

Action Plan on SVEEP

[Systematic Voters' Education and Electoral Participation]

District – Ahmedabad

The SVEEP Plan for Ahmedabad District have been prepared as under :-

[1].Basic Objectives and Goals

1. Voter Registration

(i) Special focus on Youth & Women

(ii) General

2. Voters Turn out

3. Voter Education for Ethical Voting

4. Voter Education for enforcement measures (for implementation of MCC & Expenditure monitoring)

5. 100% PER & EPIC

(2)Analysis Of Turn-Out Figures:

[A].Turnout figures- Legislative Assembly elections

	2002	2007
Total voters	33238196	36593090
Total Turnout %	61.74	59.77
Total male voters	17066434	18876199
Male turnout %	64.91	62.31
Total female voters	16171762	17716891
Total female turnout %	57.99	57.02
AC with lowest turnout/%	172-Chorashi (35.67)	115-Limkheda (ST) (42.79)
AC with highest turnout/%	81-Kadi (79.41)	12-Dhrangadhra (73.89)
AC with lowest female turnout/%	172-Chorashi (31.84)	31-Dwarka (40.29)
AC with highest female turnout/%	81-Kadi (76.07)	89-Sidhpur (71.81)
AC with highest male turnout/%	81-Kadi (82.77)	12-Dhrangadhra (76.95)
AC with lowest male turnout/%	172-Chorashi (38.61)	115-Limkheda (ST) (43.83)

[B].Turnout figures - Lok Sabha elections

	2004	2009
Total voters	15208360	17474120
Total Turnout %	45.16	47.89
Total male voters	8664936	9849339
Male turnout %	49.97	52.12
Total female voters	6543424	7624781
Total female turnout %	40.06	43.36
PC with lowest turnout/%	4-Rajkot (32.63)	43-Vatva (38.40)
PC with highest turnout/%	12-Mehsana (56.26)	41-Ghatlodiya (53.23)
PC with lowest female turnout/%	4-Rajkot (27.34)	14-Amreli (33.54)
PC with highest female turnout/%	25-Mandvi (ST) (52.99)	23-Bardoli (ST) (55.49)
PC with lowest male turnout/%	4-Rajkot (37.59)	9-Surendranagar (45.25)
PC with highest male turnout/%	12-Mehsana (61.29)	13-Junagadh (61.96)

**[C].Voters' Turnout figures-
Legislative Assembly elections
AHMEDABAD DISTRICT**

Year	Male	Female	Turnout
1990	57.18	46.91	52.20
1995	66.86	61.78	64.39
1998	63.34	55.03	59.30
2002	64.91	57.99	61.74
2007	62.31	57.02	59.77

[3].Strategy & Approach

For effective implementation of the SVEEP Plan, following strategies have been made:-

1. Through Matdar Sahayata Kendra [MSK / VFC]
2. Media Campaign
3. Advertisement through Hoarding / Banners
4. Partnerships with FM Radio, Banks, etc.
5. EPIC No. query base SMS
6. Educational Institutes
7. Local cultural traditions / festivals
8. Online Registration
9. Through Mission Mangalam – Women Education & Enrollment
10. Brand Ambassador
11. Display Boards
12. Civil Society Groups

SVEEP campaign message for Spl Summary Revision should

➤ Focus on

- **Voter registration in general, means How/When/Where/Why to Register etc.**
- **Having EPIC does not automatically imply right to Vote.**
- **How to check name in Rolls.**
- **Publicity of website, Call center and citizen's Portal**
- **Publicity of On-line registration**
- **Publicity of SMS query facility based on EPIC**
- **Posters of BLO details to be put up at public places within Polling Area.**
- **Publicity of Voter Facility Centers (Matadar Sahayata Kendra)**
- **Alphabetical lists display at Aanganwadis, Primary school and/or PSL, Panchayat office, MSS, etc.**

[4].Approach

1. Matdar Sahayata Kendra (MSK)

Where..?

- At Collector Office for all 21 ACs.
- At 14 Chora (Ward Offices) in Ahmedabad City
- At all taluka places (as a part of JSK / ATVT centre)
 1. Viramgam Mamlatdar office
 2. Mandal Mamlatdar office
 3. Detroj Mamlatdar office
 4. Sanand Mamlatdar office
 5. Bavla Mamlatdar office
 6. Dholka Mamlatdar office
 7. Dhandhuka Mamlatdar office
 8. Barwala Mamlatdar office
 9. Ranpur Mamlatdar office
 10. Dascroi Mamlatdar office

What Activities..?

- Search of electors name
 - By name
 - By Residential Area
 - By EPIC No.

- **Voter Guidance & Support**
- **Acceptance of Form – 6, 7, 8, 8A**
- **Issue of Duplicate EPIC on Same day**
- **Online Photography in Case of Residual Elector**

2. Media Campaign

- **Print & Electronic Media**
- **FM Radio (Radio Mirchi)**
- **Cable Network**
- **Cinema Slides**

3. Advertisement

- **Hoardings**
- **Posters / Banners**
- **Pamphlets / Leaflets**

4. Partnerships

Partnership with-

- **Radio Mirchi (FM Radio)**
- **Gujarati News Paper**
- **Daily Products**
- **Banks (SBI, HDFC, BOB)**
- **Tata Nano , Cadila etc Corporate Houses**
- **GIHED (Gujarat Institute of Housing & Estate Developers)**

5. EPIC No. query base SMS

- Special software is being developed by SLC.
- EPIC number to be sent by SMS on specific number
- Elector will get return SMS showing his name, address, AC No. Part No. Sr No. & polling station No.
- Will be operate in June-2012

6. Educational Institutes

- Nodal officer in each collage, ITI, University appointed.
- Awareness drive for Youth Voters to be made by Nodal office inside the college campus.
- Forms available with Nodal officer
- At the time of admission forms will be filled up & taken back.

7. Local Cultural Traditions / Festivals

- Festivals like Navratri, Durgapuja, Janmastmi, Rathyatra.
- Banners will be put up on such venue.
- Information & search computers will be opened to guide the voters.

8. Online Registration

- Just like passport application, person can apply online using website of www.ceogujarat.nic.in
- He can also upload photograph & put scanned documents with his online application.
- He / She has to appear before ERO / AERO with documents (if not attached) on a date given by ERO / AERO.
- Online decision by ERO / AERO

9.Mission Mangalam Scheme

1. **‘Mission Mangalam’ is a State Livelihood Mission launched by the Govt. of Gujarat to raise the Human Development Index and to improve the life standard of poor people of Gujarat.**
2. **Gujarat Livelihood Promotion Company Ltd. GLPC, Govt. of Gujarat undertaking has been constituted as the nodal agency for the implementation of ‘Mission Mangalam’ for the State of Gujarat.**
3. **GLPC envisages that through implementation of Mission Mangalam Taluka Pilot Projects (MM-TPP), which are to be undertaken in 5 subject area as given hereunder:**
 - **Social Mobilization, Institutional Building & skill training**
 - **Microfinance & Institutional Finance,**
 - **Agriculture,**
 - **Animal Husbandry**
 - **Marketing, Cottage & Rural Services.**
4. **Through the MM-TPP, left out women will be enrolled in the Electoral Roll & also enrolled towards, increasing women participation in the whole election process.**

10.Brand Ambassador

- **will identify the brand ambassador who promotes voters’ awareness towards enrollment & electoral participation**
- **Special focus on Youth / Students & women participation.**
- **Develop allfural habit of voting**
- **Ethical voting message**

11.Display Boards

- Various messages in Gujarati / English will be displayed by moving message display board.
- At collector office, All Taluka HQ.

12.Civil Society Groups

- NSS
- NCC
- NYKS
- RWA
- Lions / Rotary Club

Which Activity?

- For Voters' awareness
- Reaching out to Youth Voters
- Increasing women participation
- Workshops

13.Special Nodal Officers For Implementation of SVEEP

- Special officers have been appointed as Nodal officers for Implementation of SVEEP.
- Copy of the order issued is enclosed here with.