



**ELECTION COMMISSION OF
INDIA**





Voters' Pledge

NO VOTER TO BE LEFT BEHIND



Pledge taken so far : 99213

Please submit your Name to take the Voter's Pledge

Title *
Mr. ▾

Enter Your Name *
ABHIJEET HALDAR

Enter Captcha Code
R1TL8

R1TL8

Submit

Voters' Pledge

THANK YOU FOR TAKING PLEDGE.



Voter's Pledge

“ We, the citizens of India, having abiding faith in democracy, hereby pledge to uphold the democratic traditions of our country and the dignity of free, fair and peaceful elections, and to vote in every election fearlessly and without being influenced by considerations of religion, race, caste, community, language or any inducement ”.

I have taken the Pledge

(Note: After taking the pledge please click the above check box and then click Submit Button)





Main Bharat Hoon Hum Bharat ke Matdata hain

Play now



www.eci.gov.in

ECI song to celebrate the festival of Indian Democracy

/ ECIVoterEducation



DOWNLOAD THE
VOTER HELPLINE
APP NOW



भारत निर्वाचन आयोग
Election Commission of India

Launch Date : 14 September

'Booth Level Officer E-Patrika

Volume 1, Sept 2022

eci.gov.in





Election Commission of India

recognised

Sachin Ramesh Tendulkar,

Bharat Ratna Awardee

as its

National Icon

WHAT IS SVEEP?

Systematic Voters' Education & Electoral Participation



A multi intervention Programme to reinforce Voter Education & Electoral Participation.

SVEEP's primary goal is to build a truly participative democracy in India by encouraging all eligible citizens to register and vote and make an informed decision during the elections.

Objective

The objectives envisaged for SVEEP strategy are:

- 1. Increase voter turnout in Lok Sabha elections 2024 by:**
 - Purifying the electoral roll of every polling booth
 - Bridging gender gap in enrolment and voter turnout
 - Ensuring inclusion of all non-voters/marginalised sections through targeted interventions, technological solutions and policy changes
 - Addressing urban and youth apathy in electoral participation
 - Turning around all low turnout constituencies and polling stations
- 1. To enhance the quality of electoral participation in terms of informed and ethical voting through continuous electoral and democracy education.**

SVEEP

?

FREE

FAIR

INCLUSIVE

SVEEP is the flagship program of the Election Commission of India for voter education, spreading voter awareness and promoting voter literacy in India. It is a multi-intervention programme that reaches out through different modes and media to educate citizens, electors, and voters about the electoral process in order to increase their awareness and promote their informed participation. SVEEP is designed according to the socio-economic, cultural, and demographic profile of the state as well as history of electoral participation in previous rounds of elections. The Commission produces several voter awareness materials and disseminates the same through various mediums/platforms of communication i.e Print Media, Electronic Media, Social Media etc.

SVEEP Goal & Vision : To enlighten, enable and empower every citizen to register as a voter and cast his/her vote at every election in an informed and ethical manner. Universal and enlightened participation of citizens in elections and democracy.

SVEEP Strategy IV vision document Objectives (2022-25):

The objectives envisaged for SVEEP as per the strategy document for 2022-25 are:

Increase voter turnout to 75% in Lok Sabha elections 2024 by:

Purifying the electoral roll of every polling booth

Bridging gender gap in enrolment and turnout

Ensuring inclusion of all non-voters/ marginalised sections through targeted interventions, technological solutions and policy changes

Addressing urban and youth apathy in electoral participation

Turning around all low turnout constituencies and polling stations

To enhance the quality of electoral participation in terms of informed and ethical voting through continuous electoral and democracy education

IMF-EEE FRAMEWORK



TO INFORM & generate awareness by providing correct, complete, clear and timely information to raise knowledge & understanding

TO MOTIVATE, & inspire the disinterested & alienated citizens to address their apathy and skepticism

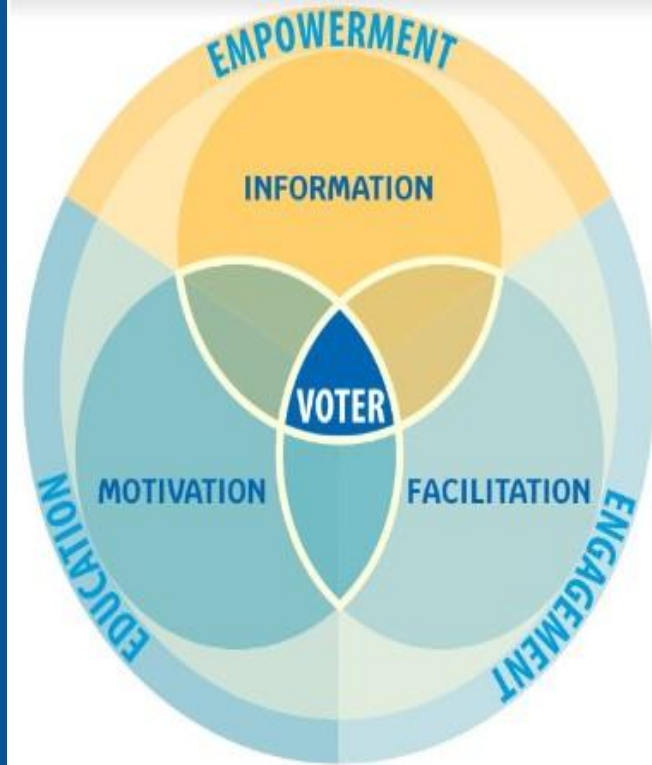
TO FACILITATE greater participation by making the electoral process voter-friendly

TO EDUCATE the electorate on the value of each vote & the right & duty of exercising one's franchise

TO ENGAGE the electors and voters and harness their energy & enthusiasm for participation in the electoral process

TO EMPOWER citizens to register & ethically vote & disseminate the spirit of participative democracy

Essential components of SVEEP



Checklists of Activities at Different Levels



National Level



State Level



District Level



Constituency Level



Booth Level

ENVIRONMENT BUILDING



Effective communication outreach and media campaigns

Leveraging Partnership and Collaborations

Strengthening flagship programmes (ELC, SSR, NVD, etc)

Targeted interventions to ensure inclusive elections

BRIDGING THE GAP



Addressing low registration and low turnout

MICRO-PLANNING



Booth/Polling station Level Planning and action

Important Components of SVEEP

1. KAP Survey (Baseline + Endline)
2. SVEEP Plan
 - Gap Analysis
 - Turnout Analysis
 - Focus Areas
 - Targeted Interventions
 - 360 Degree Media Plan
 - SVEEP Activities Calendar
1. Partnership & Collaborations
2. Icon Engagement Plan
3. Continuous Electoral Literacy through ELC Programme
4. Special Summary Revision
5. National Voters' Day Celebration
6. Monitoring & Evaluation Strategy
7. Documentation & Publication

KAP (Knowledge, Attitude, Practice) survey

- First carried out in 2009
- Baseline surveys were carried to find the Knowledge, Attitude, Belief, Behaviour and Practices (KABBP) so that required interventions could be made to enhance electoral participation.
- Endline surveys were conducted after the election to assess the efficacy of the interventions.
- KAP Surveys are carried out to study the gaps in Voter Awareness & electoral participation
- To understand the reasons for low voter turnout
- To identify the demographics of elector segments with lower enrolment
- To understand effectiveness of various formal & non-formal media vehicles
- To suggest logical and plausible measures based on the outcome of the Survey.

Background

- KABP of Voters carried out at two stages:
 - Baseline Survey – Six before the elections
 - Endline survey – after the elections
- The data collected from each State/UT is then collated and analysed to better inform decision making for the upcoming elections.

360 degrees Communication Plan

Digital & Social

- Email Campaign
- Social Media Campaign
- SMS Campaign

Electronic Media

- Audio-Visual spots
- Scrolls on TV, Display Boards
- Educational & Interactive programmes on public & private sector media

Print Media

- Articles & print advertisements for newspapers & magazines
- Local magazines & bulletin boards



Government Departments

- Panchayati Raj Institutions
- Agricultural Institutions
- PHCs, Anganwadi/ ANM centres
- NLMA
- Grassroot Institutions of Govt. Departments

Centres for Information Dissemination

- Bank/ATMs
- Post Offices, Bus & Railways
- Schools/ Colleges
- Govt & Private Hospitals
- Market, Malls, Haats, Bazaar

Outdoor Media

- Cinema slides
- Outdoor Media
- Information kiosks, Mobile media vans
- Posters, hoardings, stickers, pamphlets

Targeted interventions

Reaching out to a diverse portfolio of people, in multiple languages while incorporating new technologies

Future Voters

welcomed into Electoral Literacy Clubs (Classes 9-12); Awareness through ELCs and participation in field events/ crowdsourcing of content

New Voters felicitated with voter's kit containing EPIC, voter guide & welcome letter;
Awareness through ELCs and participation in field events/ crowdsourcing of content

Young Voters engaged through ELCs (VAFs), Social/ digital Media and other media vehicles

Women Voters engaged through women centric messaging, ASHA/ Anganwadi workers, Edutainment programmes etc., all women polling stations

PwD Voters motivated through Accessible content creation and dissemination through CSOs/ media, special rallies, enrollment drives, PwD manned polling stations & AMF

Service Voters

Engagement through defence forces through distribution of information material, facilitated with ETPBS to ensure their vote is marked

Senior Voters

Use of traditional media, communities, CSOs etc.
Engagement through Postal Ballot facility (Optional) and assistance at the booth

Marginalised Voters

enrolled in Chunav Pathshaalas and ensured special registration drives for enrollment

Urban Voters

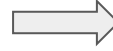
Urban voters can be targeted through VAFs, Municipal Corporations and New Media

Rural Voter

Rural voters can be targeted through Chunav Pathshalas, Panchayati Raj rallies etc.

Electoral Literacy Clubs

TIERS OF ELCs



Launched in 2017 to engage with Future Voters, New Voters, and Communities & organisations, government institutions & Corporate Houses

Objectives:

- Educate target population about electoral process by engaging them in hands on experience
- EVM and VVPAT familiarisation and education about robustness and integrity of the electoral process using EVMs
- To promote, informed and ethical electoral participation
- To harness the potential of ELC members for carrying out electoral literacy in communities

Voter Awareness Forums in Departments, Private Organizations and Institutions

Electoral Literacy Clubs(New Voter) in colleges and universities

Electoral Literacy Clubs(Community) or Chunarv Pathshala for those outside formal Education System

Electoral Literacy Clubs (Future Voters) in Secondary & Senior Secondary Schools

ELC Current Status

ELC future voters (in Schools)

162943

Chunav Pathshalas (at PS Level)

568942

ELC New Voters (in Colleges/ Universities)

95225

Voter Awareness Forums

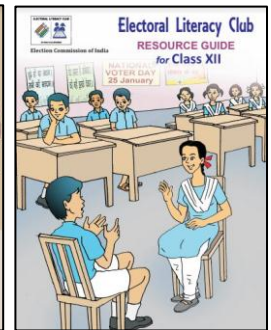
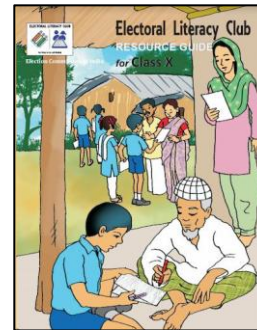
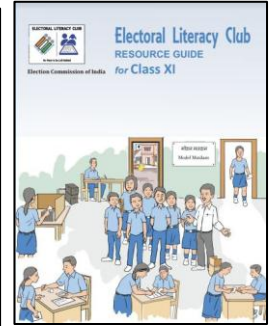
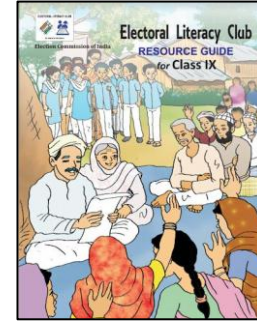
80909

Grand Total: 908019

As on 28.02.2023

How to Conduct ELC Activities

- Resource Guides have been developed for each Class; Separate Resource Guide for Chunarv Pathshala
- Resource Guide are for Convenors (Teachers in School) to help them conduct the activities in ELC
(<http://ecisveep.nic.in/files/category/12-elcs/>)
- Each Activity in the Resource Guide starts with an overview and Learning Outcome followed by step by step method to conduct the activity
- Video Tutorials are also given on ECI SVEEP website on how to conduct each activity (<http://ecisveep.nic.in/files/category/29-elc-tutorials/>)
- Translated Resource Guides in local language are also available; Each ELC Convenor to be given the Resource Guide and FAQ handbook



2

Getting Ready



Apply to be a voter
with the following
documents:

1. One passport size photograph
2. Age proof
3. Proof of residence

Nirvachitra?

Core Focus Themes of SVEEP

NON-ELECTION PERIOD

Focus on:

- Purification of Electoral Roll - Corrections in the details, updation of Mobile number and Aadhar, deletion of duplicate entries etc.
- Registration of new voters
- Deletion of dead/permanently shifted electors
- Continuous education through ELCs, Chunav Pathshalas

There is a need to document inspirational stories/ case studies of elections

ELECTION PERIOD

Focus on:

- Check your name; PS; Option of different IDs etc.
- Promotion of cVIGIL & KYC for ethical voting
- Optional usage of Postal Ballot facilities
- EVM-VVPAT demonstrations
- Dedicated campaigns for *'Value of One Vote'*
- Advertisements on poll date
- Voter slips/voter guide distribution by BLOs

PARTNERSHIP & COLLABORATION

ECI has forged very fruitful partnerships & collaborations with:

- Government Organisation: Ministeries, State Government Departments, Municipal Corporations, Public Broadcasters – AIR & DD, Railways, Airport Authority
- Non-Government Organisation : Educational Institutions,
- Private Organization/ CSOs, Telecom Service Providers,, Transport Department, Metro etc.

Things to keep in mind:

- The partnership should be non-political in nature
- The partnership should be for Voter awareness and should not be a platform of data collection by the partnered organisation

DOCUMENTATION & PUBLICATION

- ECI publication encapsulates inspiring stories from ground, glimpses of each successful elections, new innovations and initiatives etc
- Quarterly national and international magazines *My Vote Matters and VoICE International* spread awareness on electoral literacy and ethical voting; Bimonthly publication *BLO e-Patrika* to inform and motivate BLOs
- Thematic Publications like '*Electing the First Citizen: An illustrated Chronicle of India's Presidential Elections*'; '*Leap of Faith*', '*Unfolding Indian Elections*' and comic '*Chunavi Dangal*', compilation '*Crossing the Barriers*', '*Chunaavi Geeton Ka Safar*', *Amar Chitra Katha and Belief in Ballot (Vol. I & II)*,

UNIQUE SVEEP INITIATIVES



The aim of the workshop was to sensitize election officials to the needs of persons with disabilities so as to be better able to respond to their needs & facilitate them during the election process

- ❑ ECI song '*Mai Bharat Hoon: Hum Bharat ke Matadata Hai*' to enthuse and educate voters
- ❑ Matadata Junction: A 52-episode series on voter awareness on AIR
- ❑ National Voters' Awareness Contest launched (NVD 2022-23) to crowdsource creative content by engaging with youth, professionals and institutions.
- ❑ *Desh ka Mahatoyar*: A nation-wide campaign launched during LS 2019

Projects in Pipeline

- ❑ **Docu- drama:** 8-10 episode series on OTT platforms tracing the journey of Indian elections over last 7 decades
- ❑ **Short Films:** 10 thematic short, inspirational and motivational films through NFDC (upto 15 mins for each film)
- ❑ **International Song for Democracy**
- ❑ **Online Games on** Voter education through interactive online games
- ❑ **Short filmmaking competition:** Content Crowdsourcing initiative through amateur and professional film makers



FACILITIES FOR PERSONS WITH DISABILITIES ON ELECTION DAY

EVERY BOOTH WILL HAVE SOME SPECIAL ARRANGEMENTS

**RAMP &
WHEEL CHAIR**



**EVM WITH
BRAILLE**



**SIGN
LANGUAGE**



**SPECIAL
VOLUNTEERS**



**TRANSPORT
FACILITY**



**VOTER
HELPLINE**



SIGNAGE



**PRIORITY
ACCESS**

ENGAGEMENT WITH ECI ICONS

Role of ECI Icons

- The Icon should be non-partisan national celebrities
- Voter awareness is taken up through these icons, leveraging the ability of these inspirational personalities to form an authentic connection with the voter.
- They are seen as a bridge between ECI and target group esp. youth.
- Existing National ECI icons are Pankaj Tripathi, Dr. Niru Kumar, Jasbeer Singh Jassi

What to do:

- Appointing local artists and famous celebrities as election icons
- Identifying social media influencers for reaching out to youth.
- Identification & appointment of new icons from different categories viz. PwDs & senior citizens.
- Preparation of SOP for year-round engagement prior to, during and after election period.
- Care must be taken to ensure that appointed icons and selected influencers are neutral and non-partisan.

Post Elections

- KAP Baseline- Endline Survey done to curate SVEEP action plan to be implemented on ground
- SVEEP creatives and photos are designed as well as crowdsourced to create a exhaustively indexed database
- Inspirational stories from the ground are documented in the SVEEP repository

COMMON MINIMUM SVEEP

The following Common Minimum SVEEP Activities must be ensured in each district:

- Distribution of SVEEP Kit to new voters
- Distribution of Voter Guide to every household
- Thematic Décor/ messaging at the booth
- Analysis of low voter turnout areas, reasons thereof & SVEEP strategy
- Whatsapp messaging to households
- Activating ELC activities on ground
- Social media contests and crowdsourcing of ideas
- Posters on topics like Voter Registration, Polling Process, KYC App, EVM-VVPAT functioning, etc.- @ polling stations.



ECI's Existing Resources for Reaching Out

- Need to utilise existing resources as SVEEP an important programme.
- Electoral Literacy Clubs for young and future voters including college drop-outs and communities
- Voter Awareness Forums for young and urban population
- Partnerships/ collaborations with various organisations
- Social media presence
- DEO/ CEO Network for outreach activities
- SVEEP Publication, games and creatives of Poll Gone states; ECI SVEEP creatives
- Detailed checklists - SVEEP 4 strategy
- Engagement with icons

Election Planner - SVEEP Activity (1/6)

Activities to be carried by CEOs/DEOs

SR.NO	More than six months before poll day	Starting Day	Ending Day	Duration
1.	KAP (Knowledge, Attitude, Practice) Survey	300	240	61
2.	Formation of State and District SVEEP Core Team	300	P	301
3.	Preparation of state SVEEP Plan	240	210	31
4.	Database preparation	210	180	31

Election Planner - SVEEP Activity (2/6)

SR.NO	Six months before poll day	Starting Day	Ending Day	Duration
5.	Stakeholder Consultations for SVEEP at State & District level for partnership & colorations.	180	P	181
Five Months before Poll				
6.	Preparation of the District SVEEP plan	150	135	16

Election Planner - SVEEP Activity (3/6)

SR.NO	Four months before poll day	Starting Day	Ending Day	Duration
7.	Updating of DEO's website	120	P	121
8.	Updating of CEO's website and CEO's portal on ECI website	120	P	121
9.	Identification of low voter turnout areas and reasons analysis	120	100	21
10.	DEOs/ CEOs personal visit to the low voter turnout areas	120	30	91
11.	SVEEP: Preparation of campaign material	100	80	21

Election Planner - SVEEP Activity (4/6)

SR.NO	Four months before poll day	Starting Day	Ending Day	Duration
12	Appoint State and District Icons	90	75	16
13.	Finalization of SVEEP creatives and Media plan	90	60	31
Three months before poll day				
14.	Implementation of SVEEP plan	90	P	91

Election Planner - SVEEP Activity (5/6)

SR.NO	Two months before poll day	Starting Day	Ending Day	Duration
15.	Workshop for Campus Ambassadors	50	48	3
16	Activate BAGs	50	45	6
17.	Preparation of communication plan	50	45	6
18.	Issue and collect Sankalp Patras/Pledge letters through schools	40	10	31

Election Planner - SVEEP Activity (6/6)

SR.NO	One month before poll day	Starting Day	Ending Day	Duration
19.	Mass mobilisation events	15	1	15
20.	Distribution of Photo Voter Slips and Voter Guide to every household	9	5	5
21.	DEO's invitation letter to vote in newspapers	1	P	2
Poll Day				
22.	Poll Day reminders through SMS, Tickers on TV channels	P	P	1

Format for Analysis of voter turnout areas:

1. ACs with low voter turnout and its analysis:

ACs with low voter turnout (below state average)	Voter Turnout	Reasons behind non-voting	Targeted SVEEP activities/ strategy/ interventions

2. Polling station with low voter turnout and its analysis:

Polling stations with low voter turnout (below state average)	Voter Turnout	Whether visited by DEO personally?	Reasons behind non-voting	Targeted SVEEP activities/ strategy/ interventions

Thank You

