

SVEEP Plan at District Level

District : Tenkasi

Sl.No	Area Of Focus	SVEEP activities planned at District Level
1	A. Electoral Roll Management related	
	i] Registration of New Voters	New voters can register their names through NVSP portal or through the office of AEROs and EROs. Further Special Camp will be organized later as per the direction of CEO, Chennai.
	ii) Improving Gender ratio	5 Polling Booths of women casting their votes from 0% to 50% have been identified. Necessary instruction may be given to EROs and AEROs for improving turnout.
	iii) Removal of multiple entries; deletion of deceased/shifted names; correction of entries	Necessary activities have been taken to remove multiple entries, deletion of deceased / shifted names; correction of entries.
	iv) 100% coverage of PwD and their mapping with the Polling Station.	8861 PwDs persons have already been included in the electoral roll. Further BLO may be instructed through EROs and AEROs to include such cases without any omission.
	v) Increase in enrolment of Service Personnel.	2665 number of service personnel have already been included in the last part of electoral roll. Service personnel can register their name through the web portal name: servicevoter.nic.in
	vi) Increase in enrolment of overseas Indian electors	Such persons may be included their name through the NVSP portal. Further the overseas Indian electors may prepare the petition in form 6A to the EROs directly with sufficient encloses.
vii) Identification and mapping of prospective voters i.e those eligible on 01.01.2021.	In this connection press release may be issued by DEO. Further EROs and AEROs may be directed to obtain form	

		from the eligible person with sufficient enclosure in their office or in special camp.
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.	6 polling stations having lowest turnout from 44% to 55% have been identified. Necessary instruction may be given to all ROs, EROs, and AEROs to increase the turnout.
	ii) To remove the gender gap in turnout	5 Polling Booths of women casting their votes from 0% to 50% have been identified. Necessary instruction may be given to EROs and AEROs for improving turnout.
	iii) To target an increase in turnout among PwD electors by making elections accessible and widely disseminating the facilitation extended.	A wheelchair may be provided in each polling station location for easy access to PwD for casting their votes.
	iv) Special focus on marginalized groups like domestic migrants and other groups identified by the State/District.	Such group may be identified through the ERO and AERO. The group may be educated through BLO for important of casting their votes.
	v) Visible enhancement in the quality of electoral participation in terms of informed, ethical and inducement free voting	EVM and VVPAT demo may be organized in all location through AEROs and EROs.
	vi) Increase in postal ballot voting by facilitating and educating service voters and employees	All ROs may be requested to provide postal ballot to the employee through who are appointed in polling duty. Further the ROs may be requested to send postal ballot to the service voters through who are relevant regiment.
	vii) Awareness on NOTA	All EROs may be directed to make popularized.
C.	EVM - VVPAT related	
	i) Awareness of EVM/VVPAT among all voters with special measures targeting youth, women and PwDs voters	All EROs may be directed to make popularized.

	ii) Awareness in remote villages, slums, marginalised segments and difficult areas.	EVM and VVPAT demo may be organized in all location through AEROs and EROs.
	iii) Awareness among Political Parties, Media, Civil Society and Educational Institutions	EVM and VVPAT demo may be organized in all location through AEROs and EROs. All EROs may be directed to make popularized. Further demo may be organized by the DEO during the political party

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.	EROs and AEROs may be requested to educationalist the BLOs to identify the age group of 18-19 years. For the important of enrolling such voters. Pamphlets may be pasted in this regard in all location.
	b. Identification of gaps in the enrolment of PwDs, PS wise.	All AEROs, EROs and DDAWO may be instructed to enroll the PwDs persons.
	c. Identification of excluded groups, like NRI Voters, Service Voters, migrants, tribes marginalized and doubly marginalized communities.	All AERO and ERO may be requested to identify such group the BLOs concerns may be directed through AEROs and EROs for the important of enrolment of voters.
	d. Identification of 10% of Polling Stations in each district with lowest turnout in last Lok Sabha Election and reasons thereof.	6 polling stations having lowest turnout from 44% to 55% have been identified. Necessary instruction may be given to all ROs, EROs, and AEROs to increase the turnout.
	e. Identification of overall 10% lowest turnout Polling Stations in the State and reasons thereof.	-
	f. Identification of lowest turnout Assembly Constituencies and reason thereof.	-
	g. Identification of reasons for drop in turnout (if any) between last Assembly election and last LS election in the State.	-
3	Strategy	

	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.	-
	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.	The ERO, AERO may be requested educationalist the BLOs to give wide publicity about the important of casting vote to such person.
	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.	The polling booth having lowest turnout in the last GELS-2019 large number of PwDs and lowest turnout of women voters have been identified. Special awareness campaign may be organized in the location to improve the polling turnout and casting votes.
	d. Intensive and extensive campaign shall be carried out for emphasising the Robustness and integrity of EVM and for VVPAT awareness and familarisation.	c-ii
	e. Appropriate information dissemination on NOTA and emphasis on informed and inducement free voting shall be part of the strategy.	All EROs may be directed to make popularized.
	f. Facilitation of the Voter will be a key component besides the range of Informed and Motivation measures.	Necessary action may be taken AMF and BMF will be provided at all polling station by the EROs.

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.	Each taluk one Deputy Collector has been appointed by the District Collector for the implement of SVEEP program in the respective AC. The officers may be advised to draft the AC wise SVEEP program.
	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.	Necessary action has been taken to form core committee.
	c. Booth Awareness Groups: BAGs shall be revived at every booth and their capacity built through workshops. BAGs shall be suitably equipped with	AEROs and EROs may be requested to provide the guidelines, handbooks,

	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.	pamphlets etc.. to the BAG's for publishing awareness to people.
	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.	-
	e. Use of Technology: IT tools may be suitably used for information and motivation as well as for facilitation of electors and voters.	-
	f. Targeted Interventions: A. Youth (incl newly eligible) 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.	ERO have been directed to take necessary action to instruct principal of the colleges and universities in the jurisdiction to appoint campus-ambassadors. 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 RO and the training calendar duly reflected in the District SVEEP.
	(ii) The Nodal officers from Campuses, who are the faculty, shall be utilized besides the NSS and the NCC.	Campus ambassadors of relevant college may be advised through the ROs to utilize the organization of NSS and NCC.
	(iii) Electoral Literacy Clubs (ELCs) be established in Colleges and Universities.	Campus ambassadors may be advised to conduct ELC group.
	iv) Enrolment drive for first time electors followed up with further engagement to promote voting.	Form 6 may be provided to the age group of 18-19 through campus ambassadors.
	(v) Outreach initiatives shall be taken up in all college campuses through cultural and sports activities.	Culture activities shall be conducted through the CAs.
	(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	EROs and AEROs may be requested to provide such form in the colleges. Further the student may be educated

	Colleges and Universities, and also in High Schools for newly eligible electors.	about the enrolment of portal through the web portal NVSP.nic.in
	vii) Special initiatives may be taken to reach out to students staying in hostels and their enrolment also encouraged and facilitated.	The ERO and AERO may be requested to take action through BLOs in this regard.
	viii) Outreach for non-student youth shall be taken up with NYKS and CSOs.	The ERO and AERO may be requested to take action through BLOs in this regard.
	ix) Chunav 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.	The ERO and AERO may be requested to take necessary action in this regard through District Educational Officer and Chief Educational Officer.
	B. Women i) Outreach through educational institutions shall have a special focus on women.	PO (Mahalir Thittam) may be requested to make awareness in the women group of jurisdiction. For making awareness about the important of casting their voter.
	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.	PO (ICDS), PO (Mahalir Thittam) may be requested to carryout the activities of Rangoli group song competition in rural areas.
	iii) Women specific activities like rangoli, group songs competition etc shall be conducted in rural areas to motivate and encourage their electoral participation.	
	iv) Coopt media and Field formations to reach out to women	-
	v) Use SHGs and Cooperatives of women to spread awareness	PO (Mahalir Thittam) may be requested to create awareness in this regard.
	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.	Already DDAWO has been included as a member of the core committees. Instruction may be issued through the committee for the easy access of the disability person to cast their votes smoothly.
	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.	Polling Station wise, Type wise disability are available in our data base.
	iii) Single window for PwDs can be explored.	All ERO may be given instruction to the polling office concerns in this regards.

	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	This facility provided to the PwDs for casting their votes without any hindrance may be announced through media before the election period.
	v) Identify credible CSOs working for PwDs and reach out through them	-
	vi) Special camp may be taken up to register PwDs and such camps widely publicised	Cantonment is not available in this District however difference person can register their name in the web portal.
	vii) CEO and DEO Website shall be disabled friendly and adhere to Level AA of the Web Content Accessibility Guidelines	Cantonment is not available in this District.
	D. Service Personnel & Overseas Indian citizens	-
	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/	-
	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.	-
	iii) Train Nodal Officers from defence as Resource Persons for dissemination of information on the entire process of registration and voting.	-
	iv) Target families having their children studying abroad and promote their registration as overseas Indian electors.	All ROs and EROs may be directed to educate the BLOs in this regards.
	v) Popularise NVSP link for online registration of overseas Indians.	All ROs and EROs may be directed to educate the BLOs in this regards.
	vi) BLOs to share form 6A with families having a member who is overseas and familiarise them with NVSP portal.	All ROs and EROs may be directed to educate the BLOs in this regards.
	E. Rural & Tribal Areas	ROs and EROs may be instructed to conduct this type of registration.
	i) Special registration camps in weekly haats, during festivals and through mobile vans shall be conducted.	ROs and EROs may be instructed to conduct this type of registration.
	ii) Use of public address system and announcements in Gram Sabha in rural areas along with 'prabhat pheris' shall be encouraged.	All ROs and EROs may be directed to educate the BLOs in this regards.
	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.	No violence affected area suitable in Tenkasi district.
	iv) Folk art and activities specific to the local populace shall be carried out to motivate the people for participation in elections.	Necessary action may be taken to conduct folk and activities through ROs and EROs concern in the low turnout areas.

	<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>	The ROs and EROs may be instructed to identify those people through BLOs and educated them about importance of voting.
	<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>	This type of campaign may be organized through EROs and AEROs.
	<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>	The EVM sensitization centre may be setup in DEO office and all ROs office before election.
	<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>	Demo may be displayed in all political parties during press meet. Further EROs and AEROs may be instructed to live demo in the Colleges through the official concerns.
	<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>	All ROs and EROs may be directed to educate the BLOs in this regards.
	<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>	All ROs and EROs may be directed to educate the BLOs in this regards.
	<p>v) Festivals, Haats and other public gatherings may have stalls disseminating formation about EVMs/ VVPAT and display it or dummy EVMs.</p>	All ROs and EROs may be directed to educate the BLOs in this regards.
	<p>vi) Monthly film screenings on EVM-VVPATs be conducted at village panchayats.</p>	All ROs and EROs may be directed to educate the BLOs in this regards.
	<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>	The posters may be given through ROs and AEROs for displaying the premises.

	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.	-
	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.	This type of propaganda may be made through PRO.
	ii) Social Media use, besides use of digital and other new media in urban and semi-urban areas shall be taken up.	This type of propaganda may be made through PRO.
	iii) Informed and Ethical voting component besides information on NOTA may be widely disseminated.	BLO may be instructed to give wide publicity in this regards.
	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.	-
	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.	-
	vi) Past Survey findings to be utilized for designing the campaign material and deciding the media vehicles for dissemination.	The campaign may be organized through PRO.
	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.	After getting the approval from the CEO the content of the publication will be publicized in this regards.
	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.	PRO may be requested to prepare media calendar.
	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.	The activities may be done through pasting of posters at the premises

	ii) 'Sankalp patras' issued by DEOs through school students to their parents and collected back with signature pledging to enrol and vote.	Such type of 'Sankalp patras' may be issued before the polling time.
	iii) Special registration camps on need basis and dedicated camps catering to specific target groups like Service Voters and Overseas electors.	All ROs and EROs may be directed to educate the BLOs in this regards.
	iv) Corporates to be contacted to ensure registration of their employees. Alternative registration hubs for corporate employees to be established.	No such Corporate located in Tenkasi district.
	v) Instruction issued through Labour department to private contractors to strictly comply regarding paid leave on poll day.	Letter may be sent to district Labor officer in this regards.
	vi) Mass mobilization activities close to elections to motivate people to participate in the electoral process.	The santé sculpture, Rangolies, Human chain may be organized to respective ROs and AROs.
	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.	These activities can be done by CEO.
	viii) Material on voter awareness may be given to partner CSOs/media houses for wider dissemination.	These activities can be done by through PRO.
	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.	No such organization are available in this district .However literacy campaign may be done through ROs and AROs.
	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.	-
	i) Voters' Facilitation:	
	i) Voter assistance mobile apps to be launched and widely publicized to impart information and provide assistance regarding registration, location of polling station and other such facility to the voter.	Voter help line mobile app already launched by CEO
	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.	Voter Facilitation Centers (VFC) have been setup in the office of EROs and AEROs
	iv) EROs and AEROs to ensure that. EPIC are issued to all those enrolled.	ERO s and AEROs have been watching the distribution of EPIC through the voters.

	v) Ensuring that Voters' Slips are distributed on time as per directions of the commission.	EROs and AEROs are requested to issue the voter slip through BLOs before election.
	vi) One Voter Guide per family of an elector, to be distributed along with Voter Slip ahead of poll day.	EROs and AEROs are distributed the voter slip before 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.	EROs and AEROs adequate and made Necessary action will be taken before election time.
	viii) Model Polling Stations and All Women Polling Stations may be suitably planned and given wide publicity.	RO will identify such polling station before election.
	ix) Voter Facilitation Posters at every polling station.	These kinds of posters may be pasted at all polling stations before election.
	x) Poll day reminders through different media.	This action may be done through PRO.
	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.	The voters day may organize at DEO level at District and at all polling locations. The NVD function specially focus on 18-19 youth votes.
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.	-
	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,
Tenkasi

Details of District level SVEEP nodal officers

Si.No	SVEEP Nodal Officers	Taluk	Email ID	Mobile Number
1	Assistant Commissioner Excise, Tenkasi.	Alangulam	acexcisetsi2019@gmail.com	9443620562
2	District Backwardclasses and Minarities Welfare Oficer, Tenkasi.	Shengottai	dbcwotenkasi@gmail.com	9443620492
3	Additional Personal Assistant to Collector(Land), Tenkasi.	Kadayanallur	bsectsi@gmail.com	9443620457
4	Revenue Divisional Officer, Tenkasi.	Tenkasi	rdotenkasi2010@gmail.com	9443621726
5	District Adidravidar and Tribal welfare Officer, Tenkasi.	Veerakeralamputhur	dadwtenkasi@gmail.com	9443620138
6	District Supply Officer, Tenkasi.	Sivagiri	dsotenkasi@gmail.com	9443620387
7	Special Deputy Collector Social Security Scheme, Tenkasi.	Sankarankovil	gdptenkasi@gmail.com	9443620712
8	Revenue Divisional Officer, Sankarankovil.	Thiruvengadam	rdosankarankovil@gmail.com	9443620356

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