Systematic Voter's Education and Electoral Participation (SVEEP)-

State Plan for Odisha

CONTENTS

State Systematic Voters' Education and Electoral Participation (SVEEP) Plan for Odisha

Decoding SVEEP

With the General Election envisaged in 2014, it is imperative to chalk out a sustained and Systematic Voters Education and Electoral Participation (SVEEP) Plan to enhance people's participation in the electoral process. SVEEP is a relatively new area of emphasis which has been reflected in a range of policy initiatives and activities of Election Commission of India. It is a targeted approach adopted towards meeting the various gaps in registration and voting besides spreading awareness about informed, un- intimidated and inducement free voting under the broader frame work of civic education.

1. Background:

As per the Electoral Roll published on 15th January 2013, the following improvements in the electoral roll were identified:

- There were 10.51 lakh electors in the 18-19 age group against the projected Census population of 16.37 lakh. The eligible un-enrolled voters in this age group should be enrolled and issued Electors Photo Identity Cards (EPICs).
- The State Elector-Population Ratio was 68.66% which should be brought down to the Census projection of about 61%.
- The State photo coverage was 90.48% and the EPIC coverage was 93.16%. In order to achieve 100% photo and EPIC coverage, photographs have to be collected from all such non-photo electors.

To improve the electoral roll, a Special Summary Revision of Electoral Rolls was taken up during the period 8th April- 1st July 2013 which included a House to House verification by Booth Level Officers.

The statistical information of the electoral roll on 15th Jan 2013, 1st July 2013 and Draft Electoral Roll 2014 (published on 28.10.2013) is tabulated below for a comparative view:

	As per Final Electoral Roll published on 15th Jan 2013	As per Final Electoral Roll published on 1st July 2013	As per Draft Electoral Roll 2014 published on 28th Oct 2013
Total population of the State	4,31,21,706 (Projected 2013)	4,31,21,706 (Projected 2013)	4,37,26,780
Total number of electors	2,96,75,289	2,82,39,078	2,84,04,902
Total Male	1,53,92,115	1,47,31,338	1,48,07908
Total Female	1,42,82,315	1,35,06,963	1,35,96,221
Total Others	878	777	773
Electors to Population Ratio (E/ P ratio)	68.66%	64.96%	64.96%(Census-65.36%)

Gender Ratio	928	917 (Census – 979)	918 (Census-979)
%of EPIC coverage	93.16%	95.90%	96.05%
% of photo coverage in roll	90.48%	94.54%	94.76%

The following SVEEP activities were taken up during the Special Summary Revision (April-June 2013), which included an intensive House to House Campaign by BLOs:

Operationalisation of Voter Sahayata Kendra -To facilitate the general public to find their names in the electoral roll, and apply for online deletion in case of multiple entries, Voter Sahayata Kendra were made operational at ERO and Block offices.

- Voter Sahayata Kendras were also functional at technical institutions/ colleges under Odisha Private Engineering College Association (OPECA) and Odisha Private Engineering Schools Association (OPESA) and at Common Service Centres (CSCs) to offer similar facility to the general public.
- In Bhubaneswar City, 20 Voter Sahayata Kendras functioned with support of KIIT University.
- The list of Voter Sahayata Kendras was uploaded in the CEO's website for public information.
- Press Meet at CEO and all DEO levels
- Meetings with recognised political parties by CEO and all DEOs
- Display advertisements through local newspapers
- Telecast of slides through OTV, ETV and Kanak TV during prime time
- Posters on Voter Awareness affixed at Polling Station, GP, AERO, ERO levels
- Affixing of Flex banners in DEO/ERO/ AERO offices and conspicuous places
- Distribution of leaflets
- Mike announcement in rural, remote and inaccessible areas
- Live Phone In Programme through six centers of All India Radio broadcast on 13.04.2013
- Telecast of discussion forum through Doordarshan (DD6-Odia) on 25.04.2013 with repeat telecasts
- Funds were allotted @ Rs. 25,000/- per district and placed with the DEOs for preparing flex banners and affixing them in urban areas and printing leaflets for distribution in rural areas as per the prototype content provided.
- Local publicity by way of affixing banners, scroll advertisements in local cable channels, mike announcements etc. by the EROs.

2. Situational Analysis

Electoral profile of the State

2.1 Elector- Population Ratio
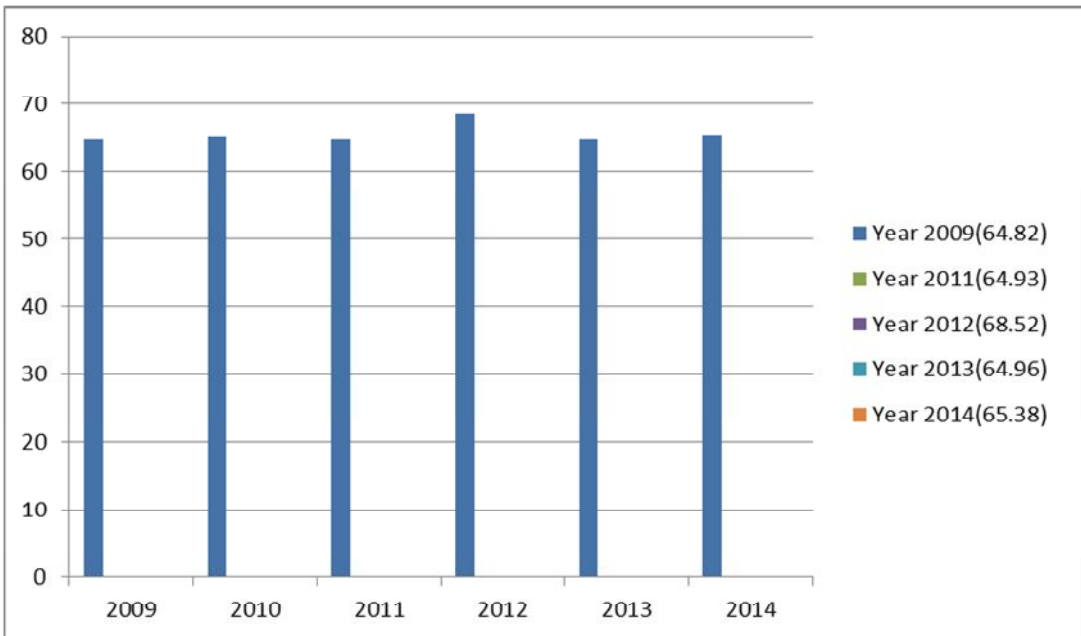
2.2 Gender Ratio:-
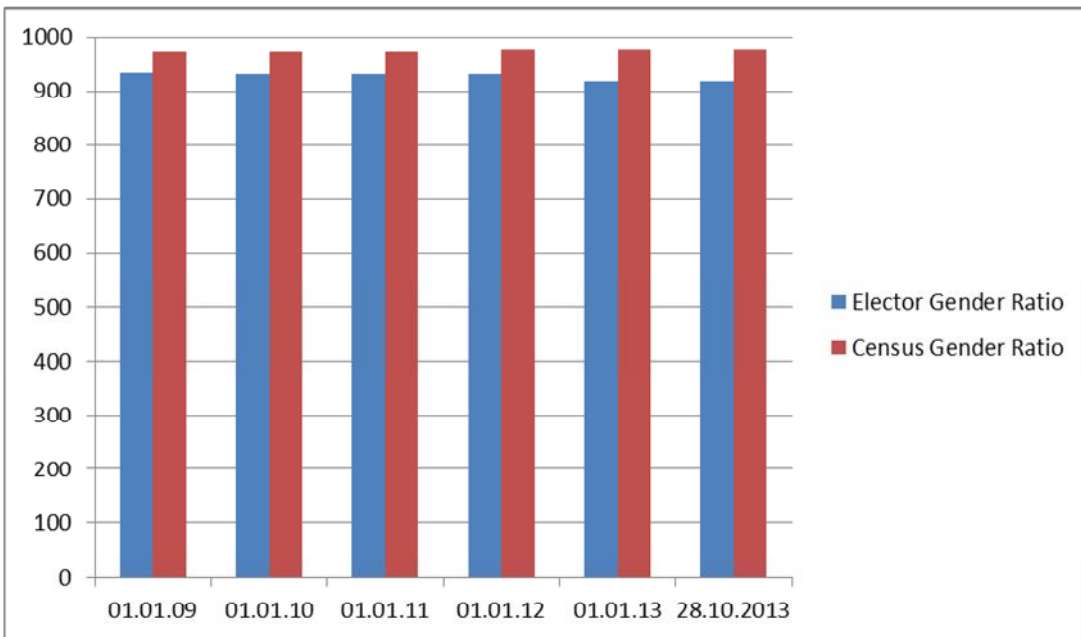
2.3 Photo Coverage
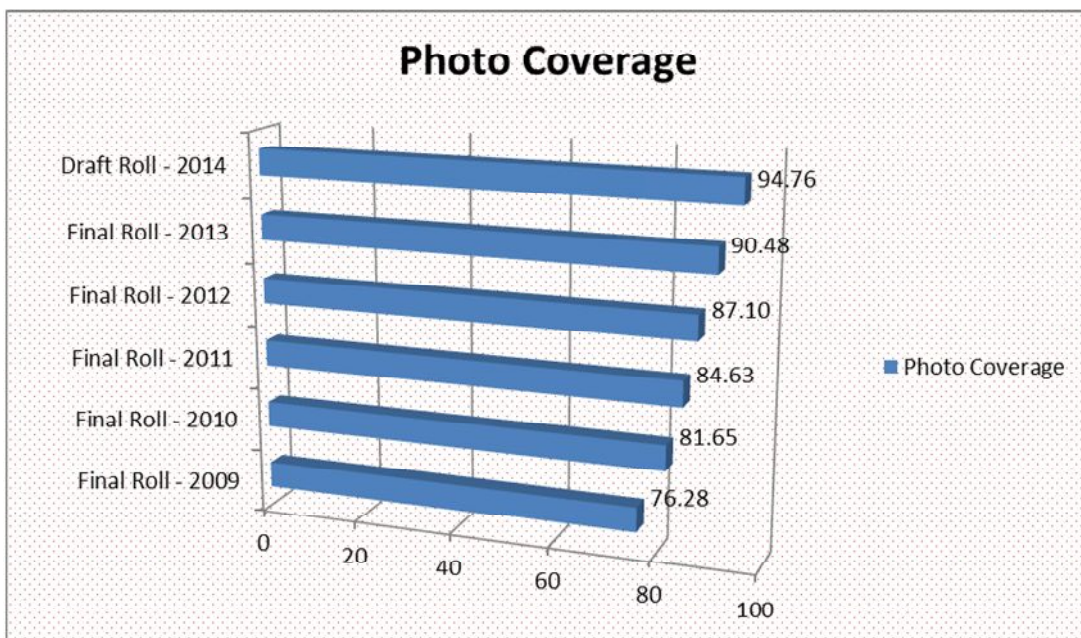
2.4 VOTER TURNOUT (Last Two Assembly Elections)

	2004	2009
Total voters	1,69,37,433	1,77,57,978
Total Turnout%	66.05%	65.30%
Total male voters	90,03,728	1,40,75,859
Male turnout%	53.16%	65.67%
Total female voters	79,33,705	85,14,722
Total female turnout%	46.84%	64.90%
AC with lowest turnout/ %	40.29%Badachana	33.78%Bhubaneswar(Central)
AC with highest turnout/ %	77.31% Jatani	78.61% Brahmagiri
AC with lowest female turnout/ %	38.99% Badachana	35.68% Ekamra BBSR
AC with highest female turnout/ %	82.73%Kamakshyanagar	77.14%Basta
AC with highest male turnout/ %	79.30%Brajarajnagar	82.69% Boudh
AC with lowest male turnout/ %	41.29% Badachana	30.47%Bhubaneswar (Central)

2.5 Gap Analysis:

The following areas have been identified for focused interventions during the Summary Revision 2014:

- Enrolment of youth in the 18-19 age group- There is a gap of about 5.24 lakh eligible voters in this age group against the projected population of over 17 lakh.
- The E-Roll gender ratio is 918 against the Census gender ratio of 979. It is targeted to bridge this gap by 50 points during the Summary Revision.
- Achieving 100% photo and EPIC coverage.
- Identification and deletion of dead, shifted and repeated electors especially in Assembly Constituencies where the Elector-Population ratio is more than 70%.
- Move towards zero error in the electoral roll
- Collection of mobile numbers of all electors

2.6 KABBP findings and recommendations

- The study reveals that the degree of awareness among the voters is very high. They are quite conscious of their rights and duties as voters to elect their representatives through an election in the democratic process. Both the male and female voters are quite enthusiastic to cast their votes in an election.
- The structural deficiencies and apathetic attitude of government machinery discourage massive participation of voters during a general election as voters feel less concerned about state or national and international level social, political, economic or cultural issues.
- Cent percent enrolment of voters with EPICs has not been possible in spite of steps taken for periodic revision of electoral rolls to enrol the left out voters, fresh eligible new voters, and to delete the names of emigrant and deceased voters. In many cases, the BLOs at the grassroots level do not make proper revision of the electoral rolls by adding the names of new eligible voters and deleting the names of deceased and migrated out voters those who shift their residence on the ground of better economic opportunity, transfer posting in the case of government officials or marriage in the case of unmarried women voters.
- There are quite a few instances of multiple enrolments of same voters either in the different Polling Stations of the same Assembly Constituency or in the different Assembly Constituencies. This is particularly found in the case of many migrant voters, student voters and the government employees periodically transferred from one place to another.

   The policy intervention measures recommended for the KABP study in order to conduct free and fair election by ensuring registration of all eligible voters and by deleting duplications and names of deceased and migrated out persons are as follows:

1. Proper training of BLOs at the grassroots level to make them people friendly and duty bound. As far as possible they should be local persons having face to face interactions with people and thorough knowledge about the residents of the locality.

2. In order to avoid errors and duplications of names in the electoral rolls before finalization of the list of voters at the district/Assembly Constituency level the BLOs of concerned Polling Station may be duly consulted.

3. The poor and illiterate people usually do not get proper information about electoral rolls revision and issue of fresh EPICs to new eligible voters in their concerned Polling Station area. Hence, in order to overcome such deficiency all SHG groups at the village level should be sensitized about the matter to pass on the information to all poor and illiterate families of their locality.

4. Step should be taken for on the spot issue of duplicate EPICs in case of loss by taking fresh photographs of all such voters at the Polling Station level by charging a nominal fee.

5. The issue of fresh EPICs to newly registered voters may be streamlined with provision to issue the cards through the concerned BLO within a stipulated time period of 90 days.

6. All complaints relating to EPICs need to be sorted out at the BLO level through camp courts in the presence of Electoral Registration Authority. Also, all efforts should be made by the BLOs at the Polling Station level to make necessary correction of the defective EPICs. For that purpose, the one among the experienced BLOs at the GP level may be authorised by the Sub Divisional/Block level Electoral Officer to make on the spot rectification of errors in the Electoral Roll and in the EPIC with the approval of Electoral Officer.

7. In order to correct anomalies in spelling of names and address the concerned BLOs may be consulted at the time of finalization of electoral rolls.

8. It is observed that electoral rolls revision is done in very casual and nonchalant manner. There are many cases of names of deceased and migrated out voters appearing in the electoral rolls. Even there are many instances of multiple registrations of voters in different places and some are issued multiple numbers of EPICs. Such cases need to be tackled by doing thorough verification of electoral Roll and by deleting multiple enrolments of voters. For that purpose the authority may think of installing new software to check issue of multiple numbers of EPICs and multiple enrolments of same voters in various places.

9. Some people complain about malfunctioning of EVMs and their tampering by the polling officials to please the ruling party. Hence, all steps should be taken by the Election Commission to make the EVMs tamper-proof in order to develop people's confidence and interest on the election matter.

3. Interventions

As mid-term interventions, the following action points are proposed during Special Summary Revision 2014:

3.1 Enrolment of youth voters in the 18-19 age group -

- Enrolment campaigns in academic / technical institutions – EROs will hold meeting with all Heads of Institutions. BLOs will be tagged to Institutions and liaison with Nodal Officers of such Institutions.
- NSS volunteers (Campus Ambassadors) have been suitably trained (alongside BLOs) for identifying eligible voters, and motivating them to register.
- EROs will hold meetings with Resident Welfare Associations and tag concerned BLOs to liaison with Secretaries of such associations to ensure hassle free registration of residents.
- BLOs will collect the mobile phone number of all electors. They should ensure that the applicants mention their mobile number in Form-6 so that electoral roll and election related messages can be communicated to the voters as and when required.

3.2 Bridging the gender gap and have more inclusive electoral roll

- Services of Anganwadi Workers, women SHGs, ASHA workers, NGOs working for women's issues etc. are being utilized as far as possible for registration of women voters.
- Special emphasis is being given to enrol eligible voters of marginalized and excluded sections and Particularly Vulnerable Tribal Groups (PVTGs).

3.3 Collection of photographs from non-photo electors for achieving 100% photo coverage

- There are 14.82 lakh non-photo electors in the electoral roll.
- The BLOs have been provided list of non-photo electors, similar to the working copy supplied during April 2013.
- BLOs will complete the work of collection by door to door visits or otherwise before commencement of revision
- The BLOs are collecting photographs from all non-photo electors. If the BLO is unable to collect the photographs from such residual electors, reasons for non-collection of the same will be clearly recorded against each elector.
- Wherever possible BLOs will be encouraged to capture the photographs of the non-photo electors through their mobile phones and maintain a record of the photograph number, so that the same can be merged in E-Roll data base by the computer firm.

3.4 Bringing down the Electoral Roll E-P ratio at par with Census figures by deletion of dead/ shifted/ repeated electors

- The BLOs have been provided list of suggested duplicate electors.

- BLOs will physically verify whether such persons are ordinarily residing in the polling station area or not, by house to house visits. If not, such names will be deleted from the roll after following due procedure.
- The up-to-date list of dead persons will be obtained from concerned authorities and ensured that the names of all dead persons are deleted from the roll.

The following SVEEP activities are proposed to be taken up during the Summary Revision 2014 and run-up to the General Elections 2014 comprising a plethora of systematic interventions for Information, Motivation and Facilitation (IMF) measures to involve people in the electoral process. In terms of operationalization, the following are the broad categories:

(i)   Education

(ii)   Multi-media and inter-personal communication

(iii)   Physical events and innovative activities for mobilization of people/ community

(iv)   Facilitation

4. State SVEEP Committee

A State Committee has been constituted as follows to advise on the activities proposed to be taken up under SVEEP:

4.1 Composition

1. Chief Electoral Officer, Odisha	- Chairperson
2. Member Secretary, State Literacy Mission Authority, Bhubaneswar	- Member
3. Director, Doordarsan Kendra, Bhubaneswar	- Member
4. Station Director, All India Radio, Cuttack	- Member
5. Chief General Manager, BSNL, Bhubaneswar	- Member
6. SLO-cum- Deputy Secretary (NSS) Higher Education Department & Regional Head, NSS, Bhubaneswar	- Members
7. Zonal Director, Nehru Yuva Kendra Sangathan (NYKS)	- Member
8. One representative of Director Culture	- Member
9. Director, I& PR Department	- Member
10. One representative from Electronic Media to be nominated by Director I &PR Department	- Member
11. One representative from Print Media to be nominated by Director I & PR Department	- Member
12. One representative each of Association of Blind, Deaf and Dumb, Orthopedically Handicapped	- Member
13. Odisha Election Watch, Bhubaneswar	- Member
14. Shri Biren Das, Eminent Artiste	- Member

4.2 The Scope and function of SVEEP Committee is defined below:

➢ The Committee is a consultative body to advice on the activities proposed to be taken up under the SVEEP Programme during 2013-14.

➢ To deliberate on issues relating to improvement of electoral roll (bridging gaps in registration, inclusion of youth, women and marginalized sections of society) and suggest targeted programmes / communication interventions to bridge the existing gaps.

➢ To deliberate on issues relating to improvement of voter turnout during elections and creating awareness on ethical voting and suggest targeted programmes / communication interventions for higher voter turnout.

➢ Suggest activities / programmes which can be taken up by partner Departments / agencies for greater participation in the SVEEP Programme.

➢ Disseminating the messages relating to greater participation in the electoral process through existing sub-ordinate agencies at the field level.

DEOs to constitute similar district level SVEEP Committees at their level.

5. COMPONENTS OF SVEEP

5.1 Information - Mediums and Formats for dissemination of Voter Education

5.1.1 Electronic Media

- Quickies- Audio visual spots of 60-90 seconds on channels, cable TV and Radio.
- Scrolls on TV and display boards
- Educational and interactive programmes on public sector media like Doordarshan and All India Radio
- Internet and social media
- Video messages of State Icons
- Video promotions by Chief Electoral Officer.
- Video promotions by DEO.

5.1.2 Print Media

- Print advertisements in newspapers
- Press Releases, articles and information through newspapers

5.1.3 Outdoor Media

- Posters, hoardings and banners etc in Puja Mandaps, fairs and festivals etc
- Voter Sahayata Kendras
- Awareness programmes by cultural troupes (Zilla Kala Sanskruti Sangh- ZKSS) using local art forms
- Awareness through SVEEP Raths with publicity posters and audio-announcements in local dialects (Odia, Sambalpuri, Desia & Santali)
- Information kiosks in fairs and festivals
- Drummers/ mike announcements in the remote rural areas to propagate the message of electoral participation.
- Short Slogans for awareness: These slogans would prove very useful in voter awareness as these will become a buzzword

5.1.4 Other media

- Bulk SMS
- Facebook, Twitter etc
- Voter Education caps, t-shirts etc

5.1.5 Inter Personal

- Inter-personal communication through Booth Level Officers
- Briefings by CEO, DEO and other officials to media

5.2 Training & Education

- Meeting with Government and Private Partners at district level and distribution of the activities as per State plan and regular output monitoring.
- Instructions to the Government and Private partners to organize various awareness programmes
- Meeting and Appeal with political parties to appoint BLA for each polling station by political parties and monitoring of output regularly.
- Wide publicity with the help of Public Relations department in local print media.
- Training to BLO/ Anganwadi Workers & Supervisory Officers
- Training of State Level Master Trainers at IIDEM, New Delhi
- Training of AEROs at State headquarters during Oct-Nov 2013
- Training of EROs on electoral roll and election management
- Training of DEOs on electoral roll and election management
- Training of EVM Nodal Officers at State level
- Training of EEM Nodal Officers at State level
- Cascaded training of various district level officers by Master Trainers/ Nodal Officers
- Inform the public regarding the details of Booth Level Officer of the area available in website
- Publicity through Palas, Daskathia & Folk Dance.
- Meetings with Principals/ Heads of Academic Institutions for enrolment of youth
- Meetings with Resident Welfare Associations (RWAs)
- Training of Campus Ambassadors and Volunteers on voter registration, EVM awareness and ethical voting
- Regular meetings with local residents and interpersonal communication with the community members
- Support from local PRI members, councillors and other eminent persons in the area
- Reading of Electoral Roll at Gram Sabha and ward Sabha: This would certainly create interest and awareness in people related to voting and also people would be able to find if their name is actually present in the electoral rolls and also missing voters would make use of it and apply for registration.

5.3 Motivation

- Competitions on Slogan writing, poster making, rangoli and quiz at institutional, District and State level to create awareness and motivate voters.
- Awareness and motivational programmes through NSS, NYKS, Election Watch and other public and private partners
- Involving Civil Society Organisations & other voluntary organizations in SVEEP
- Partnering with Anganwadi workers, ASHA workers etc for enrolling women

- To motivate voters, the youth will be made to take the Voters Pledge on National Voters Day to take part in the election process.
- Build an environment of confidence and fearlessness through awareness campaigns.
- Build an environment of confidence and fearlessness through AIR, DD private channels, FM Radio, Print media and by enforcement of various rules regulations and Model Code of Conduct.
- "Sankalp Patra"to be given to student of all Govt. Schools where school children will seek their parent's signature in the Sankalpa Patra. (after announcement of elections)

5.4 Facilitation

On Electoral Roll:
- An arrangement for easy availability of form No. 6, 7, 8 & 8A made at "Voter Sahayata Kendras (VSKs) at Sub-division and Block levels
- Copies of Form-6 made available in educational institutions, especially colleges and hostels for inclusion of young voters
- Display of voters list at booth level
- Display of deletion list at Booth Level
- Display of deletion list in CEO's website
- Tracking of application facilities on CEO's website
- Distribution of EPICs by BLOs to concerned voters
- Distribution of duplicate EPICs to voters by BLOs

For Elections:
- Toll Free number 1950 at all District Control Rooms.
- Providing sufficient number of Volunteers to help and guide voters on Election Day.
- Separate queue for male and female voters.
- To establish Voter Facilitation Cell near the Polling premises.
- To make available to all Booths alphabetical photo voter list with assistance who can guide voter to show their name and serial number in Electoral Roll.
- Publicize through Radio, Newspapers, TV, BLO, bulk SMS etc about voting timings
- Voter Awareness Posters in every Polling Station, GP, AERO, ERO, DEO offices.
- Include voluntary organizations in urban area.
- Awareness Campaigns through School and College.
- Rallies/ Mass Contact programmes by NYKs, NCC, NSS and other partners.
- Ensure adequate arrangement of drinking water and other facilities at Polling Stations.
- Publishing and Broadcasting daily countdown of poll days, through Newspaper, FM radio, DD and AIR.
- To build up Quick Response Team (QRT) for trouble shooting relating to EVM.

5.5 OTHER STRATEGIES:

A. **Ensure Political Parties Have Accurate Information**
   All political parties would like to have accurate information about the election process at their disposal. Parties are likely to want to know:

- About Model Code of Conduct or rules that other parties may violate
- How to check and access the voters list
- What could cause disqualification as a candidate or as a voter
- Where and how to lodge a complaint or file an appeal
- What is prohibited during the campaign period, on election day, and in the immediate post-election period

   In order to do this, the official website would be the best way to disseminate this.

B. **Use of government offices for Voter Education**
   There are two reasons why these should be used for voter information and education.

- No costs to be paid to the office for the display
- Huge government –citizen interface

C. **Election Offices**
   Election offices or offices of DEO, RO/ ERO and AERO/ ARO will be used to promote Voter Education and public confidence by:

- Displaying posters and banners outside offices or on notice boards,
- Info availability in office of the CEO

   - Even the DEO office can display Voter Education and elections materials that they are using, and can give information for guidance to the general voter at the Voter Sahayata Kendras. It is important that the approach to such displays be educational rather that bureaucratic.

D. **The Basic Information which may be provided at Polling Station :**

- The location of the rooms assigned for polling
- The location of publicly posted voters lists to help voter's determine to which PS they are assigned
- Names of Polling Staff
- Where and how to queue
- Whether there are any security requirements with which they will have to comply
- Where to find refreshment and toilet facilities if there is a significant queue
- What documents they will be required to show to establish their qualification to vote
- What is the duty of each polling Officer
- Where to exit the PS
- What happens at close of polls

- The layout of the PS
- A listing of persons permitted in the PS such as election observers, party or candidate representative, journalists, election officials, or security personnel
- A listing of parties and / or candidates contesting the election
- The EVM and instructions on how to properly mark ones choice
- Provisions regarding tendered, challenged and 49-0 votes and NOTA

6. PARTNERSHIPS

SVEEP is a programme done in partnership with a host of organizations – Govt. Departments and other agencies. The partner agencies will mostly work for within their own resources, while the outreach materials used by them will be created and distributed under the supervision of the CEO.

Sl No.	Department	Possible role in SVEEP
1	Higher Education	• Designated officers in academic institutions for registration of young voters • Banners giving details of designated officers to be put up in colleges
2	Department of Technical Education	• Designated officers in academic institutions for registration of young voters • Setting up of Voter Sahayata Kendra (Facilitation Centres)
3	State Literacy Mission Authority	• Printing and display of publicity materials for voter awareness through Preraks. • Voter awareness module to be included in primers for adult literacy.
4	Housing & Urban Department	• Database of Resident Welfare Associations (RWAs) to be shared with all DEOs / EROs for involving them during revision and Voter awareness programme. • Display of publicity materials for voter awareness through RWAs and display boards of Urban Local Bodies.
5	Culture Department	• Can create voter awareness through street plays and other folk medium through its professional cultural troupes of Zilla/ Block Sanskriti Sangh
6	Cooperatives	• Print and display of publicity materials for voter awareness through Cooperatives.
7	National Social Services (NSS)	• ensure registration of all its young eligible members. • appoint Campus Ambassadors for creating general awareness on registration, voting through EVM and ethical voting. • partner with district administration for all SVEEP programmes and take up community based activities.
8	Nehru Yuva Kendra Sangathan (NYKS)	• NYKS functions through youth clubs, block level youth conventions and district level youth conventions. • can ensure the registration of all its young eligible members. • partner the District Administration in all its SVEEP Programmes for registration and turnout.
9	NCC	• can ensure the registration of all its young eligible members and also that each of its members will take the responsibility of 10 households for voter registration. • Can partner the District Administration in all its SVEEP Programmes.
10	Labour &	• Can ensure the registration of all its young eligible ITI

	Employment Department	students. • Print and display of publicity materials for voter awareness through industrial units.
11	Women & Child Development Department	• Anganwadi workers can motivate female voters to register and vote. • Print and display of publicity materials for voter awareness through Anganwadi Kendras.
12	Health Department	• Asha Workers can motivate female voters to register and vote. • Print and display of publicity materials for voter awareness through Medical colleges, PHCs etc.
13	Doordarshan, All India Radio and I & P.R Department	• Telecast of spots, scroll news and broadcast of jingles on voter awareness and voting • Voter awareness can be the thrust area for the few months ahead of elections. • Discussional programmes relating to elections, voter awareness and voter education. • Live Phone-in programmes
14	Icons	• Four State Icons have been identified: Buddhaditya (Cine Artiste), Archita (Cine Artiste), Sudarshan Patnaik (International Sand Artiste) and Sruti Mohapatra (Activist) • Icons will be extensively involved in spots, voter awareness materials etc to reach out to wide cross section of society
15	Common Service Centres	• Opening of Voters Sahayata Kendra for facilitating search facility, online registration, issue of duplicate EPICs. • Print and display of voter awareness publicity materials in the VSKs.

7. SVEEP Calendar

With the Summary Revision in October- November 2013 and General Election envisaged in 2014, a comprehensive State Plan including a basket of activities to be covered during the financial year 2013-14 at the CEO and DEO level along with date line is given here under:

Sl.No.	Task/Activities	Description of activities	Time Lines
1	Awareness programmes through Cultural troupes	Five performances in each TSP Block at haat by Zilla / Block Kala Sanskriti Sangh and two performances at other Blocks	Oct-Nov 2013: SR 2014 Dec- Jan2014: EVM awareness, NVD Feb- April 2014 : Motivate to vote
2	Conducting competitions at district level (in partnership with NSS)	1st fortnight of Nov- Rangoli Competition 2nd fortnight of Nov-Poster making 1st fortnight of Dec- Jingles and songs 2nd fortnight of Dec-Debates 1st fortnight of Jan-2014- Quiz 2nd fortnight of Jan-2014- Mini Marthoon , Human chains(for NVD 2014)	
3	SVEEP Rath	SVEEP vans for voter awareness on registration during October 2013 and EVMs,awareness campaigning at local haats, mike announcements especially in remote villages and areas with low turnout	Oct-Nov 2013: SR 2014 Dec- Jan2014: EVM awareness, NVD Feb- April 2014 : Motivate to vote
4	Awareness campaigns through Campus Ambassadors		Oct-Nov 2013: SR 2014 Dec- Jan2014: EVM awareness, NVD Feb- April 2014 : Motivate to vote
5	Convergence with Departments of Tourism & Culture and Textile & Handloom	DEOs to take up awareness programmes in convergence with programmes of various Govt Dept. like dance, music, theatre, book festival etc, handloom and textile exhibitions etc.	-do-
6	Convergence with local festivals	DEOs to take up awareness programmes in convergence with local festivals like Durga Puja, Gajalaxmi Puja (Dhenkanal, Kendrapara), Kali Puja (Bhadrak), Bali Jatra (Cuttack & Paradeep), Kite Festival (Cuttack), and annual Cultural festivals at District headquarters like Mondei, Parab etc	-do-
9	Display advertisements in local dailies	2 advertisements each in big newspapers	-do-
10	Video Spots in	Production of 10 spots	Oct-Nov 2013

		electronic media channels using State icons		
		Telecast through OTV, ETV and Kanak TV	Oct-Nov 2013: SR 2014 Dec- Jan2014: EVM awareness, NVD Feb- April 2014 : Motivate to vote
11	Scroll news in electronic media	Scrolls 3 channels namely OTV, ETV & Kanak TV	-do-
12	Radio Jingles	Production	Oct-Nov 2013
		Broadcast through All India Radio and FM channels	Oct-Nov 2013: SR 2014 Dec- Jan2014: EVM awareness, NVD Feb- April 2014 : Motivate to vote
13	Phone-In programme through AIR	Programme each in 6 centres across the State	-do-
14	Phone-in programmes/ discussion forums in DDK	One programme each in 3 centres	-do-
15	RJ Mentions through FM Channels	RJ mentions in FM Channels 93.5 Red FM and Radio Choklate	-do-
16	Flex Banners	In DEO, ERO and Block offices	-do-
17	Printing of Posters	Posters at booth, GP, AERO, ERO and DEO offices	Sep 2013 (for SR 2013) Oct 2013 (for EVM) Jan 2014 (for voting)
18	Sending Group SMS	Group SMS to subscribers of BSNL and other mobile phones	Jan 2014 (for NVD) March- April 2014 (for voting)
19	Media Interface	Press Meet, media briefings etc	Oct 2013: SR 2014 Jan 2014 : NVD March-April 2014: GE 2014

8. SVEEP Plan for National Voters Day 2014

- Poster Making and Rangoli competition at the District level on 22 December 2013 in partnership with Culture Department
- Quiz & Slogan writing competition in 1300 institutions having NSS Units during 16-21 December 2013
- District level Quiz and Slogan writing competition on 8th January 2014
- State Level Quiz & poster making competition on 24th January 2014
- Administering Voters Pledge at Booth, District and State Level functions
- Distribution of EPICs to over 4,00,000 newly registered electors in the 18-19 age group
- Conducting Quiz among the public at the Booth Level by the BLO
- Distribution of NVD Badges to newly registered voters
- Rallies, Mini Marathon, cycle rally at District and State head quarters
- Felicitation of best BLOs and Supervisory Officers at District Level
- Handing over of awards and certificates to winners of various competitions by DEO and at State Level
- Photo exhibition on women's participation in electoral process at State Level
- Republic Day tableau in partnership with PSU

9. Monitoring and Review

- DEOs, EROs and AEROs sensitized and trained through State Level Training & Video Conferencing on SVEEP activities
- Partners imparted training on SVEEP activities with emphasis on their roles and responsibilities
- Monitoring at CEO level of various SVEEP activities undertaken at the field level through updating of data through blog
- Funds released to all DEOs for undertaking SVEEP activities as per SVEEP calendar
- Constant monitoring of utilization of funds and submission of UCs by DEOs
- Mid-term review and corrective action for effective SVEEP programmes

10.Evaluation and Documentation

DEOs and EROs to evaluate the performance of BLOs and Supervisory Officers basing on improvement in the Electoral Roll for felicitating best three BLOs and one Supervisory Officer per AC.

DEOs shall evaluate the interventions and various SVEEP activities taken up in their districts and submit documented reports along with brief analysis of impact of the SVEEP programme with particular reference to:

- Registration in the Electoral Roll
- Turnout of women and urban voters
- Turnout of excluded groups, PVTGs
- Turnout in identified Polling Stations with low turnout during the last General Elections

11. TENTATIVE SVEEP BUDGET FOR 2013-14

	At the State level		Approximate Expenditure (in Rs)
1	Printing of Posters	16,00,000/-	62,80,000/-
2	Display advertisements in local dailies	10,00,000/-	
3	Production of Video Spots using State icons for telecast in electronic media channels	5,00,000/-	
4	Telecast cost of video spots	20,00,000/-	
5	Scroll news in electronic media	3,00,000/-	
6	Production of Radio Jingles	2,00,000/-	
	Broadcast of Jingles	4,80,000/-	
7	Press Interface	1,00,000/-	
8	Orientation Programmes for partner agencies	1,00,000/-	
	At the district level		
9	Awareness programmes through Cultural troupes particularly in tribal haats and market places	19,76,000/-	76,46,000/-
10	Awareness campaigns through Campus Ambassadors	10,00,000/-	
11	Conducting competitions at district level (in partnership with NSS)	14,70,000/-	
12	SVEEP Rath particularly in areas with low registration and low voter turnout	14,70,000/-	
13	Convergence with Departments of Tourism & Culture and Textile & Handloom	1,50,000/-	
14	Convergence with local festivals	3,00,000/-	
15	Phone-In programme through AIR	4,80,000/-	
16	Phone-in programmes/ discussion forums in DDK	2,40,000/-	
17	RJ Mentions through FM Channels	1,60,000/-	
18	Flex Banners	4,00,000/-	
	Grand Total		**139,26,000/-**