

Action Plan-SVEEP-II – for Lok Sabha Elections 2014

(including NVD 2014)

A. Objectives:

1. 'Maximization Campaign' for 100% 'EPIC' AND 'PER' coverage by end of Special Summary Revision of 'PER' with 1.1.2014 as the 'Qualifying Date'.
2. 'Targeted Approach' for Involvement & Registration of Youth specifically those in the 'Age Group' of 18-19 years.
3. 'Special Focus on Women Electors' in areas of adverse 'Gender Ratio' of 'PER'.

B. Situation Analysis

EP Ratio and Gender Ratio					
Population	Total	Male	Female	Others	Gender Ratio
Census 2011	11,23,72,972	5,83,61,397	5,40,11,575		925
Census (Projected) 2014	11,76,69,050	6,09,95,631	5,66,73,419		929
18+ population(Projected) 2014	8,02,98,402	NA	NA		NA
18+ Ratio to population 2014	68.24	NA	NA		NA
Electors in Final Roll (as on 05.01.2013)	7,99,19,274	4,22,71,042	3,76,48,232		891
Electors in Final Roll (to be published on 06.01.2014)	7,92,49,863	4,20,02,458	3,72,47,117	288	887
EP Ratio (Electors in Final Roll (to be published on 06.01.2014) to Total Population (Projected) 2014)	67.35	68.86	65.72		
EP (+18) Ratio (Electors in Final Roll (to be published on 06.01.2014) to Total 18+ Population (Projected) 2014)	98.69	NA	NA		

B1. Electoral Profile

B1.1 Electoral Profile of the entire state in brief

Number of Revenue Division	06
Number of Districts	35
Parliamentary Constituencies	48
Assembly Constituencies	288
Polling Stations	89,754
Registered Electors (as per final roll to be published on 06.01.2014)	7,92,49,863
Male Electors	4,20,02,458
Female Electors	3,72,47,117
Others	288
E-P Ratio	67.35
Gender Ratio	887
EPIC	92.20%
PER	90.83%

State Age-Cohort Wise Elector Information

Name of State:		Maharashtra	Year of Revision		2013
Total State Population in numbers (projected up to the year of current revision)					117764856
State Population of 18+ only (in numbers projected to year of current revision)					79920082
Age Cohort	Projected Census Population in age cohort (Projected up to the year of current revision)	%age to total Population	Electors as per currently revised final electoral roll 2013	%age to total population	%age to 18+ population
1	2	3	4	5	6
18-19	3594589	3.05	877562	0.75	24.41
20-29	16821013	14.28	11884409	10.09	70.65
30-39	18043872	15.32	20323491	17.26	112.63
40-49	17278125	14.67	17330298	14.72	100.30
50-59	11516705	9.78	11809232	10.03	102.54
60-69	6873598	5.84	7281944	6.18	105.94
70-79	3827110	3.25	4425723	3.76	115.64
80+	1965070	1.67	2343953	1.99	119.28
State Total	79920082	67.86	76276612	64.77	95.44

B2. Identification of Gaps

B2.1 Category wise

	Gender	Youth (18-19 age group)
Census 2014 (projected)	927	NA
Registered Voters (as per Final roll to be published on 06.01.2014)	887	1063140

B3. Analysing Gaps

B3.1 Analysing underlying reasons for the gaps:

Gender Ratio

The Census: 2011 revealed that Sex Ratio of Maharashtra is 925 whereas, at the National Level, it is 940. However Maharashtra stands at the 22nd position in India. The Sex Ratio is on the lower side in Mumbai City district which is 838 while in Ratnagiri district has the highest Sex Ratio of 1056.

Urban Population

The Census: 2011 indicates that 45.2 percent of the population of Maharashtra now lives in Urban Areas as against 31.2 percent at the National Level. The corresponding figures were 42.4 and 27.8 percent respectively as per Census 2001.

Maharashtra has 5 Urban Agglomerations and one city having population of more than One Million. These are Greater Mumbai, Pune, Nagpur, Nashik, Aurangabad and the city of Vasai-Virar. This Urban Agglomeration contributes 26.6 percent of the Total Population of Maharashtra, while their contribution is 58.9 percent to the Urban Population.

Age Cohort

The Age Cohorts indicate significantly low registration persists in the 18-19 Age Group, while registration in other Age Groups 20-29 to 80 + it is near normal in comparison to projected data of Census: 2013.

B3.2 Survey findings regarding reasons for non-participations

- The baseline survey on Knowledge, Attitude, Behaviour, Belief and Practices (KABBP) shows that 80 per cent of sample voters cast their vote in last election.
- The highest turnout was reported in Yeotmal district and the lowest in Wardha district.
- Out of the total registered sample voters the proportion of voters reporting reason of voting as “it was my duty / right” was 70.
- The proportion of voters reported that they have voted because of repeated appeal and advertisement by EC was 15.
- Of the total sample voters who have not voted, the proportion of voters reported that they have not voted as their name was not on electoral roll were 55.
- Of the total sample voters who have not voted, the proportion of voters reported that they have not voted because they did not have electoral photo ID card was 42.
- The most influencing factor that affected the voting preference was the candidate, while family was at second position.

C. Building strategy

C.1 Common strategy (overall voter education and awareness)

C1.1 Information and Motivation

- 1) Manpower Planning;
At State and District level
- 2) Institutional Partnership;
With NGOs, Govt.'s various depts., Youth clubs/ Organisations etc.
- 3) Use of Media;
Print, electronic media, internet and social web sites etc.

C1.2 Facilitation

- 1) Well informative website
- 2) Information and education through media
- 3) Voters' help centers
- 4) Call centers

C.2 Targeted approach

The following 5 districts have been identified as having "Special Class" of electors who are either socially deprived or distinctly identifiable & thus deserve targeted coverage under SVEEP:-

(a) **NASHIK DISTRICT**: The Deolali Cantonment in Nashik District is home to the Artillery Regimental Centre. The registration of "Service voters" will be promoted as part of SVEEP plan implementation in Nashik District.

(b) **SOLAPUR DISTRICT**: The Beedi Workers living in traditional colonies in Solapur District will be encouraged to come forward for registration & it will be an important focus area of SVEEP plan implementation in Solapur District.

(c) **THANE DISTRICT** – The electoral rights of "Other Gender" community living in certain areas of Thane District is proposed to be secured so as to give them greater social acceptability. The enrolment of members from "Other Gender" community will be undertaken with help of local NGO & it will be the important area of focus of SVEEP plan implementation in Thane District.

(d) **BEED DISTRICT**: The migratory Sugarcane Cutters & Harvesters of the 'Vanzari Community' who live in the Beed District are out of their homes for most part of the year. The enrolment of the Sugarcane Cutters & Harvesters will be encouraged & their inclusion will be targeted as part of SVEEP plan implementation in Beed District.

(e) **GADCHIROLI DISTRICT**: The Gadchiroli District is home to a "Primitive Tribe" called "Bada Madias" are proposed to be reached out to through intermediaries such as NGOs. The "Bada Madias" are largely out of the democratic processes & thus there will be a special focus on their registration as part of SVEEP plan implementation in Gadchiroli District.

C2.1 Information and Motivation

- 1) To identify gaps and their groups
- 2) To have communication with these groups
- 3) To know the socio-economic reasons behind the gaps
- 4) To plan strategy to fill these gaps
- 5) To educate them about their rights and responsibilities

C2.2 Facilitation

- 1) Information and education through media
- 2) Voters slip
- 3) Voters' help centers
- 4) Call centers

D. Implementation

D.1 Team formation at District and State Headquarters

State Level:

The CEO shall take regular review of the task force set up at District level

District level:

The "Task Force" for the implementation of SVEEP plan at the "District Level" would consist of the following:-

1. Collector & District Election Officer – Chairman
2. Deputy District Election Officer – Member Co-ordination
3. Deputy Commissioner of Municipal Corporation
4. Defense Estate Officers of Cantonment Boards – Member
5. Education Officer of Zilla Parishad – Member
6. District Deputy Registrar of Co-operative Societies – Member
7. District Women & Child Development Officer – Member
8. District Social Welfare Officer – Member
9. Project Officer, ITDP – Member
10. Regional Officer, MIDC - Member
11. District Information Officer - Member
12. NCC Commandant - Member
13. Lead Bank Manager - Member
14. Industries Associations – Special Invitees
15. NGOs/ Civic Society Groups – Special Invitees.
16. Youth Clubs/ Organizations – Special Invitees
17. Nehru Yuva Kendra, NSS, Scouts & Guides – Special Invitees

D.2 Training & Capacity Building of SVEEP Teams

1. Adopt cascaded training pattern and build a team
2. State shall first identify, train & prepare State Level Master Trainers (SLMTs)
3. SLMTs shall then identify, train & prepare Assembly Level Master Trainers (ALMTs)
4. ALMTs shall then identify, train & prepare the Booth Level Officers (BLOs)
5. Share the training material and the experiences with each other

D.3 Building Partnership

1. **EDUCATIONAL INSTITUTIONS:** Maharashtra has several educational hubs in districts such as Thane, Pune, Nashik, Aurangabad, Nagpur with large number of professional colleges offering a range of courses from Medical, Engineering, Architecture, Home Science etc. The State Universities & large network of Private Educational Institutions have collaborated in the past in promoting registration of 'Young Electors' & their involvement will be sought for implementation of 'SVEEP'
2. **INDUSTRY ASSOCIATIONS:** Maharashtra being highly industrialized has the presence of a very large number of Private Industries. The synergic relationship of the Industry Associations & MIDC will be leveraged through MIDC & their participation sought for implementation of 'SVEEP'.
3. **BANK BRANCHES:** Maharashtra has an extensive network of Nationalised & Co-operative Banks. The Nationalised & Co-operative Bank will be roped in through the Lead Banks of the district for ensuring that Small Account holders & Family Members are registered as electors. Further, for the non-photo entries in PER, the Bank Documents which have photographs will be used for improving the coverage of 'PER' & 'EPIC'.

The network of Nationalised & Co-operative Bank branches regularly interact with the Women Self Help Groups & these will be used to reach out to Women Electors. 'Know Your BLO' proposed to be displayed at the branches of those Nationalised & Co-operative Banks which voluntarily agree to implement this initiative under SVEEP.

4. **POST OFFICES:** India has an extensive network of Post offices. Post Department will be involved in the awareness and education of electors programme. All the Post Offices will have some illustrative banners displaying at the entrance. A message to all voters can be stuck on the postal material. This would definitely motivate the voter especially the rural voter.

5. **STATE DEPARTMENTS:** The field officers of various State Government Departments which have a strategic role to play in creating public opinion are proposed to be involved in implementation of ‘‘SVEEP’’ plan especially for improving the registration of ‘‘Youth Electors’’ & ‘‘Women Electors’’. Also, the network of Fair Price/ Rationing Shops are proposed to be involved especially for mobilization of electors in Rural Areas & to track down Non-Photo Entry electors with a view to improve coverage of ‘‘PER’’ & ‘‘EPIC’’.
6. **NGOs:** The vibrant network of 'Ganesh Mandals' NSS, NCC, NYKS and ‘Civic Society Groups/ NGOs’ working in sectors such as ‘Mobilization of Youth’ & ‘Women Empowerment’ etc. & will be actively involved in implementation of SVEEP.
7. **MEDIA:** The ‘pro-bono’ participation of ‘‘News Print’’ and ‘‘ Electronic Media’’ at various levels will be sought for wide outreach of initiatives under SVEEP. FM Radio Station and TV & Cable Operators; Multiplexed & Cinema Halls will be used to reach out to ‘‘Young Electors’’ & Women Electors’’.

D.4 Resource Mobilisation

1. Human Resources like message carriers, content developers, cultural troupes etc.
2. Partner Agencies like,
 - Doordarshan/ AIR to air the content/ messages created;
 - PSUs/ Corporates for sponsorships and financial resources;
 - Railways, Airports, Banks, Posts for providing infrastructure for dissemination
 - Private Media Houses for providing space, airtime etc.

D.5 Media & Communication Plan

D5.1 Overall approach

Wide publicity through Media viz. Electronic, Print, Mobile, Hoardings etc.

D5.2 Targeted approach

- Special messages for Youth through Mobile, TV, Social media like Facebook and Twitter etc.
- Women centric messages through TV, Social Cultural Activities and Melas etc.
- Urban targeted messages through Print, Hoardings and TV, Mobile etc.

D5.3 Content Development

Generation and Sharing of Contents like Pamphlets, Hoardings, Banners, Slogans and CDs etc.

D5.4 Summary of Media insertions for proposed target audience

S.No.	Target	Media	Partner Agencies to be associated
1	Women	TV, Radio, Cinema, Social Cultural Activities and Melas, Mobile Vans etc.	Women's Self-Help Groups, Mahila Bachat Guts, Anaganwadi Kendras, Women and Child Development Dept. Information and Publicity Dept., Cultural Dept. NGOs, CSOs etc.
2	Urban	Print, Hoardings, City Public Buses and TV, Radio, Mobile, Website, etc.	Information and Publicity Dept., Telecom Dept. NGOs, CSOs, Coop Dept. etc.
3	Youth	Mobile, TV, Radio, Social media like Facebook and Twitter, website etc.	Information and Publicity Dept., Telecom Dept. Mobile operators, NGOs etc.
4	Third gender	TV, Radio, Cinema, Social Cultural Activities, Mobile etc.	Women and Child Development Dept. Information and Publicity Dept., Cultural Dept., Telecom Dept. NGOs, CSOs etc.

D.6 Physical Events and activities

D.6.1 Overall approach

- Organisation of events like NVD, Youth festivals, Debates, Sports, Quiz Competitions, Rally's, Meetings, Rangoli Competitions, Human Chain, Street plays etc. in which target audience is directly engaged with.

D6.2 Targeted approach

- Organisation of events like NVD, Youth festivals, Debates, Sports, Quiz Competitions, Rally's etc. for youth
- Meetings, Rangoli Competitions, Human Chain, Street plays etc. for women
- Meetings, Human Chain, Street plays, Debates etc. for Urban Voters

D6.3 Other innovations

- Sankalp Patras/ Pledge Letters to voters through their wards in school
- Special messages on Postal materials
- Special messages on Education materials
- Special messages on Railway tickets
- Special messages on Government materials
- Screen savers on Government Computers

D6.4 Summary of proposed Events/Activities

S.No.	Target Groups	Events	Partner Agencies to be associated
1	Women	Meetings, Rangoli Competitions, Human Chain, Street plays etc.	Women's Self-Help Groups, Mahila Bachat Guts, Anaganwadi Kendras, Women and Child Development Dept. Information and Publicity Dept., Cultural Dept. NGOs, CSOs etc.
2	Urban	Meetings, Human Chain, Street plays, Debates etc.	Information and Publicity Dept., Telecom Dept. NGOs, CSOs, Coop Dept. etc.
3	Youth	NVD, Youth festivals, Debates, Sports, Quiz Competitions, Rally's etc.	Information and Publicity Dept., Youth and Sports Dept., Educational Institutes, Telecom Dept. Mobile operators, NGOs etc.
4	Third gender	TV, Cinema, Social Cultural Activities, Mobile etc.	Women and Child Development Dept. Information and Publicity Dept., Cultural Dept., Telecom Dept., NGOs, CSOs etc.

D7. Voter Facilitation

Set up of various facilities like Voters' Help Line Numbers, Voters' Help Centers, Web Search Facility in Voter List, Reminder SMSs, Polling Stations Search facility, Voter Slip etc.

D7.1 Voters' Help Centers

- Display of Voters' list
- Issue of EPICs
- Search facility in Voters' list
- Attend to Voters' calls

D7.2 Use of Information and Technology

1. Helpline Numbers
2. Name search on internet and SMS etc.
3. Polling Booth location search on Google map etc.

D7.3 Polling Station specification initiatives

1. Display of Voters list outside of each PS
2. Proper lighting at each PS
3. Ramps for persons with disabilities and senior citizens etc.

D7.4 Any other target specific Facilitation measure planned

- Special registration camps at Gram Panchayat, Anganwadi levels for rural Women
- Special registration camps at School, College, University for youth
- Involvement of CSOs, NGOs, Coop societies in Urban area

D7.5 Voter Slip

Voter slip mentioning Voters' name, address, details of Polling Station, Date and time of Poling

E. Monitoring Mechanism

Regular communication with partner agencies at Head quarter and District level through Video Conferences, Meetings, Phone etc.

F. Evaluation & Documentation

- assessment of targeted interventions at PS level for identified gaps
- evaluation of total turnout and reasons thereof
- women, youth, postal ballot turnout and reasons thereof
- ratio of Gender, youth, urban voters in roll and actual polling
- well compiled documentation of findings, assessments, evaluations and reasoning

G. Calendar

Action Points	Start Date	End Date
Team Formation	today	31st Dec, 2013
Training & Capacity Building	7th Jan, 2013	15th Feb, 2014
Building Partnerships	today	31st Jan, 2014
Resource Mobilistaton	today	15th Feb, 2014
Monitoring	today	15th Feb, 2014
Evaluation	Post-Election	within 3 months
Documentation	Post-Election	within 4 months

Facilitation Measures	Start Date	End Date
Helpline numbers activation	today	31st Dec, 2013
Name Search Facility on SMS		28 Feb, 2014
PS location on Google map	today	6th Jan, 2014
Special registration drives for women	6th Jan, 2014	31st mar, 2014
Polling Station Facility	Pre-Election	15 days before Polling day

Communication and Activity Plan

Theme	Sub-Them	Activity (Event and or Media insertion	Start Date	End Date
<u>Registration</u>	Why register	TV, Radio, Cinema, Mobile Vans, Print, Hoardings, City Public Buses and Mobile, Social media like Facebook and Twitter, website, Meetings, Rangoli Competitions, Human Chain, Street plays, NVD, Youth festivals, Debates, Sports, Quiz Competitions, Rally's etc.	today	one month before polling
	Where and When	HQ, DEO, ERO, Tahsildar, BLO level	7th Jan, 2014	one month before polling
	How to register Documents reqd	HQ, DEO, ERO, Tahsildar, BLO office and VHCs	7th Jan, 2014	one month before polling

<u>Voting</u>	why Vote	TV, Radio,	15th Mar, 2014	Seven days
	How to Vote Check names on Voter list, identification, documents, Do's and Don'ts	Cinema, Mobile Vans, Print, Hoardings, City Public Buses and Mobile, Social media like		before polling
	Inducement Free Voting	Facebook and		
	Informed Voting	Twitter, website,		
	NOTA	Meetings, Rangoli		
	Pledge Letter/ Sankalp Patras to students	Competitions, Human Chain, Street plays,		
	Voter Slip ahead of poll day	NVD, Youth festivals, Debates, Sports, Quiz Competitions, Rally's etc.		
<u>Electoral Education</u>	Electoral System	TV, Radio,	15th Mar, 2014	Seven days
	Secrecy of Vote	Cinema, Mobile Vans, Print, Hoardings, City Public Buses and Mobile, Social media like Facebook and Twitter, website, Meetings, Rangoli Competitions, Human Chain, Street plays, NVD, Youth festivals, Debates, Sports, Quiz Competitions, Rally's etc.		before polling

Reporting Format for National Voter's Day

State: Maharashtra

Date

1	Number of PS locations where NVD will be organized	55791
2	Total electors to be distributed EPIC on NVD	Male: 2360064
		Female: 2161841
		Others: 258
		Total: 4522163
3	OF these, how many in 18-19 gr age group (newly eligible)	Male: 525856
		Female: 300132
		Others: 0
		Total: 825988
4	Number of badges to be distributed to new electors	830000
5	Number of Educational Institutions organizing NVD function	3700
6	Funds distributed to the DEOs for NVD	Scale for each PS = Rs.110/-
		Total fund disbursed to Districts = Rs.1,12,10,000/-
7	No of Training programmes to be organised for BLOs for NVD	1
8	Chief Guest proposed for the State NVD function	Mrs Neela Satyanarayana shall preside over the function and Dr.Anil Kakodkar, Renowned Scientist, Padma Vibhushan and Maharashtra Bhushan Awardee will be Chief Guest
9	Name of Partner Agencies being roped to for NVD	Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
10	Are CDs of national icons made available in Districts	Yes
11	How many Youth Voter's Festivals being organized in the State	288
12	Is a NVD Tableau are proposed for the State Republic Day parade, if not give reasons	Yes
13	Any online event like Quiz, Discussion, etc. planned	Debate Competition at College level is being organised
14	Concurrent activities taken up as part of NVD at	Rallies, Sports etc. events,

	a. State level. b. District level	
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