

COMPREHENSIVE SVEEP PLAN OF ACTION FOR ENHANCED ELECTORAL PARTICIPATION IN GENERAL ELECTIONS TO THE LOK SABHA, 2014.

A. Objectives

1. Bringing E.P. ratio to be closer to the 18+ population as per census data.
2. To remove the gender gap in enrollment and turnout.
3. 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.
4. Increasing in postal ballot voting by informing, motivating and facilitating the service voters and the employees.

B. Situation Analysis

1. Identification of 10% Polling Stations in each constituency with lowest E.P. ratio will be made along with the reasons thereof.
2. Identification of 10% Polling Stations in each constituency with low gender ratio will be made along with reasons thereof.
3. Identification of 10 % of Polling Stations in each district with lowest turnout in Lok Sabha Elections,2009 will be made along with the reasons thereof.
4. Identification of lowest turnout Parliamentary Constituencies/Assembly Segments will be made along with the reasons thereof.

B 1. Electoral Profile :-

B 1.1 Electoral Profile of Himachal Pradesh in brief.

1.	Area	55673 Sq. Kms.		
2.	Population	Total: Male: Female:	68,56,509 {Census-2011 provisional} 34,73,892 33,82,617	
3.	Districts	12		
4.	Total Parliamentary Constituencies	Total = 4 {PC 4-Shimla reserved for Scheduled Caste}		
5.	Total Rajya Sabha Seats	Total = 3		
6.	Assembly Constituencies	Total ACs =68 General = 48 SC = 17 ST = 03		
7.	Total Electors as on 01.10.2013 (Date of Draft Publication)			
		Male	Female	Total
	General Elector	23,64,354	22,57,747	46,22,101
	Service Elector (as on 30-06-2013)	50,164	15,037	65,201
	Grand Total	24,14,518	22,72,784	46,87,302
7(a)	EPICs holder	EPIC %age 46,22,101 100.00%		Photo %age 46,22,101 (100.00%)

8.	No. of Assembly Constituencies with 100% EPICs coverage	68 Assembly Constituencies
9.	Sub-Divisions	55
10.	Tehsils / Sub-Tehsils	81 / 35=116
11.	Development Blocks	77
12.	Municipals Corporation	01
13.	Municipal Councils	20
14.	Nagar Panchayats	28
15.	Cantonment Boards	07
16.	Police Stations	101 (including one P.S of R&T)
17.	Gram Panchayats	3243
18.	Villages	20140 {Inhabited=17517+ un-Inhabited =2623}
19.	Kanungo Circles	241
20.	Patwar Circles	2333
21.	Polling Station	7382
22.	Average number of electors assigned to a Polling Station	626
23.	(a) No. of Assembly Constituencies:	68
	(b) Electoral Registration Officers:	49 { ADM=2, SDM=47}
	(c) Assistant Electoral Registration Officers:	132 { SDM=4 Tehsildar=83 Tehsildar(E)=12, Naib-Tehsildar=33}
	(d) Returning Officers for PCs:	4 DC
	(e) Assistant Returning Officer for PCs:	74 {DC=8, ADC=5, ADM=11, RC=1, AC to DC=2, SDM=47}
	(f) Returning Officers for ACs:	68
	(g) Assistant Returning Officers for ACs:	118
	(h) Booth Level Officer:	7252
24.	Total Sections In Photo Electoral Rolls:	23540 {Sections in Urban Area=1141, Sections in Rural Area=22399}
25.	Names of Bordering States / Countries	Punjab, Haryana, Uttarakhand & Jammu & Kashmir States, China (Tibet) Country
26.	Names of Airports	Kullu (Bhuntar), Shimla (Jubbar Hatti) and Kangra (Gaggal)
27.	Total No. of EVMs available in the State	CUs =10,990 & Bus =6990 (2002 & 2005 Model) CUs =11,010 & Bus =11000 (Post 2006 Model)

28. Polling Station:

Total No. of Polling Stations in the State	Total No. of Booth Level Officers	Total No. of Polling Stations in Urban Areas	Total No. of Polling Stations in Rural Areas
7,382	7,382	525	6855

29. Average percentage of votes polled :

General Election to Vidhan Sabha, 2003	General election to Lok Sabha, 2004	General Election to Vidhan Sabha, 2007	General election to Lok Sabha, 2009	General Election to Vidhan Sabha, 2012
74.51%	59.71%	71.61%	58.43%	73.51%

30. National and State Parties (Recognized)

Sl. No.	Name	Symbol	Party Position in	
			Assembly	Parliament
National Parties				
1.	Bahujan Samaj Party	Elephant	0	Nil
2.	Bharatiya Janata Party	Lotus	26	3
3.	Communist Party of India	Ears of Corn and Sickle	-	-
4.	Communist Party of India (Marxist)	Hammer, Sickle and Star	-	-
5.	Indian National Congress	Hand	36	1
6.	Nationalist Congress Party	Clock	-	-
Others				
1.	Himachal Lok Hit Party	Telephone	1	-
2.	Independent		5	-

B1.2 Socio-Cultural Profile of the State

Himachal Pradesh is situated in the North corner of India. Snow clad mountains, beautiful Deodar and Pines forests adds to its pristine beauty and glory. The state of Himachal Pradesh has boundaries with the Jammu and Kashmir in the North, Uttar Pradesh in the South-East, China on East, Haryana in the South and Punjab in the West. It is located between 30°22' and 30°12' north latitude and between 75°47' and 79°4' east longitude. The mountainous state has altitudes ranging from 350 to 7000 meters (1050 ft. to 21000 ft.) above the sea level. Out of twelve districts, Lahaul and Spiti district has the largest area and smallest district being Hamirpur. Its countryside offered wide varieties of colonial mansions, forts, palaces which are century old and adds to the pristine glory of countryside.

Map of Himachal Pradesh



(URL: <http://www.mapsofindia.com/maps/india/indiastateandunion.htm>)

Culture of Himachal Pradesh

Himachal was one of the few states that had remained largely untouched by external customs, largely due to its difficult terrain. With the technological advancements the state has changed very rapidly. It is a multireligional, multicultural as well as multilingual state like other Indian states. Some of the most commonly spoken languages includes [Hindi](#), [Pahari](#), [Dogri](#), [Mandeali Kangri](#), [Mandyali](#), [Gojri](#) and [Kinnauri](#). The caste communities residing in Himachal include the [Brahmins](#), [Rajputs](#), [Gujjars](#), [Gaddis](#), [Ghirth](#) (choudhary), [Kannets](#), [Rathis](#) and [Kolis](#), [Sood](#). There are tribal populations in the state which mainly comprise [Kinnars](#), [Pangawals](#), [Sulehria](#), and [Lahaulis](#).^[28]

The state is well known for its handicrafts. The carpets, leather works, shawls, metalware, woodwork and paintings are worth appreciating. Pashmina shawls are a product that is highly in demand in Himachal and all over the country. Himachali caps are famous art work of the people. Extreme cold winters of Himachal necessitated wool weaving. Nearly every household in Himachal owns a pit-loom. Wool is considered as pure and is used as a ritual cloth. The well-known woven object is the shawl, ranging from fine pashmina to the coarse deshar. Kullu is famous for its shawls with striking patterns and vibrant colours. Kangra and Dharamshala are famous for Kangra miniature paintings.

Local music and dance reflect the cultural identity of the state. Through their dance and music, they entreat their gods during local festivals and other special occasions. Apart from the fairs and festivals that are celebrated all over India, there are number of other fairs and festivals that are of great significance to Himachal Pradesh.

B2. Identification of Gaps

B2.1. Category wise gaps:-

Annexure 2.4					
Chapter II, Para 12 (xvi)					
State Age-Cohort Wise Elector Information					
Name of State:		Himachal Pradesh		Year of Revision, 2014	
Total State Population in numbers (projected upto the year of current revision)				7,120,034	
State Population of 18+ only (in numbers projected to year of current revision)				4,860,742	
Age Cohort	Projected Census Population in age cohort (Projected upto the year - 2014 of current revision)	%age of (2) to 'X' i.e. total Population as per census	Electors as per draft roll w.r.t. 01-01-2014 as the qualifying date (as on 01-10-2013)	%age of (4) to 'X' i.e. total Population as per voter roll	%age of (4) to 'Y' i.e. registered voters vs eligible voters
1	2	3	4	5	6
18-19	177440	2.49	24773	0.35	0.51
20-29	1036428	14.56	994399	13.97	20.46
30-39	1180678	16.58	1158408	16.27	23.83
40-49	1010018	14.19	1006462	14.14	20.71
50-59	695479	9.77	687787	9.66	14.15
60-69	437142	6.14	430596	6.05	8.86
70-79	227956	3.20	225227	3.16	4.63
80+	95601	1.34	94449	1.33	1.94
State Total	4,860,742	68.27	4,622,101	64.92	95.09

(a) Gender Ratio:

Projected Population year, 2014)			Electors as per draf published w.r.t. 1/1/2014 as qualifying date (as on 01-10-2014)		
Male	Female	Sex Ratio (females per 1000 males)	Male	Female	Sex Ratio (females per 1000 males)
3604653	3515381	975	2364354	2257747	955

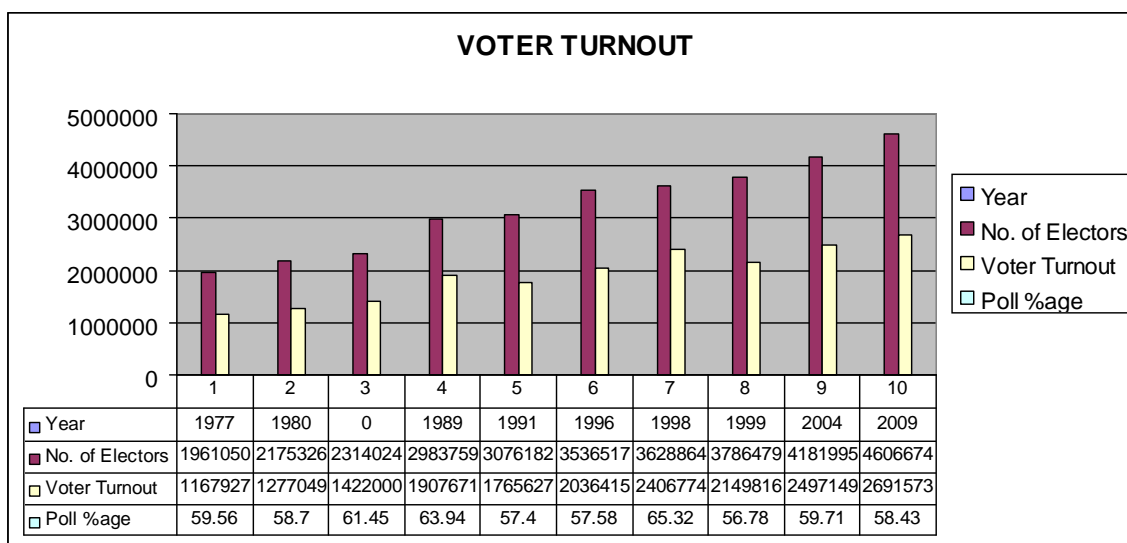
(b) Elector- Population Ratio:

Projected Population year, 2014)			Electors as per draft published w.r.t. 1/1/2014 as qualifying date (as on 01-10-2014)			Ratio of Electors to Population		
Male	Female	Total	Male	Female	Total	Male	Female	Total
3604653	3515381	7120034	2364354	2257747	4622101	656	642	649

Report of Lok Sabha Elections from 1977 onwards

Year	No. of ACs	No. of Polling Stations	No. of Electors	No. of Contestant	Voter Turnout	Poll %age
1977	4	3361	1961050	14	1167927	59.56
1980	4	3742	2175326	29	1277049	58.70
1984-85	4	4129	2314024	31	1422000	61.45
1989	4	4678	2983759	33	1907671	63.94
1991	4	4681	3076182	46	1765627	57.40
1996	4	5721	3536517	54	2036415	57.58
1998	4	6230	3628864	22	2406774	65.32
1999	4	6230	3786479	22	2149816	56.78
2004	4	6232	4181995	23	2497149	59.71
2009	4	7253	4606674	31	2691573	58.43

Bar Diagram showing Voters Turn out in Lok Sabha Elections:



B 2.2 District wise gender ratio:-

Name of District	Census Gender Ratio of district	Electors as per 2011 roll			Electors as per Final Publication of Roll as on 05-04-2013 & 06-05-2013 (w.r.t. 1.1.2013)			Electors as per Draft Publication of Roll as on 01.10.2013 (w.r.t. 1.1.2014)		
		Male	Female	Sex Ratio	Male	Female	Sex Ratio	Male	Female	Sex Ratio
1	2	3	4	5	6	7	8	9	10	11
Chamba	991	159730	151339	947	165850	155679	939	166011	155599	937
Kangra	1015	531206	519356	978	549151	535049	974	550462	534909	972
Lahaul & Spiti (ST)	918	10744	10661	992	11049	11030	998	11076	11061	999
Kullu	952	133637	124601	932	139715	131685	943	139879	131763	942
Mandi	1014	342426	337873	987	353746	349997	989	353764	350032	989
Hamirpur	1098	167940	174642	1040	173164	180366	1042	173186	180008	1039
Una	979	177454	169142	953	184485	175188	950	184670	175067	948
Bilaspur	983	135428	129122	953	140050	134597	961	140037	134561	961
Solan	885	167897	153694	915	175567	125716	716	175899	161483	918
Sirmaur	914	160816	140514	874	169799	148625	875	170163	148765	874
Shimla	918	260965	236868	908	271863	248758	915	272610	249213	914
Kinnaur	818	25442	23976	942	26593	25285	951	26597	25286	951
State Total	975	2273685	2171788	955	2361032	2221975	941	2364354	2257747	955

District wise population ratio:-

Name of District	Total Population (Projected as on the proposed publication year 2014)			Electors as per proposed (Draft) roll w.r.t. 1/1/2014 as qualifying date (As on 1.10.2014)			Ratio of Electors to Population		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
1	2	3	4	5	6	7	8	9	10
Chamba	270626	268161	538787	166011	155599	321610	613	580	597
Kangra	776631	788551	1565182	550462	534909	1085371	709	678	693
Lahaul & Spiti (ST)	17072	15666	32738	11076	11061	22137	649	706	676
Kullu	232727	221553	454280	139879	131763	271642	601	595	598
Mandi	515418	522539	1037957	353764	350032	703796	686	670	678
Hamirpur	224872	246908	471780	173186	180008	353194	770	729	749
Una	273428	267664	541092	184670	175067	359737	675	654	665
Bilaspur	200056	196684	396740	140037	134561	274598	700	684	692
Solan	317642	281167	598809	175899	161483	337382	554	574	563
Sirmaur	287678	262842	550520	170163	148765	318928	592	566	579
Shimla	440401	404218	844619	272610	249213	521823	619	617	618
Kinnaur	48102	39428	87530	26597	25286	51883	553	641	593
State Total	3604653	3515381	7120034	2364354	2257747	4622101	656	642	649

District Age-Cohort Wise Elector Information:-

Name of State:	Himachal Pradesh		Year of Revision	2014	
District Population in numbers (projected upto the year of current revision) [X]					7120034
District Population of 18+ only (projected upto year of current revision) [Y]					
Age Cohort	Projected Census Population in age cohort (Projected upto the year-2014 of current revision)	%age of (2) to 'X' i.e. total Population as per census	Electors as per draft roll w.r.t. 01-01-2014 as qualifying date (as on 01-10-13)	%age of (4) to 'X' i.e. total Population as per voter roll	%age of (4) to 'Y' i.e. registered voters vs eligible voters
1	2	3	4	5	6
District Chamba (Projected population=538787)					
18-19	14293	2.65	1617	0.30	0.47
20-29	83855	15.56	78813	14.63	22.74
30-39	83801	15.55	80620	14.96	23.26
40-49	69236	12.85	69065	12.82	19.93
50-59	47335	8.79	45959	8.53	13.26
60-69	29618	5.50	27422	5.09	7.91
70-79	13695	2.54	13295	2.47	3.84
80+	4782	0.89	4819	0.89	1.39
Distt. Total	346616	64.33	321610	59.69	92.79
District Kangra (Projected population=1565182)					
18-19	41757	2.67	4770	0.30	0.42
20-29	217723	13.91	211139	13.49	18.37
30-39	286289	18.29	274214	17.52	23.86
40-49	234458	14.98	232719	14.87	20.25
50-59	170766	10.91	166960	10.67	14.53
60-69	112761	7.20	110689	7.07	9.63
70-79	59305	3.79	58832	3.76	5.12
80+	26322	1.68	26048	1.66	2.27
Distt. Total	1149380	73.43	1085371	69.34	94.43
District Lahaul & Spiti (Projected population = 32738)					
18-19	935	2.86	169	0.52	0.70
20-29	5894	18.00	5131	15.67	21.35
30-39	5808	17.74	5704	17.42	23.74
40-49	4490	13.71	4356	13.31	18.13
50-59	3165	9.67	3119	9.53	12.98
60-69	2040	6.23	1982	6.05	8.25
70-79	1145	3.50	1140	3.48	4.74
80+	554	1.69	536	1.64	2.23
Distt. Total	24031	73.40	22137	67.62	92.12
District Kullu (Projected population = 454280)					
18-19	11309	2.49	1600	0.35	0.56
20-29	67681	14.90	66033	14.54	23.29
30-39	67724	14.91	67701	14.90	23.87
40-49	59177	13.03	59144	13.02	20.86
50-59	39276	8.65	38896	8.56	13.72
60-69	22575	4.97	22527	4.96	7.94
70-79	11485	2.53	11382	2.51	4.01
80+	4340	0.96	4359	0.96	1.54
Distt. Total	283566	62.42	271642	59.80	95.80

District Mandi (Projected population = 1037957)					
18-19	27582	2.66	4699	0.45	0.64
20-29	162928	15.70	154989	14.93	21.04
30-39	179538	17.30	178370	17.18	24.21
40-49	150931	14.54	150851	14.53	20.48
50-59	102432	9.87	102295	9.86	13.89
60-69	64494	6.21	64004	6.17	8.69
70-79	34554	3.33	34429	3.32	4.67
80+	14252	1.37	14159	1.36	1.92
Distt. Total	736713	70.98	703796	67.81	95.53
District Hamirpur (Projected population = 471780)					
18-19	11374	2.41	1765	0.37	0.47
20-29	76283	16.17	70235	14.89	18.88
30-39	88362	18.73	85611	18.15	23.02
40-49	74920	15.88	74842	15.86	20.12
50-59	53675	11.38	53641	11.37	14.42
60-69	36896	7.82	36766	7.79	9.89
70-79	20633	4.37	20632	4.37	5.55
80+	9776	2.07	9702	2.06	2.61
Distt. Total	371919	78.83	353194	74.86	94.97
District Una (Projected population = 541092)					
18-19	11495	2.12	2180	0.40	0.58
20-29	72887	13.47	69191	12.79	18.48
30-39	91135	16.84	91007	16.82	24.31
40-49	80671	14.91	80434	14.87	21.48
50-59	54331	10.04	54250	10.03	14.49
60-69	35567	6.57	35136	6.49	9.38
70-79	19588	3.62	18959	3.50	5.06
80+	8711	1.61	8580	1.59	2.29
Distt. Total	374386	69.19	359737	66.48	96.09
District Bilaspur (Projected population = 396740)					
18-19	9683	2.44	1323	0.33	0.46
20-29	62091	15.46	58974	14.86	20.45
30-39	67150	16.93	66342	16.72	23.01
40-49	60035	15.13	59853	15.09	20.76
50-59	41578	10.48	40987	10.33	14.21
60-69	26401	6.65	25829	6.51	8.96
70-79	14307	3.61	14239	3.59	4.94
80+	7114	1.79	7051	1.78	2.45
Distt. Total	288360	72.68	274598	69.21	95.23
District Solan (Projected population = 598809)					
18-19	13951	2.33	1860	0.31	0.53
20-29	77983	13.02	74405	12.43	21.03
30-39	86097	14.38	86060	14.37	24.33
40-49	78508	13.11	78280	13.07	22.13
50-59	49557	8.28	49431	8.25	13.97
60-69	28777	4.81	28809	4.81	8.14
70-79	13892	2.32	13598	2.27	3.84
80+	4961	0.83	4939	0.82	1.40
Distt. Total	353726	59.07	337382	56.34	95.38
District Sirmour (Projected population = 550520)					
18-19	11944	2.17	2513	0.46	0.76
20-29	81857	14.87	80787	14.67	24.29
30-39	79362	14.42	78819	14.32	23.70

40-49	68532	12.45	68343	12.41	20.55
50-59	45918	8.34	44940	8.16	13.51
60-69	27073	4.92	26710	4.85	8.03
70-79	13006	2.36	12385	2.25	3.72
80+	4884	0.89	4431	0.80	1.33
Distt. Total	332576	60.41	318928	57.93	95.90
District Shimla (Projected population = 844619)					
18-19	21147	2.50	2033	0.24	0.37
20-29	112654	13.34	111919	13.25	20.59
30-39	131002	15.51	129818	15.37	23.88
40-49	118563	14.04	118135	13.99	21.73
50-59	81011	9.59	80885	9.58	14.88
60-69	46492	5.50	46295	5.48	8.52
70-79	23868	2.83	23863	2.83	4.39
80+	8941	1.06	8875	1.05	1.63
Distt. Total	543679	64.37	521823	61.78	95.98
District Kinnaur (Projected population = 87530)					
18-19	1970	2.25	244	0.28	0.44
20-29	14594	16.67	12783	14.60	22.91
30-39	14410	16.46	14142	16.16	25.35
40-49	10497	11.99	10440	11.93	18.71
50-59	6435	7.35	6424	7.34	11.51
60-69	4447	5.08	4427	5.06	7.93
70-79	2478	2.83	2473	2.83	4.43
80+	963	1.10	950	1.09	1.70
Distt. Total	55792	63.74	51883	59.27	92.99
State Total	4860742	68.27	4622101	64.92	95.09

An analysis of the above statistical data suggests the following short falls in terms of registration:-

1. E.P. ratio stands at 649 against the eligible 682.
2. Gender ratio stands at 955 against the eligible 975.
3. Registration of youth of the age group of 18-19 years is 0.35% of the total projected population whereas the projected population of this age group is 2.49% of the total projected population.
4. There has been a decline in terms of voter turnout as the turnout in Lok Sabha Elections 2009 was 58.43% as against 59.71% during Lok Sabha Elections, 2004. This turnout is very low if compared to the turnout in Vidhan Sabha Elections.

B2.3 Polling Station wise (identification of 10% of the lowest turnout polling stations) :

List of 10% lowest turnout in Lok Sabha Elections, 2009 in each district

Name of District	Name of Assembly Constituency	List of PS with low voter turnout	
1	2	3	
Chamba	1-Churah (SC)	1/33-30.50	
		1/75-33.58	
		1/58-34.25	
		1/106-38.48	
		1/42-44.68	
		1/72-45.22	
		1/14-45.39	
		1/39-46.65	
		1/98-47.47	
		1/47- 48.31	
		1/64-48.56	
		2-Bharmour (ST)	2/137-11.22
			2/136-13.62
			2/131-14.15
	2/134-17.47		
	2/135-19.92		
	2/121-32.41		
	2/56-32.96		
	2/130-34.65		
	2/59-37.04		
	2/70-38.03		
	2/64-38.04		
	2/66-38.83		
	2/60-39.83		
	2/68-39.88		
	3-Chamba	3/84-25.56	
		3/111-32.14	
		3/114-34.18	
		3/26-34.82	
		3/14-35.89	
		3/110-36.19	
		3/108-36.97	
		3/16-37.12	
		3/15- 37.27	
		3/8-38.02	
		3/2-38.43	
		3/32-39.05	
		4-Dalhousie	4/93-32.77
			4/55-33.73
	4/54-35.33		
	4/44-37.77		
	4/34-39.40		
4/56-39.59			
4/92-39.77			
4/25-40.32			

		4/85-.41.22
		4/90-41.65
		4/93-32.77
	5-Bhattiyat	5/40-0.00
		5/4-30.27
		5/13-39.08
		5/41-39.19
		5/65-40.36
		5/1-.42.15
		5/16-.44.35
		5/78-45.97
		5/103-46.18
		5/75-46.34
		5/59-46.46
Kangra	6-Nurpur	6/17-2.63
		6/13-36.09
		6/45-42.92
		6/20-43.66
		6/109-44.75
		6/107-46.31
		6/1-46.94
		6/61- 47.18
		6/41-47.4
		6/80-47.58
		6/16-47.7
	7-Indora (SC)	7/10-45.46
		7/21-47.99
		7/11-49.2
		7/20-50.63
		7/2-51.44
		7/19-53.77
		7/56-54.17
		7/45-54.41
		7/104-55.19
		7/9-55.29
		7/59-55.49
	8-Fatehpur	8/8-0.33
		8/7-32.38
		8/19-38.21
		8/65-45.09
		8/86-48.46
		8/6-49.66
		8/87-49.98
		8/68-50
		8/90-52.99
		8/101-53.44
	9-Jawali	9/36-52.47
		9/89-53.52
		9/103-54.07
		9/37-54.28
		9/110-55.69
		9/92-56.6
		9/109-57.19
		9/93-57.71

	9/86- 58.56
	9/97-58.61
	9/104- 63.26
10-Dehra	10/82-35.12
	10/24-41.39
	10/44-41.4
	10/70-41.45
	10/3-42.35
	10/1-44.45
	10/36-44.87
	10/65-45.97
	10/32-46.22
	10/33-46.42
11-Jaswan Pragpur	11/15- 65.93
	11/3-66.41
	11/101- 67.49
	11/7-68.06
	11/18-68.61
	11/2- 68.64
	11/50-68.65
	11/1- 68.98
	11/38-69.46
	11/72-70.42
12-Jawalamukhi	12/68-38.02
	12/77-38.52
	12/55-38.89
	12/66-42.83
	12/26-43.77
	12/6-43.95
	12/80-44.08
	12/40-44.19
	12/25-44.24
	12/61-44.66
13-Jaisinghpur (SC)	13/88- 35.2
	13/56-36.48
	13/37-37.96
	13/36-38.51
	13/50- 39.37
	13/3-39.76
	13/75-40.96
	13/44-41.29
	13/68-41.4
	13/38-41.49
	106-41.76
14-Sullah	14/45-34.93
	14/55-39.5
	14/110-40
	14/102-43
	14/34-44.08
	14/74-44.34
	14/86-45
	14/54-46
	14/109-46.67
	14/122-46.84

	14/128-48.08
	14/55-49
	14/103- 49.92
15-Nagrota	15/90-32.36
	15/38-34.59
	15/91- 36.48
	15/50-36.95
	15/30- 37.7
	15/77-37.98
	15/54-41.06
	15/51-42.26
	15/92- 42.95
	15/36-44.11
	15/47-44.33
16-Kangra	16/68- 33.75
	16/24- 37.67
	16/2- 38.71
	16/78-39.59
	16/29-39.86
	16/88-41.42
	16/49-41.63
	16/57-42.69
	16/69-43.15
	16/64-43.88
17-Shahapur	17/9-25.28
	17/20-28.87
	17/23-34.23
	17/17-36.52
	17/11-36.65
	17/36-37.03
	17/104-38.14
	17/88-39.81
	17/22-40.66
	17/30-41.12
	17/100-41.29
18-Dharamshala	18/11-43.08
	18/14- 43.86
	18/9-44.53
	18/18- 45.04
	18/8-45.84
	18/33-46.17
	18/17- 46.23
	18/72-46.36
	18/19-47.71
	18/79-48.14
19-Palampur	19/55-33.05
	19/7-40.02
	19/54- 40.09
	19/8-41.05
	19/15-44
	19/29-46.01
	19/44-47.09
	19/56-48.01
	19/45-48.04

		19/40-48.06
	20-Bajjnath (SC)	20/99- 51
		20/56- 52
		20/97-53
		20/45-53
		20/21- 53
		20/66-54
		20/58-56
		20/103-57
		20/77- 57
		20/60-57
Lahaul and Spiti	21-Lahaul and Spiti(ST)	21/40- 51.81
		21/41- 51.43
		21/43- 54.76
		21/31- 55.96
		21/73- 56.37
		21/39- 57.11
		21/61- 58.28
		21/42- 61.54
		21/52- 61.64
		21/37-61.37
Kullu	22-Manali	22/5-54
		22/8-15
		22/9-1
		22/10-53
		22/12-47
		22/15-48
		22/17-43
		22/18-50
		22/21-54
		22/85-43
	23-Kullu	23/27-45.31
		23/28-54.24
		23/29-47.35
		23/30-50.00
		23/33-53.78
		23/34-55.79
		23/35-47.89
		23/47-52.39
		23/67-55.02
		23/68-55.06
		23/84-50.24
		23/96-48.70
		23/103-06.58
		23/107-45.75
	24-Banjar	24/1-55
		24/42-54
		24/51-57
		24/53-5
		24/62-57
		24/64-36
		24/87-54
		24/88-51
		24/89-51

		24/90-50
		24/116-58
		24/117-40
		24/118-53
	25-Anni(SC)	25/20-59.85
		25/54-56.80
		25/55-47.31
		25/58-47.31
		25/76-60.48
		25/78-58.54
		25/81-59.15
		25/83-57.47
		25/84-61.48
		25/107-61.92
		25/110-57.79
		25/112-53.84
		25/113-57.34
Mandi	26-Karsog	26/32-25 %
		26/42-26
		26/1-37
		26/48-42
		26/9-42
		26/11-45
		26/29-46
		26/65-46
		26/24-46
		26/71-48
	27-Sunder Nagar	27/25-33
		27/29-35
		27/91-35
		27/88-38
		27/99-42
		27/95-43
		27/28-44
		27/92-44
		27/24-45
		27/60-45
	28-Nachan(SC)	28/60-27
		28/22-48
		28/61-51
		28/59-51
		28/24-52
		28/63-52
		28/23-53
		28/4-54
		28/79-56
		28/57-56
	29-Seraj	29/51-64
		29/52-68
		29/60-8
		29/64-61
		29/65-65
		29/68-68
		29/72-67

		29/80-58
		29/82-64
		29/83-55
		29/99-66
		29/105-62
	30-Drang	30/5-43
		30/7-43
		30/9-45
		30/23-49
		30/39-51
		30/78-50
		30/81-50
		30/82-37
		30/105-51
		30/107-46
	31-Joginder nagar	31/73-45
		31/28-48
		31/44-49
		31/126-50
		31/43-50
		31/62-51
		31/27-51
		31/39-52
		31/114-53
		31/95-53
		31/116-53
		31/25-54
		31/17-62
	32-Dharmpur	32/7-40
		32/19-42
		32/74-44
		32/14-44
		32/1-44
		32/11-44
		32/15-45
		32/3-45
		32/6-46
		32/67-46
	33-Mandi	33/4-52
		33/33-50
		33/43-53
		33/44-52
		33/49-49
		33/59-53
		33/79-49
		33/93-46
		33/97-36
		33/99-53
	34-Balh(SC)	34/1-46
		34/3-33
		34/5-44
		34/6-47
		34/21-47
		34/24-52

		34/28-49
		34/31-50
		34/32-45
		34/88-48
	35-Sarkaghat	35/94-44
		35/80-45
		35/65-46
		35/44-47
		35/1-47
		35/45-47
		35/26-47
		35/64-48
		35/43-49
		35/62-52
Hamirpur	36-Bhoranj (SC)	36/89-47.65
		36/55-48.26
		36/29-48.36
		36/50-48.38
		36/79- 49.73
		36/75-50.38
		36/59-51.19
		36/60-51.30
		36/81-51.51
		36/91-51.65
	37-Sujanpur	37/20- 42.75
		37/29-43.67
		37/27-46.93
		37/28-50.53
		37/9-51.13
		37/8-52.17
		37/23-52.22
		37/17-52.39
		37/79-52.66
		37/25-53.34
	38-Hamirpur	38/28-47.91
		38/32-49.12
		38/35-50.13
		38/31-50.53
		38/19- 51.33
		38/21-51.82
		38/33-52.07
		38/86-52.56
		38/87-53.95
		38/22-54.39
	39-Barsar	39/33-47.31
		39/53-48.86
		39/11-49.66
		39/2-50.71
		39/7-50.88
		39/63-50.94
		39/78-52.02
		39/3-52.36
		39/4-52.63
		39/17-52.72

		39/42-53.36
	40-Nadaun	40/110-40.14
		40/08-42.82
		40/112-44.00
		40/114-44.14
		40/63-44.17
		40/61-47.13
		40/35-47.98
		40/01-48.99
		40/18-49.14
		40/116-49.69
		40/65-49.74
		40/45-50.00
Una	41-Chintpurni(AC)	41/25-37.96
		41/13-39.71
		41/8-40.22
		41/3-42.00
		41/23-42.43
		41/5-43.13
		41/14-45.07
		41/9-45.31
		41/78-46.63
		41/24-47.23
	42-Gagret	42/70-46.44
		42/53-47.69
		42/61-48.91
		42/4-49.18
		42/59-49.44
		42/60-49.73
		42/88-49.81
		42/51-50.52
		42/30-51.23
	43-Haroli	43/90-38.58
		43/13-50.94
		43/89-52.15
		43/81-52.50
		43/99-55.90
		43/83-56.48
		43/78-57.28
		43/67-57.31
		43/98-57.53
		43/88-57.55
	44-Una	44/74-45.18
		44/35-48.34
		44/36-50.82
		44/6-53.48
		44/82-54.55
		44/90-54.66
		44/89-54.99
		44/78-55.11
		44/14-55.68
		44/79-56.40
		44/80-56.81

	45-Kutlehar	45/26-52.05
		45/86-52.95
		45/14-53.64
		45/89-54.07
		45/3-55.15
		45/18-55.53
		45/1-55.73
		45/16-56.69
		45/11-56.85
		45/97-57.14
		45/22-57.56
Bilaspur	46-Jhandutta (SC)	46/1-41.55
		46/67-51.15
		46/69-52.30
		46/80-50.81
		46/84-51.37
		46/90-52.08
		46/91-46.66
	47-Ghumarwin	47/31-47.61
		47/56-45.10
		47/57-47.46
		47/59-42.16
		47/65-42.79
		47/72-43.27
		47/82-44.40
		47/89-47.13
	48-Bilaspur	48/12-48
		48/18-49
		48/19-47
		48/22-46
		48/26-49
		48/28-47
		48/36-46
		48/44-35
		48/45-43
		48/5-49
		48/53-48
		48/55-42
	49-Sri Naina Devi Ji	49/10-52
		49/16-49
		49/17-52
		49/27-52
		49/30-50
		49/7-51
Solan	50-Arki	50/9-58.72
		50/67-59.46
		50/15-60.95
		50/27-61.39
		50/78-62.21
		50/76-62.77
		50/12-63.20
		50/64-63.52
		50/34-63.88

	51-Kasauli	51/28-59.41
		51/62-61.08
		51/49-61.12
		51/50-62.16
		51/59-62.38
		51/69-63.64
		51/60-63.73
	53-Solan	53/115-50.09
		53/74-51.28
		53/64-51.35
		53/75-51.64
		53/66- 52.52
		53/65-52.82
		53/114-53.55
		53/90-54.49
		53/88-54.67
		53/87-54.69
		53/85-54.89
		53/77-55.77
		53/62-56.05
		53/80-58.53
		53/86-59.55
		53/68-59.58
		53/84-60.07
		53/94-60.07
		53/78-60.23
		53/16-61.21
		53/71-61.23
		53/81-61.26
		53/42-61.33
		53/69-61.61
		53/79-61.70
		53/102-61.99
		53/82-62.00
		53/63-62.36
		53/101-62.69
		53/72-62.84
		53/76-63.10
		53/67-63.31
		53/70-63.47
		53/89-63.55
		53/29-63.91
		53/91-64.16
Sirmour	55-Pachhad(SC)	55/1-50.94
		55/4 -43.52
		55/6 -50.05
		55/7 -40.99
		55/9 -51.54
		55/12-43.05
		55/34-52.41
		55/37-48.31
		55/56-51.81
		55/58-50.93
		55/76-45.86

	56-Nahan	56/1 -32.72
		56/11-36.29
		56/13-39.02
		56/19-39.51
		56/21-34.76
		56/27-40.80
		56/28-26.12
		56/30-32.77
		56/43-29.32
		56/55-34.16
	57-Shri Renukaji(SC)	57/24-1.34
		57/50-36.88
		57/55-27.23
		57/58-43.14
		57/60-39.95
		57/76-18.74
		57/77-33.57
		57/80-43.22
		57/91-0.00
		57/92-43.07
		57/97-43.13
		57/99-35.35
	58-Poanta Sahib	58/85-55.94
		58/86-55.41
		58/87-54.80
		58/88-54.44
		58/89-51.48
		58/90-50.52
		58/91-50.00
		58/92-48.15
		58/93-46.25
		58/94-23.69
	59-Shillai AC	59/6 -49.86
		59/19-51.17
		559/23-49.07
		59/25 -45.12
		59/26 -46.60
		59/27 -48.81
		59/36 -50.64
		59/41 -41.84
		59/78 -45.15
		59/88 -50.66
Shimla	60-Chopal	60/22-31.09
		60/135-37.06
		60/65-42.90
		60/43-44.15
		60/118-45.66
		60/119-45.71
		60/95-47.67
		60/66-48.61
		60/34-48.85
	61-Theog	61/48-24.66
		61/145-32.96
		61/114-33.63

	61/115-34.59
	61/53-38.15
	61/47-40.33
	61/92-40.57
	61/103-40.67
	61/146-41.36
62-Kasumpti	62/54-14.61
	62/83-17.31
	62/48-21.35
	62/47-21.53
	62/53-24.42
	62/45-25.37
	62/50-26.30
	62/52-26.67
	62/4-29.35
63-Shimla	63/2-15.31
	63/82-25.03
	63/78-28.47
	63/71-29.16
	63/79-31.05
	63/72-32.07
	63/17-32.72
	63/81-32.77
	63/57-34.15
64-Shimla Rural	64/53-27.47
	64/44-28.48
	64/76-28.52
	64/108-28.80
	64/89-30.20
	64/115-30.65
	64/29-31.70
	64/82-31.79
	64/114-33.90
65-Jubbal Kotkhai	65/33-42.51
	65/16-43.15
	65/40-43.23
	65/57-45.43
	65/45-46.43
	65/67-46.45
	65/38-47.74
	65/68-48.49
	65/74-48.98
66-Rampur (SC)	66/71-30.93
	66/12-47.43
	66/79-46.99
	66/101-43.69
	66/102-53.79
	66/78-51.74
	66/70-49.76
	66/76-54.55
	66/9-55.53
67-Rohru (SC)	67/50-37.67
	67/17-40.46
	67/52-41.90

		67/19-43.64
		67/53-44.66
		67/10-44.78
		67/90-44.83
		67/91-44.97
		67/38-48.34
Kinnaur	68-Kinnaur(ST)	68/107-32.45
		68/78-37.43
		68/106- 41.10
		68/55-41.85
		68/54-43.13
		68/105- 45.32
		68/118-53.27
		68/70-55.79
		68/53-56.64
		68/15-57.10
		68/103-58.53
		68/117-58.54

B3. Analysing Gaps

B3.1 Analysing underlying reasons for the gaps (Evidence based analysis of various gaps given in B2)

- An analysis of statistical data as discussed at B2 suggests that the main gap in registration is between the age group of 18-29 years. Citizens of this age group move to other states for pursuing their higher studies. Hence, short fall in E.P. ratio.
- The state of Himachal Pradesh does not have a big industrial base. As a result of this, the professionals move to other states to seek jobs in Corporate Sector . Hence, a shortfall in E.P. ratio.
- There seems to be a lack of information among the newly eligible citizens of the age group of 18-19 age group as to how and where to get register.
- Citizens of the age group of 18-19 years do not take much interest to participate in the electoral process as they think that they have got an ample of time for enrolling themselves.
- Though there is not much gap in terms of gender ratio, females do not seem to take much interest in registering themselves once they get married, at their new place of residence. Hence, a minor shortfall in gender ratio.

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

- As the local issues are not much involved in the manifesto of political parties contesting Lok Sabha Elections as these elections are contested on national issues, electors do not seem motivated in exercising their franchise.
- As the Parliamentary Constituency is bigger in size comprising of many assembly segments, electors of assembly segments from which no candidate

is contesting elections do not take interest in exercising their franchise, resulting low voter turnout.

- Lok Sabha Elections are generally held in the month of May-June. This being the harvesting season, electors of rural areas do not participate, resulting low voter turnout.

C. Building Strategy.

C1. Common Strategy (Overall Voter education and awareness)

A comprehensive Systematic Voters' Education and Electoral Participation(SVEEP) campaign will be launched in the State of Himachal Pradesh for ensuring clean rolls especially in terms in enrollment of young voters and female voters during continuous updation of Photo Electoral Rolls and participation of every elector on roll in electoral process during forthcoming General Elections to Lok Sabha-2014. The common strategy will include the following :-

1. The State and District plan shall include situation analysis, output/activities, monitoring and evaluation mechanism etc.
2. The findings of situational analysis will be suitably utilized while formulating State and District plan.
3. Targeted campaign on major gaps like Gender, Urban, Youth, Weaker sections, Physically Challenged etc. shall form a part of State and District plan.
4. To overcome the gap in turnout, targeted interventions will be made at polling station level.
5. DEOs shall innovate at their level and prepare specific operational plans. The district plans shall flow out of the broad State plan and will also contribute to it.
6. Appropriate information disseminating on NOTA, continuous awareness combined with VVPAT information, will be given.

Methodology: The campaign will be taken up in two dimensions:-

1. Climate Building, and
2. Mass Mobilization

The following activities will be undertaken in this direction:-

C1.1 Information and Motivation

- Promos of Cultural Icons, on registration, participation in electoral process, NOTA and ethical voting, will be utilized for widest possible publicity.
- Messages of National Icons of ECI, viz. Dr. A.P.J. Abdul Kalam, former President of India, Sh. M.S. Dhoni, Cricketer, Ms Saina Nehwal and Ms Mary Kom, Olympic Medalist will be telecast/broadcast through

electronic media like AIR, Doordarshan, OYE-104.8 FM, TV Today Network Ltd. and 95.0 Big FM Channels.

- Audio-jingles of appropriate quality on voter registration, voter identity cards and importance of participation of citizens in electoral process have been prepared and will be telecast/broadcast through electronic media like AIR, Doordarshan, OYE-104.8 FM, TV Today Network Ltd. and 95.0 Big FM Channels.
- Suitable advertisements on registration of eligible citizens in the Photo Electoral Rolls will be published in newspapers having wide circulation across the state.
- Posters on registration and participation in electoral process will be published and circulated to all Gram Panchayats, Mahila Mandals, Yuvak Mandals, Self-Help Groups through Electoral Registration Officers, for wide publicity.
- Live-in-phone programmes on voter awareness will be organized through AIR and Doordarshan.
- “Get connected to your BLO” campaign will be launched for publicizing the details of BLOs to general public, using different media.
- A toll free number 1950 already installed the call centre of CEOs office will be utilized for disseminating various informations related to registration and electoral process to the general public.
- Handbills containing important messages on registration and electoral participation will be distributed amongst the public through field organizations, voluntary groups, school children etc.
- As an MoU has been signed between the ECI and National Literacy Mission, authority, Department of School Education and Literacy, Ministry of Human Resource Development, Govt. of India, the best use of structure will be made to sensitize and make aware the adults, specially the vulnerable and disadvantage including women and Minority Communities about their electoral rights and related processes about exercise of franchise.
- In order to educate the youth in the state, the Department of Election is co-ordinating with Sarv Shiksha Abhiyan:-
 1. District Institute of Education and Training (DIET)=12
 2. Block Resource Coordinators(BRCs)=228
 3. Cluster Resource Coordinators(CRCs)=2102
 4. School Management Committees (CMCs) = about 15000

Thus in co-ordination with the SSA, the department proposes to sensitize both the teachers and the community, as to why a person should enroll himself in Photo Electoral Roll and subsequently participate in the electoral process. For this, training modules are being prepared by the SSA. The students, parents and teachers so sensitized will act as message carriers for the rest of the society.

- Political Science teachers of about 8000 Govt. High/Sr.Sec. Schools across the State will be sensitized to educate the students about Indian Democratic Set up. This will further act as an impetus for educating the youth for registration in electoral rolls and subsequent participation in electoral process.
- Voter Awareness Units in organizations like NSS, NCC, Nehru Yuva Kendras, Mahila Mandals, Bharat Scouts and Guides, Red Cross Societies, YMCA, YWCA, Youth/Student Organizations etc. will be established.
- To cover the gap in population gender ratio, an exclusive feminization of voters' campaign will be launched. State under the Social Justice & Empowerment Department has a strong network of 29,291 Self-Help Groups of women and Mahila Mandals. These Self-Help Groups of women and Mahila Mandals would be the fulcrum of identification of eligible women who will be educated with regard to their enrollment in Photo Electoral Rolls and subsequent participation in electoral process.

C 1.2 Facilitation

- 150 Campus Ambassadors in UGC run Colleges/Universities and Sr. Sec. Schools across the state have been appointed who will further motivate and facilitate the fellow students in enrolment and subsequent participation in electoral process.
- Facilitation centres at each EROs headquarters will be established where forms 6,7,8 and 8A will be made available to the general public and the filled forms will be received back.
- Similar forms will be made available for general public at all prominent places including Banks and Post Offices having large footfall besides in all colleges and Universities and also in Sr. Sec. Schools for newly eligible electors.
- Similar forms will be made available to the eligible citizens through District Institute of Education and Training (DIET), Block Resource Coordinators(BRCs), Cluster Resource Coordinators(CRCs), School Management Committees (CMCs).
- Drop boxes in Educational Institutions, Banks, ITI, LIC offices will be kept along with adequate number of Form-6,7,8 and 8A and collection from them will be ensured once every week.

- In local Melas and Fairs, voters facilitation centres with adequate number of Form-6,7,8 and 8A will be kept and demonstration of EVM will be done.
- BLOs will distribute voter slip to the electors at their door steps. Such distribution will be ensured at least one week prior to the day of poll.
- A facilitation centre will be set up outside every polling station on the day of poll where Booth Level Officer will sit with a copy of alphabetically arranged electoral rolls and an additional copy of voter slips and the same will be distributed to those voters who have either misplaced such slips already distributed to them or have not still received the same.
- Drop boxes will be kept at all Returning Officers headquarters to facilitate the polling personnel to drop their postal ballot papers in them.
- To facilitate physically challenged voters ramps will be made available at all Polling Stations across the state.
- Drinking water facility will be provided at all the polling stations across the state. Water carriers of education department will be put on duty to provide such a facility to the voters on the day of poll.
- Medical teams alongwith the necessary medicines will be deployed at inaccessible polling booths.

C2. Targeted approach(Targeted interventions for specific identified gaps)

The objective of the targeted intervention approach is to plan and implement events and programmes towards impacting specific segments of voter population with history of low voter registration and low voter turnout. For this, the District Election Officers were asked to analyze past data on voter registration and voter turnout, on the basis of which specific polling stations in each of the assembly segment with low registration rates and low voter turnout rates have been identified. Based on this, micro level interventions will be made keeping in view those specific socio-cultural factors which influence registration and turnout in the identified locations.

C2.1 Information and motivation

- Identifying partnership agencies both Governmental and Non-Governmental (including media houses) to carry out specific SVEEP activities.
- Making best use of technology to reach out the targeted masses in order to change their behaviour.
- Different communications strategy for different targeted groups identified on the basis of their exclusion from electoral process.
- Making best use of local fairs and festivals for canvassing SVEEP messages.
- Standardized content development for targeted groups.
- Meaningful and collaborative engagement with media both print and electronics for targeted groups.
- Specific OB activities by Regional Icons for informing and motivating the left out citizens for registration and their subsequent participation in electoral process.
- **“Stop Complaining Start Voting”** and **“Come Out and Vote”** campaigns will be specifically launched in the identified polling stations for motivating the eligible citizens for enrollment and subsequent participation in electoral process.
- Multiple hoarding will be put up to provide additional information at Identified locations.
- Nukad/Karyalas will be conducted.
- Prabhat Pheris will be organized.
- Female voter rallies will be organized.
- Voters awareness messages will be given during morning prayers in Sr. Sec. Schools.

C2.2 Facilitation

- In addition to the activities discussed at C1.2 an additional Booth Level Officer will be put on duty in identified polling stations to facilitate eligible citizens for registration. Sufficient number of forms 6,7,8 and 8A will be made available to these additional BLOs.

- Anganwari workers will be proactively engaged to encourage eligible women citizens to enroll themselves in Photo Electoral Rolls. Sufficient number of forms 6,7,8 and 8A will be made available to these Anganwari workers.
- Block Resource Coordinators, Cluster Resource Coordinators, Members of School Management Committees will be proactively engaged to encourage youth to enroll themselves in Photo Electoral Rolls and subsequently participate in electoral process. Sufficient number of forms 6,7,8 and 8A will be made available to these Coordinators.

D. Implementation

- Systematic planning to achieve the objectives as mentioned at “A” will be done both at State and District level and the SVEEP plan will be rolled out in a systematic manner.

D1. Team formation at District and State Headquarters.

- The State SVEEP Core Committee headed by the Chief Electoral Officer has been formed. The committee will supervise the implementation of SVEEP plan in the entire state.
- The District Core Committee headed by the District Election Officer has been formed in all districts to supervise the implementation of SVEEP plan in the district. Each districts has appointed a Nodal Officer incharge of SVEEP. S/he will function as Member Secretary of District Core Committee.
- A network of partnership will be developed at the State and District Level for strengthening the SVEEP programme. In this connection, partnership with various Governmental and Non-Governmental agencies and the Scheme of Campus Ambassadors will be optimally harnessed.

D2. Training and Capacity Building of SVEEP Teams.

Proper training is important for good and efficient management of elections and electoral rolls. The department attaches high importance to timely conduct of quality trainings. Trainings of District level master trainers will be imparted at the State Headquarters who will further train the functionaries of partnership agencies for disseminating various tools and techniques used in rolling out SVEEP activities. Special importance will be given in capacity building of each member of the team so that every one participate/perform in a synchronized manner.

D3. Building Partnerships (Partners at State Level and Partners at District Level)

The effectiveness of SVEEP programme largely depends upon the variety of partnerships both Governmental and Non-Governmental at all levels viz. State, District, Assembly Segment and even at polling station level.

The SVEEP intervention will be utilized extensive partnership with the following Governmental departments:-

1. Department of Education
2. Sarv Shiksha Abhiyan
3. Department of Animal Husbandary.
4. Department of Urban Development
5. Department of Rural Development.
6. Women and Child Development Department.
7. Department of Sports and Youth Services.
8. Department of Information and Public Information.
9. Department of Language, Art & Culture.
10. Department of Labour & Employment.
11. State Resource Centre of National Literacy Mission.
12. Nehru Yuva Kendra.
13. National Social Service (NSS).
14. National Cadet Corps(NCC)
15. Doordarshan (DD)
16. All India Radio (AIR)
17. DAVP
18. Song and Drama Division

Collaboration with above mentioned departments/organizations will contribute in a long way by making various arrangements for disseminating voter education, motivating general masses and facilitating registration.

Non-Governmental organizations also contribute significantly in making SVEEP programme a success. The SVEEP interventions will utilized extensive partnership with the following Non-Governmental agencies:-

1. 95.0 BIG FM.
2. 104.8 OYE FM
3. Channel 9 (local Channel).

D4. Resource Mobilization

- Children of age group of 6-13 years will act as message carriers for disseminating various information on electoral process to general public. For this, services of School Management Committees of Sarv Shiksha Abhiyan will be utilized.

- State of Himachal Pradesh is a mosaic of cultural diversity, After every ten kilometers a new dialect is spoken. The Department of Election has taken up the matter with the Department of Information and Public Relations where, scripts with the theme of motivating the citizens especially the youth and the women for enrolment in PER and significance of their participation in electoral process, will be prepared and presented in local idioms/dialects in all the districts with the help of DPROs. This will further act as an impetus for growth in terms of greater enrolment and participation.
- The department will coordinate with the Department of Industries & Labour & Employment to reach out to maximum workers in various industrial and hydro-electric projects for being enrolled in Photo Electoral Rolls.
- Scripts on different issues of electoral process like women participation, youth participation, fighting urban apathy, ethical voting will be prepared in collaboration with the Department of Language ,Art & Culture and the same will be presented in the form of Nukads, Nattis, Karyalas and performed by the cultural troops of the Department of Language ,Art & Culture.
- Short messages, Jingles, Promos on enrollment, voters participation and ethical voting will be prepared with the help of partner agencies like AIR, Doordarshan, 95.0 BIG FM and 104.8 OYE FM.
- Requests will be made to the Private Media Houses for providing print space as during previous elections the management of “Dainik Jagran” newspaper was kind enough to give several advertisements on a daily basis in its newspaper free of cost.
- Ms Shalini Sharma, the Regional Icon of the Department is an RJ of 95.0 BIG FM gives an on -air programme every day from 7am to 11 am. This prime time can be utilized for disseminating various information on electoral process to general public free of cost as has been done in the past elections.
- Various Banks and Post Offices will be requested for providing adequate space for displaying in posters etc. carrying important informations related to enrollment and voters participation and keeping drop boxes.

D5. Media and Communication Plan

As media (both print and electronic) plays a major role in disseminating information and motivating people, insertions of media like Radio,Television, Print, Outdoor Broadcasting Activities, Caller Tunes, SMS, Internet etc. will be utilized for informing and motivating eligible citizens to be a part of Photo Electoral Rolls and subsequently of elections.

D5.1 Overall Approach

- Audio-jingles of appropriate quality on voter registration, voter identity cards and importance of participation of citizens in electoral process have been prepared and will be telecast through electronic media like AIR, Doordarshan, OYE-104.8 FM, TV Today Network Ltd. and 95.0 Big FM Channels.
- Suitable advertisements on registration of eligible citizens in the Photo Electoral Rolls will be published in newspapers having wide circulation across the state.
- Live-in-phone programmes on voter awareness will be organized through AIR and Doordarshan.
- “Get connected to your BLO” campaign will be launched for publicizing the details of BLOs to general public, using media (both print and electronic).
- Outdoor broadcasting activities will be performed with the help of AIR, Doordarshan, Song and Drama Division, 95.0 BIG FM and OYE 104.8 FM for informing and motivating people on electoral process in all Assembly Segments.
- Important messages on enrollment and voter participation will be broadcast through public address system in PR vans.
- Messages on voter participation and related information will be sent to the electors through bulk SMS facility available with the department.
- Caller tunes with messages on voters’ participation will be provided on the cell phones of all functionaries involved with the process of elections.

D5.2 Targeted Approach :

- Special messages for youth will be prepared with the help of State Resource Centre and the same will be telecast/ broadcast through AIR/ Doordarshan/95.0 BIG FM and 104.8 OYE FM.
- Special women centric messages will be prepared with the help of Women and Child Development and the same will be telecast/broadcast through AIR/Doordarshan/95.0 BIG FM and OYE 104.8 FM.
- For fighting urban apathy outdoor activities with the theme of “Stop Complaining Start Voting” and “Come Out and Vote” will be performed with the help of Department of Language, Art & Culture, State Resource Centre, Doordarshan, Song and Drama Division, 95.0 BIG FM, etc.

D5.3 Content Development :

Contents for information and motivation of electors will be developed with the help of partner agencies. The following will be done in this manner.

Sr. No.	Content developed for Medium/ Target audience	Form of content	Partner Agency
1	District Election Officers	Guiding letter on how to prepare SVEEP plans	By the CEO office
2	Electronic Media	Audio-Video Jingles/promos	By Doordarshan, AIR, 95.0 BIG FM, OYE 104.8 FM in consultation with CEO office.
3	Print Media	Advertisement, informative press briefs etc.	By Department of Information and Public Relation in consultation with CEO office.
4	For general public	Posters, Banners, Hoardings etc.	By State Resource Centre, Department of Information and Public Relation in consultation with CEO office.
5	For general public	Youth corner, search facilities, details of 1950, press notes, list of claims and objections etc.	By CEO office
6	For youth	Special messages, Nukad, inspirational songs etc.	By State Resource Centre, Nehru Yuva Kendra , Department of Youth Services and Sports, Department of Art Language & Culture, Song and Drama Division, in consultation with the CEO office.
7	For women	Special messages, Nukad, inspirational songs etc.	By State Resource Centre, Department of Art Language & Culture, Song and Drama Division, Women and Child Development Department in consultation with the CEO office.
8	Urban Population	Special messages, Nukad, outdoor activities etc.	By State Resource Centre, Department of Art Language & Culture, Song and Drama Division, 95.0 BIG FM in consultation with the CEO office.
9	For addressing representatives of recognized political parties, college students, CSOs, NGOs etc.	Standardized power point presentation on electoral process.	By CEO office.
10	For candidates	Take away informative material on voter registration, voting procedures, model code of conduct, expenditure monitoring etc.	By CEO office.

D5.4 Summary of Media Insertions for proposed target audience.

Sr. No.	Target	Media	Partner Agencies to be associated (if any)
1	Women	Both electronic and print	By State Resource Centre, Department of Art Language & Culture, Song and Drama Division, Women and Child Development Department in consultation with the CEO office.
2	Urban	Both electronic and print	By State Resource Centre, Department of Art Language & Culture, Song and Drama Division, 95.0 BIG FM in consultation with the CEO office.
3	Youth	Both electronic and print	By State Resource Centre, Nehru Yuva Kendra , Department of Youth Services and Sports, Department of Art Language & Culture, Song and Drama Division, in consultation with the CEO office.

D6. Physical Events and Activities

Physical events and activities play a major role in inter personal communication with masses thereby informing motivating and facilitating them on electoral process.

D6.1 Overall approach

Physical events like youth festivals celebration of National Voter Day and activities like holding rallies, Prabhat pheris, organizing competitions like debates and declamation contests, quiz, holding Nukads, organizing OB activities, making human chain, will be organized.

D6.2 Targeted approach

- In inter-college youth festivals organized by the Universities/Colleges, special cultural programmes on voter awareness will be organized with the help of Campus Ambassadors.
- Similar festivals organized by the Department of Youth Service & Sports, stage plays, Nattis on voter awareness will be performed.
- Special messages on voter awareness will be disseminated during morning prayers in Sr. Sec. School targeting newly eligible voter of 18-19 years of age.
- For targeting women, special Rangoli competitions, declamation contests, Natakas etc. will be organized in Women Colleges, Sr. Sec. School for girls, Mahila Sammelans etc.
- Physical activities like holding rallies, Prabhat Pheris, Nukads, OB activities will be organized specifically in urban areas for fighting urban apathy.

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

- To all the College/University students through Campus Ambassadors.
- To all the Students of class XI and XII in Sr. Sec. Schools through Campus Ambassadors.
- To rural women through Anganwari workers.
- To general public at their respective polling stations on National Voter Day through Booth Level Officers.
- To audience during the celebration of National Voter Day through the Chief Guest.

D6.4 Summary of proposed Events/Activities

Sr. No.	Target groups	Events	Partner Agencies to be associated (if any)
1	Women	Quiz competition, Rangoli competition,	Women and Child Development, Department of Language, Art and Culture.
2	Urban	Prabhat Pheris, Nukads, OB activities, Nukad, " Stop Complaining Start Voting" and " Come Out and Vote" events	State Resource Centre, Department of Language, Art and Culture, Nehru Yuva Kendra, NCC, NSS, Song and Drama Division.
3	Youth	Youth voter festivals, Declamation contests, Painting competition, Quiz competition	State Resource Centre, Department of Language, Art and Culture, Nehru Yuva Kendra, NCC, NSS, Song and Drama Division.

D7. Voter Facilitation

- Toll free help line number 1950 in CEO office on all working days and working hours has been provided for general public.
- Search facility in voter list at CEO website www.ceohimachal.nic.in has been provided for general public.
- On line facility for registration/deletion/correction/transposition in Form 6,7, 8 and 8A at CEO website www.ceohimachal.nic.in has been provided for general public.
- Bulk SMS facility to send reminder/various information's to electors available in the department.

- Polling station search facility at CEO website www.ceohimachal.nic.in has been provided for general public.
- Know your BLO search facility at CEO website www.ceohimachal.nic.in has been provided for general public.
- Voter facilitation centres will be set up at all Returning Officers headquarters.
- Voters slips will be distributed to all the electors at least one week before the day of poll at their door step through BLOs.
- Second copy of voters slips will be available with the BLO sitting outside the polling booth on the day of poll.

D7.1 Facilitation Centres.

- Adequate number of form-6,7,8 and 8A will be made available in facilitation centres.
- Updated voter list will be kept in the facilitation centres for free inspection by general public.
- Alphabetically arranged voter list will be kept in the facilitation centres for the easy search of electors details.
- Search facility will be made available in the facilitation centres.

D7.2 Helpline Numbers/Name Search on Internet and SMS etc/polling booth locations search on google map etc.

- Toll free help line number 1950 in CEO office on all working days and working hours has been provided for general public. Similar helpline numbers are available in all District Election Officers.
- Search facility in voter list at CEO website www.ceohimachal.nic.in has been provided for general public.
- On line facility for registration/deletion/correction/transposition in Form 6,7, 8 and 8A at CEO website www.ceohimachal.nic.in has been provided for general public.
- Bulk SMS facility to send reminder/various information's to electors available in the department.
- Polling station search facility at CEO website www.ceohimachal.nic.in has been provided for general public.

- Know your BLO search facility at CEO website www.ceohimachal.nic.in has been provided for general public.

D7.3 PS specific facilitation initiatives planned

- To facilitate physically challenged voters ramps will be made available at all Polling Stations across the state.
- Drinking water facility will be provided at all the polling stations across the state. Water carriers of education department will be put on duty to provide such a facility to the voters on the day of poll.
- Medical teams alongwith the necessary medicines will be deployed at inaccessible polling booths.
- Alphabetically arranged copy of voter list will be provided in every polling station.
- Second copy of voters slips will be available with the BLO sitting outside the polling booth on the day of poll

D7.4 Any other target specific facilitation measures planned.

- Sufficient number of form-6,7,8 and 8A will be made available in all Public Distribution System shops and the collection of such filled forms will be ensured once fortnightly from every such shop.

D7.5 Voter Slip :

- Voter slips will be distributed to all the electors at their door steps at least 10 days before the day of poll.
- Additional copy of voter slip will be kept in the facilitation booth set up by the Booth Level Officer outside every polling booth on the day of poll to facilitate those electors who have either misplaced such slips or have not received the same.

E. Monitoring Mechanism :

- The State SVEEP Core Committee headed by the Chief Electoral Officer has been formed at the State level to supervise the implementation of the SVEEP plan in entire state.
- District Core Committees chaired by District Election Officer have been set up in all the district to supervise the implementation of the SVEEP plan in the district. Each district has appointed a Nodal Officer incharge of SVEEP. S/he will member as member secretary of District Core Committee.
- Mid period review and constant monitoring of SVEEP programme in the districts shall be conducted to assess the efficacy of the interventions including about the timely and proper utilization of funds.

- Regular video conferences will be organized by the CEO with the DEOs for review of implementation of SVEEP programme.
- Mid course corrections if any will be carried out during the course of such monitoring and review.

F. Evaluation & Documentation

- The DEOs shall evaluate the interventions carried out in their respective districts and submit a report to the CEO within a month of closing of polls. They shall focus on the following in their report besides an analysis of the turnout :
 1. Analysis of registration ahead of polls.
 2. Analysis of comparative turnout among women, urban voters and youth.
 3. The analysis of the comparative turnout in the identified 10% of the lowest turnout polling stations during Lok Sabha Elections, 2009.
- The CEO shall submit a documented report to the Commission within two months of closure of polls.
- The CEO report will form the above mentioned points for the entire state.

G. Calendar

Action Points	Start Date	End Date
Team formation	Already done	
Training & Capacity Building	20 th December,2013	10 th January,2014
Building Partnerships	20 th December,2013	10 th January,2014
Resource Mobilisation	20 th December,2013	Till elections
Monitoring	20 th December,2013	Till elections
Evaluation	20 th December,2013	Till elections
Documentation	Within two months of closing of polls	Within two months of closing of polls
Facilitation Measures	20 th December,2013	Till elections
Helpline numbers activation	Permanently installed	
Name Search facility n SMS	Permanently installed	
PS location on google map	Permanently installed	
Special registration drives for women	20 th December,2013	Till elections
Polling Station search Facility	Permanently installed	
Any other facilitation measure	-	-

Communication and Activity Plan

Theme	Sub-Theme	Activity (Event and /or Media insertion)	Start Date	End Date
Registration	Why register	Advertisements, jingles, promos, inspirational songs using both electronic and print media, Physical events like holding rallies, prabhat pheris, nukads, quiz competitions, declamation contests etc.	20 th December, 2013	Till elections
	Where and When	Same as above		
	How to register Documents reqd	Same as above		
Voting	Why vote	Advertisements, jingles, promos, inspirational songs using both electronic and print media, Physical events like holding rallies, prabhat pheris, nukads, quiz competitions, declamation contests etc.	From the day of announcement of poll	Till elections
	How to vote check names on voter list identification documents Dos and Donts	Same as above		
	Inducement Free Voting	Same as above		
	Informed voting	Same as above		
	NOTA	Same as above		
	Pledge Letter/Sankalp Patras to Students	During morning prayer in Sr. Sec. Schools, during Gram Sabhas meetings, in all polling stations on National Voter Day, NVD functions at State/District/ERO level	20 th December, 2013	25 th January, 2014
	Voter Slip ahead of poll day	Distribution of voter slips through Booth Level Officers.	Ten days before the day of poll	On the day of poll

Electoral Education	Electoral System	Promos, jingles, inspirational songs, advertisements through both electronic and print media and physical activities like inter personal communication, holding rallies, prabhat pheris, nukads, quiz competitions, declamation contests etc.	20 th December, 2013	Till elections
	Secrecy of vote	Advertisements through electronic and print media, interpersonal communication	From the day of announcement of polls	Till elections

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