



14. SVEEP

- ❖ Divya S Iyer, Assistant Collector (U/T) is appointed as Nodal officer for implementation of SVEEP.

OBJECTIVES

- To enhance new voter enrollment in the electora roll
- To increase voter average turn out from 70 to 75% in the district
- To address special sections as Transgender population and differently abled population
- To provide adequate voter facilitation on the day of polling

STRATEGY

SVEEP strategy is woven around the four objectives in consultation with the essential stakeholders in the process. A multipronged strategy has been evolved in order to achieve the aforesaid objectives. It involves the following steps

GET Campaigns

- Get the essential stakeholders to be involved in the electoral roll updation and voting campaign
 - College Ambassadors to improve new voter enrollment
 - Booth Level Awareness Groups to be raised
 - Mass media based communication and campaigns (Press Release)
 - Mobile service providers, online media and Social media based campaigns

SET Engagements

- Set the cadres in place to promote ethical voting habits
 - Involvement of Student Police Cadets and National Cadet Corps to boost up voter turn out (rallies, door-to-door campaign in low voter turn-out areas)
 - Engaging with Residents Associations and Welfare Association to promote voting rights
 - Involvement of socio- cultural and religious organizations, and business houses to promote healthy voting habits
 - Handholding with NGOs and civil society organizations for identification of special sections and mainstreaming them.

GO Activities

- Various events, activities and demonstrations to ensure widespread out-reach of campaigns and polling



- Demonstration of EVMs in LACs, NOTA awareness, Mobile Voting Van etc.
- Sporting events such as voter marathons, road show
- Cultural events such as Vote Your Future poster competitions, Vote Slogan competitions, Vote Cartoon exhibitions, Student Flash Mobs etc. to be conducted.
- Voter Facilitation to be done on the day of polling

ACTION PLAN

2016	Voter Enrollment	Polling Percentage
General	IEC Activities	Kottayam Voting Mascot
	SVEEP workshops	Voting Van Exhibition
	Daily reminders on local TV channels	Flash Mobs
	Press Releases	Graffiti in campuses/offices
	SVEEP Volunteers Team formation	Marathons, Road shows
		Election quiz
		Voting Enthusiasm Stalls
Targetted	Campus Enrollment Drives	New-voter Engagement
	Physically challenged	Facilities for differently abled
	Old age homes and destitute homes	Transgender voting
	Transgender population	Tribal population
		Transgender voting
		Hospital in-patients

TIME SCHEDULE

Task Name	Start Date	End Date	Activity and Association
Voter Enrollment Drive	22.02.16	15.04.16	
Campus Enrollment Drive	23.02.16	31.03.16	52 colleges, 10 parallel colleges in the district, 1368 new voters enrolled on a single day pulse enrollment drive
Target groups Enrollment	24.02.16	15.04.16	Blind Federation of Kottayam, District Social Justice Officer, Anganwadi workers, Gospel for the disabled and other instructions for differently abled, Smruddhi Suraksha NGO for Transgenders etc.
Media Campaign	26.02.16	29.04.16	Journalism students of Press Club, PRD, Media houses, Local Cable TV Channels, SVEEP Volunteer Team
SVEEP Workshops	27.02.16	14.04.16	Election personnel, Political parties, prominent people's representatives, community leaders, civil society representatives, Residents Associations, Vyapari-Vyavasaya teams, Hoteliers etc.



Polling Percentage Enhancement	29.02.16	29.04.16	
EVM Demonstration in low polling areas	17.03.16	27.04.16	Identification of 100 polling booths across the district has been done. SVEEP teams to reach out to these areas to address specific causes for low polling percentage as compared to district average.
Braille Voting Camps	14.03.16	14.04.16	Five Braille Camps to be conducted for 500 blind voters in association with Blind Federation of Kottayam
Destitute Homes Voter List updation	14.03.16	14.04.16	Voters in old age homes and destitute homes to be given chance to translocate their names in Voters list to enable voting from current location of residence
New Voter Engagement	04.03.16	24.04.16	Voter Enthusiasm to be instilled in new-voters through various IEC activities. In association with colleges, NSS, NYK etc.
Differently abled individuals	14.03.16	14.04.16	LAC wise distribution census of differently abled is being taken. Nodal officer from Social Justice Department to be appointed to ensure smooth facilitation of voting
Transgender population	06.03.16	06.04.16	Updation in voters list as Transgender and new enrollment, apart from ensuring safety at polling stations
Hospital in-patients	14.03.16	14.04.16	To innovate and devise a convenient mode of voting for hospital in-patients and by standers on the day of polling
Nudging to Vote	09.03.16	29.04.16	
Flash Mobs, Rallies, Roadshows	17.03.16	31.03.16	One college in each LAC to conduct election fests
Graffiti by students, employees	17.03.16	14.04.16	A wall with thoughts on elections, pledge to vote etc.
Mobile Voting Van	01.04.16	29.04.16	Musings on Elections including history of elections in a exhibition format, with demonstration of EVM, VVPAT, NOTA
Election Quiz, Poster, Slogan Contests	01.04.16	29.04.16	A Quiz for the public based on elections in India and elsewhere, slogan contests, poster competitions based on elections in India
Voter Stalls at Colleges, Public corners	17.03.16	31.03.16	Voter Enthusiasm Generation Stalls with EVM and Election exhibits
Daily Voting Reminder	01.04.16	29.04.16	A daily nudge to vote through local newspaper, local cable tv channels
Kottayam Voting Mascot	01.04.16	29.04.16	To associate with Kerala Cartoon Academy and launch a Voting Mascot which Kottayam residents can relate to