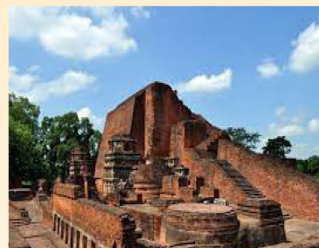
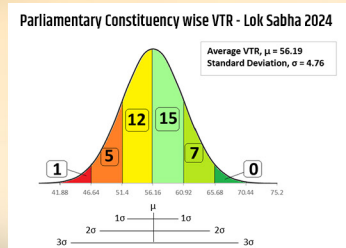


Endline Survey of Knowledge, Attitude, Practices (KAP) of Citizens in Bihar for General Elections of Lok Sabha, 2024



**Endline Survey of Knowledge,
Attitude, Practices (KAP) of Citizens in
Bihar for General Elections of
Lok Sabha,
2024**

Office of the Chief Electoral Officer, Bihar

आरिफ मोहम्मद खां
Arif Mohammed Khan



राज्यपाल, बिहार
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13 जनवरी, 2025

संदेश

लोकतंत्र में चुनाव एक उत्सव के समान है जिसमें भारत के करोड़ों नागरिक अपने मताधिकार का प्रयोग कर राष्ट्र निर्माण में सहभागी बनते हैं। वर्ष 2024 का लोकसभा चुनाव इसका मिशाल है जिसमें बिहार की भी महत्वपूर्ण भागीदारी रही। बिहार की सामाजिक-राजनीतिक संरचना और जनांकिकीय स्थिति विशिष्ट प्रकार की है और इस कारण यह उन तीन राज्यों में शामिल है, जहाँ सभी सात चरणों में चुनाव सम्पन्न कराया गया। ऐसे राज्य में स्वतंत्र, निष्पक्ष और समावेशी चुनाव कराने के लिए योजनाबद्ध तैयारी, संसाधनों का प्रबंधन और प्रतिबद्धता की विशेष आवश्यकता होती है।

लोकसभा चुनाव के बाद तैयार किये गए Knowledge, Attitude and Practices (KAP) Endline Survey, 2024 में बिहार में मतदाताओं की लोकतांत्रिक प्रक्रिया के प्रति समझ व व्यवहार तथा इसमें सहभागिता संबंधी विस्तृत और अंतर्दृष्टिपूर्ण विश्लेषण है। इस सर्वे प्रतिवेदन में मतदाता जागरूकता, विकलांग व्यक्तियों की भागीदारी आदि का भी उल्लेख है, जिससे बिहार के चुनावी परिदृश्य की सूक्ष्म जानकारी मिलती है। यह प्रतिवेदन सिर्फ आँकड़ों का भंडार ही नहीं है, बल्कि बिहार के नागरिकों की सामूहिक आकांक्षा और विकसित हो रहे चुनावी व्यवहार का गहन प्रतिबिम्ब भी है।

मतदाताओं को बढ़ावा देने के लिए किये जा रहे ऐसे प्रयास अत्यन्त सराहनीय हैं। निःसंदेह यह प्रतिवेदन बिहार में भविष्य में होनेवाले चुनावों के लिए मतदाता जागरूकता रणनीतियों को आकार देने में महत्वपूर्ण भूमिका निभायेगा।

मैं यह सर्वेक्षण कराने और संविधान में निहित लोकतांत्रिक सिद्धांतों को बनाये रखने हेतु किये जा रहे प्रयासों के लिए मुख्य निर्वाचन पदाधिकारी, बिहार एवं उनकी टीम को साधुवाद देता हूँ।

मुझे विश्वास है कि इस प्रतिवेदन में दिये गए निष्कर्ष और अनुसंशाएँ बिहार में लोकतांत्रिक प्रक्रियाओं को मजबूत करने हेतु चल रहे प्रयासों के लिए उपयोगी साबित होंगे।

(आरिफ मोहम्मद खां)

अमृत लाल मीणा भा०प्र०से०
मुख्य सचिव
AMRIT LAL MEENA, I.A.S
Chief Secretary



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Message

Change is a continuous process for all administrative processes. Likewise, electoral processes and landscapes for electoral participation have also transformed over the past few years. The advent of social media as a prominent media platform, deployment of technology, and dedicated efforts towards inclusive and accessible elections are a few of the many such ongoing reforms and innovative practices. In these scenarios, pan-state exercises like the Endline Knowledge, Attitude, Practices (KAP) survey are instrumental in constituting the feedback mechanisms for all such ongoing reforms vis-à-vis all relevant stakeholders of the electoral processes.

I feel immense pleasure to present the survey report for the Endline Knowledge, Attitude, Practices (KAP) Survey for Citizens in Bihar, 2024 to the readers. KAP Survey(s) have consistently been an important insight document for analysing voter behaviour and attitudes and determining the extent of voter participation. Bihar has been making persistent efforts in maximising electoral participation and the findings shall certainly aid in devising further strategies in this direction. Spread across themes like voter awareness, reading/listening habits of the voters, reasons for turning up to vote and otherwise, factors influencing the choice of candidates, involvement of PwDs, inducements, etc., the respective chapters of this survey report are indeed an enriching read.

A sample of over 60,000 respondents across all 243 ACs of the state requires sincere efforts to draft an insightful document with considerable findings and inferences. Reiterating their commitment to maximizing electoral participation, I am sure this report will be vital for voter awareness strategies in the subsequent elections of the state.

I congratulate the CEO of Bihar and his team on their commendable efforts in conducting this state-wide exercise and drafting this report.

Amrit Lal Meena
15.1.25
(Amrit Lal Meena)



एक कदम स्वच्छता की ओर

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CEO's Message

With the vision of 'Sahaj, Sugam, and Samaveshi Matdaan,' Bihar has always been determined to ensure that all voters are empowered and enabled to exercise their franchise in a meaningful, informed, and ethical way to play their part in sustaining the legacy of democracy in the state. The successful completion of the Endline Survey of Knowledge, Attitude, and Practices (KAP Survey) 2024 of citizens in Bihar is a testimony to the sincere commitment of its election machinery, with the voter at the focal point.

The Endline KAP Survey-2024, undertaken in all 243 Assembly Constituencies of the state, provides deeper insights into voters' knowledge and beliefs. It allows us to reflect on the effectiveness of the SVEEP interventions carried out in the state, especially in reference to the recently concluded General Elections to the Lok Sabha in 2024.

At the outset, I would like to extend my gratitude to the Election Commission of India (ECI) for providing the Office of the Chief Electoral Officer, Bihar, with the necessary vision, guidance and detailed instructions to execute the task in a timely and efficient manner. My deepest appreciation to the district and subdivision administration for providing the necessary logistical support, monitoring and motivation to the election officers to conduct the survey in a professional manner. I sincerely acknowledge the hard work put in by the officers of the Bihar Election Service (BES), who undertook the survey with zeal and a high sense of commitment to public service, overcoming many personal and circumstantial challenges.

Special thanks to the SVEEP team at the Office of the CEO, Bihar, for meticulously planning the implementation of the survey and drafting this report. The timely and prompt technical support extended by the State-Level Agency enabled us to carry out the survey in a paperless digital format, contributing to the vision of green elections. Finally, I heartily acknowledge the enthusiastic participation of the respondents, who took time from their daily engagements to provide valuable responses to the survey.

As the first pan-state exercise implemented after General Elections to the Lok Sabha, 2024 regarding electoral participation this KAP Survey would further sensitize the election administration towards the factors that guide voter behavior and turnout. The key findings of the survey would facilitate better voter outreach and empower us to realize the vision of 'No Voter To Be Left Behind' in the upcoming elections by maximizing electoral participation.


H.R. Srinivasa
Chief Electoral Officer, Bihar

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LIST OF ABBREVIATIONS

AC	:	Assembly Constituency
BLO	:	Booth Level Officer
ECI	:	Election Commission of India
EPIC	:	Electoral Photo Identity Card
EP Ratio	:	Electors to Population Ratio
EVM	:	Electronic Voting Machine
GELS	:	General Election to the Lok Sabha
GER	:	Gross Enrollment Ratio
ICDS	:	Integrated Child Development Scheme
KABBP	:	Knowledge, Attitude, Behaviour, Beliefs and Practices
KAP	:	Knowledge, Attitude and Practices
NGO	:	Non-Governmental Organisation
NOTA	:	None of the above
NVD	:	National Voters Day
SHG	:	Self Help Group
SSR	:	Special Summary Revision
ST	:	Scheduled Tribe
PVTG	:	Particularly Vulnerable Tribal Group
PwD	:	Persons with Disability
SVEEP	:	Systematic Voter's Education and Electoral Participation
VVPAT	:	Voter Verifiable Paper Audit Trail
VTR	:	Voter Turnout Ratio

EXECUTIVE SUMMARY

Abstract: KAP (Knowledge, Attitude and Practices) Survey is a state-wide study conducted in compliance with the Election Commission of India's directions to assess various metrics of electoral participation encompassing voter behaviour, voter turnouts, voter awareness, etc. The exercise is conducted under the aegis of the Office of the Chief Electoral Officer, Bihar. The KAP-Endline Survey, 2024 assumes even more importance as a fulcrum, balancing efforts and outcomes in maximizing voter participation especially in view of the recently concluded General Elections to the Lok Sabha, 2024.

Socio-Educational Demographic Background

1. Over 37.5% of the respondents were labourers/cultivators, 26.7% were homemakers, 10.8% were students and 10.6% were self-employed.
2. While 53.1% of the respondents never referred to any newspaper/magazines, over 37.5% of the respondents referred the same almost every day.
3. Over 62.9% respondents acknowledged to have never listened to radio as a habit, only 31.3% respondents acknowledged to listening to it on a daily basis. On the other hand, over 63.2% of the respondents acknowledged to be watching television on a daily basis and 55.1% respondents acknowledged to be using internet (Facebook/ WhatsApp, etc.) on a daily basis.
4. As per the survey, newspaper/magazines (39.8%) were the single largest source for the respondents to get information on election and politics followed by family/ friends/relatives (35.5%).

Voter Registration:

1. EPIC coverage in the survey comes out to be significantly high at 99.2% and lack of awareness being the major reason for respondents not possessing EPIC.
2. A fairly high number of respondents (98%) were also aware about the electoral roll (Voters' List in common parlance) and over 99% knew about their names being enrolled in the electoral roll.
3. Lack of awareness featured as a major reason (76.5%) for the respondents whose names were not enrolled in the voter list.
4. BLOs (49.8%) featured as the most significant source of information regarding need for enrollment followed by friends/relatives (44.8%). Significantly, over 92.9% of the respondents knew about BLOs as the designated local person for electoral registration related matters. 99.7% of the respondents acknowledged that locally appointed persons (BLO/ Election Agent/ Identification Officer) visited their houses.

5. While over 98.9% respondents' details were correctly enrolled in the electoral roll, 31.8% of the respondents had acknowledged that a few of their family members were eligible yet not enrolled in the voter list.
6. Taluka (Sub-division/ Anumandal in Bihar) Office (43.5%), BDO Office (22.1%), Matdata Sahayta Kendra (18.9%) are the important enrollment centres for the respondents.
7. Over 67.3% respondents got their EPICs issued before the last parliamentary elections and 31.8% were not able to recollect the time when their EPICs were issued. Over 37% respondents acknowledged to have received their EPICs within 15 days. Over 88% respondents cited complexities in getting their EPICs including long process (83.8%), uncooperative officials and inaccessibility of the concerned office.
8. Notably, 90.2% respondents were aware about the alternative IDs to EPIC for the purpose of casting their votes. License (36.1%), Voter Slip (34.2%), Ration Card (18.4%) were cited as alternative IDs by the respondents.
9. Over 99.8% of the respondents knew about the location of their Polling Stations.

Knowledge, Attitude, Behaviour, Beliefs and Practices:

1. As per the survey, over 95.5% respondents had cast their votes in the last assembly elections (2020) and over 96.8% respondents had cast their votes in the recently held parliamentary elections (2024). Respondents mentioned "candidates visited me personally" (33.9%) and "I am a political party sympathizer" (32.9%) as the significant reasons for casting votes.
2. On the other hand, "absence in constituency" (30.1%), "not having EPIC" (26.1%), "absence of name in the electoral roll" (11.2%) were the major reasons cited by the respondents for not turning up to cast votes. Over 97.6% of the respondents found their voting experience "convenient" on the day of the poll.
3. "Personally knowing the candidates" (47.2%), "honesty" (28.1%), "experience" (12.4%) and "commitment" (9.4%) were cited as important motivating factors for the choice of candidates.
4. Over 39.3% respondents acknowledged that their family members had not voted in the recent elections despite being eligible to vote. The respondents cited "not having EPIC" (75.8%) and "absence in constituency" (18.7%) as the major reasons for the same on behalf of their respondents.
5. On a significant note, family (41.4%), candidate (40.3%), caste (4.2%) emerged as major reasons cited by respondents to affect voting preference.
6. As per the respondents, "good candidate" (32.8%), "money power" (22.4%), "importance of voting" (20.6%) and "favourable environment" (17.7%) were the prominent reasons for higher voter turnouts in their areas.

7. Over 73.1% respondents felt no security concerns during elections, while 22.5% were significantly concerned about security. However, over 86.9% of the felt about deployment of police forces being very much adequate.
8. Over 99.3% of the respondents found behaviour of the polling personnel “very cooperative” and “cooperative” during the polling process. However, over 32.8% of the respondents did face difficulties at the polling stations wherein long queues, lack of toilets, drinking water, ramps, absence of separate queues for elderly, etc. were cited as the prominent reasons.

Voter Awareness and Attitudes

1. While over 90.6% of the respondents knew the name(s) of their ACs, over 94.1% correctly knew the minimum age for their registration as voter. However, only 13.8% of the respondents had knowledge about four cut-off dates (1st January/ 1st April/ 1st July/ 1st October) for determining eligibility. Majority of the respondents (63%) were aware about the Special Summary Revision as a special campaign for voter enrollment.
2. Only 15% of the respondents knew about National Voters’ Day correctly.
3. Most of the respondents (81.8%) knew about NOTA as they had seen it when they cast vote. Over 14.4% respondents were completely unaware about NOTA.

Likewise, majority of the respondents (63.7%) acknowledged having seen the details about the contesting candidates/political parties in Braille on EVM and 86.2% acknowledged having seen VVPATs while they cast their votes.
4. Only 57.1% of the respondents were aware about the Voter Helpline Application/ portal or any other election-related website. Most of the respondents (95.9%) used election-related website to search name and other details of the electoral roll.
5. As much as 86.8% of the respondents admitted to be aware of the fact not having EPIC does not itself confer them right to vote unless their name(s) were found in the latest electoral roll. Over 89.9% respondents also acknowledged that having EPICs at multiple places was an offence.

Person with Disabilities:

1. Majority of the PwD respondents (73.2%) acknowledged having the exposure to voter awareness material regarding PwD participation but only 6.3% respondents admitted to have been contacted by the BLO.
2. Majority (55.1%) of the PwD respondents were aware about the ECI’s Saksham App.
3. Over 76.1% of the PwD respondents found the registration process easy. However, long queues, no separate queues for PwD voters, lack of facilities including ramps were the prominent difficulties cited by few respondents
4. A significant 28.3% of the respondents were not aware about the facilities of the Postal Ballot provided to PwD electors by the ECI.

Inducements:

1. Only 7.2% of the respondents acknowledged the presence of any inducements in the electoral processes and use of money/muscle power in the elections. Among the inducements that respondents believed to be offered, distributing cash (48.8%), food packets (19.7%) and liquor (7.7%) were cited as major ones.
2. Only 12.3% of the respondents acknowledged to have been a part of the rally/ gatherings organised by the political parties; majority (76%) at their own expenses.
3. Over 79% of the respondents didn't know about the cVIGIL App and KYC App.

Bihar-specific Questions:

1. Over 69.5% respondents cited exposure to voter-awareness related material during GELS-2024 among which newspaper/advertisement/posters (59.5%), awareness vehicle (15.9%), hoardings/flex (15.1%) were the major ones. Only 41.4% respondents mentioned having seen SVEEP Icon's message/video, majority of them (85.1%) respondents having seen Maithili Thakur's video.
2. As low as 40% of the respondents were aware of the social media handles of the O/o the CEO, Bihar.
3. Door-to-Door- awareness drives/ Interpersonal communication was a positive takeaway for the state during GELS-2024 where over 81.2% of the respondents were contacted by election officials during the same. Over 66.2% of the respondents knew about date and time of the poll through Har Ghar Dastak Abhiyaan in the state.
4. Over 90.4% respondents acknowledged receiving voter slips before the elections. Over 14.1% respondents believed voter slip to be a mandatory document to cast their votes.
5. As much as 99.1% of the respondents in Bihar acknowledged heatwave/summer to have disincentivised electors to turn up to cast their votes.
6. Over 87.8% respondents acknowledged the presence of facilities at the polling stations as prevention measures for heatwave including shade, first-aid, drinking water and even glucose at some places.
7. Only 33.3% of the respondents acknowledged higher female electors enrolled more than the male electors in the household, more female family members itself being the most prominent (84.5% respondents) of it. However, over 11% of the respondents acknowledged that on account of male family members who were migrants, only the remaining resident female family members were enrolled in the electoral roll.

CHAPTER – 1

INTRODUCTION

1.1 Background of the Study

Knowledge, Attitude and Practices (KAP) Surveys are the flagship surveys of the Election Commission of India conducted twice – before and after - elections year by the Office of the Chief Electoral Officer of respective States and Union Territories. As their name suggests, these surveys provide significant insights about voters’ knowledge, attitude and awareness towards electoral practices, thereby dictating their behavioural practices as an elector. The underlying purpose for KAP-Baseline and KAP-Endline Survey(s) conducted in the State are two-pronged. Survey(s) conducted before and after the elections, respectively, help the election machinery garner inputs for effective strategies of maximizing electoral participation for upcoming elections as well as improve through the principles of feedback learning. In light of the ECI’s directions, O/o the CEO, Bihar, published its report for the KAP-Baseline Survey with respect to the then upcoming General Elections to the Lok Sabha in 2023. This report presents findings of the KAP Endline Survey conducted in August-September, 2024 after the completion of the General Elections to the Lok Sabha, 2024.

Unlike other states and Union territories, Bihar was uniquely positioned to carry out the survey with the help of its in-house resources. Through its dedicated Bihar Election Service Cadre officers, the KAP Survey covered all 243 Assembly Constituencies. Further, it is noteworthy that KAP Survey in Bihar has been conducted in a paperless digital mode through a KAP Survey App that was developed in-house by the State Level Agency. It facilitated the surveying officers to record the responses online with a special provision of storing data offline and uploading it later. This was quite helpful in those areas of the constituencies where internet connectivity had been limited. Additionally, the app also recorded the surveyor’s GPS coordinates to allow real-time monitoring.

1.2 Research Objectives

The survey is intended to achieve the following broad objectives:

- 1.2.1. To assess the voter’s awareness levels about the various aspects of the voter registration/enrollment process and the challenges faced during the registration/enrollment process.
- 1.2.2. To evaluate the voter’s knowledge about the voting process and their voting experience during the last elections.
- 1.2.3. To evaluate the effectiveness of administrative preparations undertaken in the last elections.

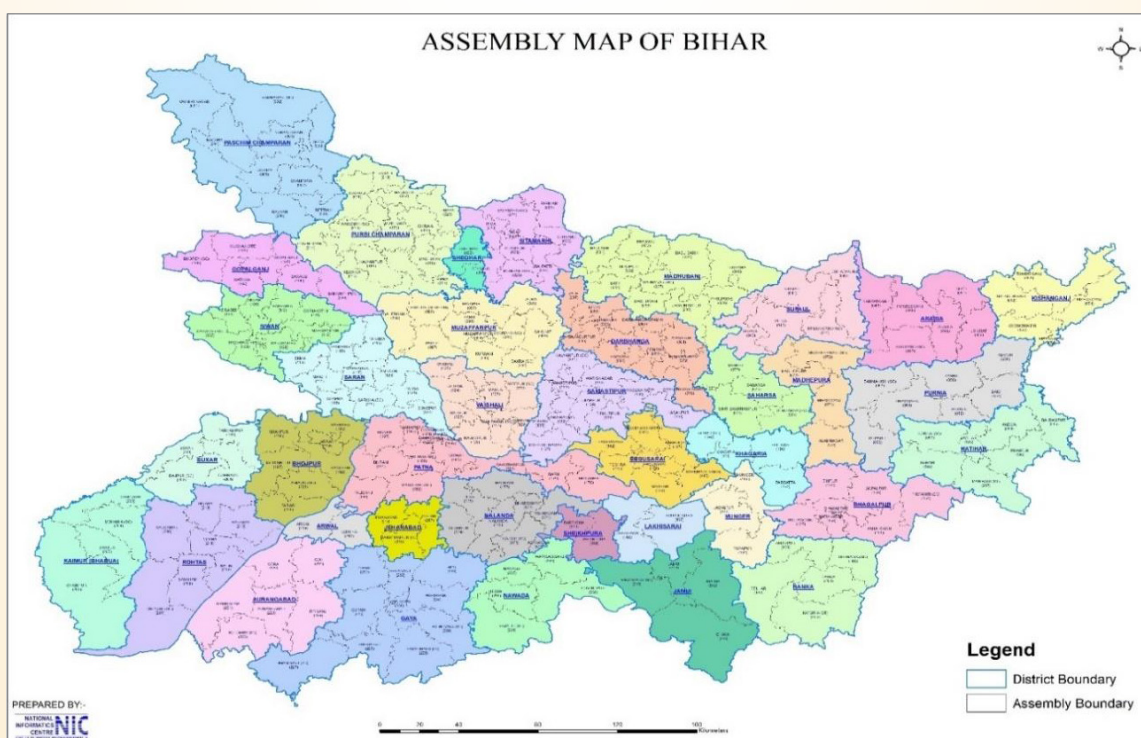
- 1.2.4. To identify the major sources of election-related information consumed by voters.
- 1.2.5. To identify the key factors responsible for ensuring participation or non-participation of voters in the election, more specifically on the day of polling.
- 1.2.6. To analyze the challenges faced by Persons with Disabilities (PwDs) during registration/enrollment and voting.
- 1.2.7. To assess the various inducements made available to the voters during elections.
- 1.2.8. To analyze the exposure to SVEEP interventions to the voters and reasons for lower voter turnout through a dedicated section of Bihar-specific questions.

1.3 Geographical Coverage and Research Methodology



The present study has covered all 243 ACs (100% ACs of the State), wherein 4 Polling Stations (PS) were selected from each AC based on their VTR in the recently held General Elections to the Lok Sabha, 2024. The selection process ensured that 2 PS respectively from rural and urban areas were selected, one being a low VTR PS and another being high VTR PS. Thus, the survey was conducted across the state with 4 PS per AC covering 60 respondents per polling station. Before the app was floated for the actual conduct of the survey, a demo version of the app was launched for feedback and improvements, along with training for the Election Officers before the commencement of the survey.

Figure 1.1: The 243 Assembly Constituencies covered in the KAP Survey 2024



1.3.1 Sampling, Choice of Respondents and Data Collection:

Detailed instructions were issued to the teams on the field regarding the choice of respondents and keeping the sample set as diverse as possible to maintain the quality of the survey. The selected sample respondents incorporated key parameters like demography (Age Cohorts, Gender), geography, location (Urban, Rural) and VTR were considered in consonance with the basic principles of the Kish-Grid method of sampling. For this study, a quantitative research methodology based on a questionnaire administered by survey officers was used to capture the voter's perceptions, attitudes, beliefs and knowledge levels about the various election-related processes. This method is economical and suitable for capturing large sample sets' data. In this manner, over 59610 respondents were targeted for the survey.

The survey collected primary data through the standard questionnaire provided by the ECI. The relevant secondary data of the latest VTR and electoral rolls were fetched from the offices of the District Election Officer(s) and Chief Electoral Officer, Bihar.

1.3.2 Field Survey, Data Collection and Data Processing

The Election Officers surveyed across the length and breadth of the state, covering their respective ACs/PS while being closely monitored through the daily status report. Technical assistance was promptly rendered in case of any glitches.

As the data was collected in a digital format, the need for any manual entries was redundant. The collected data was fetched from the portal by the technical team and compiled into .xlsx formats for further analysis

1.4 Data Analysis and Documentation

The detailed quantitative information so obtained was further compiled and compressed into tables and charts so that it could provide valid insights for the purpose of writing the report. Various sections of the questionnaire formulated respective chapters of this report, which are presented to the readers in the following pages of this document. Statistically, data has been presented in percentage terms to allow readers to grasp a relative picture of the subject in concern.

The qualitative insights drawn throughout the survey process, in the form of verbal conversations with the respondents, human stories and other administrative experiences, have been used to enrich the observations and recommendations of this report.

1.5 Ethical Considerations

It was imperatively maintained that ethical considerations were not compromised during the conduct of the survey. Principles of informed consent, respect for privacy, anonymity and confidentiality, dignity of respondents and freedom to answer questions without bias were taken care of. Survey analysis focused on the number of respondents in the category without any reference to their identity in the respondent's details. Only minimal personal

details were collected by the officers that were imperative for the conduct of the survey and to avoid duplication in the choice of respondents.

1.6 Limitations of the Study

Despite the sincerest efforts, like any quantitative process, this analysis report may be prone to certain limitations that may be mentioned. Quantitative research's main purpose is the quantification of the data, thereby allowing generalization of the results by measuring the views and responses of the sample population.

The study also does not observe social interactions or communications between persons or institutions in a given population, but only the characteristics of the individual members involved.

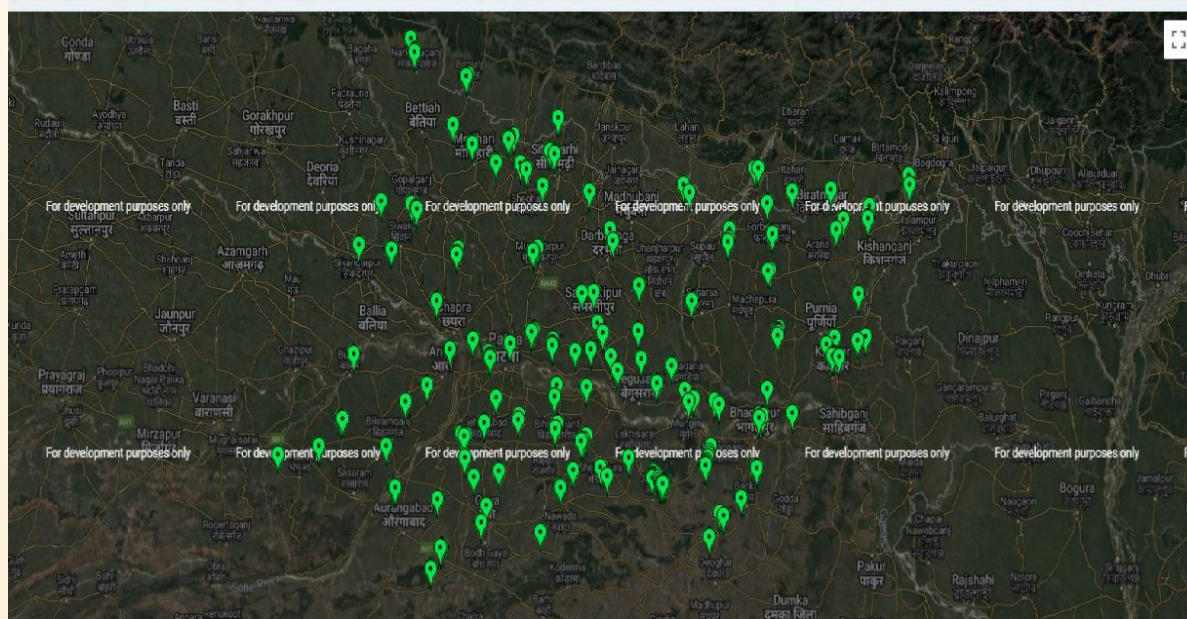
Owing to time and resource constraints, data collection was confined to only 04 polling stations per AC. The sample for the present study is only a small proportion of the entire state electorate. Replication of this study with a larger sample and in wider regions of Bihar would enable better generalization of the findings.

1.7 Conclusion

This chapter provides details about the background, research objectives, respondent sample and implementation of the survey process by briefly discussing various stages. At last, the chapter also dwells upon the ethical considerations and limitations of the study that form a crucial part of any survey report.

Photo: Locations of survey in the state as monitored by the O/o the CEO through real-time GPS locations.

TOTAL SURVEY :- 3718 , TOTAL SURVEYER :-93



CHAPTER – 2

SOCIO-ECONOMIC DEMOGRAPHIC BACKGROUND

This section provides an overview of the participants' socio-economic and demographic characteristics. The questionnaire responses have yielded fundamental information about the participants' place of residence, educational qualification, occupation, social group and activities such as radio listening, newspaper reading, television viewing and internet usage.

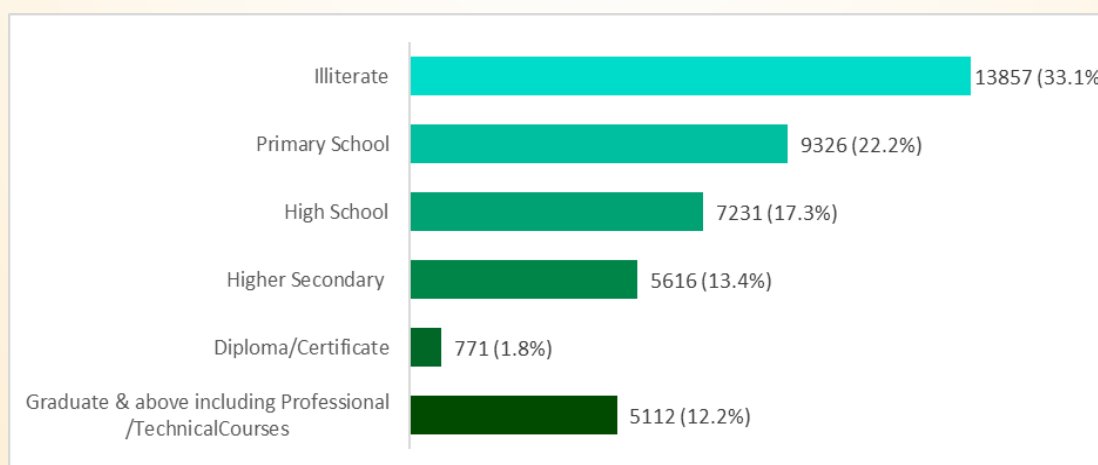
2.1 Educational Qualification of Respondents

It is crucial to evaluate the educational level of the voters when creating the voter awareness program. Of the 41913 surveyed respondents, 12.2% were graduates or higher, while 33.1% were illiterate. 22.2% of the respondents had completed primary school, 17.3% had finished high school and 13.4% had attained a higher secondary education. Additionally, 1.8% of the respondents held diplomas.

Table 2.1: Educational Qualification of Respondents

Educational qualification	Number of Respondents	Percentages
Illiterate	13857	33.1
Primary School	9326	22.2
High School	7231	17.3
Higher Secondary	5616	13.4
Diploma/Certificate	771	1.8
Graduate and above, including Professional/Technical Courses	5112	12.2
Total	41913	100

Figure 2.1: Educational Qualification of Respondents



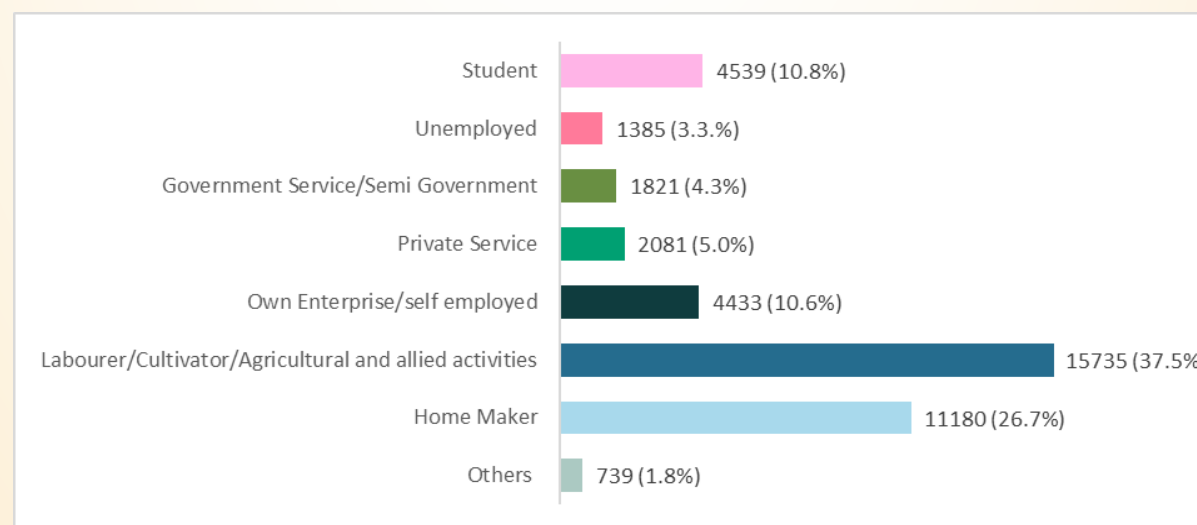
2.2 Occupations of the Respondents

Table 2.2 displays the occupations of the participants. Notably, most of the participants were involved in the informal sector, such as labourers and cultivators engaged in agriculture and allied activities (37.5%). Homemakers accounted for 26.7% of the participants, while 10.6% were self-employed. Only 4.3% were employed in government service and 5.0% worked in the private sector. 10.8% were students and 3.3% were unemployed.

Table 2.2: Occupations of the respondents

Response	Occupation of Respondents	Percentages
Student	4539	10.8
Unemployed	1385	3.3
Government Service/Semi Government	1821	4.3
Private Service	2081	5.0
Own Enterprise/self employed	4433	10.6
Labourer/Cultivator/Agricultural and allied activities	15735	37.5
Home Maker	11180	26.7
Others	739	1.8
Total	41913	100.0

Figure 2.2: Occupations of the respondents



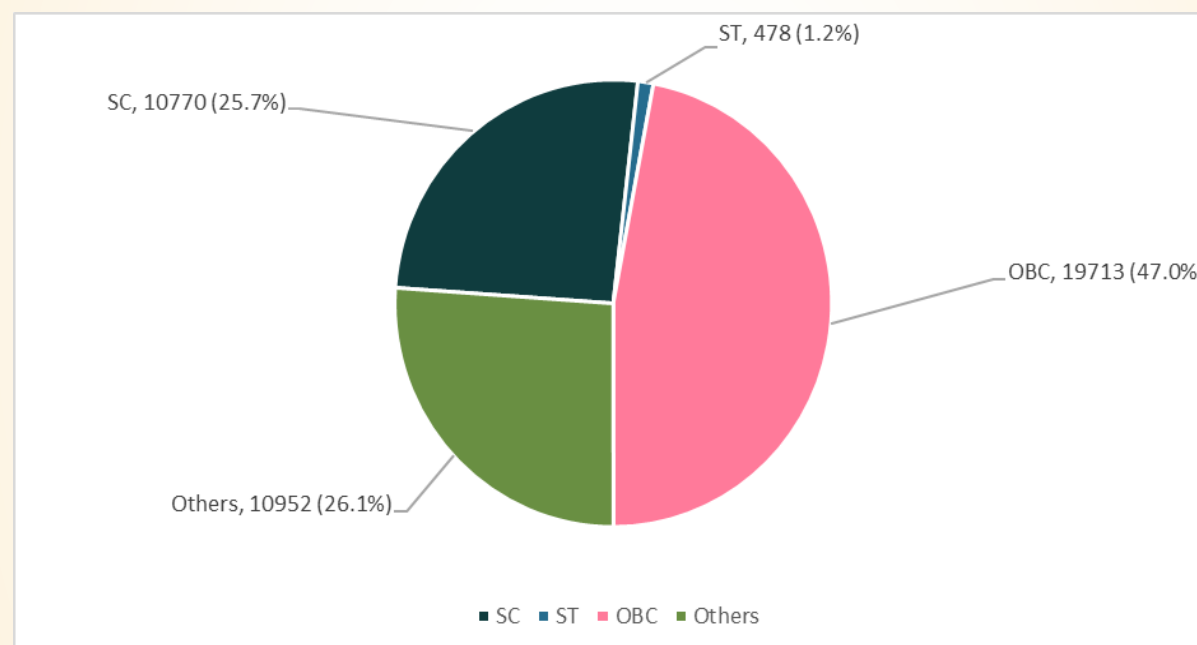
2.3 Social Group of the Respondents

When inquired about the respondent's social group, a notable 47% were part of the Other Backward Caste (OBC) category, 25.7% were from the Scheduled Caste (SC) category, 1.1% belonged to the Scheduled Tribe (ST) and 26.1% were associated with other social groups.

Table 2.3: Social Group of the respondents

Social Group	Number of Respondents	percentage
SC	10770	25.7
ST	478	1.2
OBC	19713	47.0
Others	10952	26.1
Total	41913	100

Figure 2.3: Social Group of the Respondents



2.4 Reading, Listening, Watching, Internet/Social media surfing habits of the respondents

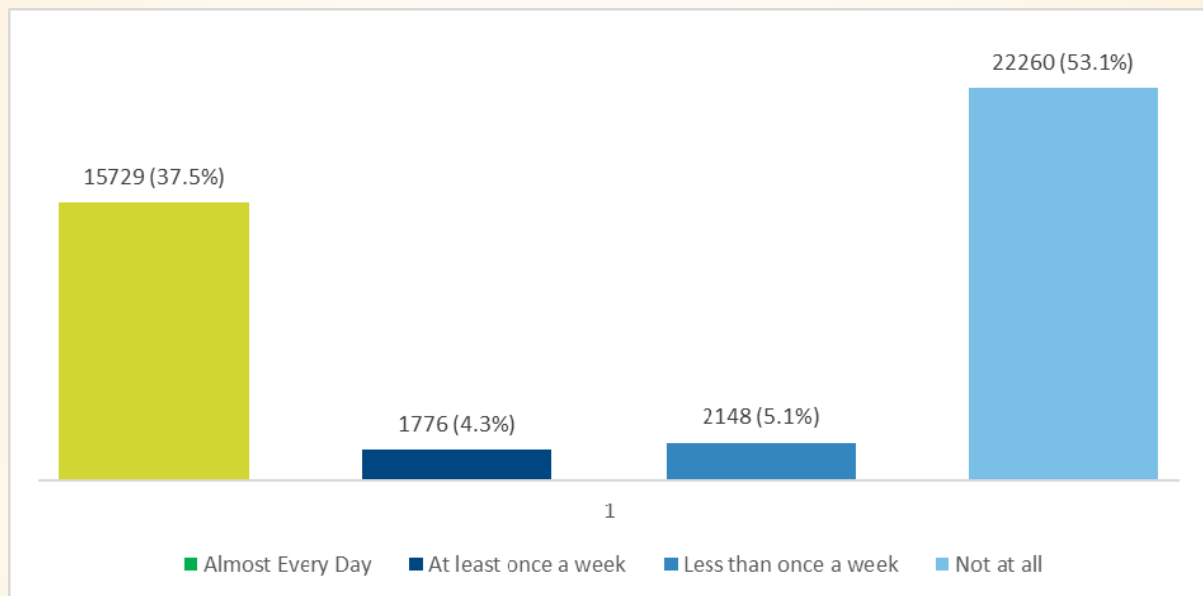
2.4 (A) Reading habits of the respondents

Table 2.4(A) presents the frequency of participants engaging with newspapers or magazines. A considerable portion of our participants (53.11%) did not read either newspapers or magazines at all. In contrast, 37.52% read nearly every day, 4.23% read at least once weekly and 5.12% read less than once a week. This information will assist us in selecting the appropriate media channel to enhance the dissemination of SVEEP.

Table 2.4 (A): Frequency of reading newspaper or magazine by the respondents

Response	Number of Respondents	%
Almost Every Day	15729	37.5
At least once a week	1776	4.3
Less than once a week	2148	5.1
Not at all	22260	53.1
Total	41913	100

Figure 2.4 (A): Frequency of reading newspaper or magazine by the respondents



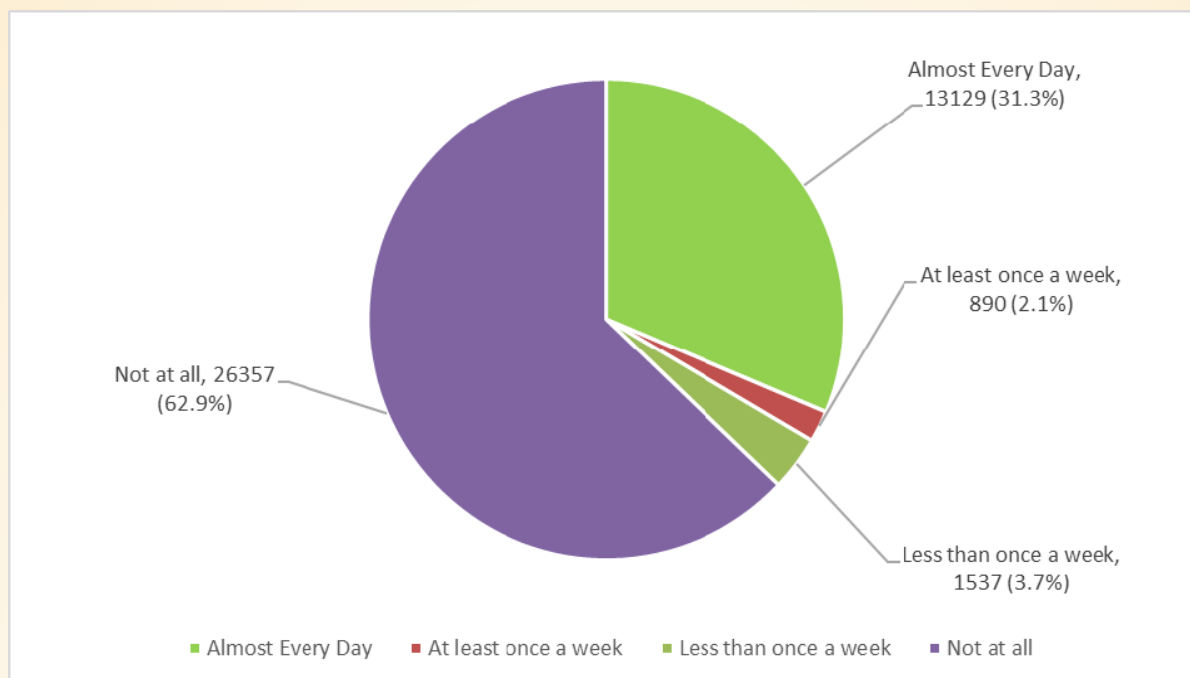
2.4 (B) Listening habits of the respondents

Table 2.4 (B) displays the frequency of respondents' radio listening. 62.9% of the respondents don't listen to the radio, while 31.3% listen almost daily. Additionally, 2.1% of respondents listen to the radio at least once a week and 3.7% tune into radio stations less than once a week.

Table 2.4 (B): Frequency of listening to radio by the respondents

Response	Number of Respondents	Percentages
Almost Every Day	13129	31.3
At least once a week	890	2.1
Less than once a week	1537	3.7
Not at all	26357	62.9
Total	41913	100

Figure 2.4 (B): Frequency of listening to radio by the respondents



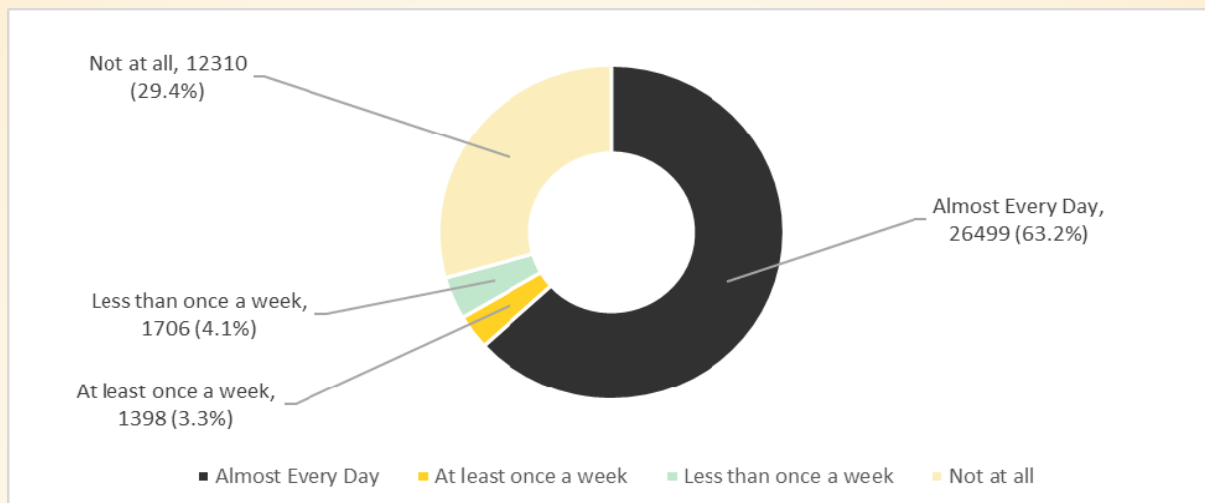
2.4 (C) Watching habits of the respondents

The information in Table 2.4 (C) pertains to the habit of watching television. Nearly two-thirds (63.2%) of the participants watch television daily, while almost a third (29.4%) do not watch television at all. Only 3.3% of the respondents watch at least once a week and 4.1% watch less than once a week.

Table 2.4 (C): Frequency of watching television by the respondents

Response	Number of Respondents	Percentage
Almost Every Day	26499	63.2
At least once a week	1398	3.3
Less than once a week	1706	4.1
Not at all	12310	29.4
Total	41913	100

Figure 2.4 (C): Frequency of watching television by the respondents



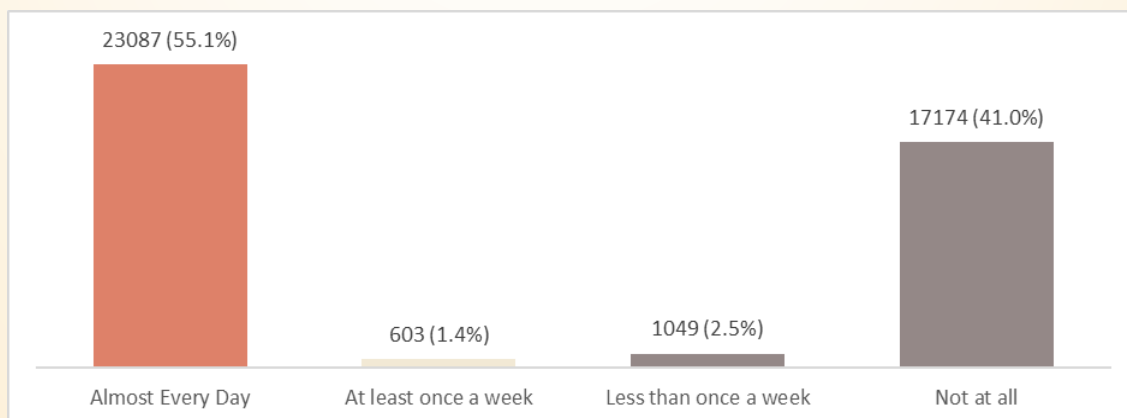
2.4 (D) Use of Internet by the Respondents

The information presented in Table 2.4(D) displays the internet usage among the survey participants. A notable 55.1% of the respondents use the internet daily, while 41.0% do not have access to it. Additionally, 1.4% of the respondents use the internet at least once a week and 2.5% use it less than once a week.

Table 2.4 (D) : Frequency of using Internet (Facebook, WhatsApp, etc.) by the Respondents

Response	Number of Respondents	Percentage
Almost Every Day	23087	55.1
At least once a week	603	1.4
Less than once a week	1049	2.5
Not at all	17174	41.0
Total	41913	100

Figure 2.4 (D): Frequency of using Internet (Facebook, WhatsApp, etc.) by the respondents



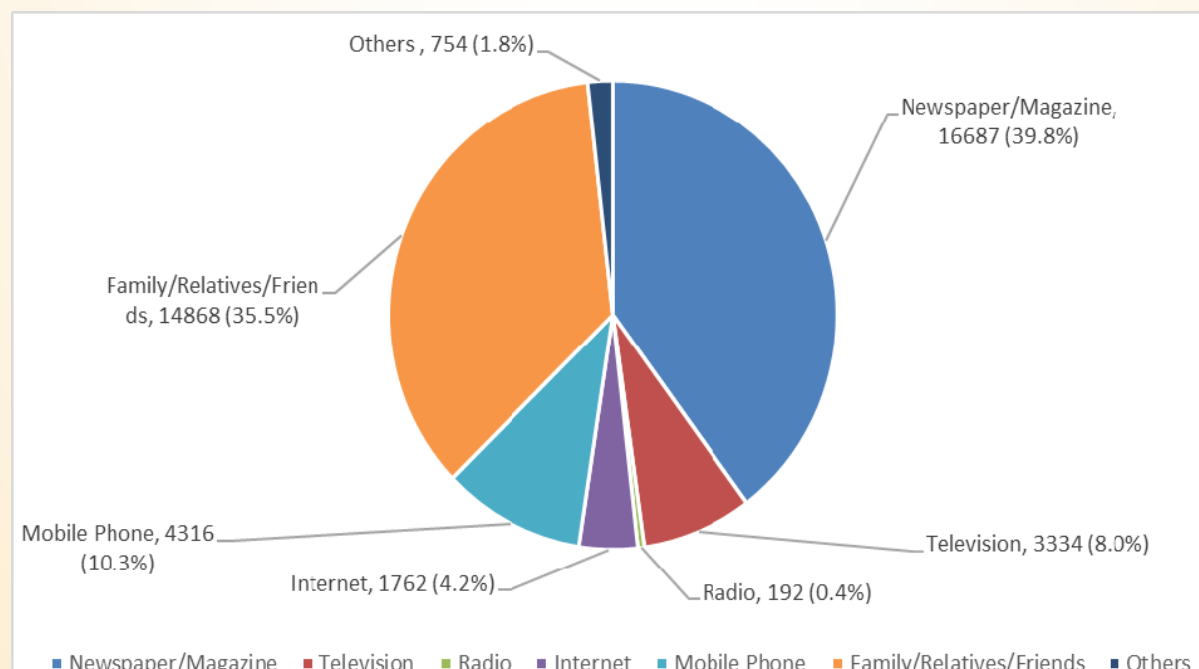
2.5 Sources used by the respondents to get information about elections and politics

The information presented in Table 2.5 depicts the survey findings regarding the sources utilized by the participants to acquire information about elections and politics. The data indicates that 39.8% of the respondents obtain information about elections and politics from Newspapers/Magazines, while 35.5% rely on their family members, relatives and friends. Additionally, 8% of the respondents depend on television and a mere 0.4% listen to the radio for election-related and political information. Moreover, 10.3% and 4.2% of the participants use mobile phones and the internet to stay informed about elections and politics. Finally, 1.8% of the respondents received news about elections and politics from other sources.

Table 2.5: Sources used by Respondents to get information on elections and politics

Response	Number of Respondents	Percentage
Newspaper/Magazine	16687	39.8
Television	3334	8.0
Radio	192	0.4
Internet	1762	4.2
Mobile Phone	4316	10.3
Family/Relatives/Friends	14868	35.5
Others	754	1.8
Total	41913	100

Figure 2.5: Sources used by respondents to get information on elections and politics



Observations and Conclusions

2.6 Educational Background

33.1% of respondents are literate but without formal qualifications, while only 12.2% have graduate or higher education. This presents a significant challenge for voter education programs, as a large portion of the population may lack the skills to engage with complex or technical information. Voter awareness initiatives need to be designed with simplified and accessible content to ensure inclusivity for the less-educated. Visual aids, easy-to-understand language and relatable examples are crucial in making these materials effective for all educational levels.

2.7 Occupational Distribution

A substantial proportion of respondents, 37.5% are labourers or cultivators and 26.7% are homemakers, indicating that a large segment of voters is engaged in informal or non-salaried work. These groups are less likely to have access to formal communication channels like newspapers or offices. As a result, flexible and targeted outreach efforts are essential. Community meetings, mobile units and media that reach these groups in their environments, such as TV, radio or village gatherings, could be more effective than traditional print methods. Tailoring communication to their daily routines will ensure they are reached, especially in areas where access to information might be limited.

2.8 Media Consumption Habits

63.2% of respondents watch television daily and 55.1% use the internet regularly, making these platforms crucial for voter engagement. However, reliance on print media alone may be insufficient, as 53.1% of respondents do not read newspapers. Nonetheless, 39.8% of respondents still rely on print media for election-related information, signifying its continued relevance. Therefore, a diverse communication strategy that incorporates both digital and traditional media is necessary. Television ads, social media campaigns and digital content should be combined with print and grassroots efforts to engage a broad spectrum of voters, including those who may not regularly access the internet or newspapers.

2.9 Information Sources

A significant portion of respondents (35.5%) rely on family, relatives and friends for information on elections and politics. This suggests the effectiveness of community-driven voter outreach and the potential of peer-based communication. Voter awareness materials can be designed to encourage discussions within communities and households, making election information spread more organically. Word of mouth and community networks can be powerful tools, especially in areas where formal information dissemination is weak.

Tailoring easily understandable and sharable content can further encourage this kind of peer-to-peer information flow. Given the population's varied educational, occupational and media habits, multifaceted voter education strategies are essential. Programs should:

- Simplify content to accommodate the less-educated and make materials visually engaging.
- Target informal workers through flexible outreach methods like community meetings, radio and localized campaigns.
- Leverage the popularity of television and the internet, creating engaging content that can reach audiences who consume these media daily.
- Maintain traditional methods like print media while also using community networks to foster word-of-mouth information sharing, especially among those who rely on friends and family for updates.

In conclusion, a comprehensive and inclusive communication approach is needed to effectively increase voter registration and awareness across different educational, occupational and social groups.

Photo: Election Officer surveying in AC 37- Rajnagar in Madhubani district



CHAPTER – 3

VOTER REGISTRATION

In 2024, India recently conducted the largest electoral exercise in the world to conduct the General elections to the Lok Sabha. Voter registration is the first step towards participating in this grand festival of democracy. A person otherwise eligible to vote must register on an electoral roll to exercise their franchise. In the case of a change of place of residence or any relevant information, registered electors may need to update their registration details. An eligible person can apply for voter registration by completing Form 6. The Election Commission of India also conducts periodic update exercises of the electoral roll/ Voter list through the Special Summary Revisions with four cutoff dates, i.e., 1st Jan, 1st April, 1st July and 1st Oct of the year of revision of the electoral roll, to assist the eligible citizens to get enrolled for voting. Eligible electors can also register through the Voters' Service Portal and Voter Helpline App. Inclusion to the electoral roll is the pre-requisite for being able to vote on the polling day.

A person to get enrolled as an elector must:

- a) Be an Indian citizen
- b) Have attained the age of 18 years on the qualifying date(s)
- c) Be an ordinarily resident of the part on the electoral roll where the candidate wants to be enrolled
- d) Should not be otherwise disqualified to be enrolled as an elector

Therefore, this KAP survey attempts to ascertain voter awareness levels regarding various aspects of voter registration. The findings of this analysis will help us streamline our efforts to encourage enrollment among eligible citizens and eliminate any challenges in the voter registration process.

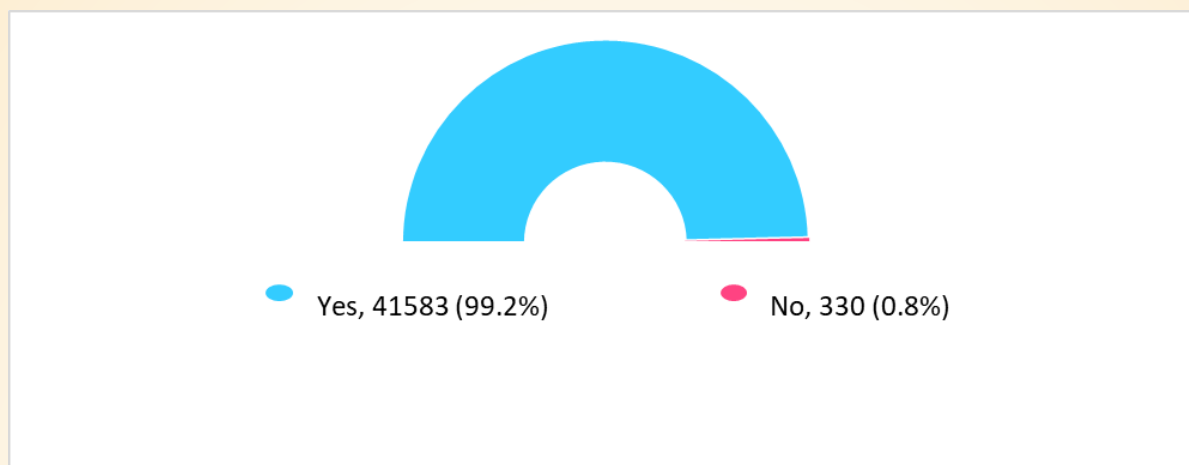
3.1 Availability of voter ID card/EPIC

Of the 41913 respondents who participated in the survey, 41583, i.e., 99.2%, possessed their voter ID card/EPIC, while 330, i.e., 0.8%, did not have their voter ID card. An increase in voter enrollment was observed compared to the KAP Baseline Survey 2024, in which 97.8% of the respondents had EPIC.

Table 3.1: Availability of voter ID card/EPIC

Response	Number of Respondents	Percentage
YES	41583	99.2
NO	330	0.8
Total	41913	100

Figure 3.1: Availability of Voter ID Card/EPIC



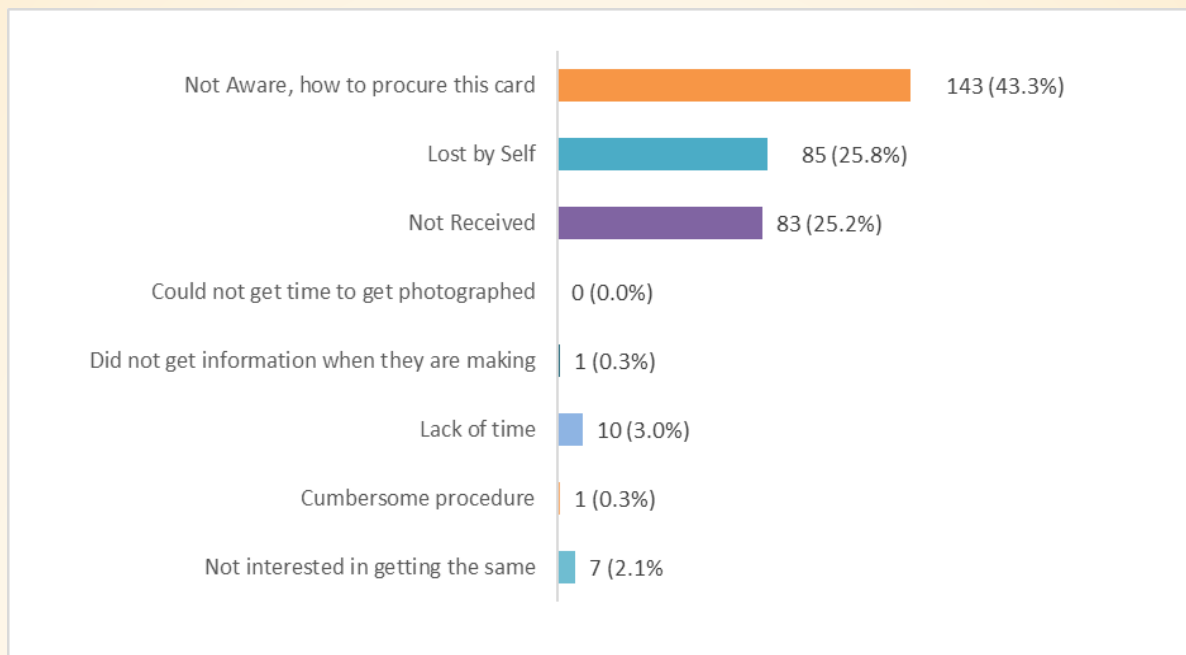
3.2 Assessment of reasons behind not having a Voter ID/EPIC Card

Analysing the reasons cited by the 330 respondents for not possessing a voter ID card/EPIC suggests that 43.3% were unaware of the process of obtaining a voter ID card/EPIC. 25.8% of the respondents lost their cards, while 25.2% did not receive their EPIC. Lack of time on their part was the reason cited by 3% of the respondents and 2.1% were not interested in getting the EPIC. The unavailability of information regarding the enrollment process schedule in their areas and cumbersome procedures were other reasons cited.

Table 3.2: Assessment of reasons behind not having a voter ID card/EPIC

Response	Number of Respondents	Percentage
Not Aware, how to procure this card	143	43.3
Lost by Self	85	25.8
Not Received	83	25.2
Could not get time to get photographed	0	0
Did not get information when they are making	1	0.3
Lack of time	10	3.0
Cumbersome procedure	1	0.3
Not interested in getting the same	7	2.1
Total	330	100

Figure 3.2: Assessment of reasons behind not having a voter ID card/EPIC



3.3. Assessment of awareness about the 'Voters List'

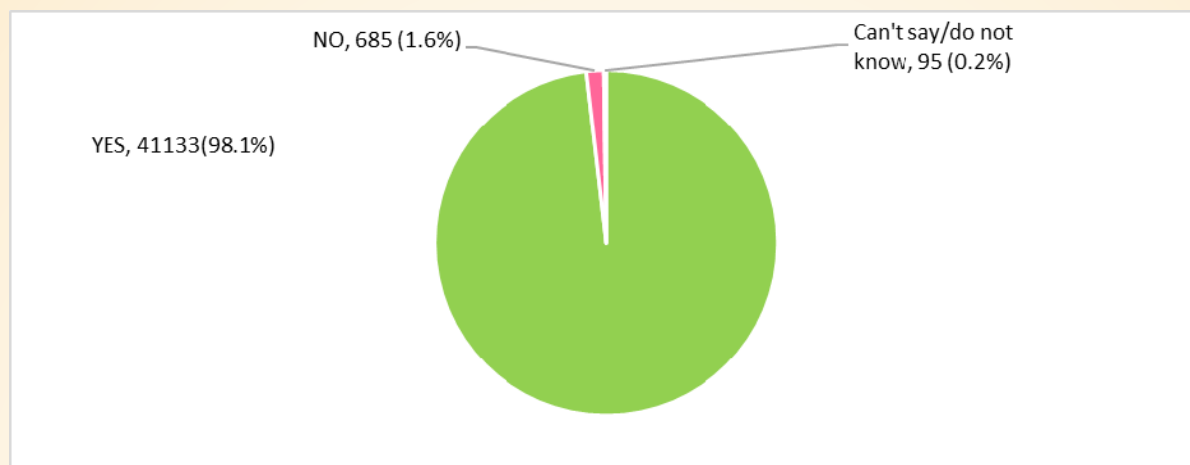
The electoral roll or the voter list, is an exhaustive list of individuals registered as electors residing in a constituency and maintained at the Assembly constituency level by the Election Commission of India. It serves as the basis for conducting fair and transparent elections, allowing authorities to verify the identity of voters. It is worth mentioning that possessing a valid voter ID card/EPIC does not automatically enable an elector to vote; being listed on the electoral roll is essential for voting. As the electoral roll is regularly updated, voters should ensure that their names are included to participate in the electoral process on polling day.

According to the survey data, 98.1% of the participants were familiar with the voters' list, 1.6% were unaware of it and 0.2% could not respond precisely.

Table 3.3: Assessment of awareness about the 'Voters List'

Response	Number of Respondents	Percentage
YES	41133	98.1
NO	685	1.6
Can't say/do not know	95	0.2
Total	41913	100

Figure 3.3: Assessment of awareness about the 'Voters List'



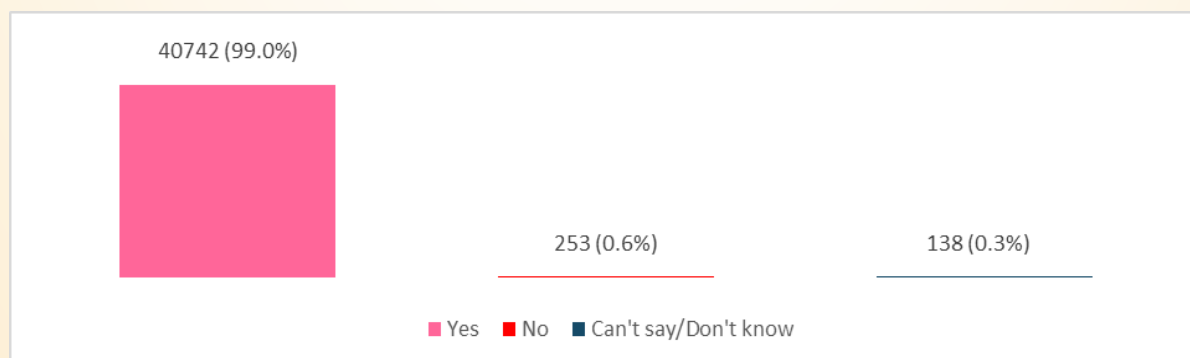
3.4 Assessment of the enrollment status of the respondents

Voters have to enrol in the electoral roll mandatorily to be eligible to vote. The survey data suggest that 99.05% of the participants knew their names were included in the voters' list. 0.6% of the participants stated that their names were not on the voter list, while 0.3% did not know their enrollment status.

Table 3.4: Assessment of the enrollment status of the respondents

Response	Number of Respondents with names enrolled in voters list	Percentage
Yes	40742	99.05
No	253	0.6
Can't say/Don't know	138	0.3
Total	41133	100

Figure 3.4: Assessment of enrollment status of the respondents



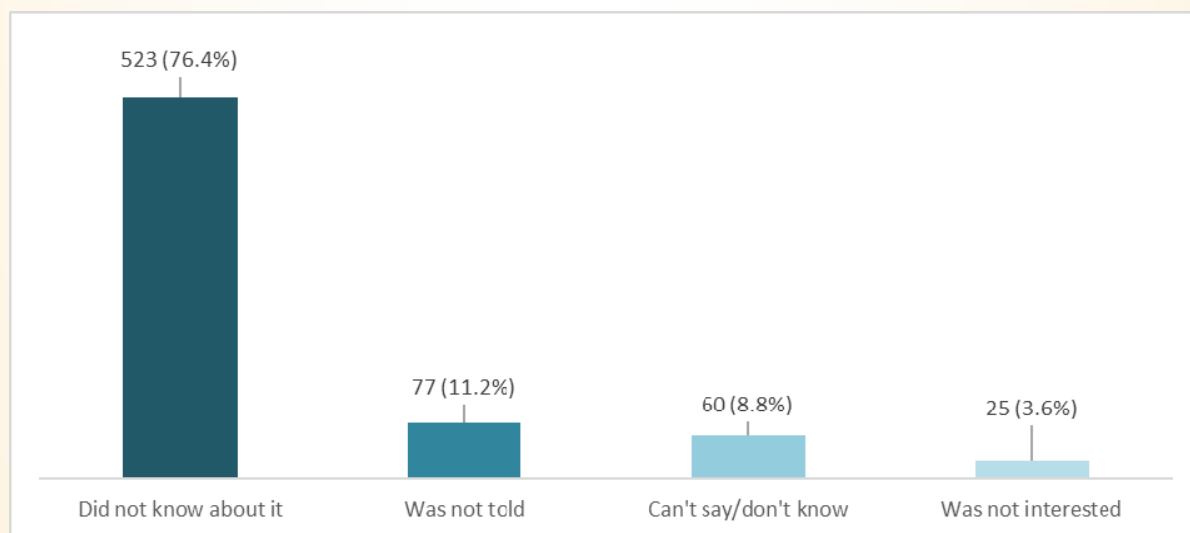
3.5 Assessment of reasons behind non-enrollment

Voter Enrollment is a critical step toward granting citizens the right to vote and enabling an inclusive electoral process, ensuring electoral participation of every section of society. Voter awareness programs such as SVEEP and electoral literacy clubs also aim to maximize the enrollment of eligible citizens. The survey sought to identify the barriers to successful enrollment. The responses suggest that 76.5% of respondents were unaware of the enrollment process. 3.5% expressed disinterest, while 11.3% were unaware of the enrollment process. Additionally, 8.8% could not provide any information about the enrollment process.

Table 3.5: Assessment of reasons behind non-enrollment

Response	Number of Respondents	Percentage
Did not know about it	523	76.4
Was not told	77	11.2
Can't say/don't know	60	8.8
Was not interested	25	3.6
Total	685	100

Figure 3.5: Assessment of reasons behind non-enrollment



3.6 Assessment of sources of information for the need for enrollment

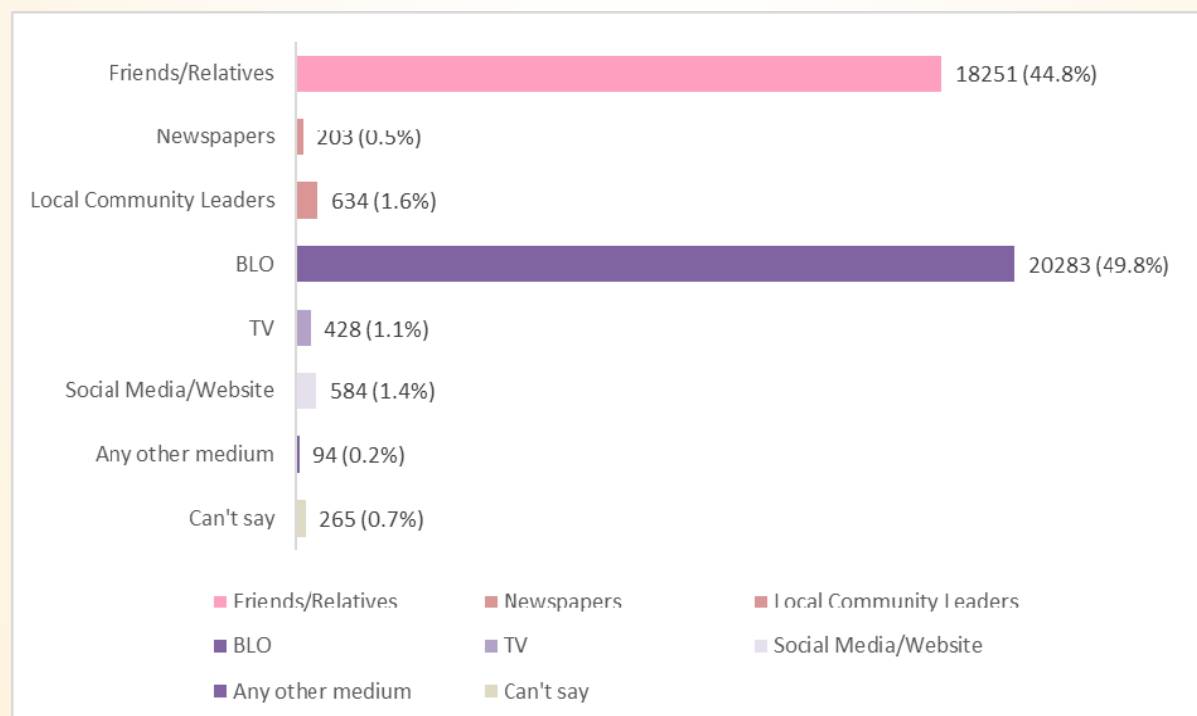
The participants were asked about the source of information that they needed to register their name in the voter's list. The results showed that 49.8% of participants primarily received information from booth-level officers, while 44.8% were informed by friends and relatives. About 1.6% of participants were informed by local community leaders and 1.4% received information from social media or other websites. 1.1%,

learned from TV, 0.5% from newspapers and 0.2% from other sources than above. Additionally, 0.7% of the respondents were unable to respond.

Table 3.6: Assessment of sources of information regarding the need for enrollment

Response	Number of Respondents	Percentage
Friends/Relatives	18251	44.8
Newspapers	203	0.5
Local Community Leaders	634	1.6
BLO	20283	49.8
TV	428	1.1
Social Media/Website	584	1.4
Any other medium	94	0.2
Can't say	265	0.7
Total	40742	100

Figure 3.6: Assessment of sources of information regarding the need for enrollment



3.7 Assessment of perceived correctness of enrollment

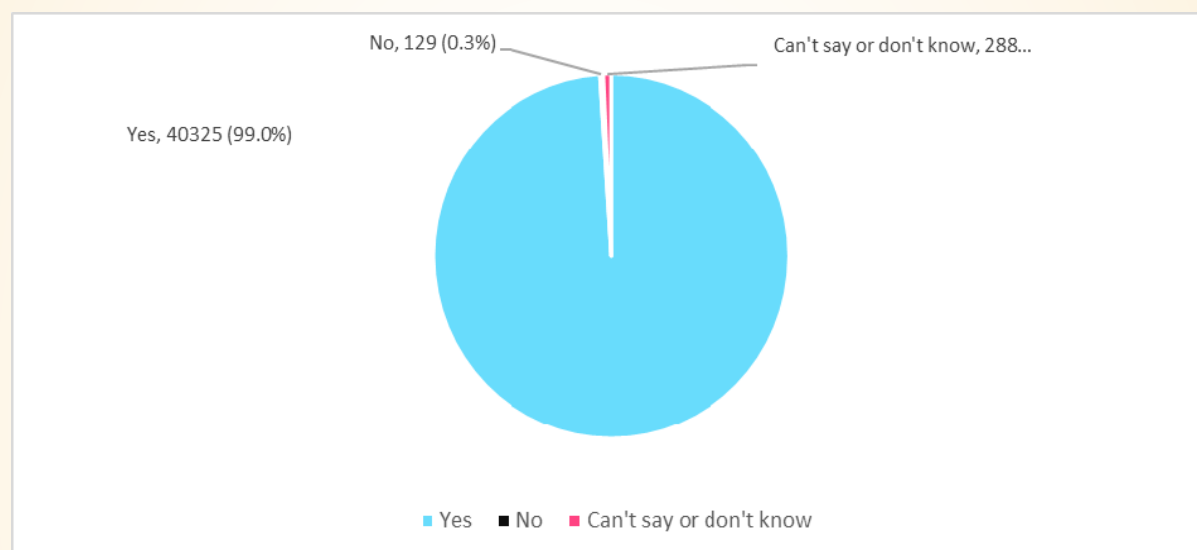
The table below shows how accurately the voters' list is perceived by gathering responses to the question about whether the names of the respondents are correctly written in the voters' list. It is crucial for the public to have access to the voter list to maintain the purity of the electoral roll. The survey data suggest, 99% of the respondents indicated that their

names are accurately listed on the voters list. A very small percentage of 0.3% did not have their names accurately written, while 0.7% were uncertain about this information.

Table 3.7: Assessment of perceived correctness of enrollment

Response	Number of Respondents with name correctly written in voters list	Percentage
Yes	40325	99.0
No	129	0.3
Can't say or don't know	288	0.7
Total	40742	100

Figure 3.7: Assessment of perceived correctness of enrollment



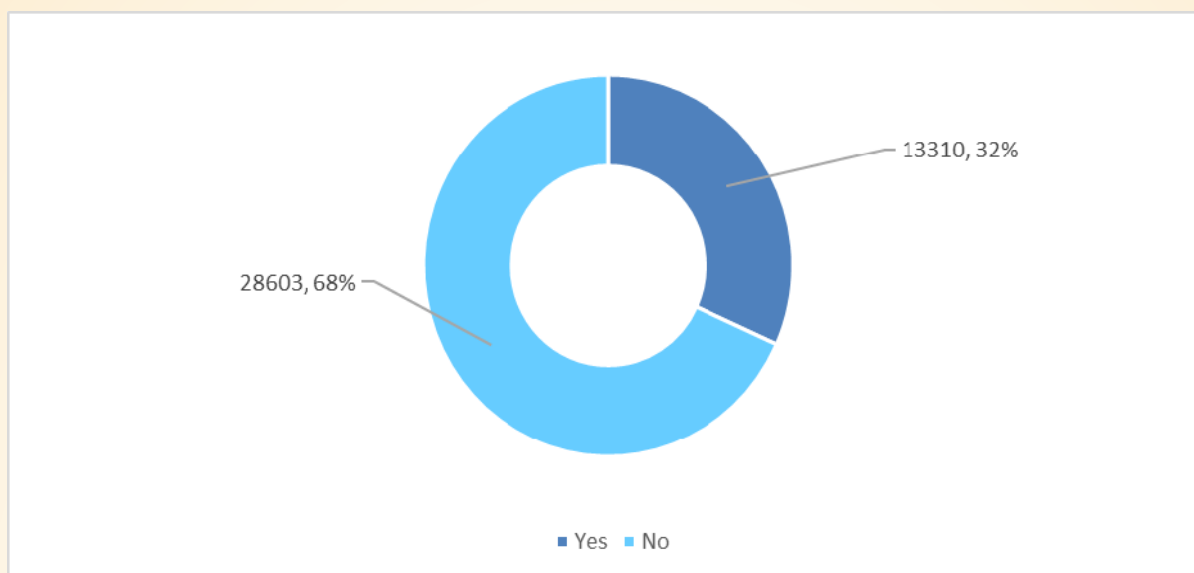
3.8 Assessment of non-enrolled family member(s) in the respondent's household

Identifying and registering eligible voters is crucial to maintaining an accurate and up-to-date voter list. The table below outlines the assessment of unregistered family members in the participant households. The data suggests that 31.8% of the participants had family members who were eligible to vote but were not registered. In comparison, 68.2% of the respondents enrolled all their eligible family members in the voter list.

Table 3.8: Assessment of non-enrolled family member(s) in the respondent's household

Response	Number of Respondents having non-enrolled family members of 18+ years of age	Percentage
Yes	13310	31.8
No	28603	68.2
Total	41913	100

Figure 3.8: Assessment of non-enrolled family member(s) in the respondent's household



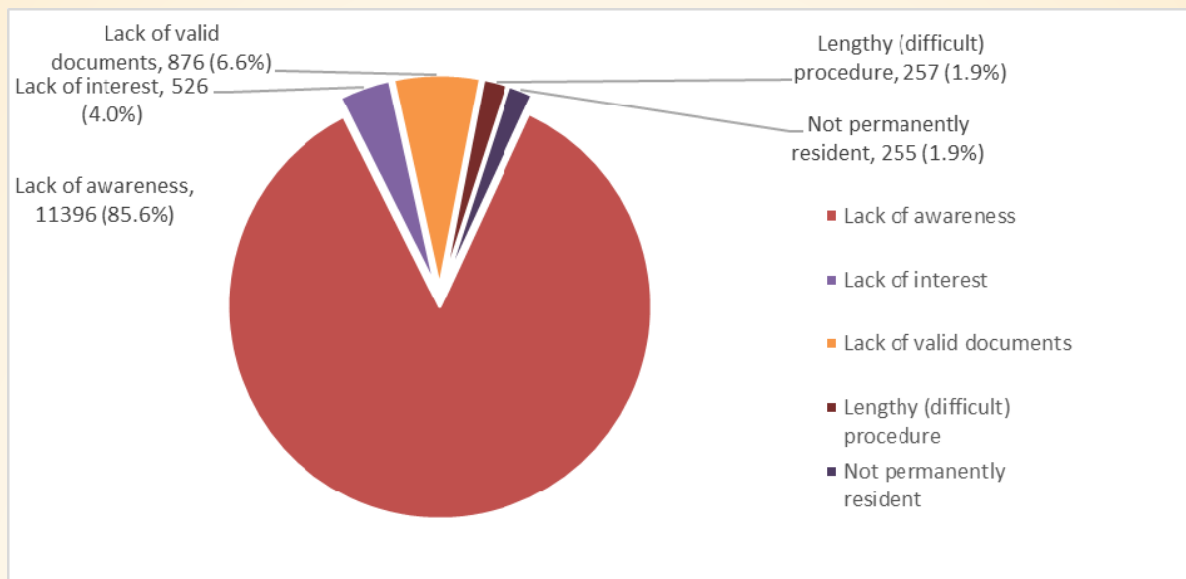
3.9 Assessment of reasons behind having a non-enrolled family member(s) in the respondent's household

The table below highlights the reasons behind the non-enrollment of some family members in the respondents' households. A large majority, 85.6% of the respondents, mentioned lack of awareness as the main reason for non-enrollment. Additionally, 4% expressed a lack of interest and 6.6% cited a lack of valid documents as the reason for non-enrollment. Another 1.9% of the respondents mentioned the lengthy procedure as a deterrent for enrolling eligible members. An equal percentage of respondents mentioned that not permanently residing in the area discouraged them from enrolling eligible members at their current residence.

Table 3.9: Assessment of reasons behind having non-enrolled family member(s)

Response	Number of Respondents	Percentage
Lack of awareness	11396	85.6
Lack of interest	526	4.0
Lack of valid documents	876	6.6
Lengthy (difficult) procedure	257	1.9
Not permanently resident	255	1.9
Total	13310	100

Figure 3.9: Assessment of reasons behind having non-enrolled family member(s)



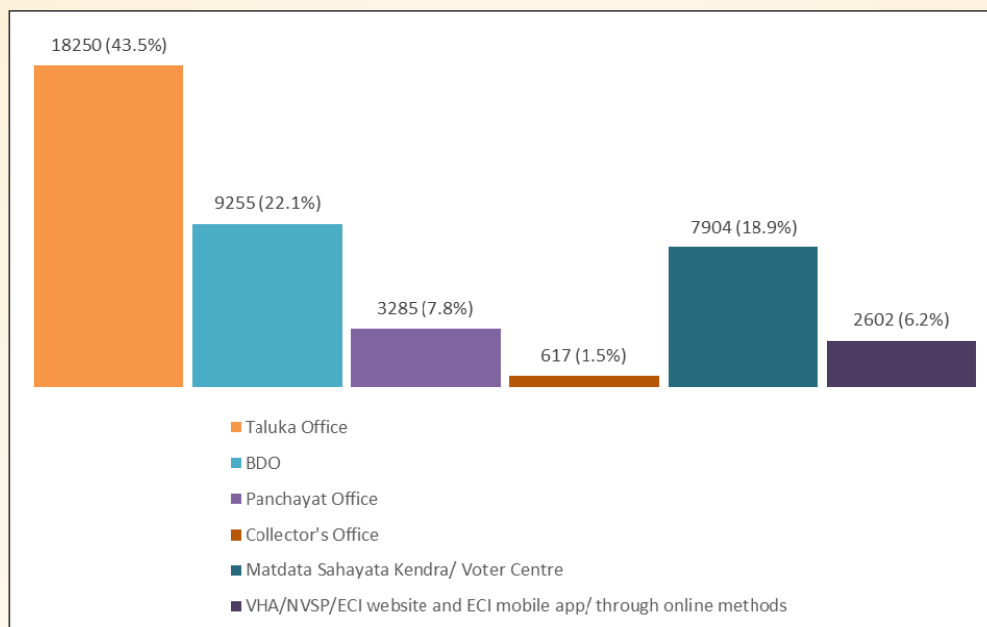
3.10 Assessment of respondent's knowledge of the enrollment centre's location

The data presented in the table evaluates the level of understanding among the participants regarding the location of the enrollment centre. A significant 43.5% of the respondents indicated they would need to approach the Taluka Office (Subdivision Office) for enrollment. Additionally, 18.9% of the respondents believed that enrollment could be completed at the Matdata Sahayata Kendra or Voter Centre. 22.1% preferred the BDO office, 7.8% of the respondents chose the Panchayat office as the enrollment centre and 1.5% indicated their choice that the Collector's office is the appropriate location for enrollment. Online enrollments through the VHA/NVSP/ECI website and the ECI mobile app were preferred by 6.2% of the respondents.

Table 3.10: Assessment of respondent's knowledge of the enrollment centre's location

Response	Number of Respondents	Percentage
Taluka Office (Sub Division/ Anumandal in Bihar)	18250	43.5
BDO	9255	22.1
Panchayat Office	3285	7.8
Collector's Office	617	1.5
Matdata Sahayata Kendra/ Voter Centre	7904	18.9
VHA/NVSP/ECI website and ECI mobile app/ through online methods	2602	6.2
Total	41913	100

Figure 3.10: Assessment of respondent's knowledge of the enrollment centre's location



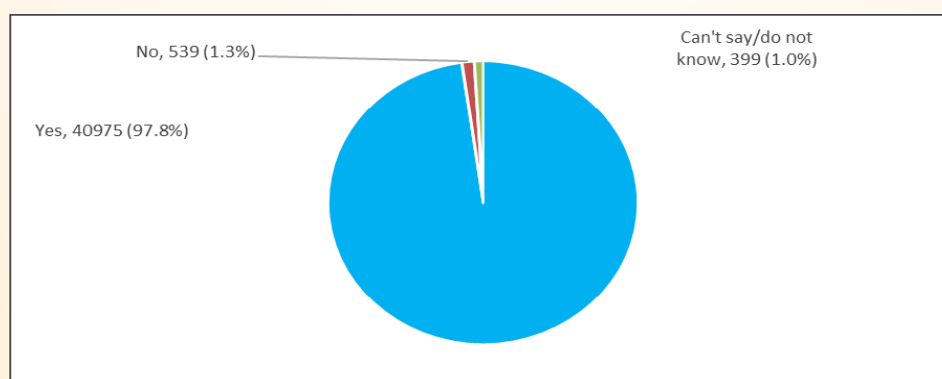
3.11 Assessment of respondent's knowledge about the EPIC

The Elector Photo Identity Card (EPIC), issued by the Election Commission of India to all eligible voters, serves as a form of identification when casting a vote, enhances the accuracy of the electoral roll and prevents instances of electoral fraud. Of the survey participants, 97.76% were familiar with the EPIC card, 1.28% were unaware and 0.95% were uncertain about EPIC.

Table 3.11: Assessment of respondent's knowledge about the EPIC

Response	Number of Respondents	Percentage
Yes	40975	97.8
No	539	1.3
Can't say/do not know	399	1.0
Total	41913	100

Figure 3.11: Assessment of respondent's knowledge about the EPIC



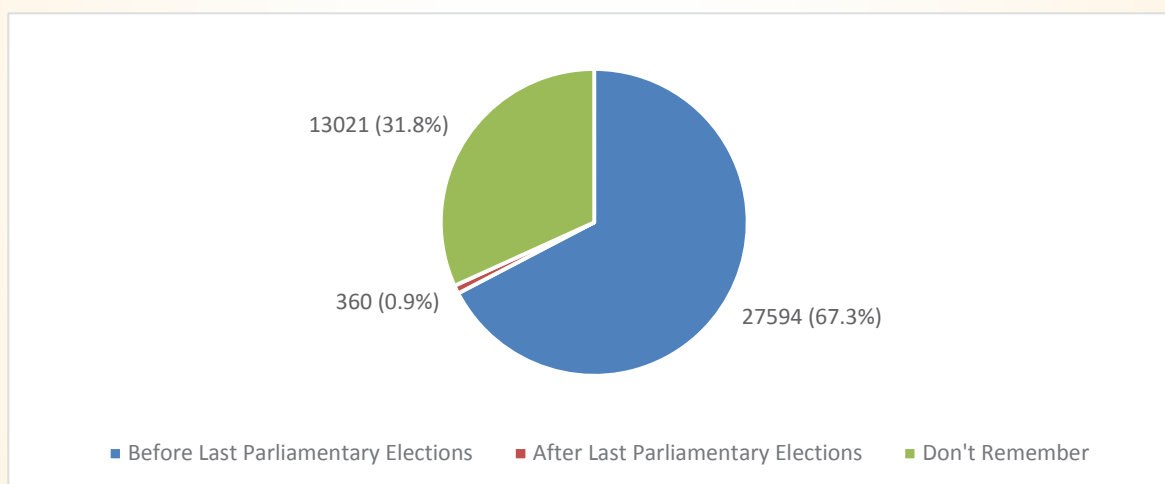
3.12 Assessment of issuing date of the EPIC

The data presented in the table indicates the respondents' awareness level regarding the date of issue of their EPIC. 67.3% of the participants remembered receiving their EPIC before the last Parliamentary Elections, while 0.9% reported receiving their EPIC after the Parliamentary Elections. Additionally, 31.8% of the respondents could not recall the date of issue of their EPICs.

Table 3.12: Assessment of respondent's knowledge about the issue date of their EPICs

Response	Number of Respondents	Percentage
Before Last Parliamentary Elections	27594	67.3
After Last Parliamentary Elections	360	0.9
Don't Remember	13021	31.8
Total	40975	100

Figure 3.12: Assessment of respondent's knowledge about the issue date of their EPICs

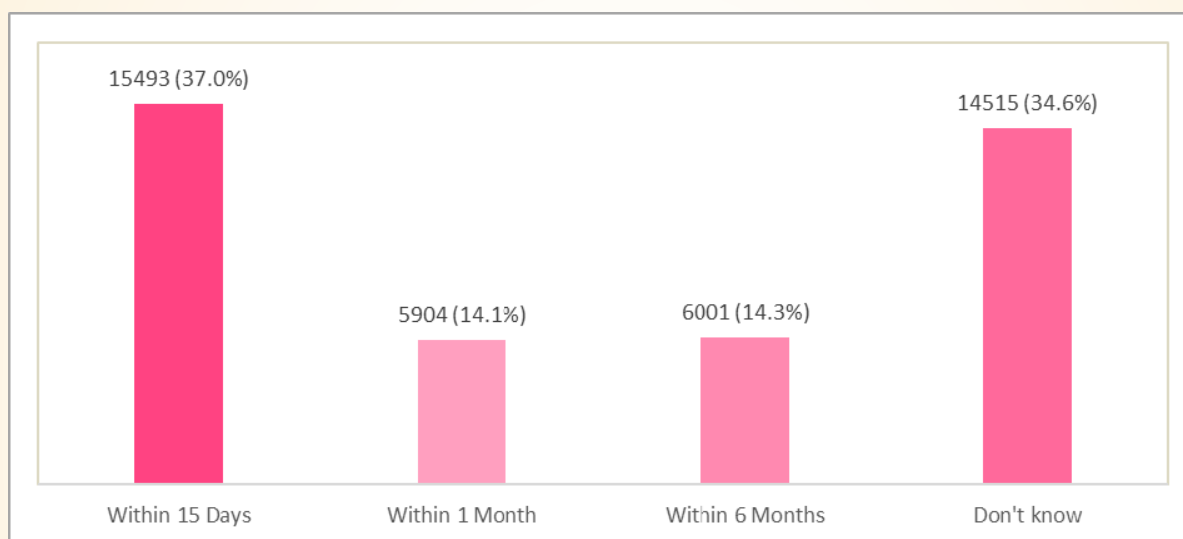


3.13 Assessment of total duration in getting the EPIC

Obtaining an EPIC can be a lengthy and challenging process, but the Election Commission of India has consistently implemented various reforms to streamline it. The introduction of digital electoral rolls, online application methods and the establishment of grievance redressal channels are all aimed at simplifying the process to ensure that voters receive their EPICs within a reasonable timeframe. In the survey, respondents were asked how long it took to receive their EPIC. In response, 15,493 out of 41,913 people (37%) stated that they received it within 15 days. Another 5,904 people (14.3%) received it within a month, while 6,001 people (14.3%) received it within six months. However, 14,415 people (34.6%) were unsure of when they received their EPIC.

Table 3.13: Assessment of total duration in getting the EPICs

Response	Number of Respondents	Percentage
Within 15 Days	15493	37.0
Within 1 Month	5904	14.1
Within 6 Months	6001	14.3
Don't know	14515	34.6
Total	41913	100

Figure 3.13: Assessment of total duration in getting the EPICs

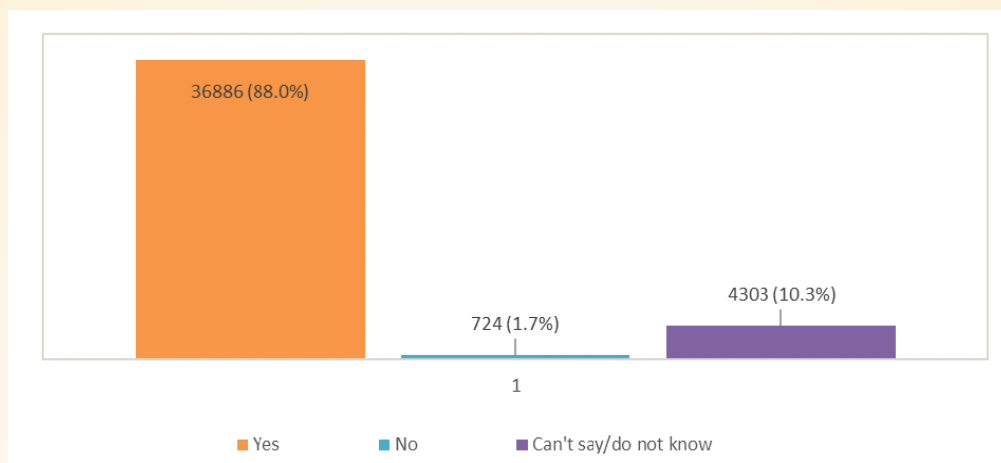
3.14 Assessment of process-related complexities in getting the EPIC

Regarding the ease of obtaining the EPIC, 36,886 out of 41,913 people (88%) said they received it easily, while 724 people (1.7%) reported difficulties. Additionally, 4,303 people (10.3%) were unsure about how they obtained it.

Table 3.14: Assessment of process-related complexities in getting EPIC

Response	Number of Respondents who found it easy to get the EPIC	Percentage
Yes	36886	88.0
No	724	1.7
Can't say/do not know	4303	10.3
Total	41913	100

Figure 3.14: Assessment of process-related complexities in getting EPIC



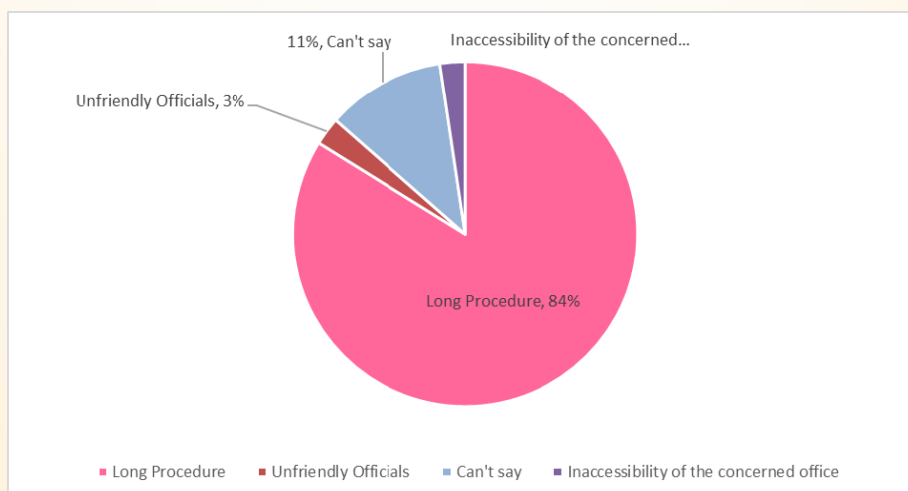
3.15 Assessment of the major issues in getting the EPIC

Of the 724 people who had difficulty obtaining their EPIC, 607 (83.8%) attributed it to a long process. Nineteen people (2.6%) blamed uncooperative officials and 17 (2.3%) mentioned the inaccessibility of the concerned office. Meanwhile, 81 people (11.2%) did not express any opinion.

Table 3.15: Assessment of the major issues in getting EPIC

Response	Number of Respondents	Percentage
Long Procedure	607	83.8
Unfriendly Officials	19	2.6
Can't say	81	11.2
Inaccessibility of the concerned office	17	2.3
Total	724	100

Figure 3.15: Assessment of the major issues in getting EPIC



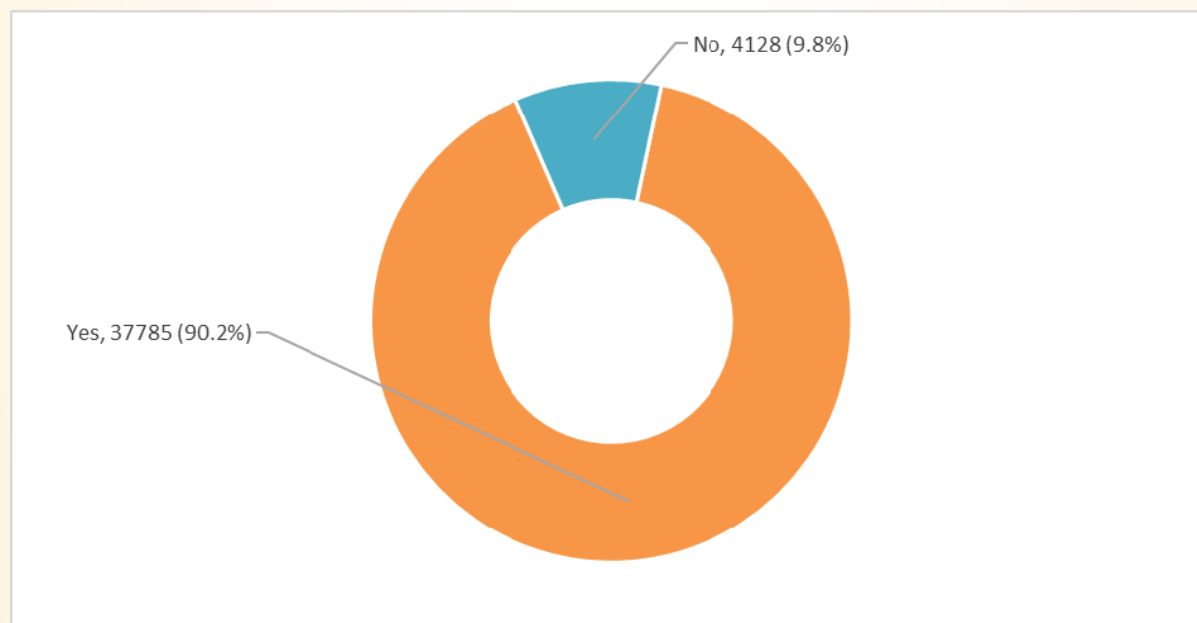
3.16 Assessment of substitutes of the EPIC – alternative IDs

The Election Commission of India has listed 12 documents like Aadhar, MNREGA job card, PAN card, Driving License, Unique Disability Identity Card, etc., that can serve as alternative forms of identification at polling stations. Voters can use these to cast their ballots if their names are included in the most recent electoral roll. In terms of awareness about identity documents, 37,785 out of 41,913 individuals (90.2%) were aware of alternative ID cards for voting in addition to the voter ID card. However, 4,128 people (9.8%) were unaware of these alternative IDs.

Table 3.16: Assessment of substitutes of the EPIC – alternative ID

Response	Number of Respondents aware of alternative IDs for voting	Percentage
Yes	37785	90.2
No	4128	9.8
Total	41913	100

Figure 3.16: Assessment of substitutes of the EPIC – alternative IDs



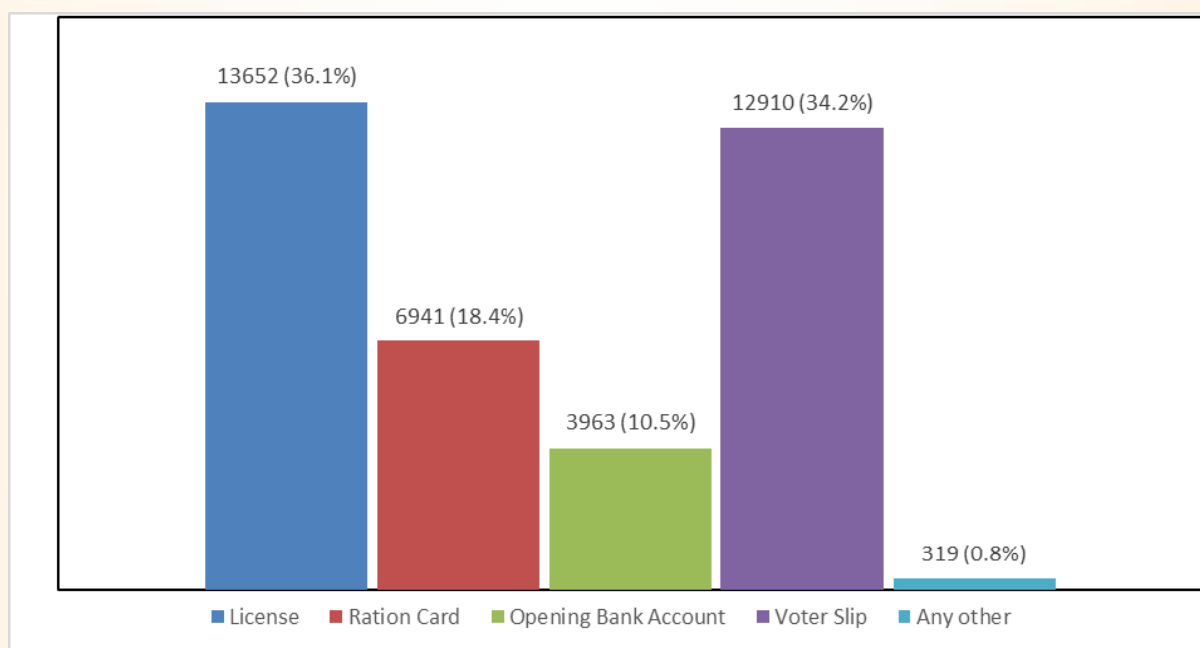
3.17 Assessment of substitutes (alternative IDs) used by respondents for voting in place of EPIC

In response to the previous inquiry, participants were asked if they were familiar with the various options of documents that could serve as alternative forms of identification. Out of the 37,785 individuals who utilized alternative voter ID cards, 13,652 (36.1%) presented a driver's license, 6,941 (18.4%) used a ration card, 3,963 (10.5%) utilized a bank account, 12,910 (34.2%) used a voter slip and 319 (0.8%) used other types of identification.

Table 3.17: Assessment of substitutes (alternative IDs) used by respondents for voting in place of EPIC

Response	Number of Respondents	Percentage
License	13652	36.1
Ration Card	6941	18.4
Opening Bank Account	3963	10.5
Voter Slip	12910	34.2
Any other	319	0.8
Total	37785	100

Figure 3.17: Assessment of substitutes (alternative IDs) used by respondents for voting in place of EPIC



3.18 Assessment of respondent's awareness about appointed local persons for assisting the enrollment process

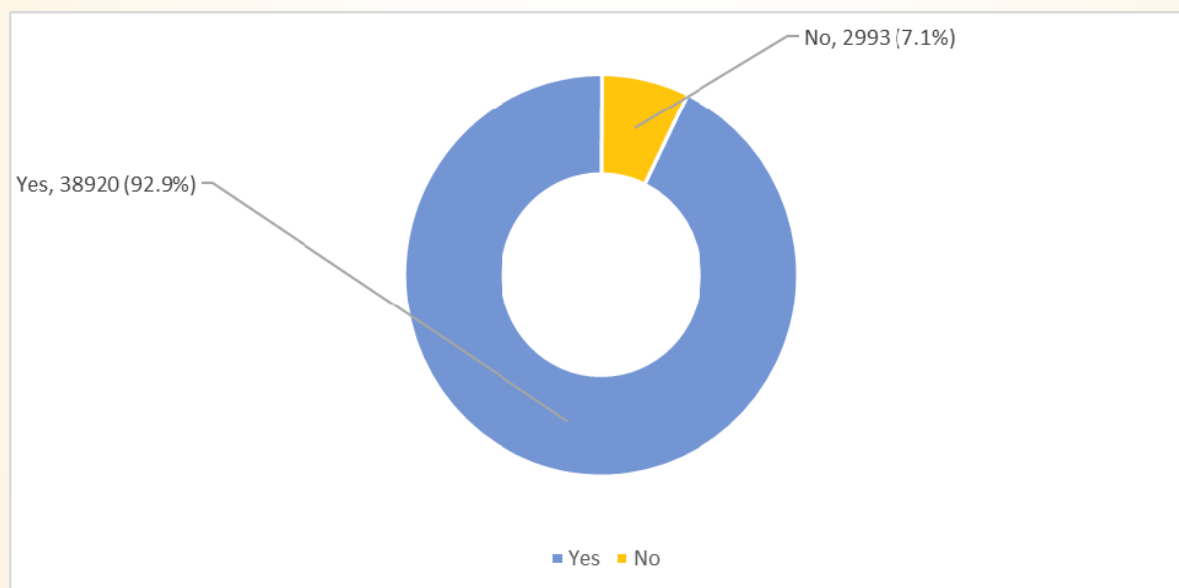
Booth Level Officers (BLOs) play a significant role in mobilizing eligible citizens for enrollment. They are responsible for field verification of applications received for enrollment and playing a central role in house-to-house verifications during special summary revision periods to ensure the purity of the electoral roll. The survey assessed the respondents' awareness about BLOs (locally appointed persons to assist the enrollment process). When asked if they knew that the government/election office appointed a local person to assist

with voter registration, 38,920 out of 41,913 people (92.9%) responded affirmatively. In comparison, 2,993 people (7.1%) were unaware of this.

Table 3.18: Assessment of respondent's awareness about appointed local persons for assisting the enrollment process

Response	Number of Respondents aware of appointed local person	Percentage
Yes	38920	92.9
No	2993	7.1
Total	41913	100

Figure 3.18: Assessment of respondent's awareness about appointed local persons for assisting the enrollment process



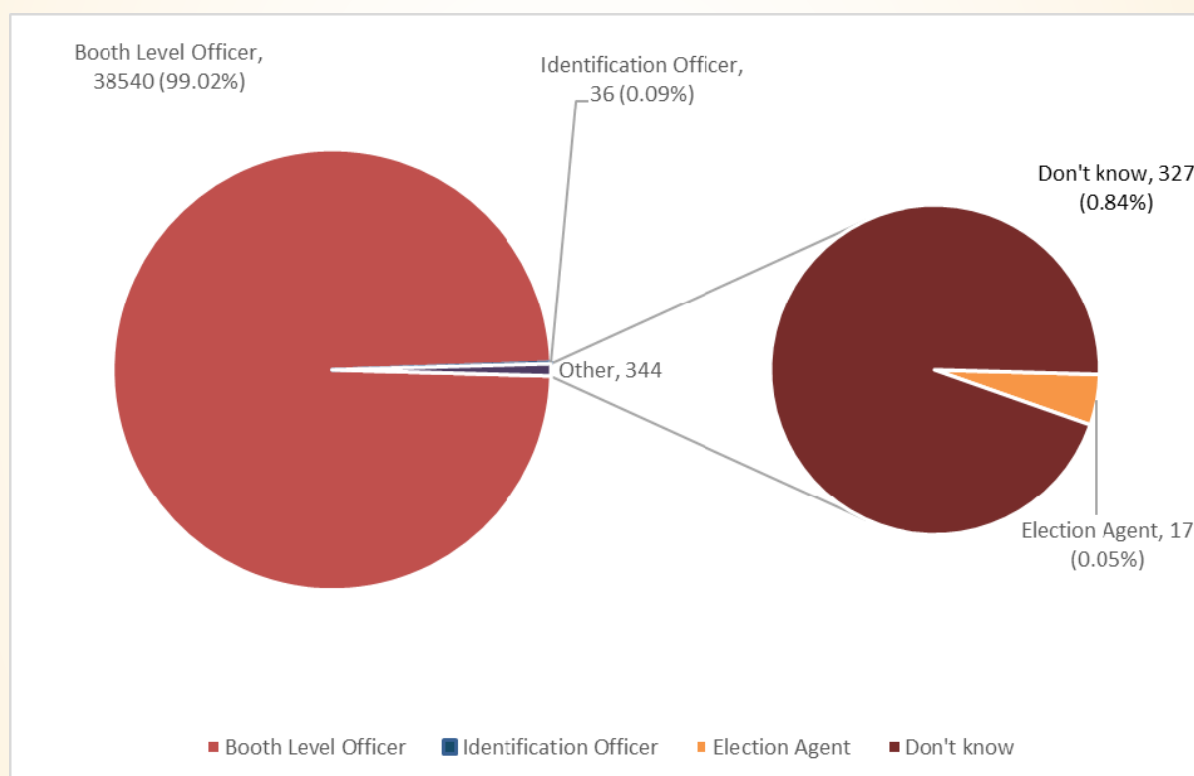
3.19 Assessment of the respondent's awareness of the appointed local person's designation

The following table and related graph represent the respondents' awareness about the designation of the locally appointed person to assist the enrollment process. Of the 38,920 people who were aware of this assistance, 38,540 (99%) said they received this information from the BLO (Booth Level Officer), while 36 people (0.1%) got it from an Identification Officer and 17 (0.1%) from an Election Agent. 327 people (0.8%) were unsure how they received this information.

Table 3.19: Assessment of the respondent's awareness of the appointed local person's designation

Response	Number of Respondents	Percentage
Booth Level Officer	38540	99.0
Identification Officer	36	0.1
Election Agent	17	0.1
Don't know	327	0.8
Total	38920	100

Figure 3.19: Assessment of the respondent's awareness of the appointed local person's designation



3.20 Assessment of the respondent's awareness about the appointed local person's visit to their house/office

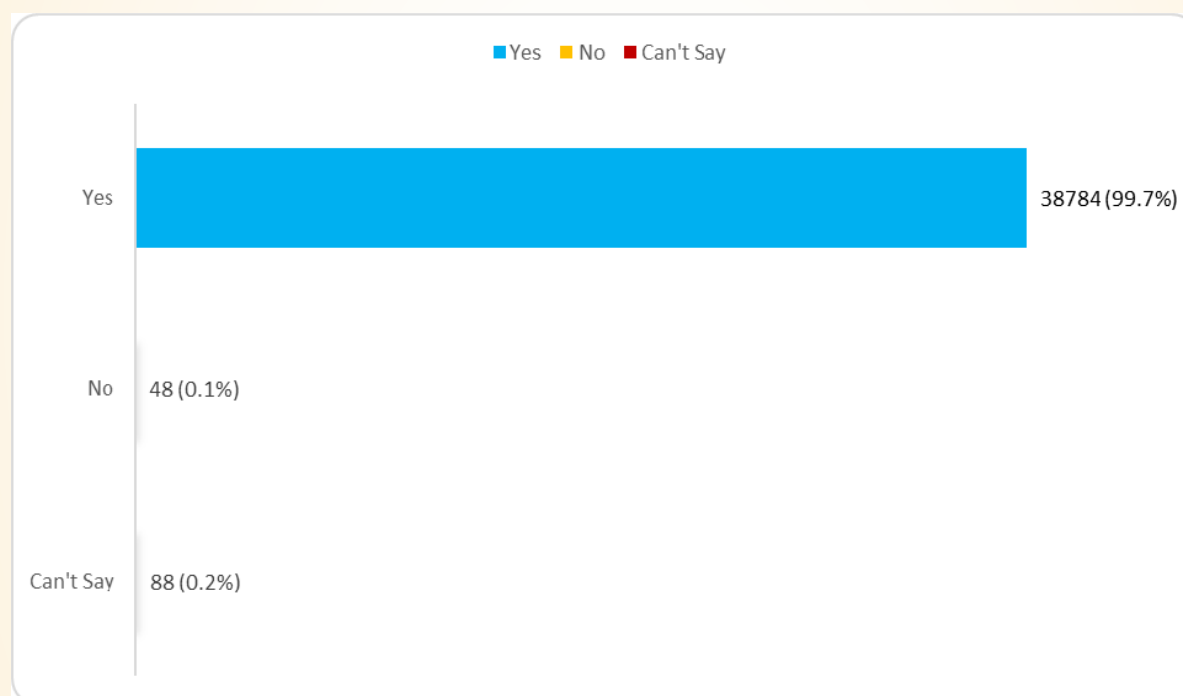
BLOs are legally required to oversee their designated portion of the electoral roll. It is important for them to conduct regular field visits to identify prospective voters and remove the names of those who are absent, deceased, or have relocated. To this, respondents were questioned about whether a local person had visited their home or office. Of 38,920 people, 38,784 (99.7%) confirmed that the visit had taken place,

while 48 individuals (0.1%) stated that it had not. An additional 88 people (0.2%) were uncertain.

Table 3.20: Assessment of the respondent's awareness about the appointed local person's visit to their house/office

Response	Number of Respondents	Percentage
Yes	38784	99.7
No	48	0.1
Can't Say	88	0.2
Total	38920	100

Figure 3.20: Assessment of the respondent's awareness about the appointed local person's visit to their house/office



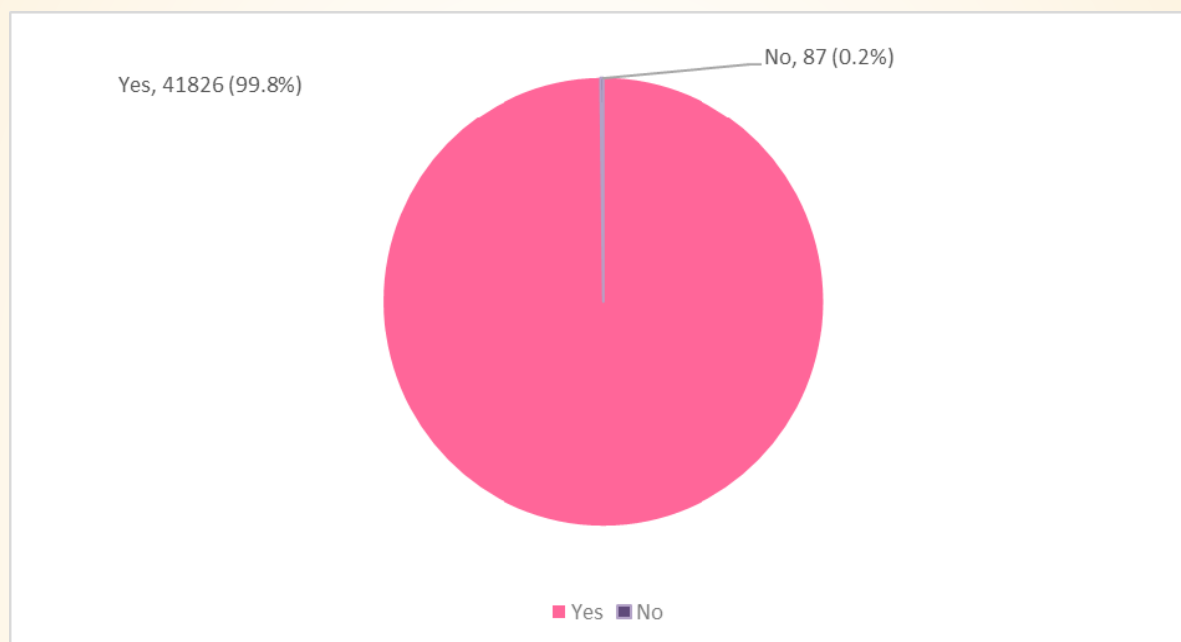
3.21 Assessment of Respondent's awareness of the Polling Station's location

On the day of voting, polling stations, where actual voting occurs, must be situated within a 2 km radius of the voter's place of residence. Periodic rationalization of polling stations is carried out to ensure compliance with the Election Commission of India (ECI) guidelines. Therefore, the survey respondents were asked about their awareness of the polling station's location. In the survey, 41,826 out of 41,913 individuals (99.8%) claimed they were aware of their polling station's location, while 87 individuals (0.2%) stated that they were unaware of it.

Table 3.21: Assessment of respondent's awareness of the polling station's location

Response	Number of Respondents	Percentage
Yes	41826	99.8
No	87	0.2
Total	41913	100

Figure 3.21: Assessment of respondent's awareness of the polling station's location



Observations & Conclusion:

The survey analysis will be redundant without relevant observations that point to valuable conclusions, guiding the actions of the election process. The thorough examination of all voter registration-related inquiries yields the following insights:

- The data underscores the need to enhance voter education efforts, particularly among those unaware of the enrollment process. This lack of awareness could stem from ineffective outreach, inaccessible information, or socio-cultural factors inhibiting participation. Revamping voter education programs to engage the disinterested and ensuring communication reaches remote or underserved populations can improve enrollment rates.
- The strong reliance on booth-level officers and personal networks indicates that direct, interpersonal communication is the most effective method for spreading voter information. However, the limited role of digital and mass media suggests that these platforms have untapped potential to reach a broader audience,

particularly younger voters or those with limited access to direct sources. Expanding digital voter awareness campaigns through social media and increasing the visibility of election-related content on TV could diversify the information channels and potentially boost engagement.

- The near-perfect accuracy of voter listings reflects the robustness of the electoral roll system. However, even small inaccuracies can lead to disenfranchisement. Introducing self-verification tools and periodic roll updates, possibly through mobile apps or SMS, could further enhance confidence in the system and prevent potential voting disruptions.
- This data reveals a significant gap in household-level voter registration. While most families are fully registered, a notable portion still lacks full participation. Addressing this could involve household-targeted campaigns focusing on enrolling all eligible members through door-to-door drives or family-centred initiatives. Ensuring household heads understand the importance of enrolling every eligible family member is crucial to improving registration rates.
- The overwhelming lack of awareness mirrors the general challenges seen in individual non-enrollment. Simplifying procedures and providing better support for obtaining documents could alleviate some barriers. Streamlining the enrollment process and offering easier access to the required documentation, especially in rural or underserved areas, would help address these challenges. Additionally, simplifying the registration process could mitigate the deterrence posed by lengthy procedures.
- The varied responses suggest confusion about the exact location for enrollment, which could deter some from registering. Clarifying the locations through more direct communication and awareness campaigns is essential. Emphasizing online enrollment options, currently underutilized (6.2%), could streamline the process for many voters, especially tech-savvy younger generations.
- While the distribution of EPICs appears effective, almost a third of respondents could not recall their card's issuance date, which suggests potential disengagement or lapses in communication. Implementing a reminder system, such as SMS notifications or official updates, could help voters stay informed about their registration status, ensuring they are prepared and confident about elections.
- Awareness of alternative forms of voter ID was high, with 90.2% of respondents being familiar with alternatives like driver's licenses, ration cards, bank accounts and voter slips. However, 9.8% were unaware of these options.
- Most respondents (92.9%) knew local personnel, such as BLOs, assist with voter registration. Of these, 99% received information directly from the BLO, though a few were unclear on how they were informed.
- Nearly all respondents (99.7%) confirmed that the BLO had visited their home or office, indicating a robust outreach program.

- Almost every respondent (99.8%) knew their polling station location, with only a small minority (0.2%) unsure.

Photo: Election Officer conducting the survey in Madhepura District



CHAPTER – 4

KNOWLEDGE, ATTITUDE, BEHAVIOUR, BELIEFS and PRACTICES

The analysis of the electorate's Knowledge, Attitudes and Practices (KAP) is a crucial aspect of election management efforts to evaluate voter conduct, their understanding of the electoral process, their approach toward democratic institutions and activities that enable them to engage in elections and exercise their voting rights. The primary purpose of this undertaking is to comprehend the knowledge, i.e., what is known, attitudes, i.e., what is thought and practices, i.e., what is done regarding various aspects of the electoral process.

4.1 Voting in Last Assembly Elections

Voting is an essential part of representative democracy. Organizing elections involves maximizing voter turnout and enabling as many eligible voters as possible to participate. When asked if they voted in the last assembly election, out of the 41913 respondents, 40018 (95.48%) said they had voted, while 1895 (4.52%) did not vote in the last Assembly elections.

Table 4.1: Voting in the last Assembly Elections

Response	Number of Respondents	Percentage
Yes	40018	95.5
No	1895	4.5
Total	41913	100.0

Figure 4.1: Voting in the last Assembly Elections



4.2 Voting in the Last Parliamentary Elections

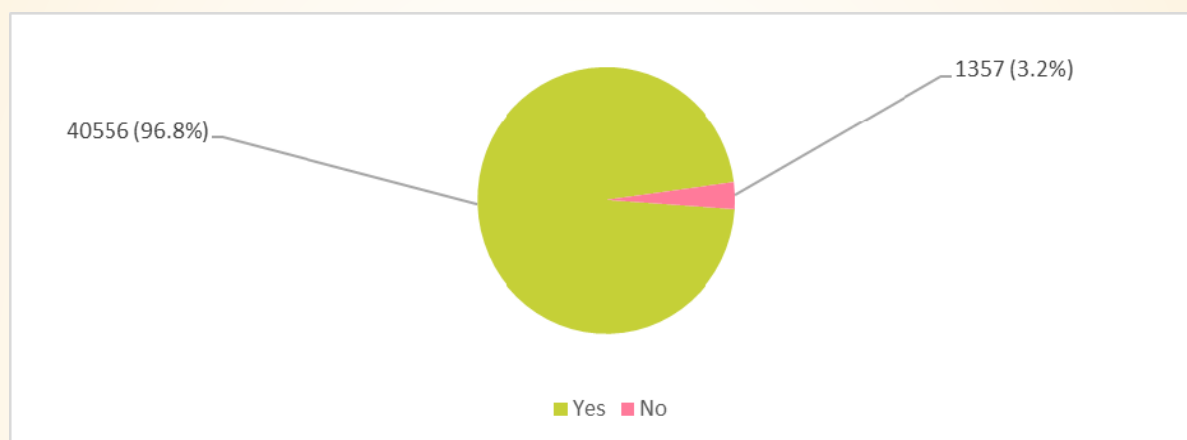
The Lok Sabha Constituencies elect representatives through parliamentary elections. In Bihar, there are 40 Parliamentary Constituencies, including 6 seats reserved for SC

Candidates. When asked about the voting participation of eligible respondents in the previous Parliamentary Election of 2024, 40556 (96.8%) out of the 41913 respondents stated that they voted in the last Parliamentary Election, while 1357 (3.2%) did not vote.

Table 4.2: Voting in the last Parliamentary Elections

Response	Number of Respondents	Percentage
Yes	40556	96.8
No	1357	3.2
Total	41913	100.00

Figure 4.2: Voting in the last Parliamentary Elections



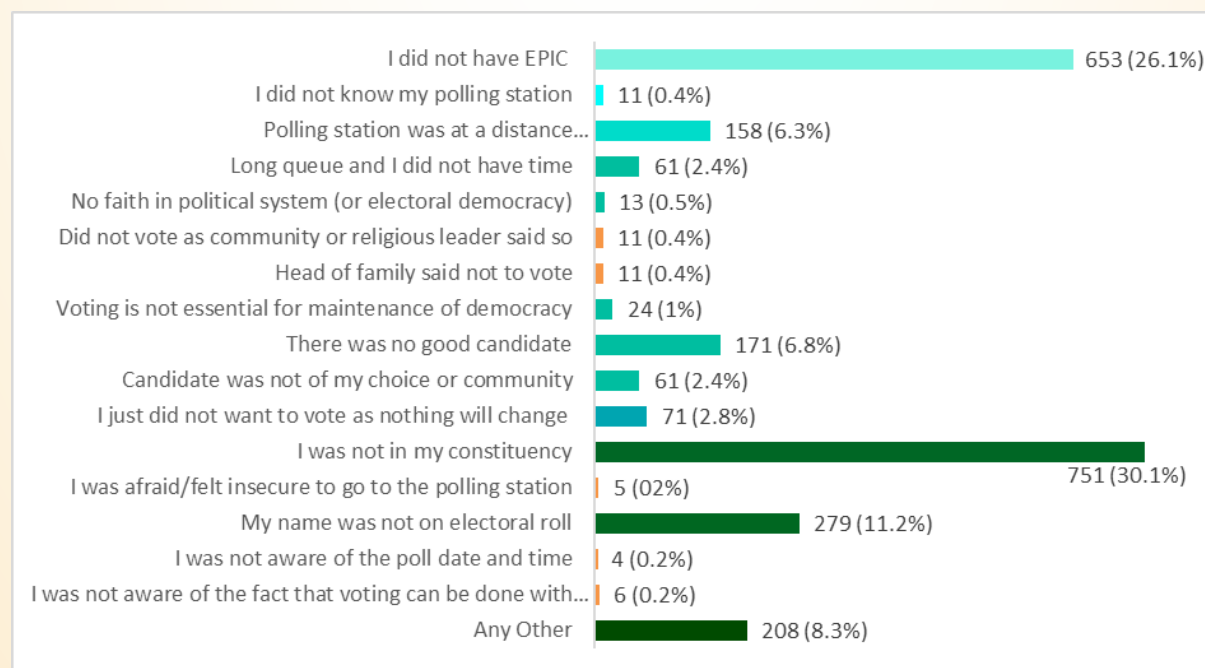
4.3 Reasons for not Voting during previous elections

Following the collection of responses regarding voting in the recent elections, participants were questioned about their reasons for not voting. Out of the total 2498 responses received, 653 (26.1%) indicated the lack of EPIC as the main reason for being unable to vote. 279 (11.2%) respondents could not locate their names in the electoral roll and 11 (0.4%) respondents were unaware of their polling station. 171 (6.8%) found no contesting candidate suitable to vote for. 158 (6.3%) respondents mentioned that the distance of polling stations caused logistical issues for the voters. Longer queues discouraged 61 (2.4%) of the respondents from voting. 71 (2.8%) respondents expressed political apathy, 24 (1%) believed that voting is not crucial for the maintenance of democracy, 71 (2.8%) did not vote due to the belief that nothing will change and 13 (0.5%) expressed their lack of faith in the electoral democracy. In comparison, 751 (30.1%) were not present in the constituency on polling day. 0.8% of the respondents did not vote due to the influence of community/religious leaders and the head of the family. The candidate was not of the voters' choice or from their community for 61 (2.4%) of the respondents, which prevented them from voting. A small fraction of respondents, i.e., 0.2% each, either felt insecure about going to polling stations, were unaware of the poll date/time, or were unaware that they could vote using alternate identification documents. 208 (8.3%) of the respondents cited other reasons for their inability to vote. Specific details are provided in the Table and the Graph below.

Table 4.3: Reasons for not voting in the previous elections

Response	Number of Respondents	Percentage
I did not have EPIC	653	26.1
I did not know my polling station	11	0.4
Polling station was at a distance (Transportation/Logistics Problem)	158	6.3
Long queue and I did not have time	61	2.4
No faith in political system (or electoral democracy)	13	0.5
Did not vote as community or religious leader said so	11	0.4
Head of family said not to vote	11	0.4
Voting is not essential for maintenance of democracy	24	1.0
There was no good candidate	171	6.8
Candidate was not of my choice or community	61	2.4
I just did not want to vote as nothing will change	71	2.8
I was not in my constituency	751	30.1
I was afraid/felt insecure to go to the polling station	5	0.2
My name was not on electoral roll	279	11.2
I was not aware of the poll date and time	4	0.2
I was not aware of the fact that voting can be done with alternative document	6	0.2
Any Other	208	8.3
Total	2498	100.0

Figure 4.3: Reasons for not voting in the previous elections



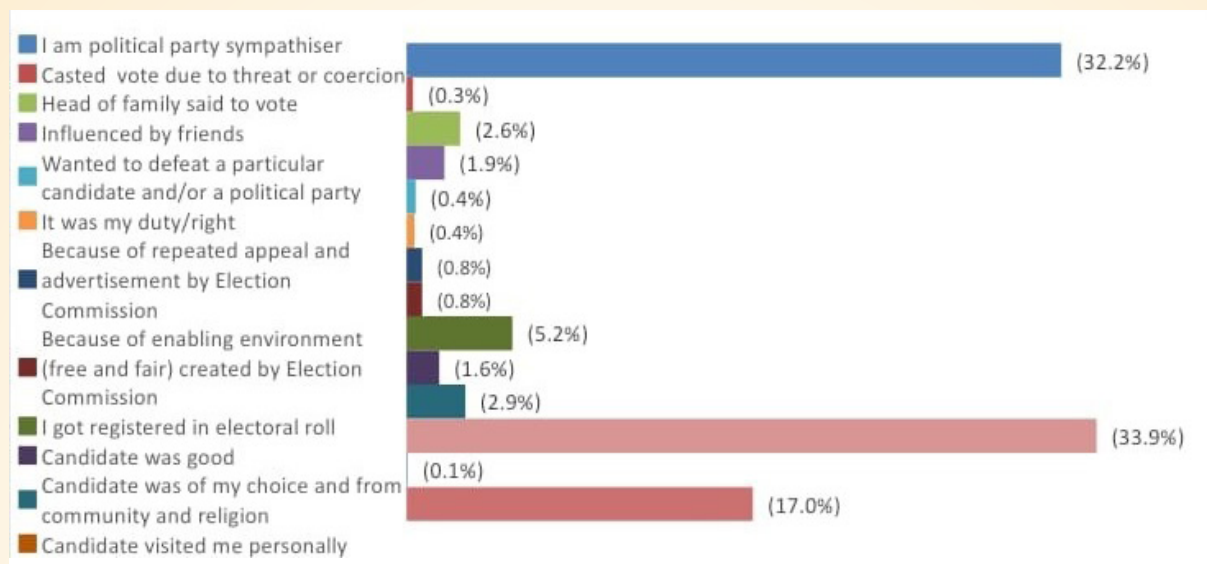
4.4 Reasons for voting during previous elections

The primary factor influencing voting during the last elections was affiliation with a political party. According to the survey, 32.2% of respondents identified themselves as supporters of a political party and a candidate personally visited 33.9%. 2.9% of the respondents voted based on the candidate's affiliation with their caste/religion, while 1.6% voted because they perceived the candidate as good. 5.2% of the respondents cited registration in the electoral roll as their reason for voting. Additionally, 2.6% of the respondents were urged to vote by the head of their family and friends influenced 1.9%. 1.6% of the respondents voted due to repeated appeals and the conducive environment created by the Election Commission of India. Only 0.4% of the respondents considered voting a duty or right, while another 0.4% wanted to prevent a specific candidate from winning. 0.3% voted due to coercion or threat and 0.1% were offered inducements to vote. Other reasons for voting, not mentioned above, were reported by 17% of the respondents.

Table 4.4: Reasons for voting in the previous elections

Response	Number of Respondents	Percentage
I am political party sympathiser	501	32.2
Cast vote due to threat or coercion	5	0.3
Head of family said to vote	41	2.6
Influenced by friends	29	1.9
Wanted to defeat a particular candidate and/or a political party	7	0.4
It was my duty/right	6	0.4
Because of repeated appeal and advertisement by Election Commission	12	0.8
Because of enabling environment (free and fair) created by Election Commission	12	0.8
I got registered in electoral roll	81	5.2
Candidate was good	25	1.6
Candidate was of my choice and from community and religion	45	2.9
Candidate visited me personally	528	33.9
Money/Liquor/Inducement was offered	1	0.1
Any other	265	17.0
Total	1558	100.0

Figure 4.4: Reasons for voting in the previous elections



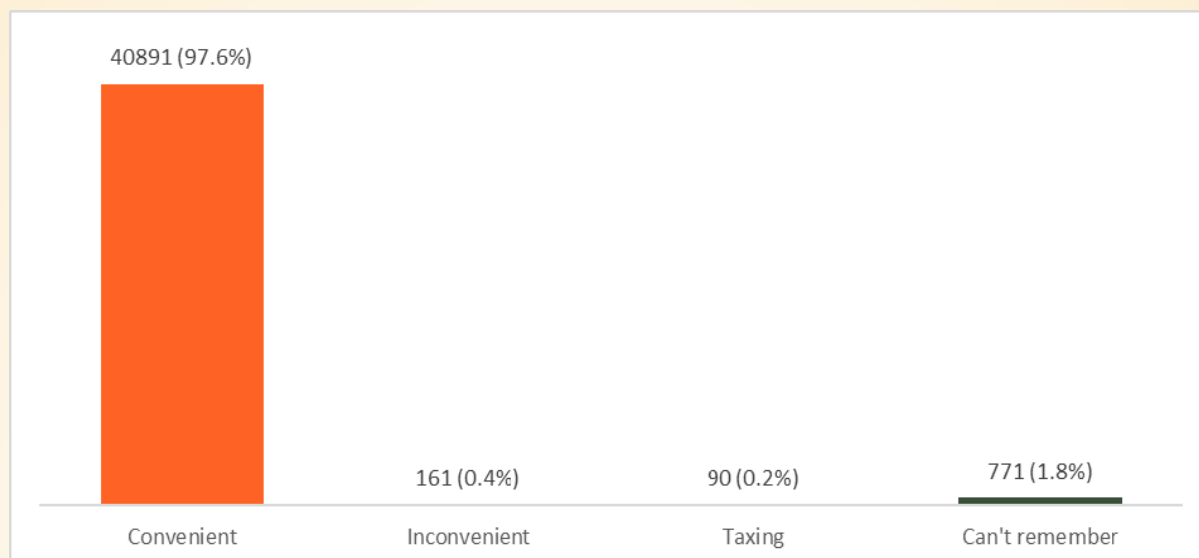
4.5 Experience on the day of voting

The ease of voting on election day significantly impacts voter turnout. The Election Commission of India (ECI) also ensures that Assured Minimum Facilities (AMF) are available at polling stations to improve the voting experience. 40891 (97.6%) of the survey participants reported that they found the overall experience convenient on the voting day, while 161 (0.4%) encountered some inconvenience. Additionally, 90 (0.2%) individuals found the process taxing and 771 (1.8%) respondents couldn't recall their voting day experience. A detailed analysis is presented in the table and graph below.

Table 4.5: Experience on the day of voting

Response	Number of Respondents	Percentage
Convenient	40891	97.6
Inconvenient	161	0.4
Taxing	90	0.2
Can't remember	771	1.8
Total	41913	100.00

Figure 4.5: Experience on the day of voting



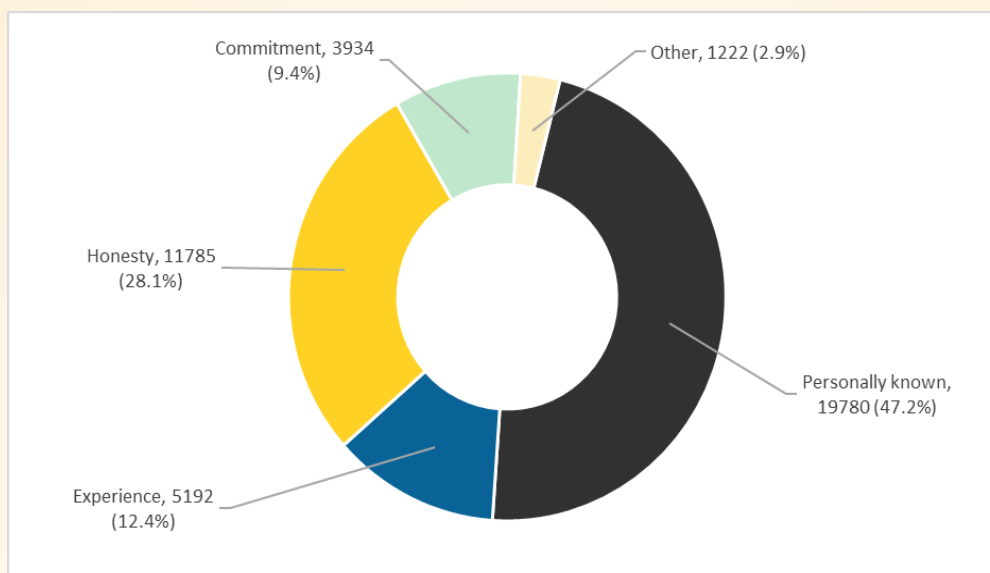
4.6 Assessment of motivating factors for selecting a particular candidate during the last elections

Various socio-economic and religious factors influence an elector's decision to vote for a candidate. The survey also examined what motivates voters to choose a specific candidate. The table shows that the most significant factor in selecting a candidate is personal acquaintance, with nearly 19780(47.2%) of the respondents citing this as their reason. In addition, 5192(12.4%) of the respondents chose a candidate based on their experience. Furthermore, 11785(28.1%) of the respondents preferred the candidate's honesty and 3934(9.4%) selected commitment to a party or candidate as their main reason for choosing a particular candidate. A smaller number of respondents (1222 or 2.9%) cited other reasons for selecting a candidate to vote for. A detailed analysis is presented in the table and graph below.

Table 4.6: Assessment of motivating factors for selecting a particular candidate during the last elections

Response	Number of Respondents	Percentage
Personally known	19780	47.2
Experience	5192	12.4
Honesty	11785	28.1
Commitment	3934	9.4
Other	1222	2.9
Total	41913	100.00

Figure 4.6: Assessment of motivating factors for selecting a particular candidate during the last elections



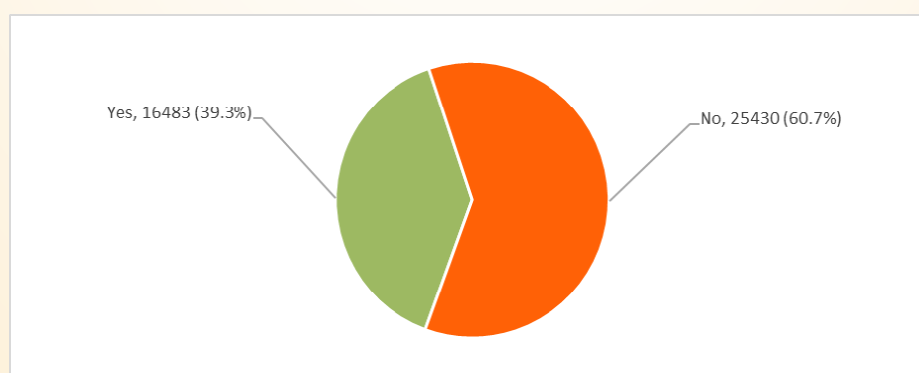
4.7 Assessment of respondent's family members eligible for voting who had not voted

The survey examined the count of eligible voters in their homes who abstained from voting in the most recent elections to gauge the voting participation within the respondents' families. According to the findings, 39.3% of the participants stated they had household members eligible to vote but chose not to do so in the last election.

Table 4.7: Assessment of respondent's family members eligible for voting who had not voted

Response	Number of Respondents	Percentage
Yes	16483	39.3
No	25430	60.7
Total	41913	100.0

Figure 4.7: Assessment of respondent's family members eligible for voting who had not voted



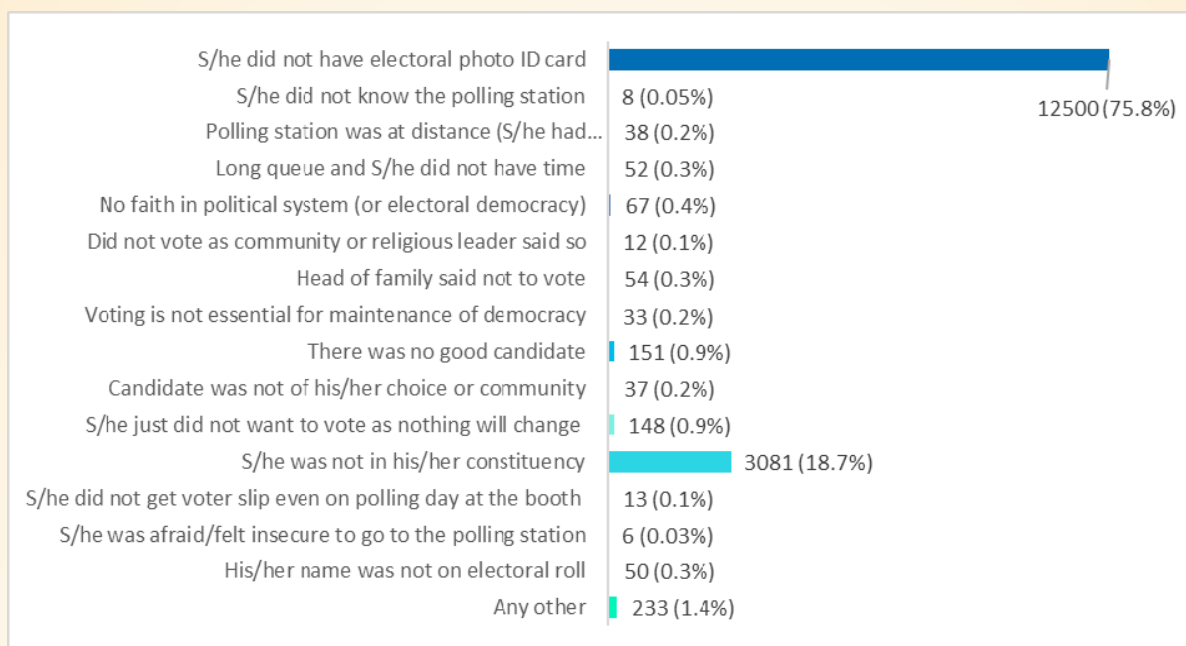
4.8 Assessment of the reasons for not voting by eligible voters in the respondent's family

We found several reasons why eligible voters in the respondent's family didn't vote. Approximately 75.8% of the respondents said that the voters in their family did not have EPIC. In contrast, almost 18.7% of the respondents stated that the voters in their family were not in the constituency. A few respondents (0.3%) mentioned that the voter's name was not on the electoral roll, while others (0.4%) cited a lack of belief in electoral democracy. Additionally, a small percentage (0.05%) reported that eligible voters were unaware of the polling station's location, 0.4% mentioned the influence of the head of the family or community leader and 0.3% said long queues at the polling station prevented them from voting. For 0.9% of the respondents, the absence of the right candidate was the reason for not voting. 0.2% of the respondents faced logistical issues due to the distance of the polling station. A few (0.2%) believed that voting is not essential for maintaining democracy, 0.2% didn't find the candidate of their choice or from their community and 0.9% believed that nothing would change even if they voted. A few respondents (0.1%) didn't receive the voter slip on the polling day and some (0.1%) felt insecure going to the polling booth to vote. Another 1.4% of the respondents cited other reasons for the eligible voters in their families not being able to cast their vote.

Table 4.8 Assessment of the reasons for not voting by eligible voters in the respondent's family

Response	Number of Respondents	Percentage
S/he did not have electoral photo ID card	12500	75.8
S/he did not know the polling station	8	0.05
Polling station was at distance (S/he had transportation/Logistic Problem)	38	0.2
Long queue and S/he did not have time	52	0.3
No faith in political system (or electoral democracy)	67	0.4
Did not vote as community or religious leader said so	12	0.1
Head of family said not to vote	54	0.3
Voting is not essential for maintenance of democracy	33	0.2
There was no good candidate	151	0.9
Candidate was not of his/her choice or community	37	0.2
S/he just did not want to vote as nothing will change	148	0.9
S/he was not in his/her constituency	3081	18.7
S/he did not get voter slip even on polling day at the booth	13	0.1
S/he was afraid/felt insecure to go to the polling station	6	0.1
His/her name was not on electoral roll	50	0.3
Any other	233	1.4
Total	16483	100.0

Figure 4.8 Assessment of the reasons for not voting by eligible voters in the respondent's family



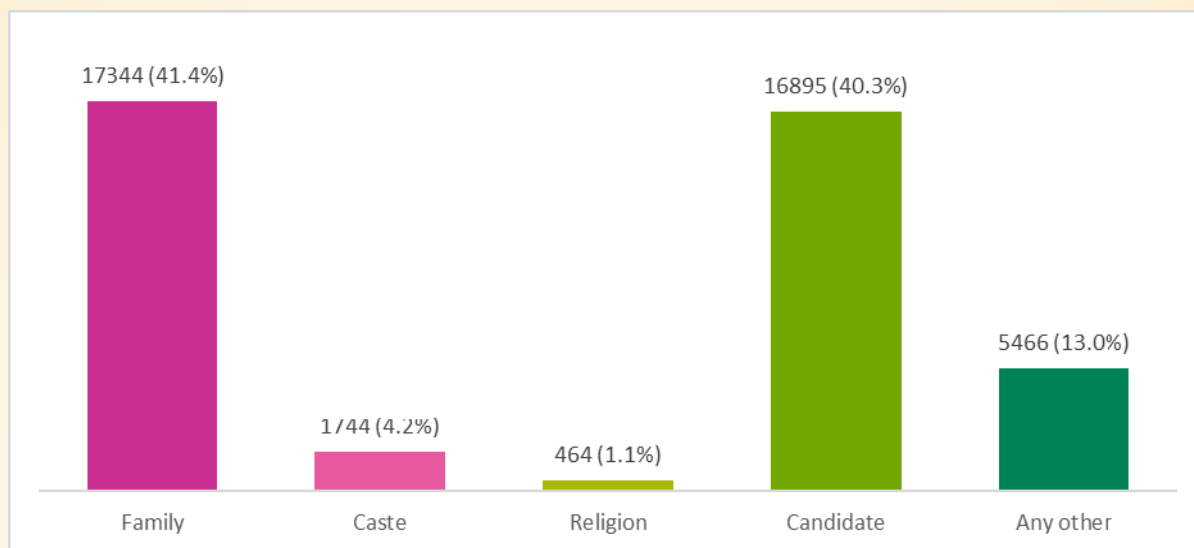
4.9 Factors Influencing Voting Preference

The voting preferences of an elector are affected by various factors such as family, caste, religion and loyalty to a party or candidate. All eligible participants were surveyed about the factors that influence their voting preferences. 41.4% of the participants confirmed that their family's opinion influences their voting decision, while 40.3% stated their preference is based on the contesting candidate. Only 4.2% and 1.1% of respondents cited caste and religion, respectively, as factors influencing their voting choices. Other factors influenced the voting choices of 13% of the respondents. The detailed analysis is presented in the table and graph below.

Table 4.9 Factors influencing voting preference

Response	Number of Respondents	Percentage
Family	17344	41.4
Caste	1744	4.2
Religion	464	1.1
Candidate	16895	40.3
Any other	5466	13.0
Total	41913	100.0

Figure 4.9 Factors Influencing Voting Preference



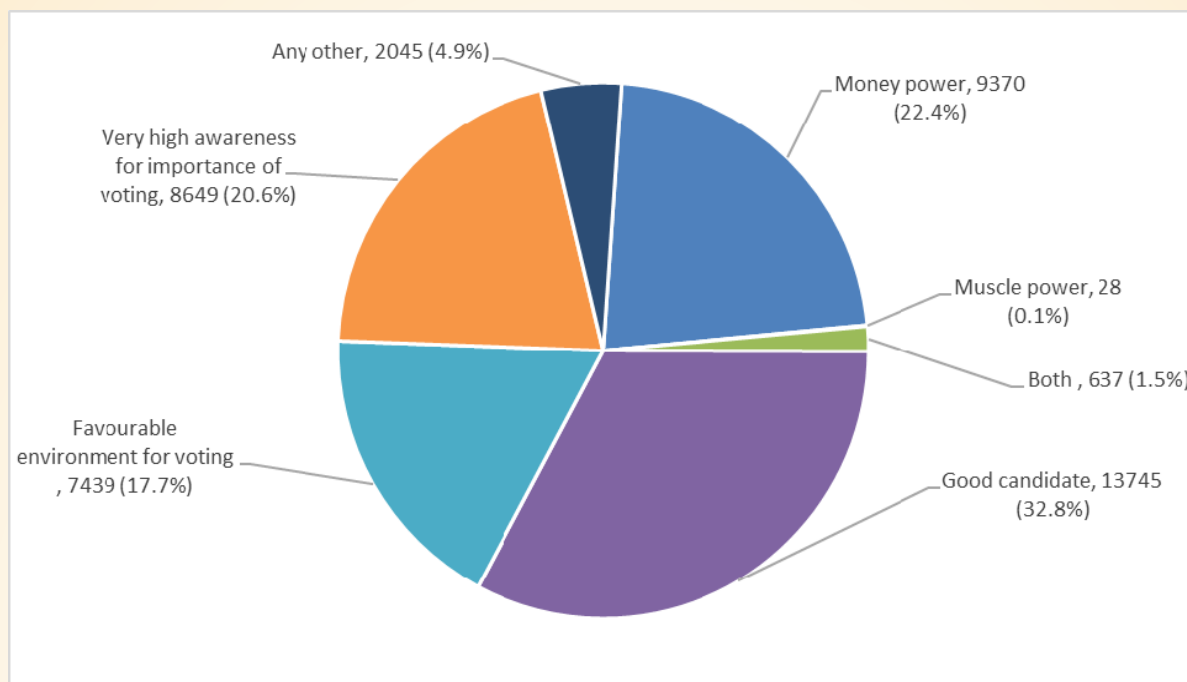
4.10 Factors influencing high voter turnout in the respondent's area

The Election Commission of India (ECI) is consistently working to boost voter turnout in elections through various measures such as pink booths, home voting for the elderly and persons with disabilities (PwDs) and extensive SVEEP campaigns. The survey identified several factors that contribute to high voter turnout. When asked about the factors influencing high voter turnout in their area, 32.8% of respondents cited the presence of the right candidate as the primary reason. Additionally, 22.4% mentioned the significant influence of financial resources, while 17.7% believed that a conducive voting environment encourages high voter turnout. 20.6% of respondents attributed increased awareness of the importance of voting as the motivating factor for high voter turnout. Other reasons mentioned by approximately 5% of respondents included the influence of muscle power, allegiance to a specific political party and encouragement by community leaders.

Table 4.10: Factors influencing high voter turnout in the respondent's area

Response	Number of Respondents	Percentage
Money power	9370	22.4
Muscle power	28	0.1
Both	637	1.5
Good candidate	13745	32.8
Favourable environment for voting	7439	17.7
Very high awareness for importance of voting	8649	20.6
Any other	2045	4.9
Total	41913	100.0

Figure 4.10: Factors influencing high voter turnout in the respondent's area



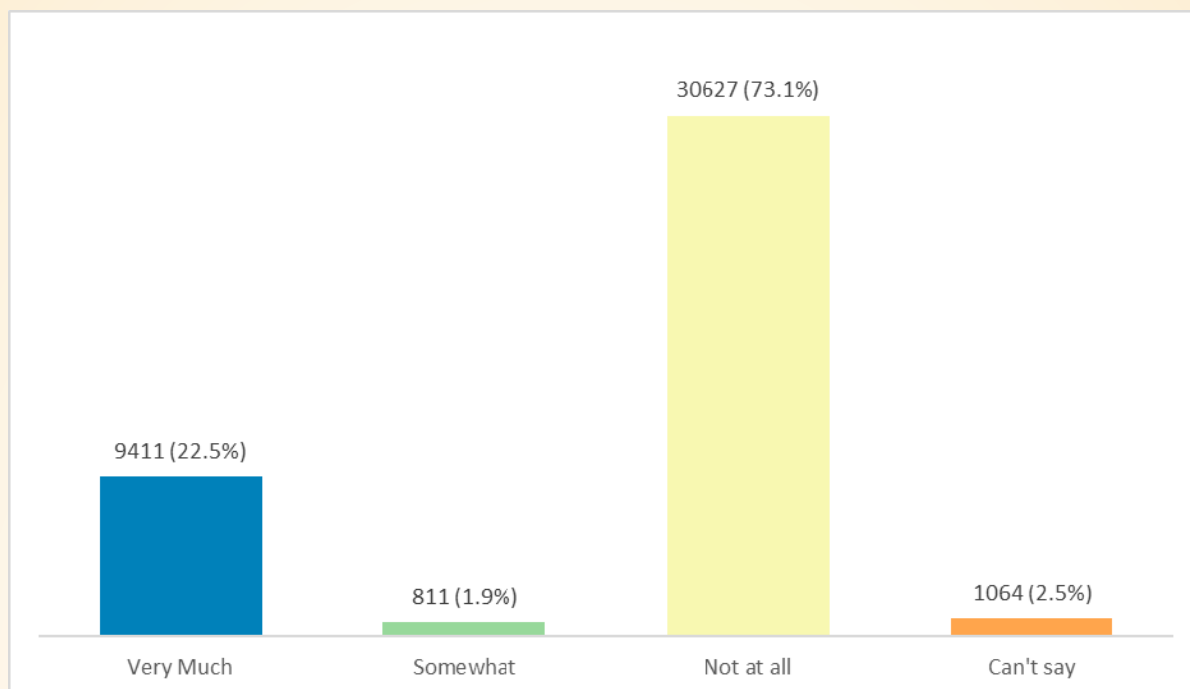
4.11 Assessment of Security Threats During Elections

Over the years, ECI has implemented numerous measures to ensure that elections occur in a favourable environment, free from intimidation or bias. Presently, elections in Bihar generally proceed without disturbances. According to the data in the table, 73.1% of the participants indicated they did not feel insecure. It's important to highlight that 22.5% experienced high insecurity during elections, while 1.9% felt somewhat insecure and 2.5% refrained from expressing their opinion.

Table 4.11: Assessment of security threats during elections

Response	Number of Respondents	Percentage
Very Much	9411	22.5
Somewhat	811	1.9
Not at all	30627	73.1
Can't say	1064	2.5
Total	41913	100.0

Figure 4.11: Assessment of security threats during elections



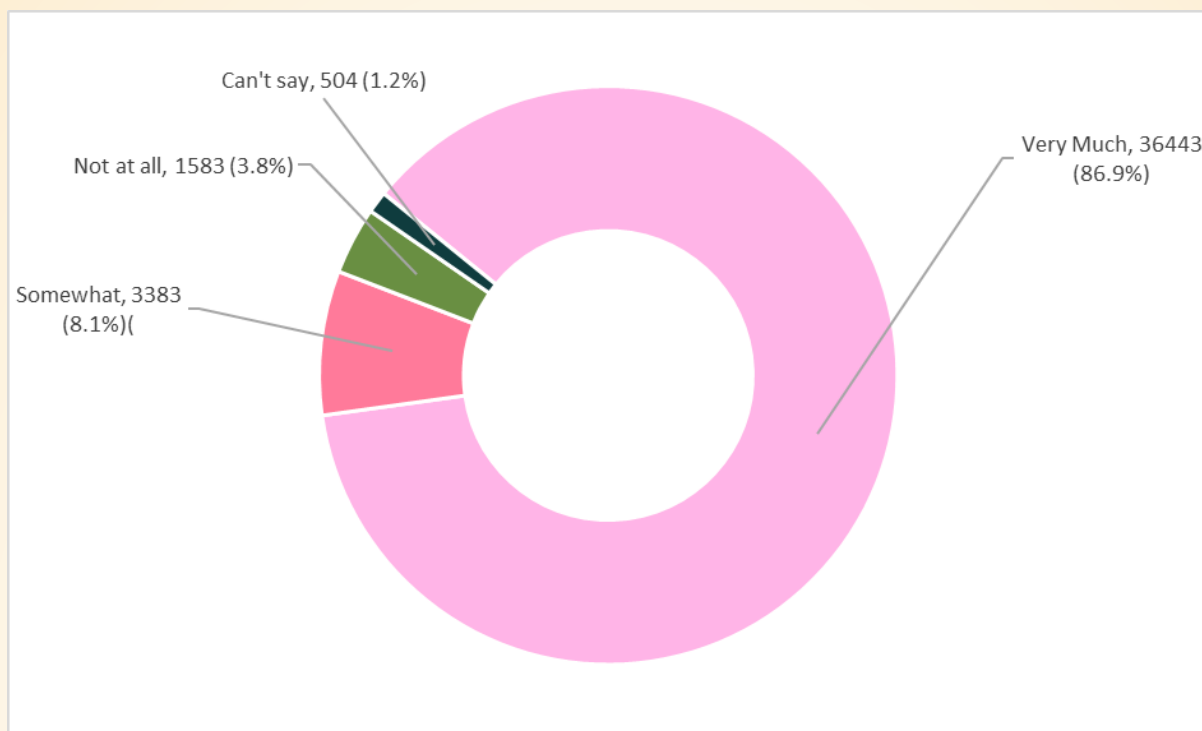
4.12 Assessment of Deployment of police force being adequate

The deployment of security forces is crucial for ensuring peaceful elections, especially in vulnerable and LWE affected areas. Adequate security measures also guarantee the fairness of the election and inspire confidence in the electoral process among voters. In response to a question about the deployment of the police force during elections, almost 86.9% of the participants stated that the security arrangements were adequate, while 8.1% rated them as somewhat adequate. About 3.8% of the respondents felt that the security arrangements were not at all adequate and 1.2% did not provide a response.

Table 4.12: Assessment of Deployment of police force being adequate

Response	Number of Respondents	Percentage
Very Much	36443	86.9
Somewhat	3383	8.1
Not at all	1583	3.8
Can't say	504	1.2
Total	41913	100.0

Figure 4.12: Assessment of Deployment of police force being adequate



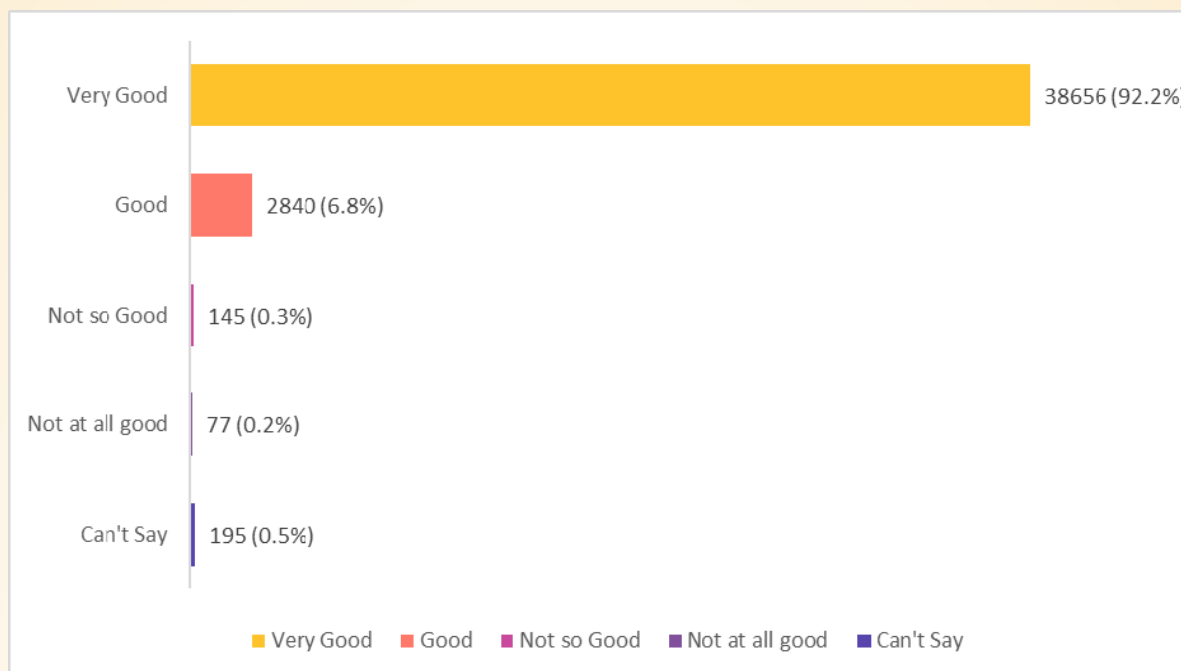
4.13 Experience at the polling booth during elections

The experience at the polling place serves as an advertisement on election day and a more positive voting experience encourages voters to show up in higher numbers. Participants were asked about their satisfaction with the polling station during elections. Almost 99% of the participants expressed contentment with their polling station experience describing it either “Very Good” or “Good”, 0.5% were undecided and another 0.5% were dissatisfied going with options of “Not so good” or “Not at all good.”

Table 4.13: Experience at the polling booth during elections

Response	Number of Respondents	Percentage
Very Good	38656	92.2
Good	2840	6.8
Not so Good	145	0.3
Not at all good	77	0.2
Can't Say	195	0.5
Total	41913	100.0

Figure 4.13: Experience at the polling booth during elections



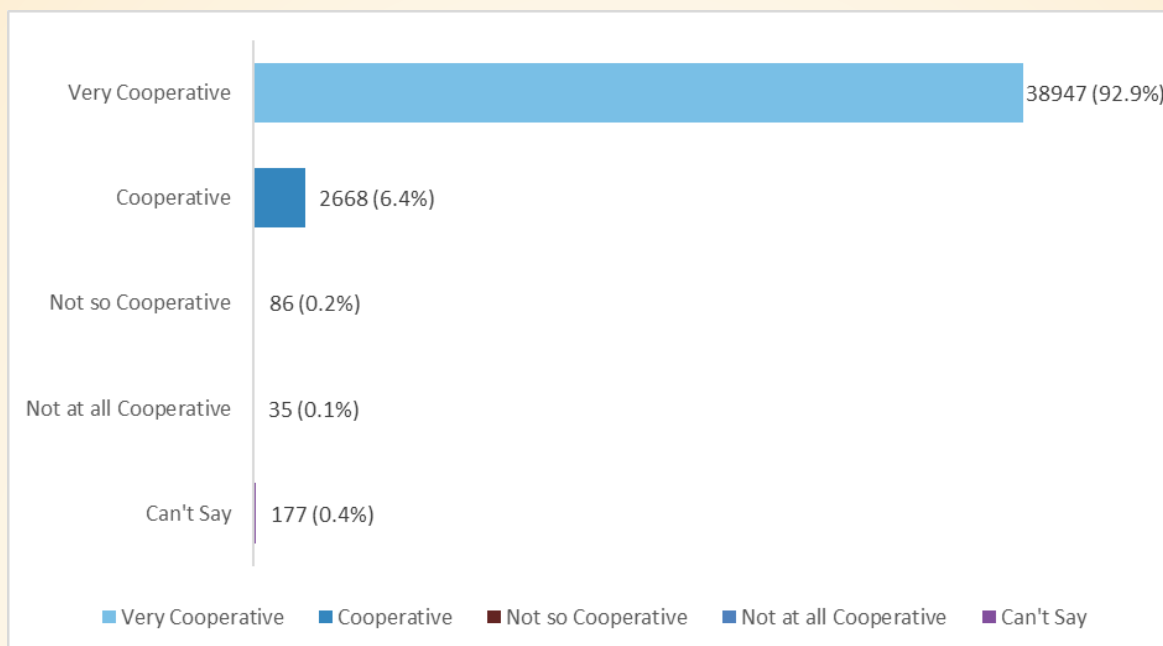
4.14 Behaviour of the polling staff at the polling booth during elections

Friendly conduct from the election staff improves the voting experience and contributes to the reputation of the ECI as a whole, as the polling staff represents the ECI on polling day. The data indicates that 92.9% of participants encountered highly cooperative polling staff at the polling station, while 6.4% encountered cooperative polling staff. A tiny portion, 0.3% of participants, experienced a lack of cooperation from the staff, while 0.4% had no opinion. The details are outlined in the table and the chart below.

Table 4.14: Experience with the polling booth during elections

Response	Number of Respondents	Percentage
Very Cooperative	38947	92.9
Cooperative	2668	6.4
Not so Cooperative	86	0.2
Not at all Cooperative	35	0.1
Can't Say	177	0.4
Total	41913	100.0

Figure 4.14: Experience with the polling booth during elections



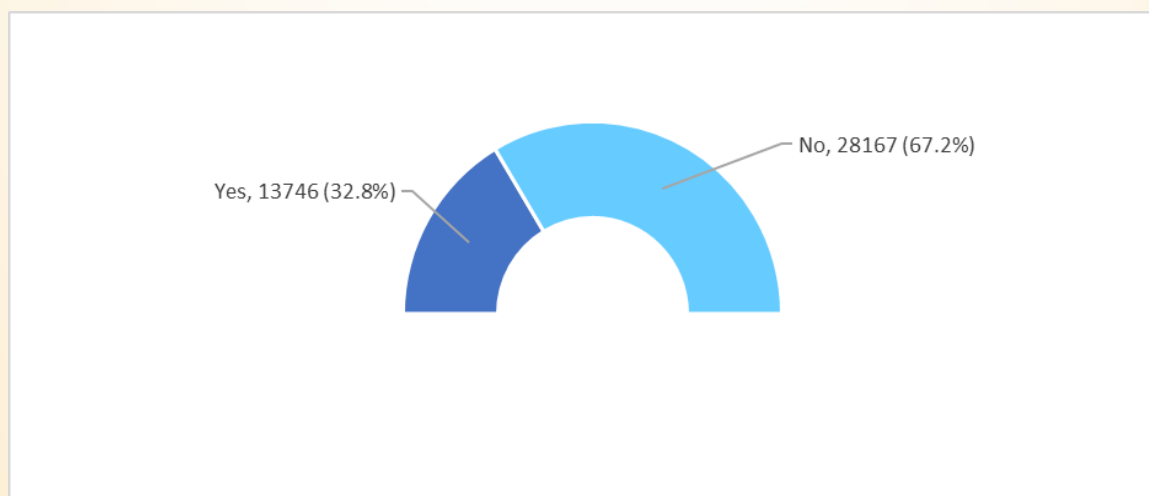
4.15 Difficulties at the polling booth during elections

The respondents were asked about their difficulties at the polling station during the elections. Nearly 67.2% of the respondents did not face any major difficulty, while 32.8% cited some difficulties at the polling station.

Table 4.15: Difficulties at the polling booth during elections

Response	Number of Respondents	Percentage
Yes	13746	32.8
No	28167	67.2
Total	41913	100.0

Figure 4.15: Difficulties at the polling booth during elections



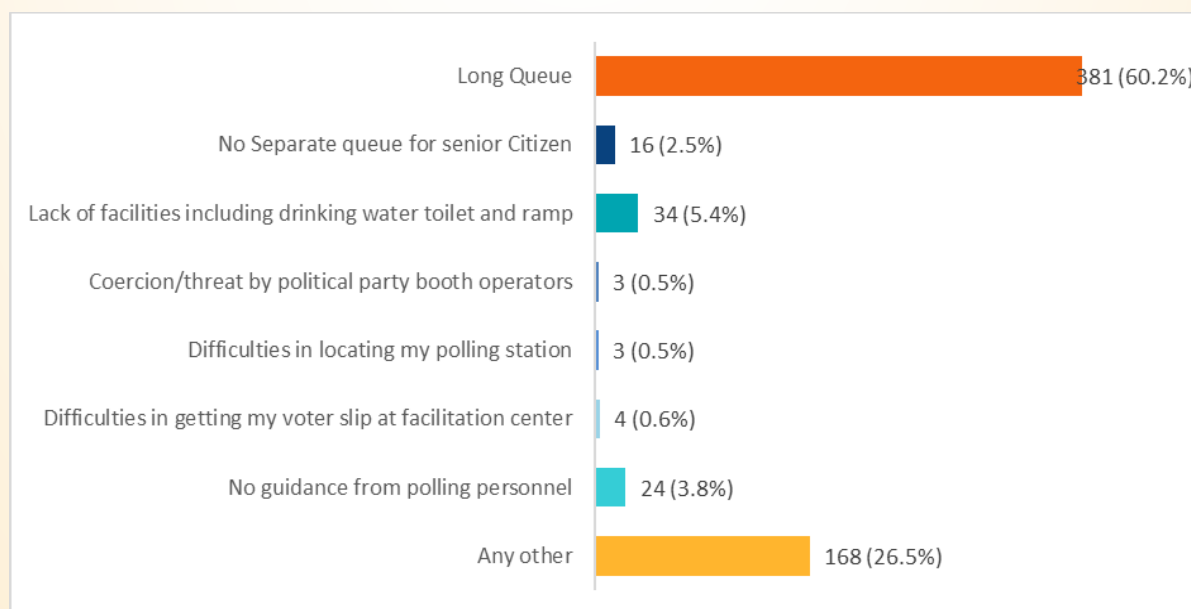
4.16 Types of difficulties faced by voters at the polling booth during elections

The survey indicated that the most common challenge experienced by 60.2% of the participants was long queues at the polling station. Meanwhile, 2.5% of respondents encountered difficulties due to the absence of a separate queue for senior citizens. Basic facilities such as water, toilets, ramps, etc., were a source of difficulty for 5.4% of the participants, while 3.8% received no guidance from the polling personnel. Obtaining the voter slip at the facilitation center and locating the polling station were mentioned as challenges by 0.6% and 0.5% of the respondents, respectively. Additionally, a small percentage (0.5%) reported facing coercion or threats from political party agents. 26.5% of the participants experienced other difficulties not specifically mentioned in the list.

Table 4.16: Types of difficulties faced by the voters at the polling station

Response	Number of Respondents	Percentage
Long Queue	381	60.2
No Separate queue for senior Citizen	16	2.5
Lack of facilities including drinking water toilet and ramp	34	5.4
Coercion/threat by political party booth operators	3	0.5
Difficulties in locating my polling station	3	0.5
Difficulties in getting my voter slip at facilitation center	4	0.6
No guidance from polling personnel	24	3.8
Any other	168	26.5
Total	633	100.0

Figure 4.16: Types of difficulties faced by the voters at the polling station



Observation & Conclusion

Voter Engagement is High:

The data shows a healthy engagement among respondents, yet a significant proportion of the electorate remains disengaged. This gap suggests that while voter mobilization is successful to an extent, certain population segments are not being reached. It is essential to design a targeted outreach plan for this group, addressing the factors causing disengagement, such as apathy, logistical barriers, or lack of voter education. This could involve more localized efforts, increased use of social media, or partnerships with community organizations to bridge the gap.

Need for Improved Voter Documentation and Access:

Many non-voters attributed their non-participation to the lack of EPIC (Elector's Photo Identity Card) cards or absence from their constituency. This highlights the necessity of creating more flexible and accessible voter registration methods. The introduction of mobile voter registration drives, online systems for card renewal or absentee voting options could greatly increase inclusivity, especially for migrant workers, students and others who are frequently absent from their home constituencies. It also calls for better coordination between government bodies and local communities to ensure documentation issues do not disenfranchise citizens.

Political Engagement is Key:

Many voters were motivated to participate because of personal visits from candidates or political party affiliations. This underscores the effectiveness of direct political campaigning. Voter motivation remains heavily influenced by party politics and personalized interactions. Political parties can leverage this by continuing to prioritize face-to-face engagement, town hall meetings and door-to-door visits. It also presents an opportunity for independent candidates or lesser-known political actors to break into the space by engaging with communities personally, demonstrating the power of localized and interpersonal political engagement.

Polling Day Logistics Require Attention:

While the majority found the voting process convenient, many voters encountered logistical issues such as long queues and inadequate facilities. Ensuring smooth logistics on polling day is vital for high voter satisfaction and turnout. These issues are particularly acute in high-density areas, where the influx of voters can overwhelm polling stations. This observation calls for re-evaluating resource allocation at polling booths, including queue management, increasing the number of polling stations and ensuring proper facilities (e.g., drinking water, shade, seating, Easy Transportation). Efficient management will also encourage new and tentative voters to participate without the deterrence of long waiting times or discomfort.

Voter Influence is Socially Driven:

Family opinion played a significant role in shaping voters' preferences, indicating that voting is often a collective, socially influenced decision. Voter campaigns could capitalize on the social aspect of decision-making by targeting family units rather than individuals. Tailored voter awareness programs that engage entire households, perhaps through family-centric events or multimedia campaigns that appeal to family values, could further ensure that voting decisions are more informed and considered.

Security Concerns Could Impact Participation:

Although most voters felt secure, 22.5% of respondents reported feeling insecure while voting. Voter security remains a critical issue, especially in areas with a history of electoral violence or intimidation. This could deter significant portions of the electorate from participating in the electoral process. Addressing these concerns involves deploying adequate security forces at polling stations and fostering a culture of trust and safety through community-led initiatives, public reassurance campaigns and collaboration with law enforcement to ensure that all voters feel safe exercising their democratic rights.

Positive Polling Station Experience:

Voters expressed high satisfaction with polling station staff and the overall voting experience. This is a positive indicator of the effectiveness of election management. A well-trained and courteous staff can significantly enhance voter confidence in the electoral process. Maintaining high standards in training election staff, providing adequate resources and continuing to refine the voting experience will ensure positive participation in future elections.

Barriers to Voting Remain:

Long queues and a lack of basic facilities at polling stations were recurring problems. Logistical issues at polling stations can act as deterrents, reducing overall voter turnout. By addressing these challenges, election authorities could enhance voter experience and increase turnout. Solutions could include extending voting hours, increasing the number of polling booths in congested areas, or introducing mobile polling units for areas with high voter density. These measures would ensure a smoother process and prevent frustration among voters.

CHAPTER – 5

VOTER AWARENESS & ATTITUDES

Sensitizing the public on the importance of voting to help them make informed choices in elections helps uphold democratic values. Voter Awareness is also crucial to influence the electorate's attitude toward the democratic process, as lower voter participation significantly affects the quality of democracy. In India, the Election Commission promotes voter awareness primarily through the SVEEP (Systematic Voter Education and Electoral Participation) program. SVEEP is a comprehensive initiative to inform citizens about the electoral process and enhance their awareness and participation. The main objective of SVEEP is to foster a truly participatory democracy in India by encouraging all eligible individuals to vote and make informed choices during elections. This section aims to outline the levels of awareness and voter opinions in the state using survey data.

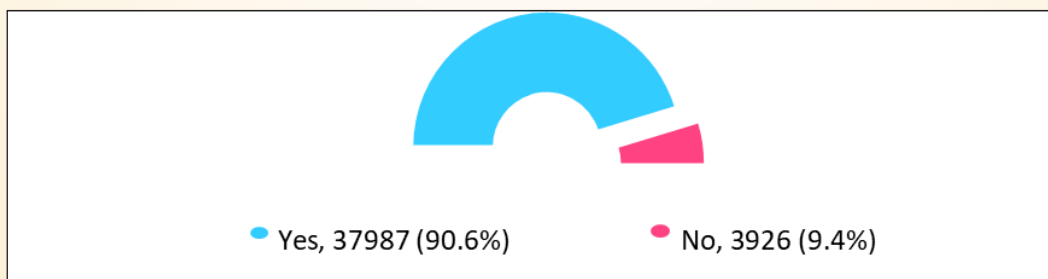
5.1 Awareness of the respondent about the name of their Assembly Constituency

The constituency's name helps voters obtain additional information about the contesting candidates and their vision for the constituency. In this survey, out of 41913 individuals, 37987, which is 90.6% of respondents, were aware of the names of their assembly or parliamentary constituency, while 3926, or 9.4% of individuals, did not know the names of their assembly or parliamentary constituency.

Table 5.1: Assessment of respondent's awareness about the name of their Assembly Constituency

Response	Number of Respondents aware of the name of their Assembly Constituency	Percentage
Yes	37987	90.6
No	3926	9.4
Total	41913	100

Figure 5.1: Assessment of respondent's awareness about the name of their Assembly Constituency



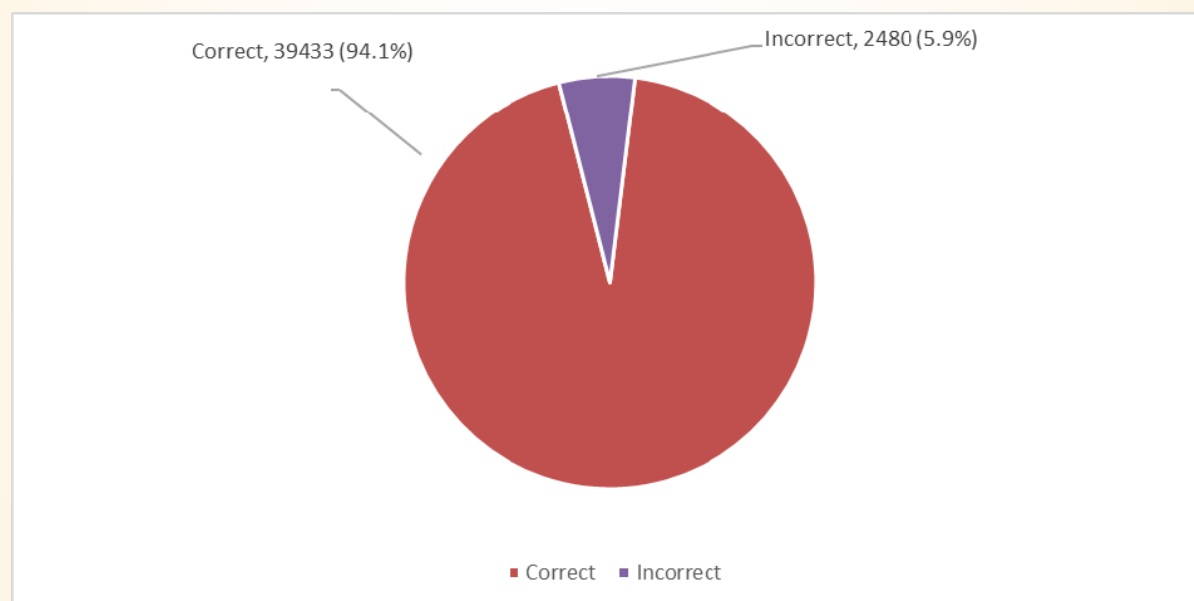
5.2 Awareness about the minimum age of registration to be a voter

Individuals must be at least 18 years old to register as voters in India. Awareness about the minimum age of registration helps increase the number of voters enrolled, which positively affects voter turnout. Of the 41913 surveyed participants, 39433 (94.1%) were informed about the minimum age criteria for voter registration, whereas 2480 (5.9%) admitted that they were unaware of this.

Table 5.2: Awareness about the minimum age of registration to be a voter

Response	Number of Respondents	Percentage
Correct	39433	94.1
Incorrect	2480	5.9
Total	41913	100

Figure 5.2: Awareness about the minimum age of registration to be a voter



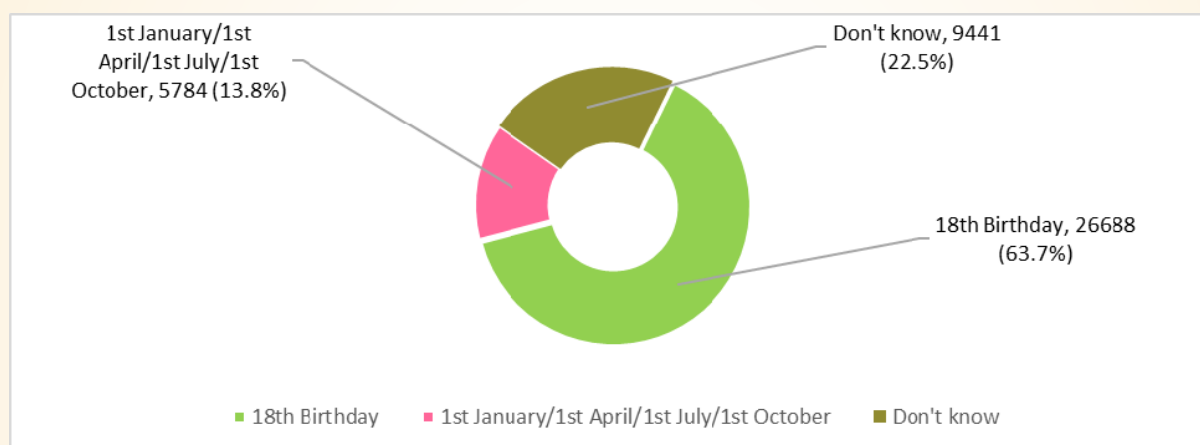
5.3 Awareness about the qualifying date for registration

To encourage young people to participate in the voting process, the ECI has implemented an advance voter registration system for individuals aged 17 and above, with four specific dates for eligibility: January 1st, April 1st, July 1st and October 1st of each year. When questioned about the specific date used to determine eligibility for registration on the electoral roll and voting, out of the 41913 respondents, 26688 individuals, or 63.7%, indicated that they accepted their 18th birthday as the qualifying age. 5784 people, which accounts for 13.8%, stated that the date for registration in the electoral roll or determining eligibility for voting is either January 1st, April 1st, July 1st, or October 1st, while 9441 people, or 22.5%, admitted to being unaware of this information.

Table 5.3: Assessment of respondent's awareness about the qualifying date for registration

Response	Number of Respondents aware of the date of determining qualifying age	Percentage
18th Birthday	26688	63.7
1st January/1st April/1st July/1st October	5784	13.8
Don't know	9441	22.5
Total	41913	100

Figure 5.3: Assessment of respondent's awareness about the qualifying date for registration



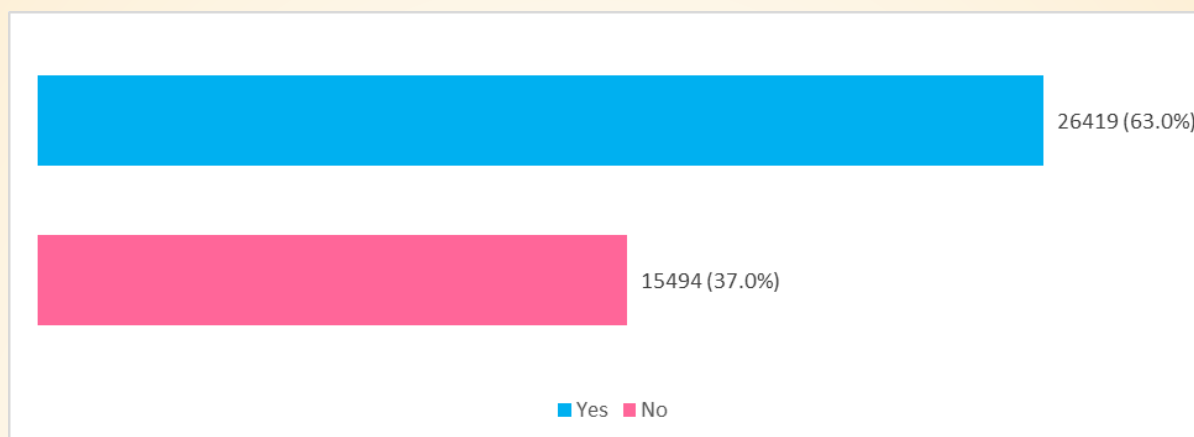
5.4 Awareness about the Special Summary Revision undertaken every year

Every year, special summary revisions are conducted to boost registrations, conduct door-to-door verifications, purify electoral rolls and carry out activities to improve gender and EP ratios in a campaign-like manner. Special events, camps and initiatives are arranged to assist voters and potential voters in registering or rectifying errors. According to the survey, out of the 41913 people, 26419 individuals, equivalent to 63.0%, were aware of the Special Summary Revision conducted every year, whereas 15494 people, amounting to 37.0%, acknowledged that they were unaware of it.

Table 5.4: Assessment of respondent's awareness about the special summary revisions

Response	Number of Respondents aware of the Special Summary Revision	Percentage
Yes	26419	63.0
No	15494	37.0
Total	41913	100

Figure 5.4: Assessment of respondent's awareness about the special summary revisions



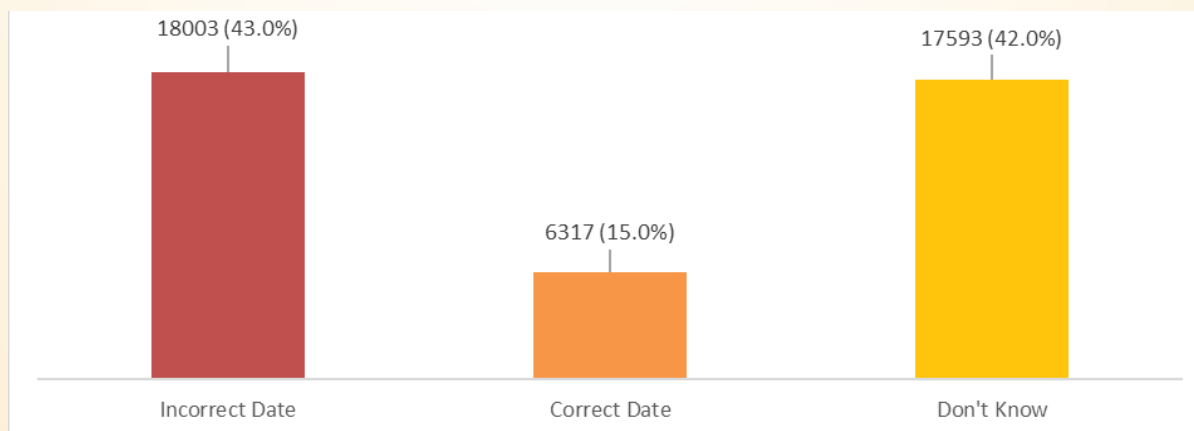
5.5 Awareness about Voter's Day

The 25th of January is celebrated as National Voters' Day, commemorating the establishment of the Election Commission of India. It aims to motivate young and potential voters to register, vote and actively engage in the entire electoral process. When asked about the date of National Voters Day, 43% of respondents provided incorrect answers, 15.1% answered correctly and 42% admitted that they did not know.

Table 5.5: Assessment of respondent's awareness about the Voter's day

Response	Number of Respondents aware of date of National Voter's Day Celebrations	Percentage
Incorrect Date	18003	43.0
Correct Date	6317	15.0
Don't Know	17593	42.0
Total	41913	100

Figure 5.5: Assessment of respondent's awareness about the Voter's Day



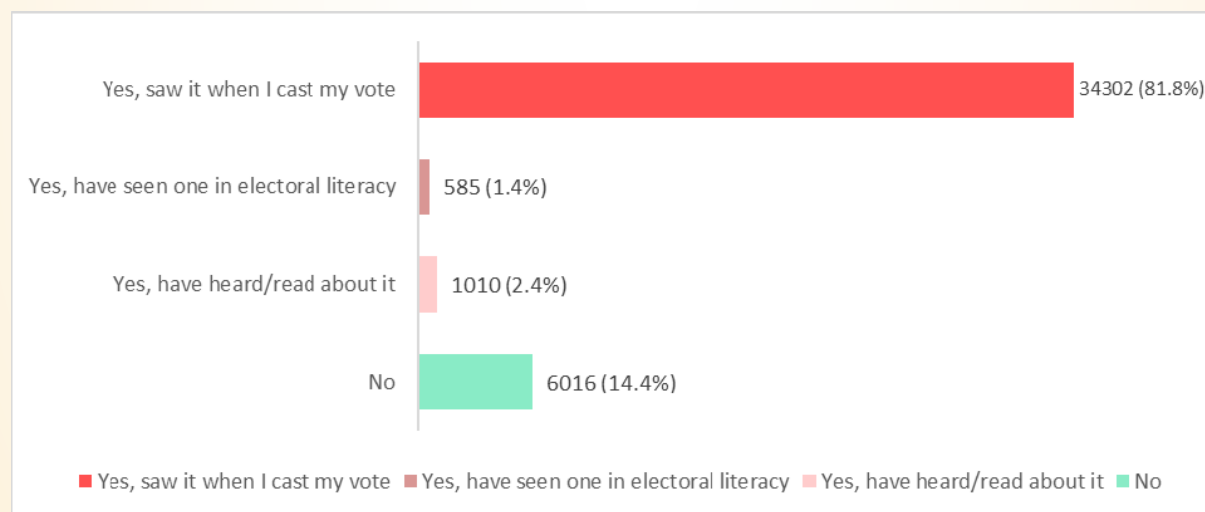
5.6 (A) Awareness about NOTA option

The NOTA option was introduced by the Election Commission of India in 2013 to allow voters to reject all contesting candidates if none of them align with the voter's preference. This aims to address voter apathy and improve the Voter Turnout Rate (VTR). Are you aware of the Electronic Voting Machine (EVM) option that allows you to reject all candidates? In response, out of the 41913 individuals, 34302, or 81.8%, stated that they had seen it when casting their vote. 585 people, or 1.4%, encountered it in electoral literacy. 1010 individuals, or 2.4%, claimed to have read or heard about it, while 6016 people, or 14.4%, did not know of it.

Table 5.6 (A): Assessment of respondent's awareness about the NOTA option

Response	Number of Respondents aware of NOTA	Percentage
Yes, saw it when I cast my vote	34302	81.8
Yes, have seen one in electoral literacy	585	1.4
Yes, have heard/read about it	1010	2.4
No	6016	14.4
Total	41913	100

Figure 5.6 (A): Assessment of respondent's awareness about the NOTA option



5.6 (B) Awareness about the details of contesting political parties/candidates available in Braille on the Electronic Voting Machine (EVM)

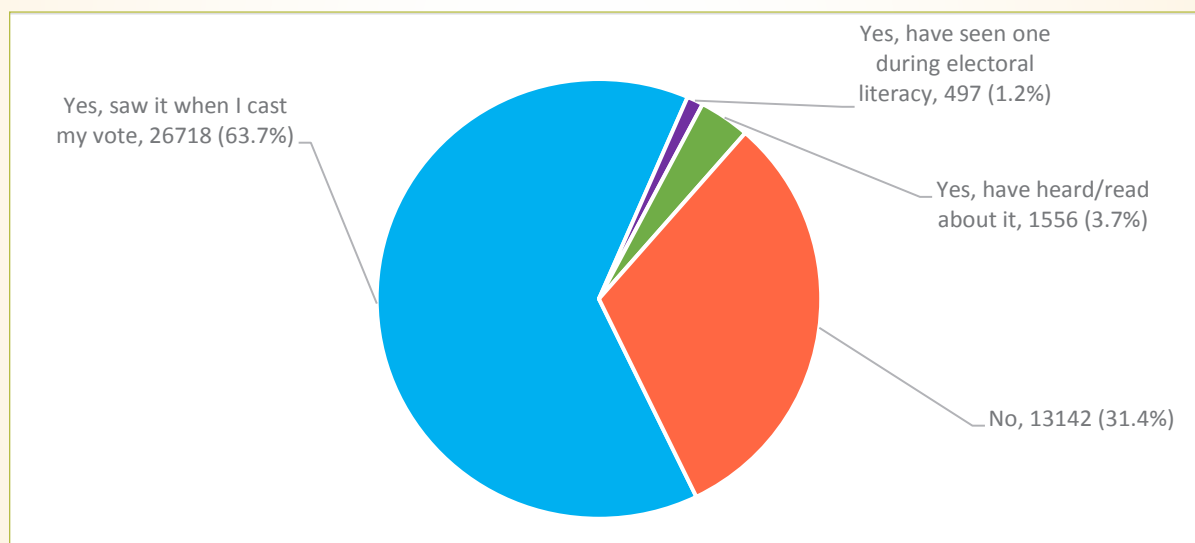
Starting in 2009, the Election Commission of India included details of contesting political parties/candidates in Braille to assist visually impaired voters in casting their votes. This was a significant measure to enhance the inclusivity of our electoral process and

address the needs of vulnerable communities. Regarding details of contesting political parties/candidates in Braille on the EVM, 26718 out of 41913 individuals, equivalent to 63.7%, confirmed that they had observed it while casting their vote. 497 people, representing 1.2%, had encountered it through electoral literacy. Additionally, 1556 individuals, accounting for 3.7%, acknowledged that they had read or heard about it. Meanwhile, 13142, which is 31.4%, indicated they did not know about it.

Table 5.6 (B): Assessment of respondent's awareness about the details of contesting political parties/candidates available in Braille on EVM

Response	Number of Respondents aware of Braille details on EVM	Percentage
Yes, saw it when I cast my vote	26718	63.7
Yes, have seen one during electoral literacy	497	1.2
Yes, have heard/read about it	1556	3.7
No	13142	31.4
Total	41913	100

Figure 5.6 (B): Assessment of respondent's awareness about the details of contesting political parties/candidates available in Braille on EVM



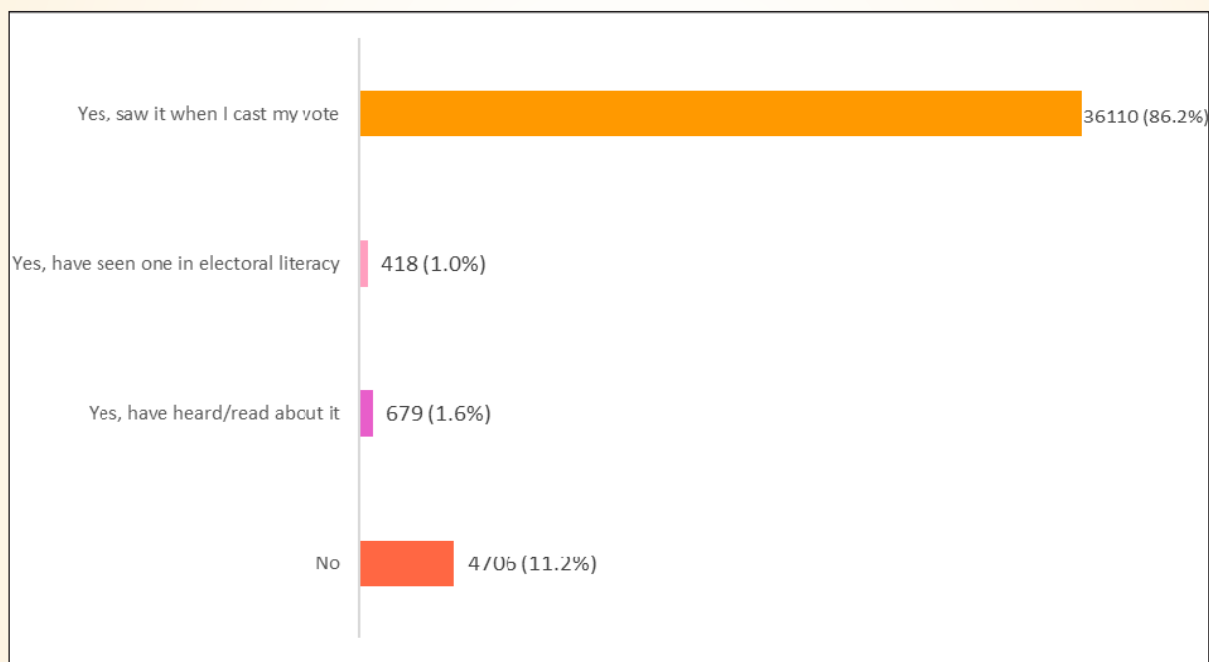
5.6 (C) Awareness about Voter Verifiable Paper Audit Trail (VVPAT)

The Election Commission of India introduced voter-verifiable paper audit trails (VVPATs) to enhance fairness and transparency in the voting process and dispel concerns about EVM tampering. Out of the 41913 respondents, 36110, or 86.2%, confirmed that they had seen the VVPAT when casting their vote. Only 418 people, constituting 1%, reported encountering VVPATs during electoral literacy sessions. Additionally, 679 individuals, equivalent to 1.6% of the respondents, claimed to have either read about or heard of VVPATs. On the other hand, 4706 people, accounting for 11.2%, acknowledged not knowing VVPATs.

Table 5.6 (C): Assessment of respondent's awareness about the Voter Verifiable Paper Audit Trail (VVPAT)

Response	Number of Respondents aware of VVPAT	Percentage
Yes, saw it when I cast my vote	36110	86.2
Yes, have seen one in electoral literacy	418	1.0
Yes, have heard/read about it	679	1.6
No	4706	11.2
Total	41913	100

Figure 5.6 (C): Assessment of respondent's awareness about the Voter Verifiable Paper Audit Trail (VVPAT)



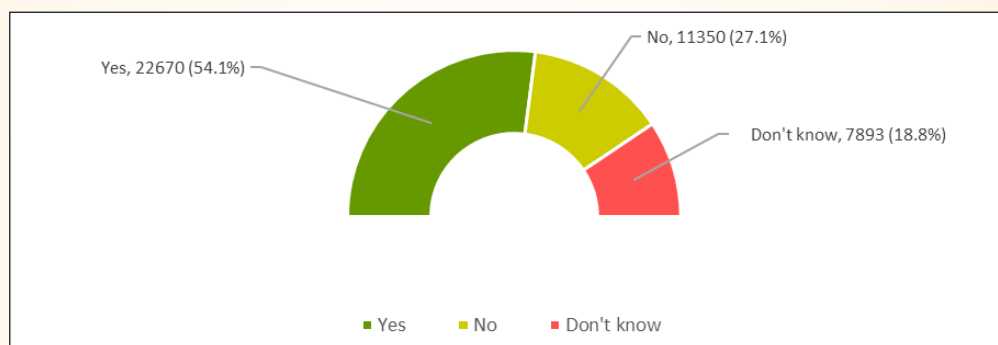
5.7 Awareness of the Voter's website/portal or any other election-related website

The Election Commission of India has implemented several digital initiatives to support voter education and provide electoral services effectively, inclusively and securely. In connection with the Voters portal or any other election-related website, 54.1% of the respondents, 22670 out of 41913, stated that they had accessed the Voters portal or any other election-related website. 11350, equivalent to 27.1%, indicated that they have never utilized the Voters portal or any other election-related website. Meanwhile, 18.8%, or 7893 individuals, stated they have no information about it.

Table 5.7: Assessment of respondent's awareness about the Voter's website/portal or any other election-related website

Response	Number of Respondents who have accessed Voters Website Portal or any other election-related website	Percentage
Yes	22670	54.1
No	11350	27.1
Don't know	7893	18.8
Total	41913	100

Figure 5.7: Assessment of respondent's awareness about the Voter's website/portal or any other election-related website



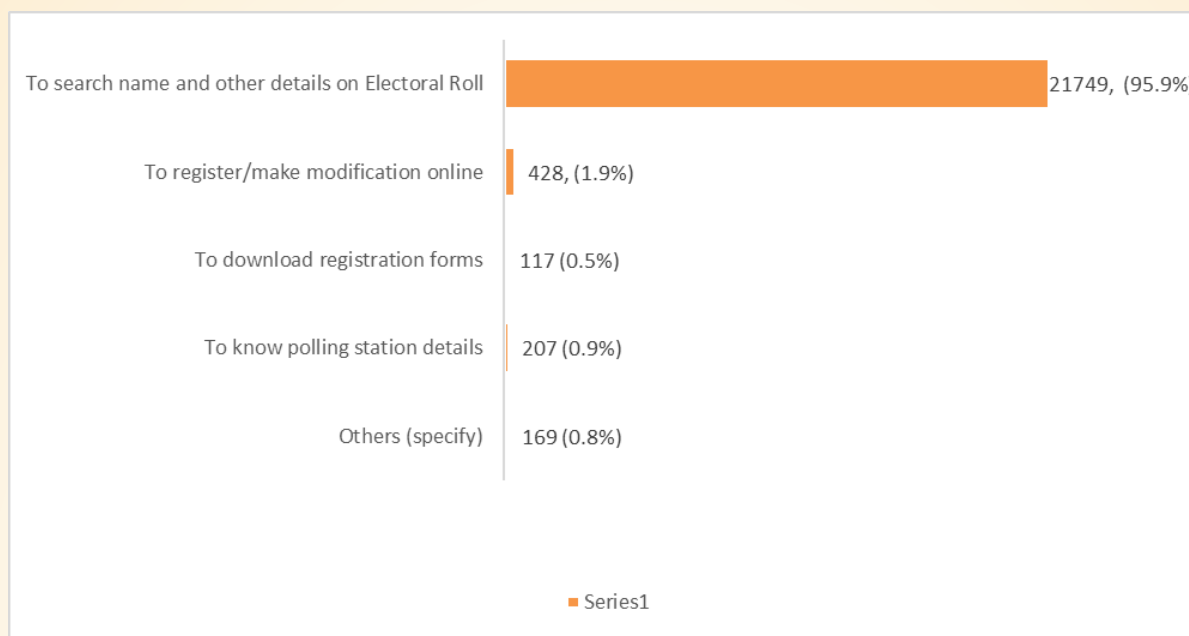
5.8 Analysing the respondent's purpose for accessing the websites/portal

Following the previous inquiry, the participants were questioned about the reason for accessing the website portals and out of 22670 individuals who visited the Voters portal or any other election-related website, 21749, which is 95.9% of the total, accessed the portals to verify their name and other details on the Electoral Roll. A total of 428, 1.9% of the total, used the portals for registration or correction purposes. Only 117 people, equivalent to 0.5%, utilized the portals to download the registration form. Meanwhile, 207 people, constituting 0.9%, visited the web portals/websites to obtain comprehensive information about the polling station. Additionally, 169 individuals, accounting for 0.7%, accessed the portals for other reasons.

Table 5.8: Assessment of respondent's purpose for accessing the websites/portal

Response	Number of Respondents who have accessed Voters Website Portal or any other election related website	Percentage
To search name and other details on Electoral Roll	21749	95.9
To register/make modification online	428	1.9
To download registration forms	117	0.5
To know polling station details	207	0.9
Others (specify)	169	0.8
Total	22670	100

Figure 5.8: Assessment of respondent's purpose for accessing the websites/portal



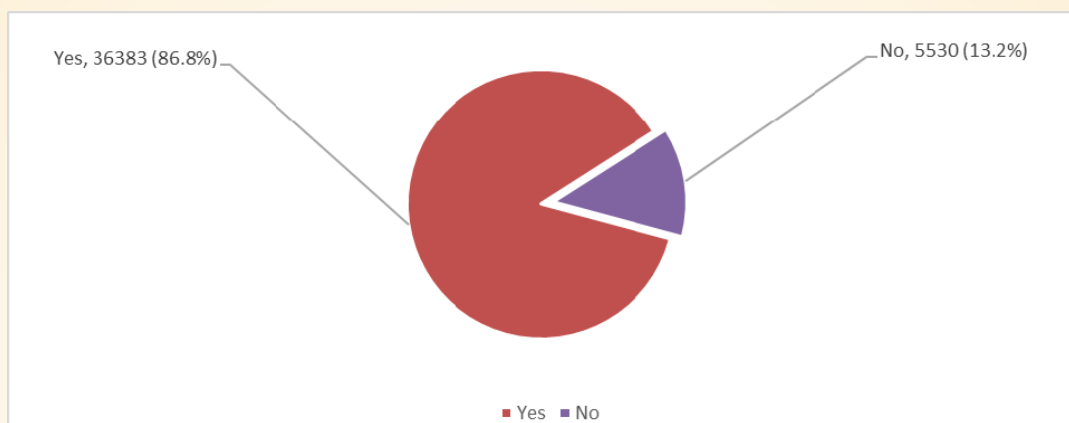
5.9 Awareness of respondents about the inclusion in the latest electoral roll as the mandatory condition for voting

Voters can only vote if their name appears in the most recent electoral roll. Simply possessing an EPIC does not grant the right to vote unless the voter's name is listed in the latest electoral roll. A survey was conducted to assess the respondents' awareness of this information. Out of a total of 41913 participants, 36383, which is equivalent to 86.8%, acknowledged that they were aware that having an EPIC alone does not confer the right to vote unless their name is included in the latest electoral roll. In contrast, 5530 individuals, representing 13.2% of the respondents, were unaware of this.

Table 5.9: Assessment of respondent's awareness about the inclusion in latest electoral roll as a mandatory condition for voting

Response	Number of respondents aware that just having an EPIC does not provide you the right to vote unless your name is included in the latest Electoral Roll	Percentage
Yes	36383	86.8
No	5530	13.2
Total	41913	100

Figure 5.9: Assessment of respondent's awareness about the inclusion in the latest electoral roll as a mandatory condition for voting



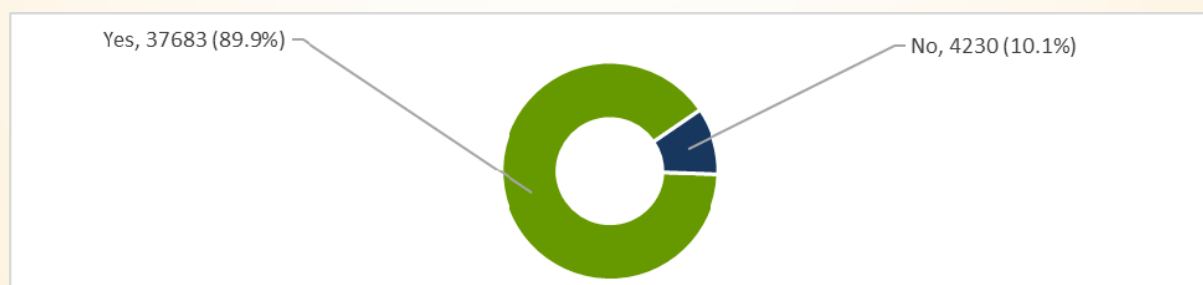
5.10 Awareness about keeping EPIC for more than one place as an offence

During the survey, 89.9% of the 41913 participants acknowledged that registering their name in multiple locations is considered an offence, while 10.1% (4230 people) admitted that they were unaware of this.

Table 5.10: Assessment of respondent's awareness about keeping EPIC for more than one place as an offence

Response	Number of respondents aware that it is an offence to have an EPIC for more than one place	Percentage
Yes	37683	89.9
No	4230	10.1
Total	41913	100

Figure 5.10: Assessment of respondent's awareness about keeping EPIC for more than one place as an offence



5.11 Opinion of the Respondents

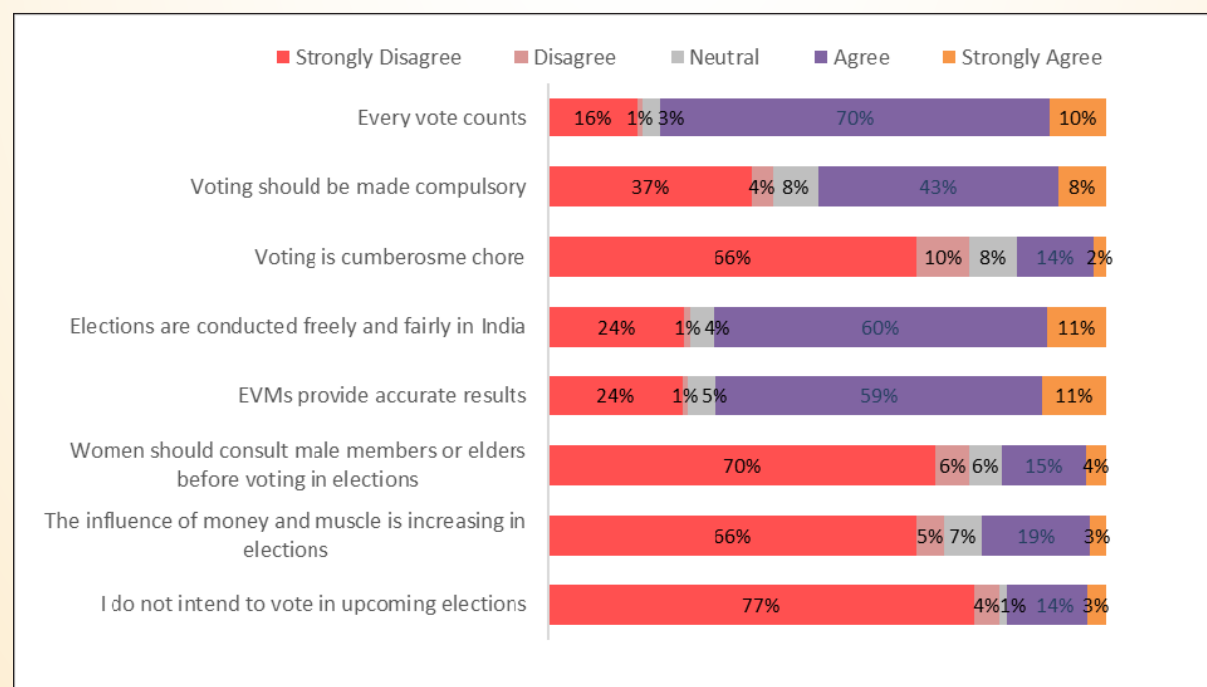
The data presented in the table and graph indicates that 80% of the participants supported the significance of each vote, 3% had a neutral stance and 17% disagreed. Regarding making voting mandatory, 51% of the respondents favoured it, while 41%

were against it and 8% remained neutral. When questioned about the fairness of Indian elections, 71% of the respondents believed that the electoral processes are free and fair, while 25% disagreed. As for the reliability of Electronic Voting Machines (EVMs), 70% of the respondents trusted the accuracy of their results. Regarding female voters seeking advice from male counterparts regarding the choice of candidate, 67% of the respondents disagreed, while a significant 28% held the opposite view. Concerning the ease of voting, 76% did not perceive it as burdensome, while 16% believed otherwise. 22% of the respondents felt that the influence of money and muscle power in elections is increasing, while 71% disagreed. Lastly, 81% of the respondents expressed their intention to vote in the upcoming election, while 17% did not plan to participate.

Table 5.11: Opinion of the respondents

Type of Problem	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Every vote counts	16%	1%	3%	70%	10%
Voting should be made compulsory	37%	4%	8%	43%	8%
Voting is cumbersome chore	66%	10%	8%	14%	2%
Elections are conducted freely and fairly in India	24%	1%	4%	60%	11%
EVMs provide accurate results	24%	1%	5%	59%	11%
Women should consult male members or elders before voting in elections	70%	6%	6%	15%	4%
The influence of money and muscle is increasing in elections	66%	5%	7%	19%	3%
I do not intend to vote in upcoming elections	77%	4%	1%	14%	3%

Figure 5.11: Opinion of the respondents



Observations & Conclusion

Constituency Awareness as a Positive Indicator

90.6% of respondents are aware of their assembly constituency, indicating a well-informed electorate. This high level of constituency awareness plays a critical role in encouraging democratic participation. Voters who understand their local political landscape are more likely to engage with electoral processes, follow local candidates and participate in debates. This knowledge directly contributes to higher voter turnout, as it fosters informed voting behaviour, empowering citizens to make choices that align with their interests and community needs. The high awareness level suggests that efforts to inform voters about their constituencies are largely successful, but continuous voter awareness campaigns should ensure that the remaining 9.4% are also reached.

Widespread Understanding of Minimum Voting Age

The 94.1% awareness of the minimum voting age highlights the effectiveness of voter awareness programs, particularly the Election Commission's SVEEP (Systematic Voter Education and Electoral Participation) campaign. This is a positive indicator, especially for increasing youth voter registration, as understanding the minimum age is fundamental for encouraging 18-19-year-olds to register and vote. Awareness at this foundational level lays the groundwork for higher voter participation rates among first-time voters. It also suggests that information campaigns focusing on youth, often a hard-to-reach group, are resonating well.

Challenges with Qualifying Date Awareness

Despite efforts to make the registration process accessible, only 13.8% of respondents were aware of qualifying dates for voter registration. This represents a significant challenge in ensuring timely voter registrations, particularly for new and young voters. A lack of knowledge about these dates could delay or prevent eligible voters from participating in elections, as they may miss critical registration deadlines. To address this, targeted communication strategies should focus on emphasizing these qualifying dates through various channels, such as SMS alerts, social media campaigns and community announcements, particularly in areas with low registration rates.

Knowledge of Special Summary Revisions

With 63% of respondents aware of special summary revisions conducted each year, there is moderate awareness of the mechanisms designed to keep voter rolls up to date. However, the remaining 37% who are unaware may miss out on opportunities to register or correct their voter information. These summary revisions are crucial for ensuring the accuracy and inclusiveness of electoral rolls. Addressing this awareness gap could help prevent voter disenfranchisement and encourage participation from marginalized groups who may otherwise be excluded due to outdated or incorrect information. More targeted messaging and engagement with local communities could enhance the impact of these revision drives.

Limited Awareness of National Voter's Day

Only 15% of respondents knew the correct date of National Voter's Day, while 42% were unaware of it entirely. Given that this day is meant to promote voter awareness,

particularly among youth, this low level of recognition suggests that the day's potential to inspire civic participation is not being fully realized. National Voter's Day serves as an important occasion for encouraging voter registration and educating citizens about their voting rights. Increasing public awareness of this event through media campaigns, school programs and community events could foster greater civic engagement, particularly among new voters and those traditionally less involved in the electoral process.

Awareness of NOTA and Other Voting Innovations

A high 81.8% of respondents had seen the “None of the Above” (NOTA) option on electronic voting machines (EVMs), indicating a broad familiarity with this voting innovation. However, only 1.4% learned about it through electoral literacy programs, suggesting that most voters discover NOTA during the voting process itself rather than through formal education efforts. This highlights a need for better integration of voting innovations like NOTA into voter education initiatives. More structured efforts to explain the purpose and implications of NOTA through workshops, media and school curricula could help voters better understand their rights and options in elections.

Access to Election-Related Websites

54.1% of respondents reported accessing election-related websites, reflecting moderate use of digital tools for voter registration, information and corrections. However, nearly 46% of respondents either did not use or were unaware of these online resources. This presents a clear opportunity to promote these digital platforms more effectively. Given the increasing importance of online voter services, particularly for the tech-savvy younger population, enhanced promotion of websites and apps could help more citizens utilize these convenient tools. Efforts could include online campaigns, digital voter awareness programs and partnerships with local organizations to increase awareness and usage of these resources, thereby simplifying the voter registration and information access process.

Photo: An Election Officer conducting survey in Samastipur district.



CHAPTER –6

INVOLVEMENT OF PERSONS WITH DISABILITIES (PwDs) IN ELECTIONS

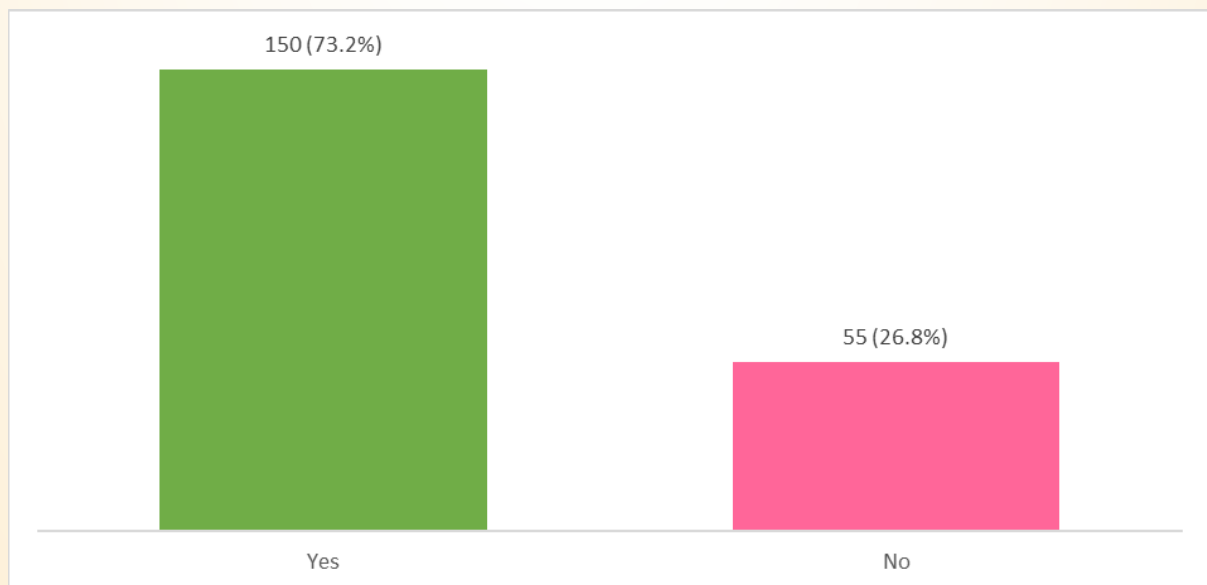
6.1 Exposure to publicity/voter edutainment material aimed at participation of PwDs

Regarding the question of whether the respondents encountered voter education and entertainment material that intended to increase the participation of people with disabilities, 150 out of 205 individuals (73.2%) confirmed that they had encountered some form of voter education and entertainment material. In comparison, 55 individuals (26.8%) responded in the negative.

Table 6.1: Exposure to publicity/voter edutainment material aimed at participation of PwDs

Response	Number of Respondents	Percentage
Yes	150	73.2
No	55	26.8
Total	205	100.0

Figure 6.1: Exposure to publicity/voter edutainment material aimed at participation of PwDs



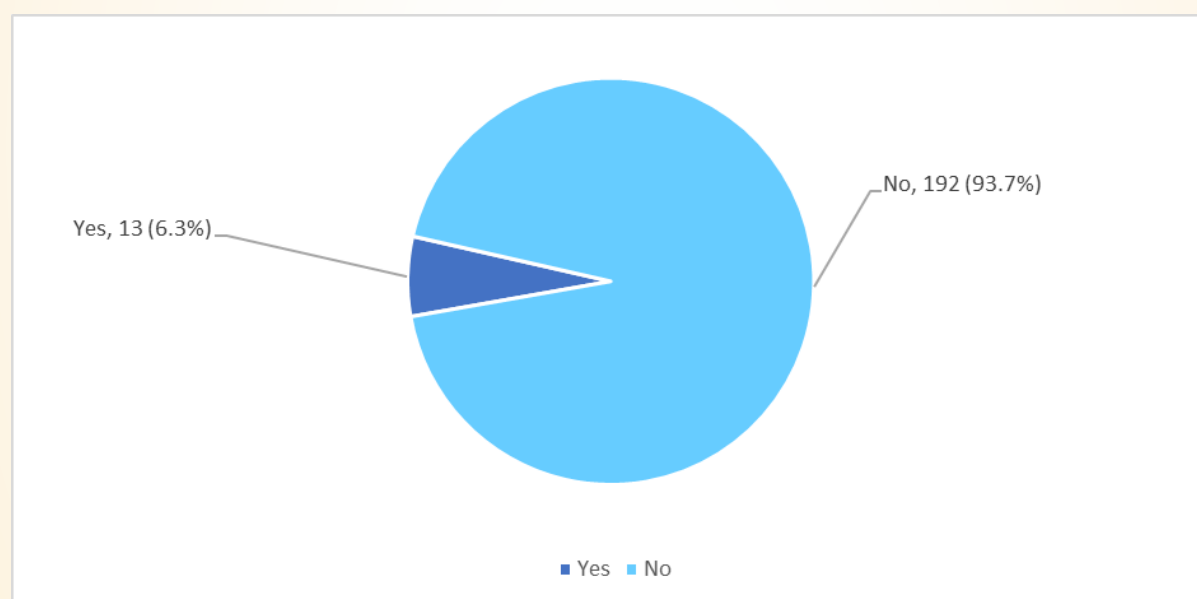
6.2 Interaction of Booth Level Officers with PwDs

Booth Level Officers (BLOs) serve as the Election Commission of India's representatives at the grassroots level. They are crucial in updating the electoral roll and gathering accurate field information for their assigned polling area. According to the survey findings, 192 out of 205 individuals (93.7%) were not contacted by the BLO, while only 13 individuals (6.3%) were reached out to by the BLO.

Table 6.2: Assessment of PwD respondent's interaction with Booth Level Officers

Response	Number of PwD Respondents contacted by the BLO of their area	Percentage
Yes	13	6.3
No	192	93.7
Total	205	100

Figure 6.2: Assessment of PwD respondent's interaction with Booth Level Officers



6.3 Awareness of PwDs about the special mobile application developed by ECI (Saksham)

The Saksham app is an initiative by the Election Commission of India to facilitate voter identification and registration, especially for individuals with disabilities, as the electoral processes are becoming increasingly digitized. Of the 205 survey respondents, 113 (55.1%) were aware of the Saksham App, while 92 (44.9%) were unaware.

Table 6.3: Assessment of respondent's awareness about the mobile application by ECI (Saksham)

Response	Number of PwD Respondents aware about the Saksham App developed by ECI	Percentage
Yes	133	55.1
No	92	44.9
Total	205	100

Figure 6.3: Assessment of respondent's awareness about the mobile application by ECI (Saksham)



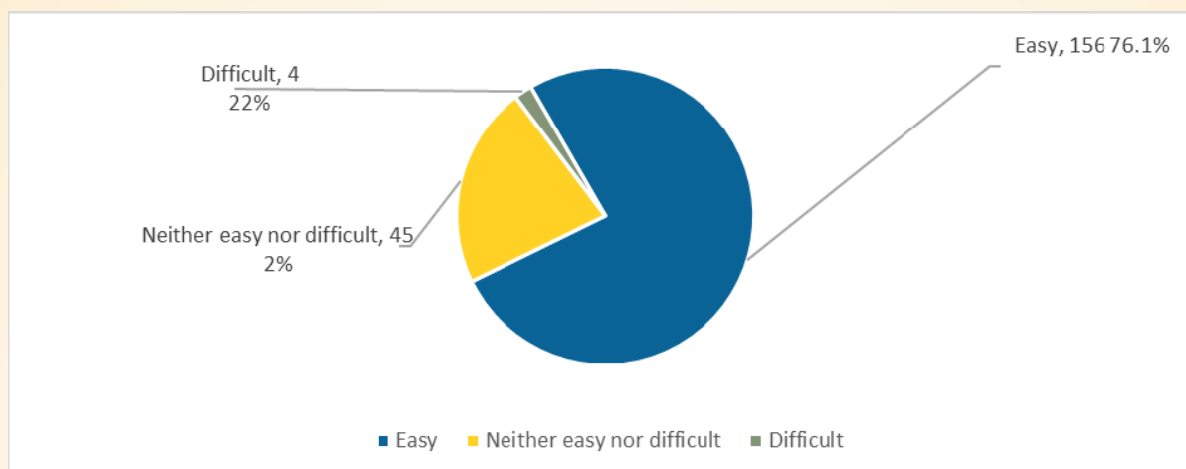
6.4 Experience of PwDs during the process of registration

The PwD respondents' registration process experience was assessed. 76.1% of the 205 respondents found the registration process easy, while 22% found it neither easy nor difficult. Only 2% of the respondents considered it difficult.

Table 6.4: Assessment of respondent's experience during the process of registration

Response	Number of PwD Respondents rating the process of registration	Percentage
Easy	156	76.1
Neither easy nor difficult	45	22.0
Difficult	4	2.0
Total	205	100

Figure 6.4: Assessment of respondent's experience during the process of registration



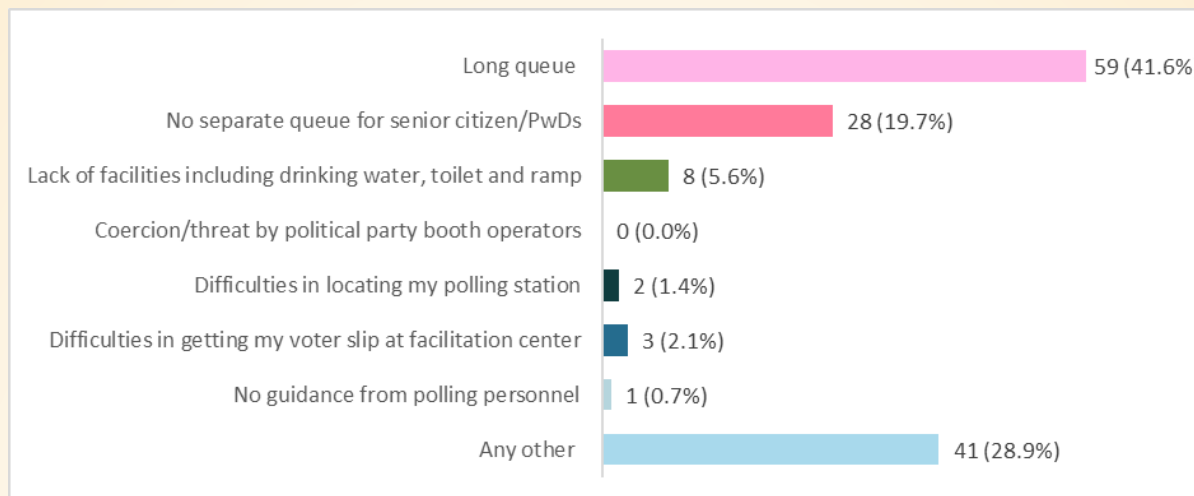
6.5 Assessment of the difficulties faced in the process of voting

To ensure that elections are accessible to everyone, the ECI has implemented several initiatives to assist voters with disabilities and make the voting process more accessible. The survey examined the various challenges encountered by voters with disabilities at polling stations. Out of 205 respondents, 59 (41.5%) reported facing long queues at the polling booth as a challenge during the voting process. In contrast, 28 (19.7%) individuals identified the absence of separate queues for senior citizens and PwDs as an issue. 8 (5.6%) respondents cited the lack of amenities such as drinking water, restrooms and ramps as a problem. 2 (1.4%) encountered difficulty in finding the polling booth and 3 (2.1%) individuals faced challenges in obtaining a voter slip at the facilitation centre. One respondent did not receive assistance from the polling officials and 41 (28.9%) people mentioned other difficulties. None of the respondents reported experiencing intimidation or pressure from political party booth agents.

Table 6.5 Assessment of the difficulties faced in the process of voting

Response	Number of Respondents	Percentage
Long queue	59	41.6
No separate queue for senior citizen/PwDs	28	19.7
Lack of facilities including drinking water, toilet and ramp	8	5.6
Coercion/threat by political party booth operators	0	0.0
Difficulties in locating my polling station	2	1.4
Difficulties in getting my voter slip at facilitation centre	3	2.1
No guidance from polling personnel	1	0.7
Any other	41	28.9
Total	142	100.0

Figure 6.5 Assessment of the difficulties faced in the process of voting



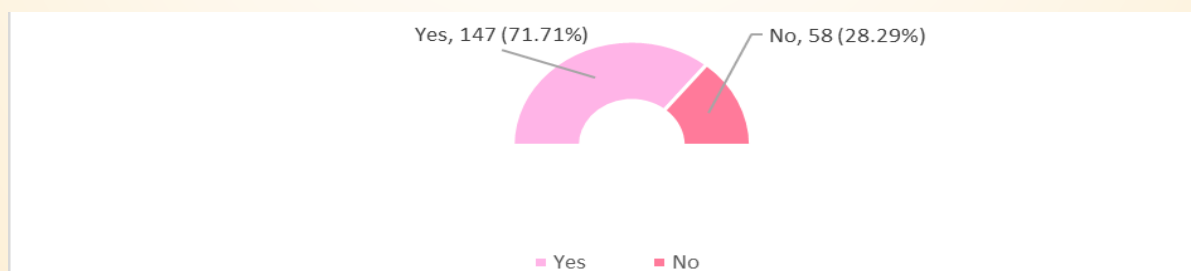
6.6 Awareness of the postal ballot facility for senior citizens above 85 years and persons with benchmark disabilities

The Election Commission of India (ECI) has decided to offer postal ballots to elderly citizens over the age of 85 and individuals with significant disabilities. According to the survey, 147 out of 205 respondents (71.71%) confirmed their knowledge of the availability of postal ballots for elderly citizens over 85 years and disabled individuals. In comparison, 58 respondents (28.29%) indicated they were unaware of this option.

Table 6.6: Awareness of the postal ballot facility for senior citizens above 85 years and persons with benchmark disabilities

Response	Number of PwD Respondents aware of postal ballot facility	Percentage
Yes	147	71.71
No	58	28.29
Total	205	100

Figure 6.6: Awareness of the postal ballot facility for senior citizens above 85 years and persons with benchmark disabilities



Observations & Conclusion:

Exposure to Voter Education Material

A considerable 73.2% of Persons with Disabilities (PwDs) have been exposed to voter education and awareness materials designed to increase their participation in elections. This indicates a significant outreach success, likely due to the concerted efforts through campaigns and programs aimed at making election-related information more accessible to marginalized groups. However, the fact that 26.8% of PwDs have not encountered any such material points to the need for more targeted outreach. This gap suggests that additional efforts, perhaps through specialized channels, localized content, or disability-specific platforms, are necessary to ensure no PwD is left unaware of their voting rights and available resources.

Interaction with Booth Level Officers (BLOs)

Booth Level Officers (BLOs) are essential in ensuring that voters receive the necessary support and guidance at the grassroots level. The survey shows that an overwhelming 93.7% of PwDs reported no interaction with BLOs, a concerning figure as it indicates that most PwDs lack direct contact with a key electoral support system. This lack of interaction could prevent PwDs from obtaining critical information about the voting process, especially regarding accessibility features, voter registration and available assistance at polling stations. Enhancing the engagement between BLOs and PwDs could improve awareness, facilitate easier voter registration and ensure that PwDs have all the support they need to participate fully in the electoral process.

Awareness of the Saksham App

The Saksham app, launched by the Election Commission of India to assist PwDs with voter registration, has reached a moderate level of awareness among PwDs. The survey reveals that 55.1% of respondents are aware of the app, which is a positive indication of its reach. However, the remaining 44.9% who are unaware show a substantial gap in the promotion of this digital tool. Since the app is a crucial tool in simplifying the registration process and providing PwDs with accessible election-related information, increasing awareness and promoting its benefits through digital literacy initiatives, social media campaigns and collaboration with disability organizations could greatly enhance its utility.

Experience with the Registration Process

A significant majority (76.1%) of PwD respondents found the voter registration process to be easy, reflecting the success of efforts in streamlining registration for PwDs. This is a promising result, suggesting that the Election Commission's initiatives to make registration more accessible are largely working. However, 22% of respondents stated that they found the process neither easy nor difficult and 2% found it challenging. This small portion indicates that further simplifications, such as clearer guidance, additional assistance options, or personalized support for different types of disabilities, might still be necessary to ensure that all PwDs can register without any hurdles.

Difficulties Faced in Voting

Despite improvements, PwDs continue to face challenges during the voting process. The most significant issues identified include long queues at polling stations, which could be physically taxing, lack of separate queues for PwDs and senior citizens, highlighting the need for better logistical planning to accommodate these groups. These findings stress the urgent need for infrastructural improvements at polling stations to cater to the specific needs of PwDs. Providing priority queues, ensuring the availability of accessible facilities and enhancing staff training to assist PwDs can significantly improve the voting experience for this demographic.

Awareness of Postal Ballot Facility

Awareness of the postal ballot facility for PwDs and senior citizens above 85 years is relatively high at 71.7%, demonstrating effective outreach in informing voters about alternative voting options. However, the fact that nearly 30% of PwDs remain unaware of this facility suggests there is still a gap in communication. Postal ballots could alleviate many of the physical barriers PwDs face on election day, so it is crucial to ensure that all eligible voters are informed about this option. Further awareness campaigns and direct communication from BLOs could bridge this gap and improve voter turnout among PwDs.

Photo: Election Officer surveying respondents in Jamui district.



CHAPTER – 7

INDUCEMENTS IN ELECTIONS

Inducements impact the fairness of the electoral process as they consciously or unconsciously influence the mindset of voters. Thus, a specific section is dedicated to analyzing the impact of inducements during elections.

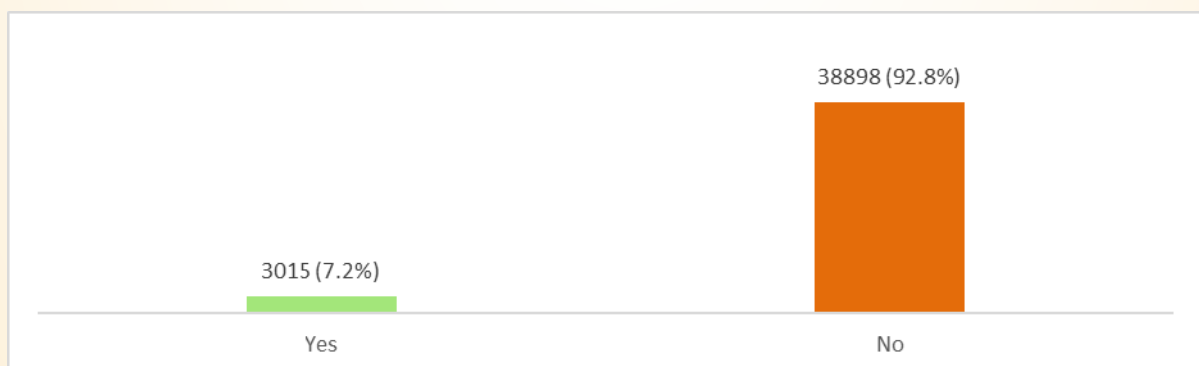
7.1 Information about the inducements /offers given to influence voters

The table and accompanying graph evaluate the participants' inclination towards inducements. According to the data, 92.8% of the participants reported not being offered any inducement, whereas 7.2% admitted to receiving inducements during elections.

Table 7.1: Assessment of the respondents about the inducements/offers given to influence voters

Response	Number of respondents acknowledging the presence of inducements from any groups to influence voting	Percentage
Yes	3015	7.2
No	38898	92.8
Total	41913	100

Figure 7.1: Assessment of the respondents about the inducements/offers given to influence voters



7.2 Information about the use of money or muscle power to influence voters

The details of the utilization of money or muscle power to sway voters during election periods are depicted in the table and corresponding graph. 92.1% of the participants

stated that they did not see the use of money and muscle power by political parties and candidates to influence voters, whereas 7.9% acknowledged that money and muscle power are indeed utilized during elections.

Table 7.2: Assessment of the respondents about the use of money or muscle power to influence voters

Response	Number of respondents acknowledging the use of money power/muscle power by candidates/political parties influence voters during last elections	Percentage
Yes	3317	7.9
No	38596	92.1
Total	41913	100

Figure 7.2: Assessment of the respondents about the use of money or muscle power to influence voters



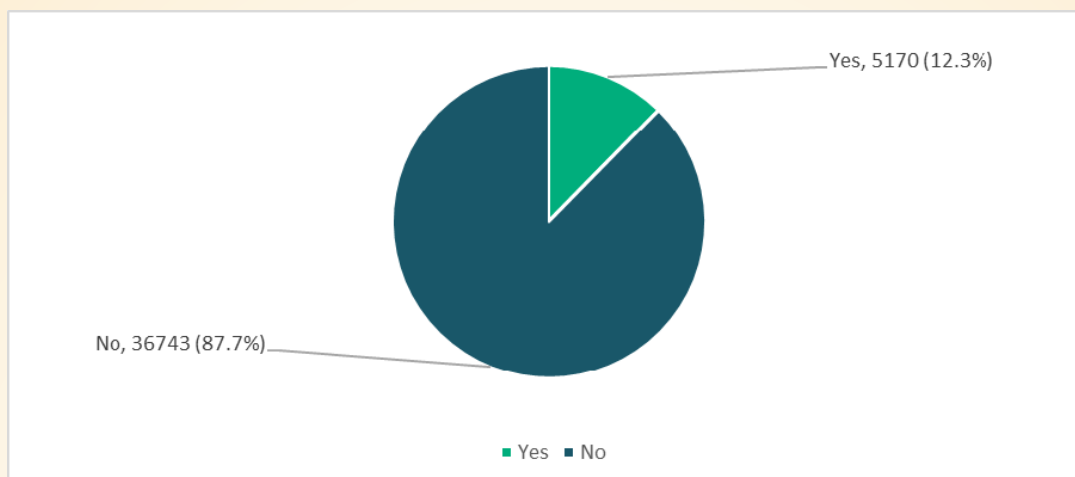
7.3 Participation of respondents in rallies or political events

The data from the survey indicates that almost 87.7% of the participants did not attend political rallies and events organized by political candidates or parties. Only 12.3% of the respondents stated they had attended political rallies or meetings.

Table 7.3: Assessment of the respondent's participation in rallies or political events

Response	Number of respondents who participated in rallies/meetings organized by political parties/candidates?	Percentage
Yes	5170	12.3
No	36743	87.7
Total	41913	100

Figure 7.3: Assessment of the respondent's participation in rallies or political events



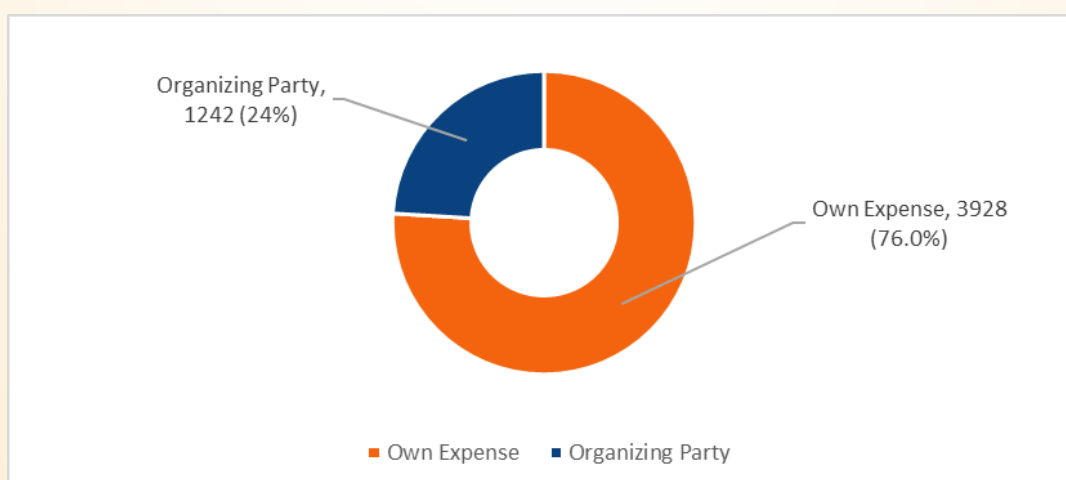
7.4 Expenditure incurred to participate in the rallies or political events

The survey results indicate that 76.0% of the individuals who responded attended political rallies and gatherings at their own expense, whereas 24.0% received support from the hosting political party.

Table 7.4: Assessment of the expenditure incurred to participation in rallies or political events

Response	Number of respondents on who bears the expenditure incurred on participating in those rallies	Percentage
Own Expense	3928	76.0
Organizing Party	1242	24.0
Total	5170	100

Figure 7.4: Assessment of expenditure incurred to participation in rallies or political events



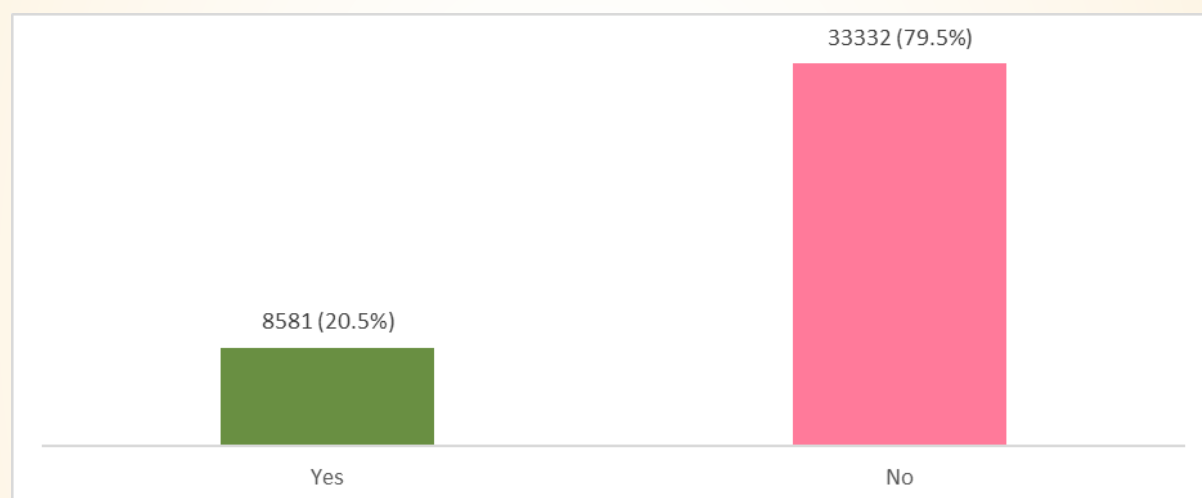
7.5 Awareness of the respondents about the cVigil app

The ECI introduced the cVigil app to address instances of electoral misconduct and violations with the help of citizens. According to our survey findings, 79.5% of the participants were unfamiliar with the cVigil App, while only 20.5% were aware of it.

Table 7.5: Assessment of the respondents about the cVigil app

Response	Number of Respondents aware about the cVigil App	Percentage
Yes	8581	20.5
No	33332	79.5
Total	41913	100

Figure 7.5: Assessment of the respondents about the cVigil app



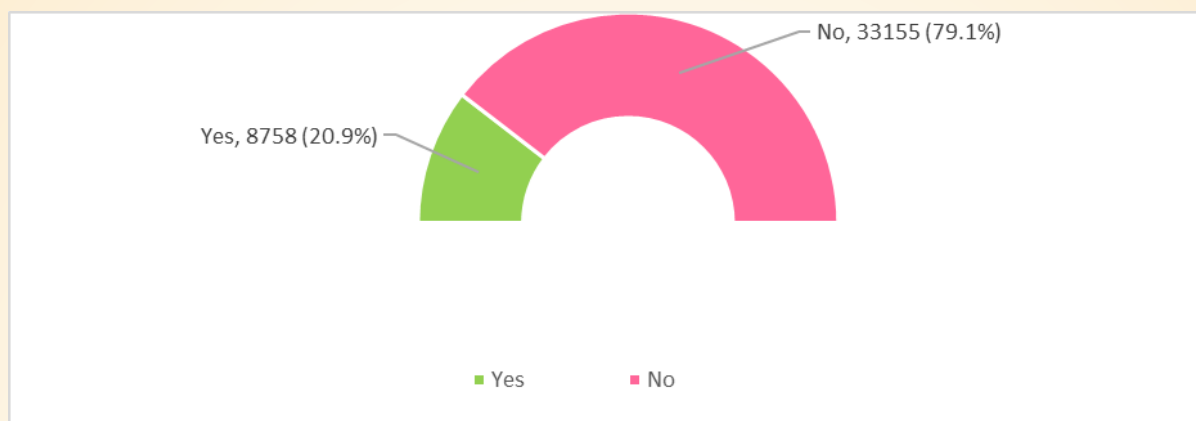
7.6 Awareness of the respondents about the KYC App

The survey also gathered information about the respondents' familiarity with the KYC app. Almost 79.1% of the respondents had not encountered the KYC app, while 20.9% were aware of it.

Table 7.6: Assessment of the respondents about the KYC app

Response	Number of Respondents aware about the KYC App	Percentage
Yes	8758	20.9
No	33155	79.1
Total	41913	100

Figure 7.6: Assessment of the respondents about the KYC app



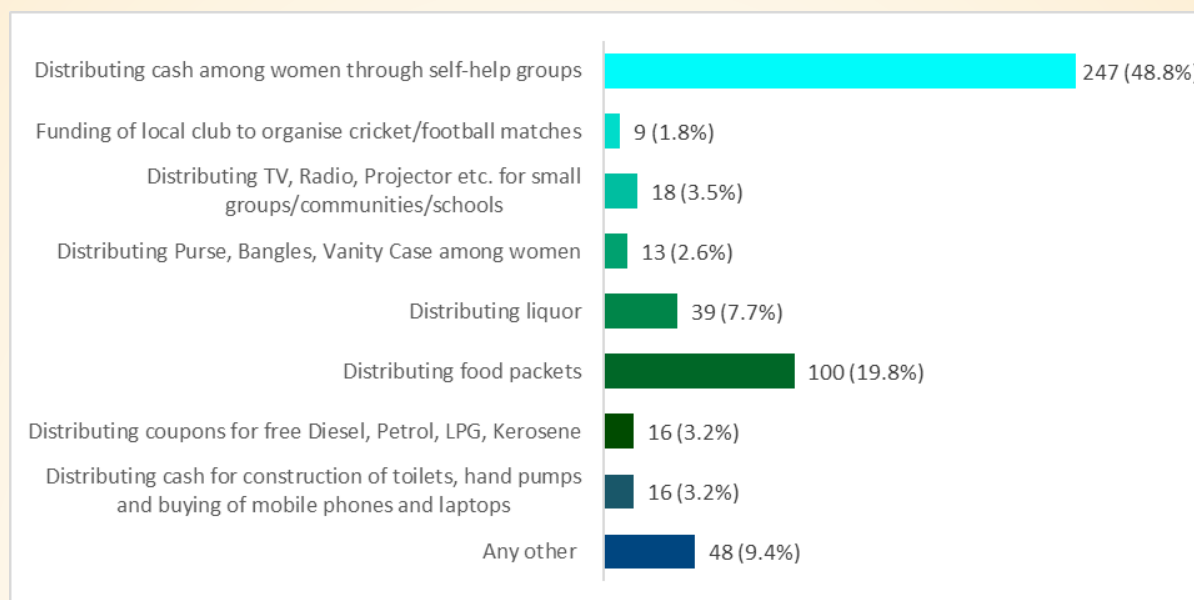
7.7 Assessment of inducements used to lure respondents during the last elections

Most survey participants declined involvement with inducements, but a small number who acknowledged it, provided details about various inducements. The graph and table below list the observed inducements from the survey. The most prevalent inducement was cash distribution, accounting for 48.8%, followed by food packets and liquor at 19.7% and 7.7%, respectively. Other inducements included distributing items like TV, radio and projectors to small groups, communities and schools (3.5%), distributing coupons for free diesel, petrol, LPG and kerosene (3.1%), distributing cash for the construction of toilets, hand pumps and the purchase of mobile phones and laptops (3.1%), distributing items like purse, bangles and vanity cases among women (2.5%) and funding local clubs to organize cricket/football matches (1.7%). Additionally, 9.4% of respondents could not specify the inducements and were classified under the “other” category.

Table 7.7: Assessment of inducements used to lure respondents during the last elections

Response	Number of Respondents	Percentage
Distributing cash	247	48.8%
Funding of local club to organize cricket/football matches	9	1.7%
Distributing TV, Radio, Projector etc. for small groups/communities/schools	18	3.5%
Distributing Purse, Bangles, Vanity Case among women	13	2.5%
Distributing liquor	39	7.7%
Distributing food packets	100	19.7%
Distributing coupons for free Diesel, Petrol, LPG, Kerosene	16	3.1%
Distributing cash for construction of toilets, hand pumps and buying of mobile phones and laptops	16	3.1%
Any other	48	9.4%
Total	506	100

Figure 7.7: Assessment of inducements used to lure respondents during the last elections



Observations & Conclusion:

Limited Incidences of Inducements:

The fact that 92.8% of respondents reported not receiving any type of inducements suggests that, overall, the electoral process remains relatively free from direct voter manipulation in many areas. This is a positive indicator of electoral integrity for the majority of voters. However, the 7.2% of voters who admitted to receiving inducements cannot be ignored. While this figure is relatively low, even a small percentage of voters being influenced by offers or bribes can undermine the fairness and transparency of the election process. Inducements, whether monetary or material, can distort the electoral playing field by encouraging voters to cast their ballots based on immediate personal gain rather than informed political preference, thereby potentially affecting the election's outcome.

Use of Money and Muscle Power:

With 7.9% of respondents acknowledging the use of money or muscle power in influencing voters, this is a clear indication that these unethical practices, while not widespread, persist in certain regions or among specific voter demographics. Money and muscle power have traditionally been used to intimidate or coerce voters, or to incentivize support through financial benefits. Although 92.1% of voters did not experience these tactics, the fact that nearly 8% did suggests that pockets of vulnerability still exist, particularly in more marginalized or politically volatile areas. This continues to pose a risk to the electoral process, where financial and physical coercion can compromise the free will of voters.

Political Rally Participation:

A significant 87.7% of respondents did not attend any political rallies or events, which may indicate a lack of interest or access to political campaigning for many voters. However,

among those who did attend rallies, 76% covered their own expenses, suggesting genuine political engagement and interest in the democratic process. This is a positive sign of voluntary civic participation. On the other hand, the fact that 24% of attendees had their expenses paid by political parties shows that financial incentives still play a role in mobilizing political support. While not illegal as long as it is accounted for, this practice can create an unequal playing field where wealthier parties could attract more attendees through financial inducements, which may skew public perceptions of political support.

Lack of Awareness about Reporting Mechanisms:

The low awareness of tools like the cVigil and KYC apps, with 79.5% and 79.1% of respondents unfamiliar with them, respectively, points to a major gap in voter education regarding electoral accountability. These apps were introduced by the Election Commission of India to enable citizens to report electoral malpractice, such as bribery or intimidation and to ensure greater transparency during elections. The fact that most voters are unaware of these tools limits their effectiveness in curbing electoral misconduct. Enhancing public knowledge of these apps and encouraging their use would empower voters to actively maintain electoral fairness and hold political actors accountable for unethical practices.

Prevalence of Cash and Material Inducements:

Among the 7.2% of respondents who admitted to receiving inducements, cash distribution was the most common form, (48.8%). The distribution of food packets (19.7%) and liquor (7.7%) further highlights the use of basic necessities or popular items to sway voters. These inducements are particularly concerning as they often target economically disadvantaged voters, who may be more vulnerable to accepting short-term material benefits over long-term political considerations. The use of tangible goods to influence voter behaviour is a direct threat to election integrity, as it shifts the focus from policy and candidate merit to immediate personal gain. Such practices erode democratic values and undermine trust in the electoral process. While the majority of voters reported not experiencing inducements, money power, or coercion, the presence of these practices in certain areas remains a challenge. The survey findings highlight the fact that such tactics still affect a portion of the electorate, which consequently highlights the ongoing vulnerabilities in the system. Moreover, the lack of awareness about anti-corruption tools like the cVigil and KYC app limits the ability of citizens to report and combat these practices. Addressing these gaps through enhanced voter education, increased awareness of reporting mechanisms and stricter enforcement of electoral laws is essential for preserving the integrity of future elections.

CHAPTER – 08

BIHAR SPECIFIC QUESTIONS

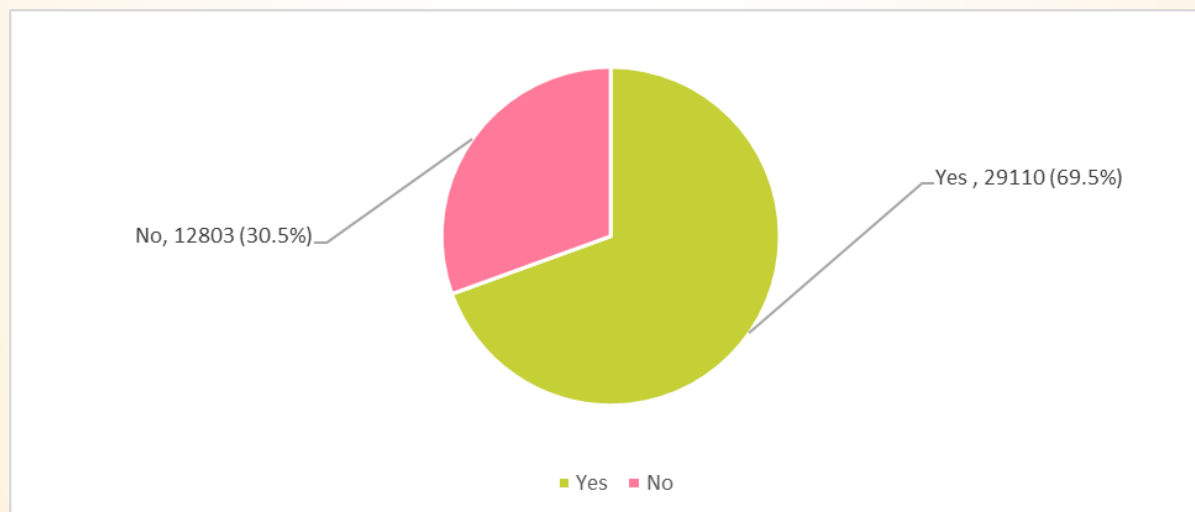
8.1 Exposure to Voter awareness related materials

The Election Commission of India (ECI) provides material to raise awareness among voters as part of the SVEEP (Systematic Voters' Education and Electoral Participation) program to promote voter education and encourage participation in the electoral process. This material consists of brochures, posters, videos and online resources created to educate citizens about the significance of voting, the voting process and how to register in electoral rolls. When asked if they encountered any material related to voter awareness, out of the 41913 respondents, 29110 (69.5%) responded affirmatively, while 12803 (30.5%) responded negatively.

Table 8.1: Exposure to Voter awareness related material

Response	Number of Respondents	Percentage
Yes	29110	69.5
No	12803	30.5
Total	41913	100.0

Figure 8.1: Exposure to Voter awareness related material



8.2 Exposure to types of awareness material

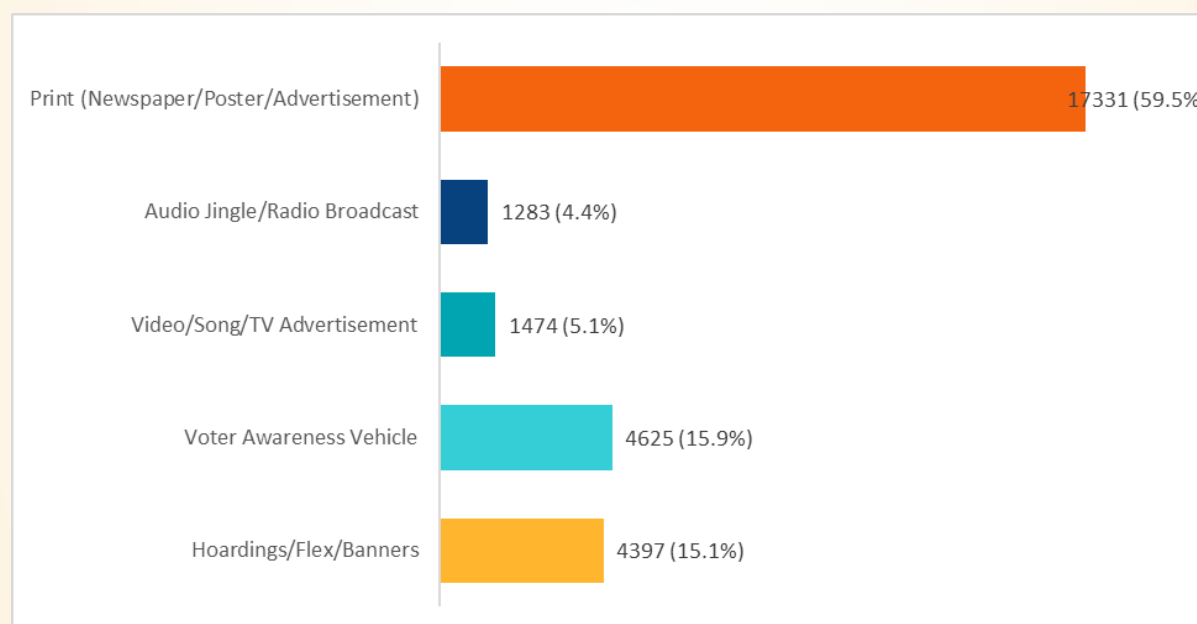
Of the individuals who admitted being exposed to voter awareness materials, the survey inquired about the specific type of materials they encountered. Out of 29110 respondents, 17331 (59.5%) observed it in newspapers, 4625 (15.9%) through voter awareness

vehicles, 4397 (15.1%) via hoarding/flex/banners, 1474 (5.1%) through video/song/TV advertisements and 1283 (4.4%) through audio jingle/radio broadcasts.

Table 8.2: Exposure to types of awareness material

Response	Number of Respondents	Percentage
Print (Newspaper/Poster/Advertisement)	17331	59.5
Audio Jingle/ Radio Broadcast	1283	4.4
Video/Song/TV Advertisement	1474	5.1
Voter Awareness Vehicle	4625	15.9
Hoardings/Flex/banners	4397	15.1
Total	29110	100.00

Figure 8.2: Exposure to types of awareness material

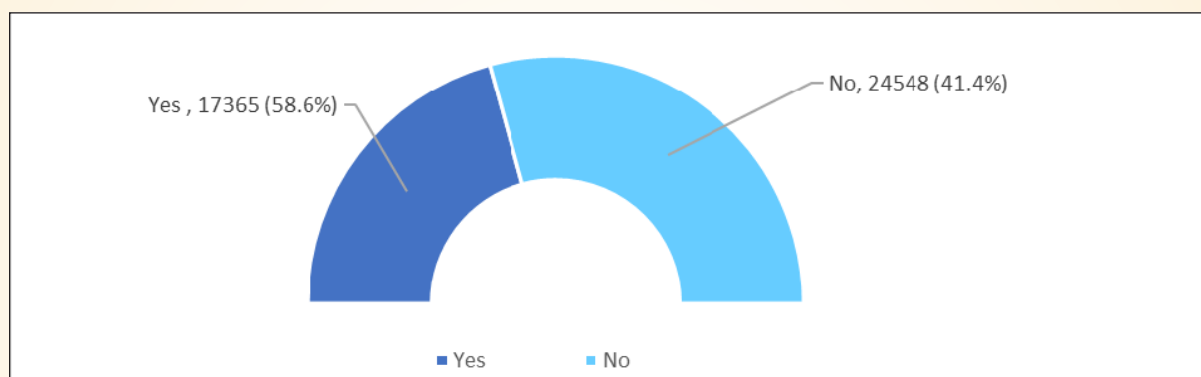


8.3 Engagement with any SVEEP icon's message/ Video

A SVEEP icon is a well-known public figure chosen by the Election Commission of India to encourage voter education and participation during elections. These icons play a crucial role in promoting the significance of voting among the public. Prominent personalities such as singers, sportspersons and movie stars often act as SVEEP icons to involve and inspire citizens. In the survey, participants were questioned about their interaction with the message or video of any SVEEP icon. In response, 17365 (41.4%) reported encountering it, while 24548 (58.6%) stated that they had not.

Table 8.3: Engagement with any SVEEP icon's message/ Video

Response	Number of Respondents	Percentage
Yes	17365	41.4
No	24548	58.6
Total	41913	100.0

Figure 8.3: Engagement with any SVEEP icon's message/ Video

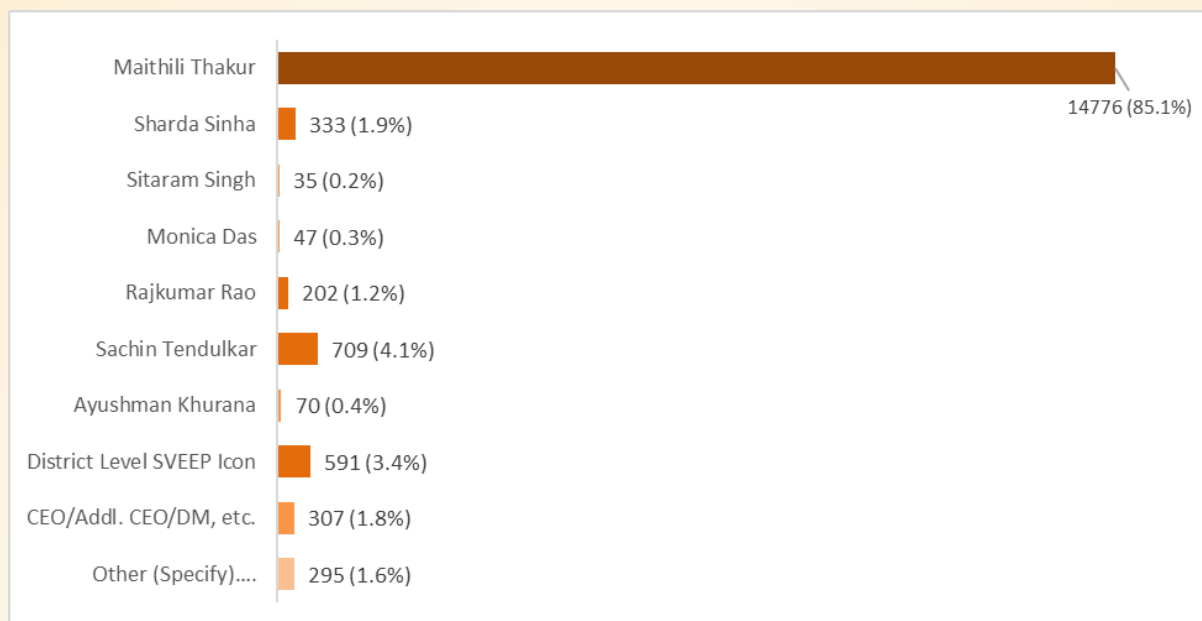
8.4 If Yes, Which SVEEP icon's message/ Video

For those who admitted to encountering the video or message featuring the SVEEP icon, the survey inquired about the specific icon whose message they had encountered. In response, a remarkable 14776 (85.1%) of the respondents viewed a message from Maithili Thakur, 709 (4.1%) from Sachin Tendulkar, 333 (1.9%) from Sharda Sinha, 202 (1.2%) from Rajkumar Rao, 35 (0.2%) from Sitaram Singh, 47 (0.3%) from Monica Das, 70 (0.4%) from Ayushman Khurana, 591 (3.4%) from a District Level SVEEP Icon, 307 (1.8%) from CEO/ Addl. CEO/DM and 295 (1.7%) from other sources.

Table 8.4: If Yes, Which SVEEP icon's message/ Video

Response	Number of Respondents	Percentage
Maithili Thakur	14776	85.1
Sharda Sinha	333	1.9
Sitaram Singh	35	0.2
Monica Das	47	0.3
Rajkumar Rao	202	1.2
Sachin Tendulkar	709	4.1
Ayushman Khurana	70	0.4
District Level SVEEP Icon	591	3.4
CEO/Addl. CEO/DM etc.	307	1.8
Other	295	1.7
Total	17365	100.0

Figure 8.4: If Yes, Which SVEEP icon's message/ Video



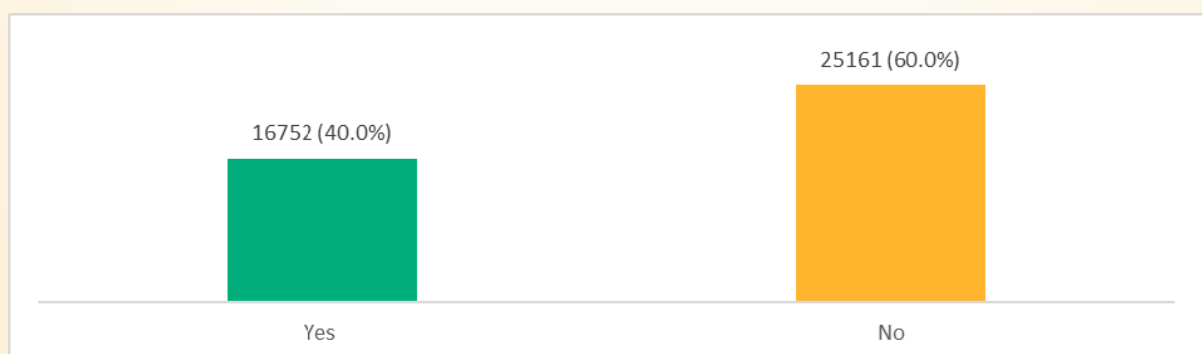
8.5 Acquaintance with Social Media Handles of Office of CEO, Bihar

Social media handles of the office of the CEO, Bihar, is a useful tool for spreading awareness among voters by regularly posting about election-related activities. Concerning this, 40% of the respondents were aware of the CEO Bihar's social media handles, while 60% were unfamiliar.

Table 8.5: Acquaintance with Social Media Handles of Office of CEO, Bihar

Response	Number of Respondents	Percentage
Yes	16752	40.0
No	25161	60.0
Total	41913	100.00

Figure 8.5: Acquaintance with Social Media Handles of Office of CEO, Bihar



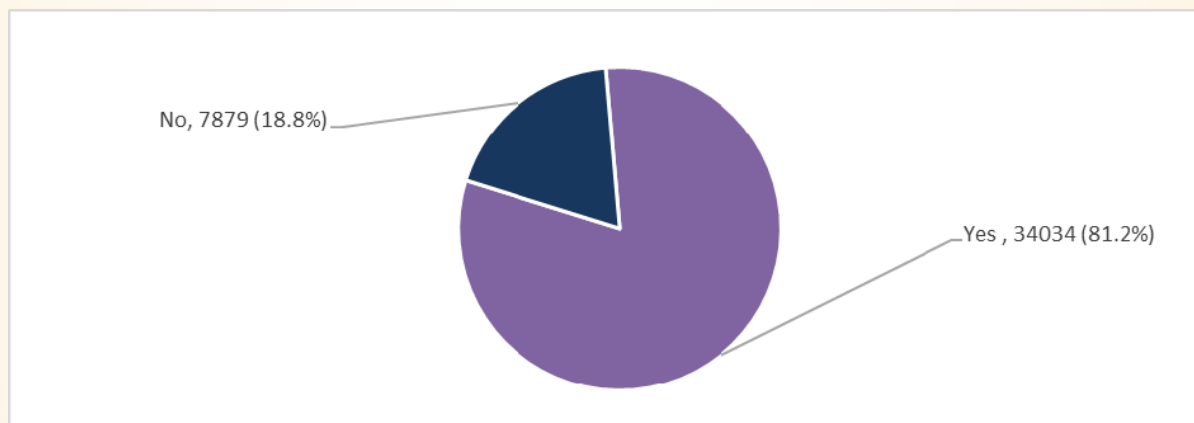
8.6 Whether contacted by any election official during har ghar dastak/door-to-door campaign

The Election Commission of India (ECI) launched a door-to-door drive to improve voter education and participation. This effort involves directly reaching out to voters to educate them about the voting process and motivate them to exercise their voting rights. In the survey, 81.2% of the respondents reported being contacted by election officials during the door-to-door campaign, while 18.8% stated that they were not contacted.

Table 8.6: Whether contacted any election official during har ghar dastak/door-to-door campaign

Response	Number of Respondents	Percentage
Yes	34034	81.2
No	7879	18.8
Total	41913	100.00

Figure 8.6: Whether contacted any election official during har ghar dastak/door-to-door campaign



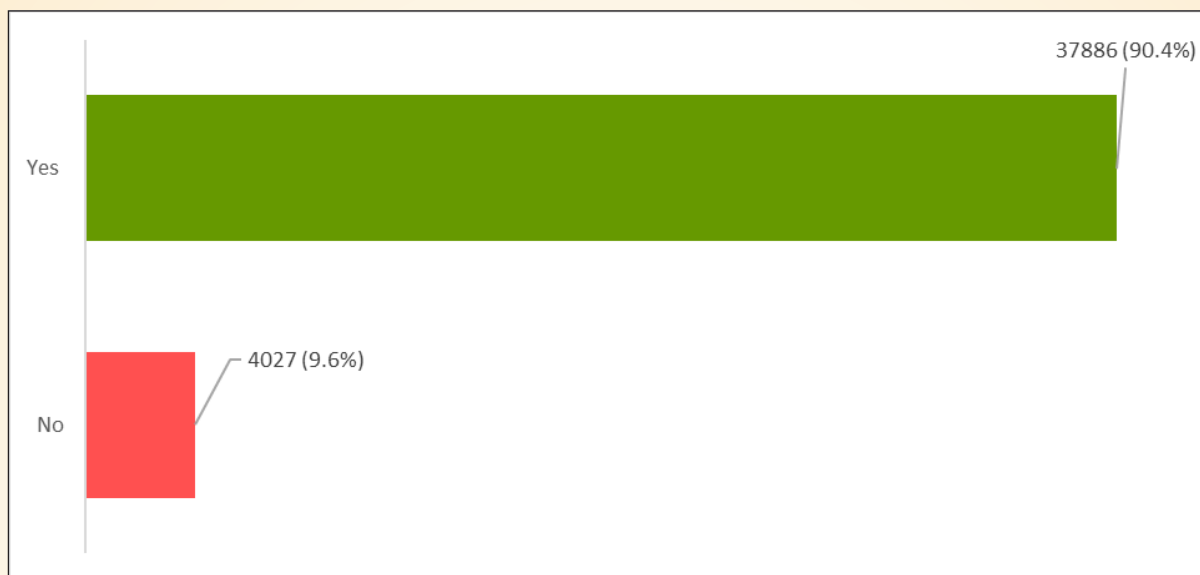
8.7 Receipt of Voter Slip

The voter slip, issued by the Election Commission of India (ECI), serves as an official proof of voter registration during elections. It can be verified by the Electoral Officer or the Booth Level Officer (BLO). To access information about the voter slip, a voter can visit the Voters' Service Portal or contact the Booth level officer of the respective area. 90.4% of the survey participants confirmed receiving their voter slips, while 9.6% reported not receiving them.

Table 8.7: Receipt of Voter Slip

Response	Number of Respondents	Percentage
Yes	37886	90.4
No	4027	9.6
Total	41913	100.0

Figure 8.7: Receipt of Voter Slip



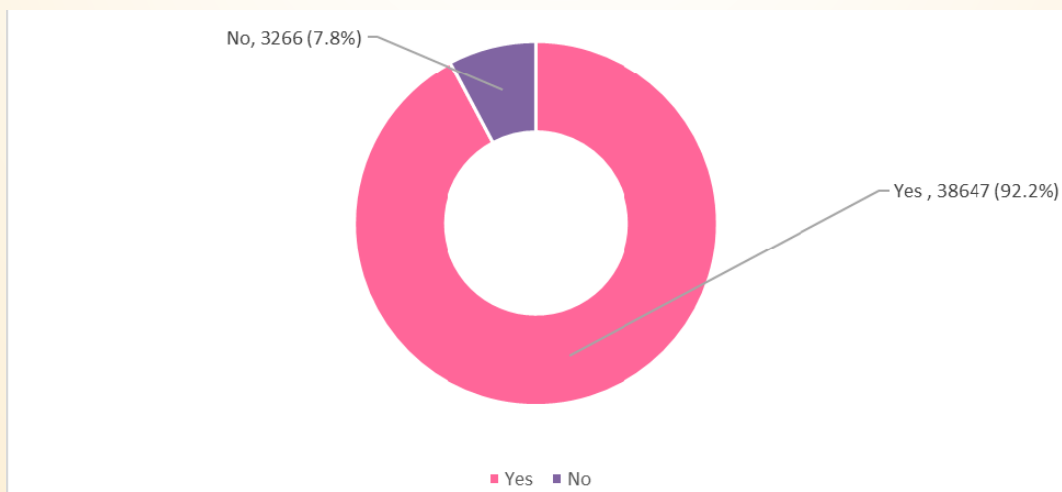
8.8 Information regarding the date and time of the election

The Election Commission of India sets the date and hours of the poll and this information is disseminated through various channels before each election day. Responding to queries about the election date and time, 92.2% of the participants were aware, while 7.8% were uninformed.

Table 8.8 Information regarding the date and time of the election

Response	Number of Respondents	Percentage
Yes	38647	92.2
No	3266	7.8
Total	41913	100.0

Figure 8.8 Information regarding the date and time of the election



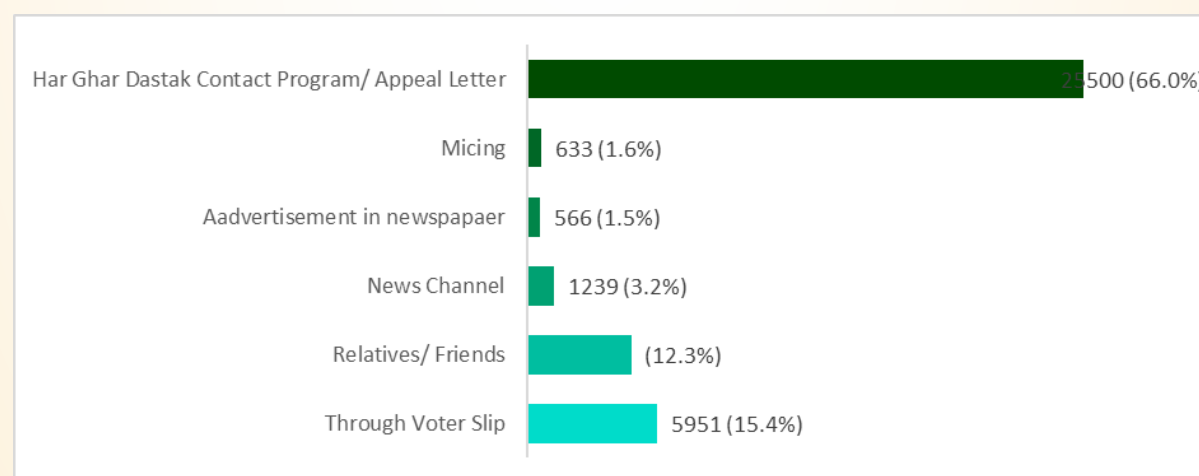
8.9 If yes, the source of the information regarding date and time of the election

Continuing from the previous inquiry, respondents were asked about the source of information regarding the election date and timing during the survey. In reply, 66% of the participants received the information through the Har Ghar Dastak Outreach Programme/ Appeal Letter, 15.4% via the Voter slip, 12.3% from their relatives or friends, 3.2% from news channels, 1.5% through newspaper advertising and 1.5% through miking.

Table 8.9 If yes, the source of the information regarding date and time of the election

Response	Number of Respondents	Percentage
Har Ghar Dastak Outreach Program/ Appeal Letter	25500	66.0
Miking	633	1.6
Advertisement in Newspaper	566	1.5
News Channel	1239	3.2
Through Voter Slip	5951	15.4
Relatives/ Friends	4758	12.3
Total	38647	100

Figure 8.9 If yes, Source of the Information regarding date and time of the election



8.10 Knowledge about Voter Slip not being a mandatory document for voting

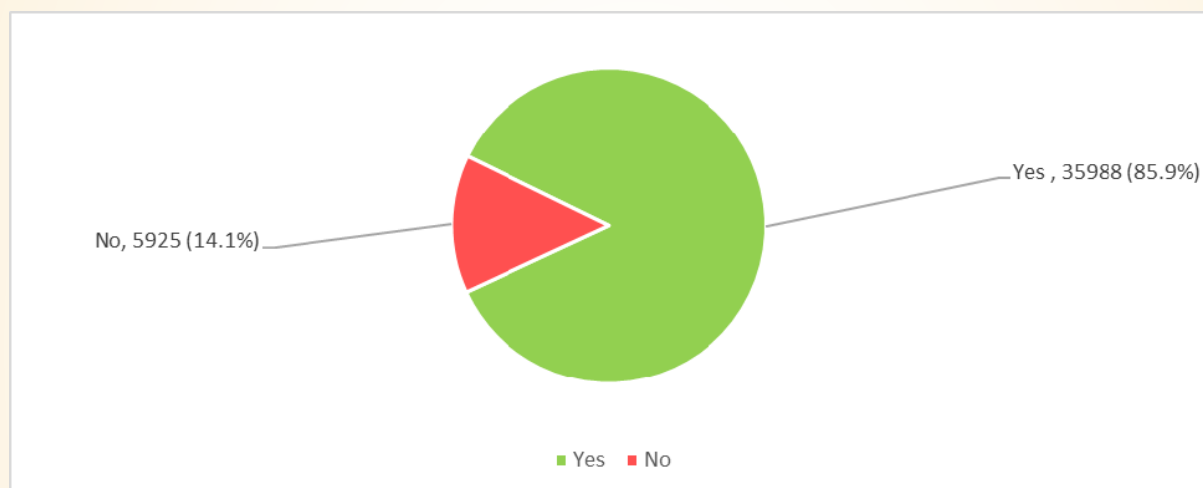
The Voter slip contains important details about the date, time and polling location, which can help voters and ensure a smooth voting process. But it is not a mandatory document

for voting. In the survey, 85.9% of respondents knew that the voter slip is not mandatory for voting, while 14.1% were unaware of this fact.

Table 8.10: Knowledge about Voter Slip not being a mandatory document for voting

Response	Number of Respondents	Percentage
Yes	35988	85.9
No	5925	14.1
Total	41913	100.0

Figure 8.10: Knowledge about Voter Slip not being a mandatory document for voting



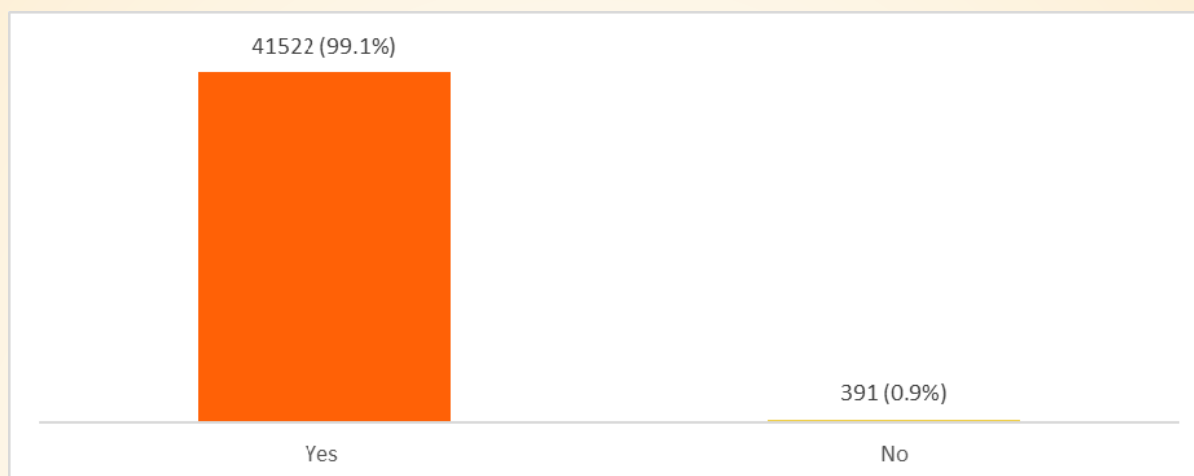
8.11 Whether Heatwave/Summer had been a reason for Not Voting during Lok Sabha Elections, 2024

In the survey, participants were questioned whether the heatwave and scorching temperatures discouraged them from voting in the Lok Sabha election. 99.1% of the participants answered affirmatively, while 0.9% responded negatively.

Table 8.11: Whether Heatwave/Summer had been a reason for Not Voting during Lok Sabha Elections, 2024

Response	Number of Respondents	Percentage
Yes	41522	99.1
No	391	0.9
Total	41913	100.0

Figure 8.11: Whether Heatwave/Summer had been a reason for Not Voting during Lok Sabha Elections, 2024



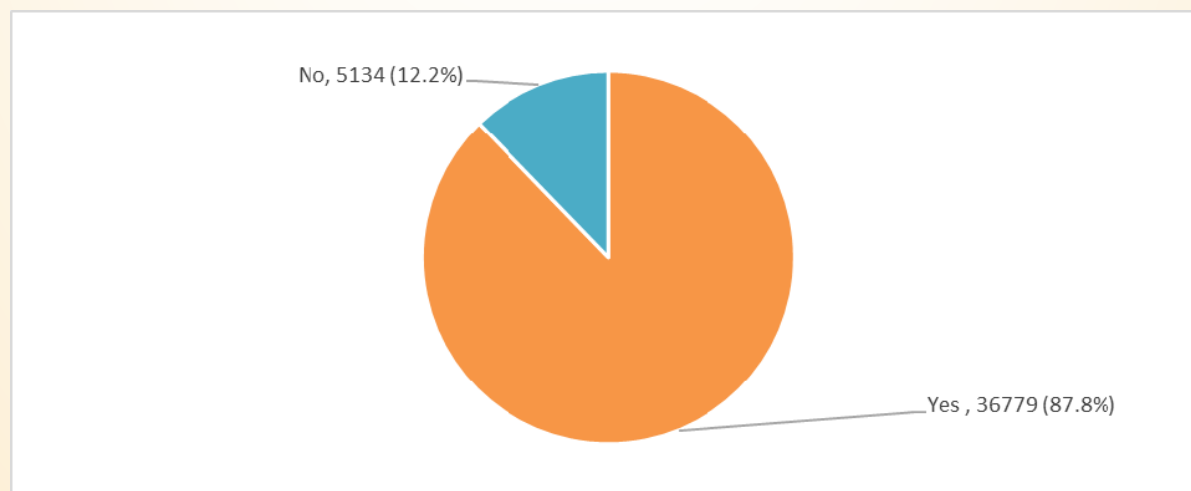
8.12 Facilities for prevention/relief from Heatwave at polling station

The Election Commission of India ensures that polling booths provide essential facilities for a smooth voting experience. In summer, booths are equipped with shades, seating arrangements and ORS in medical kits. According to a survey, 87.8% of respondents confirmed the availability of facilities to prevent heatwave effects at polling stations, while 12.2% disagreed.

Table 8.12: Facilities for prevention/relief from Heatwave at polling station

Response	Number of Respondents	Percentage
Yes	36779	87.8
No	5134	12.2
Total	41913	100.0

Figure 8.12: Availability of facilities for prevention/relief from Heatwave at the PS



8.13 If yes, which facilities were available

In connection with the earlier query, survey participants were questioned about the heatwave relief amenities provided at the polling place. In reply, 35.5% of the 24329 respondents confirmed the presence of ORS/Glucose/Drinking Water, 26.8% mentioned the availability of first aid and 37.7% reported the availability of Tent/Canopy/Waiting Area.

Table 8.13: If Yes, which facilities were available

Response	Number of Respondents	Percentage
ORS/Glucose/Drinking Water	8640	35.5
First Aid	6524	26.8
Tent/Canopy/Waiting Area	9165	37.7
Total	24329	100

Figure 8.13: If Yes, which facilities were available



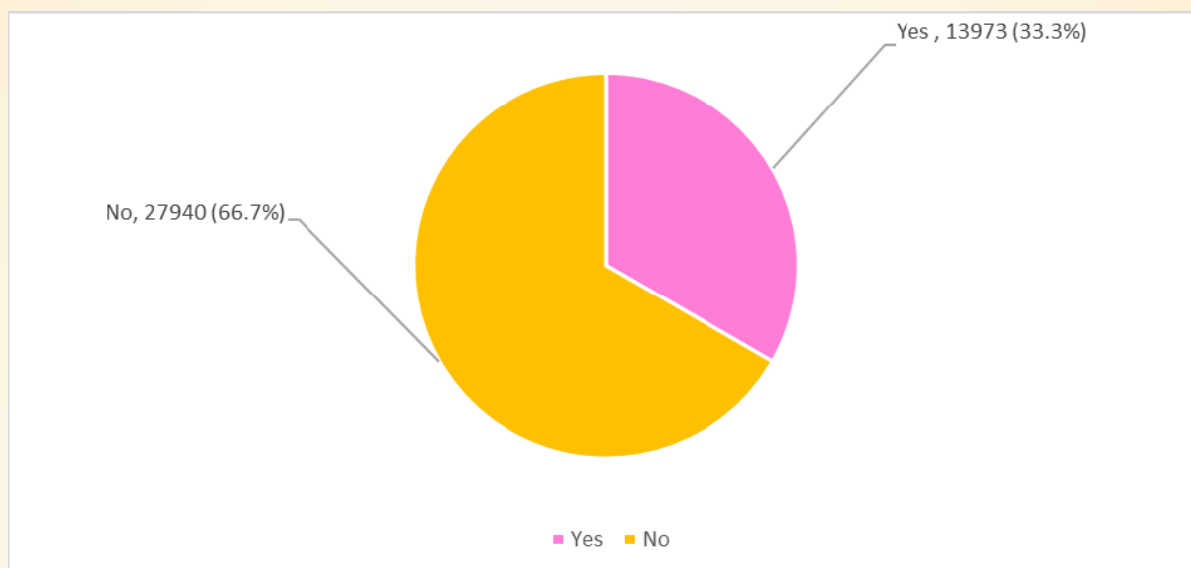
8.14 Whether No. of Female voters were more than Male voters in the household

The respondents were surveyed to assess the level of female voter participation by asking whether there were more female voters than male voters in their household. The results showed that 33.3% of the respondents reported having more female voters than male voters in their household, while 66.7% indicated the opposite.

Table 8.14: Whether No. of Female voters were more than Male voters in the household

Response	Number of Respondents	Percentage
Yes	13973	33.3
No	27940	66.7
Total	41913	100

Figure 8.14: Whether No. of Female voters were more than Male voters in the household



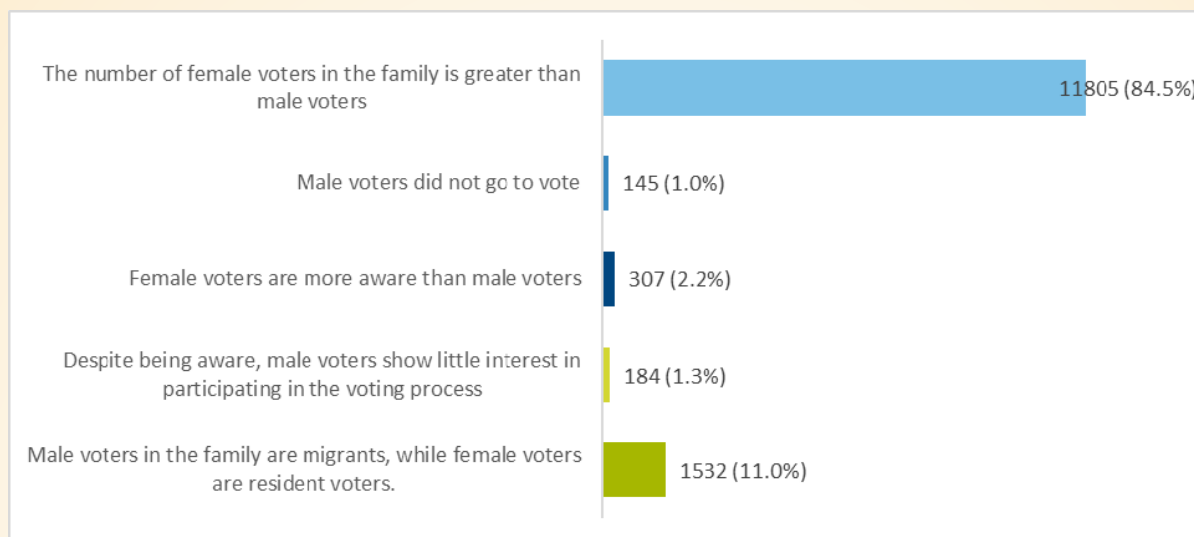
8.15 If yes, Reasons for more female voters in the household

Following the previous query, the survey participants were questioned about the reason for having more female voters in their households. 84.5% of the respondents stated that there were more female members than male members, 2.2% attributed it to better awareness among female voters compared to male voters and 1% mentioned that male members did not participate in voting. In comparison, 1.3% emphasized the indifference of male voters despite being aware. Additionally, 11% indicated male out-migration from the state as the reason for the higher number of female voters compared to male voters in their households.

Table 8.15: If yes, Reasons for more female voters in the household

Response	Number of Respondents	Percentage
The number of female voters in the family is greater than male voters	11805	84.5
Female Voters are more aware than male Voters	307	2.2
Male voters did not go to vote	145	1.0
Despite being aware, male voters show little interest in participating in the voting process	184	1.3
Male voters in the family are migrants, while female voters are resident voters.	1532	11.0
Total	13973	100.0

Figure 8.15: If yes, Reasons for more female voters in the household



Observations & Conclusion

1. Exposure to Voter Awareness Material:

A significant 69.5% of respondents had been exposed to voter awareness materials under the SVEEP (Systematic Voters' Education and Electoral Participation) program by the Election Commission of India (ECI). This is a promising figure, indicating that the majority of the population has access to important information regarding the electoral process. Among these, print media such as newspapers, posters and advertisements proved to be the most effective medium, with 59.5% exposure. Traditional methods like voter awareness vehicles (15.9%) and hoardings/banners (15.1%) were also crucial in disseminating information. However, these numbers suggest a potential to diversify and expand the reach of voter education through alternative media, especially digital platforms, which have not been widely utilized, according to the data.

2. Engagement with SVEEP Icons:

Only 41.4% of the respondents reported having seen messages or videos from SVEEP icons. While this demonstrates moderate engagement, a significant 58.6% of the population missed out on these key voter outreach efforts. The impact of local influencers, however, cannot be understated. Ms. Maithili Thakur, a local singer, emerged as the most influential figure, with 85.1% of those exposed to SVEEP icons acknowledging her role in raising awareness. This suggests that regional influencers resonate more with the local populace compared to national figures like Sachin Tendulkar or Rajkumar Rao, who had a much lower impact. Therefore, targeting voter education through local personalities is a highly effective strategy for driving participation.

3. Social Media Awareness:

The survey revealed that only 40% of respondents were aware of CEO Bihar's social media presence, leaving 60% still uninformed. This highlights a considerable opportunity for expanding digital voter outreach, especially as social media is becoming increasingly important in engaging younger demographics. More robust digital campaigns, tailored content and strategic collaborations with social media influencers could significantly boost awareness. This also points to the need for digital literacy programs to bridge the gap for those who may not be as familiar with online platforms.

4. Door-to-Door Campaign Effectiveness:

The Har Ghar Dastak (door-to-door) campaign proved to be an overwhelmingly effective tool in reaching voters. An impressive 81.2% of respondents reported being contacted by election officials, making this one of the most direct and impactful voter awareness efforts. This personalized outreach likely helped address local concerns, provide necessary election information and foster trust between voters and the electoral process. Such campaigns ensure that even in regions where digital or print media might not penetrate, every household is directly engaged in the election process, a strategy that could be further bolstered by additional resources and outreach during critical election phases.

5. Receipt of Voter Slips and Knowledge of Election Timing:

The receipt of voter slips was nearly universal, with 90.4% of respondents confirming they had received this critical document. Voter slips not only serve as proof of registration but also contain vital information regarding polling locations and timings. This level of distribution, combined with 92.2% awareness of election dates and times, reflects well on the ECI's logistical planning and its efforts to keep voters informed. The Har Ghar Dastak campaign and voter slips were instrumental in this, ensuring that voters were well-prepared for election day.

6. Heatwave's Impact on Voter Turnout:

One of the most striking findings was that 99.1% of respondents attributed their decision not to vote in the 2024 Lok Sabha Elections to the extreme heat. This underscores the significant impact of climate-related challenges on voter turnout, especially in regions susceptible to high temperatures. However, the provision of facilities like tents, water and ORS (oral rehydration salts) was acknowledged by 87.8% of respondents, showing that the ECI had taken steps to mitigate these challenges. Moving forward, more comprehensive climate-adaptation strategies could be implemented, such as the establishment of early voting options during cooler hours and improving polling station facilities to ensure voter comfort.

7. Female Voter Participation:

Female voter participation, as reported, remains lower than that of male voters, with only 33.3% of households having more female voters. Interestingly, 84.5% of these households attributed the higher number of female voters to natural demographic differences, while 11% cited male out-migration as the cause. This trend emphasizes the importance of addressing gender disparity in voter participation, not only through awareness campaigns targeted at women but also by creating opportunities for absentee voting for male migrants, ensuring they remain part of the electoral process despite physical distance.

8. Opportunities for Improvement:

The data indicates several areas where improvements can be made. First, there is room for increased engagement with voters, especially through digital platforms. Given the significant portion of the population that remains unaware of key voter outreach efforts (including the social media presence of CEO Bihar), expanding digital literacy initiatives and using localized content would likely improve voter education. Furthermore, addressing climate-related voting challenges is essential for future elections. This could include enhanced facilities at polling stations, scheduling flexibility and additional voter services to counter weather-induced barriers to participation.

In conclusion, while voter outreach strategies such as SVEEP and the Har Ghar Dastak campaign have proven effective, there remains ample opportunity to leverage digital platforms, enhance local influencer engagement and improve accessibility to ensure broader and more inclusive participation in future elections.

CHAPTER – 9

CONCLUSION AND WAY FORWARD

As discussed through the preceding chapters, KAP Endline Survey Report-2024 brought to the fore many insightful findings. While drafting this report, it is imperative that the tangible findings are put to conclusions and inferences so that they may provide us actionable way forwards. Among many other methods, the last and seemingly the most crucial crux chapter of the survey report is drafted along the lines of the SWOT Analysis. Widely popular in administration and management sectors, SWOT Analysis- Strengths, Weaknesses, Opportunities, Threats (Challenges) provides a viable situational assessment of the subjects/themes under consideration, thereby aiding in formulating further strategies.

Purpose: The purpose of this SWOT Analysis lies in obtaining analysis bifurcated into critical areas- strength, weakness, opportunity and threats. “Strengths” imply areas where we have consistently performed well and the scope of further improvement in these areas remains minimal. The “Weaknesses” are areas where, despite invariable efforts, commensurate results have yet to be achieved, thereby offering a huge scope for improvements. “Opportunities” are the areas that provide scope for innovative workable solutions with the inclusion of all related stakeholders. Besides these, “threats” pose a risk to the fairness of electoral processes. By cultivating a vivid picture of the above, we shall be able to effectively reinforce what works well and revamp further in areas of improvement.

In line of this, a bird’s eye view SWOT Matrix for the purpose of this report may be depicted as follows:



For Bihar, the respective areas of SWOT Matrix/Analysis in detail are henceforth.

1. The Strengths:

- a. **EPIC and Voter List:** As per the survey, the availability of EPIC with the electors is near saturation. Likewise, awareness about the electoral roll (commonly known as Voter List), the correctness of the enrollment details and knowledge about alternative IDs were reported to be more than 90%, underscoring the considerable strides made in this direction.
- b. **Enrollment:** The BDO Office was the most prominently known centre for enrollment. Other offices like Panchayats also held considerable weightage, totalling over 90% when combined with online means like VHA/ VSP/ CSC, etc.
- c. **Interpersonal Communication:** The door-to-door outreach programme, such as Knock the Door/ Har Ghar Dastak, public address systems, household miking/ announcements, etc., had been the cornerstone for interpersonal communication during GELS-2024. Notably, they have significantly impacted the dissemination of information about poll date and poll timing, distribution of voter slips, etc. The crucial role of field functionaries was also underpinned through this impact.
- d. **Experience on the day of the Poll:** Respondents cited positive aspects regarding their knowledge about polling station locations, polling experiences and the behaviour of the polling staff, among other things.
- e. **Female Voter Participation:** Bihar has consistently showcased higher voter turnouts for female electors than the male counterpart, reiterating inclusive elections with maximum participation.

2. The Weaknesses:

- a. **Enrollment:** While elector enrollment has certainly increased over the years, there is still room for maximising electoral registration and ensuring electors turn up to vote. Female Enrollment still lags behind Census figures (Sex Ratio) for Bihar. As reported in the survey, few of the respondents' family members remain unenrolled, further underlining the need to maximise electoral registration.
- b. **Awareness:** Although many awareness factors show an uptick, this area still needs to be improved further, especially regarding the procedure for availing EPIC, alternative IDs as permissible documents for casting votes, NOTA, VVPATs, Braille information on EVM about contesting political parties/symbols of contesting candidates, knowledge of election-related websites and portals, KYC/ c-Vigil App, etc.

3. The Opportunities:

- a. **Media Consumption Patterns:** Compared to previous surveys, the frequency of "Almost Every Day" across all media consumption (TV/Radio/Newspaper/Social

Media/WhatsApp) has increased, providing a reliable opportunity for curating and amplifying voter awareness content in the upcoming elections.

- b. Easing Procedural Difficulties & Improving Polling Experience further:** Among the respondents who cited difficulties, long procedures to avail EPICs and long queues at the polling stations to cast their votes were the major ones.
- c. Interaction of BLOs:** While respondents' knowledge about BLOs was generally significant, BLO interaction with PwD respondents was minimal. This provides an opportunity to maximise BLO outreach for inclusive and accessible elections.
- d. Voter Turnouts:** Ensuring maximum voter turnout is the eventual litmus test for voter participation in a representative democracy. It provides an opportunity to ensure the maximum number of electors turn up to vote and mandates the fidelity of the electoral roll.

4. The Threats:

- a. Influences:** According to the survey, family opinion was a significant factor in the respondents' choice of candidate. Similarly, though dismal, the role of money power in ensuring higher VTR and the distribution of cash were stark observations of the survey. Not only does this affect electoral integrity, but it also hampers the free choice of the electors.
- b. Social media:** While social media is an empowering platform for information dissemination, it is also a perceptible medium for fake news, misinformation and disinformation. Given the nature of social media, its outreach, anonymity and challenges in regulation, it poses a challenge in maintaining fairness and integrity of electoral processes, both for election administration as well as electors.
- c. Low Use of alternative IDs:** There is a perceptible over-reliance on EPIC as identification document at the polling station. Awareness about alternative IDs should be intensified so that electors do not miss out voting due to non-availability of EPIC.
- d. Impact of weather:** As reported through the survey, heatwave during polling phases have had an impact on decreased voter turnout. AMF facilities should incorporate heatwave preparedness intensively to nullify the impact.

With the above-detailed discussion of the SWOT Matrix, we are poised to discuss the way forward(s) that shall be the guiding line in subsequent elections.

1. Enhance Voter Education Campaigns for Enrollment

a) Enhance Awareness for Voter Registration:

- i.** Given the crucial role played by female electors in maximizing electoral participation, it is imperative to ensure that all eligible women are enrolled in the voter list. Necessary efforts with a focus on door-to-door targeted outreach should enhance female participation.

- ii. Only 13.8% of respondents knew the qualifying dates for voter registration, which poses a risk of missing critical deadlines, especially for young and first-time voters. Targeted outreach campaigns using SMS alerts, social media and community announcements should emphasise these dates to boost timely registrations.
- b) **Expand Awareness of Special Summary Revisions:** With 37% of respondents unaware of Special Summary Revisions, more robust communication strategies are needed. Engaging local communities through on-ground intensive interpersonal campaigns and targeted messaging can ensure that voters know about these opportunities to register or update their information, preventing potential disenfranchisement.
- c) **Expedite Self-Initiated Registration:** To enhance registration, it is essential to expedite the self-initiated registration process. Currently, the Election Commission of India adopts a mixed strategy that includes both BLO-initiated and self-initiated registration. However, due to a lack of awareness, many young and female voters are unable to register on the electoral rolls. Therefore, it is crucial to develop strategies for self-initiated registration, particularly targeting colleges, universities and higher education institutions.
- d) **Clarify Enrollment Centre Locations:** Potential voters are significantly deterred by confusion about where to enrol. Direct communication and targeted awareness campaigns should clarify the exact locations of enrollment centres. Additionally, promoting online registration options can help streamline the process.
- e) **Promote National Voter's Day More Effectively:** The low awareness (15.1%) of National Voter's Day suggests untapped potential in using this occasion to promote civic engagement and voter registration. Greater visibility of this event through media, schools and community programs can inspire increased participation, especially among youth and first-time voters.
- f) **Expand Youth-Focused Campaigns:** These efforts should be expanded by creating youth-targeted campaigns focused on qualifying dates, online registration and voter innovations to ensure higher participation among 18-19-year-olds.
- g) **Increase Awareness in Underserved Areas:** Focus on raising voter awareness about enrollment, particularly in underserved and remote areas. Revamp voter education programs to engage disinterested voters, utilising simplified content that is straightforward and accessible. This can include visual aids and relatable examples to ensure inclusivity across various educational backgrounds.
- h) **Engagement with Local Icons:** Given the significant impact of local icons, such as Ms. Maithili Thakur (85.1% acknowledgement), future outreach efforts should prioritise involving regional personalities which resonate with local populations. This targeted approach can enhance the relatability and effectiveness of voter awareness campaigns.

2. Active participation for poll-related awareness

- a) **Implement Targeted Programs:** The “Mera Pahla Vote, Desh Ke Liye” program initiated by the Election Commission of India for the 2024 Lok Sabha elections was an effective initiative aimed at promoting participation in voting and expediting the registration process. While the impacts of this program were successful, similar campaigns should also be strategically implemented during the annual special summary revision program.
- b) **Strengthen Educational Frameworks for regular Electoral Literacy Initiatives:** To enhance the participation of youth and women, Electoral Literacy Clubs and Chunaav Pathshala should be regularly conducted through the state’s education and higher education departments. Efforts can be made for year-long activities in the run-up to upcoming elections. Additionally, the mechanisms of Chunaav Pathshala should be utilized to extend information about VVPAT (Voter Verified Paper Audit Trail) in rural areas.
- c) **Enrich Collaboration with Political Parties for voter awareness:** The registration process should be ensured transparently through political party booth-level agents. Surveys have shown that political parties effectively reach target groups and their involvement, along with Booth-Level Agents (BLA), can significantly enhance the awareness-raising process. A framework should be prepared according to regulations to ensure the active participation of booth-level agents and political parties in voter awareness.
- d) **Clear Information on Polling Stations:**

During the special summary revision program conducted before elections, it should be ensured that voters receive clear information about the location of their polling stations while running door-to-door registration programs. Surveys have indicated that a large number of women and young voters in rural areas lack clear information about their polling stations.
- e) **Activate Reminder Systems for Voter Engagement:**

Many respondents were unable to recall the duration within which they received their EPIC. It is important for the electors to have themselves enrolled in the latest electoral rolls than just the possession of EPIC. Push messages, awareness material about nudging electors to check their names in the latest roll may be intensified. Such strategies reminding voters of important dates, such as registration deadlines and voting day, should be activated through SMS notifications and digital platforms. This will help keep voters informed and prepared for upcoming elections.
- f) **Promote Female Voter Participation and Migrant Voting-Targeted Campaigns for Inclusivity:**

To address gender disparity in voter participation, targeted campaigns aimed at women should be launched, along with enhancing absentee voting options

for male migrants. Provisions such as expanding online registration and remote voting solutions could ensure that these voters remain a part of the electoral process despite the physical distance if they participate in voting.

g) Increase Awareness of Reporting Mechanisms of Model code (cVigil and KYC Apps):

With low awareness of the cVIGIL and KYC apps, voter education should prioritize promoting these tools. Training programs for local communities on using these apps would further increase civic participation in safeguarding election integrity.

3. Diversify Media Consumption Campaigns

a) Broaden Communication Channels especially digital media:

While 69.5% of respondents were exposed to voter awareness materials, there is potential to diversify the channels used. Digital platforms like social media, websites and mobile apps can be highly effective for younger voters. Expanding digital voter awareness campaigns while maintaining traditional methods like print media and voter awareness vehicles can ensure broader reach and engagement.

b) Improve Digital Presence:

To modernise and streamline the registration process, expanding awareness of these platforms and encouraging their use will help increase registration, especially among younger voters and those in remote areas. Nearly 46% of respondents did not use or were unaware of election-related websites, indicating a significant gap in digital engagement. Promoting these platforms through online campaigns, partnerships with local organisations and digital literacy initiatives can ensure that more citizens take advantage of these convenient tools for voter registration and information access. Increasing election-related content on television could significantly boost engagement, particularly among younger, tech-savvy voters.

c) Enhance Social Media Engagement:

Only 40% of respondents are aware of the CEO of Bihar's social media channels. Therefore, to maintain good communication with target groups, a strategic increase in social media activity with regular localised and engaging content is necessary.

4. Strengthen the Har Ghar Dastak Campaign

a) Expand Successful Outreach:

The Har Ghar Dastak campaign has proven effective, achieving 81.2% voter contact. This campaign should be expanded with additional resources, especially during critical election phases, to ensure personalised outreach

that builds voter trust and engages hard-to-reach communities. It can also be effective for registration.

- b) Strengthen BLO Institution and Improve BLO Visits:** The fact that 92.9% of respondents were aware that BLOs assist with voter registration and 99% received information directly from the BLO showcases a well-functioning support system for voter assistance. Therefore, expanding the BLO visit programs, which nearly all respondents praised, will be effective. BLOs play a critical role in community-level voter engagement and increasing their interaction with the public can further enhance voter registration and turnout. BLOs may be incentivised for better voter turnouts and be developed as a one-stop solution for various electoral activities.

c) Encourage Peer-to-Peer Communication:

The survey revealed that voters receive the most awareness and active information about registration, voting dates and participation from their peer groups. Therefore, initiatives that leverage family and community networks to disseminate voter information should be developed. Create easily shareable materials that encourage discussions about voting within households and neighbourhoods, promoting organic information dissemination. A framework and strategy should be prepared through booth-level officers. Additionally, initiatives like Electoral Literacy Clubs and Chunaav Pathshala should be implemented with comprehensive planning. Using multimedia approaches or community events, family-centric voter education programs could further ensure informed voting choices and boost turnout.

5. Continue and Improve Voter Information Slip (VIS) Distribution:

Though voter slip is not a mandatory document for casting vote at the polling station, it is crucial for keeping voters informed about polling locations and timings. Measures for digital voter slips like sharing links/ redirecting push messages to registered mobile numbers may help improving the penetration of voter slip further. This dual approach will help complement information dissemination about poll day and timings through physical VIS distribution. Necessary arrangements at the help desk outside the polling station could be made wherever possible for keeping mobile phones for such few cases. Not having VIS should not be used as a reason to deny voting rights. Along with voter slip distribution by the BLOs, political parties should also be encouraged to distribute VIS.

6. Enhance Polling Day Logistics:

While voter satisfaction is generally high, issues such as long queues and a lack of basic facilities remain major concerns. To create a comfortable voting experience, election authorities should improve queue management, expand polling stations in high-density areas and ensure proper amenities like water, shade and seating areas. Assured Minimum Facilities may be improved further keeping prevalent

weather preparedness in mind. Vehicles may be provided for PwDs, old-age and pregnant women to facilitate voter movement during inclement weather.

7. Monitor and Evaluate Outreach Effectiveness

Establish mechanisms to regularly assess the effectiveness of voter education initiatives. Gathering feedback from target populations will help in refining strategies; ensuring outreach efforts to remain relevant and effective in promoting informed voter participation.

As we conclude this report, we hope the above-mentioned way forward will cumulatively lead to electoral processes that reaffirm the belief in free, fair, participative and inclusive elections.



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Parliamentary Constituency wise VTR - Lok Sabha 2019

