

DEO's CHECKLIST FOR SVEEP

GENERAL

1. Disseminate ECI's core themes of ECI of inclusive and accessible election, informed and ethical election, leveraging technology for election and continuous electoral and democracy education amongst the EROs/ ROs and the entire electoral machinery of the district; ensure that these themes are deeply ingrained in the attitude and the day-to-day functioning of the entire machinery.
2. Ground the SVEEP-4 strategy framework including its vision, goal, objectives, voter-focus, booth-focus, evidence-focus, IMF-EEE paradigm, six key strategies (booth level planning and action, addressing the low registration/low turnout ACs, targeted interventions, Strengthening flagship programs like ELC/ SSR/ NVD, building partnerships and designing effective SVEEP campaigns) and capacity building, HR augmentation of training; ensure that the entire machinery is fully committed to this framework.
3. Tenaciously pursue the imperatives of maintaining a truly Inclusive, updated, pure and error-free electoral roll for every AC of the district; ensure that the roll of every booth also conforms to these imperatives.
4. Appoint/ review district and AC level icons with the approval of CEO; strengthen the SVEEP set up at the District and AC level by hiring domain experts, engaging interns, and appointing nodal officers for SVEEP and social media as per the HR framework given by ECI; hire professional agency to assist in campaign design and creatives.
5. Review the ER staffing at the district, AC and booth levels and ensure filling up of all vacancies; ensure that only those who can use smart phone, mobile apps, social media apps and web portals are deployed as BLO; issue a kit to every BLO as per ECI guidelines.
6. Ensure constitution of broad based SVEEP core committees at the district and AC levels as per the guidelines of ECI and ensure their regular meetings; implement recommendations and report to CEO.
7. Visit the voter facilitation centers of all the ACs of the district on a quarterly basis; ensure that every VFC is fully accessible and duly equipped with all citizen-friendly amenities like drinking water station, well-furnished waiting room, functional landline number, facilitation desk, information signages, SVEEP messages, well-groomed and ISL trained staff and a citizen-friendly work culture.
8. Forge suitable SVEEP partnerships at the district level with specific govt, non govt and private (CSR) entities and formalize them by signing MoUs clearly laying down the role and responsibilities of both parties; involve these partners in formulation and roll out of SVEEP campaigns at the district level; review the output of AC level partnerships; ensure that BAGs, RWAs and BLAs are active at the booth level; follow up with recognized political parties for appointment of Booth, AC and District level agents and

use them for increasing voter awareness and take help during SSR for improving the health of electoral rolls.

9. Diligently implement the SVEEP training framework of the ECI in the district; designate DLMTs/ ALMTs (SVEEP) and ensure their training through ECI/ CEO; conduct regular trainings and workshops for capacity building of all EROs/ ROs/BLOs/ BAGs/ BLAs/ RWAs as well as the district level ER/ SVEEP officers and partners by using SLMTs/ DLMTs/ ALMTs as resource persons.
10. Monitor the performance of every ERO/ RO with reference to the Checklist for EROs/ ROs and hold them fully accountable; recognize and reward the best performing EROs/ AEROs/ BLOs on NVD; rate the electoral roll of every ERO and BLO and monitor their efforts to improve the rating; ensure that Chunav Pathshala and the Masik Matdata Baithak are regularly conducted in all booths of the district as per schedule.
11. Segregate AC wise the data received from education department, social welfare department and registrar of births and deaths and ensure collection of relevant forms through BLOs using Garuda app.
12. Promote citizen-centric portals, mobile apps and social media handles of ECI/CEO; ensure that BLOs explain their features and benefits to the voters during H2H visits.
13. Prepare a SVEEP action plan for the district as a whole (to be implemented at by DEO) and specifically for every AC (to be implemented by ERO) for the SSR period, the continuous-updation period and the election period, as the case may be; these plans should be based on an objective situation analysis of the AC (including turnout during last LS & VS election, findings of the last KAP survey, catalogue of non-voter communities, BLO reports on poll day nonvoters, recent field surveys done in the district and the findings of gap analysis carried out at the district and AC level on the basis of Format 1-8); ensure that these plans are consistent with the strategy framework, have clear evidence, booth and citizen focus, conform to IMF-EEE paradigm, comprehensively address the core themes, the target groups, identified gaps and urban/ youth apathy and duly involve all ELCs and partners; get the plans approved by CEO and implement it with all vigour and passion; closely monitor the execution of AC level plans by ERO/ RO.
14. Ensure that the district and AC level SVEEP campaigns particularly include on door-to-door visits, SVEEP display at every PSL, selfie points at all crowded locations, mass mobilization events, activities, and contests, munadi, vehicle wrapping and mobile canopies to give mobility and visibility to the campaign, special camps for registration, local vernacular media, folk media, nukkad nataks, outdoor media, interaction of DEO/ ERO/ RO with the print and electronic media and extensive use of community radio; the messages/ creatives used in each AC must be appropriate to the needs/ gaps of that specific AC as determined.

15. Report the SVEEP activities carried out at the district level by making data entry in the MIS module of ECI SVEEP portal; learn from the SVEEP activities shared by other districts/ states on the portal and replicate the relevant good practices; monitor the SVEEP performance of every AC using the DEO dashboard on the portal
16. Monitor the status of grievance redressal at NGRS portal on a weekly basis for every AC; ensure prompt redressal and randomly call some complainants to check their level of satisfaction with the claimed redressal; ensure that the receipt of complaints on NGRS steadily goes down (not up) in each AC.
17. Ensure that ELC is created/ registered/ activated in every senior secondary school and every college/ university of the district; VAF be established in every major govt/ private workplace and Chunav Pathshala in every booth; schedule and monitor their activities; ensure 100% enrollment of eligible left out voters in every ELC/ VAF/ CP; ensure collection of advance Form-6 from every prospective (17+) voter through school level ELC; involve them in all SVEEP campaigns
18. Celebrate the NVD at the district and AC level with great fanfare; mobilize local community and leading citizens of the area, felicitate first time voters and give awards to best performing EROs/ ROs/ BLOs/ ELCs/ partners; use the occasion as a platform for imparting continuous electoral and democracy education to the local community.
19. Maintain an inventory of the most visible outdoor sites in the district for outdoor publicity hoardings for SVEEP and share it with the CEO.
20. Maintain verified official social media handles of the district; appoint a nodal officer for social media; follow ECI/ CEO handles and share all content with EROs/ BLOs; ensure that BLOs follow the official social media handles and disseminate the content to the voters through WhatsApp/ Telegram groups; frequently put out bytes/ testimonials of citizens satisfied with electoral services; use social media to counter youth/ urban apathy
21. Review and improve the DEO website, make it accessible and citizen-friendly, add a landing page for providing ready access to the information or services that a voter often looks for.
22. Utilize the SVEEP fund and submit the utilization certificate in a timely manner; adhere to ECI guidelines on the use of SVEEP fund; make adequate provision in the state budget for SVEEP activities at the district, AC and booth levels.
23. Review the health of the electoral roll of every AC on a monthly basis during the continuous updation period; ensure that any gender gap and/ or youth gap

(18-29 years) in the electoral roll of every AC (with reference to census data) is rapidly eliminated through meticulous planning and execution; ensure that all target groups (as per strategy document) are fully included in every AC by undertaking the necessary field work; ensure all social welfare institutions and NGOs are roped in and their inmates/ beneficiaries are enrolled; try to launchdoor-step services for PwD/ 80+ citizens; ensure 100% marking of PwD voters.

24. Meticulously plan the SSR operations; review the health of the electoral roll of each AC with reference to EP ratio, gender ratio, PwD ratio, age cohorts (particularly 18-19 & 20-29 for enrollment and 80+ for verification), DSE, PSE, turnout at the previous LS and VS election; prepare Format 1-8, identify and analyse all gaps; prepare a strategy for addressing all gaps through H2H visits of BLOs; arrange public reading out of the draft roll at a fixed time at the booth on the day of publication; prepare a SVEEP action plan and SVEEP campaign for the SSR period for every AC as stated above.
25. Ensure that every ERO inspects every PSL before SSR; review PSLs of all ACs with reference to the suitability of the building, number of existing booths at the PSL, status of permanent ramps of prescribed quality, sufficiency of separate male/female/ accessible toilets, status of every other AMF, mobile/ data connectivity (shadow area); ensure that all deficiencies are comprehensively addressed in the AC level SVEEP plan for the SSR.
26. Review every PS of every AC with reference to GIS tagging, 6 maps, standardization of addresses and sections, family tagging, Aadhar linking, mobile linking, e-EPIC downloads, BLO WhatsApp/ telegram group with voters, returned undelivered EPICs and address all gaps during SSR using Garuda app.
27. Do remember that the targeted 75% turnout cannot be achieved in the low turnout ACs/ booths unless their part-rolls are cleaned up by verifying all 80+ voters, acting on DSE, PSE, duplicate/ multiple entries, Repeat EPICs, ASD and poll day non-voter lists of the previous election, identifying all dead and permanently shifted electors through H2H visits and deleting all dead, shifted and duplicate electors in a mission mode during the SSR period
28. Plan the H2H visits carefully for the SSR and prepare a checklist for H2H visits of the BLO so that all aspects are enquired, all relevant forms are collected (Form-6 from all prospective (17+) voters, newly eligible voters and left out voters; Form 8 from all newly in-migrated and newly arrived brides; Form-7 with respect to all dead, permanently-shifted voters) and verification be carried out by the BLO in the same visit through Garuda app; BLO must be asked to verify every single entry of the part-roll during H2H visit in order to truly purify the part-roll.
29. Use the continuous-updation period for improving the functioning of VFCs/ CPs,/

ELCs/ VAFs, improving the delivery of electoral services, reducing receipt of complaints on NGRS, improving the ramps and toilet facilities at PSLs and imparting continuous electoral and democracy education to the community.

30. Use the SSR to identify non-voter communities in every AC living in nomadic, homeless, socially alienated (third gender, sex workers, forced labour etc) or other peculiar situations which hamper their participation in the electoral process; catalogue all such non-voter communities in every AC and ensure their registration using Garuda app.
31. Design and roll out an innovative, attractive, informative and effective SVEEP campaign at the district level and in every AC based on the IMF-EEE paradigm, focused on evidence/ booths/ voters, carrying messages specifically aimed at the gaps and turnout profile of the AC concerned apart from covering the core themes of inclusive, accessible, ethical elections, EVM/ VVPAT and citizencentric mobile apps/ portals/ 1950 helpline; involve all ELCs/ Icons/ partners; carry out extensive hands-on EVM awareness; take green initiatives at PSLs; use social media, outdoor media, mass media, folk media, SVEEP display at PSL and BLO WhatsApp/ Telegram groups extensively to inform and motivate voters.
32. Ensure 100% AMF at every PSL; organize pink booths, divyang booths and model booths in every AC to attract voters and release advance media stories on these arrangements; ensure timely and 100% delivery of VIS, VAG and CEO's voter appeal to every voter through BLOs; arrange mass voter pledges and e-pledge; use sankalp patra to motivate parents of schools students; ensure ease of voting and a memorable voting experience; redress voter grievances promptly; do regular media briefing and put out interesting media stories.
33. Ensure that every RO makes special arrangements to reach out to all 11 target groups identified by this strategy document, all out-migrant electors, all catalogued non-voter communities and all poll day non-voters of the last election (as identified by every BLO) and motivates them to vote by means of IMF-EEE activities.
34. Achieve the voter turnout target of 75% in every AC as envisaged in the strategy document; identify low turnout ACs / booths and carry out massive mass mobilization campaign there in a mission mode.
35. Carefully plan activities to make the election truly accessible and festive in all ACs; create a buzz in social and local media with pictures/ videos of voting from home conducted for PwD/ 80+ voters, testimonials of happy PwD/ 80+ voters, PwD managed booths, pink booths, centenarian voters' felicitation at booth, use of ISL and Braille in electoral process, pick and drop facility, AMF at booths, volunteers, wheelchairs, ISL interpreters, selfie points etc; carefully plan well in advance for the smooth implementation of AVPD/ AVSC postal ballot.

36. Ensure that every BLO convenes a special meeting of Chunav Pathshala and through collective conversation identifies the reasons of non-voting and addresses the same.
37. Ensure that every BLO prepares a list of individual non-voters (who didn't turn up at booth nor voted through postal ballot) at the end of the poll, does a field survey after the election (using the ASD list and Non-voter list as the base documents) and ascertains all deceased/ permanently-shifted voters (to initiate their deletion proceedings using Garuda app) and to enquire into the reasons for non-participation from those residing in the area but not voting (to analyze, document and take remedial action for future elections) and submit a comprehensive report to the ERO within one month after the election; ensure that every ERO compiles all such reports and submits the AC level report to DEO; compile and submit these reports to CEO.

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