No.491/ECI/LET/FUNC/SVEEP-II/TIP/2022

Dated: 12th June, 2023

To

The Chief Electoral Officers,
All States & UTs

Subject: Turnout Implementation Plan (TIP) for States- regarding.

Sir/Madam,

This is with reference to the follow-up on the decisions taken in the light of the SVEEP strategy discussion and recommendations that emerged from the deliberations of CEOs' conference held at LBSNAA and IIIDEM in April 2023.

2. In order to enhance voter turnout, the concept of AC wise **Turnout Implementation Plan (TIP),** as a major SVEEP Intervention/ strategy, to be implemented across the Country is approved by the Hon'ble Commission. In this regard CEOs/ DEOs will have to compile a comprehensive gap analysis template, as placed at Annexure, and accordingly prepare SVEEP intervention for the Assembly Constituency. These templates will serve as the foundation for developing the TIP i.e. SVEEP interventions for the area. Further, **the template has specific fields which allow the State to customise and add any additional information** to be highlighted, which could not be captured in the questions asked. **CEOs may, based on their experience and deeper knowledge of ground conditions, come to the conclusion that multiple ACs could be combined together in one TIP.**

3. The following is a general guideline for preparation of TIP:

A. **For States where the voter turnout is below the National average during Lok Sabha 2019 elections i.e. 67.4% or marginally higher (For state like Bihar, Gujarat, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Punjab, Rajasthan, Telangana and Uttar Pradesh):** The aim here is to substantially improve voter turnout through various means, including targeted communication efforts to remove voter apathy and enhance overall voter participation. The following broad strategy needs to be adopted while preparing the TIP:

i) Analysis and plan for bringing voter turnout of each AC/ PC below the national average to the level of the national average;

ii) Plan for all ACs having above national average voter turnout to maintain the same;

iii) All polling booths in PC/ AC where voter turnout was less than that of the State/ national average to make efforts to maintain the State/ national average voter turnout, whichever is higher; and

iv) The State must plan to aspire for the higher voter turnout which shall be atleast at the level of national average of 2019 elections or to the State average, whichever is higher. Prepare a comprehensive State Turnout Implementation plan with appropriate aspirations for higher voter turnout.

B. **States/ UTs other than mentioned in part (a) above (substantially having higher voter turnout than the National average during Lok Sabha 2019 elections i.e. 67.4%):** The aim here will be to retain the voter turnout of last election (2019 Loksabha) as an absolute minimum. Further, states will have to make further efforts to improve the turnout to the extent possible. The following broad strategy needs to be adopted while preparing the TIP:
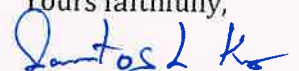
i) All ACs (aggregation to PCs) with voter turnout lower than the State average to aspire to maintain the State average voter turnout;

ii) All polling booths in each AC where voter turnout was less than that of the State average to make efforts to maintain the State average voter turnout;

iii) All PSs/ ACs/ PCs having higher voter turnout than the state average to maintain the same.

iv) Prepare a comprehensive State Turnout Implementation plan with appropriate aspirations for higher voter turnout.

4. Considering the above objectives, a detailed **Analysis Template** is enclosed, which is intended to serve as a guide for CEOs / DEOs, towards the preparation of suitable **TIP (to be prepared in consultation with DEO concerned)** that will eventually be implemented by respective DEOs. The various fields and inputs mentioned in the template will **serve as a guide** towards:

i) Major gap analysis,

ii) media consumption habits,

iii) apathetic groups including youth and urban segments,

iv) other segments requiring specific attention,

v) key messages,

vi) organisations, platforms, and channels through which targeted, communication interventions can be made,

vii) icons/ influencers/ partners who could be roped in at the local level.

5. **Instructions for combining multiple ACs together under one TIP: As mentioned, CEOs while combining multiple ACs together in one TIP, basis their similarities.** Shall specify clearly which ACs are being clubbed together under one TIP. The analysis template has to be filled very carefully, for all ACs and for each such group (where ACs have been combined under one TIP). However, it may kindly be ensured that urban constituencies and rural constituencies should not be clubbed under the same group.

6. Before filling in the template, the **key to the template annexed may be seen. Only the relevant sections of the template are to be filled, in accordance with the key. The filled-in templates along with the preparation of TIP should reach the ECI no later than 15.07.2023.** For any further questions and clarifications, this office may be contacted.

Yours faithfully,

(SANTOSH KUMAR)
SECRETARY

Key to the template

Section A - pre-filled data

Section B – AC specific data - fill only if providing AC level feedback

Analysis Template for Rural Constituencies

Analysis Template for Urban Constituencies

Analysis Template for constituencies which are critical (ACs less than 50% VTR)

Analysis Template for the mega / metro cities of Delhi, Mumbai, Kolkata, Chennai, Bengaluru, Hyderabad, Ahmedabad, Surat and Pune

Analysis Template (AC level) for Rural ACs

- No. of ACs (*tentative*):

- No. of Districts/ DEOs:

Section A (Core data: Pre-filled or automatic fetching from ECI database)
State:
Assembly Constituency: No.:   Name:
Voter Turnout: • LS 2014: • LS 2019: • Most recent Assembly Election:
Section B (Demographics and other significant data - to be filled by DEO)
• Data source(s) for filling this section:
• Gender Ratio (F/M):
• E/P Ratio:
• Literacy Rate:
Age Profile (as percentage of population): • 18-19 years: • 20-40 years: • 40-80 years: • 80+ years:
• Severely disadvantaged groups which might include, but may not be limited to SC, ST, other socially vulnerable segments, PwD, PVTGs, Third Genders, etc. (please also indicate the overall percentage of such population):
• Urban population as percentage of total population:
Polling statistics (LS 2019): • Average turnout of ten lowest polling booths: • Ratio of urban booths to rural booths among the above ten booths: • Percentage Difference between Male and Female Voter Turnout (M-F):

Section C: Applicable for ACs having more than 30% rural population

- Did any segment or socio-economic group face difficulty in voting in LS 2019? If so, elaborate:

- If (M-F) is greater than 5%, specific causes for low female turnout:

- If female voting in the AC is usually markedly lower than male turnout, any initiatives taken so far for the same:

Booth remoteness check:

- No. of booths in remote or inaccessible areas (> 500 meters from nearest motorable road):
- Average turnout in these booths in LS 2019:
- No. of booths with no mobile connectivity:
- Average turnout in these booths in LS 2019:

Note on media consumption habits in rural areas of the AC:

- Any locally popular TV stations?
- Any locally popular AIR stations?
- Any locally popular FM stations?
- Any community radio stations active in the AC?
- Any locally published newspapers with strong readership in the AC?

Are any of the above-mentioned media outfits owned by politically active individuals? Specify details.

Note on large employers in the rural areas of the AC:

- Any prominent PSU located in the area?
- Any prominent mining establishments in the area?
- Any agri/ dairy cooperatives/ other cooperatives/ SHGs active in the area?
- Any industrial clusters in the region?
- Any other large employers in the region, especially those with rural catchment?
- Does the region have a large presence of ex-servicemen?
- No. of post offices in rural areas of the AC
- No. of PSU bank branches and cooperative banking in rural areas of the AC
- No. of railway stations in rural areas of the AC
- No. of Panchayats in the AC

Note on education, social/cultural organisations present in the region:

- Prominent higher education institutions present in the region (colleges/ universities - name and number of students):

- Prominent social/cultural organisations active in the rural areas:

- Specify any local festivals, fairs, melas, or other traditional mass gathering occasions in the area, especially in the September to February period:

- Frequency of ASHA workers visiting households:

- Frequency of Anganwadi workers visiting households:

- Any other local government representatives/ officials regularly visiting villages (specify frequency):

- Any traditional handicrafts, arts, local village or cottage industry that is prevalent in the rural areas of the AC?

- Any prominent or popular sportspersons/ musicians/ folk artists/ actors or other influential persons (including local social media influencers) of the region (exclude people of known political leaning):

Agricultural outreach:

- Any Krishi Vigyan Kendras in the region?

- Details of Mandis in the area

- Details of fertilisers and seeds outlets/ shops in the region

- Any other agriculture related PSUs or agri extension workers frequently interacting with farmers in the rural areas of the AC?

- Any other important aspect of the rural areas of the AC, which has a potential to positively or negatively impact voter turnout:

- Based on above information and inputs, what is your plan for improving voter turnout:

Analysis Template (AC level) for Urban Constituencies

No. of ACs (*tentative*):
No. of Districts/ DEOs:

Section A (Core data: Pre-filled or automatic fetching from ECI database)
State:
Assembly Constituency: No.:   Name:
Gender Ratio (F/M):
E/P Ratio:
Age Profile (as percentage of population): • 18-19 years: • 20-40 years: • 40-80 years: • 80+ years:
Voter Turnout: • LS 2014: • LS 2019: • Most recent Assembly Election:
Section B (Demographics and other significant data - to be filled by DEO)
• Data source(s) for filling this section:
• Literacy Rate:
• Severely disadvantaged groups which might include, but may not be limited to SC, ST, other socially vulnerable segments, PwD, PVTGs, Third Genders, etc. (please also indicate the overall percentage of such population):
• Urban population as percentage of total population:
Polling statistics (LS 2019): • Average turnout of ten lowest polling booths: • Ratio of urban booths to rural booths among the above ten booths: • Percentage Difference between Male and Female Voter Turnout (M-F):
Section C: Applicable for ACs having more than 30% urban population - to be filled by DEO

- Did any segment or socio-economic group face difficulty in voting in LS 2019? If so, elaborate:

- If (M-F) is greater than 5%, specific causes for low female turnout:

- If female voting in the AC is usually markedly lower than male turnout, any initiatives taken so far for the same:

Note on media consumption habits in urban areas of the AC:

- Any locally popular TV stations?
- Any locally popular AIR stations?
- Any locally popular FM stations?
- Any community radio stations active in the urban areas of the AC?
- Any locally published newspapers with strong readership in the AC?

Are any of the above media outfits owned by politically active individuals? Specify details.

- Are there any prominent social media influencers active in urban areas of the AC. Specify with details.

Note on large employers in the urban areas of the AC:

- Any prominent PSUs located in the area?
- Any agri/ dairy cooperatives active in the area?
- Any industrial clusters in the town?
- Any other large employers in the urban areas?
- Does the town have a large presence of ex-servicemen?
- No. of post offices in urban areas of the AC
- No. of PSU bank branches in urban areas of the AC
- No. of railway stations in urban areas of the AC
- Any airports located in the urban areas of the AC

Note on education, social/ cultural organisations/ ULBs present in the urban areas of the AC:

- Prominent higher education institutions present in the region (colleges/universities - name and number of students):

- Prominent social/cultural/women organisations active in the urban areas:

- Specify any local festivals, fairs, melas, or other traditional mass gathering occasions in the area, especially in the September to February period:

- Any other local government representatives/officials regularly visiting households (specify frequency):

- Any traditional handicrafts, arts, local industry that is prevalent in the urban areas of the AC?

- Any prominent or popular sportspersons/musicians/folk artists/actors of the region (exclude people of known political leaning):

- Any industry chambers active in the urban areas of the AC?

Note on public transport services:

- Metro networks?
- Cab services/aggregators?
- Local bus networks (public/private)?
- Local train systems?

- Do the urban areas have significant presence of RWAs, or other residents' associations. Elaborate.

- Any prominent market associations in the AC:

- Any prominent sports tournaments held in the AC between September and February:

Professional Associations active in the AC:

- Doctors:
- Lawyers:
- Engineers:
- Architects:
- CAs:
- MBAs:
- CEOs/ Startups:
- Others:

- Details of PSUs and Government Departments present in the urban areas of the AC

Note on prominent landmarks in the urban areas of the AC:

- Tallest buildings:
- Fields/Maidans:
- Main thoroughfares:
- Main markets/malls/food-courts:
- Airports/Railway Stations/Bus Terminals:
- Any other places of daily/weekly or periodic mass congregation:
- Any other feature of interest:

- Based on above information and inputs, what is your plan for improving voter turnout:

Analysis Template (AC level) for ACs with less than 50% VTR

No. of ACs (*tentative*):

No. of Districts/DEOs:

Section A (Core data: Pre-filled or automatic fetching from ECI database)
State:
Assembly Constituency: No.:   Name:

Voter Turnout:
 	
    • LS 2014:
    • LS 2019:
    • Most recent Assembly Election:

Section B (Demographics and other significant data - to be filled by DEO)
• Data source(s) for filling this section:
• Gender Ratio (F/M):
• E/P Ratio:
• Literacy Rate:

Age Profile (as percentage of population):
    • 18-19 years:
    • 20-40 years:
    • 40-80 years:
    • 80+ years:

• Severely disadvantaged groups which might include, but may not be limited to SC,ST, other socially vulnerable segments, PwD, PVTGs, Third Genders etc (please also indicate the overall percentage of such population):
• Urban population as percentage of total population:

Polling statistics (LS 2019):
 	
    • Average turnout of ten lowest polling booths:
    • Ratio of urban booths to rural booths among the above ten booths:
    • Percentage Difference between Male and Female Voter Turnout (M-F):

Section C: Applicable for ACs below 50% turnout in LS 2019
• Did any segment or socio-economic group face difficulty in voting in LS 2019? If so, elaborate:
• If (M-F) is greater than 5%, specific causes for low female turnout:
• If female voting in the AC is usually markedly lower than male turnout, any initiatives taken so far for the same:
Note on media consumption habits in urban areas of the AC: • Any locally popular TV stations? • Any locally popular AIR stations? • Any locally popular FM stations? • Any community radio stations active in the urban areas of the AC? • Any locally published newspapers with strong readership in the AC? Are any of the above media outfits owned by politically active individuals? Specify details.
• Are there any prominent social media influencers active in urban areas of the AC. Specify with details.
Note on large employers in the urban areas of the AC: • Any prominent PSUs located in the area? • Any agri/dairy cooperatives active in the area? • Any industrial clusters in the town? • Any other large employers in the urban areas? • Does the town have a large presence of ex-servicemen? • No. of post offices in urban areas of the AC • No. of PSU bank branches in urban areas of the AC • No. of railway stations in urban areas of the AC • Any airports located in the urban areas of the AC
Note on education, social/cultural organisations/ULBs present in the urban areas of the AC: • Prominent higher education institutions present in the region (colleges/universities - name and number of students): • Prominent social/cultural/women organisations active in the urban areas: • Specify any local festivals, fairs, melas, or other traditional mass gathering occasions in the area, especially in the September to February period: • Any other local government representatives/officials regularly visiting households (specify frequency):

- Any traditional handicrafts, arts, local industry that is prevalent in the urban areas of the AC?

- Any prominent or popular sportspersons/ musicians/ folk artists/ actors of the region (exclude people of known political leaning):

- Any industry chambers active in the urban areas of the AC?

Note on public transport services:

- Metro networks?
- Cab services/aggregators?
- Local bus networks (public/ private)?
- Local train systems?

- Do the urban areas have significant presence of RWAs, or other residents' associations. Elaborate.

- Any prominent market associations in the AC:

- Any prominent sports tournaments held in the AC between September and February:

Professional Associations active in the AC:

- Doctors:
- Lawyers:
- Engineers:
- Architects:
- CAs:
- MBAs:
- CEOs/ Startups:
- Others:

- Details of PSUs and Government Departments present in the urban areas of the AC

Note on prominent landmarks in the urban areas of the AC:

- Tallest buildings:
- Fields/Maidans:
- Main thoroughfares:
- Main markets/malls/food-courts:
- Airports/Railway Stations/Bus Terminals:
- Any other places of daily/weekly or periodic mass congregation:
- Any other feature of interest:

- Based on above information and inputs, what is your plan for improving voter turnout:

Section D: To be filled for ACs below 50% turnout in LS 2019
Note on health of electoral roll, and measures taken to purify health of electoral roll: • Recent measures taken to improve health of electoral roll
• Does the AC face significant outward migration? Elaborate. • Share inputs on the extent (percentage etc) of migrants who come back to vote, if relevant
• Average number of voters per booth (LS 2019):
• Average number of booths per location:
• Note on status of AMF in booths:
• Suggestions on any of the above (Section E):

Analysis Template (AC level) for Mega Cities

- No. of ACs (*tentative*):
- No. of Districts/DEOs:

Section A: (Core data: Pre-filled or automatic fetching from ECI database)
State:
Assembly Constituency: No.:   Name:
Gender Ratio (F/M):
E/P Ratio:
Age Profile (as percentage of population): • 18-19 years: • 20-40 years: • 40-80 years: • 80+ years:
Voter Turnout: • LS 2014: • LS 2019: • Most recent Assembly Election:
Section B: (Demographics and other significant data - to be filled by DEO)
• Data source(s) for filling this section:
• Literacy Rate:
• Severely disadvantaged groups which might include, but may not be limited to SC, ST, other socially vulnerable segments, PwD, PVTGs, Third Genders etc (please also indicate the overall percentage of such population):
• Urban population as percentage of total population:
Polling statistics (LS 2019): • Average turnout of ten lowest polling booths: • Ratio of urban booths to rural booths among the above ten booths: • Percentage Difference between Male and Female Voter Turnout (M-F):

Section C: Applicable for ACs having more than 30% urban population

- Did any segment or socio-economic group face difficulty in voting in LS 2019? If so, elaborate:

- If (M-F) is greater than 5%, specific causes for low female turnout:

- If female voting in the AC is usually markedly lower than male turnout, any initiatives taken so far for the same:

Note on media consumption habits in urban areas of the AC:

- Any locally popular TV stations?
- Any locally popular AIR stations?
- Any locally popular FM stations?
- Any community radio stations active in the urban areas of the AC?
- Any locally published newspapers with strong readership in the AC?

Are any of the above media outfits owned by politically active individuals? Specify details.

- Are there any prominent social media influencers active in urban areas of the AC. Specify with details.

Note on large employers in the urban areas of the AC:

- Any prominent PSUs located in the area?
- Any agri/dairy cooperatives active in the area?
- Any industrial clusters in the town?
- Any other large employers in the urban areas?
- Does the town have a large presence of ex-servicemen?
- No. of post offices in urban areas of the AC
- No. of PSU bank branches in urban areas of the AC
- No. of railway stations in urban areas of the AC
- Any airports located in the urban areas of the AC

Note on education, social/cultural organisations/ULBs present in the urban areas of the AC:

- Prominent higher education institutions present in the region (colleges/universities - name and number of students):

- Prominent social/cultural/women organisations active in the urban areas:

- Specify any local festivals, fairs, melas, or other traditional mass gathering occasions in the area, especially in the September to February period:

- Any other local government representatives/officials regularly visiting households (specify frequency):

- Any traditional handicrafts, arts, local industry that is prevalent in the urban areas of the AC?

- Any prominent or popular sportspersons/musicians/folk artists/actors of the region (exclude people of known political leaning):

- Any industry chambers active in the urban areas of the AC?

Note on public transport services:

- Metro networks?
- Cab services/aggregators?
- Local bus networks (public/private)?
- Local train systems?

- Do the urban areas have significant presence of RWAs, or other residents' associations. Elaborate.

- Any prominent market associations in the AC:

- Any prominent sports tournaments held in the AC between September and February:

Professional Associations active in the AC:

- Doctors:
- Lawyers:
- Engineers:
- Architects:
- CAs:
- MBAs:
- CEOs/ Startups:
- Others:

- Details of PSUs and Government Departments present in the urban areas of the AC

Note on prominent landmarks in the urban areas of the AC:

- Tallest buildings:
- Fields/Maidans:
- Main thoroughfares:
- Main markets/malls/food-courts:
- Airports/Railway Stations/Bus Terminals:
- Any other places of daily/weekly or periodic mass congregation:
- Any other feature of interest:

- Based on above information and inputs, what is your plan for improving voter turnout:

Section F: Municipal Commissioners/Relevant CEOs of 9 Metro cities to respond: Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Bengaluru, Ahmedabad, Surat, Pune

Commonalities between ACs in mega-cities

How many ACs are part of your metropolitan area?

Do you believe multiple ACs in your metropolitan area would yield largely similar responses to Sections D and E?

If the answer to the above question is yes, kindly enumerate the ACs within your metropolitan area that would be part of a common group, in your view? (Multiple groupings may be indicated, if required)

Are there certain localities in your city, which see daily migration of people from the surrounding hinterland?

- Government offices?
- PSUs?
- Private Office Complexes?
- Informal labour pools?

In the above cases, details of any SVEEP or voter awareness activities carried out in the recent past?

Identify specific areas of regular youth congregation within the metropolitan area:

- Market hubs?
- Malls?
- Restaurant complexes?
- Specific localities in the vicinity of college/university campuses?
- Parks/Gardens/Community spaces?
- Any other places of daily, weekly or mass congregation?

Identify consumer tech platforms which are popular in your metropolitan area:

- E-commerce: Amazon, Flipkart, AJIO etc
- Delivery platforms: Swiggy, Zomato etc
- Cab aggregators: Uber, Ola, BluSmart
- OTT platforms (Netflix, Amazon Prime, Zee5, etc)
- Multiplex chains (INOX, PVR)
- Event Platforms (Bookmyshow)
- Any others (please specify)