

Systematic Voters' Education And Electoral Participation

SVEEP

The Systematic Voter Education and Electoral Participation Wing formulates policies, lays down the framework, plans interventions and monitors implementation besides carrying out continuous discourse with voting publics, civil society groups and media. It handles work related to all aspects of Voters' Awareness & Education aimed towards improving Electoral Participation in the country and building up a culture of participative democracy among citizens. The SVEEP Wing commenced work in late 2009.

Voters' Education and Civic Participation

- The Election Commission of India adopts a number of strategies, approaches and activities to maximise voter participation through continuous research, national policy framework, state plans, district plans and a whole range of communication and awareness interventions yielding consistently higher and informed participation of voters in electoral process.
- It has a group of well-trained experts and experienced implementers in voter's education and civic participation.
- In a short time, the ECI acquired rich experience base and insights in getting conducted action research, base line and end line surveys on voting behaviour and perception, using social marketing tools.
- It promotes dissemination of knowledge, information, materials, designed to sensitize the voters about voting process.
- It initiated new measures regarding about voter facilitation in areas of registration, issuing voter identity cards and suggests ways and means to make the election process voter friendly.
- Collaboration with Civil Society groups, educational institutions, youth/student volunteer networks is another intervention strategy in the nature of both formal and informal partnerships.
- ECI has developed special strategies to encourage participation of young and newly eligible voters bringing about a particularly significant progress in their registration on electoral rolls.
- The other strategies include wide-scale dissemination of information providing electoral assistance, developing cultural habit of voting, helping voters overcome psychological barrier, reaching out to youth voter in colleges and universities, increasing women participation, promoting election watch and democracy platforms, designing communication campaign, designing and producing communication materials on pilot basis and quality control of state level products.
- Organising seminars, workshops and lectures on values of participatory democracy, sensitization programmes for political parties, enlisting media support, making democracy and elections as a part of curriculum in the academic institutions,

- Major operational steps towards successful voter registration and voter facilitation.
- Initiate and encourage innovative measures during elections to reach out to Communities.
- Commission has engaged national and provincial icons in social, cultural and sports fields to promote voters participation using Audio-Visual appeals.
- Media and non-media units, folk cultural groups, cable networks, marathons, rallies, human chains, exhibition, hoardings, posters, pamphlets, leaflets, cinema slides, street plays, magic shows are utilised with good effect.
- The Election Commission is also promoting a new programme called YUVA – Youth United for Voter Awareness with 10 point strategy to enlist larger youth participation through youth education.
- Baseline studies have been conducted to generate indicators for action on aspects like enrolment, distribution of voter cards, and voter apathy in certain pockets.
- In recent elections, opinion leaders / civil society were mobilised in support of the Commission's message on ethical voting without inducements.
