

## MANIPUR

### Template Action Plan- SVEEP-II for Lok Sabha Election 2014 ( Including NVD-2014)

#### A. Objectives

- i. **Educating voters about their rights and the electoral processes:**  
Focus shall be on youth voters who can further educate other voters.
- ii. **Enrollment of left out eligible persons in the electoral rolls during the continuous updation of electoral rolls-2014:** 64.49% of the people in the State is above 18 years and 60.19% of the people in the said age group is captured in the Final Electoral Rolls-2014 . 124392 eligible persons (84963 males and 39429 females) are yet to be enrolled in the Electoral Rolls.
- iii. **Enrollment of left out persons in the age group of 18-19 years:** Project population of eligible persons in the age group of 18-19 years in the State is 62694 and the number of persons in the said age group enrolled in the Final Electoral Rolls is 40191. Thus, 22503 persons in the said age group of 18-19 years in the State are yet to be enrolled.
- iv. **Correction of Particulars of voters in the electoral rolls:** Concerted efforts shall be made to make voters aware the need to have their particulars like date of birth, address, etc., reflected in electoral rolls. In many cases, only the year of birth is mentioned.
- v. **Encouraging voters to come out and vote:** Percentage of turnout during Lok Sabha-2009 was 77.30% in comparison to 79.80% during State Assembly Election-2012. SVEEP Plan is designed to ensure better turnout during Lok Sabha Election-2014 than that of State Assembly Election-2012.
- vi. **Countering Urban Apathy:** Turnout in some urban Assembly segments was low during Lok Sabha-2009. Percentage of turnout in Thangmeiband Assembly Constituency, an urban constituency, was 46.75% during Lok Sabha-2009. SVEEP Plan contains targeted interventions to encourage voters in urban areas to come out and vote.
- vii. **Ethical Voting:** Campaigns through print & electronic media, street plays, skits, hoardings, panel discussions, interactions at Assembly Constituency level, etc., are part of the Plan to spread the message for the need for voting ethically.

#### B. Situational Analysis

##### B1. Electoral profile

###### B1.1. Electoral profile of the entire State in brief

Sl. No.	Indicators	Figure
1	Projected population as on 1 <sup>st</sup> January 2014	2889267
2	Elector- Male	852918
3	Elector- Female	886087
4	Elector- Others	0
5	EP Ratio	60.19
6	EPIC Coverage	96.6%
7	Age Cohort	64.49% of the State population above 18 years
8	No. of Districts	9
9	No. of Assembly Constituencies	60
10	No. of Parliamentary Constituencies	2

11	No. of Polling Stations	2662
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### B1.2. Socio-Cultural profile of the state

Manipur is a State in the North-Eastern India. Its people include the Meitei, Pangals (Muslims), Naga, Kuki, Zomi, and Gorkhali (Nepali) who speak different languages of branches of the Tibeto-Burman family. Meiteilon (also known as Manipuri ), is the lingua franca in the State.

The Meitei, who live in the State's valley region, form the primary ethnic group (60% of the population). The term Meitei now refers to five social groups, viz., the Meitei marup (believe in only Meitei culture and God), Meitei Christians, Meitei Goura Chaytonya (believe in both Meitei and Hindu gods), Meitei Brahmins (locally called Bamons), and Meitei Muslims (also called Pangals locally). All of them has Meiteilon as their mother-tongue.

The Naga, Kuki and Zomi mostly follow Christian religion.

### B2. Identification of Gaps

**B2.1 Category-wise** (e.g. Gender, youth, urban, Excluded group, etc., give statistics of past elections and registration data)

Sl. No.	Election/Revision	Election Turnout			Registration (EP Ratio)
		Overall State Turnout		Urban Turnout( % )	
		Male	Female		
1	LSE-2009	648533	690379	66.81	
2	SAE-2012	661577	728268	89.22	
3	SSR-2012				60.00
4	SSR-2013				62.00
5	SSR-2014				60.19

**B2.2 District-wise** ( e.g., statistical analysis, category, if any, in each district, etc)

**B2.3 Polling Station wise** ( Identification of 10% of lowest polling stations)

The following shows the District-wise polling stations with the lowest voter turnout for SAE-2012.

Sl. No.	Name of the Districts	Total No. of polling stations	No. of polling stations with lowest turnout
1	Imphal West	393	39
2	Imphal East	357	36
3	Bishnupur	196	20
4	Thoubal	361	36
5	Chandel	131	13
6	Ukhrul	179	18
7	Senapati	323	32
8	Tamenglong	146	15
9	Churachandpur	279	28

10	Total	2365	237
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### **B3. Analysing Gaps**

#### **B3.1 Analysing underlying reasons for the gaps**

- i. The Gender Gap is prevalent especially in the Hill areas unlike those in the Valley areas. This can be attributed to lack of awareness and interest compounded by low literacy rate . This is apparently seen in the rural areas.
- ii. Urban apathy is also one vital factor that contribute to the Gaps that is prevalent today.
- iii. Other reasons are low registration rate, inadequate dissemination of information and lack of motivation.

#### **B3.2 Survey findings regarding reasons for non-participation**

- i. Apathy and lost of faith in the electoral system;
- ii. Intimidation and undue influences;
- iii. Lack of resources and the feeling of not being able to influence the outcome/result.
- iv. Lack of motivation.

### **C. Building Strategy**

*(Includes IMF- Information, Motivation and Facilitation)*

#### **C1. Common Strategy**

##### **C1.1 Information and motivation**

- i. Special interventions to narrow down the gender gap in electoral rolls, youth and urban apathy to be addressed.
- ii. To augment voters' awareness a well-spread campaigns through electronic media coupled with street dramas, skits, rallies, panel discussions and interactions and erection of hoardings, banners, posters,etc.
- iii. The role of BLOs to be disseminated so as to make people aware of the ways and means to get themselves registered.
- iv. To motivate the public NGOs to be involved since their interface and interaction with the public is good.
- v. Campus Ambassadors to be fully utilized to spread awareness as well as to motivate the eligible voters,esp., the youth.

vi. Information on the option of None Of The Above (NOTA) while casting vote and also about the VVPAT system to be introduced.

### **C1.2 Facilitation**

- i. Campus Ambassadors in the colleges and Universities to facilitate registration of voters by providing Forms-6, 7, 8, 8A.
- ii. Online registration to facilitate voters by making the facility easily accessible.
- iii. Continuous updation of electoral roll till nominations of candidates are filed.
- iv. EPIC to be distributed to all registered voters- to be taken up by EROs and AEROs.
- v. Rationalisation of polling stations.

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

### **C1.1 Information and motivation**

- i. To encourage and mobilize womenfolks to actively participate in the electoral processes by mobilizing and motivating the various existing women organizations.
- ii. Spreading awareness about the rights and duties especially among the urban youths which will have a cascading effect on the rest of the sections of the society.

### **C1.2 Facilitation**

Making the relevant forms available at every possible avenues and educate them about the importance and need to participate in the electoral processes.

## **D. Implementation**

### **D1. Team formation at District and State Hqs**

- i. The District Core Committee headed by DEOs for implementing SVEEP Plan in the District along with a Nodal Officer appointed to oversee SVEEP work; Women Self Help Group, RWAs, ASHAs to be roped in.
- ii. The State SVEEP Core Committee headed by the CEO along with various organizations/ Agencies like NSS,AMWJU, DDK, S&DD,MIS, NYK,NLMA, etc.

### **D2. Training & Capacity Building of SVEEP Teams**

- i. Stakeholders orientation programme for 3(three) days at State level;
- ii. Training for Campus Ambassadors, SHGs, RWAs,etc., at district level.

### **D3. Building Partnerships**

- i. At the State level all the stakeholders, viz., NSS, DDK, AMWJU, S&DD, MIS, NLMA to be the resourceful partners.

- ii. At the district level local Self Help Groups, NGOs, RWAs, etc., to be utilized as partners.

#### D4. Resource Mobilisation

Campus Ambassadors are appointed as part of the SVEEP Plan human resources to increase voter's registration, esp., among the youth; Partner agencies/organizations like DDK, AIR, among others are engaged for content developer.

#### D5. Media & Communication Plan

*(Insertions in media like print, outdoor, internet-based IVR, SMS, callertunes, etc)*

##### D5.1 Overall Approach

To fully hone, harness and utilize electronic media, print in all possible forms, internet online facilities, outdoor based activities, sending of bulk SMSes, etc.

##### D5.2 Targeted approach *(e.g., special messages for youth, womencentric messages, urban targeted messages)*

Catchy and captivating messages for the youth which include the need and duty of the youth to enroll and exercise their right to vote to change the political contour of the country.

The central theme for the womenfolks is to focus on the need for political empowerment which will act as a lever to bring about social and economic empowerment.

Media and Communication Plan to fight urban apathy through print media, web-based messages, SMSes, etc.

**Content** of messages to be developed by special agencies like AIR, DDK, etc.; the content of messages to have local tinge, which are to be shared between districts and Hqs.

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

Sl. No.	Target	Media	Partner Agencies to be associated (if any)
1	Women	Radio, TV	AIR, DDK
2	Urban	Radio, TV, Mobile Phone, News paper	AIR, DDK, BSNL, local news paper
3	Youth	Radio, TV, Mobile phone, news paper	As above
4	Identified Community	Nil	Nil
5	<i>Any other group</i>	Nil	Nil
6	<i>Any other group</i>	Nil	Nil

**D6. Physical events and activities**

*(National Voters’ Day, youth voter Festival and other activities like competitions, debates, quiz, rallies, meetings, human chains, ranglai competitions, street plays, etc., in which target audience is directly engaged with)*

**D6.1. Overall Approach**

- i. National Voters’ Day celebrated every year on 25<sup>th</sup> January; the 4<sup>th</sup> NVD to be celebrated on 25<sup>th</sup> January 2014; Quiz and essay competitions to be conducted across the State.
- ii. Rallies, street plays, skits, etc., to be performed at different places.
- iii. Interaction programs, panel discussions, debates, etc., to be conducted.

**D6.2. Targeted approach**

*(g., Youth voter festival shall target the newly eligible voter of 18-19 yr., ranglai competitions shall be organized specifically targeting women, etc.)*

- i. Youth Voter Festivals, song Concerts, youth conferences, etc to be popularize to garner youth voter registration and participation.
- ii. Anganwadi, women self help groups, ASHAs, women conferences, etc., to be used as platform for spreading awareness.

**D6.3. Sankalp Patras/ Pledge Letters and invitation letters from CEO/DEO and other innovation**

Pledge Letters for National Voters’ Day distributed to all districts every year.

**D6.4. Summary of proposed events/activities**

Sl. No.	Target groups (identified in B2.1)	Events	Partner Agencies to be associated (if any)
1	Women	Conference, meetings, program on radio, TV	NGOs, AIR,DDK
2	Urban	Rallies, quiz, essay competition, concerts, street plays, skits	NGOs, Partner agencies like NSS,NYK, etc
3	Youth	Youth voter festivals, rallies, quiz, essay competition, concerts, street plays, skits	NGOs, NSS,NYK,etc.
4	Identified Community	Nil	Nil
5	Any other group	Nil	Nil
6	Any other group	Nil	Nil

## **D7. Voter Facilitation**

(Intervention to facilitate voters like helpline numbers, name search facilities in voter list, reminder smses, polling station search facility, online-registration, voter facilitation centres, voter slip, etc.)

### **D7.1. Voter Facilitation Centres**

- i. Voter Facilitation centres at educational institutes, banks, public and private companies to be made available.
- ii. Campus Ambassadors to be made as an proactive agents to inform and motivate young voters as well as to make available.
- iii. Issue of EPICs to all eligible voters, display of voter list at important places and at website.
- iv. Voter Registration centres to be set up to facilitate hassle free enrolment and strengthen overall electoral participation.
- v. Online facility to be made more accessible .

### **D7.2. Helpline Numbers/Name search on internet and SMS etc/Polling Booth location search on google map, etc.**

- i. Helpline number like toll-free 1950n Manipur, Bulk SMSes, Online services for registration and rectification of particulars and to ascertain polling booths to be popularized.

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

(like display of voter list outside PS, proper lighting, ramps, etc)

Every polling stations to have basic minimum amenities like potable water, proper toilet, ramps for the differently abled persons, display of voter list,etc.

### **D7.4. Any other target specific Facilitation measure planned**

(like special registration desks in Anganwadi for rural women, registration camps for students, etc)

Anganwadi for rural women, village panchayat for rural areas, Tribal village council for tribal hill areas, registration camps for the students to be manned by Campus Ambassadors, etc., to be used as probs for dissemination and facilitation of registration as well participation.

### **D7.5 Voter Slip**

(numbers and day of distribution, details on Voter slip, etc)



Voter slip to contain relevant particulars for easy identification; to be distributed in such a way to be delivered in the hand of the voter.

#### **E. Monitoring Mechanism**

(Mechanism for monitoring of implementation at district and Hqs and corrective actions whenever required e.g., VC with DEOs, regular meetings with Partner Agencies, communication mechanism with partners and field, mandatory reporting formats or any other tools)

- i. Periodic monitoring and review of SVEEP programme of the districts about the timely implementation and to monitor the proper utilization of funds provided.
- ii. Regular Video Conference with the DEOs by CEO.
- iii. Reporting formats to be submitted in time.
- iv. The CEO to send mid-term and annual report in the formats provided the ECI.

#### **F. Evaluation & Documentation**

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

- i. The overall turnout in LSE-2009 is  $648533(M)+690379(F)= 1338912$  and in SAE-2012 is  $661577+728268=1389845$ .
- ii. In the last SAE-2012, out of the lowest 10% voter turnout polling station, i.e., 237 PSs, the lowest percentage the voter turnout is 1.01% at Keiye polling station in Senapati District.
- iii. Women turnout increases from 690379 in LSE-2009 to 728268 in SAE-2012, an increase of 37889.
- iv. Urban turnout during LSE-2009 is 66.81% whereas in SAE-2012 the percentage is 89.22%.
- v. The EP Ratio for SSR-2012 is 60.00, 62.00 for SSR-2013 and 60.19 for SSR-2014.

Gauging from the above analyses, it can be generalized that there is a need for a sustained and increased diffusion of information, motivation and a great deal of facilitation for augmenting registration in the electoral roll and greater participation in the electoral processes. The main focus should be on the youth voters, women and urban areas.

## G. Calendar

(Details of activities with time lines)

Action Points	Start Date	End Date
Team Formation	13 <sup>th</sup> May 2013	Till LSE-2014
Training & Capacity Building	1 <sup>st</sup> August 2013	31 <sup>st</sup> March 2014
Building Partnerships	13 <sup>th</sup> May 2013	31 <sup>st</sup> March 2014
Resource Mobilisation	1 <sup>st</sup> August 2013	31 <sup>st</sup> March 2014
Monitoring	1 <sup>st</sup> August 2013	Till LSE-2014
Evaluation	1 <sup>st</sup> November 2013	31 <sup>st</sup> March 2014
Documentation	After LSE-2014	2 Months after LSE-2014
<b>Facilitation Measures</b>		
Helpline numbers activation	20 <sup>th</sup> August 2011	continuing
Name search Facility on SMS	10 <sup>th</sup> October 2011	-do-
PS location on google map	15 <sup>th</sup> July 2012	-do-
Special registration drives for women	1 <sup>st</sup> July 2013	-do-
Polling Station Facility	1 <sup>st</sup> July 2013	-do-
<i>Any other facilitation measure</i>	<i>Nil</i>	<i>Nil</i>
<i>Any other facilitation measure</i>	<i>Nil</i>	<i>Nil</i>

### Communication and Activity Plan

Theme	Sub-Theme	Activity (Event and/or Media insertion)	Start Date	End Date	
<b>Registration</b>	Why register	State wide comprehensive/IEC campaign	1 <sup>st</sup> June 2013	31 <sup>st</sup> March 2014	
	Where and when	Special camps for registration at strategic locations	-do-	-do-	
	How to register Documents reqd	-do-	-do-	-do-	
<b>Voting</b>	Why vote	Camps, rallies, etc.	-do-	-do-	
	How to vote Check names on voter list Identification Documents Dos and Dents	Special camps, convention, media advertisements, rallies, etc.	-do-	-do-	
	Inducement Free Voting	do	do	do	
	Informed Voting	do	do	do	
	NOTA	do	do	do	
	Pledge Letter/Sankalp Patras to students			25 <sup>th</sup> January 2014	---
	Voter Slip ahead of poll day			On election day	
<b>Electoral Education</b>			1 <sup>st</sup> June 2014	continuing	