

# *Systematic Voter's Education and Electoral Participation*



*Action Plan-2020*  
*Collector & District Election officer*  
*District Indore*

<i>S.No.</i>	<i>NAME</i>	<i>DESIGNATION</i>
<i>1</i>	<i>SHRI Manish Singh</i>	<i>COLLECTOR &amp; DISTRICT ELECTION OFFICER-INDORE (CHAIRMAN SVEEP INDORE)</i>
<i>2</i>	<i>SHRI Sohan Kanas</i>	<i>DEPUTY DISTRICT ELECTION OFFICER- INDORE</i>
<i>3</i>	<i>SHRI Himanshu Chandra</i>	<i>CEO ZILA PANCHAYAT &amp; NODAL OFFICER SVEEP INDORE</i>

## **Backend office SVEEP**

### **Nodal officer for SVEEP.**

***The Core Team for coordinating the implementation of SVEEP at the District Level would include the following:-***

1. *Collector - INDORE – Chairperson,*
2. *CEO Zila Panchayat Indore - SVEEP Nodal,*
3. *A.S.P. INDORE - MEMBER,*
4. *COMMISSIONER IMC - MEMBER,*
5. *AERO ALL AC - MEMBER,*
6. *DIRECTOR AKASHWANI - MEMBER*
7. *A.D. HIGHER EDUCATION - MEMBER*
8. *DIRECTOR DOORDARSHAN INDORE - MEMBER,*
9. *PRO INDORE - MEMBER,*
10. *DISTRICT EDUCATION OFFICER INDORE - MEMBER,*
11. *Road and Transport Officer - MEMBER,*
12. *CMO (ALL)-NAGAR PANCHAYAT-MEMBER,*
13. *CEO (ALL)-JANPAD PANCHAYAT-MEMBER,*
14. *DPO WCD INDORE - MEMBER,*
15. *DWEO INDORE - MEMBER*
16. *DD FISHERY INDORE - MEMBER,*
17. *DD VETERINARY INDORE - MEMBER*
18. *LDM LEAD BANK BOI INDORE*

***The Steering Committee would monitor the SVEEP implementation against laid down targets on a regular basis. The EROs and AEROs 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.***

## AC WISE SVEEP NODAL OFFICER

Sr.No.	AC No. & Name	Nodal Officer	Designation	Mobile no.	Office
1	203- DEPALPUR	SHRI RAJU MEDA	CEO JP DEPALPUR	9713571718	JANPAD PANCHAYAT DEPALPUR
2	204-INDORE-1	SMT. LATA AGRAWAL	DY.COMM. IMC	7440443311	IMC INDORE
3	205-INDORE-2	SHRI NARENDRA SHARMA	DY.COMM.IMC	7440443309	IMC INDORE
4	206-INDORE-3	SHRI PRAJAPATI	CEO JP INDORE	9399973687	JANPAD PANCHAYAT INDORE
5	207-INDORE-4	SHRI CHANDRASHEKHAR NIGAM	DY.COMM.IMC	7440443418	IMC INDORE
6	208-INDORE-5	SMT MINAKSHI PATIDAR	DY.COMM.IMC		IMC INDORE
7	209- DR.AMBEDKAR NAGAR -Mhow	SHRI HEMENDRA SINGH CHOUHAN	CEO JP MHOW	9826073724	JANPAD PANCHAYAT MHOW
8	210-RAU	SHRI RAKESH SHARMA	CMO RAU	9893691625	JANPAD PANCHAYAT RAU
9	211-SANWER	SMT KUSUM MANDLOI	CEO JP SANWER	9691195171	JANPAD PANCHAYAT SANWER

## Guidelines for Covid-19 related Communication

Sr. No.	Topic	Detail
1.	Make Desired Behaviors Simple & Easy To Do	<p>a. Prioritize a <b>few, clear, achievable actions</b> people can take in their everyday lives.</p> <p>b. Provide a checklist or <b>Decision Tree</b> to help make the right decision in unfamiliar contexts (e.g., how to opt for Postal Ballot)</p>
Example of Decision Tree :		
2.	Make Messages Catchy & Memorable	<p>a. Messages that are <b>easy to visualize</b> are more likely to be remembered and enacted.</p> <p>b. Use <b>short, catchy</b> phrases and slogans.</p> <p>c. Easily recalled phrases increase individuals' own action and are more likely to be repeated to others.</p>
		<p>d. Use alliteration and rhyme</p> <p>e. Incorporate <b>popular local expressions</b> in messages.</p> <p>f. <b>Repeat the same slogan</b> as often as possible and through different channels. Repetition increases people's recall and belief in a statement.</p> <p>g. Examples of Catchy Election Messages -  <a href="https://drive.google.com/drive/folders/14i55Os8gvMkpiEACWWITTWU7KpMUorof?usp=sharing">https://drive.google.com/drive/folders/14i55Os8gvMkpiEACWWITTWU7KpMUorof?usp=sharing</a></p>
3.	Appeal To People's Social Nature	<p>a. Publicize adherence (and don't highlight non-adherence) to recommendations like physical distancing or mask-wearing. People cooperate with rules for the collective good as long as they believe most of the others are.</p> <p>b. Motivate appropriate behaviors by making them easily observed by others. Ex- Profile Picture frames on Social Media, Posters outside homes on adherence to safety norms.</p> <p>c. Engage icons, officers and all major stakeholders to share a uniform message.</p>
4.	Promote Collective Action & Cooperation	<p>a. Most people are naturally cooperative. Appeals to <b>widespread cooperation</b> are more successful than punitive measures.</p> <p>b. Connect individuals' behavior to the <b>well-being of others</b>, particularly vulnerable groups (e.g., I wear a mask to protect my elderly grandmother).</p> <p>c. To encourage people to take the pandemic seriously, use <b>messages from essential workers</b> who are taking greater risk (healthcare, security, transport etc).</p> <p>d. Acknowledge and thank people for their cooperation. Ex-At registration centers, training/collection dispatch centers, Polling Station.</p>

		e. Praise those assisting their community in exceptional ways.
		f. Use language that appeals to people's sense of community:"we", "all of us", "Hum sabhi". g. Avoid messages that provoke fear, panic, or stigma - this will cause people to avoid seeking care. <b>focus on positive, pro-community, actionable messages.</b>
5.	Maintain Credibility and Legitimacy	a. Prioritize communications from the spokes person at a consistent time and in a consistent format. b. To counter misinformation, emphasize and repeat the correct facts that people should know. c. Remind the public to <b>evaluate the credibility of sources</b> before sharing, especially on messenger apps and social media.

## Do's and Don'ts for Media Outreach

1.	<p>Don'ts - Strict No.</p> <ul style="list-style-type: none"><li>• Don't criticize any party of Candidate.</li><li>• Don't criticize the government.</li><li>• Don't talk about development or criticize existing infrastructure and systems.</li><li>• Don't talk about CHANGE (as it may be construed as campaigning against the party in power).</li><li>• Don't ask people who they will vote for.</li><li>• Don't ask people who they voted for, on or after poll day.</li><li>• Any advertisement on voter participation by ECI/CEO should not immediately precede or immediately follow any political advertisement; it can be misleading</li><li>• Hosts/RJs of partner FM/CR stations should not share the dais with any political party or candidate at any public function during the election period.</li><li>• Don't talk about making the country NEw or STRONG, as it may be associated with any one party.</li><li>• Don't talk about youth leadership of the country, It may be construed as promoting a particular party.</li><li>• Avoid colours of Political parties of the State/Nation.</li><li>• Avoid slogans or phrases being used by political Parties.</li><li>• Be aware of the tag lines and advertisement statements <b>of political parties</b>, so that it can be strictly avoided.</li></ul>
2	<p>Do's - Yes</p> <ul style="list-style-type: none"><li>• Talk about participation - Registration and Voting.</li><li>• Talk about process - What, Why, Where, When and How to Register and Vote.<ol style="list-style-type: none"><li>a. Only those registered on Electoral Roll, can vote. Thus it's important to check if name is on the roll, even if you possess an EPIC. In some cases, EPICs were issued to electors some years back, however name were deleted following due process (maybe person was not found at his residence on visits by BLO etc).:-</li><li>b. Verify your Name &amp; Details on Electoral Roll:-<ol style="list-style-type: none"><li>i Through <a href="http://WWW.nvsp.In">WWW.nvsp.In</a></li><li>ii By Calling Nation helpline No. 1950.</li><li>iii By using 'Voter Helpline' Mobile app.</li><li>iv SMS &lt;ECI &gt;&lt;SPACE&gt;&lt;EPIC No&gt; to 1950 or on alternate numbers given by States.</li><li>v Names can also be checked at ERO office, Voter Facilitation Centres (wherever they exist) or from Booth Level Officer, CEO's website or Election Commission's website.</li><li>vi EPIC is the identity document issued by ECI to all those who are registered on the electoral roll</li></ol></li></ol></li></ul>

vii If you have not received the Voter slip, no worries, contact your BLO, however, voter slips can also be collected from the election official outside the polling station on the poll day.

- Talk about ethical and informed voting
  - a. Under section 123 of RPA 1951, giving as well as taking of bribe is deemed a corrupt practice and can invite disqualification from voting
  - b. Don't be induced into voting for money
  - c. Don't be induced into voting on caste and religious lines
  - d. Vote for right candidate
  - e. Vote without fear
- Talk about democracy, having a voice in democracy
- Talk about Voting as a Right
- Voting is easy
- Make Voting fashionable
- Make Voting Cool
- Make Voting Smart
- Make non-voting uncool
- Be innovative and interesting
- Have contests
- Have phone-ins from people at polling Stations

3. On Poll Day

- Announce the poll timings - the same are usually from 7 am to 6 pm at most polling stations, but confirm with CEO's office before announcing.
- People can use the photo voter slip given by the elections officials as identity document. Even if voter slip not received, one can carry EPIC or one of the specified identity document and go to the polling booth to vote.
- Alternate identity document that can be used may be specified - the same is announced few days before polls.
- If you are standing in the queue at the time of the close of polls i.e 6 pm, in most places you can vote, the polling booth shall be kept open till the last man who had joined the queue before specified closing time of the poll, casts his vote.
- Inform that Mobile phones, laptops, I pads etc are not allowed inside the polling booth, so they should leave the same at home.
- Remind people to come and vote throughout the day.
- Motivate people to vote.
- Make it clear that voters should not reveal whom they voted for on the poll day on any telecast or broadcast media.



## Knowledge Resources

Sr.No.	Topic
1.	<p>What the Creators Should know</p> <ol style="list-style-type: none"><li>a. Familiarize yourself with the process by reading the material available on the website of the ECI and CEO.</li><li>b. Know the name of Parliamentary Constituencies (PCs)/Assembly Constituencies (ACs).</li><li>c. Know the name and contact details of the Nodal Officer whom you should contact in case of some clarification or detail. They are extremely busy during election period and this should be kept in mind while coordination with them for information/guidance.</li><li>d. Take the list of PCs/ACs from CEO's Office/website; find out the area covered under the Constituency, audience would ask questions regarding their PC/AC based on their location.</li><li>e. CEO website generally provides location of polling Station on Google map</li><li>f. Know the individual numbers (One for each state) where the electors can send SMS to know if their name is on the roll.</li><li>g. Know the website address of the CEO of the states and ECI, here electors can search their name in the voter list.</li><li>h. Familiarize yourself with the terms like CEO, DEO, ERO, BLO.</li><li>i. Vote is secret People should not reveal who they voted for on the polling day.</li></ol>
2.	<p>General Information for Content Creators</p> <ol style="list-style-type: none"><li>a. For any help related to registration or voting procedure, citizen's can call Voter Helpline Number 1950 (Toll Free No.).</li><li>b. All relevant forms can be submitted online at National Voters' Services Portal- <a href="http://www.nvsp.in">www.nvsp.in</a> or through Voter Helpline app</li><li>c. Types of Voters in India:</li><li>d. General Voters - ordinary Citizens of India registered as a Voter who cast their vote at Polling Station.</li><li>e. Service Voters - Personnel of Armed Forces, State Armed Police Force Personnel serving outside their state, forces under Army Act 1950, Government of India Officials serving outside India.</li><li>f. Overseas Voters - A citizen of India, who is above 18 years of age and living abroad for employment, education etc.</li><li>g. No person can be enrolled as a voter in more than one place. In case of shifting, appropriate forms need to be submitted by the person to delete or modify previous registration.</li><li>h. Elector Photo Identity Card (EPIC) is issued to each voter. It carries enrolment number, Name photograph and address of the voter. Overseas Electors aren't issued EPIC. They vote by presenting their indian passport at the polling station.</li></ol>
	<ol style="list-style-type: none"><li>i. An elector's name should be present in the latest revised Electoral Roll for them to</li></ol>

	<p>be able to cast their vote. Mere possession of EPIC card without name in the electoral roll doesn't provide the right to vote.</p> <p>j. Voting at all polling stations will be done using EVM - VVPAT machine.</p> <p>k. Booth Level Officer (BLO) is the field officer of ECI who makes house to house visits to verify voters.</p> <p>l. Chief Electoral Officer (CEO) is the highest authority related to election within a State/UT</p> <p>M. District Electoral Officer (DEO) oversees arrangements for election within a district.</p>
3	<p>Important topics</p> <p>a. Accurate information regarding qualification and procedure for registering as a voter for the first time.</p> <p>b. Introduction to EPIC and Electoral Roll</p> <p>c. Online/Offline provisions for voter registration, verification, correct or deletion.</p> <p>d. Motivating migrated workers/students and married women to re-register themselves as voter wherever they are living now instead of being registered in their hometown.</p> <p>e. Motivating voters to realise the power and importance of their single vote with special focus on young and urban voters.</p> <p>f. Motivating Indian Citizens living abroad to register themselves as Overseas Electors at the address mentioned on their passport.</p> <p>g. Verifying name and details in the electoral roll much before polling day.</p> <p>h. Information related to arrangements, facilities and proceedings inside a polling station.</p> <p>i. Special provisions for women and PwD voters.</p> <p>j. Information on use of EVM - VVPAT and how it ensures security and secrecy of vote.</p> <p>k. Voter registration and voting procedure for Service Voters.</p> <p>l. Voter Helpline Number and Mobile Application.</p> <p>m. Reporting any malpractices at polling Station through CVigil App</p> <p>n. Developing ethical and informed voting temperament by examining manifesto and affidavits of candidates.</p> <p>o. Getting names of deceased relatives deleted from the Electoral Roll</p> <p>p. Finding Polling Booth location</p>
4	<p><b>Voter Registration/Details Modification Process</b></p> <p>a. Qualification for a voter :</p> <p>i Indian Citizen and resident of the constituency where the person wishes to register as a voter.</p> <p>ii 18 years old on 1<sup>st</sup> January to qualify for voting.</p> <p>iii Indian Passport holders living abroad can also register themselves as voter at the address mentioned on their passport.</p> <p>iv Armed Forces personnel have special voting provisions.</p>

	<p><b>b. Documents required :</b></p> <ul style="list-style-type: none"> <li>i Applicant needs to submit the following to get registered as a new voter in any constituency : <ul style="list-style-type: none"> <li>i. Furnished Form 6</li> <li>ii. Coloured Passport size Photograph</li> <li>iii. Address Proof</li> <li>iv. Age Proof</li> </ul> </li> <li>ii To make any corrections to details of already registered electors, Forms 8 needs to be submitted.</li> <li>iii. For shifting address within the same polling constituency Form 8A needs to be submitted.</li> <li>iv. 'To register after shifting to a new constituency' Form 6 needs to be Submitted again along with details of previous voter registration in the declaration.</li> <li>v. indian Passport Holders NRIs need to submit form 6A to register as an Overseas Indian Elector.</li> <li>vi. For the purpose of deleting a deceased relative's name from Electoral Roll- Form 7 is Submitted.</li> </ul>
5	<p><b>How to register/ modify details in the electoral roll ?</b></p> <ul style="list-style-type: none"> <li>a. voter Helping for any information <ul style="list-style-type: none"> <li>i. Call 1950 (Toll Free No.)</li> <li>ii. Install Voter Helpline App from Google Play Store</li> </ul> </li> <li>b. Forms can be submitted online at <a href="http://www.nvsp.in">www.nvsp.in</a></li> <li>c. Furnished Forms can also be given to the local BLO.</li> <li>d. Forms can be submitted at the local Voter Facilitation Centre or at the office of Electoral Registration Officer.</li> <li>e. Personnel of Armed Forces and State Armed Police forces can register themselves as Service Voter at <a href="http://www.servicevoter.nic.in">www.servicevoter.nic.in</a></li> </ul>
6	<p><b>Verification of name in Electoral Roll</b></p> <ul style="list-style-type: none"> <li>a. Verification of name in the Electoral Roll can be done via: <ul style="list-style-type: none"> <li>i If elector has an EPIC then SMS - ECI &lt;spcae&gt;&lt;EPIC Number&gt; to 1950</li> <li>ii. Can search their name on <a href="http://www.nvsp.in">www.nvsp.in</a></li> <li>iii. At the website of Chief Electoral of elector's state/UT</li> </ul> </li> <li>b. Verification before each election is necessary. If a name isn't present in the electoral roll then registration form can be submitted again.</li> <li>c. If there are any errors then a form form correction can be submitted.</li> </ul>

7	<p><b>Preparations by voter for poll day</b></p> <ol style="list-style-type: none"> <li>a. Paid leave is granted by all employers on Election Date.</li> <li>b. Electors should have checked and verified their name in the Electoral Roll recently.</li> <li>c. Generally Polling Station is within 2Kms distance</li> <li>d. Polling Station location is mentioned in Voter slip which is distributed to voters by the BLO before election.</li> <li>e. Alternatively, Photo voter slip and Polling Station location can be generated at <a href="http://www.nvsp.in">www.nvsp.in</a></li> <li>f. Electors need to carry a valid identity proof to the polling Station.</li> <li>g. If EPIC is unavailable, Aadhar, Passport, Driving License, Bank Passbook, Ration Card etc can also be used.</li> <li>h. Gadgets and electronic devices aren't allowed inside polling station.</li> </ol>
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## **Backend office SVEEP**

### **Distribution of work to implement the SVEEP plan at each level:-**

1. At District level
  - a. Appeal to appoint BLA for each polling station by political parties.
  - b. Wide publicity with the help of information dept. in local news paper.
  - c. Slide show in local cinema & video theatre.
  - d. Scroll in local cable TV.
  - e. Banners & Hoarding at prominent places, Govt. Offices, Railway Station, APMC and other Public Places etc.
  - f. Involving N.G.O., Co-operative societies, other community association & other voluntary organization in SVEEP.
  - g. To get Co- operation of celebrities of the district.
  - h. Bulk SMS may be used.
  - i. Motivate young voters to carry the message to masses
  - j. Motivate female Voters through Rallies, pink booth, rangoli competition, mehandi competition, mahila sanghoshti.
  - k. Use of traditional methods such as 'PEELE CHAVAL' for Voter awareness.
2. At ERO / RO / AERO / ARO LEVEL
  - a. Appointment / updation of BLO of each polling station.
  - b. Training to BLO / Aanganwadi workers & other officials to make a successful efforts.
  - c. To inform the public regarding the details of Booth Level Officer of the area
  - d. By putting "KNOW YOUR BLO" board with details of BLO at his home or at his service place.
  - e. To organize various programmes at colleges, higher secondary schools, ITI & all technical institutes & education institutions level.
  - f. Publicity of election programme in fares at religious places, (Religious MELA)
  - g. Publicity through Drama, nukkad railley.
  - h. To involve Sarpanchs / Delegates of District panchayat / Nagarpalika In this programme.

i. To involve, political parties, traders association, Lions club, Rotary Club, different types of Groups, Social or religious leaders in this programme.

**LS 2019**

S.No.	AC No. & Name	PS NO	POLLING STATION	Low% Turnout
1	203-Depalpur	181	CHHOTA BANGADADA	47.25%
		270	KALI BILLOD	48.74%
		271	KALI BILLOD	51.72%
		272	KALI BILLOD	55.20%
		166	CHHOTA BAGANDADA	58.40%
		172	CHHOTA BAGANDADA	59.32%
		203	NAYABASERA	59.73%
		186	CHHOTA BAGANDADA	60.22%
		179	CHHOTA BANGADADA	60.70%
		201	GANDHINAGAR	60.96%
2	204-Indore-1	174	DUSARI PALTAN 1 TO 130	38.52%
		233	PANCHSHIL NAGAR	42.47%
		147	JUNA RISALA	42.54%
		144	KILAMAIDAN	43.31%
		22	NANDABAG	43.67%
		26	NANDABAG	44.15%
		78	RISHI NAGAR INDORE	45.87%
		256	CHANDAN NAGAR	47.91%
		55	KUSHWAH NAGAR	48.62%
		162	SUBHASH MARG	49.19%
3	205-Indore-2	9	SANWER ROAD	40.63%
		26	SANWER ROAD	45.77%
		12	SANWER ROAD	46.39%
		10	SANWER ROAD	46.79%
		251	PARADESHIPURA	46.97%
		153	DEENDAYAL UPA.NAGAR SUKHLIYA	47.16%
		275	SUBHASH NAGAR	48.27%
		253	PARADESHIPURA	48.32%
		35	SAWER ROAD	48.43%
		170	VIJAY NAGAR	48.52%
4	206-Indore-3	208	C.R.P.LINE	42.01%
		15	S.A. F.	42.65%
		210	C.R.P.LINE	42.90%
		14	S.A.F.	45.89%
		107	PAGANISAPAGA	51.73%
		12	POLOGRAUND	52.07%
		164	PAVANPURI	52.91%
		109	GADIADDA	54.15%

		75	MAHA.CINEMA KE PASS M. T. H.	54.25%
		92	MOTITABELA	54.71%
5	207-Indore-4	60	LABARIYABHERU ROAD	52.24%
		108	DWARKAPURI	53.48%
		175	DWARKAPURI	53.67%
		160	SUDAMANAGAR	54.19%
		200	M.O.G. LINE	54.20%
		233	CHHATRIBAG	55.84%
		124	DWARKAPURI	56.15%
		109	DWARKAPURI	56.58%
		44	CHHATRIPURA	57.04%
		41	NARASING BAZAR	57.13%
		6	208-Indore-5	317
99	RING ROAD KHAJRNA NEAR BOMBAY HOSPITAL			43.79%
92	RING ROAD NEAR BOMBAY HOSPITAL			44.28%
98	RING ROAD KHAJRNA NEAR BOMBAY HOSPITAL			49.34%
67	RAVISHANKAR SHUKL NAGAR			50.65%
105	RING ROAD NEAR BOMBAY HOSPITAL			50.86%
326	MAYUR NAGAR			51.18%
1	MALWA MILLYASHWANT NIVAS ROAD			51.35%
97	RING ROAD NEAR BOMBAY HOSPITAL			51.55%
193	BRAJESHVARI ENEKS			52.81%
8	210-Rau			88
		159	SUKHNIWAS	45.57%
		52	TEJPURGADBADI	45.71%
		244	PALDA	48.50%
		293	DHAMANAY	48.93%
		179	RAU	49.96%
		53	TEJPURGADBADI	51.78%
		150	AHIRKHEDI	51.88%
		59	PIPALYARAV	52.12%
		151	AHIRKHEDI	53.19%
9	211-Sanwer	289	MORODAHAT	22.62%
		237	LASUDIYAMORI	43.58%
		238	LASUDIYAMORI	44.31%
		236	LASUDIYAMORI	53.37%
		143	PALIYAH AIDAR	59.02%
		229	KAILODAHALA	61.76%

		148	BHANVARASLA	62.40%
		247	NIPANYA	62.69%
		248	NIPANYA	63.24%
		224	TALAVALICHANDA	63.41%

**VS 2018**

S.No.	AC No. & Name	PS NO	POLLING STATION	Low% Turnout
1	203-Depalpur	269	काली बिल्लोद	56.69
		180	छोटा बांगड़दा	57.18
		178	छोटा बांगड़दा	59.78
		270	काली बिल्लोद	60.66
		202	नया बसेरा	61.31
		164	छोटा बांगड़दा	61.53
		162	छोटा बांगड़दा	61.72
		268	काली बिल्लोद	61.84
		171	छोटा बांगड़दा	62.22
		182	छोटा बांगड़दा	62.62
2	204-Indore-1	290	चंदन नगर	31.20
		192	दूसरी पल्टन	36.44
		27	नंदबाग	38.23
		158	किला मैदान	40.46
		193	दूसरी पल्टन	43.56
		161	जूना रिसाला	47.17
		287	गीता नगर	48.12
		260	बी.एस.एफ. एरोड्रम रोड़	49.86
		201	किला मैदान	50.71
		163	शास्त्री कॉलोनी,	50.79
3	205-Indore-2	10	सांवेर रोड	44.43
		29	सांवेर रोड	44.67
		166	पं.दीनदयाल उपाध्याय नगर सुखलिया	45.03
		133	निरंजनपुर	46.92
		184	विजय नगर	47.98
		13	सांवेर रोड	48.46
		275	परदेशीपुरा	49.25
		310	ीलनाथ कैम्प	49.75
		12	सांवेर रोड	49.86

		181	विजय नगर	50.00
4	206-Indore-3	70	परदेशीपुरा फिरोज गांधी नगर	0.00
		17	एस.ए.एफ.	42.02
		16	एस.ए. एफ.	42.88
		44	महात्मागांधी मार्ग	43.32
		247	सी.आर.पी. लाईन	47.23
		249	सी.आर.पी. लाईन	47.85
		7	अहिल्या पल्टन	49.26
		138	पागनीसपागा	52.25
		53	पोलोग्राउण्ड	52.46
		95	महात्मा गांधी मार्ग	53.57
5	207-Indore-4	117	द्वारकापुरी	51.67
		92	गुमाश्ता नगर	52.13
		187	द्वारकापुरी	52.38
		247	छत्रीबाग	52.50
		95	गुमाश्ता नगर	52.73
		171	सुदामा नगर	52.96
		313	खातीवाला टैंक	53.19
		119	द्वारकापुरी	53.36
		106	द्वारकापुरी	53.73
		214	एम.ओ.जी. लाईन	53.96
6	208-Indore-5	349	आगरा बाम्बे रोड	39.09
		208 ¼d½	बिचौली हप्सी रोड	40.87
		105	रिंगरोड	42.36
		99	रिंगरोड	48.10
		210	बिचौली हप्सी रोड	48.46
		9	पार्क रोड	48.94
		106	रिंगरोड	49.01
		72	रविशंकर शुक्ला नगर	49.44
		1	मालवा मिल, यशवंत निवास रोड	49.56
		13	रेसकोर्स रोड	49.80
7	209-Dr- Ambedkar Nagar, Mhow	165	लोकोशेड वार्ड 6 महु	43.54
		164	लोकोशेड वार्ड 6 महु	47.97
		166	लोकोशेड वार्ड 6 महु	48.95
		146	भोई मोहल्ला वार्ड 4 महु	49.82
		213	गांगल्याखेडी	50.61



		139	हाल्टिंग बोर्ड वार्ड 4 महु	52.73
		10	विश्वास नगर	56.79
		91	कोदरिया	58.13
		93	कोदरिया	58.30
		157	राजेश्वर विघालय छोटी बिल्डग	58.67
8	210-Rau	40	राजेन्द्र नगर	0.00
		62	चोइथराम अस्पताल परिसर	39.83
		210 ¼d½	राउ	41.33
		191	सुखनिवास	44.27
		192	सुखनिवास	44.91
		113	केशर बाग रोड	45.09
		180	अहिरखेडी	45.29
		193	सुखनिवास	48.20
		182	अहिरखेडी	48.85
		67	तेजपुर गड़बड़ी	48.89
9	211-Sanwer	292	मोरोदहाट	14.34
		291	मोरोदहाट	21.06
		241	लसूडिया मोरी	52.25
		240	लसूडिया मोरी	52.45
		154	भंवरासला	56.27
		232	कैलोद हाला	58.44
		250	निपान्या	59.47
		249	निपान्या	60.88
		239	लसूडिया मोरी	61.61
		228	तलावली चांदा	63.03

### 3. ERO / RO / AERO / ARO LEVEL

- An arrangement for easy availability of form No.6, 7, 8 & 8A made at "MATDATA SAHAYATA KENDRA" at all AC & also guidance will be provided to fill such forms.
- Seminars can be arranged to educate the voters regarding the model code of conduct & the importance of vote without fear and reward to strengthen the democracy.
- At P.H.C. / C.H.C. / Civil Hospital & Hospital run by trust, banners & hoarding should be displayed.
- Banks, Corporate Office, Govt. Offices, Police Stations, RWA may be insisted to get registered their staff & family members in Electoral Roll.

Distribution of work to implement the SVEEP plan at each level:-

#### **4. At B.L.O LEVEL**

- a. Implementation of instructions given from upper level
- b. Regular meetings with local residents.
- c. Registration of youth and newly married females.
- d. Display of banners on panchayat / dairy / school / colleges / PHC / CHC / community hall etc.
- e. Distribution of pamphlets in melas, krishi melas, gram sabhas, etc.
- f. Encouraging female registration with the help of women panchayat members.

### **Voter Awareness Multimedia Campaign Brief**

#### **1. Campaign Goals-**

- a. To build awareness and motivation on voter registration and voting procedure.
- b. To build knowledge and confidence related to COVID-19 mitigation measures among voters.

#### **2. Background-**

- a. ECI conducts intensive 360 degree multimedia Information, Education & Communication campaign prior to each election which complements our round-the-year voter awareness and outreach initiatives.
- b. The goal is to ensure that all relevant information related to elections reaches every eligible elector of the area accurately any within time .
- c. Information dissemination to everyone in the area is ensured with cognizance of the local culture, dialects, literacy levels, media access, topography and popular means of communication.
- d. in view of the COVID-19 pandemic, all guidelines related to safety and hygiene need to be strictly observed at all times during conduct of voter awareness campaigns in the state.
- e. A major shift in campaign strategy towards utilization of digital & electronic media to the greatest extent possible.

#### **3. Target Audience**

- a. All registered electors in the state with special focus on the following:
  - i. Youth
  - ii. Women
  - iii. Senior Citizens
  - iv. PwDs
  - v. Marginalized Sections (Migrant, Tribal's, Third Gender)
- b. Custom Communication Strategy for Urban, Semi-urban and Rural regions.
- c. Custom Communication Strategy for Service Electors & Overseas Electors.

#### **4. Campaign Objectives-**

- a. Timely dissemination of accurate election related updates (dates, guidelines, procedures, facilities etc.)
- b. increase registration of new voters.
- c. Re-registration/Correction of details, especially of migrants, on electoral roll.
- d. Countering misinformation.
- e. Awareness building on the following:

- i. Registration process: Online/Offline.
- ii. Verification/Correction of details on Electoral Roll.
- iii. Provision for Postal Ballot.
- iv. COVID-19 related safety measures.
- v. Using EVM-VVPAT and its security measures.
- vii. Accessing affidavits of contesting candidates.
- viii. Poll Day and Timings.
- ix. Locating Polling Station.
- x. Voting procedure inside Polling Station
  - f. Motivation for coming to Polling Stations for voting.
  - g. Motivations to participate in informed & ethical manner.

#### 5. Challenges

- a. Apprehensions induced by the pandemic.
- b. Restrictions on organizing public gatherings due to COVID-19.
- C. High influx of migrant population, if applicable.
- d. Historically low electoral participation, if applicable.
- e. Introduction of new procedures related to voting.

#### 6. Mandatory Elements-

- a. Proactive monitoring of every health guidelines issued by Central and State health departments.
- b. Proactive media monitoring and social-listening to detect relevant knowledge-gaps.
- c. Extensive mapping of all popular credible media outlets (digital, electronic, print & outdoors) and maintaining a dynamic media allocation plan as the campaign progresses.
- d. Liaising collaborations with Print, TV and Radio channels.
- e. Strict adherence to Do's & Don'ts in designing all communication products to endure apolitical and non-controversial nature.
- f. Taking due approvals from designated officer at CEO office before publishing any communication product.
- g. Pre-testing major production with selected sample target audiences.
- h. Monitoring and supporting content developed at District level, maintain uniform communication styles and effective use of media outlets.
- i. Documentation of all vital communication products developed at State and District level.

### **The SVEEP Interventions**

<b>AGE GROUP 18 TO 59</b>					
<b>AC Name</b>	<b>AGE 18_19</b>	<b>AGE 20-29</b>	<b>AGE 30-39</b>	<b>AGE 40-49</b>	<b>AGE 50-59</b>
203	4,408	57,838	62,236	51,306	32,758
204	6,577	81,881	99,767	73,001	44,498
205	5,318	75,660	1,02,245	73,731	45,282
206	3,320	40,160	52,636	39,548	27,339
207	4,847	51,439	64,908	51,571	36,540
208	6,862	89,524	1,12,120	82,537	52,594
209	4,720	64,420	71,499	53,256	32,697
210	5,575	74,407	88,558	64,413	41,802
211	5,358	68,091	71,035	55,473	33,681
<b>TOTAL</b>	<b>46,985</b>	<b>6,03,420</b>	<b>7,25,004</b>	<b>5,44,836</b>	<b>3,47,191</b>

<b>AGE GROUP 60 TO 100+</b>					
<b>AC Name</b>	<b>AGE 60-69</b>	<b>AGE 70-79</b>	<b>AGE 80-89</b>	<b>AGE 90-99</b>	<b>AGE 100+</b>
203	18,576	8,258	2,787	452	21
204	23,126	10,217	2,500	293	19
205	24,518	11,522	2,974	361	34
206	15,572	7,598	2,185	234	10
207	21,663	10,391	2,999	296	11
208	30,299	15,352	4,157	473	18
209	17,406	7,680	2,390	339	34
210	23,172	10,553	2,880	319	26
211	18,909	8,553	2,816	445	27
<b>TOTAL</b>	<b>1,93,241</b>	<b>90,124</b>	<b>25,688</b>	<b>3,212</b>	<b>200</b>

<b>PwD Electors</b>					
<b>AC Name</b>	<b>Total Visually Impaired</b>	<b>Total Speech/Hearing Disabled</b>	<b>Total Locomotor Disabled</b>	<b>Total Other Disability</b>	<b>Total PWD Electors</b>
203	192	220	1113	219	1744
204	399	368	830	248	1845
205	123	759	466	201	1549
206	193	316	241	78	828
207	239	328	842	119	1528
208	814	1240	542	330	2926
209	209	86	1313	143	1751
210	93	116	2293	90	2592
211	294	182	1019	354	1849
<b>(+)TOTAL</b>	<b>2556</b>	<b>3615</b>	<b>8659</b>	<b>1782</b>	<b>16612</b>

### **Age group between 18-30:-**

1 Debate and other competition related to voting and its benefits, in Colleges and Higher Secondary Schools: Higher Secondary schools and Colleges consist of a sizeable population of young voters and by creating awareness amongst them, we can help in increasing the voting turn out.

2 Essay Competition/ Writing Competition: The young voters would be attracted towards such competitions and this would solve our purpose too, topics of the essays would be like Voting; My right and my duty etc.

3 Question quiz should be prepared and drive should be conducted in almost all the Educational institutes for awareness which will cover the youth eligible voters.

4 Youth Voter Awareness Campaign Workshop in all educational institutes.

5 The nodal officers are designated in all colleges to ensure that all the eligible students should be enrolled and caste vote.

6 Youth voter festival would be celebrated in almost all the educational institutes.

7 Prabhat Feri's would be conducted at school levels in the district to create voter registration awareness.

8 Copies of Form-6 would be made available in educational institutions, especially colleges and hostels for inclusion of young voters' names.

- 9 Awareness through AWARENESS Vehicle with publicity posters
- 10 Making almost mandatory to produce receipt of Form- 6 or EPIC with new driving license's application :- At RTO office, Employment Exchange office and Marriage Registration office where maximum youth age group from 18 to 30 are visiting for get kaccha / pakka license and Name Registration. We check there with our system his/her name that whether he/she name is in electoral role & if not we will Facilities with Form No. 6.
- 11 Voter Registration through Post Offices.
- 12 Awareness through Print media and Electronic 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 spread.
- 13 Distribution of Pamphlets at Bus Stop/ Railway Station: Bus stop and Railway station, these two are the nerves of any place and we would distribute Pamphlets at these places to spread the awareness.
- 14 Information on how to Enroll / Make Corrections / Obtain EPIC would be publicized by BY MIKE AUTORICKSHAW
- 15 Publicity for enrollment name in voters list and motivate to vote at All educational institute, vocational training institution, mobile shop association, beauty parlor association, RTO office, NCC NSS, ITI, Nehru Yuva Kendra, Cybercafe, Barbour shop etc.
- 16 Youth Manifesto: Young person trained in the workshops, will go to the different constituencies around district asking other youths to fill out a questionnaire in order to identify the issues that concern youths. The intention here is to get a cross section of the opinion of youth in the nation on issues that affect them. Participants will decide on issues that are most important to them. Then they will organize voter participation around those key issues.
- 17 Bike rally for Voter Awareness
- 18 Human Chain in urban areas
- 19 Pledge or Oath paper & Signature campaign for voter registration and voter awareness.
- 30 + age group:-

### **Awareness through TEAM Vehicle with publicity posters.**

- 01 Training, awareness & education has been given to the Team of BLO, Aanganwadi worker, Asha worker, Usha worker.
- 02 To involve educational institutes, ICDS workers, Health workers, Fair price shop owners, Mid Day Meal scheme implementing agencies etc. in campaigning process.
- 03 Training, awareness & education would be given to the Team of BLO, Aanganwadi worker, Asha worker, Mahila Samkhya, & MDM workers, on how to attract the women voters to register their name in electoral roll.
- 04 Through all BLO'S and sector officers we would conduct voter registration awareness campaign.
- 05 Support through our MDM & F.P.S machineries.
- 06 Local cultural Dances/ local cultural shows by Nehru Yuva Kendra / N.S.S.

07 Cultural programs for Voter Awareness: People of India tend to attract towards cultural events and programs, we would use such programs as a platform for voter awareness wherein we can choose events in program related to Voter Awareness.

08 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.

09 Street Play and other short skits: This could well prove a very good step in rural areas where these skits and street plays are very popular, we would chose plays and skits with theme as voting and why to register to vote?

10 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, some of these are, Jo kare Matdan aeich che sachu Yuvan etc

11 Awareness through Print media and Electronic 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 spread.

12 Display of hoarding, banners and slogans: Hoardings, banners and posters are a source of good advertisement since long time and we would make sure that proper use of this medium is done. Hoardings/Banners and Posters at major public places would be installed.

13 Distribution of Pamphlets at/Bus Stop/ Railway Station: Bus stop and Railway station, these two are the nerves of any place and we would distribute Pamphlets at these places to spread the awareness

14 Road Shows: This is a pretty new concept and very effective too, road shows will capture the attention of the youth and we would be able to get registration from this.

15 Awareness through local cable network: Local cable network caters to mass population and we would spread awareness through this channel

16 Use of SMS (short message service): SMS with appeal to vote to each and every voter would be sent which would also indicate them about their polling booth location.

17 Online helpline for the voters: We have introduced 'Voter Helpline Android App' & URL [www.nvsp.in](http://www.nvsp.in) for Registration and verification in electoral roll.

18 A toll free Helpline Number: 1950 Number has been introduced from where any voter can get any information regarding voting 24\*7.

19 Jingle CD would be made and distributed through AERO, ERO, would be Played at weekly HAT Baazars of Rural areas where large no. of people gather.

20 Multiple Voter Facilitation Centers would be started in every Block of the district.

21 Meeting with partner agencies like Bank Managers, Post Office, Cable Operators, Cyber cafe owner, Theater Owner, Barber's Associations, Beauty Parlors, Mobile Shop Owner, Computer Class Owners, etc to appeal them to use materials related to voter awareness in their premises so as to cover at large the voters.

22 The Village Dairy Cooperative's Milk Collection Centre is a congregation point for villagers especially, women. It is proposed to display Voter Education Posters at targeting women voters at all Milk Collection Centers in the district. BLOs would be instructed to remain present at milk

collection time (Morning & Evening) and keep form no 6,7,8,8- C at center for immediate registration

23 We will stick small posters in each & every Petrol Pumps, Cinemas, Bus Stop, Hotels, Railway, Gardens, & also all public places where youth goes regularly.

24 We will get Support from Anganwadi Workers, ASHA and USHA workers, NGO's Members.

25 FM Radio would be used for spreading voter registration awareness and also voter registration process

26 Publicity by arranging stalls at Hat Places in the district.

27 Publicity by Hoardings, Banners, Stickers at local language at Floor Mills, Beauty Parlors, Barber Shops, Pediatricians and Gynecologist dispensary, Mobile Shop, Cybercafe, Civil Hospitals, RTO office, Employment Exchange office, Petrol Pumps, Cinemas, Bus Stop, Hotels, Railway, Gardens & also all public places

28 Some Young person will be trained during a Youth Voter Awareness Campaign Workshop. Training includes Election Rules and Regulations, Messages to be delivered, Attitude of youth to peer to peer contact, toward voting and toward civic participation, communication and public relations, mediation skills, TV-R adio Media skills: interviewing techniques and presenting messages using the media .These youths would be used to promote voter registration awareness in the district.

29 Having the newspapers include a daily countdown to elections day, as well as a short message on registration of new voters.

30 We will have activities geared towards helping educate people about the Election Day activities, such as mock election polling station activities, mock debates, live candidate debates for local peoples.

31 The most effective way of getting a new voter is the in-p erson door- knock by a peer, so we would appeal all the voters to create awareness about registration in their peer circle.

32 Campaign by loudspeaker mike on auto rickshaw in Urban areas during revision period

33 Women rallies for Women voter's Awareness

34 Bike rally for Voter Awareness

35 Human Chain in urban areas

36 Pledge or Oath paper & Signature campaign for voter registration and voter awareness.

37 Most of the ST Buses would be covered with posters related to election awareness and registration awareness

38 Sticking Voter Education related Stickers/Handbills on private vehicles appealing and urging them to register.

39 Cinema Theaters to display Election related posters / banners during preshow, interval & post show time.

40 Data provided by other government agencies would be used to add new voters to the database

## Partnership for SVEEP

1 Educational Institutions :- In colleges designated officers have been appointed and trained in voter registration as such they have been involved in the strategic partnerships targeted at youth voters.

2 Banks and Post Offices :- In district, there is a good network of banking facilities in rural branches, semi-urban branches, urban branches of banks are spread across the district. Further, there are sub-post offices and village level post offices in the district that maintain the MGNREGS accounts in rural areas.

3 Line Departments :-

a. ICDS Network :- Anganwadi Workers- To spread awareness among women and ensure registration of missing female voters especially in rural areas. They shall also help in getting photos of female non-photo entries

b. Health Department :- It's AASHA & USHA workers to help in IEC campaign and enhancing female registration. We intend to utilize the forum of weekly Mamta Diwas to reach out to females of the villages for SVEEP.

c. MDM :- Co-ordinators and FPS shop owners will also be involved especially, in tracking down non-photo entry electors, ESR entries in roll, 18+ and unregistered youth etc.

4 MEDIA : The print and electronic media is proposed to be roped in as a partner for extensive voter education campaigns.

### Chronology of Events

From 01-10-2020 to 31-10-2020

Disposal of applications received. Purification of Electoral Roll.

Reading aloud voter list at Polling Stations.

Updation of BLO register.

Voter awareness through Whats App groups.

Selfie with District Icons.

Promotion of Voter helpline & #GoVerify - (Through this one can verify his/her name in electoral roll by calling at helpline no 1950 or 'Voter Helpline Android App' or visit [www.nvsp.in](http://www.nvsp.in)).

Organizing "Voters Selfie" Programme in schools/colleges.

Adding all VAF/ELC/Campus Ambassador on WhatsApp Groups.

Social Media awareness programme at each Polling Booth.

Organizing "Booth Selfie Programme".

Mega event of Campus Ambassadors.

Distribution of Election Bands/Badges.



Appointing Matdata Mitra at identified booths.

"Youth Chala Booth" activity.

Identification of PwD voters in E-roll.

Organizing workshop for NGOs for Accessible Election.

Nukkad/nataks, jingles and flooding of messages in garbage collection vehicles in urban and rural areas.

Display of EVM/VVPAT in all colleges and universities.

Special enrolment drive for person with disabilities(PWD).

Messages through radio and FM.

From 01-11-2020 to 30-11-2020

Action plan for "Home to Home" facilities for PwD Voters.

Hands on training of EVM & VVPAT at each Polling Station.

Identification of essential facilities for PwD at each Polling Station.

Ensuring AMF at each Polling Station.

Women Voter Awareness Programmes by NGOs.

Handloom/Handicrafts/Sculpture fairs highlighting SVEEP activities.

Identification and assistance to pregnant women and lactating mothers.

Appointment of matdata Sakhi at polling stations with gender turnout gaps.

Rangoli/Mehandi/Painting competitions.

Health camps for women.

District level Run for Democracy.

Vehicle Rally for inclusive Voting.

Cycle Rally/Women Voter Run for inclusive voting.

Booth run and Election Baton Parikarma.

Matdan Kalash Yatra for women voter awareness.

District Icons message on Colors of Democracy.

Voter Awareness programme for third gender.

Beautification of Booth.

Felicitation programme for Senior Citizens / PwDs.

Accessible voting facilities for PwD and Infirm Voters.

Ethical Domination with the help of Administration/Police.

Infirm Voters pledge Campaign through Campus Ambassadors.

Organisation of Kavi sammelan.

Open mike at cafeterias, restaurants and malls.

Display of audio visual short movies.

Use of voter awareness seals at all health centers.

From 01-12-2020 to 15-12-2020

Joint rallies of all colleges on a single day.

Use of drones in spreading voting day messages.

Organisation of short skits and extempore in all campuses.

Use of temporary tattoos and designs.

Bulk messages for knowing day of voting.

Signature campaign.

Use of election awareness vehicle.

Use of mass media.

Voting awareness by brand ambassadors.

Voting seals in all colleges and universities.

Organisation of youth events.

Use of Dhol and nagadas in rural areas.

### Activities planned

<b>Name of AC</b>	<b>Category of partner</b>	<b>Details of partner</b>	<b>Activities planned</b>	<b>Sponsorship expected / notional amount to be</b>
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All NINE AC in the district	Educational institution, Form 6 with admissions and appointment of campus Ambassadors	All Colleges & Higher Educational Institutes	<p>1. Debate and other competition related to voting and its benefits, in Colleges and Higher Secondary Schools: Higher Secondary schools and Colleges consist of a sizeable population of young voters and by creating awareness amongst them we can help increase the voting turn out.</p> <p>2. Essay Competition/ Writing Competition: The young voters would be attracted towards such competitions and this would solve our purpose too, topics of the essays would be like Voting; My right and my duty etc.</p> <p>3. Question quiz would be prepared and drive would be conducted in almost all the Educational institutes for awareness which will cover the youth eligible voters.</p> <p>4. Youth Voter Awareness Campaign Workshop in all educational institutes.</p> <p>5. We also plans to use the student database of SSC/HSC Board in order to find out the list of eligible voters in the district</p> <p>6. We would set up nodal officers in all colleges to ensure that all the eligible students should be enrolled.</p> <p>7. Youth voter festival would be celebrated in almost all the educational institutes</p> <p>8. Prabhat Feri's would be conducted at school levels in the district to create voter registration awareness.</p> <p>9. Copies of Form- 6 would be made available in educational institutions, especially colleges and hostels for inclusion of young voters' names.</p>	
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### Activities planned

Name of AC	Category of partner	Details of partner	Activities planned	Sponsorship expected / notional amount
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<p>All NINE AC in the district</p>	<p>State government departments.</p>	<p>RTO Office, DEO office, Zila Panchayat Office &amp; All State government departments.</p>	<ol style="list-style-type: none"> <li>1. R.T.O OFFICE: Awareness through TEAM Vehicle with publicity posters</li> <li>2. Making almost mandatory to produce receipt of Form- 6 or EPIC with new driving license's application.</li> <li>3. Members of S.H.G trained and used to create awareness in their local area, these also would be trained for spreading voter registration awareness in the district.</li> <li>4. District information office: Would be used to put up the elction related awarenss material in local dailies/magazines etc.</li> <li>5. BLO'S and sector officers: Through all BLO'S and sector officers we would conduct voter registration awareness campaign</li> <li>6. ICDS workers, Health workers, Fair price shop owners, mid day meal scheme implementing agencies would be used for spreading voter awareness.</li> <li>7. District Education Office: would be used to conduct prabhat feri's and rallies to create voter registration awareness.</li> <li>8. District Health Office: This office would ensure that voter awareness related posters/banners must be pasted at each and every civil hospital and primary health centres.</li> </ol>	
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**Activities planned**

Name of AC	Category of partner	Details of partner	Activities planned	Sponsorship expected / notional amount to be spent by
All NINE AC in the district	Civil society organizations	Rotary club, Lions Club, Indian Red cross, Bar Association,	1. Banners display for voter awareness/ Appeal on their office	
	Resident welfare Association's	Different Youth Mandals	1. All Resident welfare associations would ensure that eligible voters in their society get registered and would assemble meetings to create voter awareness amongst the resident's	
	Private and corporate bodies	Private and Co-Operatives Banks, APMC, Petrol Pump Agencies etc.	1. Partner agencies like Bank Managers, Post Office, Cable Operators, Cyber cafe owner, Theater Owner, Barber's Associations, Beauty Parlors, Mobile Shop Owner, Computer Class Owners, etc to appeal them to use materials related to voter awareness in their premises so as to cover at large the voters. 2. Laborers association would be used	
	Co- operative societies	Amul/Sanchi Dairy & Milk Co- operative societies	1. Village Dairy Co- Operatives has a large base of members and this base would be covered by spreading awareness about voter registration and in general at dudh mandalis.	

**Activities planned**

Name of AC	Category of partner	Details of partner	Activities planned	Sponsorship expected / notional amount to be spent by
All NINE AC in the district	Private media	Local Newspapers & Magazines, Local Cable Networks	<ol style="list-style-type: none"> <li>1. Awareness through Print media and Electronic media, almost all dailies would be covered to spread voter registration awareness.</li> <li>2. Awareness through local cable network: Local cable network caters to mass population and we would spread awareness through this channel</li> <li>3. Local dailies / weekly paper / magazines: Almost all weekly dailies / local dailies and magazines would be used for spreading voter registration awareness amongst the people.</li> </ol>	
	Youth Group	NCC, NYKS, NSS	<ol style="list-style-type: none"> <li>1. Local cultural Dances/ local cultural shows by Nehru Yuva Kendra / N.S.S.</li> <li>2. Voter registration awareness rallies by N.CC cadets would be organized.</li> <li>3. Street Play and other short skits would be organized by Nehru Yuva Kendras</li> </ol>	
	Central Government departments	Post offices & Income Tax Office, Railway Station	<ol style="list-style-type: none"> <li>1. Banners display for voter awareness/ Appeal on their office</li> </ol>	
	Others which you specify	Cinema Theaters and video halls	<ol style="list-style-type: none"> <li>1. All cinema theaters and video halls in the district would display Election related posters / banners during preshow, interval &amp; post show time</li> </ol>	