

Systematic Voter's Education and Electoral Participation



Action Plan – 2018

District Indore

S.No.	NAME	DESIGNATION
1	SHRI NISHANT WARWADE	COLLECTOR & DISTRICT ELECTION OFFICER & CHAIRMAN SVEEP INDORE
2	SHRI RAVISH SHRIWASTAVA	JOINT COLLECTOR & DEPUTY DISTRICT ELECTION OFFICER
3	SMT. NEHA MEENA	CEO ZILA PANCHAYAT
4	SHRI R.K.PANDEY	PRINCIPAL & NODAL OFFICER SVEEP INDORE

Chapter – 4 (Backend office SVEEP)

Nodal officer for SVEEP.

The Core Team for coordinating the implementation of SVEEP at the District Level would include the following:-

1. Collector - INDORE – Chairperson
2. S.P. INDORE- MEMBER,
3. COMMISSIONER IMC - MEMBER,
4. ERO/AERO ALL AC -MEMBER,
5. DIRECTOR AKASHWANI - MEMBER
6. A.D. HIGHER EDUCATION - MEMBER
7. DIRECTOR DOORDARSHAN INDORE - MEMBER,
8. PRO INDORE - MEMBER,
9. DISTRICT EDUCATION OFFICER INDORE - MEMBER,
10. ASSISTANT COMM. -MEMBER
11. CMO(ALL)-NAGAR PANCHAYAT-MEMBER,
12. Road and Transport Officer
13. Employment Exchange Officer
14. Representatives from NGOs
15. Representative from Polytechnic Collage
16. LDM LEAD BANK BOI INDORE

The Steering Committee would monitor the SVEEP implementation against laid down targets on a regular basis. The EROs and AEROs will ensure that the Sector Officers and BLOs are trained in the objectives, strategies for SVEEP implementation. Through the involvement of officers of other departments such as ICDS, Food and Civil Supplies, Primary Education etc. in the Core Committee and Steering Committee, the entire administrative machinery and field-level functionaries of these departments would also be involved for achievement of objectives of our SVEEP plan.

Chapter – 4 (Backend office SVEEP)

Distribution of work to implement the SVEEP plan at each level:-

1. At District level

- a. Frequent meeting with political parties
- b. Appeal to appoint BLA for each polling station by political parties.
- c. Wide publicity with the help of information dept. in local news paper.
- d. Slide show in local cinema & video theatre.
- e. Scroll in local cable TV
- f. Banners & Hoarding at prominent places, Govt. Offices. S.T. depot.
- g. Railway Station, APMC and other Public Places etc.
- h. Involving N.G.O., Co-operative societies, other community association & other voluntary organization in SVEEP
- i. To get Co-operation of celebrities of the district. j. Bulk SMS may be used.
- k. Motivate young voters to carry the message to masses

2. At ERO / RO / AERO / ARO LEVEL

- a. Appointment / updation of BLO of each polling station.
- b. Training to BLO / Aanganwadi workers.
- c. Worker & other officials to make a successful efforts.
- d. To inform the public regarding the details of Booth Level Officer of the area
- e. By putting "KNOW YOUR BLO" board with details of BLO at his home or at his service place.
- f. To organize various programmes at colleges, higher secondary schools, ITI & all technical institutes & education institutions level.
- g. Publicity of election programme in fares at religious places, (Religious MELA)
- h. Publicity through Drama, nukkad railley.
- i. During Krushi MELA, The SVEEP banners should be displayed.
- j. To involve Sarpanchs / Delegates of District panchayat / Nagarpalika In this programme.
- k. To involve, political parties, traders association, Lions club, Rotary Club, different types of Groups, Social or religious leaders in this programme.

3. ERO / RO / AERO / ARO LEVEL

- a. An arrangement for easy availability of form No.6, 7, 8 & 8A made at "MATDATA SAHAYATA KENDRA" at all AC & also guidance will be provided to fill such forms.
- b. Seminars can be arranged to educate the voters regarding the model code of conduct & the importance of vote without fear and reward to strengthen the democracy.
- c. At P.H.C. / C.H.C. / Civil Hospital & Hospital run by trust, banners & hoarding should be displayed.
- d. Banks, Corporate Office, Govt. Offices, Police Stations, RWA may be insisted to get registered their staff & family members in Electoral Roll.

Chapter – 4 (Backend office SVEEP)

Distribution of work to implement the SVEEP plan at each level:-

4. At B.L.O LEVEL

- a. Implementation of instructions given from upper level
- b. Regular meetings with local residents.
- c. Registration of youth and newly married females.
- d. Display of banners on panchayat / dairy / school / colleges / PHC / CHC / community hall etc.
- e. Distribution of pamphlets in melas, krishi melas, gram sabhas, etc.
- f. Encouraging female registration with the help of women panchayat members

Chapter – 5 (The SVEEP Interventions)

• Age group between 18-30:-

- 1 Debate and other competition related to voting and its benefits, in Colleges and Higher Secondary Schools: Higher Secondary schools and Colleges consist of a sizeable population of young voters and by creating awareness amongst them we can help increase the voting turn out.
- 2 Essay Competition/ Writing Competition: The young voters would be attracted towards such competitions and this would solve our purpose too, topics of the essays would be like Voting; My right and my duty etc.
- 3 Question quiz would be prepared and drive would be conducted in almost all the Educational institutes for awareness which will cover the youth eligible voters.
- 4 Youth Voter Awareness Campaign Workshop in all educational institutes.
- 5 The nodal officers are designated in all colleges to ensure that all the eligible students should be enrolled and caste vote.
- 6 Youth voter festival would be celebrated in almost all the educational institutes.
- 7 Prabhat Feri's would be conducted at school levels in the district to create voter registration awareness.
- 8 Copies of Form-6 would be made available in educational institutions, especially colleges and hostels for inclusion of young voters' names.
- 9 Awareness through TEAM Vehicle with publicity posters
- 10 Making almost mandatory to produce receipt of Form-6 or EPIC with new driving license's application.

At RTO office, Employment Exchange office and Marriage Registration office where maximum youth age group from 18 to 30 are visiting for get kaccha / pakka license and Name Registration. We check there with our system his/her name that whether he/she name is in electoral role & if not we will Facilities with Form No. 6.

Voter Registration through Post Offices.

Awareness through Print media and Electronic media: Electronic media is the fastest and the most reliable source of publicity and we will make apt use of this. Slogans and other important information would be advertised through this medium. All national and local dailies would be used for awareness spread.

Distribution of Pamphlets at/Bus Stop/ Railway Station: Bus stop and Railway station, these two are the nerves of any place and we would distribute Pamphlets at these places to spread the awareness.

Information on how to Enroll / Make Corrections / Obtain EPIC would be publicized by BY MIKE AUTORICKSHAW

Publicity for enrollment name in voters list and motivate to vote at All educational institute, vocational training institution, mobile shop association, beauty parlor association, RTO office, NCC NSS, ITI, Nehru Yuva Kendra, Cybercafe, Barbour shop etc.

Youth Manifesto: Young person trained in the workshops, will go to the different constituencies around district asking other youths to fill out a questionnaire in order to identify the issues that concern youths. The intention here is to get a cross section of the opinion of youth in the nation on issues that affect them. Participants will decide on issues that are most important to them. Then they will organize voter participation around those key issues.

Bike rally for Voter Awareness

Human Chain in urban areas

Pledge or Oath paper & Signature campaign for voter registration and voter awareness.

- **30+ age group:-**

Awareness through TEAM Vehicle with publicity posters.

- 01** Training, awareness & education has been given to the Team of BLO, Aanganwadi worker, Asha worker, Usha worker, Mahila samkhya.
- 02** To involve educational institutes, ICDS workers, Health workers, Fair price shop owners, Mid Day Meal scheme implementing agencies etc. in campaigning process.
- 03** Members of S.H.G formed under Mission Mangalam project would be trained and used to create awareness in their local area, Mission mangalam has a large network of S.H.G's and team members, and these also would be trained for spreading voter registration awareness in the district.
- 04** Training, awareness & education would be given to the Team of BLO, Aanganwadi worker, Asha worker, Mahila Samkhya, & MDM workers, on how to attract the women voters to register their name in electoral roll.
- 05** Through all BLO'S and sector officers we would conduct voter registration awareness campaign
- 06** Support through our MDM & F.P.S machineries.
- 07** Bhavai shows/Local cultural Dances/ local cultural shows by Nehru Yuva Kendra / N.S.S.
- 08** Cultural programs for Voter Awareness: People of India tend to attract towards cultural events and programs, we would use such programs as a platform for voter awareness wherein we can choose events in program related to Voter Awareness
- 09** Reading of Electoral Roll at Gram Sabha and Ward Sabha: This would certainly create interest and awareness in people related to voting and also people would be able to find if their name is actually present in the electoral rolls and also missing voters would make use of it and apply for registration.
- 10** Street Play and other short skits: This could well prove a very good step in rural areas where these skits and street plays are very popular, we would chose plays and skits with theme as voting and why to register to vote?

Chapter – 5 (The SVEEP Interventions)

- 11** Short and Sweet Slogans used for awareness: These slogans would prove very useful in voter awareness as these will become a buzzword in the district, some of these are, Jo kare Matdan aeich che sachu Yuvan etc
- 12** Awareness through Print media and Electronic media: Electronic media is the fastest and the most reliable source of publicity and we will make apt use of this. Slogans and other important information would be advertised through this medium. All national and local dailies would be used for awareness spread.
- 13** Display of hoarding, banners and slogans: Hoardings, banners and posters are a source of good advertisement since long time and we would make sure that proper use of this medium is done. Hoardings/Banners and Posters at major public places would be installed.
- 14** Distribution of Pamphlets at/Bus Stop/ Railway Station: Bus stop and Railway station, these two are the nerves of any place and we would distribute Pamphlets at these places to spread the awareness
- 15** Road Shows: This is a pretty new concept and very effective too, road shows will capture the attention of the youth and we would be able to get registration from this.
- 16** Awareness through local cable network: Local cable network caters to mass population and we would spread awareness through this channel
- 17** Use of SMS (short message service): SMS with appeal to vote to each and every voter would be sent which would also indicate them about their polling booth location.
- 18** Online helpline for the voters: In this advanced computer age we need to advance our systems and procedure to match our speed with this advanced age, so online helpline would be introduced wherein anyone can log in and found details regarding voting and election.
- 19** A toll free Helpline Number: Number from where any voter can get any information regarding voting 24*7.
- 20** Jingle CD would be made and distributed through AERO, ERO, would be Played at weekly HAT Baazars of Rural areas where large no. of people gather.
- 21** Multiple Voter Facilitation Centers would be started in every taluka of the district.
- 22** Meeting with partner agencies like Bank Managers, Post Office, Cable Operators, Cyber cafe owner, Theater Owner, Barber's Associations, Beauty Parlors, Mobile Shop Owner, Computer Class Owners, etc to appeal them to use materials related to voter awareness in their premises so as to cover at large the voters.
- 23** The Village Dairy Cooperative's Milk Collection Centre is a congregation point for villagers especially, women. It is proposed to display Voter Education Posters at targeting women voters at all Milk Collection Centers in the district. BLOs would be instructed to remain present at milk collection time (Morning & Evening) and keep form no 6,7,8,8-C at center for immediate registration
- 24** We will stick small posters in each & every Petrol Pumps, Cinemas, Bus Stop, Hotels, Railway, Gardens, & also all public places where youth goes regularly.
- 25** We will get Support from Anganwadi Workers, ASHA and USHA workers, NGO's Members.
- 26** FM Radio would be used for spreading voter registration awareness and also voter registration process
- 27** Publicity by arranging stalls at Hat Places in the district.
- 28** Publicity by Hoardings, Banners, Stickers at local language at Floor Mills, Beauty Parlors, Barber Shops, Pediatricians and Gynecologist dispensary, Mobile Shop, Cybercafe, Civil Hospitals, RTO office, Employment Exchange office, Petrol Pumps, Cinemas, Bus Stop, Hotels, Railway, Gardens & also all public places
- 29** Some Young person will be trained during a Youth Voter Awareness Campaign Workshop. Training includes Election Rules and Regulations, Messages to be delivered, Attitude of youth to peer to peer contact, toward voting and toward civic participation, communication and public relations, mediation skills, TV-Radio Media skills: interviewing techniques and presenting messages using the media .These youths would be used to promote voter registration awareness in the district.

Chapter – 5 (The SVEEP Interventions)

- 30 Having the newspapers include a daily countdown to elections day, as well as a short message on registration of new voters.
- 31 We will have activities geared towards helping educate people about the Election Day activities, such as mock election polling station activities, mock debates, live candidate debates for local tribes.
- 32 The most effective way of getting a new voter is the in-person door-knock by a peer, so we would appeal all the voters to create awareness about registration in their peer circle.
- 33 Campaign by loudspeaker mike on auto rickshaw in Urban areas during revision period
- 34 Women rallies for Women voter's Awareness
- 35 Local Traditional Tribal Cultural Dance / Timli Competition
- 36 Pithora Painting Competition
- 37 Bike rally for Voter Awareness
- 38 Human Chain in urban areas
- 39 Pledge or Oath paper & Signature campaign for voter registration and voter awareness.
- 40 Most of the ST Buses would be covered with posters related to election awareness and registration awareness
- 41 Sticking Voter Education related Stickers/Handbills on private vehicles appealing and urging them to register.
- 42 Cinema Theaters to display Election related posters / banners during preshow, interval & post show time.
- 43 Massive Cultural/Religious programs such as Navratri, in which a large number of youth and women are present, would be targeted for Voter Awareness Campaigning through Banners, Posters, implemented by the Organizers of the Event under the prescribed guidelines.
- 44 Data provided by other government agencies would be used to add new voters to the database

Chapter – 6 (Partnership for SVEEP)

- 1 **Educational Institutions** :- 138 colleges are designated officers have been appointed and trained in voter registration as such they have been involved in the strategic partnerships targeted at youth voters.
- 2 **Banks and Post Offices** :- In Panchmahals district, there is a good network of banking facilities 106 rural branches, 108 semi-urban branches, 43 urban branches of 32 banks i.e. a total of 257 bank branches are spread across the district. Further, there are 38 sub-post offices and 95 village level post offices in the district that maintain the MGNREGS accounts in rural areas.
 - a. The banks and post offices will be roped in for ensuring that all account holders are registered in the electoral roll.
 - b. Further, against the non-photo entries, if the bank documents would have photos of the account holder, then the same can be obtained for improving PER coverage.
 - c. The Bank branches also regularly interact with the Women SHGs i.e. Sakhimandals, hence, the 'Women Voter Education' Posters can be displayed at the branches also.
- 3 **Line Departments** :-
 - a. **ICDS Network** :- Anganwadi Workers– To help spread awareness among women and ensure registration of missing female voters especially in rural areas. They shall also help in getting photos of female non-photo entries
 - b. **Health Department** :- It's AASHA & USHA workers to help in IEC campaign and enhancing female registration. We intend to utilize the forum of weekly Mamta Diwas to reach out to females of the villages for SVEEP.

- c. **DRDA** :- Sakhimandal Consultants and some good Sakhi Mandals themselves to become the agents for improving the registration of women voters in the district.
- d. **MDM** Co-Ordinators and FPS shop owners will also be involved especially, in tracking down non-photo entry electors, ESR entries in roll, 18+ and unregistered youth etc.

4 MEDIA : The print and electronic media is proposed to be roped in as a partner for extensive voter education campaigns.

Chapter - 6 (Cronology of Events)

1. From 1 – 31st August 2018

- Establishment of election help desks at all colleges.
- Vote awareness rallies.
- Nukkad/nataks , jingles and flooding of messages in garbage collection vehicles in urban and rural areas.
- Debate competition in all colleges.
- Display of EVM/VVPAT in all colleges and universities.
- Voter enrollemnet drive in all the campuses.
- Speciall enrollement drive for person with disabilities(PWD).
- Messages through radio and FM.

2. From 1st-31st September

- Graffity in all colleges and universities.
- Painting in all colleges and universities.
- voter awareness through exhibition of selected painting
- Slogan writing competition.
- Display of EVM/VVPAT in all booths.
- Story writing.
- Mascot designing competition.
- Voter awareness caller tunes.
- Cycle rallies.
- Human chains and signature campaign.
- Pink Human chains and signature campaign.
- Organisation of Kavi sammeeelan.
- Open mike at cafeterias , restrauants and malls.
- Display of audio visual short movies.
- Use of voter awareness seals at all health centers.

3. From 1st -31st October

- Joint rallies of all colleges on a single day.
- Use of drones in spreading voptying day messages.
- Organisation off short skits and extempore in all campuses.
- Use of temporary tattoos and designs.
- Bulk messages for knowing day of voting.
- Signature campaign.
- Use of elwection awareness vehicle.
- Use of mass media.
- Voting awareness by brand ambassadors.
- Voting saels in all colleges and universities.
- Organisation of youth events.
- Use of Dholl and nagadas in rural areas.

Activities planned

Name of AC	Category of partner	Details of partner	Activities planned	Sponsorship expected / notional amount to be
All NINE AC in the district	Educational institution, Form 6 with admissions and appointment of campus Ambassadors	All Colleges & Higher Educational Institutes	<ol style="list-style-type: none"> 1. Debate and other competition related to voting and its benefits, in Colleges and Higher Secondary Schools: Higher Secondary schools and Colleges consist of a sizeable population of young voters and by creating awareness amongst them we can help increase the voting turn out. 2. Essay Competition/ Writing Competition: The young voters would be attracted towards such competitions and this would solve our purpose too, topics of the essays would be like Voting; My right and my duty etc. 3. Question quiz would be prepared and drive would be conducted in almost all the Educational institutes for awareness which will cover the youth eligible voters. 4. Youth Voter Awareness Campaign Workshop in all educational institutes. 5. We also plans to use the student database of SSC/HSC Board in order to find out the list of eligible voters in the district 6. We would set up nodal officers in all colleges to ensure that all the eligible students should be enrolled. 7. Youth voterfestival would be celebrated in almost all the educational institutes 8. Prabhat Feri's would be conducted at school levels in the district to create voter registration awareness. 9. Copies of Form-6 would be made available in educational institutions, especially colleges and hostels for inclusion of young voters' names. 	

Activities planned

Name of AC	Category of partner	Details of partner	Activities planned	Sponsorship expected / notional amount to be spent by partner
All NINE AC in the district	State government departments.	RTO Office, DRDA Office, DEO & DPEO office, District Panchayat Office & All State government departments.	<ol style="list-style-type: none"> 1. R.T.O OFFICE: Awareness through TEAM Vehicle with publicity posters 2. Making almost mandatory to produce receipt of Form-6 or EPIC with new driving license's application. 3. Missioin mangalam: Members of S.H.G formed under Missioin mangalam project would be trained and used to create awareness in their local area, Mission mangalam has a large network of S.H.G's and team members, and these also would be trained for spreading voter registration awareness in the district. 4. District information office: Would be used to put up the elction related awarenss material in local dailies/magazines etc. 5. BLO'S and sector officers: Through all BLO'S and sector officers we would conduct voter registration awareness campaign 6. ICDS workers, Health workers, Fair price shop owners, mid day meal scheme implementing agencies would be used for spreading voter awareness. 7. District Education Office: would be used to conduct prabhat feri's and rallies to create voter registration awareness. 8. Takedari office: This office would be responsible for Timli and pithora painting competition arrangements. 9. District Health Office: This office would ensure that voter awareness related posters/banners must be pasted at each and every civil hospital and primary health centres. 	

Activities planned

Name of AC	Category of partner	Details of partner	Activities planned	Sponsorship expected / notional amount to be spent by partner
All NINE AC in the district	Civil society organizations	Rotary club, Lions Club, Indian Red cross, Bar Association, etc.	1. Banners display for voter awareness/ Appeal on their office	
	Resident welfare Association's	Different Youth Mandals	1. All Resident welfare associations would ensure that eligible voters in their society get registered and would assemble meetings to create voter awareness amongst the resident's	
	Private and corporate bodies	Private and Co-Operatives Banks, District & Taluka Kharid Vechan Sangh, APMC, Petrol Pump Agencies etc.	1. Partner agencies like Bank Managers, Post Office, Cable Operators, Cyber cafe owner, Theater Owner, Barber's Associations, Beauty Parlors, Mobile Shop Owner, Computer Class Owners, etc to appeal them to use materials related to voter awareness in their premises so as to cover at large the voters. 2. Laborers association would be used to spread awareness amongst the labor class 3. District Industries association would also be used to spread awareness and use election related material in their premises and also use them on cover of their products.	
	Co-operative societies	Panchamrut Diary & Milk Co-operative societies	1. Village Diary Co-Operatives has a large base of members and this base would be covered by spreading awareness about voter registration and in general at dudh mandalis.	

Activities planned

Name of AC	Category of partner	Details of partner	Activities planned	Sponsorship expected / notional amount to be spent by partner
All NINE AC in the district	Private media	Local New Papers & Magazines, Local Cable Networks	<ol style="list-style-type: none"> 1. Awareness through Print media and Electronic media, almost all dailies would be covered to spread voter registration awareness. 2. Awareness through local cable network: Local cable network caters to mass population and we would spread awareness through this channel 3. Local dailies / weekly paper / magazines: Almost all weekly dailies / local dailies and magazines would be used for spreading voter registration awareness amongst the people. 	
	Youth Group	NCC, NYKS, NSS	<ol style="list-style-type: none"> 1. Bhavai shows/Local cultural Dances/ local cultural shows by Nehru Yuva Kendra / N.S.S. 2. Voter registration awareness rallies by N.CC cadets would be organized. 3. Street Play and other short skits would be organized by Nehru Yuva Kendras 	
	Central Government departments	Post offices & Income Tax Office, Rail Way Station etc.	<ol style="list-style-type: none"> 1. Banners display for voter awareness/ Appeal on their office 	
	Others which you specify	Cinema Theaters and video halls	<ol style="list-style-type: none"> 1. All cinema theaters and video halls in the district would display Election related posters / banners during preshow, interval & post show time 	