



No. 491/SVEEP/12/2013(Comp)

Dated:16th April,2013

Dear Colleague,

The Commission has decided to release funds to the States to the tune of Rs 16.58 crores in the FY 2013-14 for partly meeting the budget requirements for the implementation of the SVEEP Phase-II Project. While the Project covers a period of 5 years for the entire 35 States/UTs, as given in the Project document forwarded vide letter no 491/SVEEP-II/2012 dated 25th March 2013, the funds for the current financial year is being released only to States/UTs that do not have elections this year and may require additional budgetary support from ECI. The first installment of the funds is being released to enable the States to kick-start the project in time, ahead of the forthcoming Summary Revision before the elections to the Lok Sabha next year.

2. As directed by the Commission, the targeted interventions are the main focus of the project. Every State/District will identify gaps in registration at Polling Station(PS)/AC/District, determine reasons thereof and plan systematic interventions based on analysis of the reasons of non-registration. The implementation of the so planned SVEEP programme shall be carried out within a period reasonably ahead of the Summary Revision and alongside the SR as well, to meet these gaps in registration, particularly among women and the newly eligible 18-19 yrs age group. Considering the level of enrolment following the campaign under SVEEP-I, specially through the mechanism of National Voters' Day, the Commission expects that a near complete enrolment should be achieved by next year.

3. Every District shall also identify 10% lowest turnout polling stations and determine reasons thereof. The interventions shall be planned after systematic analysis of the reasons and the implementation of the so planned SVEEP programme shall be carried out suitably, to meet the turnout gaps in these polling stations well ahead of elections.

4. Additionally, SVEEP interventions shall be carried out across the States/Districts to take on the five common problem areas that has been identified across the country i.e. Gender gap, Youth disconnect, Urban apathy, inclusion of weaker section, marginalized groups, the differently abled in the electoral process and also ethical voting.

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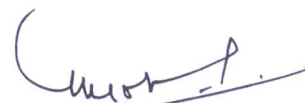
5. To achieve the target as set out by the Commission and given in the Project document, the basket of activities to be carried out and the timeline for these activities have been clearly mentioned in the project document. The timelines are general and it is expected that there may be slight variation in the target date depending on the various ground level factors. You may also allow for innovation at the State and District levels in the SVEEP activity with intimation to the Commission.

6. While it may be seen that all major interventions for meeting registration gaps should be completed ahead of Summary revision so that only a booster programme **for registration** shall be required ahead of the Lok Sabha election; for all turnout related interventions, the data, analysis, plan and mechanism may be in place by the end of the calendar year so that the SVEEP programme for enhancing Voter turnout can be implemented appropriately ahead of the Lok Sabha elections to meet the participation gap in polling. In line with the outcome of SVEEP programme in the last 16 general elections, which was made possible only through significant efforts of the concerned CEOs and DEOs under SVEEP-I, the Commission expects that the rise in voters turnout in the LS 2014 election will be even more substantial. This is possible only through your personal leadership in implementation and monitoring of SVEEP-II.

7. You will be expected to pay particular attention to the correct, efficient and timely utilization of funds provided under SVEEP-II project and meticulously follow the monitoring and review mechanism laid out in the project document.

8. It has also been felt that the Election Managers at State and District levels and further down are entitled to know the policy framework and the extent of instruction relating to SVEEP so that they have complete clarity as they seek to enhance citizen's participation in the electoral process. Accordingly, the Commission has documented all the important SVEEP instructions as compendium of SVEEP instructions. The copies of the Compendium are being forwarded herewith for internal distribution among DEOs of your state. For maximum and optimum output, it is desired that the same may be got printed in local language also.

9. I am sure, with your earnest efforts, we would be able to soon move from 'greater participation' to 'complete participation' of citizens in elections.



(Akshay Rout)

To,
CEOs of all the States/UTs