

ELECTIONS
TIRUVANNAMALAI DISTRICT
GENERAL ELECTIONS TO TAMIL NADU LEGISLATIVE ASSEMBLY 2021

SYSTEMATIC VOTER'S EDUCATION AND ELECTORAL
PARTICIPATION (SVEEP)
PLAN OF ACTION

DISTRICT ELECTION OFFICER AND DISTRICT COLLECTOR,
TIRUVANNAMALAI.

Template for SVEEP Plan

❖ District Profile

Total No.of Parliamentary Constituency	2
Total No.of Assembly Constituencies	8
Total No.of Polling Stations	2372
Total No.of Revenue Divisions	3
Total No.of Taluks	12
Total No.of Municipalities	4
Total No.of Blocks	18
Total No.of Revenue villages	1067
Total No.of Panchayat Villages	860

❖ Electors strength as on 20.01.2021

No. & Name of the Assembly Constituency	Male	Female	Others	Total
62 Chengam(SC)	135563	137760	10	273333
63 Tiruvannamalai	137856	146956	39	284851
64.Kilpennathur	123722	128317	8	252047
65.Kalasapakkam	119195	122774	12	241981
66.Polur	119269	123642	4	242915
67.Arani	133253	141788	22	275063
68.Cheyyar	126686	132544	1	259231
69.Vandavasi(SC)	118230	121439	1	239670
Total	1013774	1055220	97	2069091

❖ **ACTIVITIES**

Sl. No	Area Of Focus	SVEEP activities planned at District Level
1	<p>A. Electoral Roll Management related</p> <p>i) Registration of New Voters</p> <p>ii) Improving Gender ratio</p> <p>iii) Removal of multiple entries; deletion of deceased/shifted names; correction of entries</p> <p>iv) 100% coverage of PwD and their mapping with the Polling Station.</p> <p>v) Increase in enrollment of Service Personnel.</p> <p>vi) Increase in enrollment of overseas Indian electors</p> <p>vii) Identification and mapping of prospective voters i.e those eligible on 01.01.2021.</p>	<p><u>Steps will be followed in Tiruvannamalai.</u></p> <ul style="list-style-type: none"> • Wide Publicity for addition of names of new electors and Receiving form6 by conducting door to door survey. • Creating awareness among the people to improve gender ratio by general meeting to every village. • Targeting Youth (women) in educational institutions for enrollment with help of Campus Ambassadors. • With the help of records maintained by Department of Differently Abled Wefare, PwDs mapped with Electoral Rolls. • We are making special efforts to contact service voters through Assistant Director of Ex-service board. • One of the most important intervention for reaching out migrants will be taking help of Labour Department network and carry out interventions activities at Factories and Industries as well as ensuring that the migrant labour are provided with paid leave for travelling to their native place on election day by their employers.
	<p>B. Informed, Ethical and Enhanced Participation</p> <p>i) To target an increase in voter turnout in the identified low turnout polling stations and an overall increase in turnout by at least 5-10%</p>	<p>“My vote my choice”</p> <ul style="list-style-type: none"> • Awareness /training of Campus Ambassadors/ ELCs / BAGs to conduct programs in colleges. • Action plan for publicity on social media platforms

over the last Lok Sabha election.

ii) To remove the gender gap in turnout

iii) To target an increase in turnout among PwD electors by making elections accessible and widely disseminating the facilitation extended.

iv) Special focus on marginalized groups like domestic migrants and other groups identified by the State/District.

v) Visible enhancement in the quality of electoral participation in terms of informed, ethical and inducement free voting

vi) Increase in postal ballot voting by facilitating and educating service voters and employees

vii) Awareness on NOTA

- Voter Awareness through Whatsapp groups

Age Group	As per Census	As per roll	Difference
18 to 19	82952	48882	1.22
20 to 29	436067	433610	0.08

- All the facilities for the PWDs should be arranged in all the Polling stations where they are mapped with our Electoral roll.
- Social Media awareness programme at each Polling Booth and Action plan for increasing likes / tweets/ shares on social media handles.
- Action Plan for fearless Voting in Vulnerable Pockets, Intensive campaign in Urban Apathy/Migration prone pockets and Health checkup & delightful departure of polling personnel.
- **“My vote my choice”** is the theme to create awareness on NOTA. To educate the voters that the last button of the Ballot unit where placed in voting compartment is NOTA, which a voter can press, if he does not wish to vote for any of the contesting candidates and electors who do not wish to vote for any candidates can still exercise their right to vote by choosing NOTA.

C. EVM-WPAT related

i) Awareness of EVM/VVPAT among all voters with special measures targeting youth, women and PwDs voters

EVM/VVPAT Awareness:

- Hands on training of EVM/VVPAT will be given at all important places.

	<p>ii) Awareness in remote villages, slums, marginalised segments and difficult areas.</p> <p>iii) Awareness among Political Parties, Media, Civil Society and Educational Institutions</p>	<ul style="list-style-type: none"> 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. Creative communication campaign will be carried out for education on VVPAT technology. This will be disseminated through all the Mass media, social media and posted banners, etc. Particularly for rural areas, members of networks of Anganwadi Workers, NSS,NCC, SHGs etc. will be educated on EVM & VVPAT operations and they will be disseminated to further voters. Posters will be placed all Govt. officers, hospitals, Polling booths, colleges, banks, Milk Federation, super markets on usage of EVM and VVPAT
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2	Situation Analysis	<p>Youth Gap:</p> <table border="1" data-bbox="1081 922 1780 1201"> <thead> <tr> <th>Age Group</th> <th>As per Census</th> <th>As per roll</th> <th>Difference</th> </tr> </thead> <tbody> <tr> <td>18 to 19</td> <td>82952</td> <td>48882</td> <td>1.22</td> </tr> <tr> <td>20 to 29</td> <td>436067</td> <td>433610</td> <td>0.08</td> </tr> </tbody> </table> <p>The above data reveals that there is a gap in the enrollment of young voters. With help of the following Campus Ambassadors, Booth Awareness Groups, Electoral Literacy Clubs, Self Help Groups and etc.,</p>	Age Group	As per Census	As per roll	Difference	18 to 19	82952	48882	1.22	20 to 29	436067	433610	0.08
	Age Group		As per Census	As per roll	Difference									
	18 to 19		82952	48882	1.22									
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a. Identification of gap in registration among the newly eligible voters of 18-19 years, PS wise; Identification of PS with lowest enrollment in 18-19 years age-group.														
b. Identification of gaps in the enrollment of PwDs, PS wise.														
c. Identification of excluded groups, like NRI Voters, Service Voters, migrants, tribes marginalized and doubly marginalized communities.														

	d. Identification of 10% of Polling Stations in each district with lowest turnout in last Lok Sabha Election and reasons thereof.	we may implement of youth events and Camps, there is enormous increase in the receipt of applications from the eligible young voters. The Gap will be filled up this Special Summary Revision 2021.				
	e. Identification of overall 10% lowest turnout Polling Stations in the State and reasons thereof.	<p>PWDs may identify with help of door to door campaign by the Booth Level Officer and Booth Level Agents. We may be achieved 100% of identification during this campaign.</p> <p>Special campaigns may conduct for identification of excluded groups, like NRI Voters, Service Voters, migrants, tribes marginalized and doubly marginalized communities where they are residing villages.</p>				
	f. Identification of lowest turnout Assembly Constituencies and reason thereof.	10% of Low polled areas were identified with the reasons. This may be sorted out thorough the awareness camps and the solved their issued raised by them.				
	g. Identification of reasons for drop in turnout (if any) between last Assembly election and last LS election in the State.	<p>Polled percentage between the last elections</p> <table border="1" data-bbox="1010 1062 1829 1214"> <tr> <td>Polled percentage of last assembly election2016</td> <td>Polled percentage of last Lok Sabha Eelection2019</td> </tr> <tr> <td>82.92</td> <td>77.69</td> </tr> </table> <p>This gap will be filled through the awareness camps, Action plan will be prepared and conduct the special awareness programs where the low polled areas as mentioned above.</p>	Polled percentage of last assembly election2016	Polled percentage of last Lok Sabha Eelection2019	82.92	77.69
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82.92	77.69					

3	<p>Strategy</p>	<p>Tiruvannamalai Districts Administration has mainly focused in initiate action on the following items.</p> <ol style="list-style-type: none"> 1) Maximization of enrollment of voters without any omission (i.e) educating people about the importance of voting. 2) Enhancement of youth participation. 3) Enrollment of Women’s participation. 4) Reduce the Gender Gap in registration. 5) Awareness for electoral participation. 6) Maximization of polling turnout. 7) Consistent education about the democracy and voting process. 8) Increase participation in terms of ethical and informed voting process. 9) Targeted approach for encountering gap in youth enrollment specifically those in the age group of 18-19 and 20-29 years and to innovate youth for larger turnout. 10) To enroll member of Third Genders with the help of NGOs dealing with transgender right. 11) Maximum communication efforts through Post / Media to include all eligible voters in electoral rolls. 12) Increase the Voter turnout as compared to Last Lok Sabha General Elections 2019 and GETNLA-2016. 13) Promoting ethical and informed voting. 14) Inclusion of excluded groups / communities in electoral registration and motivating these target groups for a larger turnout. 15) Bridge the registration gap by focusing on specific sections of voters like first time voters (voters who have just completed 18 years), women in general and newly married, migrated women in particular.
	<p>a. The State, District and AC SVEEP plan shall include situation analysis, outputs/activities, monitoring and evaluation mechanism as per the template given. Reference may also be taken from the activity chart mentioned in the SVEEP III Project document while creation of the comprehensive SVEEP plans.</p>	
	<p>b. Targeted campaign on major gaps like first time voter, women, urban, weaker sections, PwDs, Overseas voters, Service voters, besides domestic migrants etc. shall be a part of the plan. To overcome the gap in turnout, targeted interventions have to be carried out at polling station level.</p>	
<p>c. DEOs shall innovate at their level and prepare specific operational plan after Identifying excluded communities/groups in each polling station. The AC SVEEP Plan shall be drawn up based on grass root level requirements and contribute to the District Plan. The District plans shall flow out of the broad State plan, and also contribute to it.</p>		

	<p>d. Intensive and extensive campaign shall be carried out for emphasising the Robustness and integrity of EVM and for VVPAT awareness and familiarisation.</p>	<p>16) Facilitation of enrollment through EROs, AEROs offices, Special camps, Campus Ambassadors.</p>
	<p>e. Appropriate information dissemination on NOTA and emphasis on informed and inducement free voting shall be part of the strategy.</p> <p>f. Facilitation of the Voter will be a key component besides the range of Informed and Motivation measures.</p>	<p>17) To improve the polling percentage in the areas where low voter turnout was experienced in last elections.</p> <p>18) To persuade minorities, tribal's, the homeless, differently abled persons, and many others who lack access to the vote for a variety of reasons including poverty, illiteracy, intimidation or unfair election processes to participate in the election process.</p> <p>19) To ensure that people understand their right as voters and exercise that right with full knowledge and responsibility.</p> <p>20) To educate the voter about the importance of vote in democratic country like India by voting for a suitable and right candidate.</p> <p>21) To impart knowledge on voting procedure.</p> <p>22) To encourage the voters to participate in the democracy by enrolling themselves in the electoral rolls and voting at the time of election.</p> <p>23) To converge various government departments, agencies, civil society organizations, NGOs to achieve maximum output.</p> <p>24) Optimum utilization of all Information Education and Communication (IEC) tools.</p> <p>25) All Communication material / creative's displaying EVM or EVM message will be mandatorily have information about NOTA for creating awareness about NOTA button.</p> <p>26) Similarly, EVM familiarization camps will be arranged. display NOTA button for creating awareness.</p>

4	Planning & Implementation	Team and Formations at District:			
	<p>a. SVEEP Nodal Officer: SVEEP Nodal officer for each AC shall be appointed immediately who shall coordinate the entire SVEEP implementation in the AC. The officer shall be involved in drafting the AC SVEEP Plan. District SVEEP Nodal Officer shall guide the AC Nodal officer in preparing the SVEEP Plan.</p>	<table border="1"> <tr> <td>Total No. of Parliamentary Constituency (Tiruvannamalai)</td> <td>2 11.Tiruvannamalai 12.Arni</td> </tr> </table>	Total No. of Parliamentary Constituency (Tiruvannamalai)	2 11.Tiruvannamalai 12.Arni	
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	<p>b. Core Committees: The Committee shall have representation from various Departments, Agencies and organisations. The District Core Committee shall be chaired by DEO/CEO(ZP) to supervise the implementation of the SVEEP plan in the district. Each district shall appoint a Nodal Officer who will be the in-charge of SVEEP. She will functions as the Member secretary of the District Core Committee. The core Committees should be set up immediately.</p>	<table border="1"> <tr> <td>Total No. of Assembly Constituencies (Tiruvannamalai)</td> <td>8</td> </tr> </table>	Total No. of Assembly Constituencies (Tiruvannamalai)	8	
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	<p>c. Booth Awareness Groups: BAGs shall be revived at every booth and their capacity built through workshops. BAGs shall be suitably equipped with communication material and other resources. Their roles shall be clearly</p>	<table border="1"> <tr> <td>Total No. of Polling Stations (Tiruvannamalai)</td> <td>2372</td> </tr> </table>	Total No. of Polling Stations (Tiruvannamalai)	2372	
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		Core Committee (Tiruvannamalai District):			
		<table border="1"> <tr> <td>District Election Officer and District Collector, Tiruvannamalai.</td> <td>Chairman</td> </tr> </table>	District Election Officer and District Collector, Tiruvannamalai.	Chairman	
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	<p>explained and handbooks prepared in line with the roles and responsibilities specified by the Commission vide its letter no 491/SVEEP-I/2016(BAG) dated 10th May.</p> <p>d. Partnership: The network of partnership shall be developed at State level and also at District level for strengthening the SVEEP programme. In this connection, the frame work of partnerships already issued by the Commission in relation to CSOs, PSU, Corporate and Media shall be optimally harnessed. CEOs and DEOs will mobilise and brief partner agencies and provide them requisite resources and outreach material at state level and district level respectively.</p>	<table border="1"> <tr> <td data-bbox="919 165 1575 272">District Education Officer, Tiruvannamalai, Chengam, Arni, Polur, Cheyyar.</td> <td data-bbox="1575 165 1911 272">Member</td> </tr> <tr> <td data-bbox="919 272 1575 370">Assistant Director(Panchayat), Tiruvannamalai.</td> <td data-bbox="1575 272 1911 370">Member</td> </tr> <tr> <td data-bbox="919 370 1575 423">P.A.(PD), Collectorate</td> <td data-bbox="1575 370 1911 423">Member</td> </tr> <tr> <td data-bbox="919 423 1575 521">District Social Welfare Officer, Tiruvannamalai.</td> <td data-bbox="1575 423 1911 521">Member</td> </tr> <tr> <td data-bbox="919 521 1575 623">Project Officer, ICDS, Tiruvannamalai.</td> <td data-bbox="1575 521 1911 623">Member</td> </tr> <tr> <td data-bbox="919 623 1575 721">District Sports Officer, Tiruvannamalai.</td> <td data-bbox="1575 623 1911 721">Member</td> </tr> <tr> <td data-bbox="919 721 1575 824">District Differently Abled Officer, Tiruvannamalai.</td> <td data-bbox="1575 721 1911 824">Member</td> </tr> <tr> <td data-bbox="919 824 1575 928">Assisant Director (Ex. Serviceman), Tiruvannamalai.</td> <td data-bbox="1575 824 1911 928">Member</td> </tr> <tr> <td data-bbox="919 928 1575 1032">Information and Public Relation Officer, Tiruvannamalai.</td> <td data-bbox="1575 928 1911 1032">Member</td> </tr> </table>	District Education Officer, Tiruvannamalai, Chengam, Arni, Polur, Cheyyar.	Member	Assistant Director(Panchayat), Tiruvannamalai.	Member	P.A.(PD), Collectorate	Member	District Social Welfare Officer, Tiruvannamalai.	Member	Project Officer, ICDS, Tiruvannamalai.	Member	District Sports Officer, Tiruvannamalai.	Member	District Differently Abled Officer, Tiruvannamalai.	Member	Assisant Director (Ex. Serviceman), Tiruvannamalai.	Member	Information and Public Relation Officer, Tiruvannamalai.	Member	
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	<p>e. Use of Technology: IT tools may be suitably used for information and motivation as well as for facilitation of electors and voters.</p>	<p>IT tools to be used during the time of awareness which will be applicable in this district.</p>																			

	<p>f. Targeted Interventions:</p> <p>A. Youth (incl newly eligible)</p> <p>i) Campus Ambassadors (CAs) shall be appointed in Colleges and Universities in line with the 'Terms of Engagement' issued by ECI (copy enclosed). The CAs shall be provided with kits including a Handbook. (copy of the Handbook by CEO Tamil Nadu is available at https://ecisveep.nic.in/files/file/277-tamil-nadu-campus-ambassadors-handbook/. Workshop of CAs shall be conducted by the DEO and the training calendar duly reflected in the District SVEEP Plan shared with the CEO.</p>	<ul style="list-style-type: none"> • 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 them as per the plan of action. • Electoral Literacy Clubs will be created in all high and higher secondary Schools and colleges through the Nodal Officers of the AC Level. • A kit with include of Form 6, 7, 8 and 8a will be given them. ELC activities to be followed as per the plan issued in the book. • Cultural and sports activities to be done. • Various competitions to be conducted among the students. <ul style="list-style-type: none"> ✓ Essay, Poster and Collage making competition at Institutions and at District level ✓ Human chain as part of Voters day celebrations ✓ Cycle rally create awareness among young voters and urban voters ✓ Letter writing to parents by school children/ hostel children ✓ Use of social and digital media to connect youth, e.g. Whatsapp, SMS, e-mail, Facebook, Twitter and youTube etc. ✓ Design and development of Social Media materials such as infographics, messages, jingles, slogans, stories, quickies etc. for continuous dissemination. ✓ Organizing events like Young Voters Festival on theme of 'Inclusive & Qualitative Participation' for College Students/
	<p>(ii) The Nodal officers from Campuses, who are the faculty, shall be utilized besides the NSS and the NCC.</p>	
	<p>(iii) Electoral Literacy Clubs (ELCs) be established in Colleges and Universities.</p>	
	<p>iv) Enrollment drive for first time electors followed up with further engagement to promote voting.</p>	
	<p>(v) Outreach initiatives shall be taken up in all</p>	

	college campuses through cultural and sports activities.	<p>Institutions/ Higher Secondary Schools and also for the voters between the age group of 18 to 21 besides students.</p> <ul style="list-style-type: none"> ✓ Organizing events such as competitions, quiz, poster design etc. targeting the youth through current trends. ✓ Setting up Mock Polling Stations at large Educational Institutes to provide them insight into working of EVMs and VVPAT as well as to provide a firsthand experience of voting. ✓ Special drives for outreach and motivation of non-student youth through mass awareness programmes/ campaigns through NSS, NCC, volunteers etc.
	(vi) Form 6 shall be mandatorily given out along with Admission forms in all colleges. An order to this effect may be got issued from the concerned department. Forms 6, 7, 8 and 8A shall be made available in all Colleges and Universities, and also in High Schools for newly eligible electors.	
	vii) Special initiatives may be taken to reach out to students staying in hostels and their enrollment also encouraged and facilitated.	
	viii) Outreach for non-student youth shall be taken up with NYKS and CSOs.	
	ix) Chunarv Pathshala, the ELCs in Communities, to target youth outside the formal education system.	
	x) Identification and mapping of prospective voters in 16-17 years age - group and reaching out to them through suitable interventions under ELCs.	
	<p>B. Women</p> <p>i) Outreach through educational institutions shall have a special focus on women.</p>	<p>Some of the key interventions and activities are as follows:-</p> <p>Activities:</p> <ol style="list-style-type: none"> 1) Targeting Youth (women) in educational institutions for enrollment with help of Campus Ambassadors.

	<p>ii) ASHA and AWW network shall be systematically utilized to target young women. Newly married young women may be specifically targeted through government field functionaries as they are usually not enrolled at their place of marriage.</p> <p>iii) Women specific activities like rangoli, group songs competition etc shall be conducted in rural areas to motivate and encourage their electoral participation.</p>	<p>2) Targeting housewives and women engaged in labour in cities, in factories, small industrial establishments, commercial establishments with help of CDPOs, Self Help Groups, Anganwadi Workers etc. to spread awareness and motivate women to come out and enroll themselves and subsequently vote in all elections.</p> <p>3) Inclusion of substantial number of women in Booth Awareness Groups (BAGs).</p> <p>4) Partner and Collaboration with CSOs working with women.</p> <p>5) Use of local AIR and local channels focused on women to spread electoral awareness.</p>
	<p>iv) Coopt media and Field formations to reach out to women</p>	<p>6) Production and display of women specific audio-visual documentary to spread electoral awareness with the help of department of Information & Public Relations</p>
	<p>v) Use SHGs and Cooperatives of women to spread awareness</p>	<p>7) Sports at Grama Panchayat Level, Taluk Level as part of International Women's day Celebration.</p> <p>8) Women voters' awareness at district level as part of International Women's Day</p> <p>9) Workshop to create awareness about electoral process and EVM-VVPAT, discussions in Grama Panchayat Level at Anganawadi and SHG Level.</p> <p>10) Targeted outreach and awareness events in low women voter turnout districts & Polling Stations with focus on motivating women to participate in the voting process. Special enrollment campaigns will be carried out in identified Polling Station areas.</p>

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| | | | <ol style="list-style-type: none">11) Events and initiatives which focus on engagement of women voters such as Women Rallies, Rangoli Competitions, and Cycle rallies etc. are planned for increased motivation and involvement.12) Design & development of women focused IEC material, creations, messages and communication campaigns and run the same across the District as well as with high intensity in priority districts.13) Particular focus on creations highlighting rural women to ensure their higher participation.14) Extensive use of social media like Facebook to reach out to a large number of urban women voters through posters, cartoons and appealing messages15) Design and development of electoral literacy material focusing on women's participation and sharing it with CSOs, SHGs and other partners.16) Gender sensitization of election officials including BLO and Security Personnel deployed during the elections through training and workshops.17) Partnering with Department of Magalir Thittam, ICDS Development, Labour Department, Health & Family Welfare Department and Rural Development Department.18) Increased outreach & education through Aanganwadi Workers particularly in the rural areas.19) Focus on enrollment of young girls in rural and urban areas through Campus Ambassadors. |
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	<p>C. Persons with Disabilities</p> <p>i) State level and District level Committees shall be constituted for the purpose of accessible and inclusive electoral process with regard to all persons with disabilities. Instructions on the constitution of these Committees are being separately issued.</p>	<p>Persons with disabilities have been identified with help of the Department of Differently Abled Welfare at the district level.</p>
	<p>ii) Polling Station wise database of PwDs shall be prepared with support from Department of Disability/Social Welfare / Hospitals or CMOs office. Database shall be prepared through BLOs and information on the type of disability maintained in the BLO register to help in facilitation.</p>	<p>Some of PwDs are not aware about the various facilities and services provided by ECI for encouraging and facilitating their electoral participation. Encourage them to exercise their right to vote by making them aware about the various facilities available at Polling Stations and motivating them to be an integral part of democratic fabric SVEEP 2021 will make strong effort for inclusion and engagement of PwDs through a number of initiatives planned as below and more.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Database of PwDs will be prepared with the help of records maintained by Department of Differently Abled Welfare. • The lists of PwDs to be circulated down to the level of concerned BLOs, so that they could help them in enrollment and subsequent motivation to participate in electoral process. • Special drive to be taken up to enroll PwDs students in colleges under special drive with the help of Campus Ambassadors. • There are skill development programs for PwDs run by the department of Differently Abled Welfare. Voter education content to be included in these programs.
	<p>iii) Single window for PwDs can be explored.</p>	
	<p>iv) Identify Community Radio networks or magazines, channels, etc for PwDs to partner. Use programmes on AIR, DD and private radio and Cable TV to reach out to PwDs</p>	

	v) Identify credible CSOs working for PwDs and reach out through them	<ul style="list-style-type: none"> • The volunteers will be identified to facilitate PwD voters and wheel chair at PS for the PwDs for their facilitation on the Poll Day.
	vi) Special camp may be taken up to register PwDs and such camps widely publicised	<ul style="list-style-type: none"> • Providing of the Braille ballot, Ramp, Wheel chair, Toilet, Signage and Drinking water facility for the PwDs voters. • Voter Awareness for EVM - VVPAT demonstration for PwDs.
	vii) CEO and DEO Website shall be disabled friendly and adhere to Level AA of the Web Content Accessibility Guidelines	<ul style="list-style-type: none"> • Performance by PwDs at PS Level programs to create awareness and sense of inclusiveness. • BLOs to aid in preparing database on the type of disability through data collection while registration. • Partnership with CSOs/Networks working specially with PwD like Physically Handicap, Blind People's Association etc. for spreading awareness & voter education also reach out to PwD. • Organizing special camps to register and educate PwD with the help of local bodies and CSOs. • Information dissemination on facilities available at Polling Station for PwD like listing of candidates' names in braille in EVMs and allowing companion with blind voters to assist them to ease their voting experience. • Infrastructural audit of the Polling Stations to ensure that they are PwD- friendly. • Special electoral education and literacy material to be designed and developed specially for the PwD in form of brochures, AV materials etc. with the help of specialized agencies and distribution of the same to the Partners. For e.g. material in braille.

		<ul style="list-style-type: none"> • Design and Development of specialized sensitization materials to be used for training of the electionfunctionaries. • Creative communication to evoke sense of integration among the PwD and appreciating their spirit.
	<p>D. Service Personnel & Overseas Indian citizens</p> <p>i)Awareness and registration drive shall be carried out for the defence personnel in cantonment areas with special focus on the newly inducted young defence personnel. Share the Service Voters brochure with the cantonment officials. (also available at http://ecisveep.nic.in/ and http://servicevoter.nic.in/</p>	<p>Activities:</p> <ul style="list-style-type: none"> • Special camps in coordination with Assistant Director (Ex-service man) to be conducted. • Inclusion of electoral literacy modules on postal ballots/ service voters in all training and skill development programmes of the Ministry of External Affairs • Ensuring that Indian Missions abroad make available relevant forms to their employees on their postings as Service Voters. • Conducting Special camps among where significant numbers of families of Service Voters and overseas electors live to create awareness.
	<p>ii) Film for Service Voters on ETPBs and other facilities has been shared with CEOs and available on ECI website. The same should be widely screened in the cantonment areas.</p>	
	<p>iii) Train Nodal Officers from defence as Resource Persons for dissemination of information on the entire process of registration and voting.</p>	
	<p>iv) Target families having their children studying abroad and promote their registration as overseas Indian electors.</p>	

	v) Popularise NVSP link for online registration of overseas Indians.	
	vi) BLOs to share form 6A with families having a member who is overseas and familiarise them with NVSP portal.	
	E. Rural & Tribal Areas i) Special registration camps in weekly haats, during festivals and through mobile vans shall be conducted.	Activities: <ul style="list-style-type: none"> • Associate with NGOs working with Tribal community and community leaders to mobilize them for interpersonal communication and electoral participation • Organize demonstration of EVM & VVPAT where significant number of Rural and Tribal people live and can be reached. • Create an environment for their involvement through mainstream communication campaigns on how they are an integral part of society at large. • Mainstreaming through involving tribal community leaders in public events, FM radio programs, TV programs etc. • Using of social media to mobilize their participation and create awareness among general public to make their participation free of bias by general population. • Weekly markets will be focused for various activities. • Ethical Voting will be highlighted. • Campaigns with different type of competitions on locally popular things like archery, folk dance, wall painting etc. shall be carried
	ii) Use of public address system and announcements in Gram Sabha in rural areas along with 'prabhat pheris' shall be encouraged.	
	iii) DEOs in violence-affected areas shall involve the SPs in operationalizing SVEEP programme so that the environment of confidence and fearlessness against intimidation is built into the programme.	

	<p>iv) Folk art and activities specific to the local populace shall be carried out to motivate the people for participation in elections.</p>	<p>out.</p> <ul style="list-style-type: none"> • Video shows on voter awareness and EVM & VVPAT education will be organized in villages and towns. • Awareness activities penetrating deep till remote and sparse hamlets.
	<p>F. Domestic Migrants and Other Marginalised Segments</p> <p>The issue of domestic migrants may be looked into and interventions planned to reach out to this segment. Specific interventions may be designed around other identified segments specific to the State/districts, based on situation analysis.</p>	<p>Some of the constituencies have high number of migrants to other State / District. Inclusion of these migrants is generally difficult as most of these work as unorganized labour. In many cases the migrants are enrolled at their native place but work in other districts/states for their livelihood and hence, they are not able to vote during election.</p> <p>SVEEP 2020-21 plans to focus on</p> <ul style="list-style-type: none"> a). Facilitating migrants if they want to get enrolled at their destination location and b). Facilitate and motivate migrants to travel to their native place on election-day and cast their vote if they are enrolled there.

Activities:

- 1) Communication campaign with migrants will motivate the migrants to travel to native place and cast their vote with additional benefit of meeting up with the family.
- 2) Organizing demonstration of functioning of EVM and VVPAT, show films on EVM & VVPAT and provide a firsthand experience of voting to the migrants to address their concerns.
- 3) Using NGOs network to cover daily wage labourers, seasonal migrants, industrial workers, slum dwellers, homeless and other migrant population with focus on inclusion.
- 4) Events at sites with high population of migrants like industrial congregations, migrant localities/slums, transit points like Bus Stand /Railway Stations etc.
- 5) Interactions with migrants at transit points and facilitation 'On Site' filling up forms for unregistered migrants.
- 6) Reach out to Corporate Houses through various federations to cover young migrant professionals.
- 7) Organizing special registration camps with labour unions at factories.
- 8) Partnership with industrial and organizational federations to spread electoral awareness and voter education.
- 9) Targeted interventions shall be made in coordination with District Labour Officer / Labour Inspector/Police etc.

	<p>G. EVM & VVPAT Campaign: Intensive and extensive communication and outreach to be conducted on EVM and VVPAT awareness and reaffirming people's faith in the robustness and integrity of EVMs. Comprehensive instructions have been given vide letter no No.491/SVEEP-II/EGS/2017 dated 22nd September, 2017(copy enclosed). The same needs to be further intensified in view of the preparations for the upcoming Lok Sabha elections.</p>	<p>VVPAT has been introduced for the first time in Tiruvannamalai District in last General Elections to Lok Sabha 2019, it is imperative that an extensive campaign on its awareness and education is carried out. Three key communication contents for this will be –</p> <ol style="list-style-type: none"> i. How to operate the EVM & VVPAT? ii. Why it is being used in election process? iii. How it ensures transparency in voting? <p>This will be carried out mainly through the process of education and demonstration. An extensive outreach and communication campaign is planned SVEEP 2021 with following key activities:</p> <ol style="list-style-type: none"> 1) Using Mock Polling Stations will be set up in key Educational Institutes, all Government Offices, Offices of the Local Bodies, Migrant Colonies, Large Resident Welfare Associations, Wards in rural and urban areas, weekly market days, Malls etc. 2) The 'MOBILE VAN' will be sent to villages and various places like Fairs, Daily wagers pick up points, Agriculture Produce Markets (Santhai), Monthly Festival (Full Moon Day) at Tiruvannamalai for demonstration of EVM and VVPAT. It will be equipped with video films to be shown to the voters. 3) Creative communication campaign will be carried out for education on VVPAT technology. This will be disseminated through mass media, social media and pamphlets, posters, banners etc.
	<p>i) A State of Art Permanent EVM Sensitization and Hands on Experience Centre has to be set up at the State and District Capital</p>	
	<p>ii)Camps to be held for Political Parties, Media Houses and Journalists, Government officials and in Colleges and Sr. Secondary Schools where live demo on EVM and VVPAT may be given.</p>	
	<p>iii)EVM-VVPAT familiarisation camps to be held at every booth in a staggered fashion so that by the time the elections are announced all the Booths are covered. Alternatively Mobile vans with EVM - VVPAT model and publicity material may be used with a set calendar covering all</p>	

	<p>constituencies / polling stations in the district. The calendar to be prepared by the DEOs in advance and shared with the CEOs. BAGs and BLOs may be involved in these camps and BLOs may be trained on VVPAT functioning.</p>	<p>4) Particularly for rural areas, members of networks of Anganwadi Workers, BAGs, SHGs and etc. will be educated on EVM & VVPAT operations and they will be carrying out further dissemination to voters.</p>
	<p>iv) Sensitisation on EVM/VVPAT is already a component in the Electoral Literacy Clubs (ELCs). Live demo of EVM/VVPAT on rotation in established ELCs and Chunav Pathshalas may be planned along with the conduct of the activity 'Chunav Yantr an ~ Build the Ballot' as per the prescribed Resource Guides under ELC Project.</p>	<p>5) Creative communication will be developed with theme of how habit of 'Verification' is good and how it is reflected in the new technology of VVPAT.</p>
	<p>v) Festivals, Haats and other public gatherings may have stalls disseminating information about EVMs/ VVPAT and display it or dummy EVMs.</p>	<p>6) Posters will be placed at all Govt Offices, hospitals, private hospitals, schools, colleges, banks, PACB, Milk Federation on usage of EVM and VVPAT</p>
	<p>vi) Monthly film screenings on EVM-VVPATs be conducted at village panchayats.</p>	
	<p>vii) EVM/VVPAT Posters at each Centre of Public Services such as Polling Stations, School buildings, Panchayat Bhawans, PHCs, AWC Ration Shops, CSCs, Banks, post offices, etc.,</p>	

	viii) 360 degrees communication plan may be exclusively developed for EVM and VVPAT campaign including Public Service Announcements regularly on All India Radio and Doordarshan.	
	H. 360 degrees Communication Campaign: Comprehensive communication may be planned including electronic, digital and social media besides inter-personal communication and outreach.	Common Messages: In order to propagate voters' awareness and education both in terms of voters' enrollment and turnout, the following information shall be used as a crux/base of the creatives that shall be circulated using various media/social media platforms:
	A. Multi-Media Campaign i) Campaigns through mass media, folk media and other media vehicles shall be conducted. All India Radio, Doordarshan to be main vehicles combined with a good measure of private channels, FM Radio and Print Media.	1) Basic information enabling qualified citizens to register. 2) Proofs required 3) How and Where to register? 4) Why women and youth must register? 5) How and Where to get EPIC from?
	ii) Social Media use, besides use of digital and other new media in urban and semi-urban areas shall be taken up.	6) Why vote? 7) How every vote counts! 8) Ethical and Informed voting
	iii) Informed and Ethical voting component besides information on NOTA may be widely disseminated.	9) Information regarding voters' search engines, photo-voter slips, EVMs etc. 10) Reminder dates and time of polling
	iv) For content development, CEO and team to consider the archive of approved material compiled at the SVEEP Digital Library	Poll Day Alerts: 1. Check the turnout of vulnerable groups in the first 4 hours 2. Check if there is any case of boycott or non-cooperation

	(www.ecisveep.nic.in). Outreach material developed for Special Revision, National Voter's Day to be used after suitable modification.	<ol style="list-style-type: none"> 3. Accessibility for PwDs and their turnout 4. Facilitation at Polling Stations 5. Live telecasting
	v) CEO to take necessary steps for further inventory building on Voters' Information and Awareness material for the state. CEO to set up an expert Committee at State level for quality check and control of content comprising of Heads of AIR & DD among others.	<p>Media Plan:</p> <p>The communication will use a variety of mediums to reach out to all groups of voters.</p> <ul style="list-style-type: none"> • Social media has an extended reach now even to a large number of rural voters through extensive mobile penetration and popularity of platforms like WhatsApp and Facebook. Extensive campaigns will continue dominating the social media space and reach every smart phone users across the State on a regular basis.
	vi) Past Survey findings to be utilized for designing the campaign material and deciding the media vehicles for dissemination.	<ul style="list-style-type: none"> • All prominent sites with significant gathering/passage of people will be covered through hoardings/banners/posters with appealing and effective messages.
	vii) All messages used in the elections at State level shall require approval of the Commission, if these are not earlier vetted. District level content and messaging shall be vetted and cleared at CEO level.	<ul style="list-style-type: none"> • Communication through FM Radio Stations will reach out to urban masses, while communication through Cable Networks and Cinema Halls will penetrate to the rural masses.
	viii) Media is one of the most effective partners in SVEEP. Regular media briefings about different initiatives, facilitation measures shall help in wide publicity of various interventions. Media calendar may be devised with a topic assigned in advance for each day of briefing.	<ul style="list-style-type: none"> • Newspaper coverage and advertisements will reach out to people across the State. • Mid media campaigns will be carried out through road shows, street plays, film shows, puppet shows and particularly using folk media and folk art. • Large number of people will be covered through communication at events like International Day celebrations like International Women's Day, International Labour Day, World Yoga Day, World Environment

		<p>Day, Independence Day celebrations and Festivals like Christmas, Deepavali, Pongal, Ramzan, Eid-Moharram etc.</p> <ul style="list-style-type: none"> • Direct communication through pamphlets, Sankalp Patras, cinema slides, Cable TV advertisements etc. will be carried out. • Reaching out through most inconspicuous and far reaching communication methods like messages on Milk Bags, LPG cylinders, Postal Stationery or posters at strategic locations like Banks, Ration Shops, Vegetable Markets etc.
	<p>B. Common Outreach Activities:</p> <p>i) Forms 6, 7, 8 and 8A made available at all prominent places e.g. Post Offices, banks, hospitals and other public places having large footfall.</p> <p>ii) 'Sankalp patras' issued by DEOs through school students to their parents and collected back with signature pledging to enrol and vote.</p> <p>iii) Special registration camps on need basis and dedicated camps catering to specific target groups like Service Voters and Overseas electors.</p> <p>iv) Corporates to be contacted to ensure registration of their employees. Alternative registration hubs for corporate employees to be established.</p>	<p>Specific outreach activities based on the situation analysis shall be carried out as follows:</p> <ol style="list-style-type: none"> 1) Sankalp Patras/ Pledge Letters to voters through their wards in school 2) Special messages on Postal materials 3) Special messages on Education materials 4) Special messages on Railway tickets 5) Special messages on Government materials 6) Display of voter awareness videos and messages in Multiplexes, Cinema halls, Mobile Vans, Bus and Train Panels, Auto Rickshaws, Multi Media Vans etc. 7) Voter awareness through messages on Banners, Posters, Hoardings, Puppet shows, Street theatre Art and Handicrafts, Rangoli, Stickers, Cloths, Stationary, Bills etc.

	v) Instruction issued through Labour department to private contractors to strictly comply regarding paid leave on poll day.	8) Voter awareness through Rallies at Market places, Wall Paintings, Signature campaign in crowded areas, Debates, Essay writing competition, Slogan competition, Painting competition, Human chains etc.
	vi) Mass mobilization activities close to elections to motivate people to participate in the electoral process.	
	vii) Regional and / or local icons shall be identified and promotional material for voting shall be prepared availing their services, after getting approval of Commission on the content (messages), in addition to the National Icons of ECI and the regional icons already approved by Commission.	
	viii) Material on voter awareness may be given to partner CSOs/media houses for wider dissemination.	
	ix) Under ECI-NLMA MoU, Sakshar Bharat workers (NLMA) shall carry out electoral literacy programmes besides helping BLOs-for enrollment during continuous updation. DEOs may also disseminate their outreach material through these Literacy workers.	

	<p>x) Inter-personal communication through Govt. of India Media units - Song & Drama Division, Directorate of Field Publicity etc. and through organizations like Nehru Yuva Kendra Sangathan, National Service Scheme volunteers, National Cadet Corps, Scouts & Guides etc. to be extensively used for mobilizing youth and creating awareness.</p>			
	<p>i) Voters' Facilitation:</p>	<p>Facilitation shall also be linked to Information and Motivation and shall include following:</p>		
	<p>i) Voter assistance mobile apps to be launched and widely publicised to impart information and provide assistance regarding registration, location of polling station and other such facility to the voter.</p>	<p>Sl.No.</p>	<p>Form of Facilitation</p>	<p>Purpose</p>
	<p>iii) Voter Registration and Education centres /Voter Facilitation Centres (VFCs) shall be set up at strategic locations for facilitation and awareness generation as well. The Centres should be supplied education and awareness material in good quantity.</p>	<p>1</p>	<p>SMS</p>	<p>Information for registration</p>
		<p>2</p>	<p>Facebook</p>	<p>Information for registration</p>
		<p>3</p>	<p>Campus ambassadors</p>	<p>For college students</p>
		<p>4</p>	<p>Registration facilitation while visiting Marriage or Birth Registrar</p>	<p>Linkage of registration of marriages and birth with electoral registration of young couples</p>
		<p>5.</p>	<p>Voter Help Line App</p>	<p>Information for registration, Deletion and Correction.</p>
	<p>iv) EROs and AEROs to ensure that. EPIC are issued to all those enrolled.</p>	<p>6</p>	<p>Enrolling excluded groups</p>	<p>Specific excluded groups will be identified and collaboration will be done for inclusion of excluded groups.</p>
	<p>v) Ensuring that Voters' Slips are distributed on time as per directions of the commission.</p>			

	vi) One Voter Guide per family of an elector, to be distributed along with Voter Slip ahead of poll day.	7	Collaborating with CSOs and women's networks for increased women electoral participation	Different CSOs working with women and networks for women, particularly in rural areas will be roped in for electoral literacy of women and increasing women's electoral participation.
	vii) DEOs to ensure that suitable and adequate arrangements are made for provision of drinking water, shed, ramp, signages, toilets for women and other facilities at all Polling Stations as directed by the Commission from time to time, to make voting a friendly experience, including setting up of model polling station equipped with necessary facilities.	8	Partnering with banks for voter awareness and search facilities	Providing walk-in search facilities and ATM advertisements at all bank branches that are connected by Internet.
		9	Website facilitation	All departments of Government of Tamil Nadu have given a link for name search in their opening page of website
	ix) Voter Facilitation Posters at every polling station.	10	1950 Helpline	Functional

x) Poll day reminders through different media.

For facilitation in voting

- 1) Mass publicity for awareness in registration through Hoardings, Posters, Media (Government - Private), and Electronic Media.
- 2) Increased reach of online registration facilities through website and mobile platforms.
- 3) AMF have been ensured at each Polling Station. Wide dissemination on information about AMF among the General voters.
- 4) Set up 'All Women Managed Polling Stations' to motivate women voters.
- 5) Timely distribution of Photo Voter Slips among all.
- 6) Reach out maximum electors for encouraging for voting and reminders through media like SMS, WhatsApp, Facebook, E-mails etc.
- 7) Ensure paid holiday/time off for voting by industries/factories.
- 8) Development of creative messages linked with different festivals for hoardings, banners and posting on social media.
- 9) Awareness through interpersonal communication, help desks, awareness stalls, exhibition booths during Festivals
- 10) Development of special announcements script educating and motivating voters about electoral participation and functioning of EVM & VVPAT
- 11) Voter awareness at large gatherings during Christmas, Pongal, Eid-Mohharam, Ramzon and Diwali festivals.
- 12) Reaching out to migrants returning to native place during Diwali & Pongal festival.

j. National Voters' Day: Falling just ahead of the Lok Sabha election, NVD 2019 may be strategically harnessed to mobilise the people and facilitate their registration and motivate them to participate in the election. Focus on 18-19 years old, as always remains the focus of NVD.

National Voters Day 2021.

In Tiruvannamalai District most of the electors are covered in rural areas, hence Special efforts will be taken to create awareness among all the voters about “Their rights and duties as a Voter” through publicity. In National Voters Day on January 25th it has been proposed to erect hoardings and banners on Right to Vote in all prominent places. Advertisements and slogans about the importance of enrollment in Electoral Roll will be published by way of conducting Rallies and Human chains by SHG, NSS, NYK for the polling stations where elector enrollment percentage is low. All the BLOs will be motivated to create awareness among all the eligible voters to enroll their name in the Electoral Roll.

Summary of to be proposed Events / Activities on NVD

<i>Target group</i>	<i>Type of event</i>	<i>Partner agency associated</i>
Women	Rangoli competitions	PO, Mahalir Thittam.
	Canvassing at working women's hostels, women home.	DSWO & DDRO
	Street Play at MGNREGS work sites.	PO, DRDA & PO, Mahalir Thittam
	Human chain	SHG / PO, Mahalir Thittam
	Rallies	SHG / PO, Mahalir Thittam
Urban	Mini marathon/ Walkathons	Sports officer, Collegiate Education, School

				Human chains	education, NSS, NYK		
				Rallies	coordinators.		
				Meeting at RWAs, Rotary and Lion's clubs	City Corporation.		
			Youth			Meeting with Campus ambassadors, college principals	JD, Collegiate education.
						Rallies	Higher education and school education, NSS, NYK coordinators.
						Competitions like, essay writing, slogan writing, quiz, paintings.	Higher education and school education, District library officer.
						Mini marathon/Walkathon	Sports officer, Collegiate Education, School education, NSS, NYK coordinators.
						Various sports events	District Sports officer.
						Awareness speech in assembly/prayer at school and college level	Collegiate Education, School education
			Identified communities and other groups			Street play	PO, DRDA & PO, Mahalir Thittam.
						Special Grama sabha meetings.	AD, Panchayat.

			Mock registration/poll programs at Bus stands / markets / anganwadi / library / SHG centre	Municipal Commissioner, PO, DRDA, ICDS, Library officer, PO Mahalir thittam.
			To identify and special drive to be given to enroll for Homeless people.	BLO / ERO / AERO
5.	Monitoring & Review		Implementation of SVEEP Programme will be monitored in Tiuvannamalai Districts as follows:	
	a. Implementation of SVEEP programme within the districts shall be constantly monitored by the DEO and across districts by the CEO and reviewed periodically to assess the efficacy of the interventions and make mid-term course correction, wherever required.		1) Periodical discussion by Assembly Level Nodal Officers with ELCs and BAGs.	
	b. Regular Video Conferences to be organised by CEO with all DEOs for review of implementation.		2) Periodical discussion by District Level Nodal Officer with Assembly Level Nodal Officers.	
	c. The programme shall be reviewed at the national level by the commission. The reporting format shall be shared close to poll dates.		3) Periodical discussion by District Election Officer with all District Level Nodal Officers.	
			4) Periodical discussion by District Election Officer with Assembly Level Nodal Officers.	