



SVEEP

**Systematic Voters' Education
and Electoral Participation**

SVEEP - AIMS

- ◆ To ensure that every eligible citizen is enrolled
- ◆ To bring every enrolled elector to the polling booth

Possible Steps of a SVEEP Programme

- ◆ Targeted approach - Situation Analysis
- ◆ Assessing resources – Material/Human
- ◆ Identifying Partners
- ◆ Design process
 - Design an effective communication strategy.
 - Plan SVEEP Activity
- ◆ Be careful about pitfalls
- ◆ Implement programme
- ◆ Evaluate programme and document and archive

Targeted Approach

– Situation Analysis

- ◆ Identify Polling Stations with gaps
- ◆ Find out which group(if any) not participating
 - Women, youth, community, class etc
- ◆ Find out possible reasons
- ◆ Plan interventions accordingly

Determining the Needs of Stakeholders

- ◆ Any effective voter education programme will be based on a clear understanding of the needs of the target group. A needs assessment will:
 - ◆ Identify a community's information and/or facilitation needs
 - ◆ Prioritise a community's needs
 - ◆ Provide a basis for planning activities around those needs
 - ◆ Mobilise people to act on their needs and get involved in issues that affect them and their community

Understanding Variables that Impact effectiveness of VE

People differ greatly within any one population, in a myriad of ways.

- ◆ list all the variables in a population which may affect the impact of a voter education programme.
- ◆ influence of social indicators such as pre-existing knowledge or misconceptions of the electoral process; values; skills; literacy and numeracy; location; language; religion; education; previous electoral experience; security; access; gender; age; attitudes; political affiliation etc.

Assessing Available Resources

- ◆ **Material Resources**
- ◆ **Human Resources:**
- ◆ Local resources, both human and material, are the best tools for getting the message out and encouraging message sustainability.
- ◆ Always keep an open mind as to what makes a good resource. Great ideas come from the most unusual sources.

Identifying partners

For each stage of the electoral process, ECI needs partners who can support Voter information, voter education, voter facilitation and as such overall voter participation.

- ◆ Who can be potential partners in Voter Turnout?
- ◆ What can be the role of each of these partners?
- ◆ Role of partners can overlap as well
- ◆ How to work with partners

Design process-Establish Focus

- ◆ What does a citizen need to know ?
 - what is the process (registration/voting) for;
 - why it is important;
 - when it will be taking place (the date and time);
 - the place/venue;
 - eligibility requirements;
- ◆ Motivation is a big issue to be addressed among various sections of the population

Designing an effective communication strategy

- ◆ Identify people's characteristics
- ◆ Identify media channels
- ◆ Identify content of the message

Principles of Voter Education

Universality

- ◆ The target groups of a SVEEP program should include:
 - Voters, including women, youth and vulnerable groups
 - Candidates and parties
 - First time voters (new citizens, those reaching voting age)
 - Educators (primary, secondary and post-secondary)
 - Media

Principles of Voter Education

Impartiality

- ◆ The perception of impartiality lends credibility to the program and will increase participation and confidence in the results.
- ◆ Beware that an impartial approach may be perceived as a threat to those in power.

Clarity

- ◆ The mandate and objectives of a Voter Information program should be clearly outlined.
- ◆ The message(s) should be presented in an unambiguous and clear fashion.

Planning SVEEP Activity

SVEEP programme needs to be planned and carried out sufficiently ahead of polling and /or registration.

SVEEP can be broadly categorized in the following:

- ◆ Education & Communication (Information/Motivation)
- ◆ Physical events and innovative activities for mobilization of people/community
- ◆ Facilitation

Information about

- ◆ Where, when and how to register; Documents for registration
- ◆ Time and Date of Elections; Location to Vote; Documents for identification
- ◆ How to cast vote on EVM
- ◆ Polling and Poll day Security Measures: helpline numbers.
- ◆ Candidates affidavits on website
- ◆ Measures against money power
- ◆ Provision of 49(O)

Motivational messages

- ◆ Your vote is your right
- ◆ Get registered –a right you can enjoy as you turn 18 yrs old
- ◆ Get EPIC- EPIC is your identification
- ◆ Check your name in the roll- that if your name is not on voter list, you can't vote even if you have an EPIC
- ◆ The role, responsibility and rights of the voter
- ◆ Your vote counts ; Your vote is secret
- ◆ Voting is youthful, fashionable – for youth
- ◆ Message of Elections and democracy
- ◆ Messages designed for women/urban population.
- ◆ Other Messages - postal ballots, proxy voting, Braille on EVMs, separate queues for male and female voters, security arrangements etc

Mediums & Formats for Voter Education

Careful selection of medium besides creativity and ingenuity in format is needed to hold attention and deliver the message effectively.

- ◆ Quickies - on electronic / dynamic media; Scrolls
- ◆ Educational/interactive programmes on Doordarshan, AIR
- ◆ Print advertisements, articles for newspapers and magazines
- ◆ Commercial Bulletin Boards; Information Kiosks, Mobile media Vans and Outdoor Advertising Space; Internet and social media
- ◆ Inter-personal communication through field workers and through direct contact programmes
- ◆ SMS, Message on call waiting on mobile networks
- ◆ Posters, hoardings and Banners etc for static outdoor media
- ◆ Stickers, bookmarks, calendars, packaging, utility bills etc
- ◆ Bus Panels, Auto rickshaw banner etc
- ◆ Voter Education Clothing – caps, t shirt, etc

Physical Events & Innovative Activities

Physical events and activities mobilize people in large numbers & also creating a sense of partnership and affiliation among the participants.

- ◆ Flash Mobs in malls and market place
- ◆ Mock Registration and Polling at educational institutions
- ◆ Signature campaigns; Rock shows in Colleges
- ◆ Folk song and other singing competitions
- ◆ Debates, drawing, poem, jingles, slogans and essay writing competitions; Youth Election forum
- ◆ Street plays and puppet shows
- ◆ Candle lit march, Human Chains, Rallies, Marathon runs
- ◆ Folk art competitions like rangoli, worli painting, Mat dweep; Kite flying with slogans on participation

Facilitation – in past two years

- ◆ Distribution of photo voter slips
- ◆ Voters' Facilitation Booths or Matdata sahayata kendras
- ◆ EVM awareness programmes
- ◆ Voters' Helpline
- ◆ Expanding the I-Card basket to allow voters to display other identification documents at polling booths
- ◆ Setting up of more Polling Stations,
- ◆ Arrangements at PS like provision of drinking water, sheds, toilets for women etc

Partnerships

- ◆ Educational Institutions
- ◆ Departments having field functionaries e.g. ASHA, Anganwadi workers
- ◆ State Government dept like Rural Development, Urban Development, Municipalities etc
- ◆ Central Departments like NLMA (National Literacy Mission Authority)
- ◆ Youth organisations like NCC, NSS and NYKS
- ◆ Government Media ; Private Media
- ◆ Banks & Post Offices; Corporate Houses; Social Media
- ◆ RWAs ; Civil Society Organisations and NGOs

Evaluate , document and archive

- ◆ Evaluate programme after elections /registration
 - Through feedback from people/functionaries
 - From data
- ◆ Document and archive
 - For record
 - For Reference
 - For sharing of best practices

Emphasis on

- ◆ Increasing visual presence of election machinery
- ◆ Thrust on ethical voting
- ◆ Use of local resources
- ◆ Pin pointed target
- ◆ Persuasive interaction on one to one level



Thank You...