

SYSTEMATIC VOTER'S EDUCATION AND ELECTORAL PARTICIPATION (SVEEP)- DISTRICT PLAN FOR RAJOURI.

SVEEP Calendar

S.No.	Task/Activities	Description of activities	Time Lines
1	National Voter Day	Distribution of EPICs in Colleges Seminars and Debates Registrations of Eligible Voters Distribution of From-6	20 th to 25 th January
2	Awareness for Voting	Morning Prayers in Schools Pledge Letters Letter from DEO to Parents Debate as well as seminars	26 th January to 15 th of Feb.
3	Identification of Excluded Groups SC/STs/Bakerwals i.e. Migration of Nomads	Animal Husbandry Department Sheep Husbandry Department Warden of Gujjar and Pahari Hostels	1 st Feb. to 31 st March 20 Camps
4	Targeted Programme for Urban voters	Directions from DEO to administered Municipalities for Registration and directions for enhanced polling	1 st Feb. to 15 th of March Review 10 Camps
5	Targeted Programme for women	Celebration of International Women Day on 8 th of Mach throughout the District. BDOs/CDPOs/BMOs/Self Help Groups Anganwadi Centers to act as Nodal point for Awareness "Saas Bahu Beti Abhiyan"	8 th of March
6	Service Voters	Letter from DEO to Commanding/Controlling Officers for Registration	1 st Feb. to 9 th March
7	Special Registration Drive	All BLOs to act as facilitators and enroll left out Electors/and read out ER at Polling Stations	9 th of March
8	PRIs	Special Meetings at Block Head Quarters BDOs Special Gram Sabhas and Ward Sabhas	1 st January onwards review forth nightly
9	10% Low voter turnout PS	Direction from DEO to all BLOs for wide publicity. BDOs of District to conduct special camps along with ARO/Nodal Officers/AERO. 45 Zones Identified	1 st March to 15 th of March. Review

10	Disabled/Old Age/Widows/	Directions to DSW to identified and Circulate phamlets to enhanced voting and provide assistance for polling	1 st March to 15 th of March. Review
11	MGNREGA Workers	Directions to BDOs/VLWs/MPWs/Bank Officials	1 st March to 15 th of March. Review
12	Pensioners Central/State	All Nationalized Banks to Circulate stickers/Banners/Phamlets and reminder when they visit for drawing pension	1 st April onwards
13	Facilitation Centers	CICs/Khidmat Centers of JKB to Issues voter Slip and Help Electors to Know their EPIC No. and Polling Station. BLO Board in each polling booth. Matdata Sahayata Kendras (MSKs). Search your name in e-roll in each polling station and MSKs. Providing sufficient number of helping hands to help and guide voters. Online Registration Facility through CEO website.	25 th of March Onwards
14	Patients/Peoples Visit for OPD in District Hospital	Banners in Waiting Area of Hospital/Registration Slip/Slogan and Message. Asha Workers to encourage voting during their routine duty	1 st March to onwards
15	Media	Strips in Local Channels before polling days and messages in print media from DEO	1st April to onwards
16	Rural Population/Adults people	NLMA/SBM/Preraks To assist and facilitate BLOs and during polling Day and aware adult illiterate electors for polling	1 st March to onwards Review
17	SHGs	NGOs/minority organizations to spread messages for voting rights Director RSETI	1 st March to onwards And review
18	Technical Students/New admission in School/Colleges Results ITI/BGSBU	During admission voter participation and education for enhanced electoral participation message from DEO Progress Card along with Pledge letters	1 st March to onwards
19	Rural Viewers /Listeners	Special Pahari/Gojjri messages in AIR/Door Darshan	1 st March to onwards

20	Cultural Programmes	Mushaira and Songs competitions	15 th March to onwards
21	Commuters/ Passengers/Students	Stickers in Tempos/Matadors/Buses/ School vans	1 st March to onwards
22	Sending Group SMS	Group SMS to subscribers of BSNL and other mobile phones and BLOs	Before polling Day
23	Flex Banners	In DEO, ERO and Block offices	1 st March to onwards
24	Printing of Posters	Posters at booth, GP, AERO, ERO and DEO offices	1 st March to onwards
25	Media Interface	Press Meet, media briefings etc	Every day about activities under taken under
26	Pilgrims and Tourists	Special Camp at Shahdara Sharief to encourage and educate for polling Tourism Department.	1 st March to onwards
27	Ration Card Holders	Ration Dealers to encourage and take a pledge from RCH	1 st March to onwards
28	Driving License	Mandatory to have EPIC for applying Driving license valid till Polling Day	1 st March to onwards
29	Electricity Consumers	Electricity Bills to have Voter Message in printed on it.	1 st March to onwards
30	Customers and stake holders	Beauty Parlours /Barber Shops/Tea Shops/Canteens /Mobile Shops/Cyber Café/Petrol Pumps for wide publicity. Posters/Stickers	1 st March to onwards
31	Mothers	Pediatricians/gynecologists to encourage for voting Medical Shops	1 st March to onwards
32	Rural and Urban Population	Drum beating and awareness through loud speakers in Auto Rickshaws before polling	1 st April to onwards
33	Namazis	Friday Prayers special awareness for voting rights and duty.	1 st March to onwards
34	Sports	DYSS to conduct special games and aware people for voting rights and duty by involving NYC volunteers	1 st March to onwards 20 events

OBJECTIVES OF STATE SVEEP PLAN

1. To improve the overall turnout in the State to 70% (from the 49% in 2009 LS Elections).
2. To increase voter turnout in the target low turnout polling stations.
3. To focus on the ACs with low EP ratio and carryout registration drive.
4. To focus on the ACs with low polling percentage for high motivation campaign to achieve optimum increase in voter turnout.
5. To bridge gender gap in enrolment and turnout.
6. Increase in postal ballot voting by educating and facilitating service voters and employees on election duty.
7. To bring about visible improvement in the quality of electoral participation in terms of informed and ethical voting.

FACILITATION

THE SCOPE AND FUNCTION OF DISTRICT SVEEP CORE COMMITTEE IS DEFINED BELOW:

- The Committee is a consultative body to advice on the activities proposed to be taken up under the SVEEP Programme during 2013-14.
- To deliberate on issues relating to improvement of voter turnout during elections and creating awareness on ethical voting and suggest targeted programmes / communication interventions for higher voter turnout.
- Suggest activities / programmes which can be taken up by partner Departments / agencies for greater participation in the SVEEP Programme.
- Disseminating the messages relating to greater participation in the electoral process through existing sub-ordinate agencies at the field level.

Overall approach:-

- Reading of Electoral Roll at Gram Sabha and Ward Sabha: This would certainly create interest and awareness in people related to voting and also people would be able to find if their name is actually present in the electoral rolls and also missing voters would make use of it and apply for registration.
- Short and Sweet Slogans used for awareness: These slogans would prove very useful in voter awareness as these will become a buzzword in the district.
- Training, awareness and education has been given to the Team of BLOs, Aanganwadi workers, Asha workers.
- To involve educational institutes, ICDS workers, Health workers, Fair price shop

- Training, awareness & education would be given to the Team of BLO, Aanganwadi worker, Asha worker, on how to convince the women voters to register their name in electoral roll.
- Through all BLO'S and sector officers we would conduct vote awareness campaign.
- Awareness through Print media and Electronics Media: Electronic media is the fastest and the most reliable source of publicity and we will make apt use of this. Slogans and other important information would be advertised through this medium. All national and local dailies would be used for awareness spreading.
- Display of hoardings, banners and slogans: Hoardings, banners and posters are a source of good publicity since long. Hoardings/Banners and Posters at major public places would be installed at the cost of Government and Private partners and different associations.
- Distribution of Pamphlets at/Bus Stops/ to spread the awareness at the cost of Government and Private partners and different associations.
- Awareness through local cable network: Local cable network caters to mass population and we would spread awareness through this channel.
- Use of SMS (short message service): SMS with appeal to vote and polling booth location and time of poll with the help of Mobile service providers at their own cost.
- Transport Buses would be covered with posters related to participation, turnout and ethical voting with the help of RTO and transport associations

