



# **ELECTIONS**

## **TIRUPPUR DISTRICT**



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

**TEMPLATE FOR SVEEP- 2021**

Sl.No.		Area Of Focus	SVEEP activities planned at District Level
1	A.	<b>Electoral Roll Management related</b> i) Registration of New Voters	<ul style="list-style-type: none"> <li>➤ Educate the new voters about the voter registration elector process and related matters.</li> <li>➤ New voters will be registered online with the help of Educational Institutions.</li> <li>➤ Distribution of Pamphlets, mask regarding special camps at the bus stop, weekly market, railway station, daily market and public places where people frequently gathered as per the Covid-19 Standard operating procedure.</li> </ul>
		ii) Improving Gender ratio	<ul style="list-style-type: none"> <li>➤ Wide Publicity is being given to improve the voting percentage for forth coming election. (As per Annexure)</li> <li>➤ To increase EP ratio on the electoral rolls to match the 18+ population as per census. (Annexure-I enclosed)</li> </ul>

			<ul style="list-style-type: none"> <li>➤ To bridge the gap in registration in urban areas.</li> </ul>
		iii) Removal of multiple entries; deletion of deceased/shifted names; correction of entries	<ul style="list-style-type: none"> <li>➤ Multiple entries &amp; deceased names will be deleted in the electoral roll with the help of BLO's with BLA's and VAO's after field verification done.</li> <li>➤ Providing the voter list to the VAO's and taking action to remove the details of the deceased according to the death register.</li> </ul>
		iv) 100% coverage of PwD and their mapping with the Polling Station.	<ul style="list-style-type: none"> <li>➤ PwD Electors are identified from district differently abled welfare office data and they will be mapped in the Electoral roll through ERONET software.</li> <li>➤ Wheel chair will be provided for PwD electors at the time of poll day of election along with the vehicle.</li> </ul>
		v) Increase in enrolment of Service Personnel.	<ul style="list-style-type: none"> <li>➤ The enrollment of service personnel's will be carried out by the help of government organizations for Service Personnel's.</li> <li>➤ Online registration made available on the ECI website, CEO and DEO website.</li> </ul>

	vi) Increase in enrolment of overseas Indian electors	➤ wide publicity given by the ECI and CEO for enrolment of overseas Indian electors.
	vii) Identification and mapping of prospective voters i.e those eligible on 01.01.2021.	<ul style="list-style-type: none"> <li>➤ To collect the details of voters between the age of 35 and 45 in the electoral roll by polling station wise and identify the new electors.</li> <li>➤ Prospective voters will be identified through BLO's during door to door verification and data will be collected from BLOs.</li> </ul>
B.	<b>Informed, Ethical and Enhanced Participation</b>	
	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.	<ul style="list-style-type: none"> <li>➤ Auto camping awareness program will be conducted at low turnout areas</li> <li>➤ Awareness program will be thought ELC's is the low turnout areas.</li> </ul>
	ii) To remove the gender gap in turnout	<ul style="list-style-type: none"> <li>➤ Total number of Votes polled during the General Elections to Tamilnadu Legislative Assembly 2016 was as follows Male- 779972 Female-747357 Others – 42</li> <li>➤ The overall percentage of votes polled in Tiruppur District during General Election to TNLA 2016 was 72.64%</li> <li>➤ Total number of Votes polled during the</li> </ul>

		<p>General Elections to Lok Sabha 2019 was as follows Male-783025 Female-762383Others - 36</p> <ul style="list-style-type: none"> <li>➤ The overall percentage of votes polled during General Election to GELS 2019 was 72.93%</li> <li>➤ To ensure inclusion of excluded groups/ communities in electoral roll and in turnout for voting.</li> <li>➤ To create the foundation for a greater turnout in the Assembly Elections 2021,</li> </ul>
	<p>iii) To target an increase in turnout among PwD electors by making elections accessible and widely disseminating the facilitation extended.</p>	<ul style="list-style-type: none"> <li>➤ Wheel chair and special vehicle will be provided for PwD electors at the time of voting.</li> <li>➤ To setup a separate line and waiting room for PwD voters on poll day.</li> </ul>
	<p>iv) Special focus on marginalized groups like domestic migrants and other groups identified by the State/District.</p>	<ul style="list-style-type: none"> <li>➤ Appointment of special nodal officer from the Department of Labour will be made to access the influx and out flux of the labours.</li> <li>➤ Special efforts will be made with the help of labour contractors for inclusion of their names in the electoral roll and participating</li> </ul>

			in voting.
		v) Visible enhancement in the quality of electoral participation in terms of informed, ethical and inducement free voting	➤ To give publicity made through issue of Notices & Pamphlets for creating awareness regarding Ethical and inducement free voting
		vi) Increase in postal ballot voting by facilitating and educating service voters and employees	➤ Postal Ballot Facilitating centre will be provided at the time of training of polling personnel.  ➤ The postal ballot will be given to the employees in the initial training itself.
		vii) Awareness on NOTA	➤ Creating awareness scrolling slogans in local TV & Radio regarding publicity of NOTA votes by ECI guidelines.
	<b>C.</b>	<b>EVM - VVPAT related</b>	
		Awareness of EVM/VVPAT among all voters with special measures targeting youth, women and PwDs voters	➤ EVM/VVPAT How to use the Posters to be pasted at all polling stations & public places. EVM & VVPAT demo will be conducted at all polling locations and public places.
			➤ Live demo of EVM & VVPAT to sensitize the public and DEO, ERO, AERO, Govt Offices, Colleges, Schools, Bus terminal, Railway

			<p>stations, Publicplaces and Polling stations.</p> <ul style="list-style-type: none"> <li>➤ Training program will be conducted for polling personnel well in advance and ECI guidelines.</li> <li>➤ Demonstrations of EVM &amp; VVPAT through mobile van at AC level.</li> <li>➤ Video-clips showing use of VVPAT to be telecasted through TV channels.</li> </ul>
		ii) Awareness in remote villages, slums, marginalized segments and difficult areas.	<ul style="list-style-type: none"> <li>➤ Folk art, and street plays &amp;stage dramas will be conducted at remote villages, slums and rural areas as per social distancing norms.</li> </ul>
		iii) Awareness among Political Parties, Media, Civil Society and Educational Institutions	<ul style="list-style-type: none"> <li>➤ A range of media is utilized for communication and reach out the awareness.</li> <li>➤ Communication campaign is done through mass media, folk media and other media vehicles besides direct peoples to people contact.</li> </ul>

2	<b>Situation Analysis</b>	
	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.	➤ To bring the enthusiasm among the youth 18-19 age groups to get their names enrolled in voter's list and ensure maximum and complete participation especially of young voters in Special summary Revision 2021.
	b. Identification of gaps in the enrolment of PwDs, PS wise.	➤ PwDs Electors identified from district differently Abled welfare office, SpecialTahsildar social security scheme officat AC level and they will be mapped in the electoral roll.
	c. Identification of excluded groups, like NRI Voters, Service Voters, migrants, tribes marginalized and doubly marginalized communities.	➤ Instructions have been issued to BLOs during their training for making awareness about the enrolment of Overseas Indian Citizens and Service Personnel.
	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.	➤ In Tiruppur District have identified 10% of lowest turnout polling stations in last GELS-2019. (Annexure-II enclosed)



	f. Identification of lowest turnout Assembly Constituencies and reason thereof.	<ul style="list-style-type: none"> <li>➤ In Tiruppur District, Assembly wise lowest turnout list identified for the last GELS-2019.</li> </ul> <p>(List Enclosed)</p>
	g. Identification of reasons for drop in turnout (if any) between last Assembly election and last LS election in the State.	<ul style="list-style-type: none"> <li>➤ Does not arise.</li> </ul>
3	<b>Strategy</b>	
	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.	<ul style="list-style-type: none"> <li>➤ Yes, District level core committee has been formed under the chairmanship of District Election Officer &amp; District Collector. The PA to Collector (General) is appointed as the nodal officer for SVEEP activities. All EROs and AEROs are instructed to enroll the left out eligible voters especially the younger electors who are in the age group of 18 to 20. Also the ROs and AROs are instructed to carry out various activities to motivate the electors to vote in a free and fair manner</li> </ul>
	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	<ul style="list-style-type: none"> <li>➤ The SVEEP strategy is planned to increase the voters participation in the Special Summary Revision 2021 and to enroll the left out eligible voters in the Electoral Roll</li> </ul>

	<p>of the plan. To overcome the gap in turnout, targeted interventions have to be carried out at polling station level.</p>	<p>especially the young voters. The purpose is to reach out to a large numbers of the population of the district using strategic communication approaches involving mass media, mid and outdoor media, social media and interpersonal communications.</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>	<ul style="list-style-type: none"> <li>➤ Wide publicity is being given through press releases, advertisements in local TV Channels and Cinema theaters, issuing pamphlets to the public, displaying advertisement boards and posters in the government offices and important places where people do normally gather like temples, tourist spots and markets.</li> </ul>
	<p>d. Intensive and extensive campaign shall be carried out for emphasizing the Robustness and integrity of EVM and for VVPAT awareness and familiarization.</p>	<ul style="list-style-type: none"> <li>➤ Intensive and extensive campaigns, EVM and VVPAT awareness will be conducted through Assembly level as per guidelines prescribed by ECI.</li> </ul>
	<p>e. Appropriate information dissemination on NOTA and emphasis on informed and inducement free voting shall be part of the strategy.</p>	<ul style="list-style-type: none"> <li>➤ The last button on the EVM is NOTA, which voter can press if he/she does not wish to vote for any of the contesting candidates.</li> <li>➤ Wide awareness made by as per the guide of ECI regarding NOTA.</li> </ul>

	f. Facilitation the voter will be a key component besides the range of Informed and Motivation Measures.	➤ The ROs and AROs are instructed to carry out various activities to motivate the electors to vote in a free and fair manner in the forthcoming elections.
4	<b>Planning&amp;Implementation</b>	
	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.	➤ District Adi Dravidar and Tribal Welfare Officer has been appointed as District level Nodal officer and Deputy Collector (Training) as Assistant Nodal Officer for SVEEP. Assembly Level Nodal officer have been appointed for 8 Assembly constituencies as follows. <ol style="list-style-type: none"> <li>1. 101-Dharapuram (Sc)- Tahsildar, Dharapuram</li> <li>2. 102-Kangayam -Tahsildar, Kangayam</li> <li>3. 112-Avinashi (Sc) – Tahsildar, Avinashi</li> <li>4. 113-Tiruppur North – Tahsildar, Tiruppur North</li> <li>5. 114-Tiruppur South – Commissioner, City Municipal Corporation, Tiruppur</li> <li>6. 115-Palladam – Tahsildar Palladam.</li> <li>7. 125-Udumalaipettai – Tahsildar Udumalaipettati.</li> <li>8. 126 – Madathukulam – Tahsildar, Madathukulam.</li> </ol>

	<p>b. Core Committees: The Committee shall have representation from various Departments, Agencies and organizations. 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>	<ul style="list-style-type: none"> <li>➤ District level core committee has been formed under the chairmanship of District Election Officer &amp; District Collector. The District Revenue Officer as Deputy Chairmanship of SVEEP activities. All EROs and AEROs are instructed to enroll the left out eligible voters especially the younger electors who are in age group of 18-20. Also the ROs and are instructed to carry out various activity motivate the electors to vote in a free and fair manner in the forthcoming election.</li> </ul>
	<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 the roles and responsibilities specified by the Commission vide its letter no 491/SVEEP-I/2016(BAG) dated 10th May.</p>	<ul style="list-style-type: none"> <li>➤ Booth Awareness Group has been formed in Tiruppur District and followed by the ECI guidelines.</li> </ul>
	<p>d. Partnership: The network of partnership shall be developed at State level and also at District level for strengthening the</p>	<ul style="list-style-type: none"> <li>➤ Members of SHG, PudhuVaazhvuThittam and Educational institutions, Tamil Nadu State Transport Corporation will be involved</li> </ul>

	<p>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>fully in this programme.</p> <ul style="list-style-type: none"> <li>➤ Campus ambassadors appointed in every college.</li> <li>➤ Self help groups will be motivated in Assembly Constituency.</li> <li>➤ Red cross will also be involved.</li> </ul>
	<p>e. Use of Technology: IT tools may be suitably used for information and motivation as well as for facilitation of electors and voters.</p>	<ul style="list-style-type: none"> <li>➤ The official face book page for District Administration, Tiruppur is enriched with all latest videos, audios, poster etc.</li> <li>➤ Whatsappgroup has been formed for quick dissemination of important information and activities</li> </ul>
	<p><b>f. Targeted Interventions:</b>  <b>A. Youth (incl. newly eligible)</b>  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-">https://ecisveep.nic.in/files/file/277-tamil-</a></p>	<ul style="list-style-type: none"> <li>➤ Campus Ambassadors (CAs) has appointed at 19 colleges of Tiruppur District.</li> <li>➤ Target interventions for identified left out electors in partnership with Campus Ambassadors.</li> </ul>

	<p><a href="#">nadu-campus-ambassadors-handbook/</a>. 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>(ii) The Nodal officers from Campuses, who are the faculty, shall be utilized besides the NSS and the NCC.</p>	<p>➤ Adequate training will be imparted to all the members of the Committee at Collectorate. Training will be imparted to Campus Ambassadors, NYKs and NSS Co- Coordinators.</p>
	<p>(iii) Electoral Literacy Clubs (ELCs) be established in Colleges and Universities.</p>	<p>➤ Electoral Literacy Clubs (ELCs) established 19 colleges in respect of Tiruppur District.</p>
	<p>iv) Enrolment drive for first time electors followed up with further engagement to promote voting.</p>	<p>➤ To develop a culture of electoral participation and maximize the informed and ethical voting and follow the principle 'Every Votes Count' and 'No Voter to be left behind'</p>
	<p>(v) Outreach initiatives shall be taken up in all college campuses through cultural and sports activities.</p>	<p>➤ To help the target audience to understand the value of their votes.</p>
	<p>(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</p>	<p>➤ The club will have students as its members. One can become a member by registering</p>

	<p>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>herself/himself at the beginning of the academic year. After registration, one is recognized as a member till the completion of her/his graduation course.</p>
	<p>vii) Special initiatives may be taken to reach out to students staying in hostels and their enrolment also encouraged and facilitated.</p>	<p>➤ The wall magazine shall invite contribution from students of all semesters in the form of articles, essays, poems, sketches, paintings, letters, word games etc on the current theme.</p>
	<p>viii) Outreach for non-student youth shall be taken up with NYKS and CSOs.</p>	
	<p>ix) ChunarvPathshala, the ELCs in Communities, to target youth outside the formal education system.</p>	
	<p>x) Identification and mapping of prospective voters in 16-17 years age - group and reaching out to them through suitable interventions under ELCs.</p>	<p>➤ Through ELC 16- 17 age groups students will be identified and include them in ELC activities.</p>
	<p><b>B. Women</b></p> <p>i) Outreach through educational institutions shall have a special focus on women.</p>	<p>➤ Village Health nurses will be utilized in order to educate the eligible womenfolk to get enrolled.</p>

	<p>ii) ASHA and AWW network shall besystematically 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 likerangoli, group songs competition etc shall be conducted in rural areas to motivate and encourage their electoral participation.</p> <p>iv) Coopt media and Field formations to reach out to women</p>	<ul style="list-style-type: none"> <li>➤ Messages on importance of voters registration will be spread by locating mothers through Anganwadi workers / ICDS staff.</li> <li>➤ Communication campaign are done through mass media folk media and other media vehicles besides direct peoples to people contact.</li> <li>➤ To create awareness among the urban and sub-urban people to register their names in electoral roll and participation in electoral process. Relevant forms (Form 6,7,8,8A) already issued to the colleges in Tiruppur District, and instructed the Principals to issue the forms at the time of admission. Nodal Officers appointed to monitor this work.</li> </ul>
	<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>	<ol style="list-style-type: none"> <li>1. As per the instructions of the Election of India and Chief Electoral Officer Chennai, District Level of Committee on Accessible Elections (DMCAE) and Assembly Level Committee on Accessible Elections (ACMCAE) were formed and in force.</li> <li>2. Various facilitations were made to the Differently Abled persons during the last</li> </ol>



	<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>concluded General Elections to the Lok Sabha-2019 such as Wheel chair Assistants, Braille voter slips and Voter card to Blind and infirm voters.</p>
	<p>iii) Single window for PwDs can be explored.</p>	<p>3. The Differently Abled Electors were chalked out at Assembly Constituency Level and they had been marked in the Electoral Roll along with their disabilities.</p>
	<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</p>	<p>4. Necessary Instruction to the DADWO Tiruppur to update the Electoral Details of new applicant and to send a monthly report on the newly applied Differently Abled person along with their EPIC Card Number to the office of the District Election Officer, so as to update the Electoral Details in the Electoral Roll.</p>
	<p>v) Identify credible CSOs working for PwDs and reach out through them</p>	
	<p>vi) Special camp may be taken up to register PwDs and such camps widely publicised</p>	<p>5. Further if the new applicant seems to be eligible to be enrolled in the Electoral Roll, their details to be compiled and report on this to be sent to the office of the District Election Officer.</p>
	<p>vii) CEO and DEO Website shall be disabled friendly and adhere to Level AA of the Web Content Accessibility Guidelines</p>	

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|  |  | <ol style="list-style-type: none"><li>6. Special Drive to be carried out for the 100% marking of the PwD Electors in the Electoral Roll and to ensure enrollment of 100% of eligible PwD Voters in the Electoral Roll.</li><li>7. Feed backs have to be obtained from the Differently Abled Persons groups for the provision to be made during the Election period.</li><li>8. Exclusive EVMs and VVPATs awareness programme to be conducted for Differently Abled persons.</li><li>9. Special provision of vehicle to the Differently Abled persons, residing in the hill areas to be provided.</li></ol> <ul style="list-style-type: none"><li>➤ Separate Video has been launched for encouraging 100% PWD voters turn out in the Parliament Elections.</li><li>➤ Awareness training program for handling of VVPAT and EVM machines were given for PWD voters</li></ul> |
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**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.

- NVSP site maintain by ECI for registration of 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.

	v) Popularise NVSP link for online registration of overseas Indians.	<ul style="list-style-type: none"> <li>➤ 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.</li> </ul>
	vi) BLOs to share form 6A with families having a member who is overseas and familiarise them with NVSP portal.	
	<p><b>E. Rural &amp; Tribal Areas</b></p> <p>i) Special registration camps in weekly haats, during festivals and through mobile vans shall be conducted.</p>	<ul style="list-style-type: none"> <li>➤ Posters and pamphlets and folk media including street plays are widely used to reach out to rural population.</li> </ul>
	ii) Use of public address system and announcements in Gram Sabha in rural areas along with 'prabhatpheris' shall be encouraged.	<ul style="list-style-type: none"> <li>➤ Pledge to vote by masses in educational institutions, Gram Sabha, gatherings and special events</li> <li>➤ Entertainment shows using the medium of street plays, magic shows, fashion shows to generate awareness</li> </ul>
	iii) DEOs in violence-affected areas shall involve the SPs in operationalizing SVEEP programme so that the environment of confidence and fearlessness against	<ul style="list-style-type: none"> <li>➤ In certain areas, the awareness need to be linked to freedom from fear and intimidation, supported by police administration.</li> </ul>

	intimidation is built into the programme.	
	iv) Folk art and activities specific to the local populace shall be carried out to motivate the people for participation in elections.	<ul style="list-style-type: none"> <li>➤ Folk art, and street plays &amp; stage dramas will be conducted at rural areas.</li> <li>➤ House to house contacts, Mela, Information through TV / Poster / Banner/ Pamphlets, Wall painting, Mobile based services like SMS, Song</li> </ul>
	<p>F. Domestic Migrants and Other Marginalized Segments</p> <p>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>	<ul style="list-style-type: none"> <li>➤ Special efforts will be made with the help of labour contractors for inclusion of their names in the electoral roll and participating in voting.</li> </ul>
	<p><b>G. EVM &amp; VVPAT Campaign:</b> Intensive and extensive communication and outreach to be conducted on EVM and VVPAT 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).</p>	<ul style="list-style-type: none"> <li>➤ EVM/VVPAT Posters to be pasted at all polling stations &amp; public places. EVM &amp; VVPAT Demo will be conducted at all polling locations and public places.</li> <li>➤ Calendar for polling station wise demo of EVM/VVPAT to be prepared and to be widely</li> </ul>

	<p>The same needs to be further intensified in view of the preparations for the upcoming Lok Sabha elections.</p>	<p>circulated and advance publicity for the same to be published locally for the benefit of electors.</p> <ul style="list-style-type: none"> <li>➤ Training program will be conducted for polling personnel.</li> </ul>
	<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>	<ul style="list-style-type: none"> <li>➤ Demonstration of EVM &amp; VVPAT through mobile van at District level.</li> </ul>
	<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>	<ul style="list-style-type: none"> <li>➤ Video-clips showing use of VVPAT to be telecasted through TV channels.</li> </ul>
	<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>	<ul style="list-style-type: none"> <li>➤ Live demo of EVM &amp; VVPAT to sensitize the public and ERO, AERO, Offices, colleges schools, govt offices, bus terminal, railway stations, public places and polling stations etc.,</li> </ul>

	<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 ChunavPathshalas may be planned along with the conduct of the activity 'ChunavYantr an ~ Build the Ballot' as per the prescribed Resource Guides under ELC Project.</p>	<p>➤ Live demo of EVM/VVPAT awareness program and established ELCs and ChunavPathshalas may be planned along with the conduct of the activity 'ChunavYantr an ~ Build the Ballot' as per the prescribed Resource Guides under ELC Project in ELC formed colleges in Tiruppur district.</p>
	<p>v) Festivals, Haats and other public gatherings may have stalls disseminating formation about EVMs/ VVPAT and display it or dummy EVMs.</p>	<p>➤ EVM/VVPAT/NOTA awareness/familiarization camps at Village Panchayats, community Centers in every months.</p>
	<p>vi) Monthly film screenings on EVM-VVPATs be conducted at village panchayats.</p>	<p>➤ The SVEEP strategy is planned to increase the voters participation in the Assembly Election 2021 and to en-roll the left out eligible voters in the Electoral Roll especially the young voters. The purpose is to reach out to a large numbers of the population of the district using strategic communication approaches involving mass media, mid and</p>
	<p>vii) EVM/VVPAT Posters at each Centre of Public Services such as Polling Stations, School buildings, PanchayatBhawans, PHCs, AWC Ration Shops, CSCs, Banks, post offices, etc.,</p>	
	<p>viii) 360 degrees communication plan may be exclusively developed for EVM and VVPAT campaign including Public Service Announcements regularly on All India Radio</p>	

	and Doordarshan.	outdoor media, social media and interpersonal communications.
	<b>h.</b> 360 degrees Communication Campaign: Comprehensive communication may 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.	➤ Planned to involve Local TV ,Radio , News channels to create awareness as per the instructions of ECI
	ii) Social Media use, besides use of digital and other new media in urban and semi- urban areas shall be taken up.	➤ Various SVEEP activities such as rallies, human chain, issuing of pamphlets etc., are telecasted in local cable TV channels. Service of FM Radio, Community Radio are also used as tools for awareness programmes.
	iii) Informed and Ethical voting component besides information on NOTA may be widely disseminated.	
	iv) For content development, CEO and team to consider the archive of approved material compiled at the SVEEP Digital Library ( <a href="http://www.ecisveep.nic.in">www.ecisveep.nic.in</a> ). 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.	-
	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.	-
	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	➤ In Every month in Tiruppur District planned for preparing calendar activities at assembly level for new innovation done for public outstretch.

	each day of briefing.	
	<p><b>B. Common Outreach Activities:</b> Specific outreach activities based on the situation analysis shall be carried out as follows:</p> <p>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>	<ul style="list-style-type: none"> <li>➤ Election Commission of India introduce a site for registration. (<a href="http://www.nvsp.in">www.nvsp.in</a>) And also adequate number of form available at office of DEO, ERO, AERO, &amp; BLO.</li> </ul>
	<p>ii) 'Sankalppatras' issued by DEOs through school students to their parents and collected back with signature pledging to enrol and vote.</p>	<ul style="list-style-type: none"> <li>➤ In Tiruppur District, 'Sankalppatras' were given to the student for take pledge of their parents and signed copy collected .</li> </ul>
	<p>iii) Special registration camps on need basis and dedicated camps catering to specific target groups like Service Voters and Overseas electors.</p>	<ul style="list-style-type: none"> <li>➤ In Tiruppur District have so many Migrant work &amp; Planned to cover for outreach activities like Issues of Notice, Displaying of flex Board &amp; pamphlets.</li> </ul>
	<p>iv) Corporates to be contacted to ensure registration of their employees. Alternative registration hubs for corporate employees to be established.</p>	<ul style="list-style-type: none"> <li>➤ Yes. Instruction were given to the Labour department paid leave on Poll day.</li> </ul>
	<p>v) Instruction issued through Labour department to private contractors to strictly</p>	<ul style="list-style-type: none"> <li>➤ Instruction will be issued through Labour department to private contractors and</li> </ul>

	comply regarding paid leave on poll day.	press release given through news papers to strictly comply regarding paid leave on poll day.
	vi) Mass mobilization activities close to elections to motivate people to participate in the electoral process.	<ul style="list-style-type: none"> <li>➤ Mass mobilization activities will be conduct in closeto elections to motivate people to participate in the electoral process as per the ECI guidelines.</li> </ul>
	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.	
	viii) Material on voter awareness may be given to partner CSOs/media houses for wider dissemination.	
	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	<ul style="list-style-type: none"> <li>➤ 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</li> </ul>

	material through these Literacy workers.	in the Polling Stations where elector enrolment percentage is low. Local cable TV Channels, pasting of wall posters, Stickers and running SVEEP Rath.
	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.	
	<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.	➤ Publicity of online Search facility in Voter List through CEO TN's website, NVSP Portal and also through SMS to 1950. Similarly facility for searching location of the polling station to be provided through GIS/Google map.
	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.	

	<p>iv) EROs and AEROs to ensure that. EPIC are issued to all those enrolled.</p>	<ul style="list-style-type: none"> <li>➤ As per ECI guidelines EROs and AEROs to ensure that. EPIC are issued to all those enrolled.</li> <li>➤ A unique 10 digit standard EPIC card are currently being issued to replace the old 16 digit Standard EPIC cards as per ECI guidelines to all Assembly Constituency.</li> </ul>
	<p>v) Ensuring that Voters' Slips are distributed on time as per directions of the commission.</p>	<ul style="list-style-type: none"> <li>➤ Voter Slips to be distributed among all electors two days prior to the poll day providing key information to electors and also serving as a reminder as well as an invitation.</li> </ul>
	<p>vi) One Voter Guide per family of an elector, to be distributed along with Voter Slip ahead of poll day.</p>	
	<p>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.</p>	<ul style="list-style-type: none"> <li>➤ Basic minimum facilities at polling booths Polling Stations to be made voter friendly through setting up of ramps, separate queue for women, basic facilities like drinking water, toilets, shade and adequate lighting etc.</li> <li>➤ Model polling stations to be setup in each block to enhance Voter turnout and also to</li> </ul>

	viii) Model Polling Stations and All Women Polling Stations may be suitably planned and given wide publicity.	offer the voters a pleasant and comfortable experience.
	ix) Voter Facilitation Posters at every polling station.	➤ Uploading of voter list/booth list/BLO list on district election portal for electors reference
	x) Poll day reminders through different 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 them to participate in the election. Focus on 18-19 years old, as always remains the focus of NVD.	➤ National Voter's Day is celebrate on 25.01.2021 at District Headquarters, Taluk Headquarters and all polling stations with booth level officer.  ➤ Wide publicity is being given through press releases, advertisements in local TV Channels.
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.	➤ Create a Team for monitoring of implementation at District Level and Regular SVEEP activity review meeting will be conduct by District Election Officer and District Collector to enhance the various SVEEP Activities in respect of Tiruppur District

	b. Regular Video Conferences to be organized 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.	

**ANNEXURE-I**  
**IDENTIFICATION OF GAP**  
**GENDER GAP:**

<b>Year</b>	<b>In Registration</b>	<b>Reason found on Analysis</b>	<b>In Election</b>	<b>Reason found on Analysis</b>
2016	<p>As per projected Census Population, 2016 Male Population is 15,20,367 and Female population is 15,06,105</p> <p>As per Electoral Roll, 2016 the Total no. 21,04,765 of male voters registered is 10,53,486 and female voters registered is 10,51,070 and others 209.</p>	<p>The District Gender ratio as per census is 991, But the Electors Gender Ratio is 998.</p> <p>Population Ratio - 69.55.</p> <p>So, there is no difference Electors</p>	<p>During TNLA 2016, Male voters 7,79,929 and female voters 7,47,247, others-42 have cast their votes as against the elector registered of male 10,53,486 and female.10,51,070 and others 209.</p>	<p>Total number of Votes polled during the TNLA 2016 as follows Male 7,79,929 Female 7,47,247 Others 42. The overall percentage of votes polled in Tiruppur District during TNLA was 72.64</p>
2019	<p>As per projected Census Population, 2019 Male Population is 16,43,810 and Female population is 16,23,698</p> <p>As per Electoral Roll, 2019 the Total no. of male voters registered is 11,00,060 and female voters registered is 11,08,617 and others 244.</p>	<p>The District Gender ratio as per census is 988, But the Electors Gender Ratio is 1012. Electors Population Ratio - 67.12</p> <p>So, there is no difference.</p>	<p>During GELS 2019, Male voters of 7,83,025 and female voters of 7,62,383, others-36 have cast their votes as against the elector registered of male 11,00,060 and female. 11,08,617 and others 244.</p>	<p>Total number of Votes polled during the GELS 2019 as follows Male 7,83,025 and female 7,62,383, others-36. The overall percentage of votes polled in Tiruppur District during GELS 2019 was 72.93</p>



### Polling Station Wise Gap

<b>GAP</b>	<b>In Registration</b>	<b>Reason found on Analysis</b>	<b>In Election</b>	<b>Reason found on analysis</b>
<b>Polling Station Wise Gap</b>	As stated above, all eligible voters will be included during this special Summary Revision.	-	In GELS 2019 the lowest percentage of votes polled in Panchyat Union Elementary School,Venkittapuram,Building Facing North West Portion PS No.168  AC115-Palladam Assembly Constituency.	At the time of GELS -2019 there is some local issue regarding electric cremation in the vekittapuram village. Hence some peoples are not casting their votes. Now Special Attention to create awareness among all eligible persons to cast their votes.

### Youth Gap

<b>Youth Gap</b>	Projected population up to the year of age group 18-19 is 95,044	The 18-19 age Group Male and Female have been enrolled during Special Summary Revision 2019.	-	All the youths are much interested to cast their votes in forthcoming Election.
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**TIRUPPUR DISTRICT**  
**ANNEXURE-II**  
**LOW POLLING PERCENTAGE POLLING LOCATION**

<b>Sl. No.</b>	<b>AC. NO.</b>	<b>Polling Station No</b>	<b>Name of the Polling Stations</b>	<b>Total No.of Voters</b>	<b>Total of valid votes</b>	<b>NOTA</b>	<b>Total</b>	<b>% of Polled</b>
1	115-Palladam	168	Panchayat Union Elementary School, Venkittapuram, Building Facing North West Portion	1092	101	2	103	9.43
2	115- Palladam	236	Panchayat Union Middle School, Thirukumarannagar. South Facing Building East Portion	1372	567	8	575	41.91
3	115- Palladam	185	Panchayat Union Middle School, Andipalayam, South Facing Building, Eastern Portion	988	427	8	435	44.03
4	115- Palladam	63	Government High School, Arulpuram, New Building, East Facing	676	303	4	307	45.41
5	113- Tiruppur North	227	Corporation primary school Msnagar North Building West Facing RC Building	665	301	4	305	45.86
6	114 – Tiruppur South	29	SubbiyahMetri.School, Postal Colony, 641602, Old Building facing East side 3rd room from North side	820	383	3	386	47.07

7	114- Tiruppur South	44	Pwd Engineer Building (Engineer House), Chinnampalayam, Northern Side Facing West P.A.P Colony Chinnampalayam	662	308	5	313	47.28
8	115 - Palladam	260	P.U.E.School, Kalukarai, West Building South Wing Facing East	967	452	7	459	47.47
9	113- Tiruppur North	80	Panchayat Union Elementary School, Ganapathipalayam, North Side South Facing New Building West Portion	871	407	9	416	47.76
10	115- Palladam	120	Panchayat Union Middle School, East, Palladam, Building Facing West South Portion	406	194	1	195	48.03

**Sd/-K.Vijaykarthikeyan,  
District Election Officer &  
District Collector,  
Tiruppur.**

**/True Copy //By Order/**

**Personal Assistant (General)  
to Collector,  
Tiruppur.**



தேர்தல்கள்

திருப்பூர் மாவட்டம்

வாக்காளர் பட்டியல் சிறப்புசுருக்கதிருத்தம் -2021



மாவட்டமையகுழு கூட்டம்

**(District Core Committee Meeting)**

நாள்: 20.11.2020

