
DISTRICT SVEEP PLAN

Systematic Voters' Education and Electoral participation



Strengthening democracy through Voting

By District Election Officer & District collector

District- Guna (MP)

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Preface

Background:

The Election Commission has declared 2018 as the 'year of the electoral roll'. The focus is on 'Purifying the electoral roll' by including more eligible voters particularly youth, women, and Homeless' and deletion of non-existent with the due process of law.

Summary Revision is done every year based on the qualifying date as on 1st January based on the Election Commission's directions and the time frame prescribed by them. There is lot of gap between what the voters should know and what they actually know in important areas related to Election functionary and management. This knowledge need to be addressed by election Managers with a sense of urgency.

Experience showed that even greater awareness does not necessarily get converted in to greater Participation and the answer of this question has been found in voter education which is the most appropriate way to improve participation in a democracy in the country like India. We know that this is not a simple exercise though we have tried our level best to make this plan specific to our district and with this background; we are submitting our SVEEP Plan for Voter Registration of our District to achieve the goals and objective.

Overview -

In the country like India, the legal age of casting the vote for assembly and parliamentary elections is 18 years and above. Election Commission of India (ECI) has been consistently placing its indomitable efforts to encompass the entire citizen of India aiming that the eligible age group should be registered in the electoral list and must participate in the voting process. To a greater extent, these efforts have produced results but a lot of efforts need to be done in this direction and being done. The issues like low understanding of the importance of electoral process, thin participation of women at polling Booths, accessibility of ostracized sections of the society to



polling booths and intimidated voters still pose challenges for the system. To address all such issues, Election Commission of India has unfolded the strategy of SVEEP. When assembly election in Madhya Pradesh is on the cards and Parliamentary election is expected to be held in the year 2018, SVEEP adopts its vitality. SVEEP stands for Systematic Voters' Education for Electoral Participation, a process of concerted interventions to add people in electoral process by sensitization and facilitation and ascertains increased participation of eligible age group people across all the sections and gender of society. When electoral situation described in

this report is seen, it is clear that certain polling booths have shown dismal turnout and poor participation of women voters. In such context, the significance of SVEEP sounds relevant. SVEEP focuses on targeted approach to bridge the gaps of enrolment

turnout at Polling booths, urban apathy and to **wipe out the fear** and favor factors by spreading awareness and **confidence building measures**. Other than **ensuring free and fair polling** in the district, SVEEP will focus on few areas to get the impressive outputs in terms of high level of awareness and handsome turnout at polling stations

Guna District:- An Introduction

Guna is located at 24.65°N 77.32°E.[1] It has an average elevation of 474 metres (1555 ft). Guna district of Madhya Pradesh is the gateway of Malwa and Chambal. It is located on the north-eastern part of Malwa Plateau. Western boundary of the District is well defined by Parbati river. Parbati is the main river flowing along the western boundary touching Rajgarh District of Madhya Pradesh, and Jhalawarh and Kota Districts of Rajasthan. Towns Guna and Kota are located in north and the cities Vidisha, Bhopal, and Rajgarh lie to the South.the eastern boundary of district define by Sindh river

Demography

According to the 2011 census Guna District has a population of 1,240,938, roughly equal to the nation of Trinidad and Tobago or the US state of New Hampshire. This gives it a ranking of 388th in India (out of a total of 640).The district has a population density of 194 inhabitants per square kilometre (500/sq mi) .^[2] Its population growth rate over the decade 2001-2011 was 26.91%. Guna has a sex ratio of 910 females for every 1000 males, and a literacy rate of 65.1%. As of 2011 India census, Guna City has a population of 180,978. Males constitute 52.29% of the population and females 47.71%. Guna has an average literacy rate of 81.7%

Particulars	Census 2011	Projected in 2018
Total Population	12,41,519	14,15,389
Male Population	6,49,362	7,33,949
Female Population	5,92,157	6,81,440
Sex Ratio	896	928
Population density	194	221

Literacy rate (%)	63.22%	63.22%
Literacy rate- Male (%)	76.57%	76.57%
Literacy rate- Female (%)	52.53%	52.53%

Administrative Machinery

Administrative headquarters of the district is Guna town while its divisional headquarters is Gwalior. District is further divided into sub-divisions and tehsils while from the point of view of the rural development the district is divided into development blocks, known as Janpads. Village Panchayat is a local unit of governance in rural area and Nagarpalikas are functional as a unit of local governance in the urban area of the district. The District Collector looks after the general administration, revenue, law and order of the entire district. He is assisted by Additional District Magistrate and Sub-Divisional Magistrates in discharging his duties. The Police department in the leadership of Superintendent of Police ascertains the maintenance of law and order with the support of district administration.

Constituency

Parliamentary constituency

Guna is part of Guna and Rajgarh in Lok Sabha constituency. There are 04 assembly constituency named 28.Bamori & 29.Guna(SC) comes as the part of Guna and rest of 02 assembly constituency named 30.Chachoda & 31 Raghogarh comes as the part of Gwalior

Parliamentary Constituency

Assembly Constituency

Assembly Contituency	
No	Name
28	Bamori
29	Guna.
30	Chachoda.
31	Raghogarh.

ELECTORAL ROLL

General election in the democratic country like India has been playing an instrumental role in the development of the nation by choosing democratically elected governments through this system. It is conducted every five years in normal situation and in a vast country like ours; conducting election is a mammoth task. In the year 2018, assembly election is scheduled in the state of Madhya Pradesh and preparations are on in the full swing. Guna is one of the districts of Madhya Pradesh and situation pertaining to the preparation of election is highlighted through the information discussed below:

SN	Particulars	value
1	No of Total Electors	8,03,010
2	No. of Male Electors	4,25,592
3	No. of female Electors	3,77,406
4	No. of Other Electors	12
5	Population of the district (Census 2011)	12,41,519
6	Projected population in 2018	14,15,389
7	Electors to Population Ratio	58
8	Gender Ratio (Electors)	887 (projected 896)
9	PER Coverage (%)	100%
10	EPIC Coverage (%)	100%
11	Mobile Number count	

AC wise Electors (As per date on 31/07/2018)

AC		General Electors			
No	Name	Male	Female	Others	Total
28	Bamori	101125	90751	0	191876
29	Guna	108725	97440	9	206174
30	Chachoda	107439	93720	0	201159
31	Raghogarh	108303	95495	3	203801
	Total	425592	377406	12	803010

AC Wise Photo Coverage

The table given below shows that in Guna district all assembly constituencies have 100% Photo coverage

AC		Total Electors	Total Photos in the Roll	Non Photo Entries	% of Photo Entries	% of Non Photo Entries
No	Name					
28	Bamori	191876	191876	0	100%	0
29	Guna	206174	206174	0	100%	0
30	Chachoda	201159	201159	0	100%	0
31	Raghogarh	203801	203801	0	100%	0
	Total	803010	803010	0	100%	0

AC wise PS wise percentage of Photo Coverage

. The table below shows the AC wise status:

AC		No of PS	PS with>90% <=99% Photo elector	PS with>99% <100% Photo elector	PS with 100% Photo Elector
No	Name				
28	Bamori	264	0	0	264
29	Guna	257	0	0	257
30	Chachoda	279	0	0	279
31	Raghogar h	265	0	0	265
	Total	1065	0	0	1065

AC wise PS wise percentage of Photo Coverage

The table below shows the AC wise status

AC		No of PS	PS with>90% <=99% Photo elector	PS with>99% <100% Photo elector	PS with 100% Photo Elector
No	Name				
28	Bamori	264	0	0	264
29	Guna	257	0	0	257
30	Chachoda	279	0	0	279

31	Raghogar h	265	0	0	265
	Total	1065	0	0	1065

EPIC COVERAGE

The electors registered in the electoral roll are provided with Electors Photo Identity card, popularly known as EPIC. The number of EPIC issued is printed on the electoral roll. It has been mandatory to produce it during election by a cardholder

AC wise EPIC Coverage

AC		Total Electors	Total EPIC holders in the Roll	Residual Electors (without EPIC)	%of EPIC Coverage against Roll	%of Residual Electors'
No	Name					
28	Bamori	191876	191876	0	100%	0
29	Guna	206174	206174	0	100%	0
30	Chachoda	201159	201159	0	100%	0
31	Raghogar h	203801	203801	0	100%	0
	Total	803010	803010	0	100%	0

AC wise PS wise percentage of EPIC Coverage

The table below shows the status AC wise

AC		PS	PS with >90% ≤99% EPIC	PS with >99% <100% EPIC	PS with 100% Photo EPIC
No	Name				
28	Bamori	264	0	0	264
29	Guna	257	0	0	257
30	Chachoda	279	0	0	279
31	Raghogar h	265	0	0	265
	Total	1065	0	0	1065

ELECTOR TO POPULATION RATIO (EP RATIO)

AC		Total Population (projected 2018)			Electors (as on 31/07/2018)				EP Ratio		
No	Name	Male	Female	Total	Men	Women	TG	Total	Men	Women	Total
28	Bamori	180046	167229	347275	101125	90751	0	191876	56	54	55
29	Guna	173484	161257	334741	108725	97440	9	206174	62	60	61
30	Chachoda	193680	179636	373316	107439	93720	0	201159	55	52	53
31	Raghogar h	186739	173318	360057	108303	95495	3	203801	57	55	56

	Total	733949	681440	1415389	425592	377406	12	803010	57	55	56
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GENDER RATIO

AC		Census Gender Ratio of district	Electors as per Draft Roll(31-7-18)		
No	Name		Male	Female	Electors Gender Ratio
28	Bamori	887	101125	90751	897
29	Guna		108725	97440	896
30	Chachoda		107439	93720	872
31	Raghogarh		108303	95495	881
	Total	887	425592	377406	887

AGE COHORT:-

AC wise Age Cohort (As on 10/08/2018)

AC		Electors as per Draft Roll 10-8-18							
No	Name	18-19	20-29	30-39	40-49	50-59	60-69	70-79	>=80
28	Bamori	5437	58349	51646	35321	20771	12785	5749	1818
29	Guna	5145	57922	60787	39664	23113	12734	5509	1300
30	Chachoda	5270	57630	56170	37916	22378	13704	6228	1863

31	Raghogarh	5362	61263	58503	38461	21307	11641	5707	1547
	Total	21214	235164	227106	151362	87569	50864	23193	6528

VOTER TURNOUT

Voter Turnout- Last Elections

Election	Electors			Voters polled			%voters polled		
	Male	Female	Total	Men	Women	Total	Men	Women	Total
PC Election 2009	415543	366150	781693	277948	185949	463897	66.89	50.78	59.53
AC Election 2013	406599	356819	763418	317665	243934	561599	78.13	68.36	73.56

Voter turnout of Lowest and Highest PS

Assembly Constituency Election 2013

Particulars	AC			
	28- Bamori	29- Guna.	30 Chachoda.	31 Raghogarh.
Lowest voter turnout- Name of PS with % turnout	50.67% 121- Chak Vishwanger	42.03% 103- Guna	1.16% 153- Muhasa Kalan	46.71% 33-NFL Vijaypur
Highest voter turnout- Name of PS with % turnout	93.42% 42-Digdoli	83.98% 187-Parsoda	92.22% 231- Khejda	93.08% 99-Pilaghata

PS with highest female turnout- Name of PS with % turnout	92.77% 42- Digdoli	83.41% 32- Guna	86.88% 231- Khejda	93.81% 99-Pilaghata
PS with lowest female turnout- Name of PS with % turnout	46.17% 236- Magrana	28.21% 137- Chourol	2.08% 153- Muhasakalan	45.82% 33- NFL Vijaypur
PS with highest male turnout- Name of PS with % turnout	97.35% 234-Ballapur	92.91% 187- Parsoda	98.27% 95- Lalaveh Kalan	96.31% 76-Ahirkhedi &141-Morwas
PS with lowest male turnout- Name of PS with % turnout	47.70% 121- Chak Vishwanagar	39.65% 120- Guna	0.36% 153- Muhsakalan	47.48% 33- NFL Vijaypur

Parliamentary Constituency Election 2014

Particulars	AC			
	28- Bamori	29- Guna.	30 Chachoda.	31 Raghogarh.
Lowest voter turnout- Name of PS with % turnout	42.29% 156- Nasira	31.76% 142-	0.59% 234-Durgpura	29.30% 124-Berbas
Highest voter turnout- Name of PS with % turnout	87.42% 42- Digdoli	79.18% Mohrikala	77.42% 201-Nalkheda	81.81% 231- Hapakhedi
PS with highest female turnout- Name of PS with % turnout	85.02% 198- Haripur	76.99% 86- Guna	71.49% 201-Nalkheda	75.23% 231- Hapakhedi
PS with lowest female turnout- Name of PS with % turnout	28.22% 192- Barkhedi Dang	16.22% 142- Chourol	0.27% 226-Nasirpur	9.36% 124-Berbas
PS with highest male turnout- Name of PS with % turnout	99.58% 155- Sahrpura	85.71% 207-	86.04% 202-Shripura	95.73% 218-

		Budadongar		Tighrachanch
PS with lowest male turnout- Name of PS with % turnout	48.86% 121- Vishwanagar	39.65% 126- Guna	0.86% 234-Durgpura	41.59% 27-Purena

POLLING STATION (PS) AND POLLING STATION LOCATION (PSL)

Distribution of PSL and PS

Election		Total Parts (Polling Stations)			Total Polling Station Locations (PSLs)			Breakup of Rural Polling Station Locations With having more than one PS in same building		
No	Name	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total
28	Bamori	0	264	264	0	250	250	0	14	14
29	Guna	147	110	257	77	100	177	50	10	60
30	Chachoda	32	247	279	17	242	259	13	5	18
31	Raghogarh	67	198	265	41	193	234	38	17	55
Total		246	819	1065	135	785	920	101	46	147

Vulnerability & critical PS

AC		Total PS	Total PSL	Vulnerable area	Critical PS
No	Name				
28	Bamori	264	250	4	48
29	Guna	257	177	19	19
30	Chachoda	279	259	10	82
31	Raghogarh	265	234	3	17
	Total	1065	920	36	166

SVEEP PLAN

SVEEP will adopt a multi-pronged approach as the spectrum is much broader. It will have participation and co-operation from various govt and private organizations. In addition, all possible types of media would be used for the awareness generation.

Challenges & Target

- SVEEP will try to accomplish the following targets mentioned below:
- 100% photo coverage and 100% EPIC coverage to be achieved
- Increase Gender ration according to census data
- Efforts for encouraging women to cast their votes, especially in the areas where female voter turnout has been low
- Maximizing the participation of young voters
- Increasing voter registration
- Inclusion of excluded voters,
- Exclusion of dead, shifted and duplicate voters and
- Sensitizing service voters to cast their votes while on duty

DIVISION OF WORK

Since management of election is an arduous task, it is of utmost importance that the responsibility at each level should be defined. In this regard, work distribution has been done at the various levels as:

1. District level

- Meetings with political parties
- Appeal to appoint BLA for each polling station by political parties.
- Wide publicity with the help of information dept. in local news papers.
- Scroll in local cable TV
- Banners & Hoarding at prominent places, Govt. Offices, Railway Station and other Public places etc.
- Organizing various programmes at colleges.
- Involving NGOs, various associations & other voluntary organization in SVEEP
- Bulk SMS may be used.
- Motivate young voters to carry the message to masses

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- Moving SVEEP awareness van at each polling stations.

2. RO/ARO/ERO/AERO LEVEL

- Appointment / updation of BLO of each polling station.
- Training to BLO /Aanganwadi worker, Health Worker & other officials to make a Successful effort.
- Informing the public regarding the details of Booth Level Officer of the area by putting
- "KNOW YOUR BLO" board with details of BLO at his home or at his service place.
- Organizing various programmes at colleges.
- Publicity through Drama and skits
- Involving political parties, traders association, Lions club, Rotary Club, different types of
- Groups, Social or religious leaders in this programme.

3. B.L.O. LEVEL

- Implementation of instructions given from upper level
- Regular meetings with local residents.

- Registration of youth and newly married females.
- Display of banners on panchayat/ school / colleges / PHC / CHC/public places.
- Distribution of pamphlets in melas, gram sabhas, etc.
- Encouraging female registration with the help of Anganwadi workers.

SVEEP COMMITTEE

In accordance with the Directives of Election Commission of India, a full-fledged SVEEP committee has been constituted at the district level. The committee would oversee the time-bound and effective implementation of the plan. As directed Collector & District Election Officer would be the Chairperson of SVEEP committee. The Committee comprises following members mentioned here:-

SN	Who	In the Committee as
1.	Collector & District Election Officer	Chairperson
2.	CEO (ZP)	Member
3.	Deputy Collector	Member
4.	Dist. Lok seva manager	Member
5.	District Programme Officer, WCD	Member
6.	District Education officer (DEO)	Member

7.	District Project Coordinator (DPC)	Member
8.	Post Master ,Main Post office Guna	Member
9.	District Lead Bank Manager	Member
10.	Public Relation officer.	Member
11.	Chief District Health Officer	Member
12.	Principal Govt. P.G. College Guna	Member
13.	Principal K.V. School.	Member
14.	Program officer AIR and Doordarshan kendra	Member
15.	Road and Transport Officer	Member
16.	PO DUDA and C.M.O. Nagar Palika.	Member
17.	District Labor Officer	Member
18.	Dy. Director Social Justice Department	Member
19.	Distt. Tribal Officer	Member
20.	Zila Prod shiksha adhikari	Member
21.	Lead Bank Officer	Member
22.	In charge of NYK	Member
23.	Dist. Food officer	Member
24.	Dy. Director agriculture	Member
25.	SE MPEB	Member
26.	Dist Excise officer	Member
27.	GMDIC	Member

28.	Dist. Sport Officer	Member
29.	Dist Mining officer	Member

On similar lines, a Steering Committee at the Assembly Constituency level would constitute:

SN	Who	In the Committee as
1.	Registration Officer,	Nodal officer
2.	Assistant Electoral Registration Officer,	Member
3.	Taluka Development Officer,	Member
4.	Block Health Officer,	Member
5.	CDPO,	Member
6.	Taluka Coordinator of Lead Bank,	Member
7.	Chief Officer, Municipality,	Member
8.	Representative of Local Educational Institutions,	Member
9.	Representative of Local NGOs	Member

The Steering Committee would monitor the SVEEP implementation against laid down targets on a regular basis. The ROs and EROs will ensure that the Sector Officers and BLOs are trained in the objectives, strategies for SVEEP implementation. Through the involvement of officers of other departments such as ICDS, Food and Civil Supplies, Primary Education etc. in the Core Committee and Steering Committee, the entire administrative machinery and field-level functionaries of these departments would also be involved for achievement of objectives of our SVEEP plan.

Educational Institutes: Colleges and vocational institutes are considered to be hubs of intellectuals and youngsters, hence, there is a huge scope to sensitize the students and teachers to register and participate in the polling. In addition, they can be of great help in creating awareness in the society and thus help in improved voter turnout. Educational institutes would perform following activities:

- To conduct inter and intra-colleges and vocational institutes debates, discussions, quiz programs and essay writing competitions can generate awareness among the youngsters to participate in such democratic process.
- Youth voter awareness campaign can be organized. It can be helped by involving youth leaders or youths of repute at local level.

S.No	Name Of the Educational Institution	Govt/Pvt	Name of Nodal Officers & designation	Contact No.
1.	Government PG college	Govt	V.K Tiwari	9425119031
2.	Kasturba Girls College	Govt	Dr.Vinita Vijayvargiya	9425133010
3.	Gandhi Vocational College	Private	Dinesh Agrawal	9406583806
4.	Omkar College	Private	Madhu krishnani	9425408541
5.	Government college, Raghogarh	Govt	Dr.Jawaharlal Dwivedi	9425724206
6.	Government College, Aron	Govt	Dr. Niranjan sutri	9827007736
7.	Government College,Binaganj	Govt	Dr. B.L Ahirwar	8770239789
8.	Government Girls College	Govt	Dr. D.K Gautam	9425786060

9.	Government Polytechnic ,Raghogarh	Govt	K.R Deheriya	9425761063
10.	JP University Of Engineering & Technology, Raghogarh	Private	Dr. Neeli Jayshree	9849402684

- Availability of Form-6 is ensured at such institutes

- The following institutes have been identified as coordinating points for conducting awareness generation in the various institutes:

Involvement of Government Departments

- Involvement of Anganwadi workers who are present in almost each village of the district. They can be instrumental in spreading awareness about adding the names of 18 and above age group who are somehow not registered as electors.
- Similarly, ANMs from Health department can also help in this regard
- Teachers of schools, especially Govt school teachers have great influence on villagers. Hence, they can motivate villagers about the significance of voting. Parents of children enrolled can also be contacted by teachers.
- SHGs involved in Sanjha Chulha and MDM would sensitize local people and several women-headed SHGs are also running which can support in spreading voter registration awareness.
- Health department would display banners and posters in district hospitals and CHCs.

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- BLOs would be extensively engaged in registering new electors and awareness generation among people.
 - Office of Regional transport would be used to sensitize vehicle owners who are coming for vehicle registration and availability of Form 6 would be ensured.
 - To ascertain that staff working in the district has got their name registered, Form-6 would be sent to each department.

Involvement of NSS/NGOs

- Their role would be to spread message through one-to-one interaction or through banner and posters.
- The network of NSS would be used to add and motivate young voters.
- The cooperation of NCC and NSS would be taken in the campaign. This is the reason that coordinators from these bodies have been involved in the SVEEP committee

Media- Print & Electronic

- National and Local dailies like Dainik Bhaskar, Navduniya, Swadesh have good circulation in the district of Guna. The district would avail the space of well-circulated dailies in the form of appeals, advertisements and election-related information. Similarly, pamphlets and leaflets would also be circulated, especially for urban voters, through the newspaper hawkers.

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- Hoardings and banners will also be placed at public places like Bus terminus, Petrol pumps, Tehsils, LPG counters, RTO offices, Banks etc. Posters on buses and auto rickshaws would be used. Private organizations and corporate/PSU bodies would be motivated to support.
 - Electronic media is the strongest source for information dissemination. Its quick effect and reach in the distant areas can be of great help. The district would use channels and local city cable network to create awareness by flashing appeals, slogans and jingles. Radio FM in Guna will also be used to air the messages for awareness generation.
 - A face book page Named “Election Festival in Guna” under the SVEEP plan 2014” has been created and people are open to comments and suggestions.
 - Use of audio-visuals at remote villages will be ensured so that the contents are easily explicable and effective.
 - Announcement through loudspeakers would be done regarding the services and place of services of addition or correction in the voter list.

Media Planning

- Prioritizing local and cultural aspects would be the crux of media planning. Some of the steps that would be followed are:
- Since agriculture is the main livelihood in the district, efforts would be made to design and prepare election awareness creating posters and banners with agriculture as the theme.

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- In remote and tribal pockets, wall writings and paintings would be the mode of awareness campaign.
 - Since audio-visuals have long lasting effect, slide shows would be conducted in remote pockets.
 - Where turnout was lower during last elections, it would be tried to organize few skits by using kala pathak dals with the support of Zila Panchayat.
 - Haat bazaar will be focused for the intensive awareness campaigns.

Road shows:

- Each tehsil will host road shows to raise the confidence and awareness among people, especially young voters.
- Road shows would be organized by youths with the support of other organizations

Volunteer Registration Programme (VRP)

Citizens who are willing to motivate people for voting will be register themselves on a portal. They will be given ID cards and T-shirt from district administration with logo appealing for enhance participation in voting . The volunteers will travel in different Blocks , Gram Panchayats and Institutions encouraging people to participate in voting.

Volunteers will ensure that participation from all strata and demographics increase in significant proportion.

Marathon

To raise awareness among voters marathon will be organized at district and block level. All the sprinters will carry the message to exercise the voting rights through the message printed on their T-Shirt that they will be provided from district administration , Guna.

Billboard

Billboards in Hindi and English appealing people to vote has been displayed in different locations of city.

MTV (Message through vehicles)

Auto rickshaws and buses will carry the posters depicting importance of voting in the democracy throughout the electoral processes.

PMP (Personalized Message Of Participation)

Billboards with an 18 year old girl , an octogenarian citizen , a housewife one Divyang, all exercising their voting rights will be displayed in different Gram Panchayats, Tehsil and district headquarter. It will ensure enhanced participation of electoral.

Air Ballons

Air ballons carrying different catchphrase and graphics will be used to increase the visibility of the message of electors participation in the election.

Community Radio

Community radio will be used to spread the message through folk song and jingles in the remote area of the district.

Videos on Right to Vote

Competition on different social issues has been conducted in the district by administration. The theme also include "Right to Vote" , the best three of them will be played repeatedly in the mall and cinema halls to reach the target age group and raise the awareness among them.

Pledge to Vote

"Pledge to vote" campaign is another plan of district. The senior secondary and Higher Senior secondary students of different schools will get the Pledge to vote form filled from their parents to ensure that they reach polling booth to cast their vote.

Matches

Cricket , Football and basketball matches will be played among the officers of Guna district . Officers of educational institutions , GAIL and NFL will also be encouraged to participate in the matches through their respective teams.

News -PRO

Public relation officer will be coordinating with different media houses in the district so that message of district administration regarding participation in voting & its importance can be highlighted continuously in the local magazines and news papers.

Clubs & Associations

Clubs and association in coordination with district administration will be working to increase voter awareness through different activities.

Meeting with stakeholders:-

Association of a particular fraternity has strong hold in its community and therefore, it would be useful in spreading the electoral awareness in the district with the support such associations and other private bodies. This is the reason, district administration would organize meeting with Bank managers, Petrol pump owners, Transporters, PSUs heads, Cable Operators, Presidents/Chairman of various clubs, leaders of SHGs and above all political parties would be contacted to improve the awareness among people of the district. Some of the major associations in the district are listed below:

- Printing press Association
- Petrol Pump owners
- Transport Association
- Bar Association
- Doctors' community

SVEEP and Groups in Societies :-

Increasing the youth participation

- Efforts would be made to sensitize young voters to participate in the process, especially in the areas where turnout of youths has been not high.
- Places like employment office, vehicle registration office would be focused where youths visit frequently and form 6 would be placed at such offices to add them as elector.
- The network of NSS would be utilized to sensitize youngsters.
- Database of students having completed age of 18 years be compiled and Head of Institution certify that all the eligible students get enrolled in the list.
- Debates and other competitions related to voting and its benefits would be conducted. Similarly, lecture by senior officers from the district administration would also be organized.
- Road shows are one of the catching interventions to attract young voters.
- Printing and electronic campaign would also be done on large scale.
- Young teachers in schools at villages would be involved in awareness campaign.

Reducing the gender gap

- Efforts would be made to sensitize women voters to participate in the process, especially in the areas where turnout of women was not encouraging.
- It would be done through sensitizing head of the families about the importance of even a single vote and role of women. It generally occurs in rural area where women under veil are not allowed to cross the door of her house. Audio-visuals would be used to break the hesitation to cast their vote.
- Support of SHGs led by women, Anganwadi workers and ASHA would be taken to sensitize women voters.

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- Doctors, especially lady doctors would be advised to counsel female patients about the vote and its significance.
 - In urban areas, women wing of clubs/NGOs would also be used for sensitization.

Increasing the participation of illiterate, Marginalized and tribal

- In the identified pocket with poor literacy rate, optimum use of audio-visuals would be ensured, wherein, shows would be conducted.
- As per the vulnerability mapping security arrangement would be done, where minorities or weaker sections have threats and are prevented from casting their votes.
- Frequency of announcement in such areas would be enhanced.
- Radio would broadcast important messages pertaining to voting and awareness.

SVEEP in Rural & Urban areas:-

Rural areas

- Ensuring easy availability of form 6, 7, 8 and 8-A at Panchayat office
- Support by BLOs in filling out the forms, especially for illiterates
- Discussions in Gram sabha and involvement of Sarpanch in the process
- Dramas, skits and wall paintings through outreach programs

Urban areas

- Signature campaign, announcement through loudspeakers, meeting of reputed personalities in the area
- Meetings of associations like business communities, doctors fraternity, labor union etc
- Meetings on pre-announced date for form 6 distribution and collection

- Advertisements in newspapers, pamphlets distribution and use of local electronic media.

Activity Calendar

Enrolment drive in the district has been in full swing during last few years which have shown positive results, especially in terms of registering new voters. Considering the Assembly election in the year 2018, more speed of such efforts needs to be given and planned efforts have been felt to be rolled out. In this context, a tentative calendar from

Phase 1: Jan-May ' 2018

S.No	Activities	First Week	Second week	Third week	Fourth week
1	Poster making competition under SVEEP objectives & slogan on Ethical Voting(in school& Colleges	Guna	Raghogarh	chahoda	Bamori & Aron
2.	Voters Pledge (Each PS)	Guna	Chachoda & Aron	Bamori	Raghogarh
3	Student Rallies on Ethical Voting	Raghogarh	Aron & Bamori	Guna	Chachoda
4.	College Student Rallies on Ethical Voting	Chachoda	Raghogarh	Bamori	Aron & Guna

5	School Essay Competitions on Ethical Voting & Importance of women's participation	Raghogarh	Bamori	Guna	Aron & Chachoda
6	Rangoli Making Competitions focusing on Ethical Voting & Women Participation	Bamori	Aron & Raghogarh	chachoda	Guna
7	NYK & ITI rallies, events & campaigning	Aron & Raghogarh	Bamori	Guna	Aron
8	SVEEP Wall in schools & Departments: Encouraging students and school children to write slogans and Voting Messages on wall through art, graffiti or any other innovative means. All district departmental offices to take up the SVEEP Wall initiative.	Raghogarh	Aron & Bamori	Chachoda	Guna
9	Capacity Building workshops for women – AWW, ANM & ASHA, CDPOs	Guna	Bamori	Aron	Bamori & chachoda
10	Rangoli competitions for Anganwadi workers, ASHA, ANMs, CDPOs	Bamori	Aron	Guna	chachoda & Raghogarh

11	Discussions & Signature Campaigns for AWW, ANM & ASHA, CDPOs	Aron	Guna & Raghogarh	Chachoda	Bamori
12	Voter Pledges for AWW, ANM & ASHA, CDPOs	Bamori	Aron	Guna & Raghogarh	Chachoda
13	EVM Demonstrations to AWW, ANM & ASHAs, CDPOs	Chachoda	Aron	Raghogarh	Bamori & Guna
14	Capacity Building workshops for women – SHGs	Bamori & Guna	Raghogarh	Chachoda	Aron
15	SHG Marketing & SVEEP Messages	Chachoda	Bamori & Raghogarh	Aron	Guna
16	Voter Pledges for SHG women	Chachoda	Aron	Guna	Bamori & Raghogarh
17	Rangoli Competitions, Signature Campaigns & Discussions	Raghogarh	Guna	Bamori & Raghogarh	Chachoda
18	EVM Demonstrations to SHGs	Chachoda & Bamori	Raghogarh	Guna	Aron
19	Capacity Building workshops government grassroots functionaries – Rozgar Sahayak, Sachiv, Prerak etc	Raghogarh	Chachoda & Bamori	Aron	Guna

20	Capacity Building workshops for BLOs	Guna	Aron	Raghogarh	Chachoda & Bamori
21	Capacity Building workshops, discussions & conference mainstreaming exercises : For the disabled at block levels	Raghogarh	Chachoda	Aron	Bamori & Guna
22	SVEEP Campaigning through Auto rickshaws & Buses	Chachoda	Raghogarh	Bamori & Guna	Aron
23	Pamphlets and Posters distributed to Grocery stores	Aron	Raghogarh	Bamori & Guna	Chachoda
24	Joint effort with RTO and campaigning of SVEEP through Buses	Raghogarh	Bamori & Guna	Aron	chachoda
25	SVEEP stickers/pamphlets to be distributed to Newspaper vendors	Bamori & Guna	Raghogarh	Chachoda	Bamori

Progress

Enrolment drive has been in full swing for the last two years and a planned calendar had been existed. In the guidance of EROs/AEROs BLOs have done a tremendous job to enroll the eligible age group who have been left out from getting registered. NSS and other private organizations have also supported the electoral authorities at district level in the enrolment campaign Some of the media clippings are annexed on the next page to show the efforts made in this regard.

