

Rc.No. D3/ 3409 /2020,
Date: 12.10.2020

Collectorate,
Ariyalur.

Template for SVEEP Plan at District Level

Sl.No	Area Of Focus	SVEEP activities planned at District Level
1	A.	Electoral Roll Management related
	i) Registration of New Voters	To create awareness to college students by distributing pamphlets, organizing campaign, rally, voter education program, etc., with social distance.
	ii) Improving Gender ratio	Action is being taken during the Special Summary Revision of Electoral Rolls, 2021, so that the Gender ratio on rolls for the 18-21 age group electors are to be matched with census Gender ratio.
	iii) Removal of multiple entries; deletion of deceased/shifted names; correction of entries	Due to the Covid -19 situation, Data pertaining to Registered deaths shall be collected from the Registrar of Deaths and all registered death entries and shifted voters names will be removed during the Special Summary Revision 2021.
	iv) 100% coverage of PwD and their mapping with the Polling Station.	The BLOs have been given training for enrolling the names of newly married young women, the left out 18-21 years, PwDs by reaching their residence during door to door verification. The office bearers of the Disabled Persons Associations will also be met by the respective BLOs/Supervisors/AEROs/EROs for enrolment of left out PwDs.
	v) Increase in enrolment of Service Personnel.	Instructions have been issued to BLOs during their training for making awareness about the enrolment of Overseas Indian Citizens and Service Personnel, obtaining the registered death
vi) Increase in enrolment of overseas Indian electors		

		records for dead voters and for encouraging submission of Form 7 for deceased voters.
	vii) Identification and mapping of prospective voters i.e. those eligible on 01.01.2021.	Prospective voters will be identified through BLO's during door to door verification and data will be collected from BLOs
B.	Informed, Ethical and Enhanced Participation 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% over the last Lok Sabha election.	The average percentage of vote polled during 2016 Elections in Ariyalur district was 82.87% (Men-80.77%, Women 84.94%). In Ariyalur district in each Assembly Constituency, 15 polling stations with low turnout have been identified. In this regard, we have planned to increase the overall turnout 5 to 10 % in upcoming election. Special awareness camps will be conducted in places where voting percentage is very less.
	ii) To remove the gender gap in turnout	<ul style="list-style-type: none"> ➤ Awareness is given to the women in the lowest female turnout area. Street plays at MGNREGS work sites. ➤ Motivating the lactating, pregnant women by VHNs. ➤ Organize the events for women such as rangoli, quiz etc.,
	iii) To target an increase in turnout among PwD electors by making elections accessible and widely disseminating the facilitation extended.	To conduct door to door survey by BLO, Physical access at polling station, To provide wheel chairs, arrange ramp, provide Braille sheets for visually impairments.
	iv) Special focus on marginalized groups like domestic migrants and other groups identified by the State/District.	Randomly verify the electors through mobile phone to verify their address and also conduct door to door verification by BLOs.
	v) Visible enhancement in the quality of electoral participation in terms of informed, ethical and inducement free voting	To create awareness about the importance of voting in the elections. The Observer may observe that ethical free voting forms a vital part of the campaign for promoting electoral participation among people.

	vi) Increase in postal ballot voting by facilitating and educating service voters and employees	Awareness program, special meeting are to be organized for the Government personnel's.
	vii) Awareness on NOTA	<ul style="list-style-type: none"> ➤ NOTA related visual clips of cinema screened to the people. ➤ NOTA related visual clips to shows in public places paste the posters and distribute the pamphlets.
	C. EVM-VVPAT related	
	i) Awareness of EVM/VVPAT among all voters with special measures targeting youth, women and PwDs voters	<p>PWD: EVM/VVPAT demonstration will be Organized with help NGOs.</p> <p>Women: EVM/VVPAT demonstration will be Organized in the prominent places with help of Self Help Groups.</p> <p>Youth: EVM/VVPAT demonstration will be Organized in all the Colleges and schools. Maximizing the participation of young voters.</p>
	ii) Awareness in remote villages, slums, marginalized segments and difficult areas.	Posters, Pamphlets and Flex boards will be erected and Scrolling in Cable TVs, Newspaper will be created awareness among the Voters in remote villages and slum areas.
	iii) Awareness among Political Parties, Media, Civil Society and Educational Institutions	During the meeting with Political parties, Media, Civil Society and Educational institutions EVM and VVPATs will be displayed and explained about its usage and function. EVM and VVPATs will be displayed and explained in all Colleges and awareness will be created among the first time electors (age group 18-19).
2	Situation Analysis	
	a. Identification of gap in registration among the newly eligible voters of 18-19 years, PS wise; Identification of PS with lowest enrolment in 18-19 years age-group.	Identifying the booths related to the lowest nomination in the age group of 18-19 years and necessary action is being taken to add new eligible voters of 18-19 years.
	b. Identification of gaps in the enrolment of PwDs, PS wise.	Identification of gaps in the enrolment of PwDs, PS wise has been verified, further action is being taken.
	c. Identification of excluded groups, like NRI Voters, Service Voters, migrants,	

	<p>tribes marginalized and doubly marginalized communities.</p> <p>d. Identification of 10% of Polling Stations in each district with lowest turnout in last Lok Sabha Election and reasons thereof.</p> <p>e. Identification of overall 10% lowest turnout Polling Stations in the State and reasons thereof.</p> <p>f. Identification of lowest turnout Assembly Constituencies and reason thereof.</p> <p>g. Identification of reasons for drop in turnout (if any) between last Assembly election and last LS election in the State.</p>	<p>As per the guidance of the ECI the low voter turnout polling Stations will be identified and action would be initiated for increasing the turnout percentage during the ensuing GETNLA 2021. Likewise, action is being taken for removing the gender gap in voter turnout and also to focus on PwD voters by disseminating the facilities provided at polling stations during elections, especially on the day of poll. The Service Voters and Employees will also be motivated for increasing the postal ballot turnout.</p>
3	<p>Strategy</p> <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 SVEEPIII 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 familarisation.</p> <p>e. Appropriate information dissemination on NOTA and emphasis on informed and inducement free voting shall be part of the strategy.</p>	<p>The District and Assembly Constituencies level SVEEP plan has been prepared based on the SVEEP III Project available in ECI website.</p> <p>➤ To create the awareness for women through SHGs and organize the street meeting.</p> <p>➤ Provide pamphlets, organizing campaign, rally, voter education program, etc., with social distance.</p> <p>➤ Organize the short films about the importance of elections for public in Moving VAN, LCD.</p> <p>District AC and booth level team formation and training related EVM and VVPAT awareness</p> <p>Detailed information will be given to the people about the NOTA during the Voter Awareness Campaign.</p>

	f. Facilitation of the Voter will be a key component besides the range of Informed and Motivation measures.	Help lines grievance redress, Assured Minimum Facility, voters assistance booths Model polling station, Voter slip etc.,
4	Planning & Implementation	
	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.	As per the instructions of Commission, In Ariyalur district, District Nodal Officer has been appointed for SVEEP activities. Assembly Level Nodal officer have been appointed for 2 Assembly constituencies as follows. 1. 149. Ariyalur AC – District Education Officer Ariyalur 2. 150. Jayankondam AC – District Education Officer, Udayarpalayam
	b. Core Committees: The Committee shall have representation from various Departments, Agencies and organizations. 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.	The District Core Committee have been constituted by the District Election Officer and District Collector. The Core Committee meeting will be planned at Sep 2020.
	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 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.	SVEEP committee shall be conducting the Booth Awareness Groups. They will review each booth. Creating a separate whatsapp group for SVEEP activities update.
	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.	Members of SHG, Pudhu Vaazhvu Thittam and Educational institutions will be involved fully in this programme.
	e. Use of Technology: IT tools may be suitably used for information and motivation as well as for facilitation of electors and voters.	Create awareness about the NVSP portal, Voter helpline app through twitter, facebook etc., to

		families of their jurisdiction.
	<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/).</p> <p>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>	<p>➤ The Principal of every College is to be appointed as Campus Ambassador for SVEEP. Also to enhance youth registration the Principal of the college is directed to appoint meritorious student who voluntarily wish to work as Student Ambassador.</p> <p>➤ These Ambassadors shall be used as platforms to circulate awareness messages/ advertisements through interactive social media channels like Whatsapp, Facebook, Twitter etc.</p>
	(ii) The Nodal officers from Campuses, who are the faculty, shall be utilized besides the NSS and the NCC.	All the College, Principals are instructed to depute Nodal Officer for the Implementation of SVEEP activities at the college campus. EROs and AEROs of the Assembly Constituencies are instructed to make use of ELCs and the services of Voluntary Organizations like Red Cross Society, NYK and NSS/NCC/Scout & guide, etc. for the enrolment of left of electors, during the Special Summary Revision, 2021. This activity to be monitor by College principal.
	(iii) Electoral Literacy Clubs (ELCs) be established in Colleges and Universities.	ELCs activity shall be increased after the COVID-19 issues.
	iv) Enrolment drive for first time electors followed up with further engagement to promote voting.	As per the instructions from the ECI, Special Camp will be organized in two Saturday and Sundays during the period of Special Summary Revision, 2021 for the enrollment of first time electors.
	(v) Outreach initiatives shall be taken up in all college campuses through cultural and sports activities.	Extra and co-curricular activity, including sports competitions, election related quiz competitions, races etc on voter education and electoral participation themes in all college campuses.
	(vi) Form 6 shall be mandatorily given out along with Admission forms in all	The Principal of every College is to be appointed

	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.	as Campus Ambassador for SVEEP to provide Forms 6, 7, 8 and 8A. And also instructed to give the form 6 to the students during admission.
	vii) Special initiatives may be taken to reach out to students staying in hostels and their enrolment also encouraged and facilitated.	Special efforts are being taken up to enroll the left out students staying in the hostel in the age group of 18-21 years.
	viii) Outreach for non-student youth shall be taken up with NYKS and CSOs.	Youth related NGOs/CSOs shall work in close coordination with the EROs to help to register the maximum number of eligible young voters
	ix) Chunav Pathshala, the ELCs in Communities, to target youth outside the formal education system.	Advertisements and Slogans about the importance of enrollment in Electoral Roll will be published by way of conducting Rallies and Human chains by NSS in the Polling Stations where elector enrolment percentage is low. Local cable TV Channels, pasting of wall posters, Stickers and running SVEEP.
	x) Identification and mapping of prospective voters in 16-17 years age - group and reaching out to them through suitable interventions under ELCs.	-
	B. Women i) Outreach through educational institutions shall have a special focus on women.	To create awareness among women in education institutions. Voter education will be given through Nodal officers.
	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. iii) Women specific activities like rangoli, group songs competition etc shall be conducted in rural areas to motivate and encourage their electoral participation.	Meetings, Rangoli Competitions, Human Chain, and Street play etc., will be conducted with the help of Self-Help Groups, Anganwadi Women and Child Development Dept and NGOs, CSOs etc., for educating all women about the free and fair election.
	iv) Coopt media and Field formations to reach out to women	TV, Cinema, Social Cultural Activities, Mobile etc. to be associated Women, NGOs, and CSOs.
	v) Use SHGs and Cooperatives of women to spread awareness	SHGs Women capacity building training is used as tools to tap the women voters to motivate them to

		enroll and vote.
	C. Persons with Disabilities	
	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.	District Monitoring committee has been advised to arrange the meeting with NGOs to create awareness for PwD.
	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.	The name of the PwDs should be mapped and the list be made available to the Concerned BLOs. Polling Station wise list of 18 above persons with disabilities shall be prepared from data collected from the above mentioned departments.
	iii) Single window for PwDs can be explored.	Introduce PwD app with the convenience of simple clicks, the person with disabilities can request for registering themselves as electors. Upon receiving the request the election commission will ensure that the booth level officer will reach the doorstep of the PwDs.
	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	Short motivational promos shall be made for TV and Radio targeting PwDs and their family members and public at large. This should meet the twin requirements of motivating PwDs to participate in elections and sensitizing public about the issues of PwDs.
	v) Identify credible CSOs working for PwDs and reach out through them	Other tools like Posters, Pamphlets, and Brochure for PwDs and training kits for Trainers/Facilitators may also be prepared to be shared with CSOs.
	vi) Special camp may be taken up to register PwDs and such camps widely publicised	Camps for PwDs were conducted in all the Blocks and Urban bodies. In all these camps, an exclusive counter is set up to enroll PwD in the Electoral Roll.
	vii) CEO and DEO Website shall be disabled friendly and adhere to Level AA of the Web Content Accessibility Guidelines	-

	<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>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>	Booth Level Officer will visit the home address mentioned in their passport to promote registration.
	<p>v) Popularise NVSP link for online registration of overseas Indians.</p>	Booth awareness Group (BAG) members shall be trained to use the NVSP portal for online registration and all other services provided.
	<p>vi) BLOs to share form 6A with families having a member who is overseas and familiarise them with NVSP portal.</p>	The BLOs are instructed to familiarize the link http://www.nvsp.in/ to the family members of overseas electors.
	<p>E. Rural & Tribal Areas</p> <p>i) Special registration camps in weekly haats, during festivals and through mobile vans shall be conducted.</p>	To increase the Special awareness camps, cultural program were conducted in Tribal resettlement like Devanur, Utkottai(South) in Ariyalur District.
	<p>ii) Use of public address system and announcements in Gram Sabha in rural areas along with 'prabhat pheris' shall be encouraged.</p>	
	<p>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>	The meeting will be conducted with SP, SVEEP Nodal officer and core committee members to involve all voters from violence affected areas without fear against intimidation through SVEEP 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>	Folk art and activities will be conducted to motivate the people for participation in elections.

	<p>F. Domestic Migrants and Other Marginalised Segments 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>	Special Registration Campaign will be organized in Cement Factories area of Ariyalur district where large number of Migrants are employed.
	<p>G. EVM & VVPAT Campaign: Intensive and extensive communication and outreach to be conducted on EVM and WPAT 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>	ERO will check if adequate EVM awareness has been undertaken in the district to familiarize electors with the operation of the EVM and VVPAT wherever implemented.
	<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>	At the time of Election, Permanent EVM Sensitization and Hands on Experience Centre has to be set up at Revenue Divisional Office and all Taluk offices.
	<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>	Special Camps will be conducted to give live demo on EVM and VVPAT using Mobile van.
	<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 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>	EVM-VVPAT familiarisation camps to be held at every booth for people and also the concerned area BLOs and BAGs shall demonstrate the using the EVM/VVPAT through mobile van.
	<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>	The District education officer shall be instructed to conduct the activity for familiarizing the students with EVM and VVPAT. Through this activity members will build their own ballot paper with dummy candidates and symbols including NOTA with help of ELC.
	<p>v) Festivals, Haats and other public gatherings may have stalls disseminating Formation about EVMs/ VVPAT and display it or dummy EVMs.</p>	Separate Nodal Officer shall be appointed to demonstrate the EVMs/ VVPAT disseminating in Festivals, Haats and other public gatherings.
	<p>vi) Monthly film screenings on EVM-VVPATs be conducted at village panchayats.</p>	Post the film screening about the use of EVM / VVPAT at Grama sabhas.

	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.,	Separate Nodal Officer shall be appointed to demonstrate the EVMs/ VVPAT in School buildings, Panchayat Bhawans, PHCs, AWC Ration Shops, CSCs, Banks, post offices, etc.,
	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.	SVEEP has undertaken extensive Voter Connect exercises in the remotest regions of the country through Radio, Television, Cinema, Outdoor Media, Print Media, Social Media, Digital Media, Posters and Pamphlets, Banners and Hoardings.
	h. 360 degrees Communication Campaign: Comprehensive communication may be planned including electronic, digital and social media besides inter-personal communication and outreach.	
	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.	At the time of Election to give the responsibility to PRO. ERO and Nodal officers shall engage various forms of media - print, audio-visual, outdoor advertisement, troupes etc.
	ii) Social Media use, besides use of digital and other new media in urban and semi-urban areas shall be taken up.	social media and suit up apps to urban area to give social messaging services through facebook, twitter, instagram, whatsapp, etc.,
	iii) Informed and Ethical voting component besides information on NOTA may be widely disseminated.	EVM familiarization Camps shall display NOTA button.
	iv) For content development, CEO and team to consider the archive of approved material compiled at the SVEEP Digital Library (www.ecisveep.nic.in). Outreach material developed for Special Revision, National Voter's Day to be used after suitable modification.	Readymade content from the SVEEP portal and also from Voter Education Channel and from CEO's own archives shall be used after due scrutiny of their local relevance and applicability.
	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.	To carry forward the SVEEP programme in relation to registration, partnerships shall be strengthened with the AIR, local channels & DD among others.
	vi) Past Survey findings to be utilized for designing the campaign material and deciding the media vehicles for dissemination.	LED slide display (Promoting Videos) in vehicle will travel all areas in District.
	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.	-

	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.	Drafting the calendar of Activities, Framework of Action Plan, District SVEEP Plans, Formation of SVEEP Core Committees in AC Level, Appointment and Training of Nodal Officers, Developing content for creative.
	B. Common Outreach Activities: Specific outreach activities based on the situation analysis shall be carried out as follows: 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.	Adequate number of Form 6,7,8 and 8A are available in ERO office, all AERO office and All colleges for new eligible voters in the district.
	ii) 'Sankalp patras' issued by DEOs through school students to their parents and collected back with signature pledging to enrol and vote.	To provide the sankalp patras to all school students by chief Educational officer and it will be collected back with signature pledging to enroll and vote.
	iii) Special registration camps on need basis and dedicated camps catering to specific target groups like Service Voters and Overseas electors.	Special registration camps will be organized to enroll Service Voters and Overseas electors at the time of election.
	iv) Corporates to be contacted to ensure registration of their employees. Alternative registration hubs for corporate employees to be established.	Nodal Officers to set up and activities under Voter Awareness Forum held for Corporate. Promoting electoral registration among its employees and family members and providing facilitation desks during special registration camp.
	v) Instruction issued through Labour department to private contractors to strictly comply regarding paid leave on poll day.	Instructions issued by Labour departments to private contractors to strictly comply with the directions of Commission regarding paid leave to their workers on poll day.
	vi) Mass mobilization activities close to elections to motivate people to participate in the electoral process.	Folk art and activities specific to the local public to motivate the people. Marathons, human chains, formations, sports and cultural activities.
	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.	The Regional and / or local icons approved by Election Commission India will be used.

	viii) Material on voter awareness may be given to partner CSOs/media houses for wider dissemination.	Posters, Pamphlets and Hand books will be given to all CSOs/Medias for wider publicity.
	ix) Under ECI-NLMA MoU, Sakshar Bharat workers (NLMA) shall carry out electoral literacy programmes besides helping BLOs-for enrolment during continuous updation. DEOs may also disseminate their outreach material through these Literacy workers.	-
	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.	<ul style="list-style-type: none"> ➤ Appointment of Campus Ambassadors for Continuous electoral and democracy education to the youth through ELCs formed in various Schools and Colleges. ➤ They shall organize street plays among the youth based on the scripts provided by the Chief Electoral Officer. ➤ They shall involve school students within their areas for street plays, games, quizzes, competitions etc based on the theme of electoral literacy. Hoardings, Posters, Banners, College social media (facebook). ➤ planned to conduct Vote campaign in College, with a view of promoting voting awareness among the youth. ➤ Organize quiz, debate, speech, essay contests on elections and voting right among college students through Youth organizations like NCC, NSS and NYKS.
	i) Voters' Facilitation:	
	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.	Wide publicity shall be given about 'Voter Helpline' mobile app.
	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	Voter facilitation centres are formed at Revenue Divisional office and the office phone Number will be published in all the local dailies.

	quantity.	
	iv) EROs and AEROs to ensure that. EPIC are issued to all those enrolled.	ERO and all AEROs are instructed to ensure that EPIC are issued to all those enrolled.
	v) Ensuring that Voters' Slips are distributed on time as per directions of the commission.	Concerned BLO will distribute the Voters slip to all voters on time as per direction of the commission.
	vi) One Voter Guide per family of an elector, to be distributed along with Voter Slip ahead of poll day.	
	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.	ERO and all AEROs of the constituency shall arrange drinking water, shed, ramp, toilets for women and other facilities at all Polling Stations as directed by the Commission from time to time.
	viii) Model Polling Stations and All Women Polling Stations may be suitably planned and given wide publicity.	In GELS- 2019, 2 all women polling stations and 8 Model polling stations were formed. In future we plan to increase all women polling station for the convenience of women and Model polling stations.
	ix) Voter Facilitation Posters at every polling station.	Voter Facilitation Posters will be affixed at every polling station during the forthcoming General Elections.
	x) Poll day reminders through different media.	Sending messages through SMS and reminding through Facebook.
	j. National Voters' Day: Falling just ahead of the Lok Sabha election, NVD 2019 may be strategically harnessed to mobilize 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.	Rangoli, Speech Competition, Drawing Competition will be held to School and College students. The pledge taken for National Voter's Day 2021 celebration shall be followed this year too. Awareness pamphlets with Voters pledge to be issued to the parents of school going students

5.	Monitoring & Review	
	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.	District Election Officer (DEO) spearheads implementation of SVEEP programme in the district. District Nodal Officer and District SVEEP Core Committee shall assist DEO in implementation of the programme
	b. Regular Video Conferences to be organised by CEO with all DEOs for review of implementation.	-
	c. The programme shall be reviewed at the national level by the commission. The reporting format shall be shared close to poll dates.	-

District Election Officer
and District Collector,
Ariyalur.