

ELECTION COMMISSION OF INDIA
Nirvachan Sadan, Ashoka Road, New Delhi -110001

No.491/SVEEP/09/2013-KT(EGS)

Dated 28th February 2013

To,

The Chief Electoral Officer,
Karnataka,
Bangalore

Sub.: Comprehensive SVEEP Plan of Action for Enhanced Electoral Participation in General Elections to Karnataka State Assembly

Sir,

The Election Commission of India has decided that a Comprehensive SVEEP Plan of Action may be taken up for enhanced electoral participation in the ensuing elections to the Legislative Assembly of Karnataka, and the same would be implemented by the CEO, Karnataka.

2. Based on the findings of the Baseline Survey of Voters' Knowledge, Attitude, Behaviour, Belief and Practices in Karnataka, the Best Practices adopted in other States/ UTs; the experience of interventions made in the Gujarat and HP Assembly elections held in October-November 2012; the discussions held at the ECI on 27th February 2013, the following Plan of Action is to be implemented, immediately:

A. Focus Areas:

- Registration of eligible voters;
- Photo inclusion in Electoral Roll;
- Issue of EPIC; and
- Voters' turnout
- Meeting gaps in gender, youth and urban participation
- Ethical Voting

B. Main Target Population:

Households (mainly Women); Poor and Low Income people; Illiterate people; Youth; Socially backward people; Urban population; Agricultural and other Labour;

C. Strategy:

- i. To overcome the gap in awareness of voters, as brought out in the Baseline Survey, information to voters should be disseminated through all media,

covering all aspects of election management and answering questions related to what, when, where & how of the technical details of these elections.

- ii. Extensive Motivation Campaigns aimed at Education & Awareness of Voters should be strategically planned and implemented focusing more on the 'why' part of the voting, as follows:

(a) Inter-personal communication (i) Through Govt. of India Media units - Song & Drama Division, Directorate of Field Publicity; Directorate of Audio Visual Publicity, etc. (ii) Government of India Non-Media Departments - Nehru Yuva Kendra Sangathan, National Service Scheme volunteers, National Cadet Corps, Scouts & Guides etc. to be extensively used for mobilizing youth and creating awareness.

(b) Mass Media - All India Radio, Doordarshan to be main vehicles combined with a good measure of private channels, FM Radio and Print Media.

- iii. Exclusive Youth-specific Campaign to be designed and rolled out for getting them registered as voters, photo inclusion in electoral rolls, getting the EPIC and to exercise their franchise on the date of poll.
- iv. Exclusive Women-specific Campaign to be designed and rolled out for their registration, inclusion of photo in the roll, issue of EPIC and to exercise their right to vote.
- v. Exclusive Urban-specific campaign - in Bengaluru and other selected districts, where urban participation is very poor/ low, to overcome the urban apathy, if any.

D. Voters' facilitation:

- i. Registration of left-out Voters to continue till the last date of filing of nominations of candidates.
- ii. The EROs and AEROs to ensure that EPIC are issued to all applicants.
- iii. Deletion of names of out-migrants, wherever confirmed that they are registered elsewhere.
- iv. Ensuring that Voters' Slips are distributed on time as per directions of the Commission.
- v. Adequate early publicity to alternative I Cards for identity proof, to be decided by the Commission.

