

SVEEP PLAN AT DISTRICT LEVEL

Name of the District: KARUR

1. A. Electoral Roll Management related:

- Enroll all the eligible voters of 18-21 years of age, first time electors, and all other eligible electors who are left out in the electoral rolls by creating awareness among them through the BLOs, Scrolling in Cable TVs, News Papers, ELCs and the NGOs, etc. It has been planned to increase the percentage of enrolment of 18-21 age group to more than 90% of the population of that category.
- Action is planned 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. Similarly action is being taken to delete the female voters permanently shifted due to marriage.
- BLOs have been given training for enrolling the names of the left out PwDs by reaching their residence. 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. PwDs will also be sensitized to which the online enrollment facilities available.
- No cantonment zone present in Karur District.
- No Overseas Indian electors present in Karur District.
- 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:

- As per the guidance of ECI the low voter turnout polling Stations are identified and informed to the respective EROs, AEROs to carry out SVEEP activities to increase the voter turnout percentage during the ensuing forthcoming General Elections.
- 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.
- In Karur District no marginalized groups are left out for Election voting in the previous Election.
- Wide publicity will be given for quality of electoral participation for informed, ethical and inducement of free voting.
- Service voters and Employees will be motivated by creating awareness through meeting, special campaign and Facilitation centers for increasing the postal ballot turnout.
- Awareness will be created among the Voters about NOTA through posters, pamphlets and printed materials.

C.EVM-VVPAT related:

- During the ensuing General Elections to TNLA-2021, it is planned to give wide publicity and conduct awareness programs on the usage of EVMs & VVPAT and its functions through BLOs, SHGs, CAs and CSOs. Training EVMS will be utilized to create awareness among college students, Women labours employed in Textiles, etc.
- Posters, Pamphlets and Flex boards will be erected and Scrolling in Cable TVs, Newspaper will be issued to create awareness among the Voters in remote villages and slum areas.
- 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:

	In Registration	Reason found on Analysis	Polling Station	Reason found on Analysis
Gender Gap	As per projected Population-2020, Male Population is 5,93,365 and Female population is 6,02,492. As per Electoral Roll-2020, the Total no. of male voters registered is 4,27,129 and female voters registered is 4,54,415 and others 67.	The District Gender ratio as per census is 1015. But the Electors Gender Ratio is 1064. So, Action is being taken for the deletion of newly married shifted women from electoral Roll.	In GE to LS 2019 the lowest percentage of votes polled in PS School: St. Teresa Girls Hr.sec.school, Thinnappa Nagar, Gandhigramam. P.S.Number: 242	Low turnout polling stations are mostly found in urban areas. During SVEEP activities more awareness among urban population is created to vote in future elections.
Youth Gap	As per projected Census population, 2020 the age group of 18-19 is 33451. As per Electoral Roll, 2020 the Total no. of age group of 18-19 voters is 20648.	Action is planned to enroll more number of 18-19 year age groups in the Special Summary Revision-2021	-	-

- BLOs have been instructed to collect the data about left out electors, PwDs and Overseas electors by **analyzing the gaps in enrolment**, during door to door verification.
- Identification of gaps in the enrolment of PwDs, PS wise List of PwDs obtained from the District differently Abled Welfare Officer, SDC(SSS) and the same is shared to the AEROs and EROs to enroll the left out PWD partwise.
- 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.

3. Strategy:

- The District and Assembly Constituencies level SVEEP plan has been prepared based on the SVEEP III Project available in ECI website.
- For creating awareness among the first time voter, women, urban, weaker sections, PwDs, Overseas voters, Service voters, besides domestic migrants, Pamphlets / Notices are to be distributed to the above voters and Posters will be displayed in all the prominent places / Offices / Educational institutions.
- During the ensuing General Elections to TNLA-2021, it is planned to give wide publicity and conduct awareness programs on the usage of EVMs & VVPAT and its functions.
- Wide publicity will be given among the voters about NOTA
- Voter Facilitation centres were created in all 7 Taluks, 2 Divisional offices and Collectorate, Karur.

4.Planning & Implementation

- Personal Assistant to the Collector (General) has been appointed as District level Nodal officer for SVEEP. Assembly Level Nodal officer have been appointed for 4 Assembly constituencies as follows.
 1. 134, Aravakurichi AC – Tahsildar, Pugalur.
 2. 135, Karur AC – Tahsildar, Manmangalam.
 3. 136, Krishnarayapuram AC – Special Tahsildar(SSS), Krishnarayapuram
 4. 137, Kulithalai AC – Tahsildar, Kadavur.
- The District Core Committee has been constituted by the District Election Officer and District Collector. The Core Committee meeting will be planned during October'2020.
- Booth Awareness Groups will be equipped with communication material and other resources and explained their roles and handbooks prepared in line with the roles and responsibilities.
- Members of SHG, Pudhu Vaazhvu Thittam and Educational institutions, Tamil Nadu State Transport Corporation will be involved fully in this programme.

- To disseminate the online registration procedure through NVSP portal, voter helpline App Social media like Facebook, Whatsapp and Instagram groups will be extensively used all the awareness materials will be posted in the District website.

F. Targeted Inverventions:

A.Youth (incl newly eligible)

- To create awareness about the importance of enrollment in Electoral Roll, Rallies, Human chains by School and College Students, and Cultural Programs will be conducted and the eligible electors who left out from electoral roll will be identified and enrolled.
- 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 out electors, during the Special Summary Revision, 2021.
- Meetings will be conducted with the College Principals, Nodal Officers and Campus Ambassadors regarding this Special Drive so as to enroll all the eligible students studying in the colleges in Karur District.
- Campus Ambassadors have been appointed for each 41 colleges in Karur District. At the same time, importance of this Special Summary Revision-2021 to be brought to the college students through the college administration as well.
- Adequate numbers of Form-6 will be given to all 41 Colleges and given out along with Application forms in all colleges during Admission. Similarly Form 7, 8 and 8A will also be made available in sufficient number in all colleges.
- Special efforts are being taken up to enroll the left out students staying in the hostel in the age group of 18-21 years.
- The Red Cross Society and other NGOs will be utilized for enrolment of Non student youth of 18-21 years (who are not under formal education), and other eligible persons at polling station level.
- Special Camp will be conducted during two Saturdays and Sundays during the period of Special Summary Revision, 2021 to enrollment for first time electors.
- Electoral Literacy Clubs (ELCs) will be established in 41 Colleges in Karur District. Special enrollment drive will be organized in colleges to facilitate the first time electors.
- Members of Chunav Pathshala, ELCs will be effectively used to target the youths outside the formal Education system. Similarly the prospective electors in the Schools, Polytechnic colleges, etc an identified through Chunav Pathshala and ELC & will be enrolled by providing Form -6.

B. Women:

- The Competition will be conducted among the Women through SHGs, AWW and BLOs (like Rangoli , group songs) to encourage them to enroll eligible electors.
- Targeting housewives and women engaged in labour in cities, in factories, small industrial establishments, commercial establishments with help of Self Help Groups, Aanganwadi Workers etc. to spread awareness and motivate women to come out and enroll themselves and subsequently vote in all elections.
- Special campaigns planned by using SHGs, MGNRES workers to spread awareness to enroll the eligible women voters who left out.

C. Persons with Disabilities:

- District Monitoring Committee on Accessible election has been formed in the District to ensure smooth election process for all persons with Disabilities and it is functioning well.
- All AEROs are instructed to prepare a database of PwDs with support from Department of Disability/Social Welfare / Hospitals or CMOs office to help in facilitation.
- Posters like how to Vote, Ethical Voting, Importance of Voting, facilities at Polling Stations, special arrangements for the PwDs at the polling stations will be advertised through all Social Media, Magazines and Cable TV.
- The BLO's will be specially instructed to see that no single PWD voter is left without voting and not a single eligible PWD is left unenrolled. Special camps will be arranged to enroll Pwd voters.

D. Service Personnel & Overseas Indian citizens:

- BLOs have also been instructed to disseminate the online registration procedure through NVSP portal and to target the families of their jurisdiction, whose children are studying abroad and to insist them about the NVSP online registration as overseas electors. Wide publicity will be given through media and posters will be affixed in all the offices, prominent places for creating awareness among the Overseas Indian electors.
- During the training program BLOs were instructed to give FORM 6A to the family members of Overseas Indian electors and adequate publicity will be given about NVSP portal through media.

E. Rural & Tribal Areas:

- To create awareness about the importance of enrollment in Electoral Roll, Rallies, Human chains by School and College Students, and Cultural Programs will be conducted and the eligible electors who left out from electoral roll will be identified by read out the roll in Grama Sabha meetings.
- 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.
- Folk art and activities will be conducted to motivate the people for participation in elections.
- Special registration camps will be conducted through mobile vans during festivals to enroll voters in Rural areas.

F. Domestic Migrants and Other Marginalised Segments:

- Special Registration Campaign will be conducted in Textile Park area of Karur district where large number of Migrants were employed.

G. EVM & VVPAT Campaign:

- Special Campaign will be conducted, EVM and VVPATs will be displayed to create awareness among the peoples and reaffirming people's faith in the robustness and integrity of EVMs.
- Camps will be conducted to give live demo on EVM and VVPAT.
- Mobile vans with EVM – VVPAT model and publicity material will be used to create awareness among voters in all constituencies / Polling stations.
- Instruction will be given to all Electoral Literacy clubs to conduct activity 'Chunav Yantran- Built the Ballot' as per the prescribed Resource Guides under ELC Project.

- Dummy EVM and VVPAT will be displayed to voters in Festivals, Hates and other public gatherings for creating awareness.
- EVM/VVPAT Posters will be affixed at each Centre of Public Services.

A. Multi-Media Campaign:

- 360 degree Communication 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.
- Use of Social Media such as Facebook page, Twitter, Youtube, Instagram, etc. besides digital and other new media in urban and semi urban areas shall be taken up.
- Material on voter awareness will be given to partner CSOs/media houses for wide dissemination.
- Media Monitoring Committee was formed to ensure no advertisement will be telecasted by political party without certificate.
- Media vehicle will be used to create awareness among voters.
- Media calendar will be devised with a topic assigned in advance for each of briefing.

B.COMMON OUTREACH ACTIVITIES:

- Adequate number of Forms 6,7,8 and 8A will be given to all EROs office, AEROs office, designated locations and Voter Facilitation Centres.
- 'Sankalp patras' will be given to the students through Chief Educational Office and it will be collected back with signature pledging to create awareness.
- Special registration camps will be conducted to enroll special groups like Service Voters and Overseas electors.
- Corporate companies will be contacted to ensure registration of their employees through special camps.
- Instruction will be issued through Labour department to private contractors and press release given through newspapers to strictly comply regarding paid leave on poll day.
- Adequate publicity will be given through NYKs, Red Cross, NSS, SHG and College Students to create awareness among the people to participate in electoral process.
- Posters, Pamphlets and Hand books will be given to all CSOs/Medias for wider publicity.
- Advertisements and Slogans about the importance of enrollment in Electoral Roll will be published by way of conducting Rallies and Human chains by SHG, NSS NYK in the Polling Stations where elector enrolment percentage is low. Local cable TV Channels, pasting of wall posters, Stickers and running SVEEP Rath.

i) Voters' Facilitation:

- Wide publicity shall be given about 'Voter Helpline' mobile app.
- Voter facilitation centres are formed at Collectorate, All Revenue Divisional Offices and All Taluk Offices and the office phone Number will be published in all the local dailies.
- All EROs and AEROs are instructed to ensure that EPIC are issued to all those enrolled.
- Voters Slip will be distributed to all voters on time as per directions of the commission. And one Voter Guide per family of an elector will be distributed along with Voter slip.
- All EROs and AEROs are instructed to 100% verification of all Polling Stations and instructed to ensure basic minimum facilities like drinking water, shed, ramp, signages, toilets for women and other facilities at all Polling Stations.
- Model Polling Stations will be planned and wide publicity will be given through media.
- Voter Facilitation Posters will be affixed at every polling station during the forthcoming General Elections .

- Poll day reminders through different media will be given at a regular interval on the day of Poll.

j. National Voters' Day:

- For the ensuing National Voters Day on 25.01.2021, awareness rallies, cultural programmes on ethical voting and processions are planned to be conducted in Karur district. All the young voters will be provided with EPIC during NVD. In all the Taluk headquarters, Assembly headquarters and Polling Station Locations, the NVD function will be celebrated by giving wide publicity.

5. Monitoring & Review:

- Implementation of SVEEP programme within the district shall be supervised by District level Nodal Officer and monitored by the DEO and reviewed periodically.