

Comprehensive SVEEP Plan for Enhanced Electoral Participation in General Election to State Legislative Assembly, 2016

I. Overall Objectives

- ❖ Strive to achieve 5% increase in the overall voter turnout in the 2016 Assembly Elections compared to 2011 Assembly Elections (86.19%).
- ❖ Identifying 10% of low voter turnout polling stations and strive to achieve 15% increase in their voter turnout during the General Elections to Puducherry Legislative Assembly, 2016 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*”.
- ❖ Visible enhancement of voting percentage of Persons with Disabilities and Transgender, Senior Citizens and excluded groups.
- ❖ Strive to maximize percentage of postal ballot voters by facilitating and educating service voters and officials on election duty.

II. Situation Analysis

- ❖ Puducherry District average voting percentage of 10% lower turnout polling stations :
 - Assembly Elections 2011 : 71.81%
 - Lok Sabha Elections 2014 : 65.47%
- ❖ Karaikal District average voting percentage of 10% lower turnout polling stations :
 - Assembly Elections 2011 : 72.30%
 - Lok Sabha Elections 2014 : 66.54%

ELECTORAL PROFILE OF THE UT OF PUDUCHERRY IN BRIEF

- No. of districts = 2
- Assembly constituencies = 30
- Parliamentary constituencies = 1
- Polling Stations = 913 + 17 Auxiliary polling stations

As per final roll 2016						
		Male	Female	TG	Total	Remarks
1	Electors	441168	485886	74	927128	
2	18-19 age group	15721	14710	2	30433	
3	Percentage of 18-19 on Electoral Roll	2.28	2.03	0.01	2.15	
4	Sex Ratio				1101	

Analysis of the 10% low voter turnout polling station.

An analysis of the 10% low voter turnout polling station identified both in the Assembly Election 2011 and Lok Sabha Election 2014 reveals the following factors.

- i. In respect of Assembly Elections 2011, 76 polling stations of Puducherry district and 15 polling stations of Karaikal district falls under the identified 10% low voter turnout polling stations.
- ii. In respect of Lok Sabha Elections 2014, 91 polling stations of Puducherry district and 16 polling stations of Karaikal district falls under identified 10% low voter turnout polling stations.
- iii. The lowest percentage of the voter turnout recorded in the Assembly Elections 2011 was 59.48% polled at Government Primary School, Poonthurai Road, Gorimedu, Puducherry. The lowest percentage of voter turnout recorded in the Lok Sabha Elections 2014 was 59.97% polled at Andhra Maha Sabha, Vallalar Salai, Puducherry.
- iv. The lowest voting percentage recorded at five polling stations at Veerampatinam area in Ariyankuppam Assembly Constituency could not be taken up as low voter turnout as there was a boycott of election by a section of people at veerampatinam during the Lok Sabha Elections 2014.
- v. In respect of Assembly Elections 2011 out of 86 polling stations which fall under 10% of low voter turnout segment, only five polling stations recorded less than the national average of 66.04%. Similarly, in respect of Lok Sabha Elections 2014, 11 polling stations [excluding the five polling stations of Veerampattinam (Annexure II)] recorded less than the said National average of 66.04%.
- vi. It is significant to note that all the low voter turnout polling stations are located in the urban area.
- vii. The average polling percentage recorded in the Assembly Elections 2011 and Lok Sabha Elections 2014 were 86.19 % & 82.14 % respectively.
- viii. In both the Assembly Elections 2011 and Lok Sabha Elections 2014 the female voting percentage remains higher than that of the male voting percentage. Assembly Elections 2011, 52.26::47.74; Lok Sabha Elections 2014, 52.08 :: 47.92.
- ix. From the analysis made in the light of 10% low voter turnout polling stations, the following may be concluded.
 - a) Posh packets located in the urban areas registered lower percentage of votes compared to rural areas

- b) There is no gender gap because the percentage of female voters was more in rural and urban areas in both the Assembly Elections 2011 and Lok Sabha Elections 2014.
- c) The existence of gap in the urban and rural voters segment is identified.

c. Identification of lowest turnout Assembly Constituencies and reasons thereof.

Lok Sabha Elections 2014

The average voting percentage of UT of Puducherry is 82.14%. The lowest percentage of 71.12% polling was recorded at Mahe. The highest percentage of 90.54% was recorded at Yanam (Annexure III).

UT of Puducherry is coming under high voter turnout category. 16 Assembly Constituencies have recorded more than 80% of voting. Except two constituencies all the other constituencies have recorded more than 75% of voting. In view of the above, the lowest voter turnout constituencies are :

- i) Karaikal South – 73.02%
- ii) Mahe – 71.12%

d. Identification of reasons for drop in turnout (if any) between last Assembly election and last LS election in the State.

Percentage Of Voter Turnout

Assembly Elections 2011 – 86.19%

Lok Sabha Elections 2014 – 82.14%

Drop in turnout percentage – 4.05%

Reasons For Drop In Turnout In The Lok Sabha Elections

- Contesting candidates were not more persuasive as in the case of Assembly Elections
- Candidates affinity with the people was not as strong as in the case of Assembly Elections
- Contestants were very less compared to large number of contestants in the Assembly Elections
- Upper section of the society was not showing much interest

Reasons for low voter turnout.

- a) Findings based on analysis of the 10% low voter segment polling stations:
 - Candidates are non-persuasive
 - Multiparty
 - Urban apathy
 - Urban Youth discontent
 - Urban migrant workers
 - Persons occupying high profile jobs
 - Upper stage of the society may not have interest

b) Findings Based On The KAP Baseline Survey

As per the findings of the KAP survey it is found that 97.8% of the respondents have enrolled their names in the voters list and 98.6% of them have EPIC. So the percentage of respondents who have not registered their names in the electoral roll and failed to vote is very narrow and marginal. The reason adduced for not voting by the select group of new voters was captured in KAP survey and the same is discussed in detail as under:

KAP SURVERY - REASONS FOR NOT VOTING

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 on 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): RESONS 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%

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

#	Description	Aggregate	Puducherry	Karaikal	Mahe	Yanam
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%
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%

e. Identification of excluded groups

- As far as Pondicherry is concerned in terms of enrolment and voting Female voters out number male voters. Hence, there exist no gender gap.
- There exists no excluded group in the UT of Puducherry, but for a small settlement of Narikuravas
- Union Territory of Puducherry consists of only two districts namely Puducherry and Karaikal and the category wise gap profile is almost uniform in both the district as indicated above.

Findings and recommendation given in the KAP Survey report

TABLE D3 - REASONS FOR VOTING

To a question for reasons for voting, out of 2935 voters who voted in the election, 32.28% of the informants who voted at least in one election said that Voting is my right while 26.26% said that Voting is my Duty.

It is inferred from the above table that only 9.15% voted because the Candidate was good and 0.11% and 1.58% of the informants said they exercised their franchise because their religious leader said so or Head of Family asked them to vote.

It is also interesting to note that 0.09% of the Voters informed that they voted just because of the option of NOTA on the EVM.

Also, around 5% of the informants said that they voted because of enabling environment (free & fair) created by the Election Commission.

REASONS FOR VOTING IN THE ELECTION (in %)

#	Description	Aggregate	Puducherry	Karaikal	Mahe	Yanam
	Base : All respondents(Multiple Coding)	2935	1532	722	400	394
1	My Vote can change things/ effect how the country is run	5.51%	8.5%	1.1%	0.7%	4.3%
2	Voting is my right	32.28%	30.3%	47.3%	21.1%	34.0%
3	Voting is my duty	26.26%	25.4%	35.4%	23.1%	20.4%
4	Because of enabling environment (free and fair) created by Election Commission	4.63%	7.8%	0.1%	1.1%	0.5%
5	I got registered in electoral roll	4.68%	5.2%	0.4%	10.7%	0.2%
6	I got voter slip	6.16%	6.8%	0.5%	14.3%	0.2%
7	Candidate was good	9.15%	8.5%	7.4%	1.7%	26.5%
8	Candidate was of my choice	8.42%	4.8%	7.8%	22.9%	7.7%
9	I am a political party sympathizer	0.38%	0.5%	0.0%	0.4%	0.2%
10	Cast vote due to threat or coercion	0.03%	0.0%	0.0%	0.0%	0.0%
11	Voted as religious leader said so	0.11%	0.2%	0.0%	0.0%	0.0%
12	Head of family said to vote	1.58%	1.1%	0.0%	2.1%	5.7%
13	Influenced by friends	0.71%	0.7%	0.1%	1.9%	0.1%
14	I had the option of NOTA	0.09%	0.1%	0.0%	0.0%	0.1%
15	Others	0.01%	0.0%	0.0%	0.0%	0.0%

VOTER REGISTRATION:

It is seen from the table that 98.9% of the respondents informed that they are currently enrolled i.e. their names are in the Voters list and only 0.6% informed that their applications are in progress and only 0.5 % said that they have not yet registered. Similarly, in Puducherry, 98.8% said they are currently enrolled while 100% in Karaikal are on the rolls and 97.7% in Yanam informed that they are currently enrolled and in Mahe it is 98.5%

TABLE(C3): REGISTERED IN THE VOTER LIST (in %)

#	Description	Aggregate	Puducherry	Karaikal	Mahe	Yanam
	Base : All respondents	3048	1532	722	400	394
1	Never	0.5%	0.5%	0.0%	1.5%	0.8%
2	Yes, application in progress	0.6%	0.8%	0.0%	0.0%	1.5%
3	Yes, currently enrolled	98.9%	98.8%	100.0%	98.5%	97.7%

TABLE D4 - PROVISION OF BASIC MINIMUM FACILITIES AT THE POLLING STATON

To a question whether they come across separate queue for Women, Senior citizen persons with disabilities, 75.1% informed in the affirmative while 5.3% said that they don't know. 19.6% of the informants said that there is no separate queue for senior citizens and PwDs.

Further, only 63.8% of the informants said that they come across the facility of Help Desk at the Polling Stations.

Further, 9.7% informed that there is no proper lighting in the polling Booths

TABLE(D4): VOTER COME ACROSS BASIC MINIMUM FACILITIES AT THE POLLING STATION

#	Description	No	Yes	Don't Know
	Base : All respondents	2935		
1	Separate queues for women, person with disabilities and senior citizen	19.6%	75.1%	5.3%
2	Drinking water	0.6%	97.4%	1.9%
3	Chairs/benches	2.4%	94.2%	3.3%
4	Toilets	9.1%	71.0%	19.9%
5	Help Desk	17.5%	63.8%	18.7%
6	Separate entry and exit in the polling booth	22.2%	74.6%	3.1%
7	Ramp	15.1%	70.0%	14.8%
8	Wheelchairs	45.9%	9.8%	44.2%
9	Signs for directions	10.0%	86.9%	3.1%
10	Proper lighting	9.7%	87.4%	2.8%
11	Volunteers/escorts	11.7%	80.4%	7.8%

TABLE D5 & D6 - DIFFICULTIES FACED IN THE ELECTION:

98.6% of the respondents informed that they have not faced any difficulty in voting while the percentage is 100% in Mahe region.

It is also seen from the below table D6 that out of 2935 respondents, only 0.62% of the voters who voted informed that long queue was a problem while 0.48% said that there is no separate queue for senior citizens. 0.07% informed that the facilities like drinking water, toilet and ramp are lacking.

Also, 0.02% said that due to non production of voters slip, they faced difficulties in voting

TABLE(D5): DIFFICULTIES FACED IN VOTING IN THE ELECTION (in %)

#	Description	Aggregate	Puducherry	Karaikal	Mahe	Yanam
	Base : All respondents	2935	1490	705	379	361
1	No, not faced difficulties	98.6%	98.4%	98.6%	100.0%	97.8%
2	Yes, faced difficulties	1.4%	1.6%	1.4%	0.0%	2.2%

TABLE(D6): DIFFICULTIES FACED BY THE VOTER IN VOTTING IN ANY ELECTION

#	Description	Aggregate	Puducherry	Karaikal	Mahe	Yanam
	Base : All respondents(Multiple Coding)	2935	1532	722	400	394
1	Long queue	0.62%	0.50%	0.71%	0.00%	1.94%
2	No separate queue for senior citizen	0.48%	0.54%	0.71%	0.00%	0.00%
3	Lack of facilities including drinking water toilet and ramp	0.07%	0.13%	0.00%	0.00%	0.00%
4	Coercion/threat by political party	0.05%	0.08%	0.00%	0.00%	0.00%
5	Difficulties in locating my polling station	0.05%	0.04%	0.00%	0.00%	0.28%
6	Difficulties in voting in absence of voter slip	0.02%	0.04%	0.00%	0.00%	0.00%
7	No guidance from polling personnel	0.09%	0.13%	0.00%	0.00%	0.00%
7	Others	0.05%	0.08%	0.00%	0.00%	0.00%
9	Voters did not faced any problem in voting in the recent election	98.57%	98.46%	98.58%	100.00%	97.78%

TABLE F2 & F3 - EXPOSURE TO SVEEP INTERVENTIONS RECEIPT OF ELECTION RELATED INFORMATION

To a question “Which source did you receive election related information”, 28.9% of the informants said that they received through TV ads and programmes while 19.7% informed that they received through News papers / magazines.

Interestingly, 1.6% of the respondents said that they received information through SMS. **In Puducherry , 2.7% of the respondents said they received SMS .Most of the respondents couldnot recall any SMS message since the last elections were held in 2014 and there is a gap of almost two years.**

Further, 5.9% informed that they received information through Posters, Hoardings and Publicity materials
Interestingly, 21.2% of the respondents said that they have not received any election related information.

From table F3, regarding to the question on the different types of information / messages they received, 18.2% of the respondents said that they received about the date of voting while 22.0% informed that they received about “ Voting is my Right and Duty”.

7.9% said that they received messages on “ Preparation of EPIC” while 7.3% on “ Alternate ID documents”

TABLE(F2): SOURCE OF ELECTION RELATED INFORMATION (in %)

#	Description	Aggregate	Puducherry	Karaikal	Mahe	Yanam
	Base : All respondents(Multiple Coding)	3048	1532	722	400	394
1	Newspaper/magazine	19.7%	22.8%	6.0%	27.3%	12.5%
2	TV advertisements and programmes	28.9%	29.2%	27.9%	33.9%	15.9%
3	Radio and FM channels	7.0%	8.1%	10.3%	4.1%	0.2%
4	Activity like Rallies, Prabhat Pheris, loudspeaker announcement	8.8%	7.7%	0.6%	21.5%	3.4%
5	Cultural/entertainments programmes	1.6%	2.6%	0.8%	0.2%	1.1%
6	Government offices circular	2.6%	1.5%	8.7%	0.3%	1.1%
7	Posters, hoardings and publicity materials	5.9%	6.0%	0.0%	12.4%	3.1%
8	NGO and Civil society Group	0.1%	0.1%	0.0%	0.0%	0.2%
9	Internet/social Media/Whatsapp	2.4%	1.3%	8.8%	0.1%	0.7%
10	SMS	1.6%	2.7%	0.5%	0.1%	0.2%
11	Pledge letters/Sankalp patras through school students in the family	0.0%	0.0%	0.0%	0.0%	0.0%
12	At Polling station	0.2%	0.2%	0.0%	0.1%	0.9%
13	Others	0.0%	0.0%	0.0%	0.0%	0.0%
14	Not seen any source of election related information	21.2%	17.8%	36.5%	0.1%	60.6%

TABLE:(F3): VOTER INFORMATION/MESSAGES RECEIVED BY CITIZEN (in %)

#	Description	Aggregate	Puducherry	Karaikal	Mahe	Yanam
	Base : All respondents(Multiple Coding)	3048	1,532	722	400	394
1	Date of Voting and Schedule	18.2%	18.3%	10.1%	26.7%	11.4%
2	Voting is my right and duty	22.0%	21.9%	29.4%	20.3%	12.3%
3	Caste vote as per choice and without taking any inducement	5.7%	8.2%	1.0%	4.7%	2.0%
4	Register Yourself	5.0%	7.2%	1.3%	3.4%	2.2%
5	Preparation of voter cards (EPIC)	7.9%	10.1%	13.1%	0.5%	2.7%
6	Voter slip distribution schedule	8.6%	8.4%	1.3%	16.5%	2.9%
7	Alternate identity documents for voting	7.3%	4.0%	0.3%	21.9%	4.5%
8	Separate queues for old and sick	2.4%	2.5%	0.5%	4.3%	0.0%
9	Do's and don'ts on polling day	1.6%	1.9%	1.9%	0.8%	0.7%
10	NVSP portal	0.3%	0.2%	0.1%	0.7%	0.4%
11	Others	0.0%	0.0%	0.0%	0.0%	0.0%
12	Cannot recall seeing or reading any voter/election related campaign of ECI	21.0%	17.1%	41.0%	0.1%	60.8%

TABLE F12 - EXPOSURE TO VOTER EDUTAINMENT MATERIAL

To a question on exposure to voter edutainment material developed by ECI, majority of the informants replied in negative. On most of questions on Picture Book, Animation Film, Radio Programme, Cartoon Strips or Computer Games, around 97% of the respondents either said **No or Don't know**.

Hence, it is felt that more initiatives are to be taken up by the Election Commission to familiarize the voters about various edutainment materials available.

TABLE(F12): EXPOSURE TO VOTER EDUTAINMENT MATERIAL DEVELOPED BY ECI (in %)

#	Description	No	Yes	Don't Know
	Base : All respondents	3048	3048	3048
1	Picture Book-Proud to be a Voter/Garv se banein Matdata	69.9%	2.5%	27.6%
2	Animation Film-Masti Dosti aur Matdaan	66.3%	4.9%	28.8%
3	Radio Programme-Loktantra Express	66.3%	7.5%	26.2%
4	Board Games-Vote ki Baazi/Get Set Vote	68.1%	0.7%	31.2%
5	Cartoon Strips - Wah Election Wah!	67.2%	2.5%	30.3%
6	Computer Game-Ready Steady Vote	67.7%	1.5%	30.8%

TABLE G5 & G6 - EXPOSURE TO MEDIA AND MOST RELIABLE MEDIA TO GET ELECTION NEWS

To a question “ How often you read news paper or listen to Radio or Watch Television or Internet”, 53.8% of the respondents informed that they read news paper almost every day while 14.2 % said that they read at least once a week and 27.2% informed that they did not read at all.

Similarly, 90.0% of the respondents watched Television daily while 4.2% said that they did not watch at all. 13.9% of the respondents who are mostly students informed that they used internet / facebook / Whatsapp daily while 75.0% informed that they did not see at all.

It is also seen from the table G6 that 73.23% of the respondents relied mostly Television to get news on elections and politics while 10.50% relied News papers / magazines for election news. Only 4.17% said that they relied on Internet and 7.25% from Family / Friends.

TABLE(G5): EXPOSURE TO MEDIA AT LEAST ONCE A WEEK (in %)

#	Description	Almost every day	At least once a week	Less than once a week	Not at all
	Base : All respondents	3048	3048	3048	3048
1	Read newspaper/magazine	53.8%	14.2%	4.7%	27.2%
2	Listen to radio	16.1%	13.2%	9.7%	61.0%
3	Watch television	90.0%	4.6%	1.1%	4.2%
4	Internet (Facebook, Whatsapp etc)	13.9%	6.4%	4.8%	75.0%

TABLE(G6):SOURCE OF MEDIA RELY MOST TO GET NEWS ON ELECTIONS AND POLITICS(in %)

#	Description	Aggregate	Puducherry	Karaikal	Mahe	Yanam
	Base : All respondents	3048	1532	722	400	394
1	Newspaper/magazine	10.50%	9.73%	9.70%	14.50%	10.91%
2	Television	73.23%	78.46%	67.17%	69.00%	68.27%
3	Radio	2.07%	0.52%	6.23%	2.25%	0.25%
4	Internet	4.17%	3.66%	5.54%	3.50%	4.31%
5	Mobile phone	2.59%	1.24%	4.99%	5.25%	0.76%
6	Family/relatives/friends	7.25%	6.20%	6.37%	5.50%	14.72%
7	Others	0.20%	0.20%	0.00%	0.00%	0.76%

III. Strategy

- i. Based on the Base line survey and on the basis of the voter turnout analysis the voters segment which requires targeted intervention are identified as follows:
 - a) Urban youth
 - b) Student youth
 - c) Non-student youth
 - d) Urban migrant workers
 - e) Persons occupying high profile jobs
 - f) Person with Disabilities
 - g) Senior citizens
 - h) Corporate workers
 - i) Transgender
 - j) Women
 - k) Youth
 - ii. Plan, design and implement awareness programmes tailor made to each of the identified apathetic segments. Efforts will be made to physically involve the targeted people in the awareness campaign in association with the partner agencies.
- *Student youth –*
 - Boards on voting percentage, 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
 - Education Classes / materials to students
 - SMS to all First Time Voters
 - Letters to all First Time Voters
 - Interview of college students
 - Launch of Election Anthem
 - Institution of Awards to the Campus Ambassadors and the Best Performing Colleges
 - Certificate of Appreciation for all student volunteers
 - Creating Whats App 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 information

Programme for Non-student Youth Group – “FRIENDS”

Under Nehru Yuva Kendra Sangathan, numerous competitions will be conducted. The volunteers of NYKS will work under the banner “FRIENDS” to create awareness at grassroot level. The events planned for student group will also be extended to non-student youth group.

- *Urban youth* -
 - Organising Sports,
 - Competitions
 - Cultural programmes etc.
 - Partner agencies viz. NYK, NSS, NCC, NGOs and other Youth organisations.

- *Persons occupying high profile jobs and upper strata of the Society* –
 - Print
 - Electronic media insertions
 - Posters
 - Banners
 - Handbills
 - Playing awareness audio jingles at Traffic Signals and awareness programmes conducted through partner agencies.

- *Migrant voters* – print & electronic media insertions, posters, banners, handbills, cultural programmes and awareness programmes conducted through partner agencies **corporate**

- *Women* –
 - Encouraging and motivating women through Self Help Groups
 - Educative classes on informed voting
 - Special television shows for women voters
 - Traditional mode of motivation through pamphlets, posters etc.
 - Image boosting through advertisement videos

- *Corporate workers –*
 - Organising Corporate voters week,
 - Corporate specific special registration camps
 - Voters awareness campaign

- *Transgender –*
 - Sensitisation through workshop

- *School Students –*
 - Messages in School Assembly sessions
 - Short film and videos in School Assembly sessions
 - SankalpPatra- will be distributed to the school students starting from 6th std. to 11th std. to invite parents to cast their votes. The students will return the resolution after confirming the casting of votes by their parents.
 - Co-curricular materials – will be distributed to school students, the future voters to improve their civic knowledge. It will be made a part of their curriculum.
 - Compulsory classes for NSS students on voting
SCHOOL STUDENTS
 - Messages in School Assembly sessions
 - Short film and videos in School Assembly sessions

- *Senior Citizens –*
 - To encourage the senior citizens to come out for voting, the following activities are planned.
 - Debate
 - Walkathon
 - Patti Mandram
 - Pattumandram
 - Traditional modes of information dissemination through pamphlets, videos
 - Poll day help for senior citizens, if required
 - Co-ordinating with the Homes/ Associations for the aged

- *Persons with Disabilities –*
 - Preparation and collection of polling station wise differently-abled people details. The details include the EPIC card number, the type of disability, the kind of assistance required during and before the polling day and telephone number

- Use of a **dedicated phone number coupled with 1950** to facilitate on call enrolment.
- Indication of differently-abled voters in the electoral roll
- Braille enabled voter slips
- Volunteers to be deployed to facilitate enrollment in orphanages and homes

During the Awareness Phase

- Preparation of volunteers tagging software called as **“Enable Pandy by Young Pandy”** to offer a basket of services to the differently-abled people by the volunteers including college students, Red Cross Members and NGOs.
- Conduct of cultural programmes (constituency-wise) in a phased manner to increase the morale and awareness level of the differently-abled voters.
- Conduct of Differently abled Voters Day
- Awareness messages in the form of posters and stickers to be Braille enabled.
- Video awareness messages shall be prepared with sign language interpretation.
- Motivational SMS to all the differently-abled voters every week.
- Constitution of differently-abled activist groups to act as volunteers to monitor the implementation of initiatives at the Polling Station level.
- Confidence Building Measures (CBM) by distributing awareness material through volunteers and AWWs.

Polling Day Arrangements

- Provision of permanent sturdy ramp with handrails (3” width, gradient of 1:12 to 1:10)
- Wheelchair
- Wide non-slippery path.
- Separate queue for senior citizens and differently abled people
- Seating arrangements inside the Polling Station.
- Ensuring 3 feet wide doorways at the entry and exit points
- Providing adequate space inside the Poll Station.

- Desk and counters at wheel chair accessible height
- Ballot sheet and EVMs should be in Braille
- Braille Enabled Voters Slips
- The table where the EVMs placed shall be of adjustable height
- To provide amplifiers for hearing impaired, sign language interpreters and trained volunteers on the Poll Day
- Drinking water facility at accessible height
- Thank you cards
- Easily accessible rest rooms.

Specific Initiatives

- Sensitization of BLOs and all election facilities on the importance and sensitivity of addressing the needs of the differently-abled voters
 - Linking of the website of the Election Department with that of the Social Welfare Department to facilitate data sharing
- *Common programmes for all segments –*
 - Print & electronic media insertions
 - Posters, stickers, erection of banners at vantage points
 - Issue of handbills
 - Auto rickshaw announcements
 - Cycle and motorcycle rally
 - Signature campaign
 - Cultural programmes
 - Playing awareness audio jingles at Traffic Signals
 - Regional specific awareness programmes conducted in association with partner agencies.
 - iii. Educating each segment by implementing the planned interventions.
 - iv. Creating awareness with special emphasizes on informed and inducement free voting.
 - v. Creating awareness about NOTA
 - vi. Creating awareness on EVM and VVPAT
 - vii. Monitoring the outcome by obtaining continuous feed back through the implementing agencies and introduce corrective action.
 - viii. Disabled friendly booths

IV. Planning and Implementation

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) Coordinator (SVEEP)
		5) State Nodal Officer (SVEEP)
		6) Superintendent, SVEEP Cell
		7) District Nodal Officer, Puducherry
		8) District Nodal Officer, Karaikal
		9) Representatives of Partner Agencies

District SVEEP core committee, Puducherry

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

District SVEEP core committee, Karaikal

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

b. Building Partnerships

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. Department of Field Publicity
 10. Municipalities / Local bodies
 11. Public Sector Banks
 12. Post Office

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.

CEO and DEO will mobilise and brief partner agencies and provide them requisite resources and outreach material at state level and district level respectively.

A. OUTREACH ACTIVITIES

I) Facilitating Easy Voter Registration

- a) Setting-up of Your Voice Centres at Colleges
- b) Floating mobile registration vans
- c) Special registrations camps for Colleges
- d) Special registrations camps for corporate houses
- e) Special registration camps for orphanages
- f) Special registration camps for PwD, Senior Citizens and Transgenders
- g) Sensitising people of the importance of registration as voters through various electronic and print media apart from conduct of special events
- h) Continuous training to BLOs to help people avail hassle free registration.
- i) Exhibition of Electoral roll at registration counters to help search voter's names
- j) Creating awareness and encouraging online registration of voters
- k) Sensitizing eligible voters on the importance of becoming a registered voter

II) Facilitating User Friendly Voting Experience

- a) Floating of Solar Powered Modal Mobile Polling Stations on wheels
- b) Familiarising people with the EVM operations and VVPAT functions
- c) Popularize the concept of NOTA
- d) Ensuring availability of basic minimum facilities in all polling stations
- e) Steps to minimise waiting time in queue at polling stations

- f) Providing separate queue for women, senior citizens, PwD and transgenders.
- g) Setting up of all women polling stations
- h) Distribution of voters slip
- i) SMS reminders on poll day
- j) Setting up of Model polling stations
- k) Roping in Common Service Centres for dissemination of election related information
- l) 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.
- m) Maximising the percentage of postal vote by educating and assisting service voters and officials on elections duty

- n) Setting up of information counters at each polling stations to help locate polling stations, name search in electoral roll, distribution of undistributed voters slip
- o) Continuous voter awareness programme to educate people of the importance of informed and ethical voting practices.

B. OUTREACH MATERIAL DEVELOPMENT

The contents for the SVEEP awareness campaign shall be prepared under the supervision of the State SVEEP Core Committee in association with District SVEEP Core Committee and other partner agencies.

Material and content development for various voter awareness programmes shall initially be developed based on the approved material available in the ECI website. Production of regional specific variants of content materials will also be carried out with the approval of the ECI.

The Human Resource for spearheading the message of the SVEEP awareness campaign will include the State SVEEP Core Committee and the District SVEEP Core Committee associating with Partner Agencies.

Union Territory of Puducherry does not have any local icons on its own. Yet, as the geopolitical identity of Puducherry synchronizes with the State of Tamil Nadu, the awareness material prepared by the Tamil Nadu State with their State icons can be used in Puducherry and Karaikal district as well. However, in respect of Mahe and Yanam State icons of Kerala and Andhra Pradesh will be used for creating awareness.

As per the KBP survey it is found that local TV advt./programmes/newspapers/magazines are the prime media on which people rely on for election related information. Therefore, the media and communication are planned as follows:

1. *Print medium:* Newspaper ads, Posters, Handbills.
2. *Electronic media:* AIR/Doordarshan, Private FM Radio stations, local Cable TV networks, Police Department (for playing jingles at Traffic Signals).

3. *Outdoor*: Placards, Banners, Ads on PRTC buses, Private Auto Rickshaws, Banners at Traffic signals, Railway stations, Bus Stand and other strategic public gathering points.
4. *SMS & Caller tunes*: BSNL, Airtel, Vodafone. etc.
5. Cultural programmes, rallies & talk shows etc.
6. CEO/DEO will send pledge letters and invitation letters to the voters through print and electronic media.

Electoral literacy programmes will be conducted through the BLOs, Nodal Officers, Campus Ambassadors and Representatives of Partner Agencies by providing them proper training.

Physical Events and Activities: Voter awareness programmes viz., Bicycle and Motor cycle rallies, talk shows, debates, human chains, signature campaigns, debates, quiz, rallies, meetings, street plays etc. etc. will be arranged in association with the partner agencies.

C. VOTERS' FACILITATION

- Exhibition of Electoral roll at polling booths to help search voter's names
- SMS reminder on pre poll day and on poll day
- Online registration
- Issue of e-Voter slips
- Polling station search by Google map
- Ensuring 100% Basic Minimum Facilities
- Ensuring the polling stations are differently abled friendly
- Provision of ramp at all polling stations
- Provision of Toilet Facilities
- Provision of Drinking water facilities
- Sunshade
- Proper lighting arrangements at the Polling Stations.
- Separate queue for the aged and people with disabilities
- Separate queue for male and female voters.
- Security persons to maintain law and order.
- Flags to mark 100 mts and 200 mts.
- Ensuring identification of Women Nursing area in Polling Stations
- Provision of seating arrangements for senior citizens in Polling Stations
- Sending Thank You SMS after casting vote
- Sending Thank You Cards for having cast the vote
- TV monitors for Ethical Voting
- Volunteers to be deployed
- Status of voting percentage messages to voter
- Setting up of Control Room/ Helpline
- SMS reminder on pre poll day and on poll day
- On poll day, make announcements in the afternoon session in low voter turnout polling station circle, reminding people to vote
- Setting up of Voter Facilitation Centres at all polling stations

- Queue strength intimation
- Auto rickshaw speaker announcements in the area covering low voter turnout polling stations

Voter Facilitation Centres

- Display of Voter list
- Voter Name Search facility
- Issue of undistributed Voter slips
- Assist voters to locate their polling stations
- Familiarise voters of the voting formalities
- Interactive voter education

Polling station specific facilitation initiatives planned

- Provision of ramp at all polling stations
- Toilet Facilities
- Drinking water facilities
- Sunshade
- Proper lighting arrangements at the polling stations.
- Separate queue for the aged and people with disabilities
- Separate queue for male and female voters.
- Security persons to maintain law and order.
- Flags to mark 100 mts and 200 mts.

Voter Slip: Voters slip will be distributed to the voters a week before the poll day through the BLOs concerned.

Postal Ballot

In order to ensure 100% casting of postal ballot by the persons on election duty, it is proposed to capture the details of EPIC and mobile number of all Government servants on duty.

The database will be created by the Head of the Office/Department where the person is drafted for election duty. In case of Police personnel who are also considered to be the persons on election duty, the database will be maintained by the SSP or the other officer who will be appointed by the SSP for the above purpose.

The EPIC number captured will be used to populate the Assembly constituency to which the person sent on duty as a voter.

During the first phase of training Form 12 will be issued to polling officials. In the second stage, when the officials report for training after the postal ballots are printed each of them will be issued with postal ballots. A separate software application will be developed which will capture the details of issue of postal ballot paper. This fact can be viewed by the Returning Officer concerned. The software package will also capture the data of the officials who submit the postal ballot. The Returning Officer concerned will come to know of the number of officials from whom he will have to obtain the postal ballots from

each training centre. Accordingly, he will depute a representative to collect the postal ballots from the other Returning officers.

A similar exercise will be carried out by the police. The Police Department will be provided with the software application to track down the Police on poll duty at the polling stations. A software application will be provided to the police to compile the data of police officials who were issued with postal ballots and those who have submitted the postal ballots. The Returning officer will be provided with the window in the software application to access the details and depute an official to collect the Postal ballots of police officials from the respective Superintendent of Police.

As for Drivers and cleaners they will be on duty at the Office of the Chief Electoral Officer, District Election Officer and Returning Officers. Here to, the software application will be employed to capture the data of issue of postal ballots and receipt of the same.

D. MONITORING & REVIEW

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.

E. EVALUATION & DOCUMENTATION

a) The DEOs shall submit a report to CEO within a month 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 two months of closure of polls focusing on the points enumerated above in respect of the entire state.