

# **SVEEP ACTION PLAN**

## **State Legislative Assembly Elections –2012**

**R.J.Patel, IAS**  
**DISTRICT ELECTION OFFICER,**  
**Tapi**  
**(GUJARAT STATE)**

# Basic statistics-Tapi District Gujarat

- Number & Name Assembly Constituencies : 171-Vyara, 172-Nizar
- Number of Parliamentary Constituencies : 1 (23-Bardoli)
- Number of Talukas : 5
- Number of Villages : 519
- Number of Municipal Corporations : 0
- Number of Nagarpalika : 2
- Largest Taluka (size): Songadh : 1354.04 Sq.km
- Largest Taluka (population): Vyara : 2,49,842
- Smallest Taluka(size): Valod : 202.28 Sq.km
- Smallest Taluka (population): Uchchhal : 73,042

**ELECTORAL ROLL STATUS UPDATE  
AND  
STATISTICAL ANALYSIS**

# Electoral Roll Update

<b>Sr No</b>	<b>Time period</b>	<b>Activity</b>
1	October- 5 <sup>th</sup> January, 2012	Summary Revision 2012
2	5-1-12 to 17-1-12	Young Voters drive and drive to enroll women voters OR First Supplementary
3	18-1-12 till today	Continuous revision OR second supplementary

# Electoral Roll Comparision (State/Tapi)

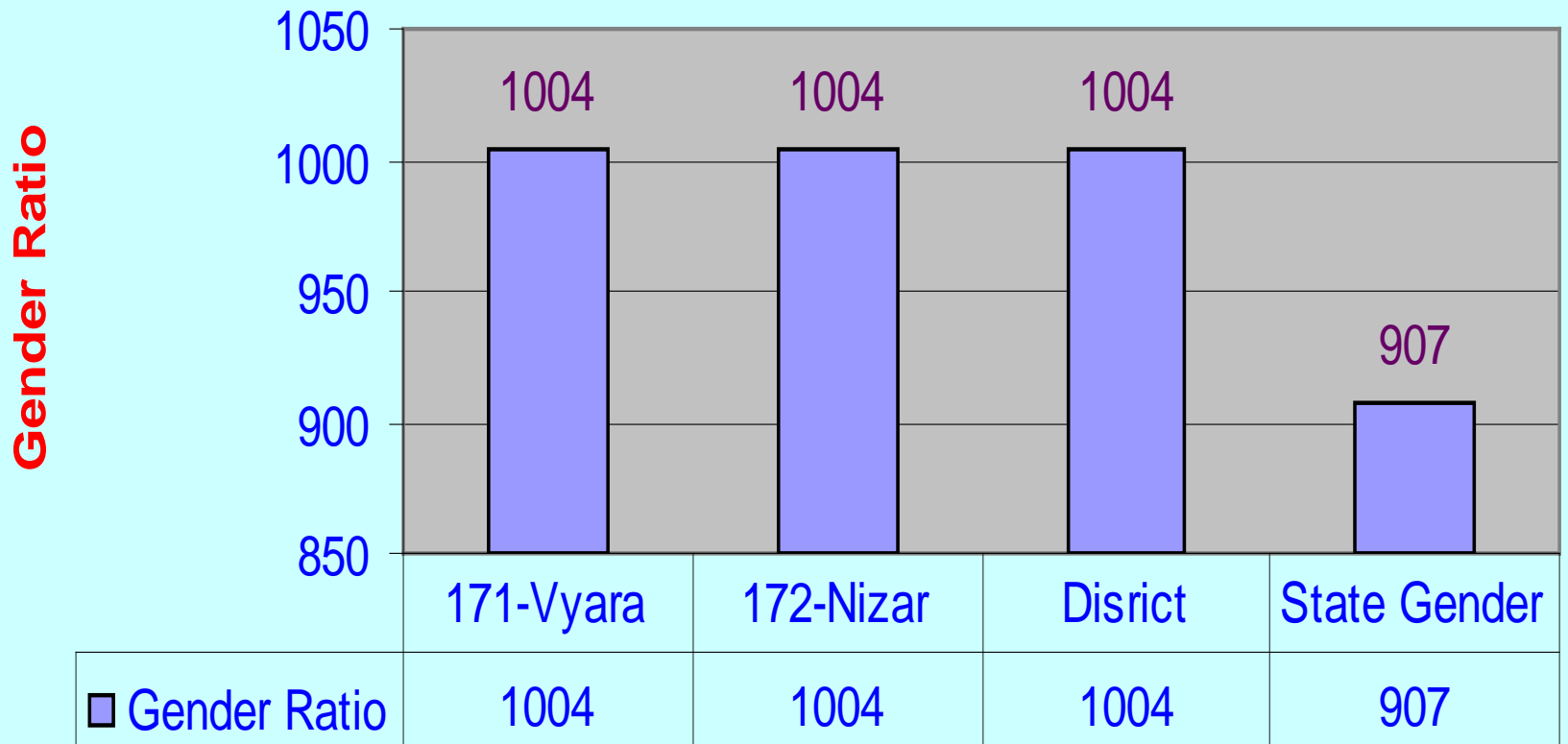
Particulars	State 2010	2010-Roll Tapi	State 2011	2011-Roll-Tapi	State 2012	2012 Roll-Tapi
Total Electors	37110498	403520	37791422	411427	36954039	415766
Male Electors	19309928	182534	19724160	186292	19378934	206034
Female Electors	17800556	220986	18067131	225135	175744547	209732
EP RATIO	62.79	66.86	64.3	67.33	60.05	55.88
PER	92.54	93.15	92.93	93.26	97.18	97.46
EPIC	95.02	96.37	95.23	96.36	98.55	98.27
No. of Polling Stations	42907	529	42907	529	43625	542
No. of BLOs	33000	529	42906	529	43625	542
Net change in rolls from previous roll	1.85%	1.21%	1.83%	1.95%	2.33 and YVD + 0.88 %	0.88%

# List of Formats

<b>Format Number</b>	<b>Related to</b>
<b>1B</b>	<b>Gender ratio</b>
<b>2B</b>	<b>Elector Population ratio</b>
<b>3B</b>	<b>Age cohort</b>
<b>4</b>	<b>Inclusion and deletion in Current roll over previous roll</b>
<b>5B</b>	<b>EPIC and Photo coverage in current roll</b>
<b>5C</b>	<b>Photo coverage in current rolls</b>
<b>5D</b>	<b>EPIC coverage in current rolls</b>
<b>6</b>	<b>Polling station locations (urban/rural)</b>
<b>7</b>	<b>Information on service voters</b>
<b>8B</b>	<b>AC wise information on migrated electors</b>

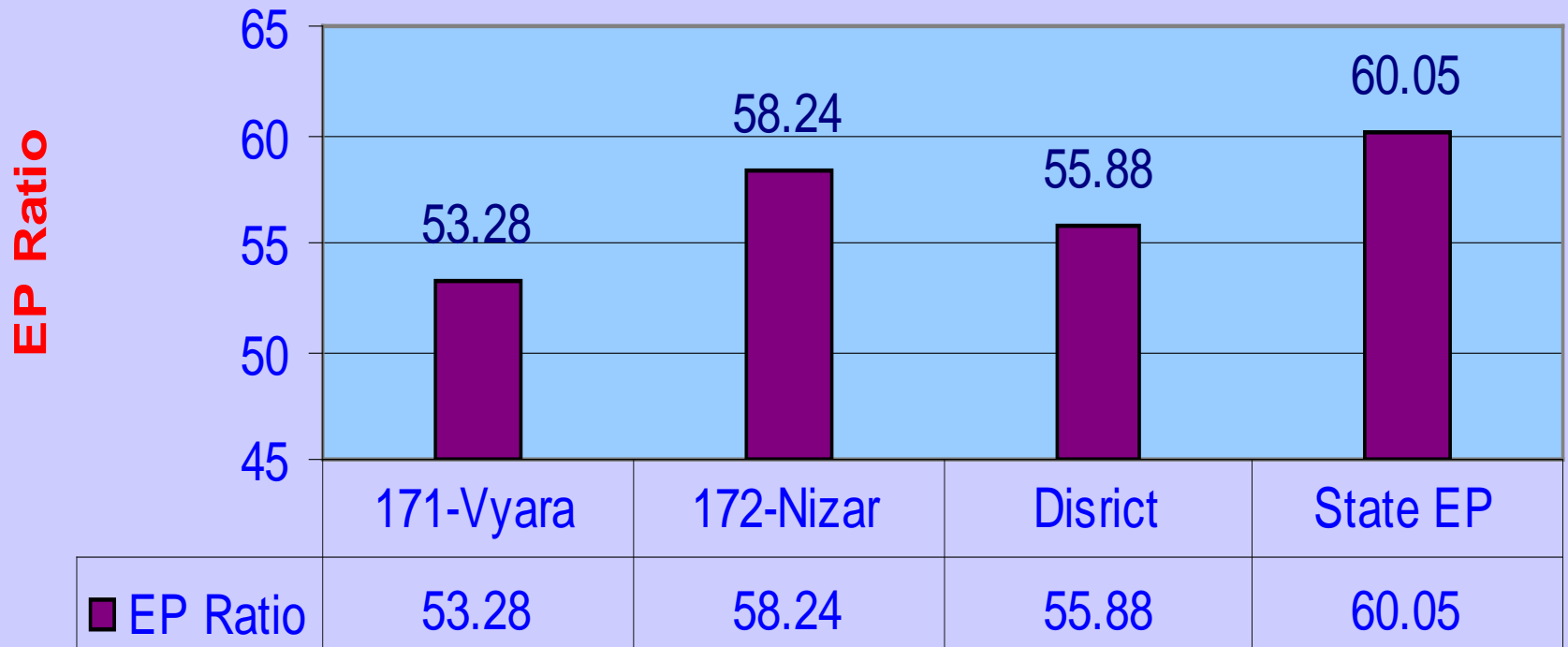
## Format-1B

### Gender Ratio Target Female Voters Registration Tapi



## Format-2B

### EP Ratio Target- Registration Missing Voters Tapi District



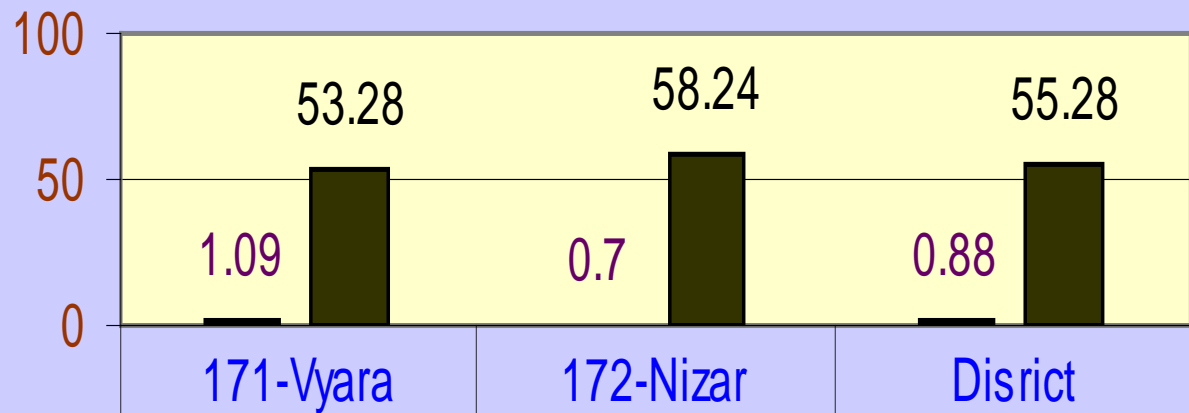


# Age Cohort – Surat & Tapi District

Age Group	Final Roll 2012
18-19	1.33
20-29	16.15
30-39	16.83
40-49	12.41
50-59	7.50
60-69	3.89
70-79	1.85
80+	0.53

## Format-4B

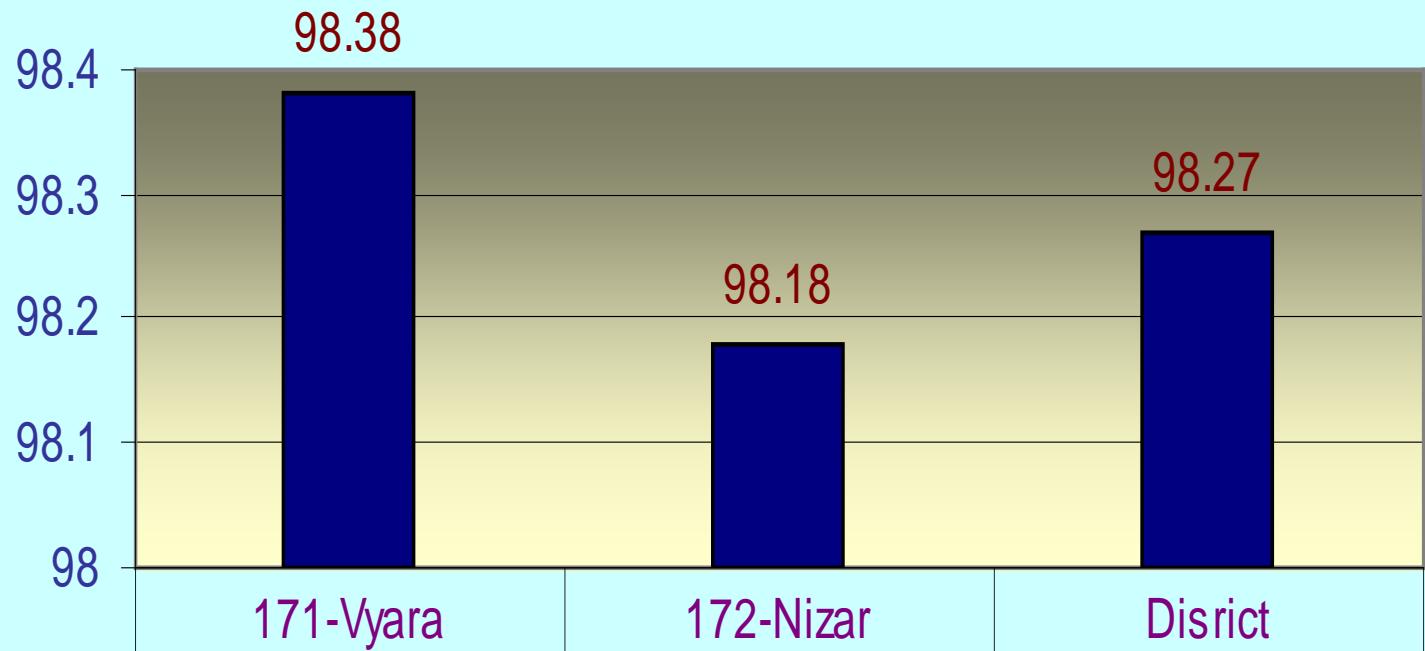
**%Age Net Addition Target - Suo Moto Delition now and  
all Delation ERO Level only Tapi**



■ % Change over Previous roll (-/+)	1.09	0.7	0.88
■ EP Ratio	53.28	58.24	55.28

## Format-5B

**EPIC Coverage Target 100% Tapi**

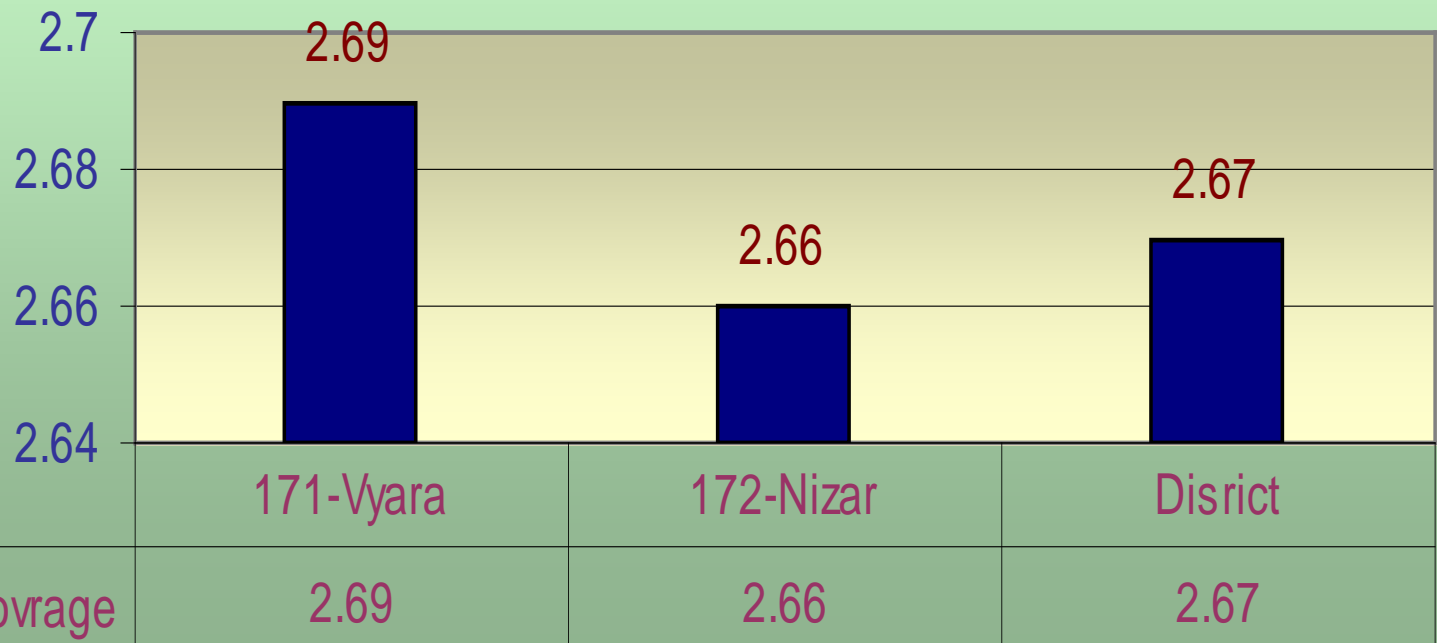


■ Epic Covrage	98.38	98.18	98.27
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## Format-5B

Photo Coverage Target 100%

### Tapi District



# FORMAT 5C – PER (Photo Coverage) in Tapi District

No. Of AC	PS with 60-70% Photo-Elector	PS with 70-80% Photo-Elector	PS with 80-90% Photo-Elector	PS with 90+% Photo-Elector	Percentage of Non Photo Elector
171-Vyara	0	0	9	226	2.69
172-Nizar	1	1	9	296	2.66
Total	1	1	18	522	2.67

# Format 5-D EPIC (EPIC Coverage) in Tapi District

No. Of AC	PS with 60-70% EPIC	PS with 70-80% EPIC	PS with 80-90% EPIC	PS with 90+% EPIC	Percentage of Residual Electors
171-Vyara	0	0	1	234	1.62
172-Nizar	1	1	2	303	1.82
<b>Total</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>537</b>	<b>1.73</b>

# Format-6 PSL Details Tapi District

Name of AC	Total Polling Stations		Total	Total Polling Station Location		Total
	Urban	Rural		Urban	Rural	
171-Vyara	31	204	235	23	149	172
172-Nizar	23	284	307	10	218	228
<b>Total</b>	<b>54</b>	<b>488</b>	<b>542</b>	<b>33</b>	<b>367</b>	<b>400</b>

# PS Comparison Data – Tapi District

General Election to State Legislative Assembly-2007		General Election to Lok Sabha-2009		General Election to Legislative Assembly-2012	
Electors	Polling Stations	Electors	Polling Stations	Electors	Polling Stations
363548	482	392340	528	415766	542 (as on today)



# Polling Station Rationalization Tapi District

- Physical verification of all the polling stations is completed by respective EROs. Information in prescribed format about section merging/ Creation of new sections and creation and assigning new polling stations wherever necessary is already submitted to CEO office .

## Identical EPICs within District Tapi (Guj)

### Target – Make It NIL

AC NAME	IDCARD GROUPS	TOTAL SIMILAR CARDS
171-Vyara	7	14
172-Nizar	9	18
TOTAL	16	32

Notices are being Issued by EROs to Remove the duplication

# Special Summary Revision 2012

## Tapi District

<b>Date</b>	<b>Activity</b>
<b>1-6-12</b>	<b>Draft roll publication</b>
<b>1-6-12 to 18-6-12</b>	<b>Claims and objections</b>
<b>10-6-12 and 17-6-12</b>	<b>Special campaign days</b>

# Activities To Be Undertaken Before SSR Tapi District

- **BLO appointments are checked.**
- **Website database is updated**
- **All BLO's are informed in writing**
- **Database of contact details is modified.**
- **BLO's are trained and motivated properly and shall participate fully in revision from 1-6-2012.**

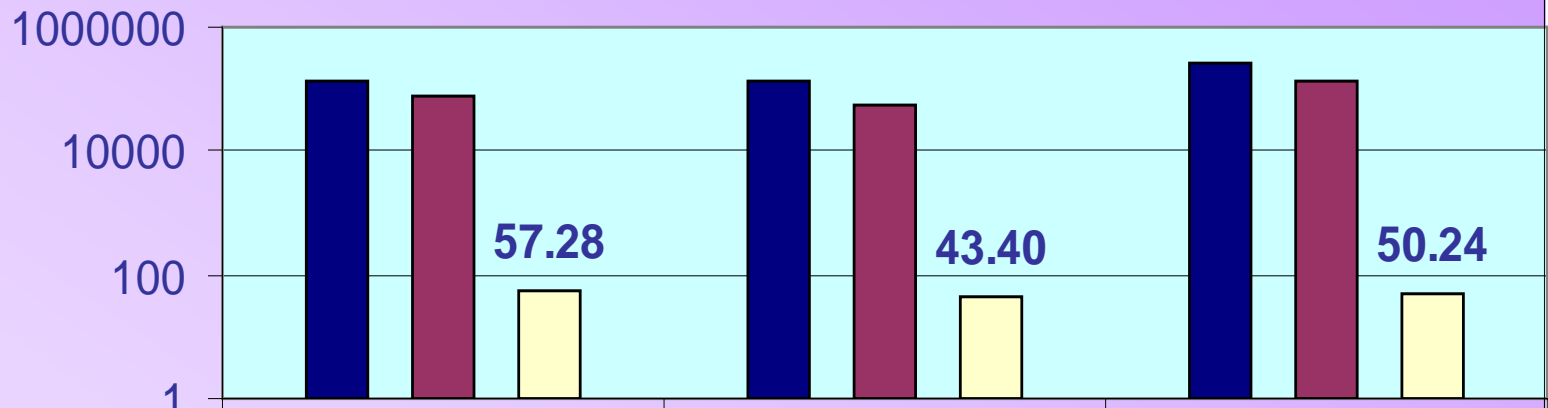
# **SVEEP**

**Systematic Voters Education and  
Electoral Participation**

# SITUATION ANALYSIS

# 1990-Lagislative Assembly Election Voters Turn Out

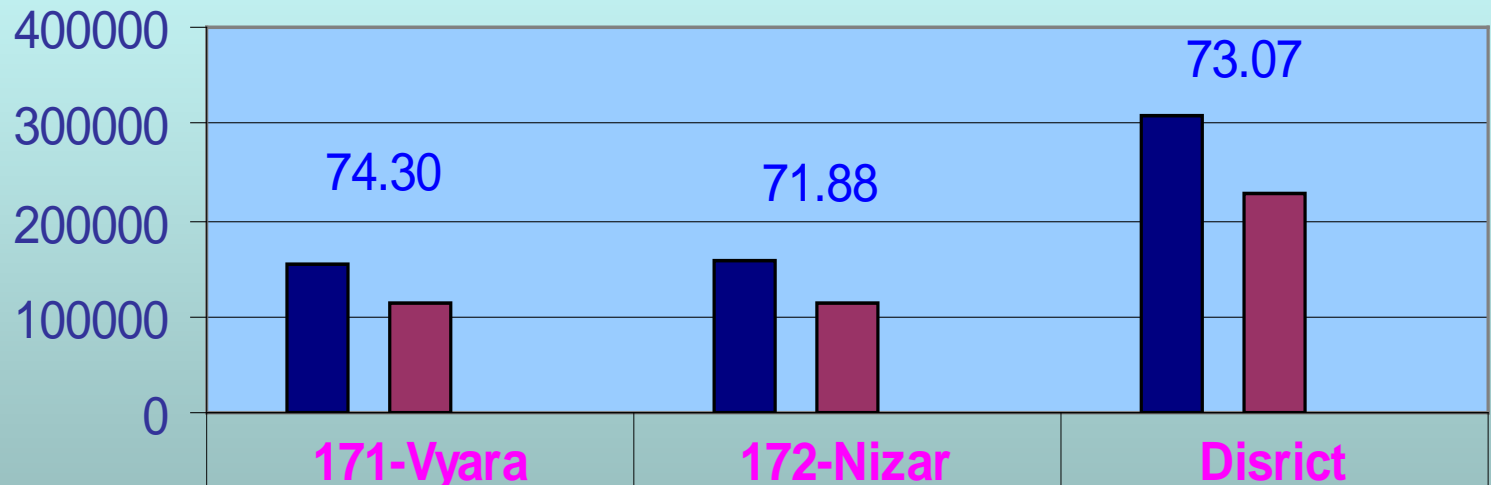
## Tapi District



	171-Vyara	172-Nizar	Disrict
■ Total Voters	128482	132176	260658
■ Voter Turn Out	73596	57365	130961
□ Percentage	57.28	43.40	50.24

# 1995-Lagislative Assembly Election Voters Turn Out

## Tapi District

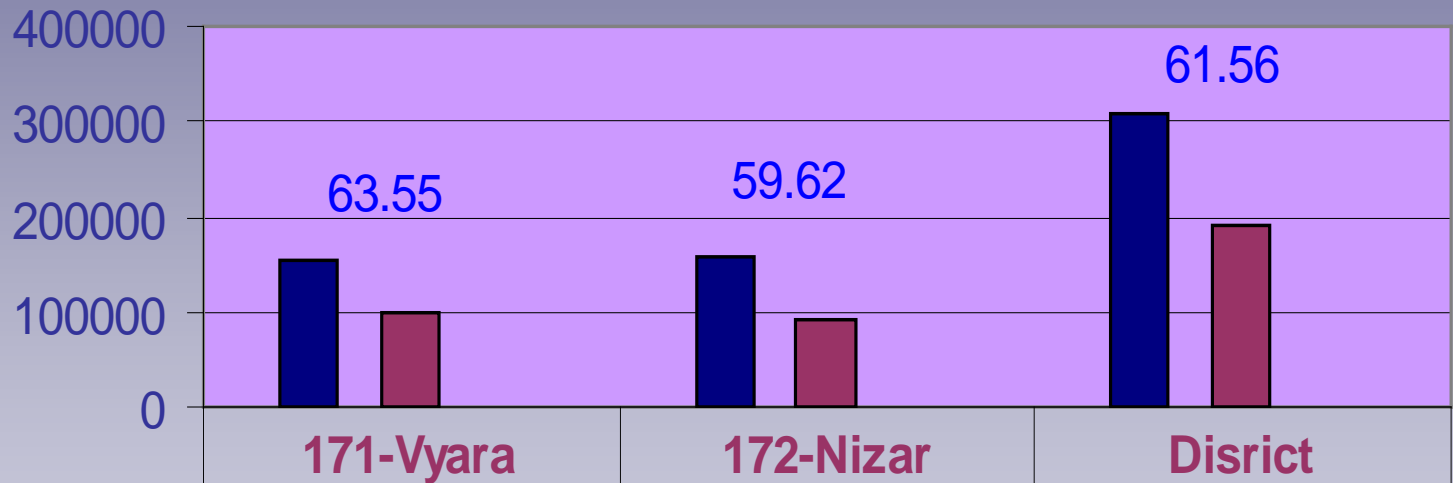


Total Voters	152634	156542	309176
Voter Turn Out	113410	112520	225930
Percentage	74.30	71.88	73.07



# 1998-Lagislative Assembly Election Voters Turn Out

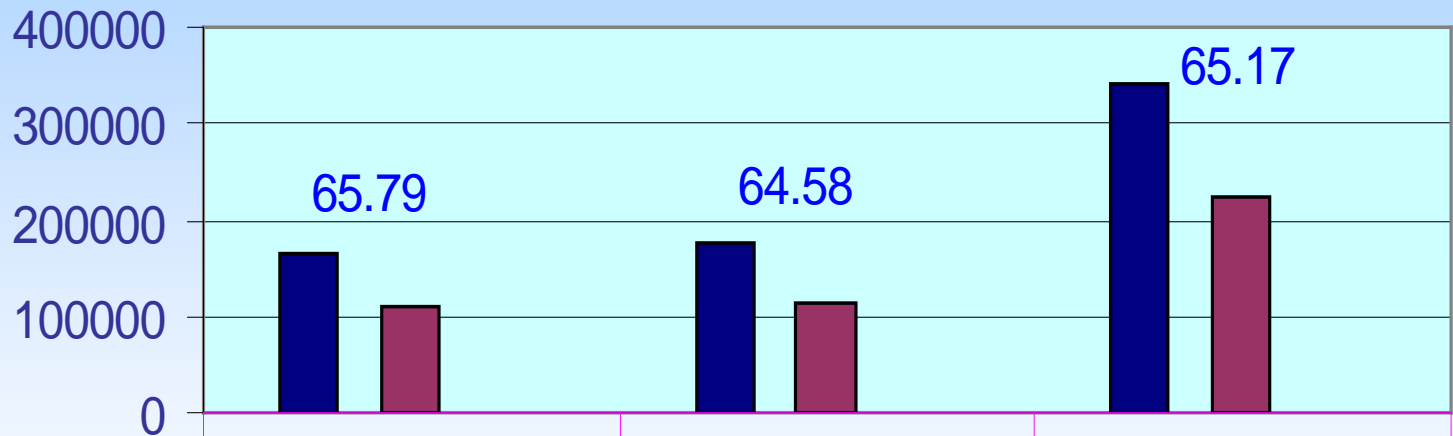
## Tapi District



<b>Total Voters</b>	<b>153048</b>	<b>156541</b>	<b>309589</b>
<b>Voter Turn Out</b>	<b>97260</b>	<b>93332</b>	<b>190592</b>
<b>Percentage</b>	<b>63.55</b>	<b>59.62</b>	<b>61.56</b>

## 2002-Lagislative Assembly Election Voters Turn Out

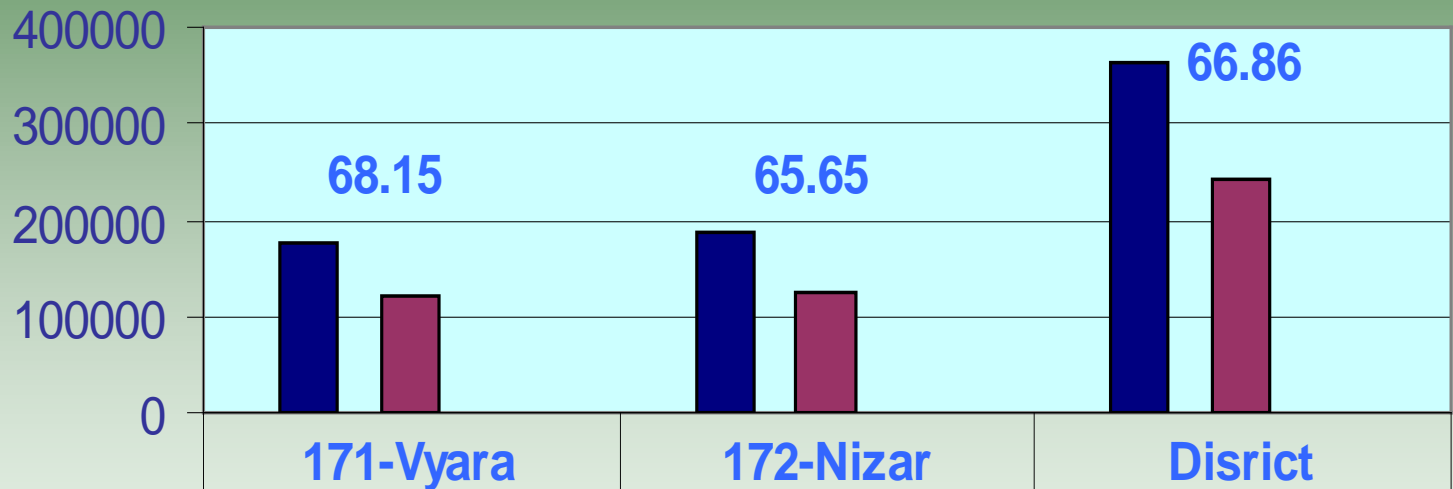
### Tapi District



<span style="color: darkblue;">■</span> Total Voters	166335	175422	341757
<span style="color: maroon;">■</span> Voter Turn Out	109440	113281	222721
<span style="color: yellow;">■</span> Percentage	65.79	64.58	65.17

# 2007-Lagislative Assembly Election Voters Turn Out

## Tapi District



■ Total Voters	175145	188403	363548
■ Voter Turn Out	119358	123694	243052
□ Percentage	68.15	65.65	66.86

# Census Figures – Tapi District

	Census year 2001	Census year 2011
Population	719634	806489
Population male	360467	402398
Population female	359167	404091
Sex ratio	996	1004
Sex ratio (rural)	931	939
Sex ratio (urban)	908	915
Decadal growth rate(total)	14.78	12.07
Literacy rate	57.05	69.23
Literacy rate (male)	66.23	76.86
Literacy rate (female)	47.91	61.69

# Broad SVEEP Objectives Run Up To Elections

## Upto 31-7-12

- 100% Epic coverage
- 100% Per image coverage
- Online Voter registration facility
- Special campaign for women and youth

## Run upto elections

- 100% Voter registration
- 100% Voter Turnout facilitation and support
- Voter education and awareness for ethical voting
- Voter awareness for enforcement measures

# STRATEGY

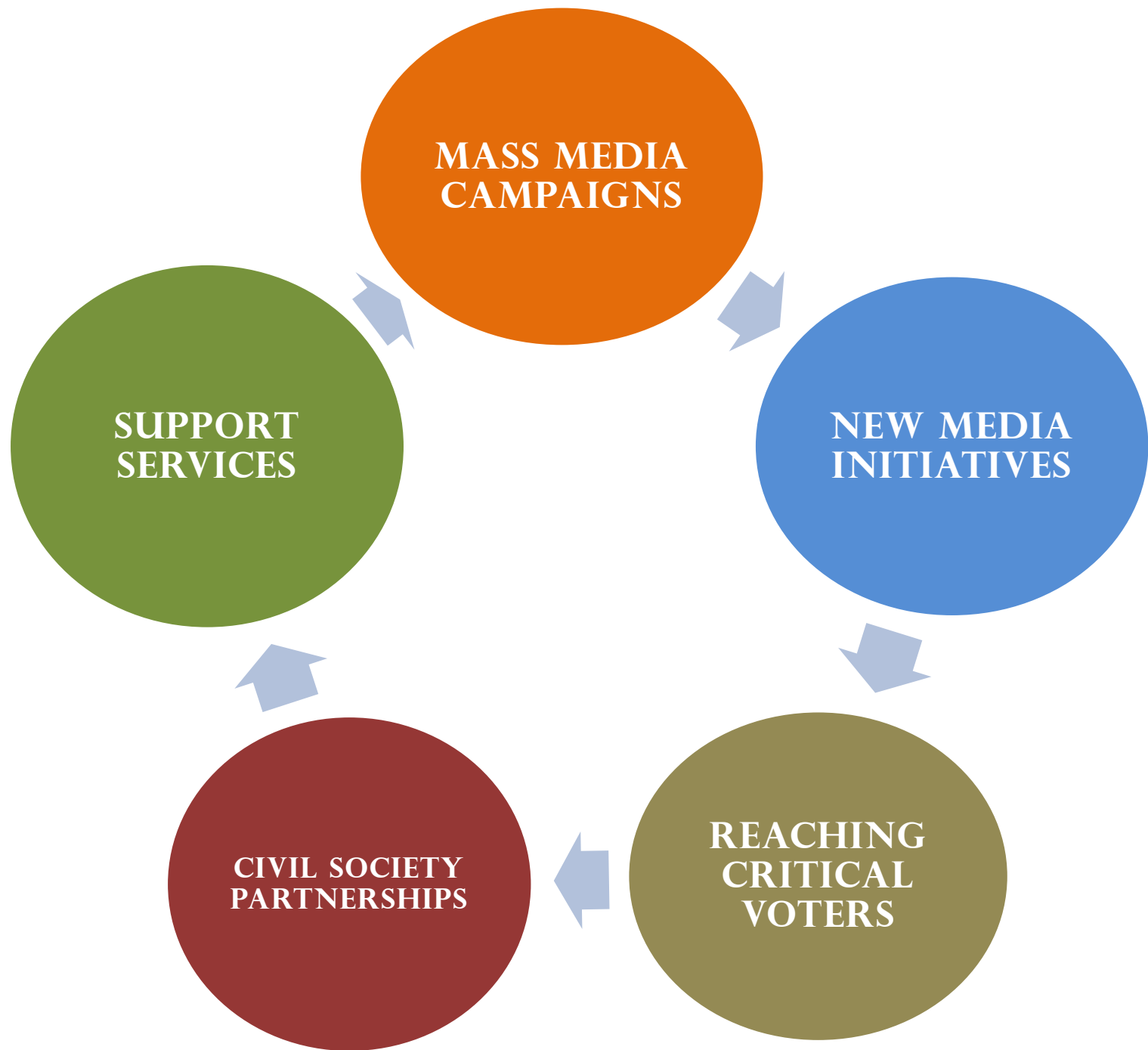
# Aims To Be Achieved

- Ethical voting without caste-creed and religious bias.
- Higher Voter turnout
- Free and fair elections
- Voter's Awareness of Rights and Duties.

# Inter State Voter Registration Check

- A meeting with neighboring Maharashtra state official will be arranged at DM/SDM/Mamlatdar level for enrollment of married women of bordering assembly constituency in third week of May 2012.
- DM Nundarbar of Maharashtra And DM Tapi will jointly make efforts to avoid duplicate registration and increase in women registration





# Mass Media Campaigns

- Press release for voters information and awareness up to coming election.
- Radio, audio and video campaign through Cable TV channels.
- Handbills distribution through out the District specially in remote areas.
- Press advertisement in major English dailies and vernacular press.
- Poster campaign through transport vehicles in rural areas.
- Hoardings and banners at prime locations and Traffic Junctions.
- Hoardings and banners at prominent places, cultural meals, and exhibitions.
- Display of posters at Public Sector and Government Offices.
- Information printing of SVEEP material on ration card.
- Special use of dairy-co-operative sectors and individual milkman.
- Printing on bags of fertilizers and Agro products like seeds, chemicals etc.

# New Media Initiatives

- Mass messaging through SMS services.
- Sending Mass e-mails to residents of the District.
- Face book Voter Helpline
- e-Press release in Local websites – in process

# Mass Mobilisation Campaigns – Village Centric

- Reading of names of residual and non-image voters in gram-Sabha
- Information to voters of rural areas through E-gram centers.
- Voter awareness creation using Electricity Bills, Property Tax, House Tax bills, BSNI, Bank Pass-Book maximum people will be covered.
- Alphabetical list of voters display at village Panchayat Offices, Primary School and Health Centers and Veterinary Centers and Milk-Collection Centers.

# Using Civil Society And CBOs

- Partnership with NGOs – working in J.K. Paper Mill project etc.
- Utilising the network of Anganwadis, Mahila Samakhya, Sakhi mandals and Asha workers.
- Partnership with Dairy Co-operative for awareness creation at Village level.
- Utilizing NCC, NSS, Nehru Yuva Kendra volunteers

# Reaching Out To Critical Constituents

- Special awareness campaign at colleges –Youth Voters and First-time Voters
- Connecting with Young Generation on Face book.
- Coverage of homeless people during night hours
- Coverage of nomadic people during their social and religious function
- Special drive at old age homes, pensioners and groups attending religious places
- To cover Youth Voters special information handbill will be attached with 12<sup>th</sup> board and university result mark sheet in partnership with school authorities.

# Support Services

- Matdar Sahayata Kendra has been established for Voters assistance.
- Dedicated Telephone Help Line
- Rapid Response Centre will be established for free and fair Election. Fearless atmosphere will be created for the voters.
- Help Line on Social Media using Face book page.
- Rights and duties of voters will be displayed at prominent places. Radio and TV media and press media will be utilized for this tasks.

# **SVEEP STRATEGY-PLANNING**

## **Tapi District**

1. Instruction to local channel operator by DEO/ERO/AERO  
- 25/04/2012
2. Press release for voters information and awareness up to coming election  
- every Monday and Thursday
3. Radio, audio and video campaign through channels  
- Once in a week
4. Handbills distribution through out the district specially in remote areas  
- Three times till election



# **SVEEP STRATEGY-PLANNING**

## **Tapi District**

5. Information to voters of rural areas through E-Gram Centers.
  - Continuous and specially during Gram sabha
6. Press & Media advertisement
7. Hoardings and banners
  - Maximum hoardings in each Nagarpalika area, hoardings in each taluka places and banners at each village will be displayed.
8. Reading of names of residual and non-image voters in each village during gram- sabha

cont..

# SVEEP STRATEGY-PLANNING

9. Display of posters at public sector and Government units
  - One banner, each at all the banks central and state government offices and hospitals and clinics .
10. Poster campaign on all transport vehicles in rural areas from 15/05/2012 to 30/05/2012
11. Anganvadi workers, Sakhi mandal, Self help groups and Asha workers meeting at each talukas between 01/05/2012 to 15/05/2012
12. Hoardings and banners at prominent places, cultural melas, and exhibitions between 01/05/2012 to 30/06/2012
13. Special awareness campaign at all the 7 colleges of the district between 25/04/2012 to 15/05/2012

cont..

# SVEEP STRATEGY-PLANNING

14. SMS through mobile companies from 25/05/2012 onwards
15. Coverage of Homeless people during night hours between 25/05/2012 to 31/05/2012.
16. To cover youths special information handbill will be attached with 12<sup>th</sup> Board/University result mark sheet with the help of school authorities in May/June
17. Hoardings and banners display and special campaign during KRUSHI MAHOTSAV AND PRAVESH UTSAV at each village
18. Special drive to collect photographs and verification of residual voters and SVEEP related activities by class I and II officers between 01/05/2012 to 15/05/2012

cont..

# SVEEP IMPLEMENTATION PROGRAMME

## TAPI DISTRICT

S R N o	Medium for SVEEP	Target area (whether whole District /Ac / particular Polling Booth	Target period From/To	Partnership if any	Responsible officer / office for implementation
1	Cable operator	Through out District /All PS Area	1/05/12 to 18/06/12	Local Cable Operator	DEO/ERO/ AERO
2	Press Release	Through out District /All PS Area	Every Monday, Thursday, till campaign	Information Department, Local Newspaper	DEO/ERO/ AERO
3	Radio/ Cable Advertisement	Through out District /All PS Area	Daily Gujarat News	-	DEO/ERO/ AERO

# SVEEP IMPLEMENTATION PROGRAMME

## TAPI DISTRICT

S R N O	Medium for SVEEP	Target area (whether whole District /Ac /particular Polling Booth	Target period From /To	Partnership if any	Responsible officer / office for implementation
4	Information to Voters at E-Gram	Through out District /All PS Area	1/05/12 to 18/06/12	Gram Panchayat	AERO
5	Press Advertisement	Through out District /All PS Area	01/06/12 to 18/06/12	-	DEO/ AERO
6	Hordings & Banners	Through out District /All PS Area	01/06/12 to 18/06/12	-	DEO/ERO/ AERO
7	Reading out names of residuals in Gram Sabha	Through out District /All PS Area	During Gram Sabha Programme	Gram Panchayat	ERO/ AERO

# SVEEP IMPLEMENTATION PROGRAMME

## TAPI DISTRICT

SR No	Medium for SVEEP	Target area (whether District /particular Booth /Ac Polling	Target period From / To	Partnership if any	Responsible officer / office for implementation
8	-Nagarpalika -135-D Notice	Through out District /All PS Area	1/05/12 to 18/06/12	Nagarpalika Mamlatdar	DEO/ ERO / AERO
9	NGOs Anganwadi Sakhi Mandal Asha Worker	Through out District /All PS Area	15/05/12 to 18/06/12	-	ERO/ AERO
10	SMS	Through out District /All PS Area	25/05/12 to 18/06/12	Cell Service Provider	ERO/ AERO

# SVEEP IMPLEMENTATION PROGRAMME

## TAPI DISTRICT

SR No	Medium for SVEEP	Target area (whether District/Ac/particular Booth)	Target period From / To	Partnership if any	Responsible officer /office for implementation
11	Coverage of homeless	Through out District /All PS Area	25/05/12 to 31/05/12	BLOs	ERO/ AERO
12	Youths 12 <sup>th</sup> STD University	Through out District /All PS Area	May June	Education Department, University	ERO / AERO
13	Special Drive for oldage home , pensioner and groups attending religious places	Through out District /All PS Area	May	Trust Senior citizen club	DEO/ ERO/ AERO

# SVEEP IMPLEMENTATION PROGRAMME

## TAPI DISTRICT

SR No	Medium for SVEEP	Target area (whether whole District /Ac /particular Polling Booth	Target period From / To	Partnership if any	Responsible officer / office for implementation
14	Distribution of Hand bill and stickers	Through out District /All PS Area	01/05/12 to 18/06/12	Private & Co-op Dairy, Registrar Co-op. Society	AERO/ERO
15	Display of Hording & banners during Special Campaign of Krushi Mahotsav & Pravesotsav at each Village	Through out District /All PS Area	During Krushi Mahotsav Praves-Utsav	Agri . Dept. Edu. Dept.	TDO/ ERO/ AERO
16	Special drive for collection of photographs and verification of residual voters and SVEEP related activities by class 1 & 2 Officer	Through out District /All PS Area	01/05/12 to 15/05/12	-	DEO/ ERO/ AERO



# UTILIZATION OF MAN POWER

- We have planned to engage manpower of various departments up to polling station level and make a team consist of members of Sakhi Mandal, Clusters Supervisor and members of Mission Mangalam, Mahila Samakhya, Irrigation Societies, Milk Co-Op Societies, MDM Worker, FPS Holders, ASHA Workers.

# UTILIZATION OF MAN POWER

- A team will be formed upto polling station level in pyramid structure. At the top level DEO and Dy. DEO will supervise and direct the upper-middle level team members like ERO/RO and other District level officers.
- Middle level team will be consist of AERO/TDO/CDPO/Cluster officers of ATVT etc. and bottom level team will consist of BLO/Anganwadi workers/MDM/FPS holders.
- A special visit by various teams to vulnerable pockets, villages, communities will be carried out to increase voter turn out and enrollment.

# UTILIZATION OF MAN POWER

- Each team will be given clear task and monitored by supervisory officers at each upper level.
- Two days special campaign will be organized
- Day-1 : Visit to village with the list of Residuals & collect the remaining photographs from voters by village level team & BLOs
- Day-2 :- Officers of Class-I and II grade will visit two villages before noon and two villages afternoon. It will check the polling stations details and work of village level team.

# UTILIZATION OF MAN POWER

- A meeting of members of various clubs like Lions club, Rotary club will be called on 07/05/2012 and we will explore possibilities of their active help in rural areas including sponsorship of awareness campaign.

# LINKAGES WITH EDUCATIONAL INSTITUTIONS

- A meeting of principal of colleges and educational institution will be called on 30/4/2012 at ERO level and make them aware about our expectations and targets and 100% enrollment of freshers will be sought.
- A special campaign on result day and mark sheet distribution shall be carried out. (Std.12<sup>th</sup> & Colleges)

# YOUTH COMPONENT

- RTO and Employment Exchange Offices will be instructed to have their applicant registered as voters and EPIC Number will be one of requirements for registration.
- NSS and NCC teams will be given specific task in remote area where in past either turn-out is low or enrollment is on lower side.
- Colleges and Schools with NCC and NSS are identified and meeting with their member will be held before and during campaign period and their active help will be sought to disseminate ideas and thought to increase turn-out.

# YOUTH COMPONENT

- A team of NSS will be specifically assigned task to ascertain enrollment of students of their own college.
- A seminar/workshop will be organized on 09/05/2012 in each talukas youths and women.

# Gender Equity Initiatives

- We intend to utilize Anganwadi workers, Mahila Samakhya and Mission Mangalam's cluster officer and their members of sakhi mandals fully.
- We will give them specific task for polling stations having lower gender ratio.
- Since Anganwadi workers keep records of all pregnant women and lactating mothers, we shall ensure their enrollment as well as other women in their family.
- A meeting thereof will be called on 02/05/12 at AERO/ERO level



# URBAN SUB-PLAN

- We have two urban (Nagarpalika) area i.e.Vyara & Songadh. We will ensure in all Nagarpalika signage's showing way to polling station will be displayed.
- Display of alphabetical voters list will be ensured at Nagarpalika office, Kasba Talati's office / ward office
- A public oath campaign organized in Vyara and Songadh where public will sign and take oath to vote.
- Help of youth who are trained by UMEED centers will be taken for achieving 100% EPIC and PER.

# URBAN SUB-PLAN

- Help of sanitation workers will be taken for distribution of handbills, blank forms ( 6,7,8,8-c ) and also collection of filled forms during special campaign.
- Maximum hoardings and banners will be displayed during special revision at vegetable markets ,temples, mosque, main commercial areas and main roads.
- Public rally, Prabhat ferry, Street Plays will be organized in Nagarpalika area and Taluka head quarters.
- Public address system mounted vehicles will be utilized for awareness and information propagation.
- Mass announcement system of ST Bus depo, railway stations, BSNL and public cell phone companies will be utilized for the campaign.

# Strategy for Ethical Voting

- Vulnerable areas are identified and special arrangements to stop supply of money, liquor and gift material during election time .
- Specific police points will be raised .
- In the vulnerable cluster awareness programme will be arranged.
- Open debat in the public area for ethical voting will be organized
- Awareness and guidance will be given regarding how to get Registration and EPIC.
- Helpline/Election control line/Police control line Number will be displayed at prominent places so that people can contact authority immediately during election process.
- Special Task force will be created for Rapid Response during election campaign time and Poll Day.

# Strategy for Ethical Voting

- Strict measures will be taken on the event of any Election staff indulging in Political activities.
- Election staff identified shall be screened thoroughly before deployment .
- Proper training of election staff and police staff on duty will be given to minimize incidences at polling stations.
- Political parties will be given understanding of Model Code of Conduct, Elections laws and rules, Roll of Observers, Micro-Observers.

# Strategy for Ethical Voting

- Vulnerable areas will be given specific force, so that voters can come to the polling booth freely.
- Free and fair atmosphere shall be ensured.
- Meeting of Heads of different castes, Religion, and social groups will be organized.
- They will be asked to appeal for maximum voter turnout, without fear and any pressure.

**Thank You**