Link for online registration of Overseas claimants. |
| | | <ul style="list-style-type: none"> BLO to share Form-6 with families of such people and familiarize them with NVSP Portal. |
| 12 | Multi Media Campaign | <ul style="list-style-type: none"> Error free roll, surrendering of multiple entries, NVSP Portal will be given wide publicity 360 degree Communication Campaigns through mass media, folk media and other media vehicles shall be conducted. All India Radio, <ul style="list-style-type: none"> Doordarshan to be main vehicles combined with a good measure of private channels, FM Radio and Print media. Social Media use, besides use of digital and other new media in urban and semi urban areas |
| 13 | Developing partnerships | To carry out the smooth implementation of SVEEP Plan partnership will be developed with the below mentioned departments. |
| | | <ul style="list-style-type: none"> State Government Departments |
| | | <ul style="list-style-type: none"> Public Broadcaster AIR/DD Local Railways |

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| | | <ul style="list-style-type: none"> • Educational Institutions • BSNL/Private Companies services etc • Transport Department • Petrol Pump owners • Theatre/Shopping Malls etc. • Private Media like TV Channels, FM etc |
| | | <ul style="list-style-type: none"> • WPAT awareness and sensitization. • Reaffirming people's faith in EVM and its robustness and integrity besides its sensitization. |
| | | <ul style="list-style-type: none"> • Awareness and registration drive shall be carried out for the defense personnel in cantonment areas with special focus on the newly inducted young defense personnel. Share the Service Voters brochure with the cantonment officials. (also available at http://ecisveep.nic.in/ and http://servicevoter.nic.in/] iD • CEO J&K /State Nodal Officer for SVEEP shall be sharing a film for Service Voters on ETPBs The same will be widely screened in the cantonment areas. |
| | Rural & Tribal Areas | <ul style="list-style-type: none"> • Special registration camps in weekly haats, during festivals and through mobile vans shall be conducted |
| | | <ul style="list-style-type: none"> • Use of public address system and announcements in Gram Sabhas in rural areas along with 'prabhat pheris' shall be encouraged • DEOs in violence-affected areas shall involve the SPs in operationalizing SVEEP programme fully in letter and spirit so that the environment of confidence and fearlessness against intimidation is built into. • Folk art and activities specific to the local populace shall be carried out to motivate the people to enroll who are still not enrolled. |
| | Common Outreach Activities | <ul style="list-style-type: none"> • Specific activities based on • Forms 6,7 , 8 and 8A made available at all prominent places e.g. Post Offices, banks, hospitals and other public places having large footfall • Sankalp patras' issued by DEOs through school students to their parents and collected |

| | | |
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| | | <p>back with signature pledging to enroll</p> <ul style="list-style-type: none"> • Special registration camps on need basis and dedicated camps catering to specific target groups like Service Voters and Overseas electors. • EVM education combining with NOTA and WPAT familiarization • Corporates to be contacted to ensure registration of their employees. Alternative registration hubs for corporate employees to be established • Inter-personal communication through Govt. of India Media units - Song & Drama Division, Directorate of Field Publicity etc. • organizations like NehruYuva Kendra Sangathan, National Service Scheme volunteers, National Cadet Corps, Scouts & Guides etc. to be extensively used for mobilizing youth and creating awareness. • For content development, CEO and Nodal Officer for SVEEP to consider the archive of approved material compiled at the SVEEP Digital Library [www.ecisveep.nic.in]. • Outreach material developed for Special Revision to be used after suitable modification • Regional and/or local icons shall be identified and promotional material for voting shall be prepared availing their services, • Commission approval on the content (messages, in addition to the National Icons of ECI and the regional icons already approved by Commission may also be sought. • Material on voter awareness may be given to partner CSOs/media houses for wider dissemination • Under ECI-NLMA MoU, Sakshar Bharat workers (NLMAJ shall carry out electoral literacy programmes. • Besides helping BLOs for enrolment during continuous updation. DEOs may also disseminate their outreach material through these Literacy workers |
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Thanks

