SAHAJ BIHAR, SUGAM BIHAR

सहज बिहार, सुगम बिहार

SVEEP PLAN, 2018

Lok Sabha Election- 2019

Office of the Chief Electoral Officer, Bihar

About

Bihar being the birthplace of first republic of the world, has always showed firm commitment to democracy, rather guided it to its cause so many times. Being the 12th largest state of India in terms of geographical area and second in terms of population, Bihar stands apart so far as political activism is concerned. Election in Bihar has witnessed a fluctuating and decreasing trend of voter turnout both in Parliamentary and State Assembly Elections held during the last twenty years. The 12th General Election of LokSabha held in 1998 recorded the highest voter turnout of 64.06%, but the general election that followed after could not maintain the rising trend of voter turnout and it came down to 44.4% in Lok Sabha general elections that were held in 2009.
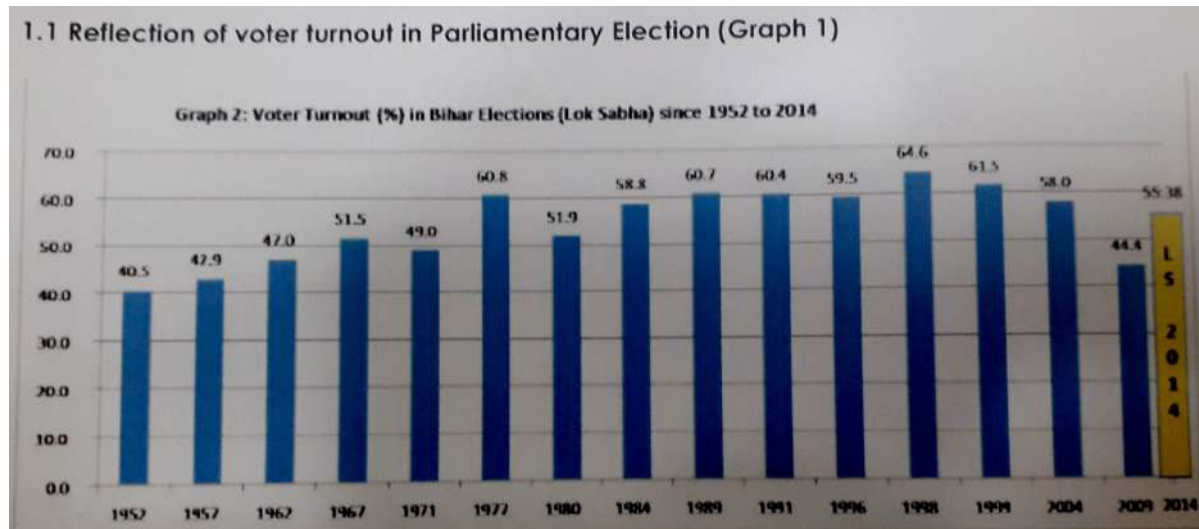
Hence extra efforts were made to ensure that the eligible electors get enrolled and a maximum number of these registered electors exercise their rights of franchise in General Elections 2014. The overall SVEEP strategy in the state therefore was to counter challenges that restrict the electoral participation in Bihar, which resulted in a significant rise of 10.98% in voter turnout from 44.4% in 2009 to 55.38 in 2014. However, in spite of robust SVEEP activities during Lok Sabha, 2014 in Bihar approx. 44.62% of registered voters could not vote due to variety of factors that may have contributed.

SAHAJ BIHAR, SUGAM BIHAR (lgt fcgkj] lgxe fcgkj)

SVEEP is now central to our elections management, it is completely owned across the election machinery and constantly growing in strength. Since 2009, Election Commission of India has moved forward toward enhancing qualitative participation in the electoral process, SVEEP has emerged as a phenomenon in the arena of election management in India. Its story needs to be told so that the path is pursued vigorously in the coming years to fill the remaining gaps.

In this coming loksabha election 2019, it is decided to launch an inclusive umbrella theme **SAHAJ BIHAR,SUGAM BIHAR** for all stakeholders of election process. SAHAJ indicates to make each voter comfortable with easy use of EVM-VVPAT and and overall election process. SUGAM indicates all round accessibility to all voters with special consideration to PWD voters.

Reflection of Voter Turnout in Lok Sabha Elections – 1952 to 2014.

1.1 Reflection of voter turnout in Parliamentary Election (Graph 1)

Graph 2: Voter Turnout (%) in Bihar Elections (Lok Sabha) since 1952 to 2014

Each state has a unique history, social, political and cultural background based in which voter participation has to be seen. Some of the factors which affect the trend/voter turnout are as follows:-

- Sense of fear, intimidation and security mostly created by anti-social element sand candidates with criminal background. In the past marginalized communities have come under serious attack and intimidation preventing many of them from voting. So conduct offree, fair and peaceful elections in Bihar have always assumed priority for the state machinery and ECI.

- Migration, a grim reality in the state, is a major factor influencing poll patterns. It is observed that significant number of people in Bihar migrate primarily for livelihood opportunities and educational opportunities. Though these people have their names in the electoral roll of Bihar, most of them are unable to vote during elections as they are outside the state.

- In Bihar elections are a huge logistics exercise requiring large number of vehicles for transporting the poll personnel, police force,patrolling magistrates with EVMs etc. As a result during elections almost all the commercial vehicles are requisitioned at the time of polls and almost no public transport is available for voters to commute on the day of polls. This significantly affects the voter participation.

- For decades the state has been affected by left wing extremism particularly in Aurangabad, Gaya, Nawada, Kaimur, Rohtas, Jamui, Munger and Banka districts. Left Wing Extremism (LWE) has affected polling in someparts of districts such as Sheohar, Sitamarhi, Muzaffarpur and Hajipur in the recent years.
- A significant number of Pwdelectors in Bihar may not have participatedin voting due to inconvenience such as lack of transportation, drinking water, ramps, sitting arrangements, long queues,indifferent attitude of polling personnel etc.
- Illiteracy and lack of awareness about the significance of vote also tend to decrease the electors participation in Bihar. Non- enrollment of the voters is due to lack of information, under-utilization of the existing information dissemination system as well as apathy and indifference of people towards electoral process in the non – election period.
- Apathy and Anger with the system especially among urban voters and youth could also be a factor for low turnout of voters in cities.
- Extreme climates such as hot weather, extreme cold, heavy rains and floodshave also affected electoral participation in Bihar.

A. Objectives –SAHAJ BIHAR, SUGAM BIHAR

The core objectives of SVEEP is to take forward of the ECI's mandate of conducting free and fair elections based on an error free and authenticated electoral roll with higher level of participation and inclusiveness of voters.

- Build trust in and improve the image of the democratic system through greater facilitation measures, and through training and capacity building and by creating linkages between the private and public sectors to encourage quality of services.
- Strengthening administrative and institutional mechanism.
- Targeting gaps in registration and voter turnout among PwDs.
- Targeting and motivating youth and urban citizens for registration and voter turnout.
- Targeting the NRIs for registration, extending services ahead of and on poll day to make voting easy and accessible.
- Targeting the PwDs for registration and extending them need based facility for voting.
- Mainstreaming electoral literacy in school curricula, training programme, adult literacy programme and informal education initiatives.
- Targeting future voters, special attention to be paid on school going youths and PwD electors.

- Create a supporting environment for meaningful civic engagement through community dialogues, social mobilization and by employing more partners and stakeholders.

B. Situational Analysis

The systematic assessment of current and previous electoral data is being carried out to guide the interventions. In addition to comparative studies of statistical and numeric data, a simultaneous evidence based analysis of socio-culture and economic factors is done in order to have a clear understanding of reasons for non-participation. The assessment is being done based on population data, elector-population ratio, gender ratio on the Electoral Roll as against Census figures, EPIC coverage, age cohort etc. SVEEP addresses gaps in two phases. The first slip takes place when eligible citizens fail to register and the second slip occurs when those who are registered fail to vote. So SVEEP is designed to address gaps in two phases.

- I. Pre poll phase (registration of voters) and
- II. Poll phase (turnout of voters to cast their vote)

This includes gap analysis, also in the two phase of voter registration and voter turnout, by taking into account the various datasets.

A. Electoral Profile of Bihar

Bihar's Electoral Profile	Total Numbers of Districts	38
	Number of Parliamentary Constituencies	40
	Total Number of Assembly Constituencies	243
	Total Number of Polling Stations	72723
	Total Number of Polling Station Locations	46478
	Total Population of Bihar (Projected as on 01.01.2019)	139418738
	Total Electors	69738208
	Male Electors	36958241
	Female Electors	32777668
	Others Electors	2299
	EP Ratio	0.50
	Gender Ratio	887
	EPIC Coverage	100%

State Age Cohort Analysis

Age Cohort	Projected Census Population in age cohort (Projected upto the year of current revision)	%age of (2) to 'X' i.e. total Population as per census	Electors as per proposed Draft Roll w.r.t. 01.01.2019 as qualifying date	%age of (4) to 'X' i.e. total population as per voter roll	%age of (4) to 'Y' i.e. registered voters vs eligible voters
1	2	3	4	5	6

18-19	5507433	3.95	173170	0.12	0.25
20-29	19575613	14.04	15736266	11.29	22.64
30-39	15239754	10.93	19355181	13.88	27.85
40-49	12389383	8.89	14578427	10.46	20.97
50-59	8009806	5.75	9525774	6.83	13.71
60-69	5425948	3.89	6085645	4.37	8.76
70-79	2221938	1.59	2987983	2.14	4.30
80+	1135180	0.81	1295762	0.93	1.86
State Total	**69505055**	**49.85**	**69738208**	**50.02**	**100.34**

District wise Electors Analysis

Dist. Name	Male	Female	Third Gender	Total	EP Ratio	Sex Ratio	Service Voters
1	2	3	4	5	6	7	8
WEST CHAMPARAN	1292683	1103967	137	2396787	0.44	854	2255
EAST CHAMPARAN	1739352	1513137	96	3252585	0.46	870	3125
SHEOHAR	148442	130522	10	278974	0.45	879	136
SITAMARHI	1196896	1057825	78	2254799	0.46	884	1746
MADHUBANI	1580697	1433393	121	3014211	0.50	907	2450
SUPAUL	707627	649515	19	1357161	0.44	918	822
ARARIA	918762	817979	64	1736805	0.44	890	647
KISHANGANJ	546142	518836	31	1065009	0.45	950	126
PURNIA	1052903	965511	66	2018480	0.47	917	731
KATIHAR	993078	882340	97	1875515	0.44	888	1329
MADHEPURA	637743	587863	32	1225638	0.44	922	934
SAHARSA	639531	593781	13	1233325	0.48	928	1234
DARBHANGA	1409490	1246315	49	2655854	0.52	884	1463
MUZAFFARPUR	1657793	1442155	76	3100024	0.47	870	3714
GOPALGANJ	931578	857006	66	1788650	0.54	920	1686
SIWAN	1239940	1130241	72	2370253	0.54	912	5415
SARAN	1506182	1292517	60	2798759	0.54	858	8231
VAISHALI	1275292	1093371	79	2368742	0.51	857	4877
SAMASTIPUR	1460912	1277652	51	2738615	0.48	875	3026
BEGUSARAI	1026231	899076	63	1925370	0.48	876	3082
KHAGARIA	560288	494656	26	1054970	0.45	883	2241
BHAGALPUR	1116786	989546	93	2106425	0.52	886	4797
BANKA	720511	633479	47	1354037	0.49	879	1408
MUNGER	509323	427492	48	936863	0.53	839	3266
LAKHISARAI	367494	316849	13	684356	0.51	862	334
SHEIKHPURA	239128	211475	0	450603	0.54	884	644
NALANDA	1103336	977337	79	2080752	0.55	886	3772
PATNA	2392524	2159377	159	4552060	0.59	903	9212
BHOJPUR	1120443	921785	156	2042384	0.57	823	12360
BUXAR	653053	569505	15	1222573	0.55	872	5298
KAIMUR (BHABUA)	568001	513676	14	1081691	0.49	904	2144
ROHTAS	1120275	965117	62	2085454	0.54	862	5412
ARWAL	254119	235771	21	489911	0.54	928	1946
JAHANABAD	404494	367139	21	771654	0.53	908	3414

AURANGABAD	921599	798191	61	1719851	0.50	866	2899
GAYA	1472386	1366716	89	2839191	0.50	928	5854
NAWADA	863936	792133	83	1656152	0.56	917	2217
JAMUI	609271	544422	32	1153725	0.49	894	1072
Total	**36958241**	**32777668**	**2299**	**69738208**	**0.50**	**887**	**115319**

B. Gap Analysis

Office of the Chief Electoral Officer in Bihar uses certain statistical indicators and analyses for benchmarking the number of people who ought to be registered as electors. These are:

1. Electoral Population (EP) ratio/Gender Ratio

2. Age Cohort Analysis

3. Types of voters

Elector Population Ratio: The EP Ratio is equal to the total number of registered electors divided by the total population of the State. As a reference this is compared to the Census projections of total population for the year of the analysis. In simple terms it refers to the proportion of the population who are 18 years of age and more in the total population. A very high EP ratio may indicate the presence of duplicate names in the Electoral Rolls while a very low EP ratio may point to the need to include missing but eligible persons as electors.

Gender Ratio: In the Electoral Roll, the gender ratio refers to the number of female electors per 1000 male electors. The sex ratio is the ratio of males to the females in population and calculated as the number of females per 1000 males. It is a social-demographic pointer on the population.

Age Cohort Analysis: The electoral rolls are analyzed to get the number of electors in each age group (18 years-19 years; 20-29 years; 30-39 years and so on). These are then compared with the Census figures to identify which age group requires focus in terms of higher registration and which require focus in terms of removing duplications or no longer valid entries. The annual analysis of every age group is done in cohort of 10 years, but that of young and new electors is done in the age cohort of 18-19 years. This enables the election machinery to focus their efforts on enrolling this age group immediately on attaining the age of 18.

Types of Voters: All voters who actually cast their votes in PS are general voters, whereas Armed Forces personnel are service voters, Government staff drafted for election duty and service voters are given postal ballots to exercise their right to vote. There are also overseas electors i.e. those who are living outside India but have not taken citizenship in any other country. A deep insight into the voters' behavior patterns and other factors derived out of the situation analysis.

Hence, based on the situation and gap analysis and understanding the type of voters, the SVEEP strategies are developed and utilized to overcome barriers to voter registration. Some of these are mental barriers, while some have to do with lack of relevant information or problems with the voter registration process and management. In addition, spreading awareness about informed, un-intimidating and inducement-free voting, under the broader framework of civic education, is an integral part of the approach. The overarching framework of the strategy for voter registration and participation comprises of plethora of systematic interventions to involve the people in the electoral process.

C. SVEEP Mission and Strategy

Low Voter turnout has always been a matter of concern of ECI. It was realized that voter education must concentrate on bringing behavioral change in the outlook of the voters therefore SVEEP has now been working as an outgoing activity and not as one time election related effort. Now SVEEP activities have become an ongoing effort. Following three points are the main pillars of SVEEP activities for the upcoming Lok Sabha Elections, 2019 in the State.

1. Increase in voter registration to increase voter turnout.

2.To secure qualitative participation in terms of ethical and informed voting.

3.Provide continuous electoral and democracy education with stress upon EVM-VVPAT awareness.

- Maximize public engagement in the election process by enhancing awareness, generate motivation and facilitate behavior change among electors for an enhanced electoral participation.

- Sensitize general public, political parties and the family members PwDs electors for their participation in election process.

- To provide reliable and timely information to the public at all points of interaction and all aspects of elections. The purpose is to reach out to a large numbers of the population using strategic communication approaches involving mass media which includes electronic, print, audio and video, including social media and interpersonal communications. While each medium is distinct and serves as an individual purpose, they are inter-related and together form a holistic package. The process is to be carried out at all points of public interactions right from Polling Station levelto District/State level.

- To build trust in and improve the image of the democratic system through greater facilitation measures, and through training and capacity building, and by creating linkages between private and public sectors to ensure quality of services.

- To create an enabling and supporting environment for meaningful civic engagement through community-based dialogue, advocacy, and social mobilization.

Rally in District Munger by Smt. Santosh Yadav, Mountaineer (State Icon)

Cultural Programme by State Icon Smt. Sharda Sinha

Focus Areas

While the most important focus areas is always ensuring maximum voter turnout and participation in all elections, there are other focus areas also which require to be emphasized upon. Such additional focus areas of SVEEP 2018 has been identified as follows:

(i) **EVM & VVPAT:** Based on inadequate awareness on EVM as observed from KAP survey and with introduction of the new concept of VVPAT, intensive awareness on these becomes imperative.

(ii) **Inclusion:**ECI has stronglyemphasisedon inclusion of groups, which are left out or have low participation like PwDs, Third Gender Communities, and Excluded Communities/Groups etc. This has been taken up as one of the focus areas of SVEEP 2018.

D. Communication Plan :

- Social Media platforms like facebook page of CEO office, Whatsapp, Twitter and You Tube will also be actively used to address voters' queries. Information about NVSP portal and its services will also be widely communicated. Help Desks will be set up particularly at places where large number of people are gathering or passing by. This will include Haats, Market Places. Malls, Bus Stations, Railway station, festival celebrationplaces (Particularly

during Diwali, Durgapuja, Chhath and other festival occasion when large number of people gather).

- SVEEP activities in the State through resource mobilization and strategic partnership with NGO, CSO and other organizations has been very successful and effective in the previous elections. SVEEP 2018 banks on these strong partnership forged till now and also intend to create newer ones. This resource mobilization encompasses stakeholders from all different spheres of society including Government Agencies, Private Agencies, Civil Society Organizations, Media and Eminent Citizens/Celebrities.

- One of the major advantage from these partnership is access to their huge existing networks spread across remotest corners of the State, which can be used to spread awareness and motivation communication. SVEEP 2018 plans to use networkssuchasAnganwadi workers, Mid-Day Meal Workers, SHG members,NCC, NSS, NYKS, Red Cross Society, Scout and Guide, PwDs organizations etc. for reaching out to rural population, women,tribal communities, weaker sections and left out citizens.

D. Target Group

One of the key components of SVEEP 2018 is Target Group Specific Interventions. The following target groups have been identified as priority groups for coverage under this component:-

1. Youth
2. Women
3. PwDs
4. Migrants
5. Excluded Groups
6. Service Voters
7. NRI Voters
8. Senior citizens

Youth

Voter turnout has always been low among young voters due to general apathy, lack of awareness about the entire electoral process and lower registration among first time voters of 18-19 age group. Thus we have recognized it asone of the biggest challenges which needs special attention. Steps will be taken to use the services of youth icons, campus ambassadors to motivate the youth for enrolling in electoral rolls and cast their vote.Young voters festivals will be organized in higher educational institutions in districts for enrolling them. Innovative partnership with government departments will be established to involve the youth. Creative contents will be

produced and will be included as outreach materials and will be broadcasted through AIR, FM Radio, Television, Cable channels. Rangoli competition, essay competition on the subject of registration and voting will be organized in high schools and inter colleges apart from the activities of ELC in this field.

A.   Debate

B.   Jingle writing

C.   Poster design competition

D.   Making of short films competition

E.   Staging of NukkadNatak

F.   Rangoli competition

- For attracting the youths, the messages will be disseminated through the social media platform like facebook, twitter and whatsapp. The partners dealing with them like NSS, NCC and NYKS will be engaged to bring the youths in electoral mainstream.

Women

Traditionally participation of women has always been lower than men in the electoral process. This applies particularly to enrollment. Against 2011 Census Gender Ratio of 918, the gender ratio according to electoralroll 2018 it is 887. This is the best ever ratio with minimum gap recorded. However among different districts there is a wide variation in this with the Gender Ratio gap ranging from +36 to -54. The districts with higher gap will befocused upon with rigorous efforts to enroll left out women electors to further reduce this gap. Numerous targeted and

general interventions are planned for women in State. Some of the key interventions and activities are as following

- Targeted outreach and awareness events in low women voter turnout districts and polling stations with focus on motivating women to participate in the voting process will be taken. Special enrolment campaigns will be carried out in identified polling station areas.
- Design and development of women focused IEC material, creations, messages and communication campaigns and run the same across the State and with high intensity in priority districts.
- Particular focus on creations highlighting rural women to ensure their higher participation.
- Design and development of electoral literacy material focusing on women's participation and sharing it with CSOs, SHGs and other partners.
- Partnering with Department of Women and Child Development, Labour Department, Health & Family Welfare Department, Pancahayts, Rural Development Department and Directorate of Disabilities, Bihar.

PwDs

There is no denying the fact that the Persons with Disabilities (PwDs) face special type of problems that need to be addressed. This is because the electoral machinery is largely insensitive towards the needs of the PwDs. So there is a need to sensitize the officials regarding the special needs of the persons with disabilities. Following steps will be ensured to increase PwDs participation in the electoral process.

- For the blind electors, brochures explaining the nitty-gritty of electoral information will be printed in Brail.
- Ramps will be made on every polling stations. At every polling booth wheelchairs will be kept ready for helping PwDs.
- PwDs friendly toilets will be constructed at polling stations.
- A separate line for PwDs electors will be provided as green channel at every polling station to minimize the time of waiting for PwDs at the time voting.
- To help the CSOs to conduct regular vocational training for hearing impaired PwDs.
- Special arrangements will be done with the help of different PwDs organizations and Health Department to carry PwDs electors from their home to polling station and back.

PwDs, outreach material containing voter education would be made available to them. Registration vans will be flagged off to enable PwDs to enroll in electoral roll. The network of NGOs working for the PwDs will be used for spreading voter awareness.

Inauguration of one day workshop by Sri H.R. Srinivasa, CEO, Bihar on Assessable Election on 05.09.2018 at Patna.

Participant (DEOs/Dy.EOs/ PwDs and other stake holders) in the workshop.

Migrants

- Migration affects both registration and voting turn out. A significant trend of migration has been noticed. Particularly the laborers migrate to neighboring states in search of employment. However their number could not be ascertained as there is no such data compiled in the state. Some of the initiatives to be taken upare as follows:
- Appointment of special nodal officer from the Department of Labor will be made in all the districts to assess the influx and out flux of the laborers.
- Special efforts will be made with the help of labor contractors and the in- migrants as well as out migrants data of inter-districts laborers will be obtained to get them registered in their respective districts.
- The migrant voters will be adequately sensitized to use their right of vote through SVEEP activity ahead of the day of poll.

Excluded Groups

Excluded communities/ groups to be identified across the State. These excluded groups need to be brought in the mainstream of enrollment as well as for voting. These groups require intensive interpersonal communication on a regular and consistent manner. SVEEP 2018 will ensure this and focused interventions through a variety of activities are to be taken.

- Coordination with CSOs working specially with such excluded groups to motivate unregistered members of these groups to enroll themselves in electoral roll.
- Outreach and special registration drives to be organized.

- Designing specific awareness and motivation communication material in tune with their culture.

Service voters

The election commission of India has given the special facility of postal ballots to the members of armed forces, civil servants posted outside form the place of their registration in electoral roll (foreign services) and the personnel of states to cast their vote.

Better administrative arrangements will be done for the facilitation of both service voters' and election personnel, to vote.

NRI Voters

To enroll NRIs voters and to enable them to vote on the day of poll, has been one of the cherished goals of ECI. With this end in view, following steps will be taken to facilitate the NRI voters -

- Providing all the embassies and consulate which the information of NRI voters belonging to the State.
- Online competition will be organized for the NRIs to create awareness.
- On the e- portal and the social networking sites where the NRIs subscribe in abundance outreach material in form of videos and promos would be advertised.
- NRIs associations would be targeted for dissemination of information.
- Family members, relatives of NRIs residing in the State will be contacted to send messages to NRI regarding registration. NVSP link will be popularized for this purpose.

Senior Citizens

The senior citizens need special attention to secure their participation in the electoral process. Senior citizens have different types of problems. So, there is a need to sensitize the election machinery about the special needs of the senior citizens. Also request the senior citizens to participate in voting and encourage other younger voters of their family. Other measures are as follows :-

- The name of senior citizen could be identified by taking the help of the pension rolls for which a partnership with the department of social security will be chalked out.
- The centenarians will be picked to be used as role models and their appeals will be telecasted through city cable.
- Facility of wheelchair will be provided.

- To motivate the senior citizens for encouraging the youngsters of their family to enroll and vote.

Common Intervention

For the true realization of the benefit of implementation of SVEEP plan, a detailed and systematic micro- plan is essential. Without a systematic voter education, planning based on reality, evaluable statistics, available resources, best practices we can't think of attending the goal of voter education programme. So some common interventions as listed below would be adopted:-

- Making of annual SVEEP action plan at district, assembly and state level.
- Strong monitoring and review mechanism to be developed at state and district level.
- Prior to election, base line survey to know about the behavior and knowledge of voters will be carried out.
- Zila core committees under CEO (ZP) to be formed.
- Campus ambassadors to be appointed in all educational institutions.
- Design and development of electoral literacy material focusing on women's participation, PwD electors and young electors sharing it with CSOs, SHGs and other partners to motivate them.
- Partnering with the Department of Women and Child Development, Labour Department, Health &Family Welfare Department, Panchayats, Rural Development Department and Directorate of Disabilities, Bihar.

D.2 - EVM & VVPAT: How to Cast Vote on EVM

Information about the polling process and also provisions for tender vote, challenge vote, and provision for exercising voting right by choosing none of the above (NOTA) option will be disseminated. The last button on the EVM is NOTA, which a voter can press if they do not wish to vote for any of the contesting candidates.

- For the first time VVPAT would be used for voting in all the polling stations in ensuing general election 2019 in the State. So an extensive awareness programme will be launched to familiarize the electors about the use of VVPAT.

- Live demo of EVM & VVPAT to sensitize the public at ERO, AERO, Officers, colleges, schools, govt. offices, bus terminals, railway station, public places and polling station etc.

- Demonstration of EVM &VVPAT through mobile vans at AC level.

- BLOs would be trained on the use of EVM/ VVPAT through master trainers.

- EVM/VVPAT awareness posters would be posted on major govt. buildings, public centers, banks, hospitals, railway stations, mall and places of large public gathering in the festival season.

- Calendar for polling station wise demo of EVM/VVPAT to be prepared and to be widely circulated and advance publicity for the same to be publicized locally for the benefit of electors.

- Training programme for poll personnel.

- Familiarization programme with political parties, contesting candidates and media personnel.

- Video- clips showing use of VVPAT to be telecasted through TV channels.

D.3– CommonOutreach Activities

Following Common activities will be carried out under the SVEEP activities in the State:-

1. Quiz competitions conducted in educational institutions,
2. Awareness rally at district, tehsil, block, panchayat and polling station level.
3. Human chains.
4. Candle march.
5. Mini marathon, cycle rally and prabhatphery.
6. Sports events for general public.
7. Musical consort in urban areas.
8. Seminars and consultation programmes.
9. Sports event for PwDs at state and district level.
10. SankalpPatra for parents.
11. Registration Camps for PwDs, young voters and excluded group.
12. Rangoli Competitions
13. Street Plays
14. Slogan Competitions
15. Debate Competitions

D.4 – Multi Media Communication

360 degrees communication campaign would be undertaken including comprehensive communication related to enrollment and voting with emphasis on ethical voting to be carried on through electronic, print and social media besides inter-personal communication and outreach.

Common Messages

1. How to register
2. How to use NVSP (National Voters Service Portal)
3. Documents required for registration, deletion and correction of entries in voter list
4. Whom to contact for registration, deletion and correction of entries in voter list
5. How to check names in the voter list

- The goals of reaching target groups will be achieved through the use of mass media and through inter personal communication. The use of mass media and adoption of the medium of interpersonal communication will result into setting correct expectations amongst the voters.

- The main focus will be on accuracy and responsiveness to be delivered to the voters, because once it is achieved correctly, focus can shift to other activities. Following activities are proposed:-
- Organizing signature event campaigns in all districts and AC level,
- Organizing workshop, advertising campaigns etc,
- Conduct of Knowledge, Attitude Practices (KAP) survey before election,
- Use of Doordarshan, AIR, FM and Community radios and cable channels for the dissemination of outreach materials,
- Use of different platformsof social media to engage youth with facebook chat, Google Hangouts, Tweeter, Youtube, Whatsapp etc. These platforms of social media would be essentially used for dispelling rumors, responding to queries, tracking users of various services, sharing success story and of course awareness.
- Staging of street plays and Nukkad–Natak with the help of Natak Mandali and singing groups.
- Popularizing of NVSP Portal
- Sankalppatras, appeals letters and the door to door visit of BLOs for voter slip distribution will constitute the activity of inter personal communication.

D.4 – State/District level Icon and Mascots

- State Icons have proven that a public celebration is a powerful tool in mobilizing the support necessary to improve the public cause and ensure their basic human rights. Celebrity has the ability to reach specific audiences, including young voters.
- Therefore, identifying the abilities of inspirational personalities to establish an authentic connection with the masses, the office of the CEO/DEO's will associate itself with renowned National/State personalities from various fields who enjoyed national and regional appeal and shall appoint them as State/District Icons to motivate voters.
- Present Bihar State Icon is Smt. Sharda Sinha, Regional Folk Singer of Bihar. Consent of Smt. Santosh Yadav(Mountaineer) and Sri Pankaj Tripathi (Film Actor) have been obtained for State icon of the State for coming Lok Sabha Election, 2019.

हम भी भागीदार प्रजातंत्र में

D.5 – National Voter's Day 2019

Every year National Voter's Day (NVD) is celebrated on 25th January on the day of foundation day of ECI in the year 1950. The annual function of NVD is meant to attract and motivate the youngsters to join the electoral process of voting and registration. This occasion gives an opportunity to disseminate the outreach measures like symposiums, cycle rally, human chain, folk arts programs, mini marathon, competition and many other drives related to awareness programs. Thus to engage the target groups the following pre NVD activities will be taken up.

- To engage our future electors the targeted activities like electing school ambassador will be done

- To target future electors, the events like Election Quiz will be organized as pre NVD activities in almost all the senior secondary schools of the state.

- Application for Best Electoral Practices Award will be invited from different officials relating with election work.

E -Monitoring & Review

Mid period review and monitoring of SVEEP programme in the districts will be conducted to assess the efficacy of the interventions including the timely and proper utilization of funds. Regular video conferences will be organized by the office of the CEO with all DEOs for review of implementation. The programme may also be reviewed at national and state level.

The office of the CEO in Bihar has a very systematic mechanism for monitoring of implementation of SVEEP activities at district and state level. Various corrective actions whenever required e.g. Video Conferencing with DEOs, regular meetings with partners and district SVEEP nodal officers, orders, field visits will be undertaken. In order to keep the track of the activity from HQ weekly and fortnightly reports will be obtained from districts.

Key Highlights of monitoring and Evaluations

- Mid period review and constant monitoring of SVEEP in the district by DEO
- Regular Video Conferences by CEO with all DEOs and DyEOs for review of implementation
- DEOs to submit a report to the CEO based on:
  - ✓ analysis of the overall turnout in their district
  - ✓ analysis of the registration ahead of polls
  - ✓ analysis of the comparative turnout among women, urban voters and youth
  - ✓ analysis of the turnout of the identified excluded groups/communities at specific polling stations
  - ✓ analysis of the comparative turnout in the identified 10% of the lowest turnout polling stations of previous two general election.

F- Weakly calendar of Special Events and Competitions to motivate targeted voters

	January	January	February	February	March
Week	**1st & 2nd week**	**3rd & 4th week**	**1st & 2nd week**	**3rd & 4th week**	**Whole month**
Activities	• Folk Art competitions • Run for democracy • Live talk show on Durdarshan and Radio • Youth voter run • Cultural program on theme of democracy • Motorcycle rally for inclusive election • Special awareness programme for old age electors and PwD electors • Candle march • Use of social media for ethical voting • Appeal for Ethical voting by Divisional Commissioners • Meeting with SVEEP coordinator at state level • Facilitate public for registration in electoral roll	• Plantation campaign • Special awareness program for third gender • Candle march by NCC/NSS/NYK • Wall painting competition • Light festival at polling stations • Appeal for Ethical voting by DEOs • Women voter run • Cycle rally for inclusive election • Use of social media for inclusive voting • Use of bulk SMS for appeal to vote • Use of campus ambassador, ELC, Chunav Pathshala for inclusive voting • Locate polling station of Gender ratio gap • Development of High quality print material in local language	• Signature campaign at "Haat Bazar" and Block headquarters • Use of "Matdata Jagrukta Rath" at Panchayat level • Screening of voter awareness films in cinemas • Display of voter awareness video on cable channel • Use of Zingals and slogans in Akashwani and local FM Channel. • Door to door campaign for participation in voting • Provision of AMF • Provision of wheel chairs for PwDs electors • Appeal for Ethical voting by Divisional Commissioners	• Locate polling station of EP ratio gap • Facilitate public for registration in electoral roll • Meeting with SVEEP coordinator at state level • Launching of SVEEP logo at state and district level • Demarcation of different type of PwDs voters • Use of "Matdata JagruktaRath" • Cycle rally for inclusive election • Appeal for Ethical voting by DEOs • Setting up EVM/VVPAT Hands-on center at Block Head Quarter level • Conducting workshop at college level to generate confidence in voter • Distribution of Pamphlets though news paper	• Motorcycle rally for inclusive election • Special awareness programme for old age electors and PwD electors • Voter awareness program by State & District Icons • Wall painting competition • Use of social media for ethical voting • Use of social media for inclusive voting • Use of bulk SMS for appeal to vote • Appeal for Ethical voting by CEO • Screening of voter awareness films in cinemas • Display of voter awareness video on cable channel • Use of "Matdata Jagrukta Rath" • Display of Hordings and Banners • Use of Zingles and slogans in Akashwani and local FM Channel.

G- Our operational Plan

All the SVEEP activities to be taken up have been categorized broadly in the groups viz (I) Registration time activities (II) Election time activities.

The following chart gives a clear look of the activities:-

1. Registration time activities

For Administrative point of View	For PwD Elector	For Youth and Urban Citizens	For NRI	For Women and Marginalized	For service Voters	Facilitation at polling stations
1	2	3	4	5	6	7
(1) Setting up of core committees ahead of election at state and district level. (2) Baseline surveys to be completed 6 months ahead of election for situation analysis (3) State election plan incorporation strategies and interventions based on findings of baseline survey (4) District SVEEP Action plan on the same lines	(1) Programmes on AIR, DD and private radio and Cable TV for PwDs and elections (2) Making of polling stations disabled friendly (3) Publicize facilities at the PS through SMS, Radio and TV	(1) Making youth voter festival a parts of the calendar ahead of SR, in August (2) Collaborate with educational institutions for issuing form 6 to new students (3) Targeting landlords/ Resident welfare Associations for necessary documents to tenants.	(1) Workshop for NRIs, their associations and stakeholders with special camps for NRI registration in identified embassies with high NRI population (2) Special broadcast on External services of AIR and DD India (3) Contactingthe families of NRIs in India through BLOs for enrollment.	(1) Identify marginal groups (least enrolled) within the constituency and analyze the no and reasons (i.e. Migrant Laborers, Tribal Communities, Third Gender, Sex Workers etc.) (2) Special registration camps for women and such groups (3) Identifying credible NGOs and partners to reach out to identified groups and segments (4) Outreach with help of partners in special registration camps	(1) Special campaign on AWWA Day for wives of service personnel (2) Special camps and campaign for registration of service voters and education about postal ballots and proxy voting (3) Tie up with local AIR and DD on their special broadcast for Defence personnel	(1) Ensuring the availability of BLOs and designated officers at PS locations at the time of summary revision (2) Nodal professor officer in all the colleges to help new students in filing form 6 for registration (3) ELC activities to be carried out to motivate the people for registering (4) Motivational songs by Kalajathhaks at PS level (5) Motivational jingles to be broadcasted during revision period (6) Conduct of various competitive academic activities like essay writing, slogan writing, debate, rangoli etc. in the colleges

2. Election time Activities

For Administrative point of View	For PwD Elector	For Youth and Urban Citizens	For NRI	For Women and Marginalized	For service Voters	Facilitation at polling stations
1	2	3	4	5	6	7
(1) Setting up of core committees ahead of election at state and district level. (2) Baseline surveys to be completed 6 months ahead of election for situation analysis (3) State election plan incorporation strategies and interventions based on findings of baseline survey (4) District SVEEP Action plan on the same lines (5) End line survey within 3 months post election assess the impact of interventions	**(1)** Election time activities Programmes on AIR, DD and private radio and Cable TV. Specific programmes for PwDs. (2) Making polling stations disabled friendly (3) Publicize facilities at the PS through SMS, Radio and TV	**(1)** Launching of programmes for addressing urban apathy in mega cities (2) Reach out to youth through all media including print, digital, electronic, folk, inter- personal etc, Use mobilization events to connect target audience with elections.	**(1)** Development of Ethical voting communication content during elections (2) Disseminate requisite information on contesting candidates and parties (3)Communication strategy on ethical and informed voting to be incorporated in state plan; wide dissemination through electronic and print media	**(1)**Systematically reach out to women and identified marginalized groups through all possible media including print, digital, electronic, folk, interpersonal etc. (2) Mobilization of events and group activities to connect target audience with elections	**(1)**Special outreach campaigns	(1) AMF to be ensured and widely publicized (2) Conducting infrastructure audit ahead of elections (3) Establishing Model polling stations (4) Popularizing existence of PS location on Google Map (5) Voter slips to be distributed timely to all electors (6) Ensuring poll day reminder services through all possible media (7) factories and Industries to give holiday on poll day

पोस्ट कार्ड केम्पेन–खगड़िया
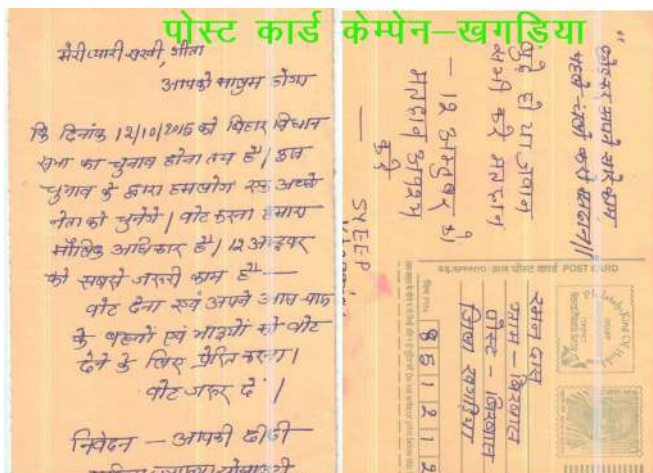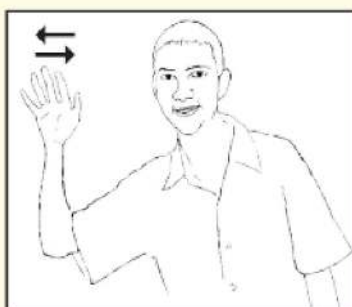
HI

HELLO

NAMASTE

THANK YOU

WELCOME

SORRY

PLEASE

EXCUSE ME
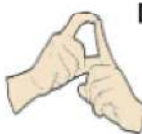
NICE

10 Great Reasons for Learning Sign Language

- You can communicate through window.
- You can sign underwater.
- You can 'talk'with your mouth full.
- You can use your hands to communicate.
- You can help reduce noise pollution.

- You can make friends with the Deaf.
- Learning a new language opens many doors.
- Sign Language is a 3D language.
- Sign Language is beautiful.
- Sign Language brings together the hearing

Fingerspelling Alphabet

Indian Sign Language

Fingerspelling is mainly used to give names of people, places, and identify brands or movie titles.

-:**Ground Interventions:-**

EVM-VVPAT AWARENESS MODEL BOOTH-SARAN

ELC ACTIVITIES AT L.S. COLLEGE, MUZAFFARPUR

ELC ACTIVITIES AT DISTRICT-KAIMUR

VOTER AWARENESS FORUM AT PATNA

EVM-VVPAT AWARENESS AT PANCHYAT LEVEL -SIWAN

ELECTION EXHIBITION NAMED "UMANG" AT FAMOUS SONEPUR MELA

EVM-VVPAT AWARENESS MODEL BOOTH-BANKA

CHUNAV PATHSHALA AT MAKER PANCHAYAT-SARAN

EVM-VVPAT AWARENESS AMONG POLITICAL REPRESENTATIVES-SIWAN

VOTER AWARENESS AMONG BIRHOR SCHEDULED TRIBES-NAWADA

FLAG OUT MATDATA JAGRUKTA RATH-VAISHALI

EVM-VVPAT AWARENESS AMONG OLD VOTERS - SAMASTIPUR

SPECIAL ENROLLMENT CAMP FOR WOMEN NAMED "SHASHAKT"-SARAN

MATDATA JAGRUKTA RATH AT JEHANABAD

JAGRUKTA RATH AND EVM-VVPAT AWARENESS AT NALANDA

INAUGURATION VOTER AWARENESS FORUM- CEO OFFICE

INAUGURATION VOTER AWARENESS FORUM- JAMUI

INAUGURATION OF ELC ACTIVITIES -MADHUBANI

"Let your choice be proper

Think and vote

Don't fall prey to temptations

You vote and call others to vote

Voting is your right

Vote without fail"