

## **SVEEP Action Plan in Kerala for GE to Lok Sabha 2014**

### **A. Objectives**

To target an increase in voter turnout in the identified low turnout polling stations and an overall increase in voter turnout over 2009 Lok Sabha election.

To remove gender gap, if any, in registration and voting.

### **B. Situation analysis**

The total electorate in the state during the last General Election 2012 was 2,33,38,657.(Male-1,11,88,865, Female-1,21,49,792).The Elector population ratio is 69.7% and the sex ratio 1087. The state of Kerala had constantly maintained a high voter turnout in all the General Elections since its inception in 1957. The average voter turnout remained around 75% over a span of 40 years in the various Assembly elections since the formation of the state in 1956.

The state has a very high literacy rate. The people are highly politically conscious. The penetration of Print and Electronic media is also very high when compared with other states. There are more than 70 Newspapers and Periodicals and more than 10 major TV Channels. Almost all major political parties have their own Newspapers and TV Channels.

The state has the distinction of being the first to have a 100% Photo Roll and 100% EPIC coverage. The first ever use of Electronic Voting Machine in the country was in a bye-election in Ernakulam district in 1982. The elections in the state have been more or less peaceful.

The only weakness identified in the election scenario was the apathy among the rich and young professionals and the general slackness in the urban areas in voting. This is evidenced by the fact that average voter turnout district wise during the 1977-2006 period is the lowest in the capital district of Trivandrum (68.5% as against a state average of 74.35). As far as registration for enrolment is concerned no slackness is observed anywhere in the state.

The State has almost achieved optimum level enrolment during the last revisions. Online registration was introduced for the first time in SSR2012 for new entrants to the ER Roll. The online facility was later extended for other purposes as well ie, transposition and correction. In SSR 2014, the state fully switched over to paper less online mode of registration and did away with the manual registration through designated centres. The services of 2500 plus CSCs, viz, 'Akshaya Kendras' were also roped in for online registration process in addition to the VRECs functioning in the district Collectorates and Taluk offices. Online registration facility was provided in all designated locations on the special campaign days. Free online registration services were also provided to citizens on special campaign days. With 100% BLO coverage, the enrollment process and other Roll related services to the public were made totally hassle free. The facility was provided at the door step of citizens. Taking into consideration the difficulties being faced by the STs who live in remote forest areas, in availing the online registration facility, special campaigns were organized in all ST settlements in the state. Officials with Laptops and internet connectivity visited all ST settlements in the state and registered all eligible citizens.

An analysis on the percentage of enrolment during the last Summary and Continuous revisions shows that the State has achieved the optimum level of enrolment. However, special impetus has to be given to the forthcoming Revisions also to retain the higher level of enrolment. LACs and Polling Stations with lowest percentage of registration during the last four SSRs compared to state and district average have to be identified. Those LACs Polling Stations with percentage of enrolment less than the State/ District average will have to be given special attention. So also, intensive publicity campaigns will have to be organized in Educational Institutions to ensure higher enrolment of students in the 18-19 age groups.

### **Gender gap**

As far as Kerala is concerned, the female male ratio has always been higher than 1000 ever since the first census in 1901. The ratio has been the highest in the country as well. The gender ratio as per the 2001 census was 1084. This is reflected in the electorate also with 1079. However, in the 18-19 age groups, the electorate shows a gap with male electorate slightly higher than the female electorate.

### **Voter turnout**

The average voter turnout remained around 75% over a span of 40 years in the various Assembly and Parliament elections since the formation of the state in 1956. The VT percentage in the general election to Lok Sabha 2009 was 73.38%.

### Excluded groups

As far as Kerala is concerned there are no excluded groups.

### **B1.1. Electoral profile**

#### Kerala profile

Population (projected to 2014)- 34051340

#### Electors

Male-11397057, Female -12302568, Total -23699625

EP Ratio -69.6

EPIC coverage- 100%

Districts -14

Legislative Assembly Constituencies- 140

Parliamentary Constituencies -20

Polling Stations -21424

State	Population Projected to 2014	Above 18 Population Projected to 2014	Electors in Draft Roll	EP Ratio	Eligible Population in age group 18 to 19 Male	Eligible Population in age group 18 to 19 Female	Total	Electors in age group 18 to 19 Male	Electors in age group 18 to 19 Female	Population Gender Ratio	Roll Gender Ratio
Kerala	34051340	24164134	23699625	69.60	344977	356196	701172	119684	92785	1084	1079

### **B1. 2. Socio-cultural profile of the state.**

The state has a very high literacy rate. The people are highly politically conscious. The penetration of Print and Electronic media is also very high when compared with other states. There are more than 70 Newspapers and Periodicals and more than 10 major TV Channels. Almost all major political parties have their own Newspapers and TV Channels.

The total electorate in the state during the last General Election 2011 was 2,33,38,657.(Male-1,11,88,865, Female-1,21,49,792).The Elector population ratio is 69.6% and the sex ratio 1087. The state of Kerala had constantly maintained a high voter turnout in all the General Elections since its inception in 1957. The average voter turnout remained around 75% over a span of 40 years in the various Assembly elections since the formation of the state in 1956.

## **B2. Identification of Gaps**

The only weakness identified in the election scenario was the apathy among the rich and young professionals and the general slackness in the urban areas in voting. This is evidenced by the fact that average voter turnout district wise during the 1977-2011 period is the lowest in the district of Trivandrum recording 68.26% as against a state average of 75.13%. As far as registration for enrolment is concerned no slackness is observed anywhere in the state.

### **Gender gap**

As far as Kerala is concerned, the female male ratio has always been higher than 1000 ever since the first census in 1901. The ratio has been the highest in the country as well. The gender ratio as per the 2001 census was 1084. This is reflected in the electorate also with 1079. However, a slight gender gap was observed in the voter turnout in some HPCs during the general election to Lok Sabha 2009.

### **Polling Station wise**

10% of Polling Stations in each district with the lowest voter turnout percentage were identified and focused campaign will be organized in these polling station areas. The BLOs concerned will be trained for the purpose. Voter awareness pamphlets will be distributed to all households in these PS areas.

The services of RWAs will also be roped in to create more awareness among electors to participate in the election.

### **C. Building strategy**

#### **C1. Common strategy**

The political awareness level in Kerala is much high when compared to other states. This is evident from the change in the ruling front in the general elections in every five years. The high level of media penetration with over 60 Newspapers, 10 TV Channels, 8 FM Channels, the people are more or less well informed of all minor developments in the political sphere. The only strategy to be adopted is to address the slackness among young professionals and urban elite towards voting in elections.

### **D.Implementation**

#### **D1. Team formation at the district and state HQs**

SVEEP teams will be formed in all districts under the designated officer in charge of SVEEP to co ordinate the SVEEP programmes. At the state HQ, a core team will be formed under the Additional CEO in charge of SVEEP.

#### **D2.Training and capacity building**

Training programmes will be organised at the district levels well in advance to co ordinate and implement various SVEEP programmes in connection with the General Election to Lok Sabha.

#### **D3. Building partnerships**

The co operation of CSOs and Media will be ensured in publicizing the SVEEP programmes among the electors. The support of other Govt departments such as Education, Health, SC/ST, Forest etc will also be availed for the purpose.

#### **D4. Resource mobilization**

The support of official media agencies like Doordarsan, AIR etc and sponsorship support from PSUs, banks etc will be mobilized. The support of Airports, Railways and the public transport buses will be availed for publicity of various voter awareness messages.

#### D5. Media and Communication plan

D5.1. The overall approach will be to induce more participation in polling and to bridge the minor gender gap in voter turnout.

#### D5.2. Targeted approach

All voter awareness messages will be targeted on youth and women. The messages of popular ICONs will be prepared and aired through the visual media including Cinema halls. Special SVEEP campaigns will be organized in all educational institutions of and above plus two levels. EVM awareness campaigns for new electors will be organized in Colleges and RWAs.

#### Gender Gap

The population gender ratio of the state is 1084. The ratio is reflected in the E Roll also with 1079. However, a small gap has been observed in the voter turnout percentage in the elections in the state over the years. The findings in the Baseline survey on voter behavior, conducted in the state, reveal that aged, carrying women and women with small children are more or less reluctant to go to the Polling Stations during elections, especially in difficult terrains.

In order to induce more women participation, more amenities like 'she toilets', child care facilities will be arranged in all Polling Stations. The messages of female ICONs on the need to vote in elections will be displayed through the Print and Electronic media.

#### D5.3. Content Development

The content of various voter awareness materials will be prepared well in advance. Those prepared at the district levels will be got vetted by the CEO.

#### D5.4. Summary of Media insertions for proposed target audience

Sl.No	Target	Media	Partner agencies to be associated, if any
1	Women	Print, Electronic and	I&PRD, Doordarsan,AIR

		web	Web media
2	Urban	Print, Electronic and web	I&PRD, Doordarsan,AIR Web media
3	Youth	Print, Electronic and web	I&PRD, Doordarsan,AIR Web media
4	Identified community		
5	Any other group		

#### D6. Physical events and activities

The NVD will be celebrated with due importance in the state. A number of youth competitions like quiz, painting etc will be organised as part of NVD celebrations. Seminars on election related matters will be organised for college students in all districts and at the state HQ.

##### D6.1. Overall approach

The overall approach will be to increase participation in election.

##### D6.2

##### Targeted approach

A number of youth competitions like quiz, painting etc will be organized as part of NVD celebrations. Seminars on election related matters will be organized for college students in all districts and at the state HQ.

##### D6.3. Sankalp Patras / pledge letters and invitation letters from CEO/DEO and other innovations

Letters of appreciation of the CEO will be given to Campus Ambassadors in the state level NVD public function to be held on the 25<sup>th</sup> January 2014. Appreciation letters of the DEOs will be given to Campus Ambassadors and best performing BLOs at the district level public functions. The youth ICONs of the voter awareness campaigns will also be felicitated.

#### D5.4. Summary of proposed events/activities

Sl.No	Target	Events	Partner agencies to be associated, if any
1	Women	Dance and music	Kalamandalam/Music colleges
2	Urban	Seminar	IPA/University of Kerala
3	Youth	Quiz/painting	IPA/Colleges/Schools
4	Identified community		
5	Any other group		

#### D7.Voter facilitation

VRECs, Online Roll / Booth search facility, Call centre, SMS Roll/Booth search, online registration facility through the website of the CEO, distribution of voter's slips through BLOs etc

##### D7.1 Voter facilitation centres

Voter Registration and Education Centres have been opened in all District Collectortaes and Taluk Offices. In addition to these the services of 2500 plus CSCs viz, 'Akshaya Kendras' have also been roped in for providing all election related services to the public. Hands on familiarisation on voting on EVMs will also be provided in these centres for the public.

##### D7.2. Help line numbers /Name search on internet and SMS etc PS search, location search on Google map etc

Toll free help line numbers will be provided in all districts for electors. Facility for Roll search/Booth search have already provided on the website of the CEO. SMS and Touch Screen Roll and Booth search facilities have also been provided to the public. Google mapping of all the 21424 Polling stations have also been done.

##### D7.3. PS specific facilitation initiatives planned

Display of Voters list, proper lighting, ramps etc will be made in all Polling stations as was done in all previous general elections in the state.



#### D7.4. Any target facilitation measure planned

Special amenities such as 'she toilets', child care facilities etc will be provided for women in all Polling stations.

#### D7.5.Voter slip

Voter's slips will be distributed to electors through BLOs before the date of poll. Special counters manned by BLOs will be opened in all PSs to distribute voter's slips to those electors who were not issued slips before the poll day.

#### E. Monitoring Mechanism

Monitoring mechanism for the implementation of various SVEEP activities in connection with the general election to Lok sabha will be made at the state and district levels.

#### F. Evaluation and documentation

All arrangements will be made for documentation and evaluation of the interventions made under SVEEP in connection with the election.

#### G.Calendar

(Details of activities with time lines)

Action points	Start date	End date
Team formation	15/01/2014	Date of completion of election process
Training & capacity building	20/01/2014	20/02/2014
Building partnership	20/01/2014	20/02/2014
Resource mobilisation	20/01/2014	31/01/2014
Monitoring	20/01/2014	Date of completion of election process
Evaluation	Date of completion of election process	One month after the date of completion of election process
Documentation	31/01/2014	Date of completion of election process

Facilitation measures		
Help line activation	Date of declaration of election	Date of completion of election process
Name search facility on SMS	Already activated	NA
PS location Google map	Already activated	NA
Special registration drive for women	Already 100% online facility available	NA
Polling Station facility	One day before poll	Close of poll
Any other facilitation measure	'she toilets and child care facilities in PSs	Close of polls

Communication and activity plan

Theme	Sub-Theme	Activity or Media insertion	Start date	End date
Registration	Why register	Media	20/01/2014	Last date of nomination
	Where and when	Media	20/01/2014	Last date of nomination
	How to register	Media	20/01/2014	Last date of nomination
	Documents required			
Voting	Why vote	Media	20/01/2014	Date of poll
	How to vote, check names on voter's list, identification	Media	20/01/2014	Date of poll

	documents, Dos and Donts			
	Inducement free voting			
	Informed voting	Media	20/01/2014	Date of poll
	NOTA	Media	20/01/2014	Date of poll
	Pledge letter/Sankalp patras to students	College campaign	Date of declaration of election	Date of poll
	Voter slip on poll day	College campaign	Date of declaration of election	Date of poll
	Media/BLO	Date of declaration of election	Last date of nomination	
Electoral evaluation	Electoral system	Media	Date of declaration of election	Date of poll
	Secrecy of vote	Media	Date of declaration of election	Date of poll

