

Action Plan on
SVEEP

Systematic Voters' Education and
Electoral Participation

Collector & DEO, Gandhinagar

Basic Objectives and Goals

1. Voter Registration
 - (i) Special focus on Youth & Women
 - (ii) General
2. Maximum Voters Turn out
3. Voter Education for Ethical Voting
4. Voter Awareness for Free and Fair Election Process and enforcement measures (for implementation of MCC & Expenditure monitoring)
5. 100% PER & EPIC

Analysis :- Gender Ratio

- District Gender Ratio is 932.
06 Gender Ratio : 847.
- State Average is 907.
- Low in 36 – Gandhinagar north (924) and 38 –Kalol (925)-These are being Government Offices and Industrial Areas.
- However, Special Focus will be made on Feminization Component(Detail Discussion in slide 15 & 16.)

Analysis :- EP Ratio

- Dist.Gandhinagar EP Ratio - 65.84
 - 34- Dehgam - 65.06 (PS-0)
 - 35- Gandhinagar South - 66.34 (PS-0)
 - 36- Gandhinagar North - 64.83 (PS-2)
 - 37-Mansa - 66.43 (PS-6)
 - 38-Kalol - 66.44 (PS-23)
- Polling Station with EP Ratio less than 60 have been identified AC wise.
- Special Focus will be given on these Acs.

Analysis :- AGE COHORT

➤ Percentage of Registered Voters Against Eligible Voters:-

State Average - 98.32 %
(The Projected Population is less than the
provisional census data 2011)

Projected Population : 1595655
Provisional Census data (new) : 1387478

➤ Age Group (18 - 19 + 20 - 29)

- As Per Projected Population - $4.34 + 19.21 = 23.55$
- As Per Electoral Roll(G'nagar) - $1.36 + 14.28 = 15.64$
- The Gap Will be filled in Special Youth Awareness Drive in Higher Educational Institutes.

Voters' Turnout figures- Legislative Assembly elections GANDHINAGAR DISTRICT

Year	Male	Female	Turnout
2002	398757	397514	65.49
2007	408737	401053	63.19
2012 Mansa	66732	58942	75.73

Turnout figures- Legislative Assembly elections

	2002	2007
Total voters	796271	809790
Total Turnout %	65.49 %	63.19 %
Total male voters	398757	408737
Male turnout %	69.78 %	66.23 %
Total female voters	397514	401053
Total female turnout %	61.20 %	60.10 %
AC with lowest turnout %	79-GANDHINAGAR-61.38%	79-GANDHINAGAR-59.92%
AC with highest turnout %	80-KALOL-68.42 %	80-KALOL- 65.62 %
AC with lowest female turnout %	79-GANDHINAGAR-58.25%	79-GANDHINAGAR-57.46 %
AC with highest female turnout %	80-KALOL-63.94 %	80-KALOL-63.09 %
AC with highest male turnout %	66-DEHGAM-72.97 %	66-DEHGAM-69.71 %
AC with lowest male turnout %	79-GANDHINAGAR-64.42%	79-GANDHINAGAR-62.32%

Turnout figures- Lok Sabha elections

	2009
Total voters	1555201
Total Turnout %	50.82 %
Total male voters	799289
Male turnout %	55.15 %
Total female voters	755912
Total female turnout %	46.23 %
PC with lowest turnout %	40-SANAND-43.86 %
PC with highest turnout %	38-KALOL-55.77 %
PC with lowest female turnout %	40-SANAND-37.36 %
PC with highest female turnout %	38-KALOL-50.88 %
PC with lowest male turnout %	40-SANAND-50.03 %
PC with highest male turnout %	38-KALOL-60.43 %

Strategy & Approach (over all)

1. Matdar Sahayata Kendra [MSK]
2. Special Focus on YOUTH/Students
3. Media Campaign
4. Advertisement through Hoarding / Banners etc.
5. Educational Institutes
6. Feminization Component
7. Online Registration
8. Partnerships with Banks, Govt Cos, NGO....
9. Moving Message Board, Kiosk etc.
10. Civil Society Groups
11. Scheduled Activities - at AC Level

1. Matdar Sahayata Kendra (MSK)

Where..?

- At Collector Office for all 5 Acs in Jan Seva Kendra.
- At all taluka places (as a part of JSK)

What Activities..?

- HELP DESK for Electors
 - Search of electors name
 - By Name
 - By Residential Area
 - By EPIC No.
- Voter Guidance & Support
- Acceptance of Form – 6, 6A, 7, 8, 8A
- Issue of Duplicate EPIC [Whenever the programme is declared]

Approach

2. Special Focus On Youth/Students

- Create a WebPage on FACEBOOK
(AC Wise Communication-plan/details)
- Board/Banners in the Uni./Colleges campus,canteen,cultural script to be performed at college cultural event etc...

Message To Youth:

- Develop Cultural habit of voting.
- Ethical voting message.
- Register to vote.

3. Media Campaign

- Print & Electronic Media
- Cable Network
- Cinema Slides

Approach

4. Advertisement

- Posters / Banners
 - In Banks
 - At all Taluka & District HQ offices
 - At Major Educational institutes
 - At Shopping Malls, Multiplexes etc
 - VITCOS Buses

- Pamphlets / Leaflets (Cinema Ticket Counter, Canteen or Edu. Institutes, Religious Places, Public Places, APMC, GIDC, Civil Hospital etc.)

- Scroll Message in all public utility bills like Electricity, Telephone, Gas Bill and Milk Voucher.

- Cinema Slides

Approach

5. Educational Institutes

- Nodal officer in each colleges, ITI, University appointed.
- Lead Bank will be Appointed as Nodal Officer for Banks.
- Training of Nodal officers will be made soon.
- Awareness drive for Youth Voters to be made by Nodal officer inside the college campus.
- Forms are available with Nodal officer
- At the time of admission form-6 will be filled up & taken back.(irrespective of student's Residential District-Collected forms will be sent to respective DEOs)

6. Feminization Component

1. 'Mission Mangalam' (State Livelihood Mission of the Govt. of Gujarat) to raise the Human Development Index and to improve the life standard of poor people of Gujarat.
2. Through the MM, left out women will be enrolled in the Electoral Roll & also enrolled towards, increasing women participation in the whole election process.
3. Taluka Level Manager and Cluster Level Representation will be represented and Forms distributed to them.

6. Feminization Component(contd...)

3. Village Level/Ward Level List of Anganwadi Workers,ASHA Workers,SHGs are Prepared by Each ERO.

4. Special Electors Campaign - (Ad.vehicle are Launched at dudh Mandli.
 - All Forms.
 - Team to be formed and they move.
 - 10 day can be done.

7. Online Registration

- Just like passport application, person can apply online using website of www.ceogujarat.nic.in (will be operative in June-2012)
- Applicant can also upload photograph & put scanned documents with his online application.
- Applicant have to appear before AERO / ERO with documents (if not attached) on a date given by AERO / ERO.
- Online decision by AERO / ERO

8. Partnerships

Partnership with-

- Gujarati News Paper
- Banks (SBI, HDFC, BOB)
- Lead Bank + DROP BOX + HELP DESK (Letter to All Account Holders etc.Strategies will be Carried Out.)
- GSPC and other Govt Cos.

9. Moving Message Boards

- Various messages in Gujarati / English will be displayed by moving message display board.
- At collector office, All Taluka HQ.
- Uni./Colleges, public places (like multiplexs, market, garden, temple etc...)

10. Civil Society Groups

- NSS in colleges identified by ERO
- NCC /NYK will be tied up
- Lions / Rotary Club will be tied up for voter awareness drives
- Reaching out to Youth Voters by way of Nodal officers of colleges
- Workshops will be organised at different time.
 - Co-Operative Societies.
 - Various Trusts.
 - Colleges.
 - Lead Bank Manager.

11.Scheduled Activities - at AC Level

SR NO.	Duration	Work
1	01/05/2012 TO 07/05/2012	<ol style="list-style-type: none">1.Create Webpage (FACEBOOK).2.Banner,Poster,Pamphlets-Advertisement.3.Educational Institutes-Designated Officer-Posting-Meeting.4.SVEEP-Taluka / Village Level Team Meeting.5.Public Participation-GIDC,APMC,BANKS ASSOCIATION,NGO etc. Meeting.6.BLO Meeting.
2	08/05/2012 TO 14/05/2012	<ol style="list-style-type: none">1.NSS/NCC Rally.2.School/College-Essay,Debate,Painting Competition3.Anganwadi Workers/ FHW ' s Workshop.4.Political Party / Designated Officer Meeting.5.Supervisors ' s Meeting.6.Sakhi Mandal / Mission Mangalam / SHGs Meeting.

11. Scheduled Activities - at AC Level (Contd...)

SR NO.	Duration	Work
3	15/05/2012 TO 21/05/2012	1.Voter Awareness Program.(like Ad.Vehicle) 2.NCC/NSS/NYK Rally. 3.Cycle Rally. 4.Rickshaw Rally. 5.Trackter Rally.
4	22/05/2012 TO 31/05/2012	1.Review Meeting etc.

OUR AIM

- ALL ELIGIBLE VOTERS ARE REGISTERD
- ALL WOMEN & YOUTH VOTERS ARE REGISTERD
- 100% PER & EPIC
- Free & Fair Elections
- Proper implementation of MCC & Expenditure monitoring
- Maximum Voters Turn out Ethical Voting

THANK YOU