

SVEEP Action Plan at Ramanathapuram District

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

Sl.No	Area Of Focus	SVEEP activities planned at District Level
1	A.	
	Electoral Roll Management related	
	i] Registration of New Voters	<p>i) New voters can register their names through NVSP portal or through the office of AEROs and EROs.</p> <p>ii) For enhancement of youth registration, Form 6 will be supplied through Colleges. Many awareness programmes will be carried out in this regard.</p> <p>iii) Special Camp will be organized as and when required as per the direction of CEO, Chennai.</p>
	ii) Improving Gender ratio	<p>1) Assembly Constituency wise gender ratio is enclosed in Annexure. The analysis report shows that is Paramakudi and Ramanathapuram Assembly Constituency have more than 20% of difference from census Gender Ratio. As Ramanathapuram District is a backward District, male Population migrates out for their lively hood like business and Occupation purpose to other places. Hence the women gender population is high. (Annexure - 1)</p> <p>2) In 38 polling booths, women casted their votes from 0% to 50% have been identified and the details are enclosed in this Annexure. (Annexure - 9).</p> <p>In order to improve gender ratio it has been proposed to take various activities like;</p> <p style="padding-left: 40px;">i) The services of folk artist will be utilized to spread the message of importance of electoral process and participation</p> <p style="padding-left: 40px;">ii) Motivating People to enroll themselves in the Electoral roll through various agencies like SHGs/RWA/MSW under Tamil Nadu Women Development Corporation,</p>

		iii) Display of posters in all prominent places.
	iii)Removal of multiple entries; deletion of deceased/shifted names; correction of entries	DSE and Logical Errors found in Electoral Roll is given to all BLOs for field verification and make Deletion or correction in Electoral Rolls.
	iv) 100% coverage of PwD and their mapping with the Polling Station.	<p>10569 PwDs persons have already been included in the electoral roll. (Annexure - 7) Further BLOs are instructed through EROs and AEROs to include such cases without any omission with the help of District Disabled Welfare Officer.</p> <p>As per latest instruction of ECI PWDs are encouraged to cast their vote through postal ballot.</p> <p>PWDs Postal ballot is publicized through press releases and Flex board will be kept in front of all public gathering places and District Disabled and Welfare Office.</p>
	v) Increase in enrolment of Service Personnel.	<p>1598 number of service personnel's have already been included in the last part of electoral roll. To increase the enrollment of service personnel the following measures are taken</p> <p>i) Wide awareness created about Service personnel could register their name through the web portal name: servicevoter.nic.in</p> <p>ii) Wide publicity will be given through Press release, Social medias.</p> <p>iii) Flex board will be kept in front of Indian Coast Guard station, Mandapam, INS Parunthu, Uchipuli.</p>

	vi) Increase in enrolment of overseas Indian electors	<p>Few number of NRI personnel have already been included in the electoral roll.</p> <p>i) NRIs will be included by giving propaganda and through press release.</p> <p>i) Such persons included their name through the NVSP portal.</p> <p>ii) Further the overseas Indian electors may prepare the application in form 6A to the EROs directly with sufficient enclosure.</p>
	vii) Identification and mapping of prospective voters i.e those eligible on 01.01.2021.	<p>In this connection press release will be issued by DEO. Further EROs and AEROs are instructed to appoint Nodal officer and CAs in all educational institutions to conduct awareness programme to the students for filling Form 6. the Nodal officer in all colleges have been instructed to create awareness among the students by conducting various competitions/events at college level for enrolment on electoral and importance of casting their votes.</p>
B.	<p>Informed, Ethical and Enhanced Participation</p> <p>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.</p>	<p>137 polling stations having lowest turnout from 0.46% to 54.72% have been identified and Annexure enclosed (Annexure - 4). Necessary instructions were given to all ROs, EROs, and AEROs to increase the turnout in various activities like</p> <p>i) Wide publicity given through TV channels and frequent press release to emphasize the importance of casting their votes.</p> <p>ii) Display posters in all prominent places in urban areas.</p> <p>iii) Erecting banners in all prominent areas.</p>
	ii) To remove the gender gap in turnout	<p>In 38 polling booths, women casted their votes from 0% to 50% have been identified and the details are enclosed in this Annexure. (Annexure - 9). In order to improve gender ratio it has been proposed to take various activities like ;</p> <p>i) The services of folk artist will be utilized to spread the message of importance of electoral process and participation</p>

		<p>ii) Motivating People to enroll themselves in the Electoral roll through various agencies like SHGs/RWA/MSW under Tamil Nadu Women Development Corporation,</p> <p>iii) Display of posters in all prominent places.</p>
	<p>iii) To target an increase in turnout among PwD electors by making elections accessible and widely disseminating the facilitation extended.</p>	<p>A wheelchair will be provided in each polling station location for easy access to PwD for casting their votes. Volunteers will be also appointed by the ROs in consultation with DDAWO in every Polling station location to facilitate PWDs to cast their votes.</p> <p>DDAWO to conduct programmes for importance of cast their votes.</p>
	<p>iv) Special focus on marginalized groups like domestic migrants and other groups identified by the State/District.</p>	<p>Such groups were identified through the EROs and AEROs. The group will be educated through BLO for importance of casting their votes.</p> <p>Folk artist groups are going to be utilized to spread the message of importance of casting their votes.</p>
	<p>v) Visible enhancement in the quality of electoral participation in terms of informed, ethical and inducement free voting</p>	<p>EVM and VVPAT demo, mock poll are organized in all locations through AEROs and EROs.</p>
	<p>vi) Increase in postal ballot voting by facilitating and educating service voters and employees</p>	<p>The Nodal officer of respective regiment is requested to educate voting importance to all service personnel.</p> <p>All ROs are requested to provide postal ballot to the employees who are appointed in polling duty.</p> <p>Further the ROs are requested to send postal ballot to the service voters who are in relevant regiment.</p>

	vii) Awareness on NOTA	Wide publicity will be given about NOTA by activities like, i) Scrolls in all Cable TV ii) press release in all daily Newspapers iii) Pasting posters in prominent places
C.	EVM -VVPAT related	
	i) Awareness of EVM/VVPAT among all voters with special measures targeting youth, women and PwDs voters	i) EVM and VVPAT demo organized in all location through AEROs and EROs. ii) Mobile van with LED display will be deployed to create awareness regarding EVM and VVPAT in all urban and rural places. iii) Further demo organized by the DEO during Political party meeting.
	ii) Awareness in remote villages, slums, marginalized segments and difficult areas.	i) To spread out awareness for EVM and VVPAT for all villages and distend places, all Panchayat office Televisions will be used for screening the live demo of EVM-VVPAT. ii) Mock poll will be conducted in all remote villages, slums, marginalized segments through EROs/AEROs.
	iii) Awareness among Political Parties, Media, Civil Society and Educational Institutions	i) Live demo on EVM-VVPAT is organized by the DEO during Political party meeting and Media persons meeting. ii) Through ELCs, CAs are instructed to make awareness activities to students like Playing Drama and Songs etc.,
2	Situation Analysis	
	a. Identification of gap in registration among the newly eligible voters of 18-19 years, PS wise; Identification of PS with lowest enrolment in 18-19 years age group.	i) Polling Station wise 18-19 age group gap analysis have been prepared and send to all EROs and AEROs (Annexure - 3). ii) 18-19 age group gap in respect of Ramanathapuram District of Projected population for 2020 and Elector as per Final Roll enclosed Annexure - 2.

		<p>ii) EROs and AEROs are instructed to appoint Nodal officer and CAs in all educational institutions to conduct awareness programme to the students for filling Form 6. the Nodal officer in all colleges have been instructed to create awareness among the students by conducting various competitions/events at college level for enrolment on electoral and importance of casting their votes.</p> <p>iv) Posters, Pamphlets will be pasted in all Educational Institutions and all public gathering places.</p>
	b. Identification of gaps in the enrolment of PwDs, PS wise.	<p>i) Polling station wise enrolled list prepared for PwDs and given to EROs, AEROs to instruct BLOs for the identification of left out PwDs in each Polling stations and educate them to enroll in electoral roll.</p> <p>ii) DDAWO instructed to conduct Special camps for the inclusion of all left out voters.</p>
	c. Identification of excluded groups, like NRI Voters, Service Voters, migrants, tribes marginalized and doubly marginalized communities.	<p>i) 1598 number of Service voters and Few numbers of NRIs has already been included in Electoral Roll.</p> <p>ii) EROs and AEROs are requested to identify such group through BLOs concerned.</p>
	d. Identification of 10% of Polling Stations in each district with lowest turnout in last Lok Sabha Election and reasons thereof.	<p>137 polling stations having lowest turnout from 0.46% to 54.72% have been identified (Annexure - 4). Reasons are identified for the low turnout :-</p> <p>i) Male population migrates out for their livelihood like business and Occupation purpose to other places.</p> <p>ii) Weather plays a important role in Electoral process. Commonly the poll day on a day in which the temperature is very high, Which fall put a barrier in casting their votes who were willing to do so.</p>
	e. Identification of overall 10% lowest turnout Polling Stations in the State and reasons thereof.	-

	<p>f. Identification of lowest turnout Assembly Constituencies and reason thereof.</p>	<p>Mudukulathur Assembly Constituency identified for Low turnout in GELS.2019 at Ramanathapuram District (annexure - 6).</p> <p>i) Male population migrates out for their livelihood like business and Occupation purpose to other places.</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>Tiruvadana -2.01% and Mudukulathur - 3.73% and Ramanathapuram -0.33 % the constituencies having large number of migrant workers enclose (annexure - 8)</p> <p>i) Ramanathapuram District is commonly known as Dry area. So, male population migrates out for their livelihood like business and Occupation purpose to other places.</p>
3	Strategy	
	<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>District Level SVEEP Plan will cover all aspects like</p> <p>i) Maximization of enrollment of voters</p> <p>ii) Enhancement of youth participation</p> <p>iii) Enhancement of women participation</p> <p>iv) Reduce the gender gap in registration</p> <p>v) Awareness for electoral participation</p> <p>vi) Maximization of voter's turnout</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</p>	<p>Low voters turnout area have identified and proposed to motivate the public to carried the messages and importance of voters registration and enable them to cast their votes.</p> <p>i) CAs in educational instructions are asked to conduct various activities to enroll and cast their votes for First time voters.</p>

	<p>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>ii) Motivating People to enroll themselves in the Electoral roll through various agencies SHGs/RWA/MSW under Tamil Nadu Women Development Corporation</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>The polling booth having lowest turnout in the last GELS-2019, large number of PwDs and lowest turnout of women voters have been identified.</p> <p>Special awareness campaign will be organized in those locations to improve the polling turnout and casting votes.</p>
	<p>d. Intensive and extensive campaign shall be carried out for emphasising the Robustness and integrity of EVM and for VVPAT awareness and familiarisation.</p>	<p>EVM-VVPAT campaign will be organized in all main places to familiarize the function of EVM-VVPAT.</p>
	<p>e. Appropriate information dissemination on NOTA and emphasis on informed and inducement free voting shall be part of the strategy.</p>	<p>NOTA voting will be widely published among public by issuing Pamphlets and pasting Posters in public places.</p>
	<p>f. Facilitation of the Voter will be a key component besides the range of Informed and Motivation measures.</p>	<p>Necessary action will be taken AMF and BMF will be provided at all polling stations by the EROs. The facilitations are</p> <p>i) water ii) wheel chair for PwDs iii) Ramp iv) Rest room</p>

4	Planning & Implementation	
	<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 RO of each AC shall be appointed by the DEO for the implementation of SVEEP program in the respective AC. The offices are advised to draft the AC wise SVEEP program.</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 functions as the Member secretary of the District Core Committee. The core Committees should be set up immediately.</p>	<p>Necessary action has been taken to form core committee.</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 the roles and responsibilities specified by the Commission vide its letter no 491/SVEEP-I/2016(BAG) dated 10th May.</p>	<p>AEROs and EROs are directed to provide the guidelines, handbooks, pamphlets etc., to the BAG's for creating awareness to people.</p> <p>The EROS and AEROs are conducting meeting often to educate the BAGs, about their roll in SVEEP plan.</p>
	<p>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.</p>	<p>PO Mahalir Thittam, NYK, PO ICDS, DPO Puthu valvu thittam, DD Health, SHGs, R.W.A., Volunteers / NGOs such partnership network framed at District Level for Strengthening SVEEP programme.</p> <p>i) Partners will be given necessary instructions to prepare suitable SVEEP plan at ground level</p>
	<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>	<p>Voter Help Line app will be used to provide information to voters.</p> <p>PwD app is very useful for PwD Electors to motivate and facilitate the voters.</p>

	<p>f. Targeted Interventions:</p> <p>A. Youth (incl newly eligible)</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 https://ecisveep.nic.in/files/file/277-tamil-nadu-campus-ambassadors-handbook/).</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>	<p>EROs/AEROs requested to take necessary action to urge the Principals of the colleges and universities in the jurisdiction to appoint campus-ambassadors. The CAs shall be provided with kits including a Handbook.</p> <p>The Workshop of CAs shall be conducted by the DEO and the training calendar duly reflected in the District SVEEP program.</p>
	<p>(ii) The Nodal officers from Campuses, who are the faculty, shall be utilized besides the NSS and the NCC.</p>	<p>Nodal Officers of relevant colleges or universities are playing a vital role in youth enrollment in election. Hence EROs/AEROs utilize the services of Nodal officers of the Educational Institutions and try to increase the youth enrollment.</p>
	<p>(iii) Electoral Literacy Clubs (ELCs) be established in Colleges and Universities.</p>	<p>ELC clubs formed in all polling station and in all education institution.</p> <p>ELC club plays a main role to include youth voters.</p> <p>Through ELC club all SVEEP activities will be executed.</p>

	iv) Enrolment drive for first time electors followed up with further engagement to promote voting.	<p>i) Form 6 are provided to the age group of 18-19 through campus ambassadors.</p> <p>ii) Various campaign program will be conducted in all colleges through ELCs</p> <p>iii) To make awareness about enrolment of electoral roll.</p>
	(v) Outreach initiatives shall be taken up in all college campuses through cultural and sports activities.	<p>i) The occasions of inter college sports meets and PYKKA sports meet should be utilized to highlight the messages relating to voter registration.</p> <p>ii) Posters will be displayed in rural libraries for sending the message for youth.</p> <p>iii) Training camp will be organized at school/College to get forms filled.</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 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>i) EROs will provide such form in the colleges, all college management are instructed that Form 6 shall be mandatorily given out along with Admission forms in all colleges.</p> <p>ii) Further the student are educated about the enrolment of portal through the web portal NVSP.nic.in</p>
	viii) Outreach for non-student youth shall be taken up with NYKS and CSOs.	<p>i) Youth street dramas with the help of NYKS and CSOs to educate the enrolment will be conducted in order to enroll their names of the non-student.</p> <p>ii) Special campaign are conducted to enroll their name for non-student</p>
	ix) Chunarv Pathshala, the ELCs in Communities, to target youth outside the formal education system.	All the school level and College level ELCs committee are creating awareness through street drama and group activities.

	x) Identification and mapping of prospective voters in 16-17 years age - group and reaching out to them through suitable interventions under ELCs.	ELC club formed in higher secondary school to educate and motivate them about the importance of their participation in election.
	B. Women	
	i) Outreach through educational institutions shall have a special focus on women.	ELC club formed in school will educate women to teach them the importance of women participation in election.
	ii) ASHA and AWW network shall be systematically utilized to target young women. Newly married young women may be specifically targeted through government field functionaries as they are usually not enrolled at their place of marriage. iii) Women specific activities like rangoli, group songs competition etc shall be conducted in rural areas to motivate and encourage their electoral participation.	PO (ICDS), PO (Mahalir Thittam) will carry out awareness activities like Rangoli, group song competition in rural areas for enrolment of young women and newly married women.
	iv) Coopt media and Field formations to reach out to women	-
	v) Use SHGs and Cooperatives of women to spread awareness	The services of Self Help Groups under Tamil Nadu Women Development Corporation/Other Government Agencies should be utilized for enhancing women registration and for spreading the message on the importance of voter registration.

	<p>C. Persons with Disabilities</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>DDAWO has been included as a member of the SVEEP core committees. Instruction will be issued through the committee for the easy access of the disabled person to cast their votes smoothly.</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 wise enrolled list prepared for PwDs and given EROs, AEROs to instruct BLOs identify the left out PwDs in each Polling station and educate them to enroll in electoral roll.</p>
	<p>iii) Single window for PwDs can be explored.</p>	<p>All ERO will give instruction to the polling officers concerned in this regards.</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>The facilities provided to the PwDs for casting their votes without any hindrance will be announced through media before the election period.</p>
	<p>v) Identify credible CSOs working for PwDs and reach out through them</p>	<p>-</p>

	vi) Special camp may be taken up to register PwDs and such camps widely publicized	DDAWO requested to conduct special camp for PwDs. It will be published in all daily news paper and local TVs.
	vii) CEO and DEO Website shall be disabled friendly and adhere to Level AA of the Web Content Accessibility Guidelines	It will be implemented in due course.
	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/)	A Special camp will be conducted at all cantonment areas by nodal officers concerns. The nodal officers asked to educate the voting important to young defence personnel.
	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.	The Films regarding Service Voters on ETPBs and other facilities will be screened through the management.
	iii) Train Nodal Officers from defence as Resource Persons for dissemination of information on the entire process of registration and voting.	The Nodal officers are asked to educate the importance to young defence personnel.

	iv) Target families having their children studying abroad and promote their registration as overseas Indian electors.	All ROs and EROs will be directed to educate the BLOs in this regards.
	v) Popularise NVSP link for online registration of overseas Indians.	All ROs and EROs will be directed to educate the BLOs in this regards.
	vi) BLOs to share form 6A with families having a member who is overseas and familiarise them with NVSP portal.	All ROs and EROs will be directed to educate the BLOs in this regards.
	E. Rural & Tribal Areas	
	i) Special registration camps in weekly haats, during festivals and through mobile vans shall be conducted.	Posters, pamphlets, folk media including street plays are widely used to reach out rural population.
	ii) Use of public address system and announcements in Gram Sabha in rural areas along with 'prabhat pheris' shall be encouraged.	Pledge to vote by masses in educational institution, Grama sabha, public gathering place and special events. Entertainment source using medium of street plays, magic shows to create awareness.
	iii) DEOs in violence-affected areas shall involve the SPs in operationalizing SVEEP programme so that the environment of confidence and fearlessness against intimidation is built into the programme.	No suitable violence affected area available in Ramanathapuram district.
	iv) Folk art and activities specific to the local populace shall be carried out to motivate the people for participation in elections.	Folk art, street plays and stage drama will be conducted in rural areas. House to house conduct, mela, information through TV, Poster, Banner, Pamphlet, mobile based service like SMS songs etc.

	<p>F. Domestic Migrants and Other Marginalised 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>	<p>Special effort will be made with help of labor contractor in Uppur power plant, Ramanathapuram, Adani Solar Power plant, Kamuthi for inclusion of their name in the electoral roll and participate in voting.</p>
	<p>G. EVM & VVPAT Campaign:</p> <p>Intensive and extensive communication and outreach to be conducted on EVM and WPAT awareness and reaffirming people's faith in the robustness and integrity of EVMs. Comprehensive instructions have been given vide letter no No.491/SVEEP-II/EGS/2017 dated 22nd September, 2017(copy enclosed). The same needs to be further intensified in view of the preparations for the upcoming Lok Sabha elections.</p>	<p>This type of campaign will be organized through EROs and AEROs.</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>The EVM sensitization centre will be setup in DEO office and all ROs office before election.</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>Demo will be displayed to all political parties during press meet. Further EROs and AEROs will be instructed to live demo in the Colleges and Sr. Secondary Schools through the official concerns.</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>All ROs and EROs will be directed to educate the BLOs in this regards.</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>All ROs and EROs will be directed to educate the BLOs in this regards.</p>

	<p>v) Festivals, Haats and other public gatherings may have stalls disseminating information about EVMs/ VVPAT and display it or dummy EVMs.</p>	All ROs and EROs will be directed to educate the BLOs in this regards.
	<p>vi) Monthly film screenings on EVM-VVPATs be conducted at village panchayats.</p>	AD (Panchayats) will be directed to conduct film screening to all villages in monthly.
	<p>vii) EVM/VVPAT Posters at each Centre of Public Services such as Polling Stations, School buildings, Panchayat Bhawans, PHCs, AWC Ration Shops, CSCs, Banks, post offices, etc.,</p>	The posters will be given through ROs and AEROs for displaying the premises.
	<p>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.</p>	-
	<p>h. 360 degrees Communication Campaign: Comprehensive communication may be planned including electronic, digital and social media besides interpersonal communication and outreach.</p>	-

	<p>A. Multi-Media Campaign i) Campaigns through mass media, folk media and other media vehicles shall be conducted. All India Radio, Doordarshan to be main vehicles combined with a good measure of private channels, FM Radio and Print Media.</p>	Planned to involve Local TV, News Channels to create Awareness as the Instructions of ECI and this type of propaganda will be made through PRO.
	ii) Social Media use, besides use of digital and other new media in urban and semi-urban areas shall be taken up.	Various SVEEP activities such as Human chains, rallies, rangoli issuing Pamphlets etc., are telecasted in local cable TV and News Papers and Whats app groups.
	iii) Informed and Ethical voting component besides information on NOTA may be widely disseminated.	BLO will be instructed to give wide publicity in this regards.
	iv) For content development, CEO and team to consider the archive of approved material compiled at the SVEEP Digital Library (www.ecisveep.nic.in). Outreach material developed for Special Revision, National Voter's Day to be used after suitable modification.	-
	v) CEO to take necessary steps for further inventory building on Voters' Information and Awareness material for the state. CEO to set up an expert Committee at State level for quality check and control of content comprising of Heads of AIR & DD among others.	-

	vi) Past Survey findings to be utilized for designing the campaign material and deciding the media vehicles for dissemination.	The campaign will be organized through PRO.
	vii) All messages used in the elections at State level shall require approval of the Commission, if these are not earlier vetted. District level content and messaging shall be vetted and cleared at CEO level.	After getting the approval from the CEO the content of the publication will be publicized in this regards.
	viii) Media is one of the most effective partners in SVEEP. Regular media briefings about different initiatives, facilitation measures shall help in wide publicity of various interventions. Media calendar may be devised with a topic assigned in advance for each day of briefing.	In respect of Ramanathapuram District in every month media will be briefly about activities at Assembly level for new innovation done for public outreach.
	<p>B. Common Outreach Activities: 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>	Adequate number of Forms are available at DEO, EROs, AEROs, BLOs

	ii) 'Sankalp patras' issued by DEOs through school students to their parents and collected back with signature pledging to enrol and vote.	'Sankalp patras' will be issued to all school students for take pledge of their parents and signed copy collected from them.
	iii) Special registration camps on need basis and dedicated camps catering to specific target groups like Service Voters and Overseas electors.	All ROs and EROs will be directed to educate the BLOs in this regards.
	iv) Corporates to be contacted to ensure registration of their employees. Alternative registration hubs for corporate employees to be established.	No such Corporate located in Ramanathapuram district.
	v) Instruction issued through Labour department to private contractors to strictly comply regarding paid leave on poll day.	District Labor officer will be instructed to publicize this among private contracting.
	vi) Mass mobilization activities close to elections to motivate people to participate in the electoral process.	The sand sculpture, Rangolies, Human chain will be organized by respective ROs and AROs.
	vii) Regional and / or local icons shall be identified and promotional material for voting shall be prepared availing their services, after getting approval of Commission on the content	These activities can be done by CEO.

	(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.	Partnering with NGOs , NYK, Lions club, Rotary club regarding voter awareness
	ix) Under ECI-NLMA MoU, Sakshar Bharat workers (NLMA) shall carry out electoral literacy programmes besides helping BLOs-for enrolment during continuous updation. DEOs may also disseminate their outreach material through these Literacy workers.	No such organization are available in this district .However literacy campaign will be done through ROs and AROs.
	x) Inter-personal communication through Govt. of India Media units - Song & Drama Division, Directorate of Field Publicity etc. and through organizations like Nehru Yuva Kendra Sangathan, National Service Scheme volunteers, National Cadet Corps, Scouts & Guides etc. to be extensively used for mobilizing youth and creating awareness.	Advertisement and slogans about the importance of Enrolment in Electoral roll will be published by the way of conducting Rallies, Human chain, by SHGs, NYK in the polling stations where Elector Enrolment is low. Local Cable TVs channels pasting Of wall posters stickers and running SVEEP rath.

	i) Voters' Facilitation:	
	i) Voter assistance mobile apps to be launched and widely publicized to impart information and provide assistance regarding registration, location of polling station and other such facility to the voter.	Voter help line mobile app already launched by CEO
	iii) Voter Registration and Education centres /Voter Facilitation Centres (VFCs) shall be set up at strategic locations for facilitation and awareness generation as well. The Centres should be supplied education and awareness material in good quantity.	Voter Facilitation Centers (VFC) have been setup in the office of EROs and AEROs
	iv) EROs and AEROs to ensure that EPIC are issued to all those enrolled.	ERO s and AEROs have been watching the distribution of EPIC through the voters.
	v) Ensuring that Voters' Slips are distributed on time as per directions of the commission.	EROs and AEROs are requested to issue the voter slip through BLOs before election.
	vi) One Voter Guide per family of an elector, to be distributed along with Voter Slip ahead of poll day.	EROs and AEROs are distributed the voter slip before poll day
	vii) DEOs to ensure that suitable and adequate arrangements are made for provision of drinking water,	Basic minimum facilities at polling booth , polling stations to be made voter friendly through setting up of ramps, Separate Queue for Women basic facilities like water, shed and adequate lighting etc.,

	shed, ramp, signages, toilets for women and other facilities at all Polling Stations as directed by the Commission from time to time, to make voting a friendly experience, including setting up of model polling station equipped with necessary facilities.	
	viii) Model Polling Stations and All Women Polling Stations may be suitably planned and given wide publicity.	Model Polling Stations to be set up in each block to enhance voter turnout and also to offer the voter a pleasant and comfortable experience.
	ix) Voter Facilitation Posters at every polling station.	These kinds of posters will be pasted at all polling stations before election.
	x) Poll day reminders through different media.	Uploading of voter list, Booth list , BLO list on district Election portal for Electors reference.
	j. National Voters' Day: Falling just ahead of the Lok Sabha election, NVD 2019 may be strategically harnessed to mobilise the people and facilitate their registration and motivate them to participate in the election. Focus on 18-19 years old, as always remains the focus of NVD.	The voter's day may organize at DEO level at District and at all polling locations. The NVD function specially focuses on 18-19 youth votes. Wide publicity is being given through Press releases advertisement in Local channels.

5.	Monitoring & Review	
	a. Implementation of SVEEP programme within the districts shall be constantly monitored by the DEO and across districts by the CEO and reviewed periodically to assess the efficacy of the interventions and make mid-term course correction, wherever required.	A team will be created for monitoring of implementation at District level and regular SVEEP activity review meeting will be conducted by district Election officer to enhance the various SVEEP activities .
	b. Regular Video Conferences to be organised by CEO with all DEOs for review of implementation.	-
	c. The programme shall be reviewed at the national level by the commission. The reporting format shall be shared close to poll dates.	-

**District Election Officer &
District Collector,
Ramanathapuram.**