

# **GENERAL ELECTION TO TAMIL NADU STATE ASSEMBLY, 2021**

## **SVEEP ACTION PLAN – THOOTHUKUDI DISTRICT**

### **1) Electoral Roll Management:-**

- To enroll all the eligible voters of age group 18-21 years of first time electors, last three years students list who attend the 12<sup>th</sup> std exam was collected from Education Dept. From this list Form-6 will be collected by the BLO/VAO from the left out voters in the electoral rolls.
- To increasing E-Roll registration of First time voters and 18-19 age group a spl drive “Register You Vote, Ride a Boat Campaign” will be conducted.
- Creating awareness among the people to improve gender ratio by general meeting to every village
- Creating awareness through the BLOs, Scrolling in Cable TVs, News Papers and through the NGOs.
- Special camps will be conducted in all the PwD Welfare Associations/Homes and village level through VAOs for enrolment of PwD electors.
- Ensuring of 100% coverage of PwD voters and mapping up in the Electoral Rolls in coordination with the DDAWO.

### **2) Informed, Ethical voting and Enhanced Participation**

- The low voter turnout polling stations of 10 Polling Stations of each Assembly Constituencies will be identified and awareness programme/Spl Camp will be conducted.
- It is planned for publicity on social media platforms.
- Voter Awareness through Whatsapp groups.
- Short film will be released.

- All the PwD voters will be focused on making awareness among them about the facilities provided during the poll day and to guide them for 100% voters turn out.
- Awareness will be created among the voters about NOTA, Postal Ballots for Service Personnel, PwD Votes/Absentee voters and to motivate them for enhancing the participation in election.

### **3) EVM-VVPAT Related:**

- It is planned that the 'Mobile Van' will be sent to villages and various places for demonstration of EVM and VVPAT. It will be equipped with video films to shown to the voters.
- Hands on training of EVM/VVPAT will be given at all important places.
- Posters will be placed all Govt. officers, hospitals, Polling booths, colleges, banks, Milk Federation, super markets on usage of EVM and VVPAT
- A model polling booth will be formed and hands on training of EVM/VVPAT will be given to all general public.

### **4) Strategy and Implementation.**

- Campus ambassadors will be appointed. They are going to motivated and kit may be given them as per the ECI guidelines. Workshop to be conducted.
- Electoral Literacy Clubs will be created in all high and higher secondary Schools and colleges through the Nodal Officers of the AC Level.
- Cultural and sports activities to be done.
- Various competitions like Essay writing, Poster making to be conducted among the students.
- Human chain/Cycle or Bike rally create awareness among young

voters and urban voters.

- Use of social and digital media to connect youth, e.g. Whatsapp, SMS, e-mail, Facebook, Twitter and YouTube etc.
- CSOs like Red Cross/NYK will be utilized for the awareness campaigns
- Displaying of Posters in all the prominent places, Malls, Super markets, Ration shops, Cinema Theatres about the ethical voting.
- Distribution of pamphlets in public gathering places throughout the district
- Stickers will be pasted in vehicles like, Buses, Lorries and Auto rickshaws.
- Using of LED display unit attached publicity vans during early night hours in all the urban/rural areas, displaying of the State ICON acted films about the ethical voting.
- Depicting of messages on Date of Poll/Ethical voting etc.. in the bills of super markets, Cinema tickets and bags of Cloth Stores.
- Signature campaign in the District headquarters and Assembly headquarters.
- Depicting of awareness stickers in Gas Cylinders supplied to the public.
- Awareness dramas/cultural programs will be conducted throughout the district.
- Rangoli competitions will be conducted among the SGHs in all the panchayats for making awareness towards the enhanced participation of young/women voters.
- Using Local TV Channels for Scrolling, using News Papers about the ethical voting will also make more awareness among voters and increase the voters turn out.