

# **ELECTION COMMISSION OF INDIA**

Nirvachan Sadan, Ashoka Road, New Delhi-110001

**No. ECI/PN/32/2015**

**Dated: 7<sup>th</sup> May, 2015**

## **SUBJECT:-ECI BEGINS CONSULTATION WITH PARTNERS AND STAKEHOLDERS TO FRAME ACTION PLAN FOR SVEEP PHASE III**

Election Commission of India (ECI) will undertake consultations with stakeholders including Civil Society Organisations, Academicians, Experts and Volunteers besides Government Departments from 12 to 15<sup>th</sup> May, 2015 to finalize the action plan for SVEEP-III. The aim is to consult as widely as possible both with partners and with stakeholders across the country within this month.

The consultation will focus on identifying gaps in registration and voting, chalking out targeted interventions to meet the identified gaps through the three pronged strategy of information, Motivation and Facilitation, besides promoting ethical and informed voting. Drawing on the learnings from the historic General Elections to the Lok Sabha 2014, a more robust and in-depth action plan is being chalked out for SVEEP-III.

As a part of Consultative process, the ECI held a consultative meeting with the election officials from the states and partner Agencies NLMA, NCC, NSS, Prasar Bharati and UNDP on 27-28<sup>th</sup> April 2015 at New Delhi on universal enrolment and qualitative and enhanced electoral participation, under its Systematic Voters' Education and Electoral Participation programme SVEEP.

ECI launched SVEEP for enhancing electoral participation among eligible citizens by meeting information and facilitation gaps. The Phase I of SVEEP spread broadly from end 2009 to March 2013, and covered 17 General Elections to State Assemblies and three revisions of the Electoral Roll. Carrying forward and strengthening the initiatives of SVEEP I, SVEEP-II involved a planned strategy for a targeted approach towards meeting the various gaps. The Lok Sabha Elections 2014 have been a major landmark in the history and learning of SVEEP as it also happened to be the focus of SVEEP II. Besides the Lok Sabha elections, it covered fourteen General Elections to State Assemblies.

ECI attributes the arrest since 2010 in the steady decline in voter turnout to its SVEEP programme. Since the launch of the programme the voter turnout has consistently increased in all elections to the state assemblies. Women turnout, which has been a primary focus for the SVEEP interventions, has seen a remarkable increase in most of the states with six states recording higher women turnout percentage over men for the first time in history. There was historic turnout recorded in 19 States. The highest ever turnout in Lok Sabha 2014 at 66.44%, was an increase of over 8% over last Lok Sabha election. LS 2014 also witnessed the lowest ever gap between the men and women turnout at 1.55 against 4.56 in 2009.

**(DHIRENDRA OJHA)**  
**DIRECTOR**