



Comprehensive SVEEP Plan-2019 Gadchiroli District.



No Voter to be Left Behind

Systematic Voters Education & Electoral Participation (SVEEP)

Collector & District Election Officer Gadchiroli

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B. SITUATION ANALYSIS

Bl. Electoral Profile

Bl.1 Socio-Cultural Profile of Gadchiroli

Gadchiroli district was carved out on the 26th of August 1982 by the division of erstwhile Chandrapur district. Earlier, it was a part of Chandrapur District and only two places namely Gadchiroli and Sironcha were tahsils of Chandrapur District before the formation of Gadchiroli District.

Gadchiroli district is situated in the southeastern corner of Maharashtra is bounded by Chandrapur district to the west, Gondia district to the north, Chhattisgarh state to the east, and Telangana state to the south and southwest. Naxalism is highly prevalent in Gadchiroli district and subsequently has been highlighted as part of the Red Corridor, used to describe areas in India that are plagued by Naxalites. They took the shelter in the dense forest & hills of this district.

Total population of the district is 10,72,942. Male and female population is 5,41,328 and 5,31,614 respectively (As per Census 2011). SC and ST population in the district is 1,20,754 and 4,15,306 (As per 2011 Census). The literacy rate of district is 66.03% (as per census 2011). The Tribal Community population that resides in the district is 38.17% (As per Census 2011). The major community of tribals those reside in the district are Gond, Madiya, Pradhan having their own languages as “Gondi, Madia”. The tribals in the district have their own culture. They do the dance Rela on auspicious occasions which is popular dance among the tribals.

The district is categorized as Tribal and undeveloped district and most of the land is covered with forest and hills. Forests cover more than 75.96% of the geographical area of the district. Seven languages are spoken in the district i.e., Gondi, Madiya, Marathi, Hindi, Telugu, Bengali, Chattisgadi. The district is divided into six Sub-Divisions i.e. Gadchiroli, Chamorshi, Aheri, Etapalli, Desaiganj and Kurkheda respectively and each sub-division has two talukas. 457 Gram Panchayats and 1688 Revenue Villages. The district has three Legislative Assembly Constituencies namely Gadchiroli, Armori and Aheri. Basically, the district is distributed into 12 talukas and 12 Panchayat Samitis. There are 9 Nagar Panchayats in Gadchiroli district and 3 Municipalities exist in the district i.e. at Gadchiroli and Wadsa.

Geography of Gadchiroli district has a largely undulating topography except a narrow strip along the Godavari river and Pranhita river. Hills are located in the areas of Bhamaragad, Tipagad, Palasgad and Surjagad in the district. Gadchiroli district has extreme variations in temperature with very hot summers and very cold winters. The district receives rainfall from the south western winds. The main river basin of the district is Godavari which borders the southern boundary of the district and flows West to East. The major sub-basins of the Godavari are Pranhita sub-basins which is named after the confluence of two major sub-basins i.e. Wainganga and Wardha River near Chaprala village of Chamorshi Taluka; and Indravati sub-basin. The eastern part of district i.e., Dhanora, Etappali, Aheri and Sironcha talukas; are covered by the forest.

Gadchiroli District- Demographic Statistics:

| Particulars | Census 2011 | Projected 2018 |
|-------------------------|------------------|------------------|
| Population | 10,72,671 | 11,71,072 |
| Male | 5,41,530 | 5,90,490 |
| Female | 5,31,141 | 5,80,579 |
| Gender ratio | 980 | 983 |
| Density / sq.km | 365 | 381 |
| Growth Rate | 1.269 | 1.269 |
| Urban Population | 45.2 % | 45.2 % |
| Rural Population | 54.8 % | 54.8 % |

1. District Gadchiroli Administrative Setup

| | |
|----------------------------------|------|
| Number of Revenue Divisions | 0 |
| Number of Districts | 1 |
| Number of Sub Divisions | 6 |
| Number of Tehsils | 12 |
| Number of Villages | 1488 |
| Number of Zilla Parishads | 1 |
| Number of Municipal Corporations | 0 |
| Number of Panchayat Samitees | 12 |
| Number of Municipal Councils | 3 |
| Number of Nagar Panchayats | 9 |
| Number of Village Panchayats | 456 |

B 1.2. Electoral Profile of Gadchiroli District

1. Gadchiroli District Electoral Setup

| | |
|---|-----|
| Number of Districts | 1 |
| Number of Parliamentary Constituencies | 1 |
| Number of Assembly Constituencies | 3 |
| Number of seats of Council of States | 0 |
| Number of Seats of State Legislative Councils | 0 |
| Number of Polling Stations | 904 |
| Number of Polling Station Locations | 904 |

2. Number of Seats in the Lok Sabha and Vidhan Sabha

| Type of Constituency | Genral | S.C. | S.T. | Total |
|----------------------|--------|------|------|-------|
| Lok Sabha | 0 | 0 | 1 | 1 |
| Vidhan Sabha | 0 | 0 | 3 | 3 |

3 District Elector Data (as on 10/01/2018)

| Sr.No. | Particulars | Male | Female | Third Gender | Total |
|--------|---|---------------|---------------|--------------|---------------|
| 1 | Electors in Draft Roll(Oct-17) | 377997 | 362130 | 0 | 740127 |
| 2 | No. of Electors Added during Summary Revision (Oct-17) | 4653 | 5650 | 0 | 10303 |
| 3 | Percentage of additions over Draft Roll(Oct-17) | 1.23% | 1.56% | 0 | 1.39% |
| 4 | No. of Electors deleted During Summary Revision(Oct-17) | 2463 | 2629 | 0 | 5092 |
| 5 | Percentage of Deletions over Draft Roll | 0.65% | 0.72% | 0 | 0.68% |
| 6 | No. of Electors in Finally Published Roll 10/1/2018 | 382650 | 367780 | 0 | 750430 |

4. Comparative Electoral Roll Statistics

| Particulars | Roll as on 10/1/2016 | Roll as on 05/1/2017 | Roll as on 10/1/2018 |
|----------------------------------|----------------------|----------------------|----------------------|
| Total Electors | 7,19,368 | 7,18,343 | 7,50,430 |
| Male Electors | 3,68,969 | 3,68,076 | 3,82,650 |
| Female Electors | 3,50,399 | 3,50,267 | 3,67,780 |
| Other Electors | 0 | 0 | 0 |
| E.P. Ratio | 64.61% | 66.28% | 67.18% |
| Electors to 18+ Population Ratio | 100.60% | 100.44% | 97.08% |
| Gender Ratio | 950 | 952 | 961 |
| Electors with Photos in PER | 7,00,115 (97.32%) | 7,00,228 (96.29%) | 7,33,144 (97.70%) |
| Total Number of EPICS | 7,00,588 (97.39%) | 7,00,694 (96.36%) | 7,33,564 (97.75%) |

5. StateAge-CohortWise Elector Information

| Total District Population in numbers (projected upto the year 2018 of current revision) | | | | | 7,73,016 |
|--|---|---------------------------|---|---------------------------|-------------------------|
| District Population of 18+ only (in numbers projected to year 2018 of current revision) | | | | | 7,50,430 |
| Age Cohort | Projected Census Population in age cohort (Projected upto the year of current revision) | % age to total Population | Electors as per currently revised final electoral roll 2018 | % age to total population | % age to 18+ population |
| 18-19 | 44,128 | 0.04 | 17,328 | 0.01 | 39.27 |
| 20-29 | 1,86,032 | 0.15 | 1,50,985 | 0.12 | 81.16 |
| 30-39 | 1,66,691 | 0.14 | 1,74,554 | 0.14 | 104.72 |
| 40-49 | 1,59,741 | 0.13 | 1,66,583 | 0.14 | 104.28 |
| 50-59 | 1,01,099 | 0.08 | 1,19,606 | 0.10 | 118.31 |
| 60-69 | 66,655 | 0.05 | 69,815 | 0.06 | 104.74 |
| 70-79 | 38,592 | 0.03 | 35,596 | 0.03 | 92.24 |
| 80+ | 10,078 | 0.01 | 15,963 | 0.01 | 158.39 |
| District Total | 7,73,016 | 0.63 | 7,50,430 | 0.61 | 97.08 |

B2. Identification of Gaps

B2.1. Category-wise:

| Data as on 10/1/2018 | Total | Actual | % | Gap (%) |
|-------------------------------------|--------------|------------|-------|---------|
| PER | 7,50,430 | 7,33,149 | 97.69 | 2.31 |
| EPIC | 7,50,430 | 7,33,564 | 97.75 | 2.25 |
| Gender Ratio | (Census) 975 | (Roll) 961 | 97.19 | 2.81 |
| Youth Voters (18-19) | 44,128 | 17,328 | 39.26 | 60.74 |
| Voting in LS 2014 all age group) | 14,68,437 | 10,27,654 | 69.98 | 30.02 |

Assembly Constituency Wise:

2A. AC with the highest EP Ratio

| Sr.No. | No. and Name of Assembly Constituency | E.P. Ratio |
|--------|---------------------------------------|------------|
| 1 | 68-Gadchiroli L.A.C. | 68.17 |

2B. AC with the lowest EP Ratio

| Sr.No. | No. and Name of Assembly Constituency | E.P. Ratio |
|--------|---------------------------------------|------------|
| 1 | 69-Aheri L.A.C. | 65.87 |

AC With the Highest Gender Ratio

| Sr.No. | No. and Name of Assembly Constituency | Gender. Ratio |
|--------|---------------------------------------|---------------|
| 1 | 67-Armori L.A.C. | 968 |

AC With the Lowest Gender Ratio

| Sr.No. | No. and Name of Assembly Constituency | Gender. Ratio |
|--------|---------------------------------------|---------------|
| 1 | 68-Gadchiroli L.A.C. | 953 |

AC With Lowest PER%

| Sr.No. | No. and Name of Assembly Constituency | PER% |
|--------|---------------------------------------|-------|
| 1 | 67-Armori L.A.C. | 97.07 |

AC With Highest PER%

| Sr.No. | No. and Name of Assembly Constituency | PER% |
|--------|---------------------------------------|-------|
| 1 | 68-Gadchiroli L.A.C. | 98.29 |

SA. AC With Highest EPIC %

| Sr.No. | No. and Name of Assembly Constituency | EPIC % |
|--------|---------------------------------------|--------|
| 1 | 68-Gadchiroli L.A.C. | 98.29 |

AC With Lowest EPIC %

| Sr.No. | No. and Name of Assembly Constituency | EPIC % |
|--------|---------------------------------------|--------|
| 1 | 69-Aheri L.A.C. | 97.80 |

SA. AC with the highest and lowest voters' turnout in Lok Sabha Elections 2014

Highest

| Sr.No. | No. and Name of Assembly Constituency | voters' turnout |
|--------|---------------------------------------|----------------------|
| 1 | 67-Armori L.A.C. | 1,68,567 (72.16%) |

Lowest

| Sr.No. | No. and Name of Assembly Constituency | voters' turnout |
|--------|---------------------------------------|----------------------|
| 1 | 69-Aheri L.A.C. | 1,40,966 (66.87%) |

SA. ACs with the highest and lowest voters' turnout in Vidhan Sabha Elections 2014

Highest

Lowest

| Sr.No. | No. and Name of Assembly Constituency | voters' turnout |
|--------|---------------------------------------|----------------------|
| 1 | 67-Armori L.A.C. | 1,72,233 (72.12%) |

| Sr.No. | No. and Name of Assembly Constituency | voters' turnout |
|--------|---------------------------------------|----------------------|
| 1 | 69-Aheri L.A.C. | 1,50,684 (69.96%) |

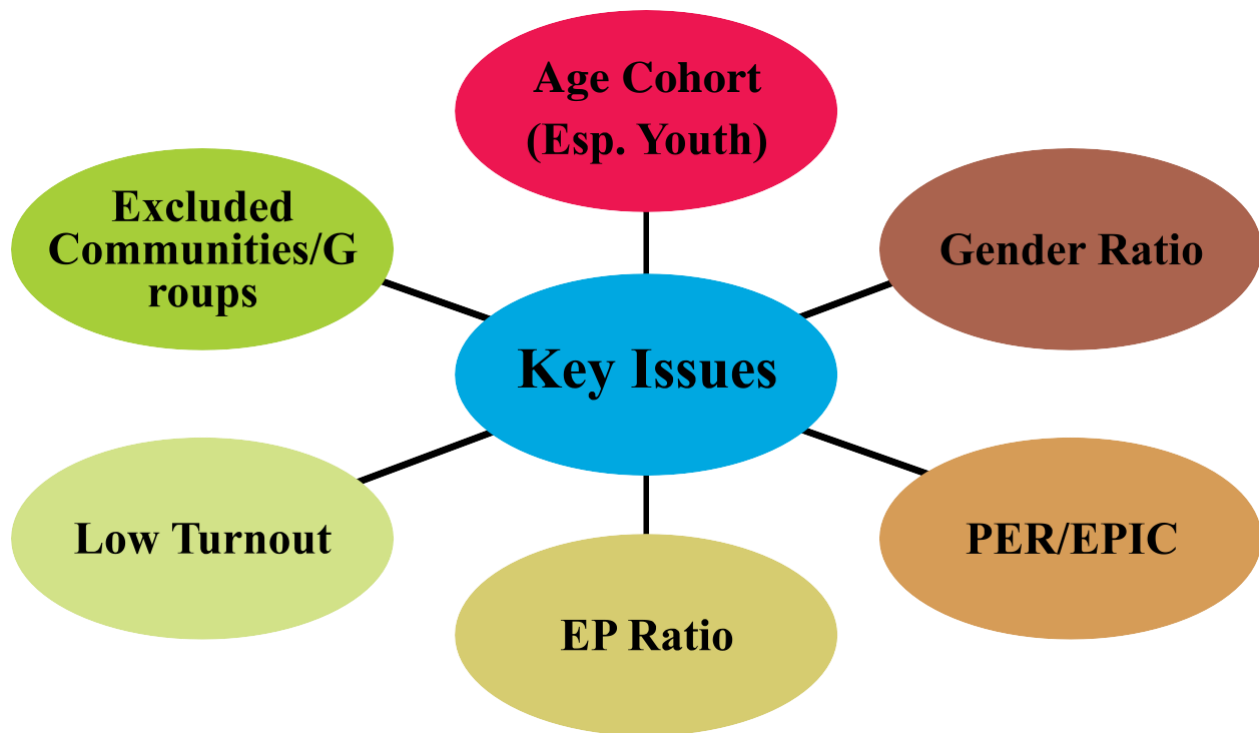
B3. Analyzing the Gaps

B3.1. Analysing the reasons of the gaps:

| Sr.No | Gap | Reasons |
|-------|---|--|
| 1. | Age Cohort (Especially in Youth Enrolment) | <p>The District's age cohort analysis reveals an alarming task of enrolling maximum number of eligible youth voters (Especially Age group 18-19) as there is a significant gap in the cohort when compared with of the total projected census population in this age cohort. If compared to Census figures (Projected 2018) only 17,328 youths are registered against 44,128 total 18-19 age group population. Despite of having opened various platforms and channels to facilitate enrolment of eligible (Youth) voters, the only reason that surfaces for this gap is either lack of awareness of accessibility of facilitation or lack of motivation to enrol at the earliest.</p> |
| 2. | Gender Ratio | <p>As per the Census 2011, the Sex Ratio of district is 975 whereas the gender ratio as per the Final Electoral Roll_2018 is 961.</p> |
| 3. | EP Ratio | <p>The Electors population ratio of the state is 69.06 as per projected population of 2018. As per projected population of the district is 67.18 which is close to state.</p> |

| | | |
|----|------------------------------|--|
| 4. | PER/EPIC% | <p>The District 'EPIC' coverage is 97.75% & 'PER' coverage is 97.69%. An analysis of the ACs with least percentage of EPIC and PER reveals that the issue is largely due to names of Duplicate Electors as also Shifted & Migrated Electors which remain to be deleted from 'PERs'.</p> |
| 5. | Voters' Turnout | <p>Analysing PCs with the lowest turnout in Lok Sabha and Vidhan Sabha General Elections 2014, Relocating the polling stations seems to be the key issues behind the low turnout of the District. Ill-health of Electoral Roll of some parts of some ACs mainly in urban areas-was also one of the reasons. This gives rise to the task of more outreach activities for awareness and motivation of the voters of relocated polling stations to cast their votes. It is also evident that Lok Sabha GE 2014, overall voters' turnout, 69.78%, have registered an increase of 4% when compared to same Elections in 2009. Still, the State has targeted a 5% increase in voters' turnout in upcoming Elections in 2019.</p> |
| 6. | Marginalised Segments | <p>The tribals living in very remote and naxal affected talukas like Etapalli, Bhamragad, Korchi and also some pockets of the District are targeted groups to be enrolled in the current SVEEP Plan.</p> |

C. BUILDING STRATEGY



Cl. Common Strategy

For the overall voters' education and awareness, the District has already started undertaking various initiatives. The District Administration has been following a dedicated outreach strategy to reach every single eligible voter for Special Summary Revision Campaign as well as the on-going continuous updation of the rolls. Following are the components of the common strategy followed by the State to encounter gaps in the electoral roll with the help of SVEEP:

| Sr.N0. | Gap | Strategy |
|--------|---|--|
| 1. | Age Cohort (Especially in Youth Enrolment) | For enrolling maximum number of eligible youth voters (Esp. youth in Age group of 18-19 a vibrant media plan and optimum utilization of all youth specific NGOs/ CSOs/ NSS/ Campus Ambassadors/ELCs/hunav Pathshala and social media campaigns will be undertaken. On the contrary, the cohort of age group of 30-39, 40-49, 50-59, 60-59 and 70-79 where the rolls appear inflated; EROs shall ensure implementation of strategies for encountering issues like duplications and eliminating the names of dead, duplicate and shifted electors. |
| 2. | Gender Ratio | To cope with the underlying gap between the projected census 2018 and the electoral roll, sincere efforts shall be made to spread women voters' awareness messages using media, women oriented NGOs/CSOs/Self Help Groups, using platforms of Government Departments like Women and Child development department, Rural Development Department and Panchayati Raj Department etc. Special campaigns will be organized specially for tribal women living in remote areas. |
| 3. | EP, EPIC and PER Ratio | 100% EP Ratio, EPIC and PER% are the key tasks of the DEOs which required multi-pronged strategies and mutual coordination between the administration and the voters. Urban Apathy in voters enrolment shall be handled by the CEO and the DEOs with the help of partnerships and involvement of NGOs/CSOs in the urban pockets, Cooperative Housing Societies, Social/Electronic and Print Media etc. EP Ratio, EPIC and PER% in rural areas shall be tackled using 'Special gram Sabhas' as a key tool for voters awareness and education. |
| 4. | Voters' Turnout | Social Media/Print and Electronic Media including Radio shall be used in a more dynamic way to encourage voters to cast their votes. Campus Ambassadors, Sankalpa Patras, Ex-Servicemen as Matdar Mitras, Bulk SMSs for pre-poll and poll day reminders etc. shall be the overall strategy. |
| 5. | Marginalised Segments | Special efforts will be made to reach out the tribals living in very remote and naxal affected talukas like Etapalli, Bhamragad, Korchi and also some pockets of the District using specialized NGOs/CSOs and activists who shall be working in close coordination with the District SVEEP Nodal Officers. |

Cl.1. Information and Motivation

In order to propagate voters. awareness and education both in terms of voters. enrolment 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:

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?
6. Why vote?
7. How every vote counts!
8. Ethical and Informed voting
9. Information regarding voters. search engines, photo-voter slips, EVMs etc.
10. Reminder dates and time of polling

Cl.2. Facilitation:

Voters. Facilitation for hassle free registration and voting shall be hosted using following platforms:

1. Voters. Help Centres at the nearest locations of the voters. residences
2. Distribution of Photo voters. Slips. (At the time of election)
3. Continuous Updation of e-rolls at the respective ERO Offices.
4. Toll Free helpline services for citizens: Dial 1950
5. Informed and updated website of the CEO.
6. Mass publicity for awareness about registration/continuous updation/voting using Official Facebook and youtube pages of the CEO, Newspapers, regular interactions with the Officials from the CEO Office on Radio/Doordarshan etc.
7. Special Gram Sabhas for voters. awareness and education.
8. NSS/Youth Specific NGOs and CSOs and Campus Ambassadors helping to bridge the gap between the voters. and the district election machinery.
9. Women SHGs helping to bridge the gap between the women voters. and the district election machinery.

C2. TARGETED APPROACH

The common SVEEP strategy being intensive and holistic in nature shall also focus upon the targeted group with a more dedicated approach to include maximum number of eligible voters from the aforementioned excluded communities. While the DEOs shall ensure maximum efforts to reach out the excluded communities/groups, the CEO Office shall ensure focussed SVEEP strategies to cope up with following two key issues:

| Key Issue | Targeted Approach |
|-------------------------------------|---|
| Youth Enrolment and Particip | <ol style="list-style-type: none"> 1. Campus Ambassadors will be utilized as facilitators to spread the awareness messages/advertisements to other eligible student voters Participation using their social media tools like whatsapp, facebook, twitter etc. thereby making it a youth mass awareness drive. 2. Youth related NGOs/CSOs shall work in close coordination with the EROs to help register the maximum number of eligible young voters. 3. Bulk SMS platform shall also be used. 4. ELCs activity shall be increased. |
| Urban Apathy | Urban areas. NGOs/CSOs/Cooperative housing societies/Media shall be tapped to catalyse the registration and motivation activities. |
| Women Voters | Women SHGs/Women NGOs/CSOs/Women capacity building training workshops of RDD shall be used as tools to tap the women voters to motivate them to enrol and vote. |
| Marginalised Segments | Election and Training Material shall be prepared and used to create awareness among these segment like Tribal communities, Migrant workers, Third Gender and Sex Workers. Also, special campaigns shall be held for the enrollment of these segments with the help of Govt. Depts, NGOs/CSOs and MDACS and MSACS. |

D. IMPLEMENTATION

D1. Team formation at District and State Headquarters

District level:

The "Task Force" for the implementation of SVEEP plan at the "District Level" would consist of the following:-

1. Collector & District Election Officer - Chairman
2. Deputy District Election Officer - District SVEEP nodal officer and Member Co-ordinator
3. Chief Officer Nagar Parishad/Nagar Panchayat
4. Education Officer of Zilla Parishad - Member
4. District Deputy Registrar of Co-operative Societies - Member
5. District Women & Child Development Officer - Member
6. District Social Welfare Officer - Member
7. Project Officer, ITDP- Member
8. Regional Officer, MIDC - Member
9. District Information Officer - Member
10. NCC Commandant- Member
11. Lead Bank Manager - Member
12. Industries Associations - Special Invitees
13. NGOs/ Civic Society Groups - Special Invitees.
14. Youth Clubs/ Organizations - Special Invitees
15. Nehru Yuva Kendra, NSS, Scouts & Guides - Special Invitees.
MSACS and MDACS - Special Invitees.

D2. Training & Capacity Building of SVEEP Teams

1. Adopt cascaded training pattern and build a team
2. State shall first identify, train & prepare State Level Master Trainers (SLMTs)
3. SLMTs shall then identify, train & prepare District Level Master Trainers (DLMTs)
4. DLMTs shall then identify, train & prepare the Electoral Registration Officers (EROs) and Booth Level Officers (BLOs)
5. Share the training material and the experiences with each other

D3. Building Partnership

1. EDUCATIONAL INSTITUTIONS: Gadchiroli District has one University & well network of Private Educational Institutions. They have collaborated in the past in promoting registration of 'Young Electors' & their involvement will be sought for implementation of 'SVEEP'. The Principal of every College is 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**. These Ambassadors shall be used as platforms to circulate awareness messages/advertisements through interactive social media channels like Whatsapp, Facebook, Twitter etc.

2. INDUSTRY ASSOCIATIONS: As far as Gadchiroli District is concerned no big industries are developed in the district. But there are some small scale industries at district level in industrial area developed by MIDC. With the help of these small scale industry owners and civil contractors participation will be sought for implementation of 'SVEEP'

3. BANK BRANCHES: Gadchiroli District has to some extent good network of Nationalised & Co-operative Banks. The Nationalised & Co-operative Bank will be roped in through the Lead Banks of the district for ensuring that Small Account holders & Family Members are registered as electors. Further, for the non24 photo entries in PER, the Bank Documents which have photographs will be used for improving the coverage of „PER. & „EPIC.. The network of Nationalised & Co-operative Bank branches regularly interact with the Women Self Help Groups & these will be used to reach out to Women Electors. 'Know Your BLO' proposed to be displayed at the branches of those Nationalised & Co-operative Banks which voluntarily agree to implement this initiative under SVEEP.

4. POST OFFICES: Gadchiroli has an good network of Post offices. Post Department will be involved in the awareness and education of electors programme. All the Post Offices will have some illustrative banners displaying at the entrance. A message to all voters can be stuck on the postal material. This would definitely motivate the voter especially the rural voters.

5. STATE DEPARTMENTS: The field officers of various State Government Departments which have a strategic role to play in creating public opinion are proposed to be involved in implementation of 'SVEEP' plan especially for improving the registration of 'Youth Electors' & 'Women Electors'. 'Special Gram Sabhas for voters' awareness were held across the State last year and turned out a big success registering significant increase in the rural voters' turnout. The same shall be repeated during NERP this year. Also, the network of Pair Price/ Rationing Shops are proposed to be involved especially for mobilization of electors in Rural Areas & to track down Non-Photo Entry electors with a view to improve coverage of 'PER' & 'EPIC'. Ongoing Capacity Building trainings for rural women and Maharashtra State Rural Livelihoods Mission (By Rural Development Department) shall be used as an interactive platform to educate the rural women voters.

6. NGOs: The vibrant network of 'Ganesh Mandals' /Durga Mandals,NSS, NCC, NYKS and 'Civic Society Groups/ NGOs' working in sectors such as 'Mobilization of Youth' & 'Women Empowerment' etc. & will be actively involved in implementation of SVEEP.

7. MEDIA: The 'pro-bono' participation of 'News Print' and 'Electronic Media' at various levels will be sought for wide outreach of initiatives under SVEEP. FM Radio Station and TV & Cable Operators' Multiplexed & Cinema Halls will be used to reach out to 'Young Electors & Women Electors'.

D4. Resource Mobilisation

1. Human Resources like message carriers, content developers, cultural troupes etc.
2. Women SelfHelp Groups
3. The famous Mumbai Dabba Walas
4. Cooperative Housing Societies
5. Partner Agencies like,
 - Doordarshan/AIR to air the content/ messages created;
 - PSUs/ Corporates for sponsorships and financial resources;
 - Railways, Airports, Banks, Posts for providing infrastructure for dissemination.
 - Private Media Houses for providing space, airtime etc.

D5. Media & Communication Plan

D5.1 Overall approach

Wide publicity through Media viz. Electronic, Print, Mobile, Hoardings etc.

D5.2 Targeted approach

- Special messages for Youth through Mobile, TV, Social media like Facebook, Twitter etc.
- Special emphasis for Promoting Ethical and Informed Voting.
- Women centric messages through TV, Social Cultural Activities and Melas etc.
- Urban targeted messages through Print, Hoardings and TV, Mobile etc.

D5.3 Content Development

Generation and Sharing of Contents like Pamphlets, Hoardings, Banners, Slogans and CDs etc.

D5.4 Summary of Media insertions for proposed target audience

| S.No. | Target | Media Partner | Agencies to be associated |
|-------|--------|---|---|
| 1 | Women | TV, Radio, Cinema, Social Cultural Activities and Melas, Mobile Vans etc. | Women.s Self-Help Groups, Mahila Bachat Guts, Anaganwadi Kendras, Women and Child Development Dept. Information and Publicity Dept., Cultural Dept. NGOs, CSOs etc. |
| 2 | Urban | Print, Hoardings, City Public Buses and TV, Radio, Mobile, Website, etc. | Information and Publicity Dept., Telecom Dept. NGOs, CSOs, Coop Dept. Etc. |

| | | | |
|----------|---|---|---|
| 3 | Youth | TV, Radio, Social media like Facebook and Twitter, website etc. | Information and Publicity Dept., Telecom Dept. Mobile operators, NGOs etc. |
| 4 | Third gender and Sex Workers | TV, Radio, Cinema, Social Cultural Activities, Mobile etc. | Women and Child Development Dept. Information and Publicity Dept., Cultural Dept., Telecom Dept. NGOs, CSOs and MSACS, MDACS etc. |
| 5 | Ethical and informed Voting etc. | TV, Radio, Cinema, Social Cultural Activities, Mobile etc. | Information and Publicity Dept., Women and Child Development Dept. Telecom Dept. NGOs, CSOs, Coop Dept. Etc. |

D6. Physical Events and activities

D6.1 Overall approach

- Organisation of events like NVD, Youth festivals, Debates, Sports, Quiz Competitions, Rally's, Meetings, Rangoli Competitions, Human Chain, Street plays etc. in which target audience is Directly engaged with.

D6.2 Targeted approach

- Organisation of events like NVD, Youth festivals, Debates, Sports, Quiz Competitions, Rally's etc. For youth.
- Meetings, Rangoli Competitions, Human Chain, Street plays etc. For women. Meetings, Human Chain, Street plays, Debates etc. for Urban Voters.

D6.3 Other innovations

- Sankalp Patras/ Pledge Letters to voters through their wards in school
- Special messages on Postal materials
- Special messages on Education materials
- Special messages on Railway tickets
- Special messages on Government materials
- Screen savers on Government Computers

D6.4 Summary of proposed Events/Activities

| S.No. | Target | Media Partner | Agencies to be associated |
|-------|--------------------------------------|--|---|
| 1 | Women | Meetings, Rangoli Competitions, Human Chain, Street plays etc. | Women.s Self-Help Groups, Mahila Bachat Guts, Anaganwadi Kendras, Women and Child Development Dept. Information and Publicity Dept., Cultural Dept. NGOs, CSOs etc. |
| 2 | Urban | Meetings, Human Chain, Street plays, Debates etc. | Information and Publicity Dept., Telecom Dept. NGOs, CSOs, Coop Dept. Etc. |
| 3 | Youth | NVD, Youth festivals, Debates, Sports, Quiz Competitions, Rally's etc. | Information and Publicity Dept., Youth and Sports Dept., Educational Institutes, Telecom Dept. NSS, Mobile operators, NGOs etc. |
| 4 | Third Gender and Sex Workers. | TV, Cinema, Social Cultural Activities, Mobile etc. | Women and Child Development Dept. Information and Publicity Dept., Cultural Dept., Telecom Dept., NGOs, CSOs and MSACS, MDACS. |

D7. Voter Facilitation

Set up of various facilities like Voters' Help Line Numbers, Voters' Help Centers, Web Search Facility in Voter List, Reminder SMSs, Polling Stations Search facility, Voter Slip etc.

D7.1 Voters' Help Centers

- Display of Voters' list
- Issue of EPICs
- Search facility in Voters' list
- Attend to Voters' calls

D7.2 Use of Information and Technology

1. Helpline Numbers
2. Name search on internet and SMS etc.
3. Polling Booth location search on Google map etc.

D7.3 Polling Station specific initiatives

1. Display of Voters list outside of each PS
2. Proper lighting at each PS
3. Ramps for persons with disabilities and senior citizens etc.

D7.4 Other target specific Facilitation measures

- Special registration camps at Gram Panchayat, Anganwadi levels for rural Women and Marginal Segments
- Special registration camps at School, College, University for youth
- Involvement of CSOs, NGOs, Coop societies in Urban area

D7.5 Voter Slip (At the time of Election)

Voter slip mentioning Voters' name, address, details of Polling Station, Date and Time of Polling.

E-Monitoring Mechanism

- Regular communication with partner agencies at Head quarter and District level through Video Conferences, Meetings, SVEEP Whatsapp Group etc.
- The same strategy shall be followed at the district level by the District SVEEP Nodal Officer.

F- Evaluation and Documentation

- Assessment of targeted interventions at PS level for identified gaps
- Evaluation of total turnout and reasons thereof
- Women, youth, postal ballot turnout and reasons thereof
- Ratio of Gender, youth, urban voters in roll and actual polling.
- Compilation of pictures/videos etc for interesting case studies.
- Well compiled documentation of findings, assessments, evaluations and reasoning.
- State and Districts SVEEP Document with outcomes of initiatives.

G Communication and Activity Plan

| Registration | Why register | TV, Radio, Cinema, Mobile Vans, Print, Hoardings, City Public Buses and Mobile, Social media like Facebook and Twitter, website, Meetings, Rangoli Competitions, Human Chain, Street plays, NVD, Youth festivals, Debates, Sports, Quiz Competitions, Rally's etc. | Throughout NERP and SSR-2019 |
|---------------------|--|--|------------------------------|
| Voting | Why Vote, How to Vote, Check names on Voter list, Identification, documents, Do's and Don'ts Inducement Free Voting Informed Voting NOTA/Pledge Letter/ Sankalp Patras to students Voter Slip ahead of poll day | TV, Radio, Cinema, Mobile Vans, Print, Hoardings, City Public Buses and Mobile, Social media like Facebook and Twitter, website, Meetings, Rangoli Competitions, Human Chain, Street plays, NVD, Youth festivals, Debates, Sports, Quiz Competitions, Rally's etc. | Throughout NERP and SSR-2019 |

| | | | |
|---------------------|------------------|--|------------------------------|
| Electoral Education | Electoral System | TV, Radio, Cinema, Mobile Vans, Print, Hoardings, City Public Buses and Mobile, Social media like Facebook and Twitter, website, Meetings, Rangoli Competitions, Human Chain, Street plays, NVD, Youth festivals, Debates, Sports, Quiz Competitions, Rally's etc. | Throughout NERP and SSR-2019 |
|---------------------|------------------|--|------------------------------|

H . Report

Reports of the districts shall comprise of the following components:

1. Five best pictures/other media of SVEEP activities.
2. 'Campus Ambassadors' Report' comprising of their experiences and initiatives towards increasing youth voters' registration and turnout.
3. Interesting facts/figures and incidences of voting to be shared on 'SVEEP Whatsapp Group' which would include all district SVEEP Nodal Officers and all partner organizations and State Departments.
4. District SVEEP Document to be compiled with stipulated time.
5. Special component in the District and State SVEEP Document to highlight initiatives with respect to Women and Third Gender enrolment and turnout.



District Election Officer Gadchiroli (Maharashtra)