

Action Plan

SVEEP II

for

Lok Sabha Elections 2014

Chief Electoral Officer, Haryana

30-Bays Building (Top Floor), Sector 17, Chandigarh, PIN-160017.

Tel: 0172-2701200, 2728936, 2701362, Fax: 0172-2706556,

www.ceoharyana.nic.in, Email: ceo_haryana@eci.gov.in

Action Plan – SVEEP II for Lok Sabha Elections 2014

A. Objectives

The objectives to be achieved are: -

- To abridge the remaining EPR gap which has been reduced substantially in the last two years
- To have an alert and well informed electors who are aware of their rights and duties in the electoral democracy.
- To increase the share of female electors in the electoral rolls by way of enhancing their enrolments in bulk and targeted fashion.
- To promote ethical voting by the electors as and when the opportunity comes by launching campaigns on massive scale.
- To increase the postal ballot voting by educating employees and service voters of this district
- To find the major thrust places where voter turnout during previous Elections & Enrollment is very low.
- To understand & break the urban apathy for low voter turnout.
- To change the mentality of people who believes that voter enrollment is not valued for female by putting maximum effort to increase the participation of women in electoral process.
- To bring the enthusiasm among the youth of 18-20 agegroup to get their names enrolled in voter's list and ensure maximum and complete participation especially of young voters in coming Lok sabha & Vidhan Sabha Election 2014.

B. Situation Analysis

B1. Electoral Profile

B1.1. Electoral Profile of the State in brief

1	Geographical Area	44,212 Sq. Kms.		
2	Population	Census 2001	Census 2011 (Prov)	
	Male	113.28 Lacs	135.05 Lacs	
	Female	97.55 Lacs	118.48 Lacs	
	Total	210.83 Lacs	253.53 Lacs	
3	Divisions	4		
4	Districts	21		
5	Sub-Divisions	54		
6	Tehsils	74		
7	Blocks	119		
8	Villages	6764		
9	Towns	106		
10	Constituencies	General	Reserved for SC	Total
	Parliamentary	8	2	10
	Assembly	73	17	90
11	Polling Stations (PSs)	16129		
	Urban PSs	4485	Rural PSs	11644
12	Polling Station Locations (PSLs)	9702		
	Urban PSLs	1983	Rural PSLs	7719
13	Average PC size	1559443 Electors		
14	Average AC size	173271 Electors		
15	Average PS size	967 Electors		
16	Photo Electoral Roll			
	Electors	Male	Female	Total

As per Draft Roll 2014 (06.09.2013)	8083804	6813687	14897491
Revision 2013-14 (06.09.2013 to 15.01.2014)			
Addition	414427	377712	792139 (5.32%)
Deletion	56011	39192	95203 (0.64%)
Net Addition	358416	338520	696936 (4.68%)
As per Final Roll 2014 (15.01.2014)	8442220	7152207	15594427
EPIC %age	100%		
Photo %age	100%		
E-P Ratio	580 / 592 (57.98% / 59.23%)		
Gender Ratio	847 / 877		

B1.2. Socio-cultural Profile of the State

- Replete with myths, legends and vedic references, Haryana's past is steeped in glory. The history of Haryana is the saga of the struggle of a virile, righteous, forthright and proud people. From ancient times, the people of Haryana have borne the main brunt of invaders and foreign hordes with their known traits of bravery and valour. They have survived many an upheaval, upholding the traditional glory and greatness of the land to this day. The epoch-making events of yore, the martyrdom in the First War of Indian Independence in 1857, the great sacrifices in the freedom struggle, and the display of outstanding valour, unflinching courage, and heroism in recent years are all in keeping with the character of this land of action. Bold in spirit and action, the people of Haryana

have formed a bulwark against forces of aggression and anti-nationalism.

- Haryana has always remained a rendezvous for diverse races, cultures and faiths. It is on this soil that they met, fused and crystallized into something truly Indian. Hindu Saints and Sikh Gurus have traversed the land of Haryana spreading their message of universal love and brotherhood. Sihi in Faridabad, the birth place of great Hindi poet Surdas, is another nucleus of culture in Haryana while the legend of Lord Krishna is very evident in the lives of the people. A land of great saints and sages, a number of fairs and melas are organized viz. Suraj Kund Craft Mela, Pinjore Heritage Festival, Teej Mela, Navratr Mela, Kapal-mochan fair, Masani fair, Basoda fair. The love for cattle and the abundance of milk in the diet of Haryanavis persists to this day which gave to the region world-wide fame. In the area of electoral democracy also the people of Haryana display extra ordinary enthusiasm which is evident from the fact that during the Lok Sabha and Vidhan Sabha Elections of 2009 the voters turnout remained at 67.94% and 72.37% respectively.
- Haryana emerged as a separate State in the federal galaxy of the Indian Republic on November 1,1966. With just 1.37% of the total geographical area and less than 2% of India's population, Haryana has carved a place of distinction for itself during the past three decades. Whether it is agriculture or industry, canal irrigation or rural electrification, Haryana has marched towards modernity with leaps and bounds. Today, it enjoys the unique distinction in India of having provided electricity, metalled roads and potable drinking water to all its villages within record time. Haryana is among the

most prosperous states in India, having one of the highest per-capita income in the country.

B2. Identification of Gaps

B.2.1. Category-wise

Age-Cohort

<u>Final Roll 2014</u>			
Total projected Population 2014: 26895407			
Age Cohort	18+ Proj Pop 2014 to Total Proj Pop (%age)	Final Electorate 2014 to Total Proj Pop (%age)	Difference (%age)
18-19	391396 (1.46)	349452 (1.30)	41944 (0.16)
20-29	3598840 (13.38)	3584090 (13.33)	14750 (0.05)
30-39	3838732 (14.27)	3776969 (14.04)	61763 (0.23)
40-49	3405373 (12.66)	3339362 (12.42)	66011 (0.25)
50-59	2288459 (8.51)	2254273 (8.38)	34186 (0.13)
60-69	1335120 (4.96)	1299232 (4.83)	35888 (0.13)
70-79	672522 (2.50)	620814 (2.31)	51708 (0.19)
80+	399708 (1.49)	370235 (1.38)	29473 (0.11)
Totals	15930150 (59.23)	15594427 (57.98)	335723 (1.25)

Age-cohort of newly added electors

Revision 2014					
	male	female	total	%age	GR
18-19	139785	62000	201785	25.47	444
20-29	173555	212564	386119	48.74	1225
30-39	45599	57488	103087	13.01	1261
40-49	28423	23126	51549	6.51	814
50-59	14742	11854	26596	3.36	804

60-69	9274	8127	17401	2.20	876
70-79	2377	1933	4310	0.54	813
80+	672	620	1292	0.16	923
Total	414427	377712	792139	100.00	911

B2.2. District-wise

District wise E-P Ratio (Final Roll 2014)

18+ Projected Population in the State: 59.23%

Sr.No.	Name of District	E-P Ratio	Diff.
1	2	3	4
1	Mewat	449	14.33
2	Gurgaon	458	13.43
3	Palwal	524	6.83
4	Faridabad	553	3.93
5	Panipat	559	3.33
6	Panchkula	571	2.13
7	Karnal	580	1.23
8	Yamunanagar	584	0.83
9	Sonipat	596	-0.37
10	Bhiwani	597	-0.47
11	Kaithal	602	-0.97
12	Kurukshetra	604	-1.17
13	Mahendragarh	606	-1.37
14	Rewari	611	-1.87
15	Rohtak	613	-2.07
16	Jind	616	-2.37
17	Hisar	617	-2.47
18	Fatehabad	618	-2.57
19	Sirsa	622	-2.97
20	Ambala	632	-3.97
21	Jhajjar	637	-4.47
	STATE TOTALS	580	1.23

District wise Gender Ratio (Final Roll 2014)

Sr.No.	Name of District	Census Gender Ratio 2011 of District	Sex Ratio	Diff.
1	2	3	4	5
1	Faridabad	871	781	-90
2	Mewat	906	840	-66
3	Palwal	879	822	-57
4	Jind	870	825	-45
5	Kaithal	880	837	-43
6	Sonipat	853	816	-37
7	Karnal	886	850	-36
8	Yamunanagar	877	844	-33
9	Hisar	871	842	-29
10	Panipat	861	834	-27
11	Rohtak	868	844	-24
12	Bhiwani	884	861	-23
13	Fatehabad	903	881	-22
14	Mahendragarh	894	872	-22
15	Kurukshetra	889	868	-21
16	Sirsa	896	876	-20
17	Jhajjar	861	842	-19
18	Ambala	882	866	-16
19	Rewari	898	893	-5
20	Panchkula	870	870	0
21	Gurgaon	853	890	37
	STATE TOTALS	877	847	-30

- It is pertinent to mention that after the Revision 2014 the EPR in the State has reached about 58% against the target EPR of 59.23%. Infact there are four districts namely Gurgaon, Faridabad, Mewat and Palwal where the EPR is below the State average. Further the Gender Ratio has also improved to 847 from 843.

B.2.3. Polling Station wise (10% Lowest Turnout Polling Stations)

The information is at **Annexure ‘A’**

B.3. Analysing Gaps

B.3.1. Analysing underlying reasons for the gaps

Enrolment

- As pointed out above the EPR ratio requires to be improved in four districts which fall in the NCR region. The underline reasons for the gaps are urban apathy and floating population. In the NCR region a large population comes in search of work and jobs and also live singly having their family at their native places. Most of them want to remain rooted with their native places and also prefer to have their electoral rights at that place only.
- The gender ratio is lower in almost every district of the state, but the signs of improvement are visible as stated above. During the current revision the Gender Ratio is about 911 for the newly added electors.
- The reason for lower enrolment under 18-19 category is that it is a block of one year only and 1st of January of the enrolment year is the cut-off date owing to which a large number of younger generation becomes above 19 when their turn comes next year.

Voting Trends

- Though the voter turnout during 2009 Lok Sabha and Vidhan Sabha Elections was at 67.94% and 72.37% respectively, yet there are a number of Polling Stations which recorded Voter Turnout below the State average. It is but natural that these areas would require more attention during SVEEP. The urban areas are especially lukewarm in this regard.

B.3.2. Survey findings regarding reasons for non-participation in Election/Registration

Registered Voters (961 respondents in rural and 998 in urban areas respondents were interviewed)

Participation in last Lok Sabha Elections: 93.9 percent in rural and 93.5 percent in urban areas participated in the last Lok Sabha Election. 6.1 percent respondents in rural and 6.5 percent in urban areas have not participated.

Participation in last Vidhan Sabha Elections: 89.6 percent in rural and 90.0 percent in urban areas participated in the last Vidhan Sabha Elections. 10.4 percent respondents in rural and 10.0 percent in urban areas have not participated.

Willingness to participate in the forthcoming elections: 98.8 percent have shown willingness to participate in the coming elections and in the urban areas the percentage is 98.1 percent. Only a .6 percent and 1.0 percent respondents from rural and urban are not willing to cast their vote in the coming elections.

Boycott of elections: Only 0.3 percent and in urban areas only 0.4 percent of the respondents had boycotted the election. 99.7 percent in rural areas and 99.6 percent respondents in urban areas have not boycotted.

Awareness about social boycott of elections: 0.1 percent from the rural areas and 0.2 percent of the urban respondents believe that the election was socially boycotted.

Problem faced by the respondents at the time of voting: 15.1 percent and 14.6 percent respondents from the rural and the urban areas respectively have responded that they have faced problems such as lengthy queues, lack of drinking water, not working of EVM etc.

Non registered but eligible voters (828 respondents in rural and 1013 in urban areas were interviewed)

Awareness about polling booths: 97.7 percent of the respondents in rural areas and 96.1 percent in urban areas are aware about their polling booths. Only 2.3 percent in rural and 3.9 percent in urban areas were unaware about the polling booths.

Awareness about preparation of voter list: 35.7 percent and 31.1 percent in rural and urban areas respectively are aware about the preparation of the voter list for the Vidhan Sabha Election.

Awareness about amendment of voter list: Only 13.8 percent respondents in rural and 15.5 percent respondents in urban areas are aware about the amendment of the voter list. 86.2 percent in rural areas and 84.5 percent in urban areas are not aware about the amendment of the voter list last year.

Willingness to participate in next election: In rural areas 98.7 percent respondents and in urban areas 97.6 percent have shown interest, 1.3 percent in rural and 2.2 percent in urban respondents have not shown any interest to participate in the next Legislative Assembly election

Registered Youth Voters (286 respondents in rural and 342 in urban areas respondents were interviewed)

Gender profile of youths: In rural areas, 52.1 percent are male and 47.9 percent female. In urban areas, 56.4 percent are male and 43.6 percent are female.

Awareness about next Legislative Assembly Election: In rural areas, 70.3 percent and in urban areas 78.1 percent are aware, 29.7 percent of respondents in rural areas and 21.9 percent in urban areas are not aware of the next Legislative Assembly Election.

Awareness if casting of vote necessary: 96.9 percent in rural areas and 98.5 percent in urban areas feel that casting of their vote is necessary. 3.1 percent in rural and 1.5 percent in the urban areas feel that the casting of their vote is not necessary.

Training of EVMs: In rural areas 76.2 percent and in urban areas 80.4 percent respondents have gone through the training before the election for using EVMs.

Awareness about voter list: 53.1 percent in rural and 57.6 percent in urban areas are of the opinion that the renewal of voter's list is necessary. 27.6 percent in rural and the 18.7 percent in urban think that the renewal of the voter's list is not necessary and remaining 19.2 percent and the 23.7 percent in rural and urban areas respectively can't say about the renewal of voter's list.

Awareness about polling booths: 97.9 percent in rural areas and 99.4 percent in urban areas have knowledge about their polling booth. 2.1 percent in rural areas and 0.6 percent in urban areas are not aware about their polling booths.

Willingness to participate in coming elections: 98.2 percent in rural and 99.1 percent in urban areas have shown willingness to participate in the coming elections.

Non Registered but eligible Youth Voters (728 respondents in rural and 882 in urban areas were interviewed)

Gender profile of respondents: In rural areas, 50.1 percent are male and 49.9 percent female respondents and in urban areas 53.4 percent are male and 46.6 percent are female respondents.

Awareness about next Legislative Assembly: 34.1 percent of the respondents in the rural areas and 30.6 percent in the urban areas were not aware about the next Legislative Assembly Election.

Awareness if enrolling in voter list is beneficial: 97.7 percent from rural and 97.6 percent from urban feel that it is beneficial to enroll in the voter list.

Awareness if casting of vote necessary: 91.2 percent think that it is necessary to cast their vote, only 0.7 percent thinks that it is not necessary and remaining 8.1 percent are uncertain (rural areas). Similarly in urban areas 93.4 percent think casting of vote is necessary while 5.2 percent are not sure and remaining 1.4 percent think it is not necessary to cast their vote.

Reasons for not registered in the voter list: 38.5 percent were not eligible at the time of elections, 16.5 percent did not know how to enroll in the voter list and 20.7 could not register due to demand of age proof (rural). On the other hand 23.1 percent were not eligible at the time of elections, 18.4 percent did not know how to enroll in the voter list and 27.1% could not register due to demand of age proof.

C. Building Strategy

C1. Common Strategy (Overall Voter Education and Awareness)

C1.1. Information & Motivation

- In order to create awareness and also to ensure enrolment of the left out persons as Electors, it has been decided to approach the

parents/ guardians of the school students through a self speaking communication throughout the State.

- Efforts will be made to create awareness amongst the school students regarding the importance of being voter and the need of enrolment as Elector by organizing short lectures of the school teachers in the morning assemblies so that school students could be enabled to act as the agents of spreading awareness in this area.
- Universities have been asked to include “Voter awareness & Enrolment’ subject as one of the NSS theme. Vice-Chancellors have agreed to write to all the Colleges under their Institutions about implementation of this new theme of NSS.
- MOUs have been signed at the level of Chief Electoral Officer with the Vice-Chancellors of Kurukshetra University, District Kurukshetra, B.P.S. Mahila Vishwavidyala, Khanpur Kalan, District Sonapat, Chaudhary Devi Lal University, District Sirsa. MOUs with the rest of the Universities in Haryana are being undertaken in this phase.
- MoUs have been entered at the level of DEOs and EROs with RWAs and Civil Society Organizations and heads of educational institutions – School as well as higher education. Their services will be utilized for enhancing enrolment as well as for promoting ethical voting
- District Election Officers will organize sensitization meetings of Principals/Heads of the Educational Institutions/EROs/Nodal Officers.
- Meetings with the Principals/Heads of Institutions of Higher Education at the level of District Election Officers and thereafter separately at the level of EROs to sensitize them about the role of educational institutions in the democratic process of enrollment of

electors and casting of votes at the time of elections.

- To impart awareness message in the morning assemblies in the Schools.
- Meeting at the level of CEO with the Director General of Department of Women & Child Development for utilizing the services of 'Anganwari Workers' at village level to enhance registration of female electors.
- Meeting at the level of DEOs with the field staff of the department of Women & Child Development to gear them up for the field task.
- Awareness through a contingent of School / College students called "Sentinels of democracy" (iztkrU= ds izgjh) by participating in the Independence Day and Republic Day Parades at all District Headquarters of the State as well as the State Level Function.
- Meeting with the Heads of the Panchayat and Development and Urban Local Bodies Departments at the level of CEO to detail the services of their field staff for enhancing the democratic participation of people, males as well females, by way of registration as electors.
- Organizing of mini marathon and School rallies by the students of senior Schools and Colleges.
- Organizing poster making competition for the school students at all the block headquarters.
- Organizing the essay writing competition at the District level for School as well as College Students.
- Organizing the declamation context of "Responsibilities of the Voter in Democracy (iztkrU= esa ernkrk dk nkf;Ro) for School as well as College / University students at the district as well as State level.
- Awareness through folk songs, rallies, press notes in media,

advertisements, jingles etc..

- Awareness through circulation of message of the State and National icons amongst the masses through different electronic channels.
- Awareness through SMS, You Tube, Face-Book-Technological intervention.
- With January approaching, the SVEEP activities will have a tinge of NVD celebrations and these will be linked to the successful celebrations of NVD on 25.01.2014.
- Tableau on voters' awareness will be exhibited on Republic Day Parade at the Districts as well as State level function.
- Awareness through wall calendars, badges and stickers etc.
- Awareness of NVD through NSS-Volunteers- 200 NSS volunteers per district will be asked to visit 10 houses each in their neighborhood. NSS volunteers will administer NVD pledge to these house hold members. This will ensure creating awareness regarding Enrolment as well as voting.
- During the trail of SVEEP activities in the run up to the Lok Sabha and Vidhan Sabha Elections 2014, special campaigns will be launched almost in every month in the areas of NCR for increasing the enrolment of electors.
- One democracy Bus titled '**ernkrk l'kDrhdj.k ;ku**' will be launched during run up to the elections which will cover prominent urban areas in all districts

C1.2. Facilitation

- The Director General Department of Higher Education, Haryana has been requested to direct the College Authorities to ensure

supply of elector registration form to the eligible students at the time of admission and afterwards.

- Supplying and collecting back the filled-in Registration Forms from the College students.
- Appointment of Coordinators (Teachers) in the Colleges and Universities wherever not done.
- MOUs at the level of CEO with MD, HARTRON (SLA) for engaging its franchises as Electors' Facilitation Centres (ernkrk lgk;rk dsUnz) where facility for enrollment has been provided for new electors on nominal charge as specified for CSE for IT Department as per directions of the Election Commission of India. About 80 Voters' Facilitation Centres are functional.
- The registering and licensing authorities under the motor vehicle act have been approached for ensuring that anyone applying for driving license etc. has EPIC and incase he does'nt have then application in Form 6 is submitted by him.
- Detailed Plan is being done at Districts.
- District Election Officers will obtain E-mail addresses of the wards of the Students in most of the schools in NCR districts. Request will be made through E-mails for enrolment. Form-6 or other Forms will be supplied to Schools. Further arrangements will be done by coordination meetings between district officials & School Authorities, CSOs will also be involved in this process.

C2. Targeted Approach

C2.1. Information & Motivation

C2.2. Facilitation

C2.1 & C2.2 The detailed strategy has been revealed in the foregoing paras and is being and will be followed at all levels of the

implementation.

D. Implementation

D1. Team Formation at District & State HQs

State HQs –

1. Chief Electoral Officer
2. Addl.Chief Electoral Officer
3. Deputy Chief Electoral Officer,
4. Asstt.Chief Electoral Officer
5. Superintendent
6. Deputy Superintendent

Besides this, number of academicians has also been approached for content creation.

District Level

1. Addl. Deputy Commissioner (Nodal Officer)
2. Elector Registration Officer(s)
3. Deputy District Election Officer-cum-City Magistrate
4. District Development and Panchayat Officer
5. District Revenue Officer
6. District Information and Public Relation Officer
7. District Education Officer
8. District Planning Officer
9. District Informatics Officer (NIC)
10. Project Officer (ICDS)

D2. Training & Capacity Building of SVEEP Teams

- Five days training has been imparted to 8-HCS Officers selected by the State Govt. as State Level Master Trainers (SLMTs) at IIIDEM of Election Commission of India, New Delhi from 29th April to

3rd May, 2013.

- SLMTs have further imparted one day training to the DEOs/ Dy.DEOs/ EROs/AEROs/Supervisory Officers/District-Assembly Level Master Trainers at Divisional Level between 13th to 17th May, 2013 under the supervision of the Training Observers/Divisional Commissioner concerned.
- As per the criteria fixed by the ECI (Annexure-2 of ECI appended with its letter dated 2.7.2013) a district-wise list of 997 Officers of various department i.e. Revenue, Excise & Taxation, Public Relation, Police, BD&POs, Urban Bodies etc. was prepared for imparting training at Divisional Headquarters. Out of 997 Officers 703 Officers imparted trainings during the month of August/September, 2013. In addition to the above one day training on “Election Process” was also imparted to 32 HPS Officers in the rank of Deputy Superintendent of Police at Police Training Centre-Madhuban (Karnal).
- Two days refresher training to DEOs/ Dy.DEOs/ EROs/AEROs/Supervisory Officers/District-Assembly Level Master Trainers at Divisional Level will be imparted in 31st January 2014 and 8th February 2014 through SLMTs.
- One day training for BLOs shall also be organized in the 1st week of February to sensitize them about their rolls in the SVEEP as well as during elections.

D3. Building Partnerships

- Ms. Meghna Malik – State Icon,
- Department of Women & Child Development,
- Department of Technical Education,
- Department of Education,

- Department of Transport
- Universities in Haryana
- Department of Information, Public Relations & Cultural Affairs
- Banks (IDBI Bank) & Post Offices
- HAFED
- Campus Ambassadors
- NYK, NSS and NCC
- Private Media – both Print & Electronic Media
- Urban Local Bodies
- Social Networking Sites like Facebook
- Civil Society Organisation
- Labour Department.

D4. Resource Mobilization

- Following resources can be used to spread awareness among masses of this State regarding voter education and participation in electoral process, so that message can be reached to each and every person of this State: -
- Universities have been asked to include “Voter awareness & Enrolment’ subject as one of the NSS theme. Vice-Chancellors have agreed to write to all the Colleges under their Institutions about implementation of this new theme of NSS.
- Most of the youth especially female youth use auto rickshaw to reach their destination. So hanging small flex banner having motivational messages on each auto rickshaw is the best way to create awareness among the youth.
- ATMs of all the banks will be used to display messages on ATM screen.

- Advertisement Board of Municipal Corporation will also be used to spread awareness among people.
- Educational Institutions will also be used to educate and inform the youth regarding electoral process.
- Big size publicity posters to be displayed on Transport Buses.
- One democracy Bus titled '**ernkrk l'kDrhdj.k ;ku**' will be launched during run up to the elections which will cover prominent urban areas in all districts
- Anganwari Workers, NSS and NCC volunteers will utilize to create awareness and motivate the common people.

D5. Media & Communication Plan

D5.1. Overall Approach

- Awareness through folk songs, rallies, press notes in media, advertisements, jingles etc.
- Awareness through circulation of message of the State and National icons amongst the masses through different print and electronic channels.
- Awareness through SMS, You Tube, Face-Book-Technological intervention.
- Awareness through wall calendars, badges and stickers etc.
- Big size publicity posters to be displayed on Transport Buses.
- Cable TV
- Newspapers
- Local magazines
- Outdoor advertising space like municipal corporation advertising

board

- Internet
- Cinema Halls/Theatres
- Direct e-Mail

D5.2. Targeted Approach

- The messages for youth, women centric messages and urban targeted messages have been mentioned in the column below.

D5.3. Content Development

Inhouse material in Hindi and some in English have been developed by the Addl.Chief Electoral Officer himself which is given below: -

Slogans (Hindi)

1	iztkra= dh gSa ;s tku] er] ernkrk vkSj ernku A
2	ekSdk u xok,a pSafi;u cu tk,a T;knk dqN ugha cl oksVj dkMZ cuok,a A
3	eSa pkyh oksV cuko.k uSa rw ds ns[kSa ckV A mtyk Hkfo"; cukokaxs gks T;ka lkjs BkB A
4	Hkwy ugh nksgjk,axs ge] oksV t:j cuok,axs ge A
5	vkvks djsa dqN] ftl ij gks gedks ukt A pyks pyks] fQj oksV cuokosa vkt AA
6	le>k QtZ eSa viuk] uk drbZ d:i vkyL; A lkjs dkjt NksM+dj] cuokÅ; ¼Mkyw;½ oksV vo'; AA

	cuokÅj ¼Mkyw;½ oksV vo';] lqu yks HkbZ Kkuh A oksV Mkyuk lh[kks] ^gd* u gks tk, csekuh AA
7	लोकतंत्र के इम्तिहान की तैयारी । वोट बनवाना पहली जिम्मेवारी ॥
8	jk"V ^{ah} ; /ot Qgjk;s 'kku ls] lqfuf'pr djks ernku ls A
9	Uk rhj pkfg, u deku] djuk gS dsoy ernku A
10	dqN&dqN gksrk gS tc] ernku dsUnz eSa tkrk gwa A dqN&dqN&dqN gksrk gS] ykSV ds tc eSa vkrk gwa A xoZ ls lhuk iVus dks gks tkrk gS rc] tc ernkrk HkkX;fo/kkrk cu bBykrk gwa AA
11	bl ckj ugha nksqjkÅjxk] oksV Mky ds vkÅjxk A dqN Hkh dg yks ;kjks rqe] ^iliw* ugha dgyokÅaxk AA
12	सुखद भविष्य के सपनों की, भरनी है यदि उड़ान । भय छोड़ो त्यागो आलस जाओ करो सही मतदान ॥ करो सही मतदान बुद्धि-विवेक- कर्तव्य न छूटे । कह 'महेश्वर' (कविवर) समझाय, हाथ से वक्त न छूटे ॥
13	लोकतंत्र की मजबूती, का होगा नया विधान । लोभ, धर्म, जाति त्याग करेंगे जब मतदान ॥
14	करो मतदान, करो मतदान । सपनों की हो, पूरी उड़ान ॥
15	मेरी वोट की कीमत लगाकर शर्मिन्दा न हों ।
16	वोट खरीदने की कोशिश मत करना । जनाब! जेल जा सकते हो वरना ॥
17	आ तेरे सीने में, इक लौ सी जगा दूं । आ तूझको, कांटों पे चलना सिखा दूं ॥ किस गफलत में जी रहे हो, नौजवां । आ वोट से दुनिया बदलना सिखा दूं ॥
18	सभी युवाओं का एक ही नारा । वोट डालना कर्तव्य हमारा ॥
19	lqu yks cguks lqu yks HkkbZ;ksa] lquks irs dh ckr A oksVj dkMZ cuokokaxsa] tks gks T;ka lkjs BkB AA

20	jk"V ^{ah} ; ernkrk fnol gS vk;k] oksVj cuus dk iSxke gS yk;k A
21	सभी चुनें, सही चुनें ॥
22	वोट के लिए समय निकालें । जिम्मेवारी कतई न टालें ॥
23	लोकतंत्र की यही पुकार । मतदान करेंगे अब की बार ॥
24	लोकतंत्र करता आह्वान । अवश्य करो मतदान ॥
25	लोकतंत्र का है आह्वान । जनता करे सही मतदान ॥
26	लोकतंत्र का है आह्वान । जन-जन/जनता/मतदाता करे सही मतदान ॥
27	वोट डालकर आएंगे । अपना फर्ज निभाएंगे ॥
28	चाची ताई बाहण बेटियों सुन ल्यो म्हारी बात । वोट डाल कै आवण तै, बड़े थारी बिसात ।
29	लोकतंत्र के त्यौहार की घणी अनौखी रीत, ताई चाची बाहण बेटी जावैं गाती गीत । जावैं गाती गीत वोट डाल कै (गेर कै) आवॉगें, लोकतंत्र के सारे सपने साच्चै करवावांगे/कर दिखलावागें ॥
30	जिम्मेवारी की फिक्क करो, धर लो पक्का ध्यान । गलफत ना हो जाए, करो जरूर मतदान ॥
31	सम्मान से मतदान, मतदान से सम्मान ।

Slogans (English)

1	Equip yourself with the Real might. Register as a Voter to get Voting Right.
2	Don't let your right remain dormant?

	Register as Voter
3	My Vote.....My right! Do you Have? Register as Voter.
4	Don't remain Powerless! Register as Voter.
5	Don't wait endlessly! Register as Voter.
6	Don't lose the opportunity! Register as Voter.
7	My Vote, My Real Might! Do you Have? Register as Voter.

dfork@xhr

वोट डालकर आना है ।

अधिकार मिला अख्त्यार मिला इसको नहीं गंवाना है
उठो युवाओं, उठो महिलाओं, वोट डालकर आना है ।
हालातों को कोस-कोसकर
'ना फर्क पड़े' का राग सुनाकर ।
लय नहीं तुम ले पाओगे
सब को यही बताना है ॥
आजादी का अद्भुत तोहफा इसको नहीं बिसराना है ।
उठो युवाओं, उठो महिलाओं, वोट डालकर आना है ।
'ऐसे ही चला हैं' लोरी सुनकर
'ऐसे ही चलेगा' ढोल बजाकर
सुकून नहीं तुम ले पाओगे
सब को कर्त्तव्य बताना है ।
लोकतंत्र का महापर्व, यह इसको नही भुलाना है ।
उठो युवाओं, उठो महिलाओं, वोट डालकर आना है ।
कुछ नहीं बदला, ना बदलेगा
रोना-रोकर धोना धोकर

बिल में नहीं घुस जाओगे
 सबको यही चेताना है ।
 उज्ज्वल भविष्य का मूलमंत्र यह, इसको रटते जाना है ।
 उठो युवाओं, उठो महिलाओं, वोट डालकर आना है ।
 चाट पकौड़ी चाट-चटाकर
 टी.वी. चर्चा घुमा-फिराकर
 केवल फैंट बढ़ा पाओगे
 सब को चौकस कर जाना है ।
 स्वस्थ जीवन की राह यह इस पर चलते जाना है ।
 उठो युवाओं, उठो महिलाओं, वोट डालकर आना है ।
 नहीं बिकूंगा नहीं बिकेगी
 मेरी वोट धरोहर मेरी
 यही सोच कुछ पाओगे
 सबमें जोश जगाना है ।
 नैतिकता का बीजमंत्र यह, इसको ही अपनाना है ।
 उठो युवाओं, उठो महिलाओं, वोट डालकर आना है ।

D5.4. Summary of Media Insertions

Contents will be developed further in the light of the above indicative strategy and insertions shall be given/made in print as well as electronic media and also through advertizing hoardings, banners etc.

D6. Physical Events & Activities

D6.1. Overall Approach

- Organizing mini marathon and School rallies by the students of senior Schools and Colleges.
- Organizing poster making competition for the school students at all the block headquarters.
- Organizing the essay writing competition at the District level for School as well as College Students.
- Organizing the declamation context of “Responsibilities of the Voter in Democracy (iztkrU= esa ernkrk dk nkf;Ro) for School

as well as College / University students at the district as well as State level.

- Awareness through folk songs, rallies, press notes in media, advertisements, jingles etc.
- National Voter Day (NVD) function will be celebrated at State, District, AC and polling station level.
- Awareness through a contingent of School / College students called “Sentinels of democracy” (iztkrU= ds izgjh) by participating in the Independence Day and Republic Day Parades at all District Headquarters of the State as well as the State Level Function.
- Tableau on voters’ awareness will be exhibited on Republic Day Parade at the Districts as well as State level function.
- One democracy Bus titled ‘**ernkrk l'kDrhdj.k ;ku**’ will be launched during run up to the elections which will cover prominent urban areas in all districts
- 63 Campus Ambassadors/Coordinators have been appointed in different colleges by this district. These Campus ambassadors will educate and create awareness among youth and women regarding enrolment in voter lists and importance to right their vote.

D6.2. Targeted Approach

- Targeted activities have been mentioned in the para 6.4 below which will be done in addition to the above activities.

D6.3. Sankalp Patras/Pledge Letters and Invitation Letters from CEO/DEO and other innovations

- Sankalp Patra and Pledges having message regarding voter enrolment and participation will be distributed through the students of different schools and colleges to their parents.

Dear parents,

You might be aware that the Electoral Roll revision is under process and will complete on 4th October 2013. Registration as voter is required for participation in election process for Assembly and Parliamentary elections. It is expected that you alongwith your family are already enrolled as voter. May be you or some near and dear ones are there, who, despite being 18 years and above, might not have registered as voters. In order to let you awaken to your democratic responsibility, we are approaching you through our l'il future of the nation. It is requested that the duly filled in forms alongwith any proof of date of birth and residence may be sent through your ward to the school. Form No.6 can be had from the school office or can be downloaded from www.ceoharyana.nic.in. You can apply online also. If you are already registered as voter please mention the following details on this letter itself and return to the school.

Sr. No	Name	Voter card No.

Expecting warm response towards the advancement of democracy!

Deputy Commissioner-cum-
District Election Officer

PRINCIPAL

The format designed on the above pattern will be utilized for Sankalp Patras in respect of imploring of casting of votes.

D6.4. Summary of Proposed Events/Activities

Sr.No.	Target Groups	Events	Partner Agencies to be Associated (if any)
1	Women	<ul style="list-style-type: none">International Women's day, which is celebrated every year on 8th March, will be designated as "Day of Electoral Awakening for Women" and different awareness programme will be organised at every Assembly Constituency level.NVD 2014 shall also be dedicated to women participation in electoral democracy by organising Rallies and runs etc.	Women and Child Development Department,
2	Urban	<ul style="list-style-type: none">Use of Cinema Halls/Multiplexes like PVR for displaying messages pertaining to "Greater participation for Stronger Democracy". The audio /visual messages to be developed at National level in Hindi and other languages.	Cinema Hall, Multiplexes, Sports & Youth Welfare Department

		<ul style="list-style-type: none"> One date within 10 days of the announcement of the election by the Election Commission of India shall be fixed on which cycle rally shall be organised for youth in all major cities at one time so that the message for Greater participation for stronger democracy is spread across length and breadth of the State. 	
3	Youth	<ul style="list-style-type: none"> National youth day on 12th January, which is celebrated at the national level, shall be utilised for giving a clarion call to the youth of Haryana to come forward to shoulder the democratic responsibility by organising enrolment and awareness campaigns at the booth levels and Educational Institutions. The participation of youth in spreading awareness to other sections of the society in their neighbourhood shall be ensured through NSS/NCC/NYK volunteers who would approach residents of at least 10 neighbourhood houses and administer voter's pledge to them. The programme will have the motto of "Each One Reach Ten." One contingent of College/School students shall participate in Republic Day Parade - 2014 with one strip around their waist having inscribed thereon the Words भ्यक्सद्रा= दस इज्जिभ (Sentinels of democracy). 	Sports & Youth Welfare Deptt, NCC, NSS, NYK & Schools and Colleges
4	Identified Community	-Nil-	
5	Any other Group	-Nil-	
6	For all	One democracy Bus titled 'ernkrk l'kDrhdj.k ;ku' will be launched during run up to the elections which will cover prominent urban areas in all districts	

D7. Voter Facilitation

D7.1. Voter Facilitation Centres

- Voter's Facilitation Centres in each District/ACs will be set up at strategic locations for facilitation and awareness generation as well. The Centres will be supplied education and awareness material in good quantity.

D7.2. Helpline Numbers/Name Search on Internet & SMS etc/Polling Booth Location Search on Google Map etc.

- All these facilities are already working as per ECI guidelines in Haryana State.

D7.3. PS Specific Facilitation Initiatives Planned

- Suitable & adequate facilities like provision of drinking water, sheds, ramp and toilets for women etc will be provided at all polling stations.

D7.4. Any other target specific Facilitation measure planned

- EVM awareness programme at Polling Station Level in rural areas and at ward level in urban areas.

D7.5. Voter Slip

- Voter Slips containing information about voters as well as their polling station details will be generated and distributed among voters at appropriate time during the elections.

E. Monitoring Mechanism

- Each and every activity of SVEEP Plan will be monitored by the State Level as well as District Level SVEEP Monitoring Committees. Regular meetings with partner agencies like media, education institutions, campus ambassadors, ICDS, RWA,

NSS/NCC and all the Govt institutions etc will be done at State/District Level.

- The 1st VC with all DEOs will be held on 23.12.2013.

F. Evaluation & Documentation

G. Calendar

Action Points		Start Date	End Date	
Team Formation		01.01.2014	10.01.2014	
Training & Capacity Building		20.01.2014	10.02.2014	
Building Partnerships		01.01.2014	28.02.2014	
Resource Mobilization		01.01.2014	28.02.2014	
Monitoring		23.12.2014	Till Elections	
Evaluation		01.01.2014	Till Elections	
Documentation		Simultaneously to be finalized after the elections		
Facilitation Measures				
Helpline No. Activation		01.01.2014	15.01.2014	
Name Search Facility on SMS		Already Done		
PS Location on Google Map		Already Done		
Special Registration Drives for Women		20.01.2014	20.02.2014	
Polling Station Facility		01.01.2014	31.01.2014	
Any Other Facilitation Measure				
Communication & Activity Plan				
Theme	Sub-Theme	Activity (Event/Media Insertion)	Start Date	End Date
Registration	Why Register	Ads, Radio Jingles, TV Talks, Posters, Banners & Hoardings etc.	20.01.2014	Till Notification of Elections
	Where & When			
	How to Register/ Document Required			
Voting	Why Vote	Ads, Radio Jingles, TV	With the Announcement	Two days prior to the poll day
	How to Vote			
	Check Names in			

	Voter List Identification Documents Dos & Dents	Talks, Posters, Banners & Hoardings etc.	of elections	
	Inducement Free Voting			
	Informed Voting			
	NOTA			
	Pledge letters/Sankalp Patras to Students	Pledge letters/Sankalp Patras to Students	With the Announcement of elections	Within 15 days of the Announcement of elections
	Voter Slip ahead of Poll Day	Voter Slip	A day after the last date of filing of Nominations	Two days prior to the poll day
Electoral Education	Electoral System	Ads, Radio Jingles, TV Talks, Posters, Banners & Hoardings etc.	01.03.2014	Two days prior to the poll day
	Secrecy of Vote			

Reporting Format for National Voters' Day

State: HARYANA

Date: 01.01.2014

S.No	Topics	Remark
1	Number of PS locations where NVD will be/was organised	9702
2	Total electors to be/was distributed EPIC on NVD (includes those given EPIC between final publication of ER and NVD)	Male - 414427 Female - 377712 Others - 0 Total - 792139
3	Of these, how many in 18-19 yr age group(newly eligible)	Male - 139785 Female - 62000 Others - 0 Total - 201785
4	Number of badges to be/was distributed to new electors	5000
5	Number of Educational Institutions organising NVD function	450
6	Physical events organised for meeting gender gap	
	a. Scale for each PS	105/-

	b. Total fund disbursed to districts:	16,86,600/-
7	Number of Training programmes to be/was organised for BLOs for NVD	Nil
8	Chief Guest proposed for the State NVD function	Yet to Finalize
9	Name of Partner Agencies being/were roped in for NVD	DIPR, DHE, DSE, DPE, DCWD, HAFED, STC, DS&YD, ETC.
10	Are CDs of national Icons made available in Districts(Yes/No)	Yes
11	How many Youth Voter's Festivals being/were organised in the state	270
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	Nil
14	Concurrent activities proposed/taken up as part of NVD at a. State level b. District level	Declamation Contest on "Responsibilities of Electors in Democracy"