

Template for SVEEP Plan at District Level

District : **Krishnagiri**

Sl.No		Area Of Focus	SVEEP activities planned at District Level
1	A.	Electoral Roll Management related	It is planned to enroll all the eligible 18-21 age group voters who left out in the Electoral Roll, by making awareness through the BLOs and giving wide publicity in News Papers, Cable TV scrollings, disseminating through the BLAs. Concentrating on low Gender ratio polling stations for improving enrolment of females voters BLOs are to be trained in such a way that all the duplicate entries and dead/shifted voters will be deleted by getting Form-7. Likewise action will be taken for enrolment of left out PwD Electors, Service Personnel, Overseas Indian Electors and prospective voters eligible as on 01.01.2021.
	i)	Registration of New Voters	
	ii)	Improving Gender ratio	
	iii)	Removal of multiple entries; deletion of deceased/shifted names; correction of entries	
	iv)	100% coverage of PwD and their mapping with the Polling Station.	
	v)	Increase in enrolment of Service Personnel.	
	vi)	Increase in enrolment of overseas Indian electors	
	vii)	Identification and mapping of prospective voters i.e those eligible on 01.01.2021.	
	B.	Informed, Ethical and Enhanced Participation	Identifying the low turnout polling stations of 10 each of the assembly constituency during the GELS and make awareness among the voters for increasing the turnout during the ensuing TNLA 2021. Also the polling stations where the turnout in gender gap during GELS also identified and awareness will be created. Disseminating the facilities provided at the polling stations and make awareness among the PWD voters for increasing the voter turnout. Domestic Migrants like the Scheduled Tribe Voters who usually go for labour work nearby Karnataka and Andhara state and other areas, of 52. Bargur, 54.veppnahalli, 55. Hosur and 56. Thally Assembly Constituency will be focused for franchising their right during the TNLA 2021 elections.
	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.	
	ii)	To remove the gender gap in turnout	
	iii)	To target an increase in turnout among PwD electors by making elections accessible and widely disseminating the facilitation extended.	
	iv)	Special focus on marginalized groups like domestic migrants and other groups identified by the State/District.	

	v)	Visible enhancement in the quality of electoral participation in terms of informed, ethical and inducement free voting	Voters will be emphasized for ethical voting during elections, without any fear.
	vi)	Increase in postal ballot voting by facilitating and educating service voters and employees	Service voters will be provided ETPBS through online. Polling Personnel, private employees and drivers engaged for election duty will be informed for using the Postal Ballots.
	vii)	Awareness on NOTA	Like wise Wide publicity and field level awareness will be given to the voters about the NOTA.
	C.	EVM-VVPAT related	
	i)	Awareness of EVM/VVPAT among all voters with special measures targeting youth, women and PwDs voters	During the process of election, EVM/VVPAT awareness will be given to the voters throughout district in all the rural and urban areas for the use of the EVM machines and its handling. Political parties will be called for the demo of EVM/VVPATs. All the Educational Institutions, Public Gathering Areas, Super Markets and other Areas will be used for Demonstration of EVM/VVPATs.
	ii)	Awareness in remote villages, slums, marginalised segments and difficult areas.	
	iii)	Awareness among Political Parties, Media, Civil Society and Educational Institutions	
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.	These situation analysis will be make use of identifying the lowest registration of 18-19 age group voters, PwD voters, lowest turnout 10% polling stations for District and AC. Based on which SVEEP activities will be carried out for increasing the 18-19 age group voters, PwD Voters and to increase the voters turnout.
	b)	Identification of gaps in the enrolment of PwDs, PS wise.	
	c)	Identification of excluded groups, like NRI Voters, Service Voters, migrants, tribes marginalized and doubly marginalized communities.	
	d)	Identification of 10% of Polling Stations in each district with lowest turnout in last Lok Sabha Election and reasons thereof.	
	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.	Yes. SVEEP plan for District and AC will be focused on these factors.
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.	Yes. Action will be initiated for increasing the voters turn out at polling station level.
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.	In Krishnagiri District, there is no such excluded communities / groups.
d)	Intensive and extensive campaign shall be carried out for emphasising the Robustness and integrity of EVM and for VVPAT awareness and familiarisation.	A calendar of activities will be framed for carrying out the EVM/VVPAT awareness and its handling to all the voters by drafting election related field level officials.
e)	Appropriate information dissemination on NOTA and emphasis on informed and inducement free voting shall be part of the strategy.	Yes. Disseminating the information on NOTA is one among the SVEEP Activities to be planned to carry out in Krishnagiri District.
f)	Facilitation of the Voter will be a key component besides the range of Informed and Motivation measures.	Facilitation Centres will be provided in all the DEO, ROs, AROs / Corporation of Hosur and Municipality Krishnagiri for the use of the voters.
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 instruction District Level and AC level SVEEP Nodal Officers will be appointed.

b)	<p>Core Committees: The Committee shall have representation from various Departments, Agencies and organisations. The District Core Committee shall be chaired by DEO/CEO(ZP) to supervise the implementation of the SVEEP plan in the district. Each district shall appoint a Nodal Officer who will be the in-charge of SVEEP. She will functions as the Member secretary of the District Core Committee. The core Committees should be set up immediately.</p>	<p>District level SVEEP core committee will be formed under the chairmanship of the DEO/Collector, Krishnagiri.</p>
c)	<p>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.</p>	<p>BAGs will be formed for each polling stations. The EROs/ROs will give intensive training about their duties and responsibilities particularly left out voters enrolment, informed and ethical voting.</p>
d)	<p>Partnership: The network of partnership shall be developed at State level and also at District level for strengthening the SVEEP programme. In this connection, the frame work of partnerships already issued by the Commission in relation to CSOs, PSU, Corporate and Media shall be optimally harnessed. CEOs and DEOs will mobilise and brief partner agencies and provide them requisite resources and outreach material at state level and district level respectively.</p>	<p>Red Cross Organization, Nehru Yuva Kendra and Self Help Groups will be used to carry out the SVEEP plan at ground level. Cable TV Scrolling, publicity in News Papers will also be used.</p>
e)	<p>Use of Technology: IT tools may be suitably used for information and motivation as well as for facilitation of electors and voters.</p>	<p>Voters will be guided through Mobile App on NVSP, Voter Help Line etc. for enrolment and information on polling stations, EPIC details etc.</p>

<p>F. a) i)</p>	<p>Targeted Interventions: Youth (incl newly eligible) Campus Ambassadors (CAs) shall be appointed in Colleges and Universities in line with the 'Terms of Engagement' issued by ECI (copy enclosed). The CAs shall be provided with kits including a Handbook. (copy of the Handbook by CEO Tamil Nadu is available at https://ecisveep.nic.in/files/file/277-tamil-nadu-campus-ambassadors-handbook/. Workshop of CAs shall be conducted by the DEO and the training calendar duly reflected in the District SVEEP Plan shared with the CEO.</p>	<p>There is a total no. of 26 College Ambassadors have already been appointed in this District. They will be given training on SSR 2021. The District Level and AC Level SVEEP Nodal Officers will take up their training.</p> <p>Faculty of colleges will be the Nodal Officers in colleges</p>
<p>ii)</p>	<p>The Nodal officers from Campuses, who are the faculty, shall be utilized besides the NSS and the NCC.</p>	
<p>iii)</p>	<p>Electoral Literacy Clubs (ELCs) be established in Colleges and Universities.</p>	<p>26 Colleges, 273 Schools having the Electoral Literacy Clubs in Krishnagiri District. The Clubs have been given booklets for their use.</p>
<p>iv)</p>	<p>Enrolment drive for first time electors followed up with further engagement to promote voting.</p>	<p>Yes. Action will be initiated for first time electors enrolment through the Campus Ambassadors and BAGs.</p>
<p>v)</p>	<p>Outreach initiatives shall be taken up in all college campuses through cultural and sports activities.</p>	
<p>vi)</p>	<p>Form 6 shall be mandatorily given out along with Admission forms in all colleges. An order to this effect may be got issued from the concerned department. Forms 6, 7, 8 and 8A shall be made available in all Colleges and Universities, and also in High Schools for newly eligible electors.</p>	<p>Yes. Sufficient forms will be provided in all the colleges and schools.</p>
<p>vii)</p>	<p>Special initiatives may be taken to reach out to students staying in hostels and their enrolment also encouraged and facilitated.</p>	<p>Campus Ambassadors will be utilized for hostel studying students enrolment.</p>
<p>viii)</p>	<p>Outreach for non-student youth shall be taken up with NYKS and CSOs.</p>	<p>Yes. Non-student young voters will be given awareness through the NYK, Red Cross Orgn/SAGs.</p>

ix)	Chunav Pathshala, the ELCs in Communities, to target youth outside the formal education system.	ELCs at Chunav Pathshala will be used for enrolment of 18-19 age group voters who are 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.	
B.	Women	All these activities will be carried out using the SHGs for Enrolment of Newly Married Women and their Electoral Participation.
i)	Outreach through educational institutions shall have a special focus on women.	
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.	
iv)	Coopt media and Field formations to reach out to women	
v)	Use SHGs and Cooperatives of women to spread awareness	
C.	Persons with Disabilities	The District Level Committee PwDs will be established under the chairmanship of DEO/Collr. The DDAWO, will be appointed as its Member/Nodal Officer
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.	
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.	Yes. Already the details of 11860 PwD voters have been mapped with Electoral Rolls.

iii)	Single window for PwDs can be explored.	The PS wise PwD voters details will be given to the BLOs for disseminating the information on facilities provided at the PSs during the day of poll to the PwD Voters. Special camps will also organized for their enrolment with the help of DDAWO.
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	
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	
vii)	CEO and DEO Website shall be disabled friendly and adhere to Level AA of the Web Content Accessibility Guidelines	
D.	Service Personnel & Overseas Indian citizens	No Cantonment area in Krishnagiri District.
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 cantonmentofficials. (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.	Giving Awareness for overseas citizens through Pamphlets distribution through BLO's
v)	Popularise NVSP link for online registration of overseas Indians.	Giving Awareness for overseas citizens through Pamphlets distribution through BLO's
vi)	BLOs to share form 6A with families having a member who is overseas and familiarise them with NVSP portal.	

<p>E. i)</p>	<p>Rural & Tribal Areas Special registration camps in weekly haats, during festivals and through mobile vans shall be conducted.</p>	<p>Special Camps and public address system in Gram Sabha and other activities will be carried out in Rural and Tribal Areas.</p>
<p>ii)</p>	<p>Use of public address system and announcements in Gram Sabha in rural areas along with 'prabhat pheris' shall be encouraged.</p>	
<p>iii)</p>	<p>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>	
<p>iv)</p>	<p>Folk art and activities specific to the local populace shall be carried out to motivate the people for participation in elections.</p>	
<p>F.</p>	<p>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>	<p>Domestic Migrants like the Scheduled Tribe Voters who usually go for Labour work nearby Karanataka, Andhara States and other areas, of 52. Bargur, 54. veppnahalli, 55. Hosur and 56. Thally ACs will be focused for enrolment and ethical voting.</p>
<p>G.</p>	<p>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>	<p>EVM/VVPAT awareness campaign will be conducted throughout the district for sensitization and handling of EVM/VVPATs by the voters. A permanent demo centre will be formed at District Headquarters. Special camps will be conducted for political parties, officials, school students for live demo.</p>
<p>i)</p>	<p>A State of Art Permanent EVM Sensitization and Hands on Experience Centre has to be set up at the State and District Capital</p>	
<p>ii)</p>	<p>Camps to be held for Political Parties, Media Houses and Journalists, Government officials and in Colleges and Sr. Secondary Schools where live demo on EVM and VVPAT may be given.</p>	
<p>iii)</p>	<p>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.</p>	

	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.	
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 Yantraan ~ Build the Ballot' as per the prescribed Resource Guides under ELC Project.	The BAGs/staff drafted for EVM/VVPAT demonstrations will be utilized for these camps
v)	Festivals, Haats and other public gatherings may have stalls disseminating formation about EVMs/ VVPAT and display it or dummy EVMs.	The voters will be allowed to use the EVMs using dummy ballot papers for handing them properly at polling stations.
vi)	Monthly film screenings on EVM-VVPATs be conducted at village panchayats.	A calendar of date of demo camps and place etc. will be prepared and published for the use of voters.
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.,	
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.	

<p>A) i)</p>	<p>Multi-Media Campaign 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.</p>	<p>Local Channel Avidities, Disseminaty vehicles , News Papers, etc., will be used for implementing SVEEP activities.</p> <p>A Media calendar with a topic on each day will be prepared and published well before the day of poll.</p>
<p>ii)</p>	<p>Social Media use besides use of digital and other new media in urban and semiurban areas shall be taken up.</p>	
<p>iii)</p>	<p>Informed and Ethical voting component besides information on NOTA may be widely disseminated.</p>	
<p>iv)</p>	<p>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.</p>	
<p>v)</p>	<p>CEO to take necessary steps for further inventory building on Voters' Information and Awareness material for the state. CEO to set up an expert Committee at State level for quality check and control of content comprising of Heads of AIR & DD among others.</p>	
<p>vi)</p>	<p>Past Survey findings to be utilized for designing the campaign material and deciding the media vehicles for dissemination.</p>	
<p>vii)</p>	<p>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.</p>	
	<p>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.</p>	

<p>B. i)</p>	<p>Common Outreach Activities: Specific outreach activities based on the situation analysis shall be carried out as follows: Forms 6, 7, 8 and 8A made available at all prominent places e.g. Post Offices, banks, hospitals and other public places having large footfall.</p>	<p>Sufficient Forms 6,7,8& 8A will be supplied at all the Designated Locations, AERO and ERO Offices for the use of public.</p>
<p>ii)</p>	<p>'Sankalp patras' issued by DEOs through school students to their parents and collected back with signature pledging to enrol and vote.</p>	<p>'Sankalp Patras' will sufficiently printed and distributed to the students through their schools for informed and ethical voting of their parents.</p>
<p>iii)</p>	<p>Special registration camps on need basis and dedicated camps catering to specific target groups like Service Voters and Overseas electors.</p>	<p>NYKs, Red Cross Organisation and Self Help Groups and other interesting volunteers will be used for wider dissemination of election related messages and informed and ethical voting.</p> <p>College level NSS, Scouts & Guides will be used for the SVEEP Awareness camps which will extensively help in mobilizing the youth for awareness.</p>
<p>iv)</p>	<p>Corporates to be contacted to ensure registration of their employees. Alternative registration hubs for corporate employees to be established.</p>	
<p>v)</p>	<p>Instruction issued through Labour department to private contractors to strictly comply regarding paid leave on poll day.</p>	
<p>vi)</p>	<p>Mass mobilization activities close to elections to motivate people to participate in the electoral process.</p>	
<p>vii)</p>	<p>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.</p>	
<p>viii)</p>	<p>Material on voter awareness may be given to partner CSOs/media houses for wider dissemination.</p>	
<p>ix)</p>	<p>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.</p>	
<p>x)</p>	<p>Inter-personal communication through Govt. of India Media units - Song & Drama Division, Directo-rate of Field Publicity etc. and through organizations like Nehru Yuva Kendra Sangathan, National Service Scheme volunteers, National Cadet Corps, Scouts & Guides etc. to be extensively used for mobilizing youth and creating awareness.</p>	

i)	Voters' Facilitation:	
i)	Voter assistance mobile apps to be launched and widely publicised to impart information and	Wide publicity will be given about the Voter Facilitation Centre to be set up at the DEO, RO and ARO Offices through Disseminaty vehicles, Local Channels and News Papers, for the use of voters.
ii)	provide assistance regarding registration, location of polling station and other such facility to the voter.	
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.	
iv)	EROs and AEROs to ensure that. EPIC are issued to all those enrolled.	All these instructions are followed with due care.
v)	Ensuring that Voters' Slips are distributed on time as per directions of the commission.	
vi)	One Voter Guide per family of an elector, to be distributed along with Voter Slip ahead of poll day.	Wide publicity will be given about the Model/All Women PSs. Posters will be displayed in all the PSs
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.	
viii)	Model Polling Stations and All Women Polling Stations may be suitably planned and given wide publicity.	
ix)	Voter Facilitation Posters at every polling station.	AMFs will be provided in all the Polling Stations including all Model Polling Stations on the day of poll. Wide publicity will be given about the Model/All Women PSs. Posters will be displayed in all the PSs
x)	Poll day reminders through different media.	
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 11 th National Voters' Day will be celebrated on 25.01.2021, as we are Celebrating every year, and focusing on awareness about the elections.

5.	Monitoring & Review	
a)	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.	The District Level Core Committee on SVEEP will review the awareness activities with the election related officials periodically and ensuring the outreach of the objects of SVEEP.
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.	

//True Copy//

Sd/-V.Jaya chandra Bhanu Reddy,
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and District Collector
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Personal Assistant (General) to Collector,
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