



**ELECTIONS**

**SALEM DISTRICT**

**SVEEP**

**SYSTEMATIC VOTER EDUCATION AND  
ELECTORAL PARTICIPATION (SVEEP)**

**TEMPLATE FOR SVEEP – 2021**

**Salem District Template for SVEEP Plan at District Level**

( In case of any comparative statement i.e., headings like EP Ratio, Gender Ratio etc., the details may be given separately as annexure )

<b>Sl.No</b>	<b>Area Of Focus</b>	<b>SVEEP activities planned at District Level</b>
1	A.	
	<b>Electoral Roll Management related</b>	
	i) Registration of New Voters	<ol style="list-style-type: none"> <li>1. There is a plan to conduct special awareness programs Colleges and Higher Secondary Schools to create awareness among the students for the enrollment in electoral roll and the importance of voting.</li> <li>2. Special Camps at Polytechnique Colleges, Colleges and other Higher Educational Institutions.</li> <li>3. Special Drive for online and offline applications for students .</li> </ol>
	ii) Improving Gender ratio	Gender Ratio in Salem District as per 14.2.2020 Final Electoral Roll is 1001. Gender ration in Attur, Gangavalli and Salem Corporation areas are higher, whereas, gender ratio in Rural Areas are lower. Special Drives focusing the Gender ration will be organized in all the areas where there are discrepancies in Gender Ratio.
	iii) Removal of multiple entries; deletion of deceased/shifted names; correction of entries	<ol style="list-style-type: none"> <li>1. Exercise of Demographically Similar Entries</li> <li>2. Collection and comparison of death registry from Registrars of Birth and Deaths and removal of dead electors.</li> <li>3. Obtaining of Form-7 from the applicants in case of shifted cases, issuing of notice and deletion of names.</li> <li>4. Special Drive for correction of entries such as Door Number, Age, Gender, Spelling etc., to be conducted.</li> </ol>
	iv) 100% coverage of PwD and their mapping with the Polling Station.	List of PwDs from DDRWO, Salem and Social Security Scheme will be obtained and PwDs mapping with the polling station will be done.
v) Increase in enrolment of Service Personnel.	Special Drives will be conducted in Regimental and Cantonment Areas for increase in enrollment of service personnel.	
vi) Increase in enrolment of overseas Indian electors	Special Drives for obtaining 6A application from the General Electors who are working in abroad. BLOs to obtain Forms 6A Application to increase in enrollment of overseas Indian electors.	

	vii) Identification and mapping of prospective voters i.e those eligible on 01.01.2021.	BLOs to make house visit and mapping of prospective voters in each and every family. i.e. those eligible on 01.01.2021. Special Drive in Colleges and Higher Education institutions for mapping of prospective voters.
B.	<b>Informed, Ethical and Enhanced Participation</b>	10% of Low Turnout Polling stations in all the 11 ACs in Salem District have been identified. Voter turnout in respect of Salem District in 77.98%. Special Focus will be given in the above low turnout polling stations area to study about the enrollment of electors, accessibility and other factors for improving the voters turnout.
	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	Identification of leftout groups and other aspects causing gender gap in voting, enrollment of newly married women electors and removal of their names from their previous or their native places.
	iii) To target an increase in turnout among PwD electors by making elections accessible and widely disseminating the facilitation extended.	1.Wheel chair operators / NSS volunteers in polling stations 2. Displaying of signage boards for disseminating the facilitation extended.
	iv) Special focus on marginalized groups like domestic migrants and other groups identified by the State/District.	1.Special focus for enrolment of marginalized groups like domestic migrant workers in the industrial areas in Salem Corporation, Attur, Mettur, Sankari areas etc., 2.Identification of migrant workers may be done through Labour Dept., etc.
	v) Visible enhancement in the quality of electoral participation in terms of informed, ethical and inducement free voting	Sensitisation of electors for visible enhancement in quality of electoral participation and ethical and inducement free voting. Setting up of Booth Level Awareness Group for sensitization of electors at booth level and to keep vigil on inducements.
	vi) Increase in postal ballot voting by facilitating and educating service voters and employees	As per the latest guidelines of the Election Commission of India, postal ballot facility has been extended to COVID19 home quarantine and suspected cases also. Liaison will be done with the Health Department Officials for identifying the COVID19/Suspected cases and issued of postal ballot for the same and enhancement of the same to Service Voters and employees. Senior Citizens and Persons with disabilities will also be facilitated as per the directions of the Election Commission of India.
vii) Awareness on NOTA	Awareness on NOTA will be done through Cable TVs, Street Plays etc	

	C.	<p><b>EVM - VVPAT related</b></p> <p>i) Awareness of EVM/VVPAT among all voters with special measures targeting youth, women and PwDs voters</p> <p>ii) Awareness in remote villages, slums, marginalised segments and difficult areas.</p> <p>iii) Awareness among Political Parties, Media, Civil Society and Educational Institutions</p>	<p>Special drives for EVMs/VVPATs awareness targeting youth, women and PwD voters will be done by conducting special EVM/VVPAT awareness in Colleges, Public Places, members of women self help groups etc.</p> <p>In Salem District there are remote villages in Jarugu hills, Kalrayan Hills and Arnuthumalai areas. Special focus on EVMs/VVPATs awareness will be done in these areas.</p> <p>EVMs/VVPATs awareness among the recognized Political parties will be planned on the usage and hands on experience. EMVs and VVPATs awareness will be separately given for Media, Civil Society Organizations, Educational Institutions etc.</p>
2		<p><b>Situation Analysis</b></p> <p>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.</p> <p>b. Identification of gaps in the enrolment of PwDs, PS wise.</p> <p>c. Identification of excluded groups, like NRI Voters, Service Voters, migrants, tribes marginalized and doubly marginalized communities.</p>	<p>In Salem District 310 Polling Stations with less than ten numbers of Electors under 18-19 age enrolled have been identified. The above polling stations will be compared with that of the list of prospective electors already identified by the BLOs. Lowest enrollment will be identified and door to door verification shall be made through BLO supervisors for enrollment of left out electors.</p> <p>List of PwDs will be obtained afresh Polling stationwise list of PwD electors will be compared with that of the list of social Security Scheme beneficiaries such as persons receiving differently abled pension etc and analysed for leftout electors and enrolled.</p> <p>There are no specific excluded groups identified in Salem District so far. However transgenders and homeless people, are only considered as excluded groups and to take necessary actions for registering and voting by our continuous SVEEP activities.</p> <p>Special drives for identification NRI Voters, Service Voters, migrants, tribes, marginalized and doubly marginalized communities will be organized polling station wise.</p>

	<p>d. Identification of 10% of Polling Stations in each district with lowest turnout in last Lok Sabha Election and reasons thereof.</p>	<p>10% Lowest Turnout polling stations have been identified in Salem District as given in Annexure. The average voters turnout in Salem District in 77.98%. Below the average poll turnout there are few polling stations and the reasons are being studied for the low turnout.</p>
	<p>e. Identification of overall 10% lowest turnout Polling Stations in the State and reasons thereof.</p>	<p>There is no such polling station having 10% lowest turnout in the state level.</p>
	<p>f. Identification of lowest turnout Assembly Constituencies and reason thereof.</p>	<p>There is no such AC with lowest turnout in respect of Salem District. All ACs shown average voting percentage in respect of Salem District.</p>
	<p>g. Identification of reasons for drop in turnout (if any) between last Assembly election and last LS election in the State.</p>	<p>Heavy rainfall in some areas of the Salem District caused drop in turnout.</p>
3	<p><b>Strategy</b></p>	
	<p>a. The State, District and AC SVEEP plan shall include situation analysis, outputs/activities, monitoring and evaluation mechanism as per the template given. Reference may also be taken from the activity chart mentioned in the SVEEPIII Project document while creation of the comprehensive SVEEP plans.</p>	<p>Yes. Situation analysis, outputs/activities, monitoring and evaluation mechanism as per the template will be included in the District and Assembly Constituencies level SVEEP plan</p>
	<p>b. Targeted campaign on major gaps like first time voter, women, urban, weaker sections, PwDs, Overseas voters, Service voters, besides domestic migrants etc. shall be a part of the plan. To overcome the gap in turnout, targeted interventions have to be carried out at polling station level.</p>	<p>Special Drives will be organized for Polling Station level targeted campaign on major gaps like first time voter, women / weaker sections, PwDs, Overseas voters, Service voters, besides domestic migrants etc. to overcome the Gap.</p>
	<p>c. DEOs shall innovate at their level and prepare specific operational plan after Identifying excluded communities/groups in each polling station. The AC SVEEP Plan shall be drawn up based on grass root level requirements and contribute to the District Plan. The District plans shall flow out of the broad State plan, and also contribute to it.</p>	<p>Newly married women from one place / AC to other are always found to be excluded in respect of enrollment at their place of marriage. Special drives will be conducted along with the Health Department targeting the first time pregnant women, check for the enrollment and enrolling them if not done enrollment.</p>

	<p>d. Intensive and extensive campaign shall be carried out for emphasizing the Robustness and integrity of EVM and for VVPAT awareness and familiarisation.</p>	<p>Intensive and extensive campaign will be carried out for emphasizing the Robustness and integrity of EVM and for VVPAT awareness and familiarization in all the Rural and Urban pockets in the district. Promoting field level hands on experience to everyone.</p>
	<p>e. Appropriate information dissemination on NOTA and emphasis on informed and inducement free voting shall be part of the strategy.</p>	<p>Special Campaign on NOTA will be done in low turnout areas. Appropriate information dissemination on NOTA and emphasis on informed and inducement free voting will be part of the strategy. Polling station level study will be made to identify the inducements, if any.</p>
	<p>f. Facilitation of the Voter will be a key component besides the range of Informed and Motivation measures.</p>	<p>Voter facilitation centers have been established in all the offices of the EROs and AEROs in respect of Salem District to facilitate the voters.</p>
4	<b>Planning &amp; Implementation</b>	
	<p>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.</p>	<p>The Assistant Returning Officers of each AC will be appointed as SVEEP Nodal Officers. District SVEEP Nodal Officer will be coordinating with the AC level Nodal Officers.</p>
	<p>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 function as the Member secretary of the District Core Committee. The core Committees should be set up immediately.</p>	<p>The District Core Committee SVEEP has been set up vide this office Roc.No.17887/2020/A1, dated. .09.2020.</p>
	<p>c. Booth Awareness Groups: BAGs shall be revived at every booth and their capacity built through workshops. BAGs shall be suitably equipped with communication material and other resources. Their roles shall be clearly explained and handbooks prepared in line with</p>	<p>Booth Level Awareness Group has been revived in Polling Station Level as per the instructions of the ECI.</p>

	the roles and responsibilities specified by the Commission vide its letter no 491/SVEEP-I/2016(BAG) dated 10th May.	
	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.	The SVEEP network partnership will be developed as per the instructions of the Government. Various colleges and Higher Educational institutions have been roped in for various SVEEP activities during GELS 2019.
	e. Use of Technology: IT tools may be suitably used for information and motivation as well as for facilitation of electors and voters.	Salem District NIC Website, Salem Election Facebook page and Salem Election Twitterati will be used along with other social media applications for information, motivation and facilitation of electors.
	<p><b>f. Targeted Interventions:</b></p> <p><b>A. Youth (incl newly eligible)</b></p> <p>i) Campus Ambassadors (CAs) shall be appointed in Colleges and Universities in line with the 'Terms of Engagement' issued by ECI (copy enclosed). The CAs shall be provided with kits including a Handbook. (copy of the Handbook by CEO Tamil Nadu is available at <a href="https://ecisveep.nic.in/files/file/277-tamil-nadu-campus-ambassadors-handbook/">https://ecisveep.nic.in/files/file/277-tamil-nadu-campus-ambassadors-handbook/</a>).</p> <p>Workshop of CAs shall be conducted by the DEO and the training calendar duly reflected in the District SVEEP Plan shared with the CEO.</p>	Campus Ambassadors and Nodal Officers have been nominated in all Colleges and Higher Education Institutions as per the instructions of the ECI. Campus Ambassadors training classes will be organized in District level and Assembly Level.
	(ii) The Nodal officers from Campuses, who are the faculty, shall be utilized besides the NSS and the NCC.	Yes, the Nodal officers from Campuses, who are the faculty, shall be utilized besides the NSS and the NCC.

	(iii) Electoral Literacy Clubs (ELCs) be established in Colleges and Universities.	Electoral Literacy Clubs (ELCs) have been established in Colleges and Universities.
	iv) Enrolment drive for first time electors followed up with further engagement to promote voting.	Yes, Special Enrolment drive for the first time electors will be organized in all the Higher Educational Institutions and they shall be followed up with further engagement to promote voting.
	(v) Outreach initiatives shall be taken up in all college campuses through cultural and sports activities.	Yes. Election outreach initiatives through various agencies will be taken up in all college campuses through cultural and sports activities.
	(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 Colleges and Universities, and also in High Schools for newly eligible electors.	Special Drives will be organized in all the colleges as soon as on reopening. Special Online and Offline drives will be planned accordingly.
	vii) Special initiatives may be taken to reach out to students staying in hostels and their enrolment also encouraged and facilitated.	Yes. Special drives will be organized for the students staying in hostels and their enrolment also encouraged and facilitated.
	viii) Outreach for non-student youth shall be taken up with NYKS and CSOs.	Non-student youth working in various organizations and industries will be identified and taken up with NYKS and CSOs.
	ix) Chunav Pathshala, the ELCs in Communities, to target youth outside the formal education system.	Youth outside the formal education system will be taken up with Chunav Pathshala and ELCs communities.
	x) Identification and mapping of prospective voters in 16-17 years age - group and reaching out to them through suitable interventions under ELCs.	Prospective voters in age group 16-17 will be mapped using ELCs in school level. All the students studying in +1 and +2 will be coming under this category.



	<p><b>B. Women</b></p> <p>i) Outreach through educational institutions shall have a special focus on women.</p>	<p>Special focus on women will be done through Educational Institutions.</p>
	<p>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.</p> <p>iii) Women specific activities like rangoli, group songs competition etc shall be conducted in rural areas to motivate and encourage their electoral participation.</p>	<p>ASHA, AWW and VHN will be utilized to enroll newly married women at their place of marriage.</p> <p>Women Self Help Groups and ICDS Anganwadi workers would be utilized to create awareness among women for enrolment and voting during General Elections.</p>
	<p>iv) Coopt media and Field formations to reach out to women</p>	<p>Media will be utilized to create awareness in this regard.</p>
	<p>v) Use SHGs and Cooperatives of women to spread awareness</p>	<p>SHGs and Other Cooperatives of women will be utilized to spread awareness. Self Help Groups and ICDS will be effectively used to increase women turn outs.</p>
	<p><b>C. Persons with Disabilities</b></p> <p>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.</p>	<p>District level Committee has been constituted in the district for the purpose of accessible and inclusive electoral process with regard to all persons with disabilities and the same will be reactivated.</p>
	<p>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.</p>	<p>Polling station level database on PwDs will be prepared with the help of BLOs register.</p>
	<p>iii) Single window for PwDs can be explored.</p>	<p>Yes. Possibility of Single Window for PwDs will be explored through DDRWO.</p>

	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	Private radio and Cable TV networks will be used to reach out PwDs.
	v) Identify credible CSOs working for PwDs and reach out through them	Credible Civil Society Organisations such as Lions Club, Rotary Club, NCC and NSS will be utilized to reach out PwDs
	vi) Special camp may be taken up to register PwDs and such camps widely publicised	Yes, Special Camp for registering PwDs will be taken up with wide publicity.
	vii) CEO and DEO Website shall be disabled friendly and adhere to Level AA of the Web Content Accessibility Guidelines	Disabled friendly and adhere to Level AA of the Web Content Accessibility Guidelines will be explored for DEO website.
	<b>D. Service Personnel &amp; Overseas Indian citizens</b> 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 <a href="http://ecisveep.nic.in/">http://ecisveep.nic.in/</a> and <a href="http://servicevoter.nic.in/">http://servicevoter.nic.in/</a> )	There are no such cantonment areas in Salem District. However, possibility of maximum awareness and registration drive shall be carried out for defence personnel as per the instructions of the Government.
	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.	Yes. Film for Service Voters on ETPBs and other facilities will 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.	Yes. 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.	Yes, families having their children studying abroad and promote their registration as overseas Indian electors will be identified through BLOs

	v) Popularise NVSP link for online registration of overseas Indians.	NVSP link for registration overseas Indians will be done in polling station level.
	vi) BLOs to share form 6A with families having a member who is overseas and familiarise them with NVSP portal.	BLOs to share form 6A with the families having overseas member.
	<b>E. Rural &amp; Tribal Areas</b> i) Special registration camps in weekly haats, during festivals and through mobile vans shall be conducted.	YES, Special registration camps in during festivals and through mobile vans will be conducted.
	ii) Use of public address system and announcements in Gram Sabha in rural areas along with 'prabhat pheris' shall be encouraged.	Announcements will be made during Gramsabha meetings, awareness campaigns will be organized to enhance the rural area and women voters participation at the time of Mahatma Gandhi National Rural Employment Schemes, Grama Sabha Meetings, Amma thittam, Mass Contact Programmes, Special GDPs of Public Distribution Schemes, Citizens Clubs Meetings and regular GDP meetings to create awareness to enhance participatory turn out in Salem District.
	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.	Does Not Arise.
	iv) Folk art and activities specific to the local populace shall be carried out to motivate the people for participation in elections.	Bommalattam and Poikal Attam were organized during GELS 2019. Poster / Painting competition, Music competition, Slogan Competition, Essay Competition, Runs sporting events etc., Rallies, Rangolies, March fast, Human Chain
	<b>F. Domestic Migrants and Other Marginalised Segments</b> 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.	In Salem District there are more number of migrant labours working in Salem Corporation, Mettur, Attur, Sankari and Yercaud areas. Special Drive along with labour department planned to identify domestic migrant labours and their enrolment in the electoral roll and promotion of voting etc.,

	<p><b>G. EVM &amp; VVPAT Campaign:</b> 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.491/SVEEP-II/EGS/2017 dated 22<sup>nd</sup> September, 2017 (copy enclosed). The same needs to be further intensified in view of the preparations for the upcoming Lok Sabha elections.</p>	<p>Intensive and extensive communication outreach activities will be conducted on EVM and VVPAT awareness and reaffirming peoples faith in the robustness and integrity EVMs will be promoted in all the Rural and Urban Pockets in Salem District.</p>
	<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>	<p>A permanent EVM Sensitization and Hands on experience center will be set up at the District Head Quarters and all Assembly Level Head Quarters for facilitating the public with hands on experience on EVMs.</p>
	<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>	<p>Special Camps is being planned for Political Parties, Media Houses and Journalists, Government officials and in Colleges and Sr. Secondary Schools where live demo on EVM and VVPAT are to be taken up for hands on experience.</p>
	<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>	<p>EVM-VVPAT familiarization camps calendar schedule will be prepared and sent shortly.</p>
	<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>	<p>EVM/VVPAT Live Demonstrations will be planned in Polling Stations level with ELCs and Chunav Pathsala.</p>

	v) Festivals, Haats and other public gatherings may have stalls disseminating formation about EVMs/ VVPAT and display it or dummy EVMs.	Special Stalls will be set up in weekly markets in village and urban level.
	vi) Monthly film screenings on EVM-VVPATs be conducted at village panchayats.	Mobile vans with LED Display will be utilized for film screenings on EVM-VVPATs.
	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.,	EVM/VVPAT Posters will be prominently displayed 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.	Yes. 360 degrees communication plan will be exclusively developed for EVM and VVPAT campaign including Public Service Announcements regularly on All India Radio and Doordarshan.
	<b>H.</b> 360 degrees Communication Campaign: Comprehensive communication may be planned including electronic, digital and social media besides inter-personal communication and outreach.	Yes. Comprehensive communication will be planned including electronic, digital and social media besides inter-personal communication and outreach.
	<b>A. Multi-Media Campaign</b> 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.	Special Campaigns will be organized through mass media, folk media etc.,
	ii) Social Media use, besides use of digital and other new media in urban and semi-urban areas shall be taken up.	Salem District NIC Website, Salem Election Facebook page and Salem Election Twitterati will be used along with other social media applications for information, motivation and facilitation of electors.

	<p>iii) Informed and Ethical voting component besides information on NOTA may be widely disseminated.</p>	<p>Sensitization of electors for visible enhancement in quality of electoral participation and ethical and inducement free voting. Setting up of Booth Level Awareness Group for sensitization of electors at booth level and to keep vigil on inducements.</p>
	<p>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.</p>	<p>Yes. SVEEP Digital Library will be used for developing of outreach materials for SVEEP activities.  2.The Media like National and State News Papers, Local Cable Channels will be engaged with precautions as per the instructions of the Election Commission of India.  3.The Comics, interactive videos, kiosk content, pamphlets etc., will be distributed to all the semi literates and young people.  4.The District Election Officer planned to implement the project, by getting support from Colleges, Banks, Self Help Groups, ICDS, Residential Welfare Associations and also using newspaper, Radio and Local Television Channels.  5.Hoarding, Posters, Pamphlets, Digital Boards etc., will be utilized in this regard in Salem District in achieve the target to the optimum level.</p>
	<p>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 &amp; DD among others.</p>	<p>Voters' Information and Awareness material for the district will be made available.</p>
	<p>vi) Past Survey findings to be utilized for designing the campaign material and deciding the media vehicles for dissemination.</p>	<p>Yes. Past Survey findings will be utilized for designing the campaign material and deciding the media vehicles for dissemination.</p>
	<p>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.</p>	<p>District level content and messaging will be vetted and clearance will be obtained from CEO.</p>

	<p>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.</p>	<p>Regular Media briefing would be done for briefing about different activities. Media Calender will be devised in advance.</p>
	<p><b>B. Common Outreach Activities:</b> 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.</p>	<p>Special Online Help Desk for outreach activities will be planned in urban pockets where there will be large public mobilization and physical forms will also be made available in the public places.</p>
	<p>ii) 'Sankalp patras' issued by DEOs through school students to their parents and collected back with signature pledging to enrol and vote.</p>	<p>Since this is Election year more number of 'Sankalp Patras' are being planned to be issued to more numbers of school students and will be collected back with signature pledging to enroll and vote.</p>
	<p>iii) Special registration camps on need basis and dedicated camps catering to specific target groups like Service Voters and Overseas electors.</p>	<p>Special registration camps will be conducted for target groups like PwD voters and Overseas electors.</p>
	<p>iv) Corporates to be contacted to ensure registration of their employees. Alternative registration hubs for corporate employees to be established.</p>	<p>Corporate will be liaised to ensure 100% of their employees.</p>
	<p>v) Instruction issued through Labour department to private contractors to strictly comply regarding paid leave on poll day.</p>	<p>Instruction will be issued through Labour department to private contractors to strictly comply regarding paid leave on poll day.</p>
	<p>vi) Mass mobilization activities close to elections to motivate people to participate in the electoral process.</p>	<p>Mass mobilization activities will be taken up close to elections to motivate people to participate in the electoral process.</p>

	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.	Promotional materials for voting will be utilized as per Government Instructions.
	viii) Material on voter awareness may be given to partner CSOs/media houses for wider dissemination.	CSOs/media houses for wider dissemination will be utilized as per Government Instructions.
	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.	Will be undertaken as per Government Instructions. Sakshar Bharat workers (NLMA) will be utilized to disseminate their outreach material through these Literacy workers.
	x) Inter-personal communication through Govt. of India Media units - Song & Drama Division, Directorate of Field Publicity etc. and through organizations like Nehru Yuva Kendra Sangathan, National Service Scheme volunteers, National Cadet Corps, Scouts & Guides etc. to be extensively used for mobilizing youth and creating awareness.	Field Publicity done through organizations like Nehru Yuva Kendra Sangathan, National Service Scheme volunteers, National Cadet Corps, Scouts & Guides etc. extensively used for mobilizing youth and creating awareness.
	<b>i) Voters' Facilitation:</b>	
	i) Voter assistance mobile apps to be launched and widely publicised to impart information and provide assistance regarding registration, location of polling station and other such facility to the voter.	Voter assistance mobile apps such as Voter helpline and 1950 toll free assistance widely publicised to impart information and 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.	Voter Registration and Education Centres /Voter Facilitation Centres (VFCs) has been set up in all the offices of the Electoral Registration Officer and Assistant Electoral Registration Officer for facilitation and awareness.
	iv) EROs and AEROs to ensure that. EPIC are issued to all those enrolled	As on date, 100% EPIC have been issued to all those who have enrolled.
	v) Ensuring that Voters' Slips are distributed on time as per directions of the commission.	Special attention will be given for Voters Slips distribution as per the directions of the ECI.
	vi) One Voter Guide per family of an elector, to be distributed along with Voter Slip ahead of poll day.	Yes Voters Guide will be distributed along with the voters slips.
	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.	suitable and adequate arrangements will be made for provision of drinking water, shed, ramp, signages, toilets for women and other facilities at all Polling Stations as directed by the Commission including setting up of model polling station.
	viii) Model Polling Stations and All Women Polling Stations may be suitably planned and given wide publicity.	Model Polling Stations and All Women Polling Stations will be set up in each of the 11 Assembly constituency and wide publicity will be given.
	ix) Voter Facilitation Posters at every polling station.	Yes. As per Government instructions voter Facilitation Posters will be put at every polling station.
	x) Poll day reminders through different media.	Poll day reminders will be done through Print and other media.
	<b>j. National Voters' Day:</b> Falling just ahead of the Lok Sabha election, NVD 2019 may be strategically harnessed to mobilise the people and facilitate their registration and motivate	Falling just ahead of the GETNLA 2021, the National Voters Day will be strategically harnessed to mobilise the people and facilitate their registration and motivate them to participate in the election.

	them to participate in the election. Focus on 18-19 years old, as always remains the focus of NVD.	
5.	<b>Monitoring &amp; Review</b>	
	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 SVEEP implementation Programme will be constantly monitored by the District Election Officer and Periodical Meetings will be conducted to review the same.
	b. Regular Video Conferences to be organised by CEO with all DEOs for review of implementation.	District level SVEEP plan progress will be monitored on regular basis.
	c. The programme shall be reviewed at the national level by the commission. The reporting format shall be shared close to poll dates.	Review of District Level and Assembly Constituencies level SVEEP plan activities on regular basis.