

ELECTION COMMISSION OF INDIA

NirvachanSadan, Ashoka Road, New Delhi -110001

No.491/SVEEP/2013(LS)

Dated: 11th November, 2013

To,

The Chief Electoral Officers of
All States and UTs

Sub.: Comprehensive SVEEP Plan of Action for Enhanced Electoral Participation in General Elections to the Lok Sabha, 2014 and National Voters' Day 2014 - reg

Sir/Madam,

I am directed to refer to the aforesaid subject and to convey that the Election Commission of India has directed that the **comprehensive State SVEEP** Plan for enhanced electoral participation in the forthcoming Lok Sabha elections 2014, including the action plan for National Voters' Day 2014 may be submitted by 15th December 2013 for the approval of the Commission. The election going states of Madhya Pradesh, Rajasthan, Chhattisgarh, Mizoram and Delhi may send the State Plan latest by 31st December 2013.

2. A national document on SVEEP is being released by January 2014, documenting the experience/best practices in the 23 State Assembly Elections since 2009. Besides, the compendium of SVEEP instructions-2013 has already been shared with all States/UTs. Baseline Survey of Voters' Knowledge, Attitude, Behaviour, Belief and Practices have been conducted in most states ahead of the Summary Revision/Assembly Election. The SVEEP Action Plans of some states and districts have been put up on the ECI website. Also SVEEP officials from various states were sent on field visits to the five election going states in Oct-Nov 2013.

3. The Commission has directed that based on these documents, experience sharing and best practices of election gone states, the State SVEEP Plans for 2014 have to be drawn up on the following lines:

I. Overall Objectives:

- a. To target an increase in voter turnout in the identified low turnout polling stations and an overall increase in turnout by atleast 10-15% over the 2009 Lok Sabha Election
- b. To remove the gender gap in enrolment and turnout
- c. Inclusion of excluded groups/communities in electoral roll and in turnout for voting
- d. Visible enhancement in the quality of electoral participation in terms of informed, ethical and inducement free voting in tandem with supply side expenditure control measures
- e. Increase in postal ballot voting by facilitating and educating service voters and employees

II. Situation Analysis

- a. Identification of 10% of Polling Stations in each district with lowest turnout in last Lok Sabha election and reasons thereof
- b. Identification of overall 10% lowest turnout Polling Stations in the State and reasons thereof
- c. Identification of lowest turnout Parliamentary Constituencies and reason thereof
- d. Identification of reasons for drop in turnout (if any) between last Assembly election and last LS election in the state.
- e. Identification of excluded groups, communities at each Polling Station, if any

III. Strategy

- a. The State and District plan shall include situation analysis, outputs/activities, monitoring and evaluation mechanism keeping in mind the Indicators as given in the reporting format (annexure)
- b. The Survey findings may be suitably utilized while formulating State and District plan. The survey data relating to the AC/PS within a district may be shared with the concerned DEO for fine-tuning the district plan.
- c. Targeted campaign on major gaps like Women, Urban, Youth, weaker sections, Physically challenged etc shall also be a part of the State and District plan
- d. To overcome the gap in turnout, targeted interventions have to be carried out at polling station level
- e. DEOs shall innovate at their level and prepare specific operational plan after identifying excluded communities/groups in each polling station. The district plans shall flow out of the broad State plan, and also contribute to it
- f. Emphasis on informed and inducement free voting
- g. Appropriate information dissemination on NOTA, continuous EVM awareness combined with VVPAT information, wherever applicable
- h. Facilitation of the Voter will be a key component besides the range of Information and Motivation measures.

IV. Planning & Implementation

- a. The State SVEEP Core Committee headed by the CEO shall supervise the implementation of the SVEEP Plan in the entire state. The Committee shall have representation from various Department, Agencies and organisations.
- b. The District Core Committee shall be chaired by DEO/CEO(ZP) to supervise the implementation of the SVEEP Plan in the district. Each district shall appoint a Nodal Officer in charge of SVEEP. S/he will function as the Member Secretary of the District Core Committee. The Core Committees should be set up sufficiently in advance, not later than 30th November 2013.
- c. The network of partnership should be developed at State level and also at District level for strengthening the SVEEP programme. In this connection, the frameworks of partnerships already issued by the Commission in relation to CSOs, OSU/Corporates and Media and also the scheme of Campus Ambassadors may be optimally harnessed.

