

SVEEP highlights in Kerala in connection with the General Election to Lok Sabha 2014

Objectives

To target an increase in voter turnout in the identified low turnout polling stations and an overall increase in voter turnout over 2009 Lok Sabha election.

To remove gender gap, if any, in registration and voting.

Activities done

ECI MOU with NLMA on imparting electoral literacy at the grass root levels

Orientation Training for District level Master Trainers of SLMA conducted from 24th to 26th February 2014. The Master Trainers in turn trained around 2000 'Preraks' of the SLMA and SRC at the district level and electoral literacy programmes were organized in all districts with the support of DEOs, EROs and AEROs. EVM awareness programmes were also arranged in all districts with the support of 'Preraks'.

Exhibition on Electoral Literacy organized across the state through SLMA and DAVP

Electoral literacy made part of curriculum at High School level

Small write up on enrollment printed on the inside cover pages of school text books

EVM awareness campaigns were organized in all Colleges in the state with the help of Campus Ambassadors. Hands on experience on voting on EVM provided to students. The campaign was organized with the sponsorship of Nationalized Banks. The campaign not only created EVM awareness among students but also induced new electors to vote in elections.

Special campaigns in PSs with low voter turnout in the last GE to Lok Sabha.

Special electoral literacy drive organized through the 'Preraks' of SLMA in 10% of PS areas where the lowest voter turnout was recorded during the General Election to Lok Sabha 2009.

SVEEP content included in all the training programmes conducted in connection with the GE to Lok Sabha 2014. SVEEP content was included in the training programmes for ROs, AROs, EROs, AEROs, BLOs etc.

BMF

Basic Minimum Facilities were provided in all PSs. Ramps, drinking water, toilets, sun shades were provided in all PSs. Wheel Chairs were also made available in all PS locations. Model Polling Stations were set up at several LACs.

Ethical voting

Two short films on ethical voting have been prepared. The films were screened in 400 Cinema Halls across the state till 10/04/2014 - the date of poll in Kerala.

FM Radio jingles

10 Spots on ethical voting and voter awareness prepared and were aired through seven FM Channels in the state.

TV Channels

Voter awareness scrolls were telecast over six private TV Channels.

Print Media

Advertisements on Voter awareness and voter facilitation in PSs were published in all major Newspapers in the state.

Railway Public Address system

Voter awareness messages were aired along with Railway announcements in all Railway Stations in the state (as per the instruction of the ECI).

Several Voter awareness programmes were telecast over DD and AIR

Orientation programme conducted for AIR News Reporters on airing various Voter Awareness programmes over AIR.

SVEEP programmes at the district level.

Various voter awareness programmes have also been organized in all the districts. Road shows, voter awareness through traditional art forms, posters, stickers, stamps with voter awareness content on water and electricity bills etc were organized at the district levels. The major new initiatives in some districts are as under:-

Kottayam district

1. Identified around 130 Post Offices, 50 KSEB billing centres, 30 Kerala Water Authority billing centres and Supplyco super markets to act as messengers for affixing a special logo on ethical voting prepared in connection with the general election to Lok Sabha 2014.
2. Meet the voter campaign. The District Collector personally met the eldest and youngest male and female electors in Kottayam HPC to promote electoral participation in the GE to Lok Sabha 2014.
3. The services of 'Kudumbasree' a womens' self help agency availed to spread the message of greater electoral participation considering the gender gap in voter turnout in Kottayam HPC in the last GE to Lok Sabha 2009.

4. A mass contact programme organized by the District Collector to educate voters' especially new voters.

Pathanamthitta district

1. A facebook account opened to spread voter awareness messages.
2. Two wheeler Rallies held to spread electoral participation in PS areas which recorded low voter turnout during the last general election to Lok Sabha 2009.

Alappuzha district

1. Special mobile vehicles with EVMs were arranged exclusively for creating awareness on voting on EVM to differently abled.

Trissur district

1. Voter awareness messages conveyed to the general public through the traditional Art form of Kerala viz, 'Ottam Thullal'. The Artist in costume moved around in public places and performed the art form with voter awareness messages. The programme was well received by the public.

Wayanad district

1. Road shows for Voter Awareness were arranged through Tribal hamlets in the district.
- 2.

The total electorate that went to the election was 2,42,51,942 (1,25,70,439 female and 1,16,81,503 Male). The gender ratio was 1076.

The state recorded a higher voter turnout of 74.02% in the GE to Lok Sabha 2014. The turnout in GE to Lok Sabha 2009 was 73.37%.

Sd/-
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