

CHANDIGARH

Template for Action Plan- SVEEP-II-for Lok Sabha Elections 2014(including NVD 2014)

A. Objectives

This Constituency will make best efforts on the activities as mentioned in the SVEEP Plan sent by the ECI to increase the turnout of voters to 80-90% in the coming General Elections to the Lok Sabha-2014. During the last General Elections to Lok Sabha-2009 the polling turnout was 64%. The Polling Stations where the voter turnout was low during General Elections 2009, have been identified. The main issue of low turnout of voters was that the polling personnel appointed at the polling stations were not able to cast their votes at the time of polling because the polling personnel could not apply for issuance of EDC in time. In coming elections, this Constituency will supply Form No.12 (application for EDC) to the polling personnel at the time of issuance of their appointment letters and in addition Form 12 will be made available to Polling personnel's at the time of polling rehearsals. In addition to above Form-12 will also be made available to the Drivers, Cleaners & Helpers of Govt. Vehicles to be deployed on election duty.

B. Situation Analysis

B1. Electoral Profile

B1.1. Electoral Profile of the entire state in brief

Total projected Population-2014		1109046	
General Electors	Male	315336	} Total: 580700
	Female	265364	
	Others	0	
Service Voters	Member	908	} Total: 1610
	Wife's	702	
TOTAL		582310	
EP Ratio		53%	
EPIC Coverage		99.94%	
Age Cohort		63%	
Districts		Chandigarh	
Assembly and Parliamentary Constituency		01-Chandigarh	
Polling Stations		490	

B1.2. Socio-Cultural Profile of the State

In Chandigarh, according to the Census -2011 the net population residing in the Rural Area is 28991 and in Urban Area is 1026459. It is further intimated that the literacy rate of the Chandigarh parliamentary Constituency is about 76%. Necessary efforts will be made to educate and make all persons aware regarding Electoral practices and Election system through different campaigns such as Nukkad Nataks, Gram Sabha in villages for briefing the electors to cast their votes, with the help of religious institutions like Temples, Gurudwaras to motivate the people to cast their vote in coming General Elections. Announcements for exercising their Right to Votes will also be organized through loudspeaker on auto rickshaws along with the help of print media, SMS Jingle on Radios etc.

B2. Identification of Gaps

B2.1. There are two major gaps i.e. low EP and less enrollment of youth in this Constituency. As the EP ratio of Chandigarh parliamentary Constituency is about 53 % after final Publication of Electoral Roll 2014 and only 50 % of the young electors of age group 18 to 19 years are enrolled. A door to door survey of Sectors/Villages and rural areas has been conducted to identify the reason for less enrollment. The reason will be analyzed and the EP ratio will be increased and final report of analysis will be forwarded to the ECI in due course.

B2.2. District wise :- Chandigarh parliamentary Constituency is only one in the district and the gaps are same as of state level.

B2.3. Polling Station wise (identification of 10% of the lowest turnout Polling Stations)

As Explained in Para A above

B3. Analyzing Gaps

B3.1. Analyzing underlying reasons for the gaps (evidence based analysis of various gaps given in B2). As the EP ratio of Chandigarh parliamentary Constituency is about 53 % after final Publication of Electoral Roll 2014 and only 50 % of the young electors of age group are enrolled. Reason will be analyzed and steps will be taken to increase the EP ratio and Youth Electors enrollment.

B3.2. Survey findings regarding reasons for non-participation (salient findings of the Survey reports of past election/registration survey)

C. Building Strategy

C1. Common Strategy :-

In coming General Elections to Lok Sabha-2014 a Voters slips will be supplied to all the residents/voters at their residence. Pamphlets and Brochures will be distributed to the public. For wide publicity, different type of Advertisement will such as Radio broadcasting, Slide show at cinemas, Banners on CTU Buses, Banners in Banks, Post Office, Sampark Centres, AERO offices and Colleges

etc. will be made few Campus Ambassadors have already been appointed in some colleges. The Campus Ambassadors will be appointed in the remaining educational institutions. This Constituency will engage the mobile vans for giving special focus in villages and rehabilitated colonies in Chandigarh Parliamentary Constituency for motivating the enrollment in the electoral rolls. Our special focus will be on them and for this special camps will be organized at villages/colonies. Electoral Roll will be distributed to the Political Parties and Panchayat. Recent data will also be available on the website of CEO Chandigarh for CSOs and BLOs.

C1.1 Information and Motivation:-

1. The information regarding the Enrollment and Election will be given to the public by the means of banners Hording, Press Release and Advertisement in the News Papers, SMS and Radio Jingle. Nukkar Nattaks will be Played at the various location such as central plaza in sector 17 and Schools and Colleges. Announcements will also be made with the help of Religious institutes such as Temple, Mosque, Gurudwara , Church and through Van and Auto riksha. In Mobile van one system will be installed in which a person can search his/her vote and can also apply accordingly .
2. **C1.2. Facilitation:-** Young electors will be facilitated on the Nation Voters Day at the State level function and also at the AERO level functions. BLOs will be directed to receive the claims and objection on the National Voters day at their respective Polling Stations.

C1.2. Facilitation- 13 facilitation centers have been opened one in CEO office and rest in all the 12 AERO offices, where a person can check his/her record and also apply for fresh enrollment and duplicate EPIC etc.

C2. Targeted approach: -

Special Camps will be organized in the School & Colleges and also at the Youth festivals . AEROs will be directed to take the help of DPI (schools) and Director Higher Education to enroll the Youth Electors. Few of the Special Camps were also organized by the Election Department with NGO "Vote for Better India" To enroll the Young Electors

D. Implementation

D1. Team formation at District and State HQs

Chandigarh is a Single Parliamentary Constituency and has only one district A team will be formulated under the Joint Chief Electoral Officers UT Chandigarh

D2. Training & Capacity Building of SVEEP Teams

A proper training will be given to the team constituted at district level before 30th January.

D3. Building Partnerships

This Constituency has already made Few of the agencies , NGO and Govt. Institutes as its partners . List of such agencies NGOs , Govt. Institutes as given in ANNEXURE X. Few of the Partners such as Doordarhan and All India Radio will also be made partners at the earliest.

D4. Resource Mobilization

Chandigarh is a single Parliamentary Constituency and has area of 114 sq Kms so resource Mobilization will not be any problem for this Constituency.

D5. Media & Communication Plan

The dates of the election and the awareness regarding the enrollment will be done through the print media, SMS, CEO website Slides in Cinema Halls, Advertisement in Local Newspaper and Local TV Channels.

D5.1. Overall approach

The following Activities on SVEEP will be followed in enrollment of eligible residents and for publicity of General Elections to Lok Sabha.

1. Announcements : -

- a. By the Religious institutes such as Temple, Mosque, Gurudwara , Church
- b. Announcement via Van/Auto Rikshaw: - Van will have one system installed in which a person can search his/her vote and can also apply for the claim and objection. Van will also have the Hoarding and Banners for publicity purpose.

2. Medical Officers/ Police Officer: -

- a. Doctor will stamp the following on the Medical Prescription.
- b. Police will also stamp the challan which will be issued to the traffic rule breaker.

“Get Registered as Elector for Greater Participation

3. Nukkar Nataks will be played at the Schools Colleges and sector 17 Plaza (main centre) of the city.

4. Press Release and Color advertisements will be published in the local news papers.

5. Banners will be displayed at the Traffic Signals, Roundabout and Samaprk, Jan Sampark Centers, and at all polling station locations.

6. Residential Welfare Association: - All the RWAs will be directed to place the programme of enrollment & general election to Lok Sabha in front of their offices and also to provide the search facility to residence of the areas.

7. SMSs will be send to all the subscribers of BSNL regarding programme of General Election to Lok Sabha and motivating them to exercise to their right to vote at the elections.

8. **Social Welfare Department** : - List of minorities and weaker section will be obtained from the department and special camps shall be organize at Old age home , blind institutes for enrolling them.
9. **Know your BLO Campaign** : - Posters containing the information relating to the BLOs will be displayed at all the Bank Branches, ATMs and Post offices.
10. **CTU** : - The posters will be displayed on the CTU buses for Publicity for programme of General Election to Lok Sabha & Slogans for motivating a person's to exercise their right to vote during the Election.
11. **FM Radio** : - Jingle will be broad casted on the local FM channels regarding General Election to Lok Sabha
12. **VRC** : - Proper Voter Registration Centers have been opened to receive the claims and objections and issue of EPIC
13. **CSC**: - The facility of receiving claims & objections will also be made at Jan Sampark Centers/Sampark Centers.
14. **Video Clipping** will be displayed at all the local channels and advertisements will be published in local addition of the leading news papers. Slides should be displayed in the Cinema Halls

D5.2. Targeted approach (e.g. Special messages for youth, women centric messages, urban targeted messages etc)

Special Camps will organized in School and Colleges to enroll the Youth. State level NVD function will also be organized at one of the Govt. College for Girls to encourage and motivate the women Electros. Also AERO level function will also be organized at the Schools to motivate youth. The DPI school will also be requested to direct all the schools to administrate pledge during the Morning Assembly on the National Voters Day.

Director Higher Education and DPI (Schools) will also be directed to organized the Quiz, Debate and Painting Competition on the Topic of "Ethical Voting"

D5.3. Content Development (e.g. generation and sharing of content between districts and with HQs) Chandigarh is a Single parliamentary Constituency

D5.4 Summary of Media Insertions for proposed target audience

Sr. No.	Target	Media	Partner Agencies to be associated (if any)
1.	Women	1. Advertisement in	1. According to census
2.	Urban		

3.	Youth	Newspaper. 2. Jingle on Radio 3. SMS to BSNL subscribers. 4. Advertisement in local TV. 5. Special camps will be organized in Schools & Colleges. Special Camps	Chandigarh population mainly reside in the urban area and has literacy rate of 76% also as compare to the Gender ratio of census gender ratio 821the Electoral roll ratio is about 841. So Chandigarh will have campaign for all the groups. 2.DPI Schools director Higher Education Vote For Better India
4.	Identified community		Not applicable
5.	Rehabilitation of Colony No5 to Dhanas		A special Drive for Enrolling the Electros who has been shifted to the Dhanas under the Scheme of rehabilitation. A special camps will be organized in the rehabilitated colony regarding Awareness of EVM & NOTA.

D6. Physical Events and Activities

D6.1. Overall approach

1. **State Level function** will be organized at one of the Govt. colleges for the girls.
2. As Chandigarh has single parliamentary constituency and has no assembly constituency. There are 12 AEROs who are appointed to assist the ERO. So on NVD all the AEROs will be directed o celebrate the **AERO level NVD FUNCTION** in the school for under the jurisdiction.
3. **NVD function** will also be celebrated at the Booth level. All the BLO are directed that they will take the Pledge along with the Newly Enrolled electors at the Polling station

D6.2. Targeted approach: -. According to census Chandigarh population mainly reside in the urban area and has literacy rate of 76% also as compare to the Gender ratio of census gender ratio 821the Electoral roll ratio is about 841. So Chandigarh will have campaign for all the groups.

D6.3. Sankalp Patras/Pledge Letters and Invitation letters from CEO/DEO and other innovations Pledge will be taken at all the NVD function including State Level function ,AERO function and BLO level function) Schools will also be directed to administer the pledge during the assembly.

D6.4. Summary of Proposed Events/Activities

Sr. No.	Target Groups (identified in B2.1.)	Media	Partner Agencies to be associated (if any)
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1.	Women	1. Advertisement in Newspaper. 2. Jingle on Radio 3. SMS to BSNL subscribers. 4. Advertisement in local TV. 5. Special camps will be organized in Schools & Colleges.	DPI Schools,
2.	Urban		Director Higher Education
3.	Youth		BSNL
4.	Identified community		All India Radio, FM Radio, DPR for print media.

D7. Voter Facilitation

D7.1. Voter Facilitation Centers:- 13 voters facilitation centers have been working, 12 in AERO offices and one in CEO office along with these centers the 27 Sampark and Jan Sampark centers are also working in which a person can submit their forms for Claims and Objection/correction

D7.2. Helpline Numbers/Name Search on Internet and SMS etc/Polling Booth locations search on goggle map etc :- Search facility based on the Name is available on the CEO website along with the Current Electoral Roll helping number 1950 is working and is already in use and The Longitude and Latitude coordinates of all the Polling Station has been already Uploaded on the ECI website

D7.3. PS specific facilitation initiatives planned : - On 25th January on National Voters day The BLOs will receive Claims and Objection at their respected Polling Station. A slum area Colony No 5 which has been demolished by Chandigarh Administration under the rehabilitation scheme A Special camp will be organized for Enrolling these Elector at the village Dhanas. A list of Electros will be displayed outside the Polling Station. facilities will be provided to the electors as directed by the ECI.

D7.5. Voter Slip

Voters Slip will be distributed to all the Electros before the general election

E. Monitoring Mechanism

A report will be obtain from the various partners agencies time to time keep check of proper implementation of SVEEP Plan.

F. Evaluation & Documentation

(Mechanism for post election assessment of the targeted interventions at PS level and for various identified gaps, besides documentation of district/state level; evaluation in view of indicators like overall increase in turnout, turnout at identified PS, women turnout, turnout in urban centers, postal ballots, EP Ratio, Gender Ratio on rolls, Registration of NRIs, inclusion of excluded groups, etc)

Sr. No.	Topics	Remarks
1	Number of PS locations where NVD will be/was organized	205
2	Total electors to be/was distributed EPIC ON NVD (Includes those given EPIC between final Publication of ER and NVD)	Male: 29332 Female: 2613 Other: 0
3	Of these, how many in 18-19 yr age group (newly eligible)	Male: 5046 Female: 3106 Other: 0
4	Number of badges to be/was distributed to new electors	56000
5	Number of Educational Institutions organizing NVD function	15
6	Physical Events organized for meeting gender gap	200.00 128000.00
	a. Scale for each PS	
	b. Total fund disbursed to districts:	
7	Number to Training programmes to be/was organized for BLOs for NVD	13
8	Chief Guest proposed for the State NVD function	Yet to be decided
9	Name of Partner Agencies being/were roped in for NVD	Educational Institute NGO
10	Are CDs of national Icons made available in Districts (Yes/No)	Yes
11	How many Youth Voter's Festivals being/were organized in the state	15
12	Is a NVD Tableau proposed/displayed in the State Republic Day parade, if not give reasons (Yes/No) (this time mandatory with LS 2014 as theme)	Yes
13	Any online event like Quiz, Discussion, etc planned/held	No but offline Quiz and other competition will be organized
14	Concurrent activities proposed/taken up as part of NVD at a. State level b. District level	This Department has decided to receive forms for new enrolments at all the PS on NVD

G. Calendar

(Details of activities with time lines)

Action Points		Start Date	End Date	
Teams Formation		20th January	25th January	
Training & Capacity Building		25 th January	30 th January	
Building Partnerships		1 st February	Till the last date of the Nomination	
Resource Mobilisation		Chandigarh is a single Parliamentary Constituency and will have no problem in Mobilizing the resources		
Monitoring				
Evaluation		20 th June	30 TH June	
Documentation		1 st July	31 st July	
Facilitation Measures				
Helpline numbers activation		1950 a toll free number is Already activated		
Name Search Facility on SMS				
PS location on Google map		Already uploaded on the ECI website		
Special registration drivers for women		Mobile Van will be send to the areas where there is a mass mobilization. According to census Chandigarh population mainly reside in the urban area and has literacy rate of 76% also as compare to the Gender ratio of census gender ratio 821 the Electoral roll ratio is about 841. So Chandigarh will have campaign for all the groups		
Polling Station Facility		As per the direction of the ECI A copy of roll will be made available on the Polling station by 25 th January and other necessary Facilities will also be provided to the electors at the Polling Station		
Communication and Activity Plan				
Theme	Sub-Theme	Activity (Event and /or Media insertion)	Start Date	End Date

Registration	Why register	6. Advertisement in Newspaper. 7. Jingle on Radio 8. SMS to BSNL subscribers. 9. Advertisement in local TV. 10. Special camps will be organized in Schools & Colleges.	20 th January	28 th February	
	Where and When				
	How to register				
	Documents required				
Voting	Why Vote	1. Advertisement in Newspaper. 2. Jingle on Radio 3. SMS to BSNL subscribers. 4. Advertisement in local TV. 5. Advertisement displayed in CTU busses. 6. Nukkad Natak played on streets. 7. EVM awareness camps will be organized in different part of Chandigarh.	1 ST March	Till the polled	
	How to Vote				
	Check names on Voter list Identification documents Do's and Don'ts				
	Inducement Free Voting				
	Informed Voting				
	NOTA				
	Pledge Letter/Sankalp Patras to students		Pledge will be taken at all the functions including at the state level function, booth level function & AERO level functions on NVD.		
	Voter Slip ahead of poll day		Before General Election to Lok Sabha voter slip will be distributed at the door steps by the BLOs.		

Electoral Education	Electoral System			
	Secrecy of Vote			