

**GOVERNMENT OF MEGHALAYA
ELECTIONS DEPARTMENT**

No.EL.54/2013/288

Dated Shillong the 13th Jan, 2014

From : Shri B.Dhar, IAS,
Commissioner & Secretary to the Govt. of Meghalaya &
Additional Chief Electoral Officer,
Elections Department.

To : Shri Suman Kumar Das,
Under Secretary,
Election Commission of India,
Nirvachan Sadan Ashoka Road,
New Delhi-110001.

Subject: **Comprehensive SVEEP Plan of Action for Enhanced Electoral Participation in General Elections to the Lok Sabha, 2014 and National Voters' Day 2014 -reg**

Reference: **Your letter No.491/SVEEP/2013(LS) dt.11.11.2013**

Sir,

With reference to the above subject and letter under reference, I enclosing herewith the compiled report in the prescribed format received from your end.

This is for your information and necessary action.

Yours faithfully,



(B.Dhar),
Commissioner & Secretary to the Govt. of Meghalaya &
Additional Chief Electoral Officer,
Elections Department.

STATE : MEGHALAYA

ANNEXURE-I

Template for Action Plan – SVEEP – II – for Lok Sabha Elections 2014 (Including NVD 2014)

A. Objectives

(Please specify the objectives of the State SVEEP Plan & also the specific goals to be achieved in preparation for the Lok Sabha elections 2014).

- To maximize the voters enrolment
- To close the EP ratio gap
- To adopt special strategies for maximization of youth enrolment
- To adopt special strategies for curtailing urban apathy
- To adopt special strategies for enrolment in the various educational institutions
- To evolve special strategies for youth enrolment
- To target an increase in voter turnout in identified low turnout polling stations.
- To target overall increase of voter turnout by 10-15% over 2009 Lok Sabha Elections
- Visible enhancement in quality of electoral participation especially in aspects related to informed, ethical voting
- Increase in postal ballot by educating service voters

B. Situation Analysis *(Systematic Assessment of current and previous electoral data to guide the interventions)*

Table(A) : ECI Format-3B (figures published final on 05.01.2013)

Name of State : Meghalaya		Year of Revision : 2013				
Total State Population in numbers (projected upto the Year 2013) 'X'						3128991
State Population of 18+ only (in numbers projected upto Year 2013) 'Y'						1566500
Age Cohort	Projected Census Population in age cohort (Projected upto the Year 2013)	%age of (2) to 'X' i.e. total Population as per census	Electors as per Current (Final Roll Published 05.01.2013) w.r.t. 1.1.2013 as qualifying date	%age of (4) to 'X' i.e. total population as per voter roll	%age of (4) to (2) i.e. registered voters vs eligible voters	Deficit/ Excess
1	2	3	4	5	6	
18-19	102401	3.27	68453	2.19	66.85	-33948
20-29	512116	16.37	503586	16.09	98.33	-8530
30-39	403170	12.88	382238	12.22	94.81	-20932
40-49	261983	8.37	264554	8.45	100.98	2571
50-59	144182	4.61	151636	4.85	105.17	7454
60-69	89026	2.85	76044	2.43	85.42	-12982
70-79	38438	1.23	33086	1.06	86.08	-5352
80+	15184	0.49	9121	0.29	60.07	-6063
State Total	1566500	50.06	1488718	47.58	95.03	-77782

Table(B) : ECI Format-3B (figures to be published final on 15.01.2014)

Name of State : Meghalaya			Year of Revision : 2014			
Total State Population in numbers (projected upto the Year 2014) 'X'					3211474	
State Population of 18+ only (in numbers projected upto Year 2014) 'Y'					1607793	
Age Cohort	Projected Census Population in age cohort (Projected upto the Year 2014)	%age of (2) to 'X' i.e. total Population as per census	Electors as per (FINAL Roll to be Published on 15.01.2014) w.r.t. 1.1.2014 as qualifying date	%age of (4) to 'X' i.e. total population as per voter roll	%age of (4) to (2) i.e. registered voters vs eligible voters	Deficit/ Excess
1	2	3	4	5	6	
18-19	105095	3.27	63018	1.96	59.96	-42077
20-29	525640	16.37	526384	16.39	100.14	744
30-39	413788	12.88	402872	12.54	97.36	-10916
40-49	268873	8.37	274486	8.55	102.09	5613
50-59	147976	4.61	159692	4.97	107.92	11716
60-69	91372	2.85	80369	2.50	87.96	-11003
70-79	39464	1.23	35758	1.11	90.61	-3706
80+	15585	0.49	10449	0.33	67.05	-5136
State Total	1607793	50.06	1553028	48.36	96.59	-54765

As seen from the above tables (A) and (B), there is an overall enrolment increase of 1.56% in the current E/Roll-2014 registering **96.59%** as compared to last year's final E-Rolls-2013 which registered **95.03%** against projected 18+ years population. An increase of 1.56% is a good achievement considering the overall left-out electors of 54,765 which is about 3.53% of the total registered electors.

B1. Electoral Profile

No. of Electors to be published on 15th January 2014

Men	Women	Total
769757	783271	1553028

B1. 1. Electoral Profile of the entire state in brief (*Total population, Electors – Male, Female, Others, EP Ratio, Epic Coverage, Age Cohort, Districts, Assembly and Parliamentary Constituency, Polling Station. etc*).

Table(C) : Parliamentary Constituencies, District, Assembly

Parliamentary Constituency	Name of District	Assembly Constituency		Projected Population (2014)	Electors as on (15-01-2014)	EP Ratio	EPIC Coverage
		No	Name				
1-Shillong	West Jaintia Hills	1	Nartiang (ST)	62634	31077	496	100.00
		2	Jowai (ST)	64059	29685	463	100.00
		3	Raliang (ST)	57104	27364	479	100.00
		4	Mowkaiaw (ST)	52154	26490	508	100.00
		7	Amlarem (ST)	58800	27872	474	100.00
		District Total:		294751	142488	483	100.00
	East Jaintia Hills	5	Sutnga Saipung (ST)	65210	32606	500	100.00
		6	Khliehriat (ST)	65698	32657	497	100.00
		District Total:		130908	65263	499	100.00

	Ri Bhoi	8	Mawhati (ST)	56767	26267	463	100.00	
		9	Nongpoh (ST)	58734	24746	421	100.00	
		10	Jirang (ST)	63368	29438	465	100.00	
		11	Umsning (ST)	48105	25536	531	100.00	
		12	Umroi (ST)	52965	20978	396	100.00	
		District Total:			279939	126965	454	100.00
	East Khasi Hills	13	Mawryngkneng (ST)	56631	26371	466	100.00	
		14	Pynthorumkhrah (GEN)	54473	25996	477	100.00	
		15	Mawlai (ST)	60851	35521	584	100.00	
		16	East Shillong (ST)	52842	22156	419	100.00	
		17	North Shillong (ST)	50494	24770	491	100.00	
		18	West Shillong (GEN)	48810	23709	486	100.00	
		19	South Shillong (GEN)	55048	28616	520	100.00	
		20	Myllem (ST)	56186	26486	471	100.00	
		21	Nongthymmai (ST)	48944	29421	601	100.00	
		22	Nongkrem (ST)	61877	27033	437	100.00	
		23	Sohiong (ST)	37897	24347	642	100.00	
		24	Mawphlang (ST)	44449	24809	558	100.00	
		25	Mawsynram (ST)	51025	26119	512	100.00	
		26	Shella (ST)	49516	21503	434	100.00	
		27	Pynursla (ST)	66235	28935	437	100.00	
	28	Sohra (ST)	43650	21199	486	100.00		
	29	Mawkynrew (ST)	53964	26591	493	100.00		
	District Total:			892892	443582	497	100.00	
	West Khasi Hills	30	Mairang (ST)	63348	29226	461	100.00	
		31	Mawthadraishan (ST)	62864	29576	470	100.00	
		32	Nongstoin (ST)	66598	27601	414	100.00	
		33	Rambrai Jyrngam (ST)	57968	26175	452	100.00	
		34	Mawshynrut (ST)	57020	27090	475	100.00	
		District Total:			307798	139668	454	100.00
	South West Khasi Hills	35	Ranikor (ST)	56607	25355	448	100.00	
		36	Mawkyrwat (ST)	53389	25637	480	100.00	
		District Total:			109996	50992	464	100.00
	2-Tura	North Garo Hills	37	Kharkutta (ST)	57483	30292	527	100.00
			38	Mendipathar (ST)	42321	21004	496	100.00
			39	Resubelpara (ST)	43291	21401	494	100.00
40			Bajengdoba (ST)	47120	23594	501	100.00	
District Total:			190215	96291	506	100.00		
East Garo Hills		41	Songsak (ST)	49176	22997	468	100.00	
		42	Rongjeng (ST)	51320	24423	476	100.00	
		43	William Nagar (ST)	53414	27496	515	100.00	

		District Total:	153910	74916	487	100.00
West Garo Hills	44	Raksamgre (ST)	46736	22448	480	100.00
	45	Tikrikilla (ST)	52121	25823	495	100.00
	46	Phulbari (GEN)	55736	23243	417	100.00
	47	Rajabala (GEN)	44236	26764	605	100.00
	48	Selsella (ST)	55647	26694	480	100.00
	49	Dadenggre (ST)	49357	25559	518	100.00
	50	North Tura (ST)	50792	26555	523	100.00
	51	South Tura (ST)	51127	26530	519	100.00
	52	Rangsakona (ST)	55611	27353	492	100.00
	56	Gambegre (ST)	46000	22062	480	100.00
	57	Dalu (ST)	39964	16436	411	100.00
			District Total:	547327	269467	492
South West Garo Hills	53	Ampati (ST)	51216	24739	483	100.00
	54	Mahendraganj (ST)	54698	26555	485	100.00
	55	Salmanpara (ST)	43354	22131	510	100.00
			District Total:	149268	73425	492
South Garo Hills	58	Rongara Siju (ST)	48722	23397	480	100.00
	59	Chokpot (ST)	47669	22962	482	100.00
	60	Baghmara (ST)	58079	23612	407	100.00
			District Total:	154470	69971	453
State Total			3211474	1553028	484	100.00

B1. 2. Socio – Cultural Profile of the State

Meghalaya is primarily inhabited by three major tribes i) The Khasis, ii) The Jaintias and iii) The Garos.

Meghalaya is basically a matrilineal society. This striking feature of matrilineal society, bestows upon a woman a special respect, decree and freedom in the society. A woman has superior rights over the house and property sanctioned by customs and religious traditions. She is considered the custodian and preserver of her clan, family and lineage.

Meghalaya became a full fledged State on 21st January, 1972, carved out from the erstwhile State of Assam. It lies between 20.1° N and 26.5° N latitude and 85.49 °E and 92.52 °E longitude and bounded on the North and East by Assam and on the South and West by Bangladesh. Meghalaya is spread over an area of 22, 429 square kilometres.

B2. Identification of Gaps

B2. 1. Category wise (e.g. Gender, Youth, Urban, Excluded group etc, give statistics of past elections and registration data).

a) Gender Ratio –analysis : 1018 gender ratio is reasonable in Meghalaya

Men	Women	Total	Gender Ratio
769757	783271	1553028	1018

b) Youth -analysis : special strategies were adopted to close a gap of about 41000 electors.

Cohort	2014-Projected Population 18+Yrs	Electors (15.01.2014)	Gap

18-19 years	105095	63018	(-)42077
20-29 years	525640	526384	(+)744

c) Urban -analysis : Urban EP ratio which is about 509, which is reasonable as compared to overall state EP ratio which is 484.

d) Excluded group -analysis : Excluded group is Nil

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

District wise analysis indicated at above “Table(C) : Parliamentary Constituencies, District, Assembly”

B2. 3. Polling Station wise (Identification of 10% of the lowest turnout Polling Stations in LS-2009)

Jaintia Hills District (10% lowest turnout Polling Stations in LS-2009)

Assembly Constituency		Polling station		Electors	Voter turnout	Dist. Avg. Poll%	P/S Poll%	Difference of Poll%
No.	Name	No	Name					
4	Mowkaiaw (ST)	20	Tum Tum	661	160	63.88	24.21	-39.67
3	Raliang (ST)	31	Mynska	856	248	63.88	28.97	-34.91
6	Khliehriat (ST)	34	Jalyiah	933	307	63.88	32.90	-30.98
3	Raliang (ST)	12	Mynso Lumphlong	713	257	63.88	36.04	-27.84
5	Sutnga Saipung (ST)	25	Thuruk	827	309	63.88	37.36	-26.52
6	Khliehriat (ST)	9	Sohkymphor 'A' [Male]	714	279	63.88	39.08	-24.80
1	Nartiang (ST)	10	Saitsama	849	332	63.88	39.10	-24.78
6	Khliehriat (ST)	11	Byrwai	660	260	63.88	39.39	-24.49
6	Khliehriat (ST)	8	Wapungshnong	921	369	63.88	40.07	-23.81
3	Raliang (ST)	13	Mynso Lummari	952	388	63.88	40.76	-23.12
6	Khliehriat (ST)	6	Rngat	846	346	63.88	40.90	-22.98
4	Mowkaiaw (ST)	29	Lakadong	256	105	63.88	41.02	-22.86
5	Sutnga Saipung (ST)	36	Huroi	604	253	63.88	41.89	-21.99
1	Nartiang (ST)	5	Ksehrynsang	579	243	63.88	41.97	-21.91
5	Sutnga Saipung (ST)	2	Mynthlu	838	353	63.88	42.12	-21.76
6	Khliehriat (ST)	10	Sohkymphor 'B' [Female]	723	306	63.88	42.32	-21.56
3	Raliang (ST)	3	Nongjingi	922	395	63.88	42.84	-21.04
1	Nartiang (ST)	38	Lapangap	716	308	63.88	43.02	-20.86
1	Nartiang (ST)	23	Nartiang A	642	280	63.88	43.61	-20.27
1	Nartiang (ST)	24	Nartiang B	502	219	63.88	43.63	-20.25
5	Sutnga Saipung (ST)	31	Moullian	474	210	63.88	44.30	-19.58
2	Jowai (ST)	4	Umlangshor	568	257	63.88	45.25	-18.63
2	Jowai (ST)	16	Ialong B	796	361	63.88	45.35	-18.53
6	Khliehriat (ST)	1	Tuber Shohshrieh	518	235	63.88	45.37	-18.51
4	Mowkaiaw (ST)	18	Sahsniang A	991	454	63.88	45.81	-18.07
2	Jowai (ST)	9	Mihmyntdu Lumpyrthuh	943	435	63.88	46.13	-17.75

7	Amlarem (ST)	17	Nongbarehrim	978	464	63.88	47.44	-16.44
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Ri Bhoi District (10% lowest turnout Polling Stations in LS-2009)

Assembly Constituency		Polling station		Electors	Voter turnout	Dist. Avg. Poll%	P/S Poll%	Difference of Poll%
No.	Name	No	Name					
10	Jirang(ST)	18	Gunpati	411	65	59.73	15.82	-43.91
8	Mawhati(ST)	6	Umtyrkhang	483	152	59.73	31.47	-28.26
8	Mawhati(ST)	16	Mawlyngkhung ('B')	496	186	59.73	37.50	-22.23
8	Mawhati(ST)	18	Sohphoh	617	246	59.73	39.87	-19.86
10	Jirang(ST)	32	Nongbir Lum	361	145	59.73	40.17	-19.56
8	Mawhati(ST)	28	Nongjri	677	274	59.73	40.47	-19.25
8	Mawhati(ST)	27	Khlieh Umtrew	801	332	59.73	41.45	-18.28
10	Jirang(ST)	19	Nongrim Jirang	481	201	59.73	41.79	-17.94
8	Mawhati(ST)	10	Pamlaban	766	322	59.73	42.04	-17.69
10	Jirang(ST)	14	Umsen	559	241	59.73	43.11	-16.61
8	Mawhati(ST)	19	Mawrathud	392	173	59.73	44.13	-15.59
8	Mawhati(ST)	15	Mawlyngkhung ('A')	511	227	59.73	44.42	-15.30
10	Jirang(ST)	27	Ranibari 'B'	466	208	59.73	44.64	-15.09
12	Umroi(ST)	13	Umdohbyrthieh	656	296	59.73	45.12	-14.60
9	Nongpoh(ST)	3	Pahamjri	405	185	59.73	45.68	-14.05
12	Umroi(ST)	2	Mawtneng	700	325	59.73	46.43	-13.30
9	Nongpoh(ST)	19	Plasha	660	309	59.73	46.82	-12.91

East Khasi Hills District (10% lowest turnout Polling Stations in LS-2009)

Assembly Constituency		Polling station		Electors	Voter turnout	Dist. Avg. Poll%	P/S Poll%	Difference of Poll%
No.	Name	No	Name					
28	Sohra (ST)	2	Khatarmer 'A'	416	135	62.09	32.45	-29.63
29	Mawkynrew (ST)	36	WAHLAKHIAT	544	178	62.09	32.72	-29.37
13	Mawryngkneng (ST)	5	DIENGPASOH 'A'	575	190	62.09	33.04	-29.04
27	Pynursla (ST)	21	NONGBLAI	290	102	62.09	35.17	-26.91
24	Mawphlang (ST)	9	DIENGYNTHONG 'A'	338	119	62.09	35.21	-26.88
28	Sohra (ST)	28	Iewmawiong 'A'	380	134	62.09	35.26	-26.82
26	Shella (ST)	29	Suktia	367	131	62.09	35.69	-26.39
28	Sohra (ST)	32	Laitlyngkot 'A'	636	236	62.09	37.11	-24.98
13	Mawryngkneng (ST)	7	JAROIT	327	122	62.09	37.31	-24.78
26	Shella (ST)	27	Nongjri Nongbah 'B'	718	275	62.09	38.30	-23.78
13	Mawryngkneng (ST)	2	UMMIR	192	74	62.09	38.54	-23.54
28	Sohra (ST)	26	Jalynteng 'A'	841	332	62.09	39.48	-22.61
27	Pynursla (ST)	39	NONGTYNGUR	724	286	62.09	39.50	-22.58
13	Mawryngkneng (ST)	6	DIENGPASOH 'B'	621	256	62.09	41.22	-20.86
23	Sohiong (ST)	19	MAWLAITENG 'A'	596	248	62.09	41.61	-20.47
28	Sohra (ST)	33	Laitlyngkot 'B'	0	267	62.09	41.65	-20.43
24	Mawphlang (ST)	33	THAINTHYNROH 'A'	495	207	62.09	41.82	-20.27
20	Mylliem (ST)	12	UMLYNGKA 'D'	490	207	62.09	42.24	-19.84

27	Pynursla (ST)	20	WAHLYNGKHAT	577	246	62.09	42.63	-19.45
26	Shella (ST)	26	Nongjri Nongbah 'A'	632	270	62.09	42.72	-19.36
25	Mawsynram (ST)	40	TYNGNER 'B'	360	154	62.09	42.78	-19.31
26	Shella (ST)	8	Mawthang Sohkhylung	602	258	62.09	42.86	-19.23
28	Sohra (ST)	29	Iewmawiong 'B'	0	171	62.09	42.86	-19.23
13	Mawryngkneng (ST)	22	SOHRYNGKHAM MAWDIEJA 'A'	463	199	62.09	42.98	-19.11
28	Sohra (ST)	3	Khatarmer 'B'	0	207	62.09	43.76	-18.32
13	Mawryngkneng (ST)	19	SOHRYNGKHAM LULONG 'A'	514	225	62.09	43.77	-18.31
27	Pynursla (ST)	43	NONGSKHEN 'A'	826	362	62.09	43.83	-18.26
15	Mawlai (ST)	41	MAWLAI NONGKWAR 'C'	574	252	62.09	43.90	-18.18
22	Nongkrem (ST)	25	POMLAKRAI 'A'	570	252	62.09	44.21	-17.88
24	Mawphlang (ST)	11	NONGTHYMMAI 'A'	387	173	62.09	44.70	-17.38
26	Shella (ST)	20	Disong	656	296	62.09	45.12	-16.96
28	Sohra (ST)	31	Umthli 'B'	0	166	62.09	45.36	-16.73
15	Mawlai (ST)	43	MAWLAI NONGKWAR 'E'	524	239	62.09	45.61	-16.47
20	Myllem (ST)	10	UMLYNGKA 'B'	528	243	62.09	46.02	-16.06
28	Sohra (ST)	30	Umthli 'A'	343	158	62.09	46.06	-16.02
26	Shella (ST)	22	Ichamati	271	125	62.09	46.13	-15.96
15	Mawlai (ST)	39	MAWLAI NONGKWAR 'A'	459	212	62.09	46.19	-15.90
26	Shella (ST)	28	Mawkliaw	586	271	62.09	46.25	-15.84
23	Sohiong (ST)	25	UMSAW 'A'	561	260	62.09	46.35	-15.74
13	Mawryngkneng (ST)	17	MAWLYNGAD	701	325	62.09	46.36	-15.72
23	Sohiong (ST)	30	SOHIONG LEN 'A'	517	240	62.09	46.42	-15.66
23	Sohiong (ST)	34	LAITNONGKSEH	653	305	62.09	46.71	-15.38
22	Nongkrem (ST)	21	NONGKREM KHARBULI 'A'	468	219	62.09	46.79	-15.29
20	Myllem (ST)	18	6th MILE UPPER SHILLONG	799	374	62.09	46.81	-15.28
23	Sohiong (ST)	15	KRANG 'A'	557	261	62.09	46.86	-15.23
26	Shella (ST)	21	Sohlab	537	252	62.09	46.93	-15.16
25	Mawsynram (ST)	18	TYLLAW	541	254	62.09	46.95	-15.14
28	Sohra (ST)	34	Laitlyngkot Nongthymmai 'A'	362	171	62.09	47.24	-14.85
25	Mawsynram (ST)	5	MAWSYNRAM DONGNENG 'A'	440	208	62.09	47.27	-14.81
26	Shella (ST)	18	Nongwar	565	270	62.09	47.79	-14.30
25	Mawsynram (ST)	14	NONGLAIT	376	180	62.09	47.87	-14.21
24	Mawphlang (ST)	27	POMSANNGUT	901	432	62.09	47.95	-14.14
26	Shella (ST)	17	Pyndemdhar	155	75	62.09	48.39	-13.70
20	Myllem (ST)	11	UMLYNGKA 'C'	684	331	62.09	48.39	-13.69
29	Mawkynew (ST)	43	LAIKYRHONG	904	438	62.09	48.45	-13.63
22	Nongkrem (ST)	27	POMLAKRAI 'C'	640	311	62.09	48.59	-13.49
28	Sohra (ST)	14	Sohkynduh	196	196	62.09	48.76	-13.33
24	Mawphlang (ST)	28	MAWSADANG	522	255	62.09	48.85	-13.24
13	Mawryngkneng (ST)	12	MAWLYNREI 'A'	584	288	62.09	49.32	-12.77
25	Mawsynram (ST)	39	TYNGNER 'A'	379	187	62.09	49.34	-12.75
13	Mawryngkneng (ST)	33	LUMKSEH	379	188	62.09	49.60	-12.48

20	Myllem (ST)	13	UMLYNGKA 'E'	536	266	62.09	49.63	-12.46
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West Khasi Hills District (10% lowest turnout Polling Stations in LS-2009)

Assembly Constituency		Polling station		Electors	Voter turnout	Dist. Avg. Poll%	P/S Poll%	Difference of Poll%
No.	Name	No	Name					
33	Rambrai-Jyrngam (ST)	11	Langpih	472	128	62.6	27.12	-35.48
30	Mairang (ST)	6	Mawphanniew-B	985	306	62.6	31.07	-31.53
30	Mairang (ST)	37	Umthlu	496	159	62.6	32.06	-30.54
34	Mawshynrut (ST)	36	Riangshi-Kanshusik	262	85	62.6	32.44	-30.16
34	Mawshynrut (ST)	29	Wahthre	564	183	62.6	32.45	-30.15
30	Mairang (ST)	30	Nongthliew-B	1148	378	62.6	32.93	-29.67
33	Rambrai-Jyrngam (ST)	8	Kyrshai - A	910	300	62.6	32.97	-29.63
34	Mawshynrut (ST)	27	Swangrehamegam	703	241	62.6	34.28	-28.32
33	Rambrai-Jyrngam (ST)	9	Kyrshai - B	810	278	62.6	34.32	-28.28
34	Mawshynrut (ST)	35	Nongriangna	296	105	62.6	35.47	-27.13
34	Mawshynrut (ST)	37	Riangdim	732	261	62.6	35.66	-26.94
34	Mawshynrut (ST)	34	Shyrkon	344	126	62.6	36.63	-25.97
30	Mairang (ST)	36	Umpdem	431	160	62.6	37.12	-25.48
34	Mawshynrut (ST)	39	Miangshang	348	134	62.6	38.51	-24.09
30	Mairang (ST)	32	Umthlong (Female)	926	359	62.6	38.77	-23.83
30	Mairang (ST)	28	Ladmiri	376	147	62.6	39.10	-23.50
34	Mawshynrut (ST)	33	Umthli	513	201	62.6	39.18	-23.42
33	Rambrai-Jyrngam (ST)	29	Mawmluh	814	324	62.6	39.80	-22.80
34	Mawshynrut (ST)	5	Porsohsan	452	181	62.6	40.04	-22.56
34	Mawshynrut (ST)	19	Jynruniangbrak	533	216	62.6	40.53	-22.07
34	Mawshynrut (ST)	42	Porkhadoh	201	82	62.6	40.80	-21.80
34	Mawshynrut (ST)	25	Shallang-Sohbar	463	195	62.6	42.12	-20.48
31	Mawthadraishan (ST)	5	Nongjlak	880	377	62.6	42.84	-19.76
34	Mawshynrut (ST)	40	Maweit	643	276	62.6	42.92	-19.68
34	Mawshynrut (ST)	23	Umdang	902	389	62.6	43.13	-19.47
33	Rambrai-Jyrngam (ST)	30	Mawthaw	475	206	62.6	43.37	-19.23
30	Mairang (ST)	16	Mairangbah	675	295	62.6	43.70	-18.90

East Garo Hills District (10% lowest turnout Polling Stations in LS-2009)

Assembly Constituency		Polling station		Electors	Voter turnout	Dist. Avg. Poll%	P/S Poll%	Difference of Poll%
No	Name	No	Name					
42	Rongjeng(ST)	6	Rongmil Gabil Akawe	664	226	63.30	34.04	-29.26
39	Resubelpara(ST)	29	Chidaret Songma	516	183	63.30	35.47	-27.83
41	Songsak(ST)	45	Danal Songgitcham	623	241	63.30	38.68	-24.61
37	Kharkutta(ST)	18	Chotcholja	699	281	63.30	40.20	-23.10
42	Rongjeng(ST)	29	Dambo Watesa	441	193	63.30	43.76	-19.53
41	Songsak(ST)	27	Snal Dajreng	709	316	63.30	44.57	-18.73

40	Bajengdoba(ST)	23	Korepara	605	273	63.30	45.12	-18.17
38	Mendipathar(ST)	21	Bangsi Dogru	521	247	63.30	47.41	-15.89
42	Rongjeng(ST)	35	Chikal Songma	367	177	63.30	48.23	-15.07
42	Rongjeng(ST)	3	Naringgre Marchonggittim	1016	493	63.30	48.52	-14.77
42	Rongjeng(ST)	36	Pakregre	667	325	63.30	48.73	-14.57
40	Bajengdoba(ST)	32	Gra Songgitcham	322	157	63.30	48.76	-14.54
38	Mendipathar(ST)	15	Kaskona	961	470	63.30	48.91	-14.39
40	Bajengdoba(ST)	16	Achotchongre	901	442	63.30	49.06	-14.24
37	Kharkutta(ST)	17	Chotcholja	744	370	63.30	49.73	-13.56
42	Rongjeng(ST)	2	Darusak (Darugre Alda)	779	400	63.30	51.35	-11.95
41	Songsak(ST)	38	Dobu	667	347	63.30	52.02	-11.27
37	Kharkutta(ST)	32	Baksalpara	578	301	63.30	52.08	-11.22
40	Bajengdoba(ST)	10	Bakenang Songma	1005	528	63.30	52.54	-10.76
41	Songsak(ST)	29	Simseng Bongga	801	422	63.30	52.68	-10.61
42	Rongjeng(ST)	7	Jambalgittim	941	496	63.30	52.71	-10.59
43	Williamnagar(ST)	18	Rongrenggre	1096	578	63.30	52.74	-10.56
40	Bajengdoba(ST)	21	Akarok Songgitcham	721	382	63.30	52.98	-10.31
42	Rongjeng(ST)	17	Dabitgittim	649	344	63.30	53.00	-10.29
41	Songsak(ST)	43	Koksi Nengsat	556	296	63.30	53.24	-10.06

West Garo Hills District (10% lowest turnout Polling Stations in LS-2009)

Assembly Constituency		Polling station		Electors	Voter turnout	Dist. Avg. Poll%	P/S Poll%	Difference of Poll%
No	Name	No	Name					
46	Phulbari	28	Rondupara	614	231	69.97	37.62	-32.34
49	Dadenggre(ST)	17	Balupara	413	156	69.97	37.77	-32.19
50	North Tura (ST)	34	Sanchonggre	379	150	69.97	39.58	-30.39
44	Raksamgre(ST)	20	Belguri	686	278	69.97	40.52	-29.44
49	Dadenggre(ST)	16	Chibonggre	556	238	69.97	42.81	-27.16
50	North Tura (ST)	23	Dopananggre	661	293	69.97	44.33	-25.64
49	Dadenggre(ST)	27	Rongsep Adinggre	526	238	69.97	45.25	-24.72
50	North Tura (ST)	11	Chandmary	921	455	69.97	49.40	-20.56
50	North Tura (ST)	13	Wadanang	582	295	69.97	50.69	-19.28
44	Raksamgre(ST)	12	Rongmakgre	522	266	69.97	50.96	-19.01
49	Dadenggre(ST)	37	Aguragre	567	289	69.97	50.97	-19.00
50	North Tura (ST)	12	Chandmary	957	490	69.97	51.20	-18.76
50	North Tura (ST)	31	Selbalgre	908	471	69.97	51.87	-18.09
45	Tikrikilla(ST)	32	Cheran Songmagre	691	362	69.97	52.39	-17.58
45	Tikrikilla(ST)	31	Matramchigre	676	355	69.97	52.51	-17.45
49	Dadenggre(ST)	20	Asinggre	839	443	69.97	52.80	-17.17
56	Gambegre (ST)	19	Kherapara	512	271	69.97	52.93	-17.04
47	Rajabala	7	Rongmatchokgre	261	140	69.97	53.64	-16.33
55	Salmanpara (ST)	26	Halchati Lp School	690	372	69.97	53.91	-16.05
44	Raksamgre(ST)	31	Daporbhita Rabha	746	406	69.97	54.42	-15.54
44	Raksamgre(ST)	16	Pedaldoba	848	463	69.97	54.60	-15.37
56	Gambegre (ST)	9	Saka Boldamgre	880	481	69.97	54.66	-15.31

50	North Tura (ST)	14	Wadanang	606	332	69.97	54.79	-15.18
46	Phulbari	25	Rongchandalgre	690	379	69.97	54.93	-15.04
44	Raksamgre(ST)	9	Bolchukatonggre	426	236	69.97	55.40	-14.57
57	Dalu (ST)	14	Tallanggre	732	407	69.97	55.60	-14.37
46	Phulbari	21	Rongkonggre	557	311	69.97	55.83	-14.13
49	Dadenggre(ST)	21	Tebronggre	727	406	69.97	55.85	-14.12
46	Phulbari	24	Bikonggre	559	314	69.97	56.17	-13.79
44	Raksamgre(ST)	19	Belguri	636	358	69.97	56.29	-13.68
55	Salmanpara (ST)	21	Bhatuagaon Lp School	900	507	69.97	56.33	-13.63
56	Gambegre (ST)	5	Sandagre	830	468	69.97	56.39	-13.58
47	Rajabala	5	Babilgre	639	361	69.97	56.49	-13.47
49	Dadenggre(ST)	22	Gindopara	886	501	69.97	56.55	-13.42
50	North Tura (ST)	18	Rongkhon	598	339	69.97	56.69	-13.28
56	Gambegre (ST)	25	Dopgre	886	504	69.97	56.88	-13.08
48	Selsella	9	Kalchengpara	698	400	69.97	57.31	-12.66
51	South Tura(ST)	2	Lower Babupara	731	419	69.97	57.32	-12.65
47	Rajabala	3	Batabari	851	493	69.97	57.93	-12.03
51	South Tura(ST)	30	Machakolgre	939	544	69.97	57.93	-12.03
44	Raksamgre(ST)	30	Takurvilla	386	224	69.97	58.03	-11.94
46	Phulbari	27	Rondupara	639	371	69.97	58.06	-11.91
44	Raksamgre(ST)	14	Upper Kongrapara	492	286	69.97	58.13	-11.84
46	Phulbari	8	Shyamnagar	571	332	69.97	58.14	-11.82
51	South Tura(ST)	1	Lower Babupara	666	388	69.97	58.26	-11.71

South Garo Hills District (10% lowest turnout Polling Stations in LS-2009)

Assembly Constituency		Polling station		Electors	Voter turnout	Dist. Avg. Poll%	P/S Poll%	Difference of Poll%
No	Name	No	Name					
60	Baghmara (ST)	22	Rongchonggre L.P.School	1015	468	66.89	46.11	-20.79
59	Chokpot (ST)	23	Durabanda M.E.School (A)	525	248	66.89	47.24	-19.66
59	Chokpot (ST)	29	Bolchimdagre L.P.School (B)	545	260	66.89	47.71	-19.19
59	Chokpot (ST)	12	Chokpotgre M.E. School (B)	375	194	66.89	51.73	-15.16
59	Chokpot (ST)	15	Kenegre M.E. School	645	342	66.89	53.02	-13.87
58	Rongara-Siju (ST)	21	Tolegre L.P.School	599	322	66.89	53.76	-13.14
59	Chokpot (ST)	22	Digranggre L.P.School (B)	521	281	66.89	53.93	-12.96
60	Baghmara (ST)	25	Gasuapara L.P School (B)	713	392	66.89	54.98	-11.92
58	Rongara-Siju (ST)	31	Gare Songmong L.P.School	571	315	66.89	55.17	-11.73
58	Rongara-Siju (ST)	25	Badri Watregittim L.P.School	870	482	66.89	55.40	-11.49

B3. Analysing Gaps

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

An existing overall gap of about 54000 electors, out of which 42000 electors fall under the age group of 18-19 years. It is understood that this gap is to be closed by adopting targeted special strategies for the youths; like special campaigns in the educational and other

institutions, conducting more youth physical programmes, musical shows, street plays, dramas, debates, quizzes, etc., so as to be able to have a proper direct interface with the youths and to encourage them to participate in the enrolment process.

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

Low turnout is because of the following reasons:-

- Inclement weather
- Urban apathy
- Difficult terrains
- Militancy impedance

C. Building Strategy

(includes IMF – information, Motivation and Facilitation)

C1. Common Strategy (*Overall Voter education and awareness*)

C1. 1. Information and Motivation

- Widest possible publicity strategies
- Advertisements through print media
- Advertisements through electronic media
- Advertisements through posters/ pamphlets
- Advertisements through hoardings/ banners
- Advertisements through local TV cables
- Advertisements through All India Radio (AIR)
- Advertisements through Red FM
- Advertisements through Door Darshan Kendra (DDK)
- Directorate of Information and Public Relations (DIPR)
- Online registration
- Graffiti and slogans

C1. 2. Facilitation

- Through the services of the ‘BLOs’
- Through the services of the ‘Voters Facilitation Centres’
- Through the services of the ‘Campus Ambassadors’
- Through the services of the ‘Election Icons’
- Musical shows featuring ‘Shillong Chamber Choir’
- Through the services of State Resource Centre (SRC) of North Eastern Hill University (NEHU)

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

C2. 1. Information and Motivation

- Advertisements through print media
- Advertisements through electronic media
- Advertisements through posters/ pamphlets
- Advertisements through hoardings/ banners
- Advertisements through local TV cables
- Advertisements through All India Radio (AIR)

- Advertisements through Red FM
- Advertisements through Door Darshan Kendra (DDK)
- Directorate of Information and Public Relations (DIPR)
- Online registration

C2. 2. Facilitation

- Through the services of the 'BLOs'
- Through the services of the 'Voters Facilitation Centres'
- Through the services of the 'Campus Ambassadors'
- Through the services of the 'Election Icons'
- Musical shows featuring 'Shillong Chamber Choir'
- Through the services of State Resource Centre (SRC) of North Eastern Hill University (NEHU)

D. Implementation (*Systematic planning and roll out of plans to achieve objectives given at A)*)

D1. Team formation at District and State headquarters

- At the state headquarter, the Chief Electoral Office headed the SVEEP team which comprises the Additional CEO in-charge of SVEEP along with the nominated officers and support staffs.
- At the District headquarters, the District Election Offices headed the SVEEP team which comprises the ADC (Election in-charge SVEEP) along with other nominated officers and support staffs.

D2. Training & Capacity Building of SVEEP Teams

- ❖ Is a continuous process that is fully functional at CEO level and at all DEOs level.

D3. Building Partnerships (*partners at state level and partners at district level*)

Partnerships build-up, with:-

DIPR, All India Radio, Red FM Radio, Door Darshan Kendra, State Resource Centre of North Eastern Hill University, Shillong Chamber Choir, local TV cables, print & electronic media.

D4. Resource Mobilisation (*Human resource like message carriers, content developers, cultural troupers etc, Partner Agencies like Doordarshan/AIR for content creation, PSUs/Corporates for sponsorship and financial resources, Departments like Railways, Airports, Banks etc for providing infrastructure for dissemination and display, Private Media Houses for providing print space, airtime, content etc*)

Mobilised through various partner agencies : DIPR, All India Radio, Red FM Radio, Door Darshan Kendra, State Resource Centre of North Eastern Hill University, Shillong

Chamber Choir, local TV cables, print & electronic media, display of hoardings, posters, banners, big aerial balloons, etc.

D5. Media & Communication Plan (Insertions in Media like Electronic, Print, outdoor, internet-based, IVR, SMS, caller tunes etc)

D5.1. Overall Approach

Extensive communication of various SVEEP activities/programmes done through:-
Electronic and Print Media, DIPR, AIR, DDK, Red FM, Posters, Banners, pamphlets, Hoardings, Musical shows, street plays, skits, etc.

D5.2. Targeted Approach (*e.g. Special messages for youth, women-centric messages, urban targeted messages etc*)

Targeted Approach for youth : By adopting best possible strategies for largest possible communication & interfacing using the services of the Electronic and Print Media, DIPR, AIR, DDK, Red FM, Posters, Banners, pamphlets, Hoardings, Musical shows, street plays, skits, etc.

D5.3. Contents Development (*e.g. generation and sharing of contents between districts and with Hqs*)

Developed Content materials relating to maximization the overall SVEEP activities/programmes have been distributed to all districts for the best possible usage of the same.

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

Sl. No	Target	Media	Partner Agencies to be associated (if any)
1.	Women	Women-centric specific is not required as the current electors gender ratio is 1018	
2.	Urban	Radio Jingles, Advertisements though local TV cables, news papers, etc.	DIPR, DDK, AIR, NEHU, Election Icons, Campus Ambassadors, local durbars
3.	Youth	Radio Jingles, Advertisements though local TV cables, news papers, music albums, etc.	DIPR, DDK, AIR, NEHU, Election Icons, Campus Ambassadors, local durbars
4.	Identified Community	Nil	Nil
5.	Any other group	Nil	Nil
6.	Any other group	Nil	Nil

D6. Physical Events and Activities (*National Voters' Day, Youth Voter Festival and other activities like competitions, debates, quiz, rallies, meetings, human chains, rangoli competitions, street plays etc in which targeted audience is directly engaged with*)

D6.1. Overall approach

Physical Events and Activities with special strategies were adopted for reaching out the targeted audience :-

- Marathon (Run for Democracy)
- Bikes/cars rallies, etc
- Musical shows
- Street plays/ skits
- Competitions like debates, quiz, painting, drawing, singing
- SVEEP Special campaigns with Students community at various institutions.
- Students rallies carrying placards conveying the SVEEP important messages.

D6. 2. Targeted approach (*e.g. NVD and Youth Voter Festival shall target the newly eligible voter of 18-19yr, rangoli competitions shall be organised specifically targeting women, etc*)

Targeted approach for youth and for newly eligible voters of 18-19yrs : Extensively done through Musical shows, Cultural events, Singing competitions, Radio Jingles, TV Cable youth clips, Posters, Banners, etc.

D6. 3. SankalpPatras/Pledge Letters and Invitation letters from CEO/DEO and other Innovators.

D6. 4. Summary of Proposed Events/Activities

Sl. no	Target groups (identified in B2. 1.)	Media	Partner Agencies to be associated (if any)
1.	Women	Women-centric specific is not required as current electors gender ratio is 1018	
2.	Urban	Radio Jingles, Advertisements though local TV cables, news papers, etc.	DIPR, DDK, AIR, NEHU, Election Icons, Campus Ambassadors, local durbars
3.	Youth	Radio Jingles, Advertisements though local TV cables, news papers, music albums, etc.	DIPR, DDK, AIR, NEHU, Election Icons, Campus Ambassadors, local durbars
4.	Identified Community	Nil	Nil
5.	Any other group	Nil	Nil
6.	Any other group	Nil	Nil

D7. Voter Facilitation (*Interventions to facilitate voters like helpline numbers, name search facilities in Voter list, reminder smses, polling station search facility, online registration, Voter Facilitation centres, Voter slips etc*)

Voter Facilitation : Extensive efforts made in this regard by using the various effective strategies viz. 1) Helpline numbers –put in place in various election offices, 2) Voter list – made available online for all Constituencies along with online search facility, 3) Online registration –put in place for catering the general public needs, 4) utilized the best possible services of BLOs.

D7. 1. Voter Facilitation Centres (*display of voter list, issue of EPICs and Duplicate EPICs, search facility, interactive voter education etc*)

Voter Facilitation Centres (VFCs): All VFCs were fully utilized for the purpose of displaying of the voter list, issue of EPICs and Duplicate EPICs, search facility, interactive voter education etc. The VFCs has greatly benefitted the general public.

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

Dedicated help lines are put in place to cater the general public on various issues/complaints/etc relating to enrolment, EPICS and any other Electoral Rolls or Elections related matter. Online search facility for the electors details are in place. Google mapping of the polling station information fully mapped into the ECI Google map application.

D7. 3. PS specific facilitation initiatives planned (*like display of Voter list outside PS, proper lighting, ramps, etc*)

In each polling station, the E/Rolls of that particular part shall be displayed on the day of final publication to ensure that every elector have the opportunity to know the latest status of his/her E/Rolls information.

Proper lightings and ramps facilities are in place in all polling stations.

D7. 4. Any other target specific Facilitation measure planned (*like special registration desks in Anganwadi for rural women, registration camps for students etc*)

As far as possible, special registration camps will be organised to help the general public in general and student community in particular.

Best possible utilization of the services of the BLOs at the Polling Station sites and Campus Ambassadors at the various Educational Institutions.

D7.5 Voter Slip (*numbers and day of distribution, details on voter slips*)

Voter Slips to be printed as per ECI prescribed format, shall be distributed to all voters. The number of days shall be effectively worked out to ensure that every elector receives their voter slip well ahead of the polling day with special consideration of the variation factors of the geographical terrain inclement.

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, communications mechanism with partners and field, mandatory reporting formats or any other tools*)

At the state headquarter, CEO shall have regular/periodical review meetings with all the DEOs/Media/Agencies/and other stake holders to ensure that the SVEEP activities/programmes are conducted in the most befitting manner.

At the district headquarters, the DEOs shall have regular/periodical review meetings with all the Officers/BLOs/Staffs/Govt Depts/Campus Ambassadors/Media/Agencies/and other stake holders to ensure that the SVEEP activities/ programmes are conducted in the most befitting manner.

F. Evaluation & Documentation (*Mechanism for post election assessment of the targeted interventions at PS level and for various identified gaps, besides documentation at districts/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*)

In the case of indentified P/Ss, having the lowest voter turnout in last LS-2009, all concerned DEOs have been instructed to find out the possible reasons and at the same time to adopt suitable methodologies on how to improve the voter turnout in the upcoming elections. Appropriate strategies are to be adopted to curtail urban apathy. Best possible strategies are to be evolved to ensure that the postal ballots are collected in the most effective way.

In the case of indentified P/Ss, having lower registered EP ratio, all concerned DEOs have been instructed to take up appropriate action plans to maximize the SVEEP activities/programmes for closing the existing EP ratio gap.

G. Calendar (*details of activities with time lines*)

Action Points	Start Date	End Date
Team Formation	13/08/2013	It is a continuous process
Training & Capacity Building	20/08/2013	It is a continuous process
Building Partnerships	23/08/2013	2 nd week May, 2014
Resource Mobilisation	23/08/2013	2 nd week May, 2014
Monitoring	26/08/2013	2 nd week May, 2014
Evaluation	20/08/2013	2 nd week Oct, 2014
Documentation	20/08/2013	2 nd week Oct, 2014
Facilitation Measures		
Helpline numbers activation	23/08/2013	It is a continuous process
Name Search Facility on SMS	23/08/2013	It is a continuous process
PS location on google map	23/08/2013	It is a continuous process
Special registration drives for women	N.A.	N.A.
Polling Station Facility	26/08/2013	2 nd week Mar, 2014
Any other facilitation measure	N.A.	N.A.
Any other facilitation measure	N.A.	N.A.

Communication and Activity Plan

Theme	Sub- Theme	Activity (Event and / or Media insertion)	Start Date	End Date
Registration	why register	Advertisements, Jingles, Clips, TV channels, etc.	19/08/2013	3 rd week Feb, 2014
	Where and When	Advertisements, Jingles, Clips, TV channels, etc.	19/08/2013	3 rd week Feb, 2014
	How to register Documents reqd	Advertisements, Jingles, Clips, TV channels, etc.	19/08/2013	3 rd week Feb, 2014
Voting	Why Vote	Advertisements, Jingles,	1 st week	3 rd week

		Clips, TV channels, etc.	Feb, 2014	Mar, 2014
	How to Vote Check names on voter list Identification documents Dos and Donts	Advertisements, Jingles, Clips, TV channels, etc.	1 st week Feb, 2014	3 rd week Mar, 2014
	Inducement free Voting	Advertisements, Jingles, Clips, TV channels, etc.	1 st week Feb, 2014	3 rd week Mar, 2014
	Inducement Voting	Advertisements, Jingles, Clips, TV channels, etc.	1 st week Feb, 2014	3 rd week Mar, 2014
	NOTA	Advertisements, Jingles, Clips, TV channels, etc.	1 st week Feb, 2014	3 rd week Mar, 2014
	Pledge Letter/SankalpPatras to students		1 st week Feb, 2014	2 nd week Mar, 2014
	Voter Slip ahead of poll day		Ahead of Polling dates.	
Electoral Education	Electoral System	Advertisements, Jingles, Clips, TV channels, etc.	1 st week Feb, 2014	3 rd week Mar, 2014
	Secrecy of vote	Advertisements, Jingles, Clips, TV channels, etc.	1 st week Feb, 2014	3 rd week Mar, 2014