COMPREHENSIVE SVEEP PLAN 2019 TO THE STATE ASSEMBLY OF PUDUCHERRY

PUDUCHERRY UT - Elections e-enabled

I AM AN INFORMED VOTER
I VOTE ETHICALLY
I VOTE FOR INDIA

Action Plan for Lok Sabha Elections 2019 Puducherry

Action Plan for Lok Sabha Elections 2019
(including for NVD 2019)

A. OVERALL OBJECTIVES

- ❖ Strive to achieve 3% to 5% increase in the overall voter turnout in the 2019 Lok Sabha Elections compared to 2014 Lok Sabha Elections (82.83%).
- ❖ Identifying 10% of low voter turnout polling stations and strive to achieve 10% increase in their voter turnout during the General Elections to Puducherry Lok Sabha, 2019 through targeted interventions.
- ❖ To strive to achieve 100% registration of all eligible voters with the vision- "No voters left behind"
- ❖ Creating awareness emphasizing the need for informed and ethical voting practices with the vision - *"Inclusive and qualitative electoral participation"*.
- ❖ Making elections accessible for Persons with Disabilities, Transgender, Senior Citizens and other marginalised groups.
- ❖ Strive to maximize percentage of postal ballot voters by facilitating and educating service voters.

B. SITUATION ANALYSIS

S.No	District	Voter turnout % in Lok Sabha General Elections 2009	Voter turnout % in Lok Sabha General Elections 2014	% of increase in voter turnout
1	Puducherry	80.35	84.63	4.28%
2	Karaikal	77.68	81.04	3.36%
	Total	**79.02**	**82.83**	**3.81%**

B1. Profile of the State

- No. of districts = 2
- Assembly constituencies = 30
- Parliamentary constituencies = 1
- Polling Stations = 970

B2. Electoral Profile

B2.1. Electoral Profile of the entire state in brief

As per draft publication on 01.09.2018				
	Male	**Female**	**TG**	**Total**
Electors	448259	499985	88	948332
Sex Ratio (As per current final electoral roll)				1115

Ratio of Electors Profile (Population (projected) and Registered)

Area	Total Population (projected)	Registered Voters as per draft roll (as on 01.09.2018)	Ratio of electors to population
Karaikal	226896	151079	66.59
Puducherry	1187298	797253	67.15
UT of Puducherry	1414194	948332	67.06

B2.2. Socio-Cultural Profile of the State

Puducherry is a former French colony. After almost 300 years of French occupation, Pondicherry, Karaikal, Mahe and Yanam were ceded to the Indian Union by the Treaty of Cession signed at New Delhi on 28th May 1956. According to the Treaty, France ceded to India in full sovereignty the territory of establishments of Pondicherry, Karaikal, Mahe and Yanam with the assurance to keep the benefit of the special administrative status which was in force prior to 1st November 1954.

Puducherry is located 160 Km south of Chennai. It is a coastal town with four pockets of French culture. The other enclaves Karaikal is in Tamil Nadu, Mahe in Kerala and Yanam in Andhra Pradesh. These together form the Union Territory of Puducherry. Three different languages are spoken in the regions. The distance and the regional language has always been a challenge in the administration.

B3. Identification of Gaps in participation (registration and turnout)
GE 2014 LOK SABHA ELECTIONS PUDUCHERRY

B3.1. Category wise

	Registered Electors				Voter Turnout				% of Voter Turnout			
	M	F	TG	Total	M	F	TG	Total	M	F	TG	Total
UT Total	431712	469142	20	900874	351732	388196	17	739945	81.47	82.74	85	82.83

B3.2. District wise

S.No	District	Registered Electors				Voter Turnout			
		Male	Female	TG	Total	Male	Female	TG	Total
1	Pondicherry	360469	389572	20	750061	296691	325219	17	621927
2	Karaikal	71243	79570	0	150813	55041	62977	0	118018

B3.3. Constituency wise

GE 2014 LOK SABHA ELECTIONS - VOTES POLLED

No. and Name of the Assembly Segment	Electors				Voter Turnout				Voter Turnout Percentage
	Male	Female	Others	Total	Male	Female	Others	Total	
01. Mannadipet	14620	15768	1	30389	12643	13690	1	26334	86.66
02. Thirubhuvanai	13955	14985	0	28940	12409	13299	0	25708	88.83
03. Oussudu	13220	14232	0	27452	11800	12790	0	24590	89.57
04. Mangalam	15940	16583	1	32524	13948	14866	1	28815	88.60
05. Villianur	16372	16966	0	33338	13492	14514	0	28006	84.01
06. Ozhukarai	16488	17246	0	33734	13125	14001	0	27126	80.41
07. Kadirgamam	15479	16301	1	31781	12384	13030	0	25414	79.97
08. Indira Nagar	15806	17018	0	32824	13000	14302	0	27302	83.18
09. Thattanchavady	14208	15481	2	29691	10948	11857	1	22806	76.81
10. Kamaraj Nagar	15542	15782	0	31324	11630	12048	0	23678	75.59
11. Lawspet	14164	14227	1	28392	11002	11528	1	22531	79.36
12. Kalapet	14853	15294	1	30148	12090	13009	1	25100	83.26
13. Muthialpet	13758	14812	6	28576	10764	11788	6	22558	78.94
14. Raj Bhavan	12178	13616	1	25795	9350	10327	1	19678	76.29
15. Oupalam	12242	14183	1	26426	10313	12188	1	22502	85.15
16. Orleampeth	11286	12467	3	23756	8944	10034	2	18980	79.90
17. Nellithope	14128	15278	0	29406	11482	12646	0	24128	82.05
18. Mudaliarpet	15449	16009	0	31458	12836	13590	0	26426	84.00
19. Ariankuppam	16310	17706	0	34016	12490	13840	0	26330	77.40
20. Manavely	14164	15311	2	29477	12083	13355	2	25440	86.30
21. Embalam	14085	15794	0	29879	12377	13849	0	26226	87.77
22. Nettapakkam	13887	15854	0	29741	12314	13761	0	26075	87.67
23. Bahour	12679	14290	0	26969	11387	12646	0	24033	89.11
24. Nedungadu	14195	15640	0	29835	11480	12891	0	24371	81.69
25. Thirunallar	13920	15605	0	29525	10952	12659	0	23611	79.97
26. Karaikal North	14694	16264	0	30958	11329	12776	0	24105	77.86
27. Karaikal South	14408	16308	0	30716	10340	12090	0	22430	73.02
28. Neravy T.R. Pattinam	14026	15753	0	29779	10940	12561	0	23501	78.92
29. Mahe	13275	16720	0	29995	9038	12293	0	21331	71.12
30. Yanam	16381	17649	0	34030	14842	15968	0	30810	90.54
TOTAL	**431712**	**469142**	**20**	**900874**	**351732**	**388196**	**17**	**739945**	**82.83**

B4. Analyzing Gaps

B4.2. Survey findings regarding reasons for non-participation

Base Line Survey on KAP of citizens in the UT.

REASONS FOR NOT VOTING/NON-PARTICIPATION

Table D7 gives an account of the reasons for not voting in the elections. It is seen from the table that 2.38% of the respondents who have not voted said that their names were not in the electoral rolls while 0.15% said that they did not have their EPIC or did not get their voter slip. 0.03% informed that they did not vote because the candidate was not of their choice.

TABLE(D7):   REASONS FOR NOT VOTING IN THE ELECTION (in %)

#	Description	Aggregate	Puducherry	Karaikal	Mahe	Yanam
	Base : All respondents(Multiple Coding)	3048	1532	722	400	394
1	My name was not on the electoral roll	2.38%	1.5%	2.2%	2.1%	6.7%
2	I was not in my constituency	0.31%	0.1%	0.1%	1.4%	0.2%
3	I didn't get voter slip	0.15%	0.1%	0.0%	0.0%	0.7%
4	I didn't have my EPIC	0.15%	0.2%	0.0%	0.0%	0.2%
5	I didn't know my polling station	0.06%	0.1%	0.0%	0.0%	0.2%
6	Polling station was at a distance	0.00%	0.0%	0.0%	0.0%	0.0%
7	Long queue and did not have time	0.06%	0.1%	0.0%	0.0%	0.0%
8	I felt insecure to go to the polling station	0.00%	0.0%	0.0%	0.0%	0.0%
9	There was no candidate of my choice/liking	0.03%	0.1%	0.0%	0.0%	0.0%
10	I just didn't want to vote as nothing will change/no faith in political system	0.00%	0.0%	0.0%	0.0%	0.0%
11	Didn't vote as community/ religious leader said so	0.00%	0.0%	0.0%	0.0%	0.0%
12	Head of family said to vote	0.00%	0.0%	0.0%	0.0%	0.0%

TABLE(D7):   REASONS FOR NOT VOTING IN THE ELECTION (in %)

#	Description	Aggregate	Puducherry	Karaikal	Mahe	Yanam
13	Voting in national or assembly election does not make a difference	0.00%	0.0%	0.0%	0.0%	0.0%
14	Voting in national or assembly election does not make a difference, I vote only in assembly and local elections	0.00%	0.0%	0.0%	0.0%	0.0%
15	Others	0.53%	0.5%	0.0%	1.6%	0.2%
16	Person voted in at least one election (D1)	96.32%	97.28%	97.62%	94.85%	91.64%

C. STRATEGY AND PLANNING

C1. Team and Formations at District and State Headquarters

a. Team formation at District and State Headquarters

State SVEEP core committee

Chairman	-	Chief Electoral Officer
Member Secretary	-	Deputy Chief Electoral Officer
Members	-	1) Joint Chief Electoral Officer
		2) District Election Officer, Puducherry
		3) District Election Officer, Karaikal
		4) State Nodal Officer (SVEEP)
		5) District Nodal Officer, Puducherry
		6) Consultant, SVEEP Cell

District SVEEP core committee, Puducherry

Chairman	-	District Election Officer
Member Secretary	-	District Nodal Officer (SVEEP)
Members	-	1) Regional Administrator, Mahe
		2) Regional Administrator, Yanam
		3) Returning Officers - I to VIII
		4) Assistant Returning Officers – I to VIII

District SVEEP core committee, Karaikal

Chairman	-	District Election Officer
Member Secretary	-	District Nodal Officer (SVEEP)
Members	-	1) Returning Officers - IX & X
		2) Assistant Returning Officers – IX & X

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C2. Training & Capacity Building of SVEEP Teams

Training on EVM-VVPAT for

- Nodal Officers from about 105 colleges.
- Booth Level Officers of 970 Polling Stations.
- Campus Ambassadors
- Madata Mitr of Chunav Pathsala
- Training of other volunteers from partnering agencies like NYKS etc.

C3. Building Partnerships   -   *Building Synergy*

State/District Level

1. Colleges/Educational Institutions – Appointment of Nodal Officers and Campus Ambassadors.
2. Government Departments –
   - Labour Department
   - Social Welfare Department
   - Health Department
   - Local Administration Department
   - Health and Family Welfare Services
3. National Service Scheme (NSS)
4. National Cadet Corps
5. Nehru Yuvak Kendra (NYK)
6. Media Houses
   - Doordarshan & AIR
   - Private FM channels
   - Private cable TV channels
7. CSO
   - Lions Club
   - Pudu United Charitable Trust
   - Rotary Club
   - Junior Chambers
8. Non-Governmental Organisations
9. Associations for Differently abled persons.
10. Department of Field Publicity
11. Municipalities / Local bodies
12. Public Sector Banks
13. Post Office
14. Industries and Corporate units.
15. Social Media e.g Facebook, Twitter

Continuous efforts will be made to identify new partner agencies while at the same time strengthening the relationship with the existing partner agencies to ensure effective delivery of voter awareness messages and programmes aimed at the targeted segment.

C4. Resource Mobilization

- Activation of Your Voice Centres

> Utilization of Electoral Literacy Club materials to disseminate knowledge on electoral process to the people.
> Floating of Mobile Van for
  - Registration
  - Electoral Literacy Clubs
  - EVM and VVPAT awareness
> Sensitizing the partnering agencies to reach out to the common public to create awareness.
> Involving the Nodal Officers/BLO/Campus Ambassadors/Matdata Mitr and other volunteers to educate and sensitize the target segments respectively.

C5. Accessible Elections

The following basic facilities will be provided in **all** polling stations pan Pondicherry to facilitate the Persons with Disabilities to cast their vote with ease and comfort.

- To map PwD electors – category-wise, Constituency-wise and region-wise and ascertain requirements.
- Polling Stations in Ground Floor
- Seating facilities
- Ramps
- Wheel Chairs (at PwD identified polling stations)
- Uninterrupted Electricity
- Drinking Water Facility
- Shade in polling stations
- Toilets Facilities
- Help Desk
- Volunteer service
- Sensitization of polling staffs and training on sign languages.

In pursuit of inclusive and accessible elections and for further improving upon the efficiency, two core categories of Volunteers will be deployed viz., **Static Volunteers and Mobile Volunteers.** Static Volunteers will be deployed to provide general assistance to all people with disabilities at the polling station. Mobile Volunteers will be deployed to provide individual transport service to the differently abled.

C6. Other Facilitation

Facilitation for Blind/

- ❖ Well lit Polling stations
- ❖ Large signages
- ❖ Braille enabled ballot sheet
- ❖ Volunteer services
- ❖ Easy access to restrooms

Facilitation for Hearing and Speech Impaired

- ❖ Deployment of Special Education Trained Teachers identified as Facilitation officers at polling stations.
- ❖ Well lit Polling Stations
- ❖ Large signages
- ❖ Information posters outside the polling stations
- ❖ Facilitation through Sign Language by Presiding Officer/Polling Officer.

Facilitation for orthopedically challenged

- ❖ Entrance door of the polling station will be kept wide open.
- ❖ Provision of Wheel Chairs at identified booths
- ❖ Provision of adjustable furniture
- ❖ Seating arrangements facilitating wheel chair movement
- ❖ Rest rooms to be easily accessible with disabled friendly toilets.
- ❖ Wherever possible separate entries to be made available
- ❖ Student Volunteers

D. COMMUNICATION

D1. Overall approach

The overall approach, will specifically be concentrating on the following:

i. Educating each target segment by implementing the planned interventions.
ii. Special emphasizes on informed and inducement free voting.
iii. Awareness about NOTA.
iv. Awareness on EVM and VVPAT.
v. Monitoring the outcome by obtaining continuous feedback through the implementing agencies and introduce corrective action.
vi. Disabled friendly booths.
vii. To hold a stall in all exhibitions held.

New awareness initiative:

- ➤ Organising **Youth Voter Fest** for college students (New & Future Voters).
  - The fest will include competitions such as Singing, dance, Mimes, Music Band/Instrument playing etc
  - The theme will be Election based.

- ➤ In the run up to the General Elections of Lok Sabha 2019, it is proposed to organize **inter-collegiate football and kabadi match** for both men and women wherein college students will be invited.

- ➤ Organizing **Weekend Voter's Fest – open to public**

- On announcement of elections – fest will be held every weekend in collaboration with Department of Arts and Culture, Puducherry.
- The Weekend Voter's Fest will be open to public every Saturday and Sunday for five weeks.
- The theme will be Election based.

> **Election Quiz**
- Quiz based on Election theme shall be organised between schools and colleges.

D2. Targeted Communication & Outreach

D2.1. Youth (incl. newly eligible)

a. *Student youth* :

> Display of posters containing awareness messages on 100% registration and ethical voting, will be placed in the campus of all the colleges.
> Campaign materials will be sent to the colleges to be shown to the students
> Launch of Electoral literacy Clubs in educational institutions.
> SMS to all First Time Voters
> Institution of Awards to the Campus Ambassadors and the Colleges achieving 100% registration.
> Conduct of events/programs to facilitate 100% Registration and 100% Voting.
> Creating WhatsApp group of college students to disseminate awareness materials, inviting young voters to the Facebook page of CEO and initiating discussions in Social Media Networks.
> Use of intra-college information dissemination systems like FM radio, intranet, social media groups to spread awareness.

b. *Non-Student youth* :

> Chunav Pathsala will be involved and utilised to create awareness.
> Members of Nehru Yuva Kendra Sangathan shall be used to create awareness at grassroot level.
> The events planned for student group will also be extended to non-student youth group.

D2.2. Women

> Encouraging and motivating women through Self Help Groups
> Special television shows for women voters
> Traditional mode of motivation through pamphlets, posters etc.
> Image boosting through advertisement videos

D2.3. Persons with Disabilities

- Use of a **dedicated phone number coupled with 1950** to facilitate enrolment.
- Demonstration in polling booth.
- Volunteers to be deployed to facilitate enrollment in orphanages and homes
- Organizing awareness camps

D2.4. Service Personnel

- Intimation letters will be sent to Service Voters through District Electoral Officer.

D2.5. Overseas Indian Citizens

- To display awareness messages on the website of CEO.

D2.6. Domestic Migrants

- Through print & electronic media insertions, posters, banners, handbills, cultural programs and awareness programs conducted through Labour Department of Puducherry and corporate companies as partner agencies.

D2.7. Transgender

- Sensitisation through workshop / Special Camps

D2.8. Any other specific segment/group

Senior Citizens –

- Traditional modes of information dissemination through pamphlets, videos
- Poll day help for senior citizens.
- Co-ordinating with the Homes/ Associations for the aged

D3. EVM-VVPAT Awareness

- As per the direction of the ECI, EVM-VVPAT awareness will be created among the public as hereunder,
  1. Short film in regional language.
  2. FAQ in regional language.
  3. Handbook in regional language

4. Cinema slides.

5. Audio awareness message.

➢ Deployment of Mobile Van for EVM/VVPAT awareness to tour throughout the UT of Puducherry to provide hands on experience.
➢ Awareness through Electoral Literacy Clubs
➢ Awareness message on Print, Electronic, Radio and Internet Media.
➢ Designing and erection of Hoardings and banners at all vantage points
➢ Through Electoral Literacy Clubs and Chunav Paathsala.
➢ Demonstration in Polling Booth.

D4. Common Outreach Activities

I) Facilitating Easy Voter Registration
➢ Setting-up of Your Voice Centres at Colleges
➢ Floating mobile registration vans
➢ Special registration camps for Colleges
➢ Special registration camps for corporate units
➢ Special registration camps for orphanages
➢ Special registration camps for PwD, Senior Citizens and Transgender
➢ Sensitising people of the importance of registration as voters through various electronic and print media apart from conduct of special events
➢ Continuous training to BLOs to help people avail hassle free registration.
➢ Exhibition of Electoral roll at registration counters to help search voter's names
➢ Creating awareness and encouraging online registration of voters
➢ Sensitizing eligible voters on the importance of becoming a registered voter

II) Facilitating User Friendly Voting Experience
➢ Floating of Solar Powered Model Mobile Polling Stations.
➢ Familiarising people with the EVM operations and VVPAT functions
➢ Popularize the concept of NOTA
➢ Ensuring availability of basic minimum facilities in all polling stations
➢ Steps to minimise waiting time in queue at polling stations via App.
➢ Providing separate queue for women, senior citizens, PwD and transgender.
➢ Distribution of voters slip
➢ SMS reminders on poll day
➢ Setting up of Model polling stations

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- Roping in Common Service Centres for dissemination of election related information.
- Identification of PwD voters in respect of each polling stations and provide special arrangements for them to vote viz., Wheel chairs, ramps, volunteer assistance to choose through mobile app etc.
- Maximising the percentage of postal vote by educating and assisting service voters.
- Setting up of information counters at each polling stations to help locate polling stations, name search in electoral roll,
- Continuous voter awareness programme to educate people of the importance of informed and ethical voting practices.

D5. Multi-Media Communication

D5.1. Common Messages

- 100% Registration
- 100% Voting
- Ethical Voting
- Informed Voting

D5.2. Poll Day Alerts

- Sending SMS on mobiles
- Alerts through Radio, FM channels
- Alerts through television cable channels
- Alerts through loudspeaker (two wheelers) announcements.

D5.3. Media Plan

- *Print medium:*
  - Newspaper ads
  - Posters
  - Handbills through newspaper insertions.

- *Electronic media:*
  - AIR/Doordarshan
  - Private FM Radio stations
  - Local Cable TV networks

- *Outdoor:*
  - Placards
  - Banners
  - Ads on PRTC buses
  - Display of banners on Private Auto Rickshaws
  - Banners at Traffic signals, Railway stations, Bus Stand and other strategic public gathering points.
  - Playing jingles at Traffic Signals
  - Deployment of Mobile Registration Vans
  - Deployment of Mobile Electoral Literacy Clubs.

- Auto rickshaw announcements
- Signature campaign
- Cultural programmes
- Cycle and motorcycle rally

➤ *Mobile - SMS & Caller tunes*:
- BSNL, Airtel, Vodafone. etc.

D6. State/District Icons and Mascots

There are no State/district icons in the Union Territory of Puducherry.

D7. National Voters' Day 2019

➤ National Voters Day shall be celebrated on 25th January 2019.
➤ Young and Future voters will be addressed.
➤ Various competitions will be held for students.
➤ Felicitation of Best BLOs, Nodal Officers, DLMT, Convenor etc in the establishment and taking forward of the Electoral Literacy Clubs.

E. BUDGET – *Projected*

Sl.No	Head	Expenditure in Rs. (Approximate)
1	**National Voters Day**	5,00,000/-
General Elections to Lok Sabha 2019:		
2	**Awareness Material** ➤ Messages, designs, Video/Audio Jingles. ➤ Insertions in electronic/print/outdoor/internet and other social media etc ➤ Posters/Phamplets / Stickers	10,00,000/-
3	**Conduct of awareness programs**	7,00,000/-
4	**Fee/Honorarium/prizes/incentives** ➤ Nodal Officers/Campus Ambassadors etc	1,00,000/-
5	**Mobile Van** ➤ Registration Van ➤ EVM-VVPAT awareness ➤ Solar Powered Mobile Booth	10,00,000/-
6	**New Awareness Initiatives – Youth Voter Fest**	10,00,000/-
7	**Other operating expenses**	5,00,000/-

F. MONITORING MECHANISM

As per the directions of ECI, SVEEP programmes organised at the state and district level will be constantly monitored by the Elections Department to evaluate its impact on the voters. The implementation of SVEEP programme will also be reviewed from time to time by the CEO and the DEOs for suitable interventions.

G. EVALUATION & DOCUMENTATION

a) An endline survey will be conducted after two months of closing of polls as regards the impact of the SVEEP programmes in relation to the set objectives. The reports shall focus on the following points:

  i)   Analysis of registration ahead of polls
  ii)   Analysis of comparative turnout among women, urban voters and youth
  iii) Analysis of the turnout of the identified excluded groups/ communities at specific polling stations
  iv)   Analysis of comparative turnout in the identified 10% of the lowest turnout polling stations

b) The CEO shall submit a documented report to the Commission within four months of closure of polls focusing on the points enumerated above in respect of the entire state.

H. TIMELINES

I. Planning (as per points C1 – C6, including facilitation)		Start Date	End Date
C1. Team formation at State and District Level			
C2. Training and Capacity building of SVEEP Teams		Nov 18	Till end of elections
C3. Building Partnerships		Dec 18	"
C4. Resource Mobilization		Dec 18	"
C5. Accessible Elections		Nov 18	"
C6. Other facilitation		Nov 18	"
II. Communication		Nov 18	"
Outreach Activities (as per D1-D4)		**Start Date**	**End Date**
Target Group/Segment			
D1. Youth		Feb 18	Till end of elections
D2. Women		Feb 18	"
D3. PwD		Feb 18	"
D4. Transgender		Feb 18	"
Media Campaign (as per D5)			
Theme	**Media for insertion**		
100% Registration		1st Sep 18	Till close of elections
100% Voting		Feb 18	"
Ethical Voting		Feb 18	"
Informed Voting		Feb 18	"
III. Monitoring & Documentation (as per F & G)		**Start Date**	**End Date**
Documentation		May 19	July 19