



Election Commission of India

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INNOVATIONS & INITIATIVES

2019

Indian
National
Elections

HOW WE CELEBRATED THE FESTIVAL OF DEMOCRACY



India is a vast country and the largest democracy in the world with over 900 million registered voters. The varied geographical and cultural typography of the country makes our elections a gigantic exercise indeed!

It has been the endeavor of the commission to hold free, fair, peaceful, transparent, inclusive, accessible, ethical & participative elections. We celebrate our elections as the biggest festival of the country cutting across caste, creed, region and religion. In this context, the 17th General Election aptly was termed as 'Desh Ka Maha Tyohar' (festival of festivals). The Lok Sabha Election was conducted in seven phases spread across the period of two months between April – May, 2019. To uphold the sanctity of the election and keep up the democratic spirit, the humongous task thrives on the passion of its election machinery comprising of over 1 million polling stations managed by over 12 million polling officials. In addition to that, voter education has been an indispensable part of the entire process.

Systematic Voters' Education and Electoral Participation program, better known as SVEEP, is the flagship program of the Election Commission of India for voter education, spreading voter awareness and promoting electoral literacy in India. Institutionalized in 2009, SVEEP's primary goal has been to build a truly participative democracy in India by encouraging all eligible citizens to vote and make an informed and ethical during the elections. The programme is based on multiple interventions (general as well as targeted), which are designed according to the socio-economic, cultural, linguistic and demographic profile of the state as well as the history of electoral participation in previous rounds of elections. In Lok Sabha Elections 2019, various novel practices were adopted by states/UTs of the country to conduct free and fair and accessible Elections. All the good practices aligned with the pursuit of Elections commission of India's motto of 'No Voter to be Left Behind'.

This book contains the account of all those exemplary innovations & initiatives which contributed in the free & fair, voter friendly, accessible, inclusive and festive elections. It is a matter of great satisfaction that over 600 million voters cast their votes in these elections resulting in the highest ever voter turnout of 67.47% as well as the lowest gender gap of 0.1 %.

All the innovations & initiatives mentioned in the book is divided in National, Widespread and Distinctive depending whether they were adopted all over India, taken up in certain regions or as a specific state level activity.

I dedicate this book to all the unsung heroes who played the instrumental part in the successful conduct of the election and preserving the quintessential aspect of democracy.

Umesh Sinha
Sr. Deputy Election Commissioner

INDIAN NATIONAL ELECTION 2019

witnesses highest ever turnout

Lok Sabha Election or the General Election to the Lower House of Parliament of India has been rightly called world's largest democratic exercise. The sheer size of the electorate, the number of officials engaged, the number of Polling Stations set up and the quantity of election material used is humongous, to say the least.

On the eve of the Lok Sabha Election 2019, the electorate stood at a mammoth 910 million spread across 3.287 mn sq km. Of course, this electorate included the few thousands of overseas electors who were outside the geographical boundaries of the country. The Electoral Roll is prepared in 16 languages and more than 12 million officials were engaged in the elections which were conducted in 7 phases running over 39 days from 11th April to 19th May 2019. The election was kicked off with the announcement on 10th March 2019 and results were declared on the 23rd of May 2019.

Named as 'Desh Ka Maha Tyauhaar', the mega electoral exercise covered 910 Million electors spread over 1 million polling stations located in a vast expanse of the country including far-flung hamlets in rural, hilly and difficult terrains. Around 12 million polling officials were deployed in election management.

The Lok Sabha Election 2019 witnessed more than 613 million voters turn up to cast their vote despite the scorching heat of Indian summers. Senior citizens and Persons with Disabilities (PwDs) came out in large numbers to exercise their franchise. Of the total voters 292.4 million were women voters.

To enhance transparency and credibility of the election process, VVPAT was used along with EVM at every Polling Station. 2.33 mn Ballot Units, 1.635 mn Control Units and 1.74 mn VVPAT machines were deployed during the poll.

17 Provinces recorded higher voter turnout over last election and 11 provinces recorded historic turnout ever. 18 provinces women turnout was higher than men turnout percentage and there we 13 provinces where women voters outnumbered men voters. The Gender Gap on an average, stood reduced to a meagre 0.10 percentage.

- The election witnessed the highest ever voter turnout of 67.47% which was 1.03% higher than the last Lok Sabha election in 2014, which itself was historic in terms of highest ever turnout then.
- The increase in number of voters were 57 million compared to 2014

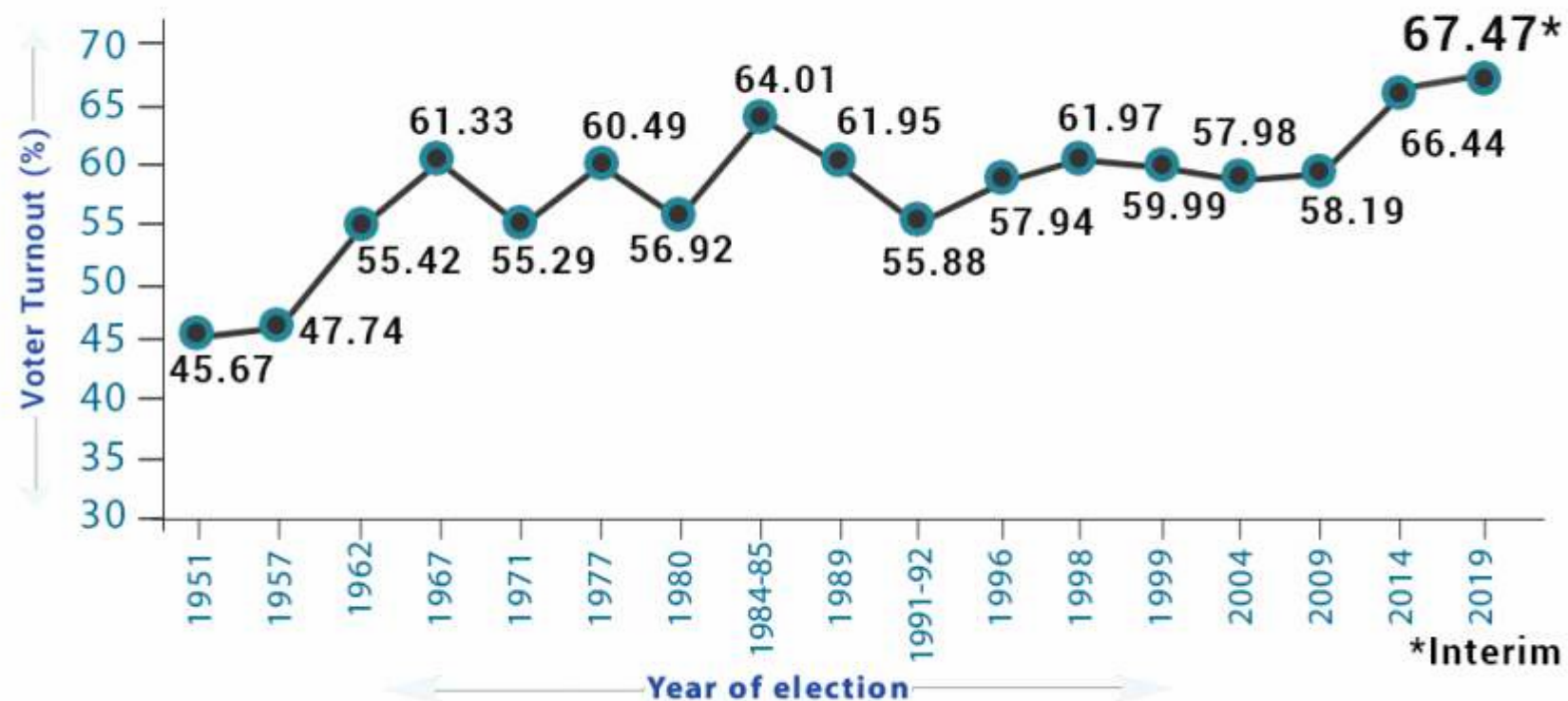
A GLANCE AT LOK SABHA ELECTION 2019*



* Interim Data as on 30-05-2019

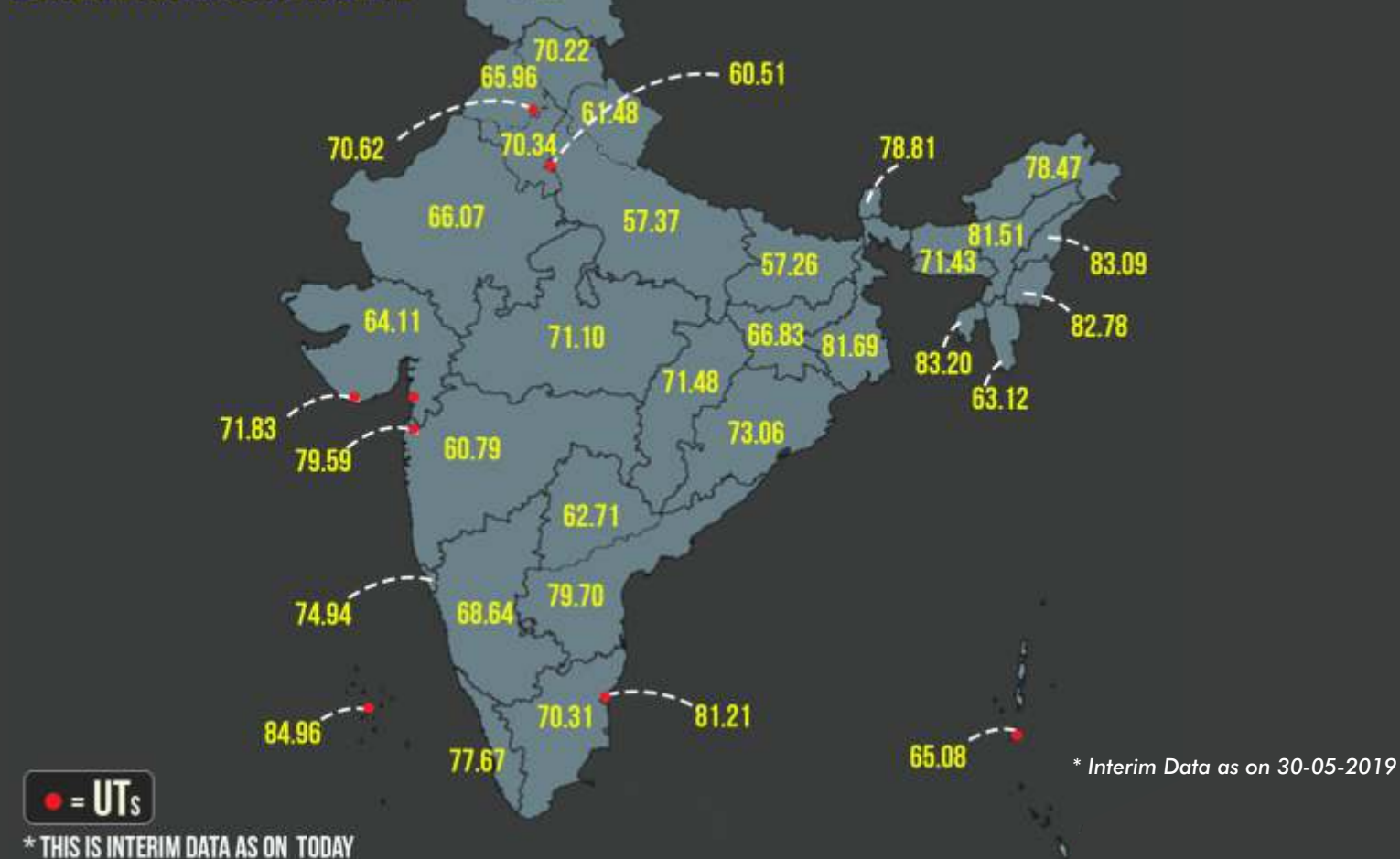
The mammoth exercise was managed through professionalism, continued innovation, integration of technology, strategic interventions and initiatives to ensure that the national elections were free, fair, transparent, peaceful, inclusive, accessible, ethical and participative based on the premise of 'No Voter to be Left Behind'.

VOTER TURNOUT OVER YEARS



VOTER TURNOUT

LOK SABHA ELECTION 2019



2019 - 67.47*
2014 - 66.44

SVEEP JOURNEY OVER A DECADE

Systematic Voters' Education and Electoral Participation (SVEEP) is a multi-intervention programme that reaches out through different modes and media to educate citizens, electors and voters about the electoral process in order to increase their awareness and participation. SVEEP is designed according to the socio-economic, cultural and demographic profile of the state as well as history of electoral participation in previous rounds of elections and learning thereof.

India is the largest democracy with the second largest population in the world and the voter is the central actor of this institution. The success of democracy thrives on the free, fair, ethical and inducement free participation of each citizen. Hence, it is imperative for all to not only understand the significance of this right that ensures many others, but also to have appropriate information and know-hows of the electoral process for easy participation. SVEEP provides the information and motivation needed for active and aware engagement in the electoral process, especially reaching out to those in difficult circumstances of life.



THE EVOLUTION OF SVEEP

1. SVEEP I (2009-2013) The seed of SVEEP was born out of managerial underlining of the gaps in registration of citizens as voters and the more glaring gap in turnout from election to election. In India, the turnout in national elections had historically stagnated around 55-60 percent, thus leaving out the choices of millions of eligible citizens. There was a small experimental beginning under the banner of IEC interventions in 2009, which was subsequently revamped in 2010 and given its present name. This phase spread broadly from end 2009 to March 2013, and covered 17 General Elections to State Assemblies and three revisions of the Electoral Roll in varying geographies, levels of urbanisation, literacy, security and logistical issues.



2. SVEEP II (2013-2014) Strengthening the initiatives of SVEEP I, this phase of SVEEP involved a planned strategy for a targeted approach towards meeting the various gaps. A structured framework was adopted including steps like identifying 10% of the lowest turnout polling stations, polling station-wise situation analysis, planning of interventions and implementation, followed by evaluation and review at regular intervals. It also included content development for neo-literate and non-literate groups. There was a pronounced emphasis on supply side of SVEEP, particularly in developing facilities at polling stations on the polling day. The Lok Sabha Election 2014 was a major landmark in the history and learning of SVEEP as it also happened to be the focus of SVEEP II.

3. SVEEP III (2015-present) After drawing learnings from the historic General Elections to the Lok Sabha 2014, a more robust and in-depth plan has been undertaken for the third phase of SVEEP. Integration of electoral education with academic curriculum and as an activity in co-curriculum and extra-curriculum, greater synergy with partners, micro surveys are some of the key components of SVEEP III. Focus on groups like Service Voters (who vote through postal ballots), non-resident Indians, Persons with Disabilities, prospective voters has been added besides continuing to target women, youth, urban voters and the marginalised sections. Enhanced interaction with the citizens through social media, online contests and voters' festivals and use of ICT tools for outreach, form an essential part of this phase.

This Lok Sabha 2019 election involved up to 910.1 million electors, using over one million Electronic Voting Machines (EVMs) and covered over 10.3 million polling stations.

The meticulous planning and assiduous implementation of the Systematic Voters' Education and Electoral Participation Programme yielded historic results in the form of highest ever voter turnout of 67.47%. Approximately 58.9 million more voted in the Lok Sabha 2019 over 2014.

BRIDGING GENDER GAP

Boosting electoral participation among women has been a major SVEEP objective. India went to national election in 2019 with 437.7 million women electors. Among the 29 States and 7 union territories, in 18 States/UTs the number of female electors exceeded that of male electors.



State specific and District specific interventions were taken up for bridging the gender gap in turnout. Women were given a warm welcome, offered a token each and allotted a place to sit. After every male voter two female voters were allowed to enter the polling booth to facilitate a greater number of women to vote and their timely return to their homes. At these polling stations, a special 'Women's Help Desk' was established to help the female voters and facilitate their voting. Drinking water facilities and facilitation counters were made available and these facilities were widely publicised before the poll date to encourage women to come and vote.

To address the low Gender Ratio, special lady officers were appointed in some Assembly Constituency. These women were supported by other village level women workers such as Aanganwadi workers, ASHA workers, Shiksha Mitras, and girl volunteers of NSS in reaching out to polling stations and talking to women electorate to encourage them to register and vote. All women rallies were organized in various districts.

Outcome:

Nearly 68% of the total women voters in the country voted in this election, as compared to 65.63% in 2014 poll. In comparison, 68.3% of the male voters turned up at the polling stations, as compared to 67.09% in the last general election.

18 States/ Union Territories recorded a higher women turnout. The gender gap between male turnout percentage and female turnout percentage reduced to 0.1% points against 1.55 % in 2014.

MIGRANT POPULATION

Special camps for registration of Migrant Voters were held ahead of elections. To address the issue of migratory voters systematically, Nodal Officers were appointed and imparted training in various states. It was ensured that these Nodal Officers preferably be appointed from amongst the Labour Officers in the district. The migratory labourers, construction workers, agricultural labourers of tribal areas, etc. were then directly educated about election process, registration, etc., by taking the contractors into confidence.



CSOs in urban areas were identified and engaged with for enhancing registration among the migrant labourers.

Wall writings, video vans, bus panels, slide shows in cinema theatres, FM Radio channel, television advertisements and SMS were other methods to push further for registration.

Municipal corporations/Urban local bodies targeted people employed in unorganised sectors. Staff of License Inspectors (look into licensing for various economic establishments), Tax Collectors, Sanitary Inspectors, and Conservancy Inspectors and Labour Inspectors were also utilised for registering people in the Electoral Rolls.

Since in metro cities, people from all parts of India make their home, many of the SVEEP programmes in these centres were held in the languages spoken by the migrant population.

HOMELESS

Special drives were taken up to enrol the homeless people ahead of LS 2019. Special camps were organised to enrol the families living in slums and makeshift houses. Help of Civil Society Organisation was taken up to identify and correctly enrol those homeless who were eligible. Drive was taken up to encourage them to vote.

PERSONS WITH DISABILITIES

'Accessible Elections' was adopted as the theme for National Voters' Day 2018 and the focus of the year 2018 was towards making elections accessible for all.

Consultations with stakeholders were held at District and later at State level. The National Consultation was a culmination of the consultations and had inputs from Political Parties, Stakeholders, CSOs and States.

Based on the findings a comprehensive Action Plan was evolved for the Lok Sabha elections. The interventions included introduction of Braille EPIC, transport facility for PwD who need them, making voter awareness material and websites accessible besides utilizing technology to facilitate PwD voters.

Single window camps for Persons with Disabilities (PwDs) were conducted in many areas to enroll them in the Electoral Roll. Surveys were conducted through field level health functionaries to identify and enrol PwDs. In some states, PwD voter was contacted on his phone and explained the facilities at booths. Volunteers were provided at polling booth to assist PwDs. Special measures like sign language interpreter for the hearing impaired besides those directed by ECI were taken up. To motivate PwD electors and to boost the morale of their family members, household contact programme was conducted in some states.



Sensitization of polling and security personnel was flagged in preparations for National elections, as a major intervention and a simple session on sign language itself gave officials insights into the invisible challenges faced by the deaf community.

Ahead of Lok Sabha Election 2019, Commission had issued strict directions on accessibility and also appointed Accessibility Observers. With the stakeholders too taken into confidence, there would be detailed information available with us post the elections on what can be further improved.

In a first, voting takes place at Institute of Mental Health

It was a historic moment for the 225-year-old Institute of Mental Health (IMH) in Ayanavaram, Tamil Nadu. For the first time ever in the country, voting was held on the campus of an institution for the mentally ill. A total of 156 of its inmates — 100 men and 56 women — cast their votes at an auxiliary polling booth established on the campus. With the traditional green and maroon uniforms being phased-out, some of the patients wore bright, new clothes. But nothing could match their happiness at being able to vote and to be a part of electing 'their' government. They even surprised the hospital staff when most of them could easily use the EVM although it was their first time. This was a first step towards removing the stigma attached to mental health problems.



EXTREMISM AFFECTED AREAS

In Naxal affected areas, besides the security and logistical support to facilitate participation, Voter education efforts were undertaken through cultural groups, folk songs, *Bhajan Mandlees* (groups which sing devotional songs). Special *Gram Sabhas* were organised and village *Kotwars* were asked to spread awareness. Outreach activities were carried out in local weekly *haats* (markets). Peace march by security forces was used to infuse the feeling of security amongst the voters.

It was an achievement for the administration wherever voters in the highly sensitive naxal districts showed their faith in the law and order and came out to vote in huge numbers.



Odisha Polling Officers Walk Back Several miles In Maoist Infested Kandhamal To Bring EVMs To Safety

Turning fiction into reality once again, poll officials in Sirla and Phulbani walked back several miles with security personnel after concluding second phase polling. It is notable to mention here that a female polling officer Sanjukta Digal had been gunned down by Maoists in Barala who had fired indiscriminately from the woods. Despite this violence, the polling officers proceeded to perform their duty diligently and uphold the integrity of Constitution of India.



TRIBAL GROUPS

A series of steps were taken for providing end to end electoral awareness and participation assistance for tribal nomads. Special inter-personal interactions by District election officials and folk media like street plays were used to successfully engage this group. Tribal groups were identified in the forest areas and registration camps were held close to their residential area.

In Maoist-affected Bastar parliamentary constituency of Chhattisgarh, voters exercised their franchise enthusiastically despite repeated attacks by Naxal groups in the area. The polling center at Shayamgiri, where a MLA and four security men were killed in a Naxal attack two days before polling, saw as high as 77 % voting. In 2014, Bastar had reported 59.31% voting while in 2009, the turnout was 47.33%.



OLD AND SENIOR CITIZENS

Express entries were provided to these voters on poll day. Village awareness groups were formed to promote voting.

“There were over 2 lakh electors in 100+ age category.”



SERVICE VOTERS

ETPBS or Electronically Transmitted Postal Ballot System was introduced for the convenience of Service Voters stationed away from their place of residence. Voter awareness information was disseminated in internal newsletters, magazines, dedicated posters and brochures. Relevant forms were made available through Indian Missions Abroad to employees on postings as Service Voters.

Nodal Officers were appointed from Armed forces for enrolment, capacity building and an informative and motivational film was produced to promote electoral registration and voting through postal ballot by members of the Indian armed forces.



THIRD GENDER

Under Commission directions, transgenders have the option of registering under 'others'. Special campaigns were undertaken in districts with significant population of the third gender to enrol them and promote voting by them.



DIFFICULT AREAS

The following examples show the unwavering commitment of ECI officials towards protection of people's voting rights despite adversities like difficult terrain.

In the region of Ladakh, high in the Himalayan Mountains, teams were airlifted before trekking for one day with oxygen cylinders to reach voters.

Andaman & Nicobar Islands are the only place in the country along with Lakshadweep which do not have a territorial optical fibre cable providing telephone and internet connectivity services for communication, adding to the difficulty of expansive distance between islands, deep dangerous waters and dense jungles.

Three days after the polling ended, poll officials were still waiting for EVMs and VVPATs to reach the Port Blair Headquarter. Polling is conducted in the 31 inhabited islands in the Andaman and Nicobar parliamentary constituency. Many of these islands are 3 to 4 days travel away from Port Blair. Polling officials travel via dinghy, small boats, sometimes having to wade through mangroves infested with crocodiles or walk longer hilly routes to avoid pythons.



Arunachal Pradesh- Obang Mibang, District SVEEP Nodal Officer, spent 4 months travelling to every single one of the 68 polling stations in Upper Siang district for SVEEP activities. Of these 11 or so were foot marches to locations bordering China for EVM-VVPAT awareness.

POLLING OFFICIALS
IN LADAKH



**POLLING OFFICIALS
IN MEGHALAYA**



Army troops deployed in Siachen, LoC cast their votes:

Indian Army troops deployed across the Line of Control (LoC) in Jammu and Kashmir and Siachen fulfilled their duty of being responsible citizens by voting in the Lok Sabha elections 2019.

Tashigang: The highest polling station



COMMON INTERVENTIONS UNDER SVEEP

SITUATION ANALYSIS

The Election Commission of India (ECI), as a part of SVEEP, engaged survey agencies in the election going States for carrying out baseline and endline surveys called Knowledge, Attitude, Behaviour, Belief and Practice (KABBP) surveys before and after elections, to understand the underlying reasons for under registration, last mile problems in updation of Electoral Rolls, EPIC off take and low voter turnout and to identify the demographics of elector-segments with lower electoral participation so that suitable interventions can be mounted and their impact assessed.

ANALYSIS OF GAPS AND REASONS

After a methodical and organized assessment of electoral data along a timeline in a detailed Situation Analysis to identify gaps in terms of gender, age, urban-rural, excluded groups, reasons for low voter registration and turnout were determined and accordingly targeted programmes/communication interventions were implemented to overcome gaps in these areas.

MODEL POLLING STATIONS (MPS)

The concept of Model Polling Stations (MPS) was to provide a friendly and pleasant experience to the voters when they come to the polling station to cast their vote. In a bid to attract voters to the polling booths and give a festive look to the electoral exercise, some Model Polling Stations were set up in the country for the first time during Lok Sabha Election 2019.

Besides providing Assured Minimum Facilities (AMFs) like drinking water, shed, toilets, ramps at all the polling stations, Model Polling Stations attempted to give a sense of festivity to the exercise of voting and also provided additional comforts like waiting halls, first aid kits etc.



AWARENESS OBSERVERS (AOs)

The concept of election observation by the domestic observers in India has evolved over a period of time. While General Observers, Expenditure Observers and Police Observers have been appointed in elections, Central Awareness Observers were first appointed for the Assembly Elections in 2013. This was further strengthened in Lok Sabha Election 2019 and effectively utilised to observe SVEEP preparedness in the State nearly a month ahead of polls.



SOCIAL MEDIA

ECI forayed into social media in 2016, specifically for voter education. The experiment was slowly scaled up and in January 2018, ECI formally launched its official Facebook Page. A dedicated Twitter handle of the Spokesperson to give updates to media already existed but otherwise there was no other presence on any other social media platforms. Ahead of Lok Sabha Election, the Commission decided to launch the Twitter handle and Instagram page specifically for voter education and outreach @ecisveep.



NATIONAL MEDIA CAMPAIGN

For the first time, a comprehensive national media campaign has been taken up. Broadly all major topics were covered and after discussions and deliberation the theme of 'celebration' or 'Desh Ka Mahatyohar' was chosen. Based on past years' experience including the KAP survey, messages were created around the 12 identified topics. A separate campaign targeting Persons with Disabilities was also planned to be disseminated in accessible format to cover all disabilities.



National campaign aimed at supplementing the campaigns by CEOs and DEOs. Some states translated the national campaign content in regional languages and disseminated, while many others developed their own campaign content more relevant to the targeted audience.

The national campaign is being run on national television channels, Cinemas, besides on public broadcaster All India Radio and Doordarshan.

MAINSTREAMING ELECTORAL LITERACY-ELC PROJECT

After 5 years of discrete efforts at targeting the youth through various means, it was decided to evolve a more focussed, comprehensive approach, wherein the outreach would not be confined to election period or National Voters' Day, but it will be a continuous process and aiming at wholesome electoral education vis-a-vis voter awareness. The Commission sought some interventions in school curricula from the Ministry of HRD in 2015. Expecting any curricular revision to take time, parallelly Commission directed for developing extra-curricular interventions for prospective or future voters. Target age-group was 14-17 years, so that when they are eligible to become electors, they would be aware of the process of elections and also about the values of electoral democracy.

The Electoral Literacy Club project was thus conceptualised and launched on the 25th of January 2018 across the country. ELCs in schools and higher educational institutions, Chunarv Pathshala in

communities for those outside the formal education system was rolled out. Resources were developed on the principle of 'learning by doing' and activities were developed. Ahead of the Lok Sabha Election 2019, Commission directed for complete roll out of Chunarv Pathshala at each booth. The aim being 'Voter Education', the concept is much different from the activities done for awareness. The activities are aims at detailed and longer engagement with citizens to their informed and sustained electoral participation. The activities are kept simple to enable any volunteer to coordinate the same with the help of resource books. Voter Awareness Forums have been set up in Organisations and Departments to cater to the organised workforce.

ELCs shall give rich dividends in years to come if they are nurtured in the same manner in which they have been conceptualised.



SYNERGY WITH PARTNERS & COLLABORATORS

Implementation of SVEEP has also been about inspiring its partners, even those outside Government, to take on the challenge of making Indian democracy more and more inclusive and participatory.

ECI recognised the limitations of its enforcement style for achieving the objectives of higher voter registration and turn out. As a result it recast some of its older partnerships and brought on board some new partners in the course of implementing SVEEP.



ECI has forged partnerships with Government Departments, Media Houses, Corporates, Civil Society Organisation. Renowned individuals have also partnered as ECI emissaries or Icons spreading the message of electoral participation.



SANKALP PATRAS OR PLEDGE LETTERS

A pledge letter is issued to the family through the school students, who gets it signed by their parents and adult family members pledging to vote in the upcoming election and also to pledging to motivate friends and neighbours to cast their vote. The pledge letters carrying the signature of the parent are submitted back to the school who pass it on to the district administration. With the help of the pledge letters the district administration is able to reach out to a large number of families ahead of polling.

ART & FESTIVALS

SVEEP introduced the social and development agenda into the conventional election management process. Many voter awareness activities took the shape of a carnival or Mela (Fair) with music, art, creative expression, dance, games, laughs, togetherness and lights. While some districts organized carnivals spread over a few days, some organized sporadic events.



Rangoli is one art form that is popular across India amongst illiterate, literate and formally educated people, primarily women. Rangoli was extensively used to convey voter education messages. The students of fine arts painted voter education messages on public walls. Drawing competitions across the states threw up the creative talent that was later used in posters to spread electoral awareness.

New songs, plays were written and older more popular songs were creatively modified to talk about voting. New Melas were planned and

held and sometimes voter education became part of existing festivals and Melas.

Bands and musical groups of various kinds are found in every district. They are a very vital part of the Indian weddings as they accompany the Baarat or bridegroom's procession and provide the music for celebrations.

Puppet shows based on traditions was used extensively to educate voters, particularly in markets and fairs in both rural and urban areas. Music and Rock shows to reach out to the young. Almost all the states



used the music groups affiliated to the State's culture department to reach out to rural population through folk songs.

Cricket Matches, Mock Polls, Football matches, Kabaddi Tournament were organized to attract and engage people on the theme of electoral participation and ethical voting.

NATIONAL INNOVATIONS & INITIATIVES

01 REACHING OUT TO YOUNG & FUTURE VOTERS THROUGH ELCs

An Electoral Literacy Club (ELC) is a platform to engage school students (IXth to XIIth class) through interesting activities and hands-on experience to sensitize them on their electoral rights and familiarise them with the electoral process of registration and voting. ELCs are also present in colleges, and rural communities at Polling Station level where they are known as *Chunav Pathshalas*.

Dedicated Officers have been appointed at District & State Level for proper functioning of ELCs and *Chunav Pathshalas*.



02 ELC RESOURCE MATERIALS IN REGIONAL LANGUAGES

At (Electoral Literacy Clubs) ELCs, learning meets fun. Resource Material has been developed with activities and games designed to stimulate and motivate students provoking them to think and ask questions. Through ELC, Election Commission of India aims at strengthening the culture of electoral participation among young and future voters.

ELC resource materials were translated into local languages and contexts by different states to ensure that the stakeholders can understand and relate better to the study materials.



03

COMMITTEE FOR ACCESSIBLE ELECTIONS AT NATIONAL & STATE LEVEL

To make elections accessible & hassle free has been a priority of Election Commission of India. Committees has been set up at National as well as State level to work with the stakeholders at various levels, analyse the challenges and strategise on the way ahead to ensure due facilitation of PwD voters at the Polling Stations.



04

DOOR TO DOOR REGISTRATION FOR PwDs

To facilitate Persons with Disabilities (PwDs) and motivate them to come out and participate in the electoral process, Booth Level Officer (BLO) conducted door-to-door registration. Until now, 68.28 lakh PwDs have been registered so far.



05

ASSURED MINIMUM FACILITIES AT EACH POLLING STATION

Assured minimum facilities (AMF) constitutes provision for ramp, drinking water, adequate furniture, proper lighting, proper signage, helpdesk, and toilet. This effort was taken to ensure wholesome and constructive participation of each voter. These measures ensured active engagement in the Electoral process especially for the Persons with Disabilities (PwDs) and senior citizens.

NO VOTER TO BE LEFT BEHIND



- Ramp & Wheel chair
- EVM with Braille
- Sign Language
- Special Volunteers
- Transport Facility
- Voter Helpline



06 SENSITISATION TRAINING OF ELECTION OFFICIALS

Sensitization training of Election Officials regarding the special needs of Persons with Disabilities was conducted across Election Offices in the country. This included, basic sign Language Sensitization, Etiquette and manner training, development of campaign material in accessible format was also discussed. In addition, Sign Language Interpreters were also deployed at Polling Stations for better facilitation of Voters' with Disabilities.



07 MERCHANDISE

Merchandise items like T - shirts, Badges, Mouse Pads, Coasters, Mugs, Pen Stands, Mobile Pop Ups and Key Chains were designed and distributed.



08 VOTER AWARENESS ON AIR

To reach out to the masses at rural and remote areas, Community Radio stations all over India worked in coordination with District Election Officers to spread information on elections at grassroot level. In addition to that, Chunaav Ki Kahaniya, a series on motivational stories on elections were aired through All India Radio channels. Red FM, the official partner of Election Commission of India, conducted on-air and ground activities throughout the Poll Campaign. Besides different kinds of programs and phone-in interviews, they also promoted mobile apps and played audio bytes of the Election icons to reach out to more people.



09 PICK & DROP FACILITY FOR PwDs

Use of public transports to facilitate voters with disabilities on the poll day, free pick up and drop was provided to the polling station. The facility can also be availed through PwD App by Persons with Disabilities.



10 STREET PLAYS ON VOTER AWARENESS

Street Plays and Nukkad Nataks were organized to reach out to different sections of the society through street plays that spread message on importance of elections and made them aware of their electoral rights in rural as urban areas.



Mehendi is a popular art form in India in which decorative designs are created on a person's body mostly hands, using a henna paste. Mehendi Competitions were organized on the various themes including democracy and right to vote to engage more women in the SVEEP activities.



12 RANGOLI COLOURS APPEAL TO MASSES

Rangoli is an art form in which patterns are created on the floor or the ground using materials such as coloured rice, dry flour, coloured sand or flower petals on the eve of festivals. Therefore to mark the celebrations of the festival of democracy rangoli competition were organized in various parts of the country in schools, colleges as well as communities.



13 VOLUNTEERS TO AID AT POLLING STATION

Volunteers known as *Matdata Mitra* were engaged from NCC/NSS/Scout & Guides and deployed at the polling stations for Voters' facilitation, especially assisting Voters' with Disabilities (PwDs) and senior citizens to reach the Polling Station, offering drinking water and all kinds of assistance to Voters during polling.



14 PRIORITY ACCESS/ SEPARATE QUEUE DURING POLLING

Persons with Disabilities and senior citizens were provided priority access/ separate queue at the polling station on the poll day. All possible steps were taken so as to ensure that PwDs/ senior citizens are not required to wait in the queue. Proper sitting arrangement too was provided.



15 HUMAN CHAINS INVOLVED THOUSANDS

With an aim to reach out to the common man on the street, Human Chains were created. These mobilized a large number of people around the city and varied from a long chain to forming shapes of Indian Flag, ECI logo, Accessible Elections Logo and Lok Sabha Elections Logo.





16 COMPETITIONS GALORE AT EDUCATIONAL INSTITUTIONS

- Slogan writing competitions were organized to engage students at school & university level and other young voters in the community.
- Painting Competitions were also organized on the themes of democracy, right to vote, Importance of every vote, etc.
- Debates were organized in schools and colleges to sensitize young and future voters



17 PLEDGE LETTER TO APPEAL TO YOUNG & FUTURE VOTERS

Sankalp Patras or Pledge Letter is issued to the family through the school students, who get it signed by their parents and adult family members pledging to vote in the upcoming election. They also pledge to motivate friends and neighbours to cast their vote.

The pledge letters carrying the signature of the parent are submitted back to the school who pass it on to the district administration. With the help of the pledge letters, the district administration is able to reach out to a large number of families ahead of polling.



18 ALL WOMEN POLLING STATION

Started as an innovative idea in West Bengal in the 2014 General Elections, all women managed polling booths have now become a major highlight in the elections. For the first time in Lok Sabha Election 2019, all the women polling stations were set up in all constituencies of India where all the officers were women including the security personnel. This motivated women voters in rural as well as urban areas of the country.





19

ALL SERVICES A CLICK AWAY

Election Commission of India launched various mobile apps for different purposes for the facilitation of voters.



Voter Helpline App – To ease the registration process,, changing of the constituency, checking the name in the electoral roll & facilitation of voters among other services



Mx. Democracy – a digital game on electoral literacy provides crisp information regarding different aspects of electoral process in an interesting and playful manner



cVIGIL

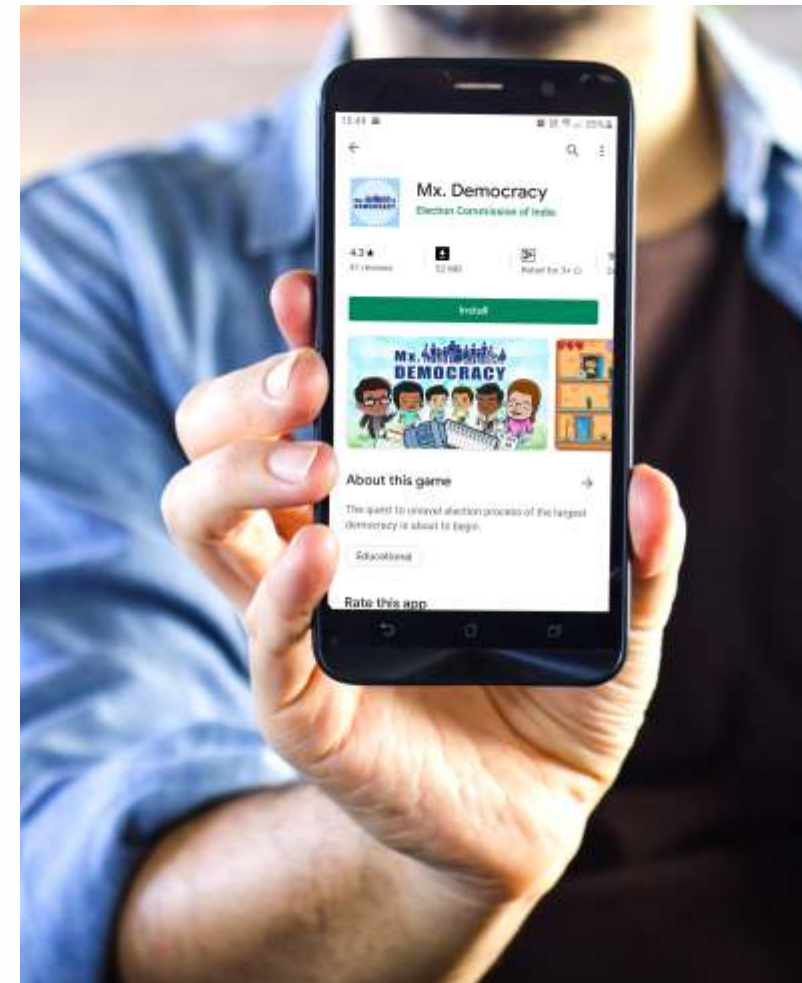
Cvigil App – To report the violations of Model Code of Conduct (MCC) and any other unethical behaviour during elections for the real time redressal of the complaint



PwD App – For the ease of identification and registration of PwDs and availing the other services like pick & drop and wheel chair facility on the poll day



Voter Turnout App – To check the real time turnout during the counting of votes and live updates on Election results



20 REACHING OUT THROUGH ELECTION ICONS

Numerous non partisan famous personalities from different fields were nominated as Election Icons. These included sportsmen, cricketers, actors and singers as also accomplished persons from other arenas.

They played a significant role in reaching out to the masses through different communication channels.



21 DEMOCRACY TRAIN

For the first time ever, Election Commission of India reached out to the masses through Indian Railways.

Trains traversing length and breadth of country were vinyl wrapped with #GoVote and regional messages on elections with coaches dedicated to different states as per the route.

These included Kerala Express, Himsagar Express, Guwahati Express, Howrah Express, Jhelum Express, Konark Express, Diksha Bhumi Express.



22 NATIONAL CAMPAIGN ON TV & CINEMA

A national SVEEP campaign for Lok Sabha Election 2019 was taken up on different forms of media.

Various electoral awareness video spots were telecast on 12 channels including private, news and general entertainment channels from 10th March 2019 to 19th May 2019. The video spots on various aspects of voter education were aired from February 2019 on DD National and DD News for 110 days. Moreover, the spots were also being screened in theaters/multiplexes pan - India through Films Division since last 6 months.







23 HOARDINGS & BANNERS

Election Commission of India also launched the outdoor publicity campaign throughout India. These included Display Board in 22 cities, Airport Hoarding in 15 cities and other locations such as Bus Stands, Animation Display and Digital Display Boards etc.



24 USE OF SOCIAL MEDIA TO REACH OUT

A social media campaign was launched on Facebook, Twitter, YouTube and Instagram as well as through Google posts for the tech savvy masses to connect them to elections.

-  @eci
-  @ecisveep
-  @ecisveep
-  Election Commission of India



25 LAUNCH OF BRAILLE EPIC

During the National Consultation on Accessible Elections, Commission launched the facility of Braille EPIC (Electoral Photo Identity Card) for the blind voters. Ahead of Lok Sabha Elections 2019, Braille EPICs were distributed by the respective State Election Offices.



26 EVM & VVPAT FAMILIARISATION CAMPS

EVM & VVPAT Familiarisation camps were conducted across the country to give hands on experience the voters ahead on Lok Sabha Polls. Such familiarisation camps were held at populated areas of the city/town/village by the election officials which made it possible for the common man to clarify apprehensions regarding the use and reliability of the machine.





WIDESPREAD

INNOVATIONS & INITIATIVES

27 WALL GRAFFITI TO MOTIVATE YOUTH

Numerous states created Wall graffiti to motivate the common man especially the youth for elections. Walls in the populated area of the cities were selected and painted with messages on elections. Numerous states also conducted Wall Graffiti competitions with school students and Art college students.



28 SCHOOL ELECTIONS TO UNDERSTAND THE VOTING PROCESS

Electoral Literacy Clubs educate regarding electoral processes through different kinds of entertaining activities. School Elections for choosing student representatives were conducted via Electoral Literacy Clubs to enable the students to understand the entire process of electing their representatives in schools at present and later for their nation.



29 FAMILIARIZING STUDENTS WITH THE PARLIAMENTARY SYSTEM

Electoral Literacy Clubs (ELCs) conducted a field visit of its members to the State Legislative Assembly. The field visit was conducted by states like Jammu & Kashmir and Meghalaya. Now many more states are organizing such visits to familiarize students from schools/ colleges with the Parliamentary system.

30 PwD MANAGED POLLING STATION

In numerous states, PwD managed Polling stations were set up. This meant that entire election personnel staff at the polling booth included Persons with Disabilities (PwDs). The aim is to empower PwD officials and encourage PwD electors to come out and participate in the electoral process in large numbers.

31 VOTING BECOMES FASHIONABLE

Voting became a fashion statement with elections chosen as a theme for fashion shows. A ramp walk was organised for Ethical Voting in Kerala and the initiative was replicated by other states too like Chhattisgarh and Goa among others.



32 THIRD GENDER MOTIVATES ALL TO VOTE

Election Commission of India gives electors an option to register themselves as a Third Gender too. These elections witnessed higher participation of third gender persons. In Maharashtra, not only did they cast their vote in large numbers but they also spread a message on value of each vote. In Delhi, a group of third gender appealed to masses through a rally, holding voting messages placards across the city.



33 DIVYANG SARATHI AND DIVYANG DOLIS FACILITATE

Divyang Sarathi and Divyang Dolis were used to facilitate Persons with Disabilities (PwDs) and also senior citizens in the hilly areas of the country as the roads to the polling station are not accessible due to the mountainous terrain and other tough geographical conditions. Uttarakhand, Himachal, J&K among others facilitated PwDs and senior citizens through these.



34 YOUTH MARATHON FOR VOTING

To counter urban apathy especially among youth, numerous states organized youth marathon with election theme. These youth Marathons were conducted in collaboration of Colleges, CSOs and NGOs working in the field of elections. Kerala, Uttar Pradesh and other states reached out to the youth through these marathons.



35 ADJUSTABLE FURNITURE FOR ACCESSIBLE ELECTIONS

With an aim to facilitate the PwD voters, Lok Sabha 2019 witnessed numerous new initiatives. In many states, adjustable furniture was used in numerous polling stations to make a way for the wheelchair and also a specific table height was used to ensure accessibility to EVM for Dwarf voters.

36 VOTER FESTIVALS ORGANIZED FOR AWARENESS

Voter Festivals and Democracy Concerts were organized to motivate voters and educate them via games, songs, dances and other interesting activities in many states and UTs. These festivals witnessed huge participation of all age groups.



37 VOTING MESSAGES ON GAS CYLINDERS & ATMs

All mediums were used to reach out to the voters. In numerous states, with an aim to reach out to the homemakers, voting messages were pasted on Gas Cylinders. Moreover, the ATMs at important junctions and banks in many states showed messages on elections to each user.



38 RADIO JINGLES TO MOTIVATE VOTERS

Radio Jingles attract all. Numerous radio jingles were prepared and aired through different mediums in many states. The radio jingle prepared by Delhi was aired on the FM Channels. It informed the listener regarding inclusion/amends in the electoral roll ahead of the poll dates in a musical manner.



39 CORPORATE SECTOR JOINS HAND FOR VOTER AWARENESS

Corporate Sector and Civil Society Organizations played a positive role in spreading awareness on elections. In many states. In Jharkhand, 43 corporate entities conducted SVEEP activities with their CSR fund.

40 SMSs MOTIVATE VOTERS

Free awareness SMSs were sent by many states to voters reminding them about important dates as also informing on important documents and helpline numbers for election processes.

41 VOTING MESSAGES ON MILK SACHETS

Elections were Omnipresent. Messages on elections were printed on Ponlait Milk Sachets in Puducherry and Paras Milk in Rajasthan among other states.

42 APPEAL THROUGH REGIONAL/FOLK MEDIUM

In the Lok Sabha Election 2019, many states/UTs launched educational and motivational TV Commercials in regional language to appeal to masses. Regional/folk songs spread awareness to the remotest corners of the country.



43

ROAD SHOWS & RALLIES SPREAD ELECTION MESSAGES

Various SVEEP activities such as Roadshows, Human rallies and Cycle rallies were organized to spread the information and messages on voting and also other relevant information for the poll day.



44 HANDBILLS WITH VOTING MESSAGES DISTRIBUTED

Many states distributed handbills containing important messages on registration and electoral participation amongst the public through field organizations, voluntary groups, and school and college children.



45 APPEAL THROUGH MEMES

All kinds of media was used to reach out to the voters. Due to the wide publicity of the humorous contents on social media, Voting related memes were circulated by many States/UTs to catch the attention of youth and the tech savvy.

46 ECO FRIENDLY POLLING STATIONS

Many states/UTs propagated the idea of green elections where use of plastic was discouraged throughout the election period. Plants and earthen pots were kept in side the polling stations.



47

PAINTINGS ON ROAD

In number of states, paintings of various kinds such as oil based /3D paintings on the roads gave messages on importance of voting. Busiest junctions of the cities were chosen and they caught the attention of all passing by.



48

MASCOTS FOR VOTER AWARENESS

Mascots were created to spread voter awareness for many states/UTs. Mr. Bahanebaaz from Madhya Pradesh is shown as an apathetic voter, ShriMat and ShriMati are a voting couple from Gujarat and Rajasthan selected chiraya as their icon. All these proved to be a good source of attraction for the public.



49 SAND ART ON ELECTIONS

Different kinds of Sand Art were created on the beaches in numerous states. They created a momentum on elections and connected the common man to the electoral process.



50 CRÈCHE FACILITY

To facilitate new mothers, crèche were created in many polling stations across the country. This eased the voting process for the mothers as they left the child in the crèche whilst they voted comfortably.



51 SIGNATURE CAMPAIGNS FOR VOTING

A signature campaign to commit for voting was organised in different regions across the country on various occasions. People from all age groups and sections of society participated. The Campaign caught eyeballs as it was put up in the most populated areas of the City.



52

SELFIE POINTS AT POLLING STATIONS

To make voting a memorable experience, selfie points were created at the polling booths decorated with voting messages. Millions of people clicked themselves at selfie points and uploaded their pictures online on different social media handles. This initiative was applauded offline as well as online as it motivated their friends and followers to go out and vote.



53 VOWS FOR DEMOCRACY

Newly-weds were seen casting their votes on their wedding day across the country. Their commitment towards their right to vote inspired many.



54 INFORMATIVE POSTERS ON ELECTIONS

Throughout the elections, informative posters were distributed to inform, educate and motivate voters to participate in the electoral processes. There were also circulated to all Gram Panchayats, Mahila-Mandals, Yuvak-Mandals, Self-Help Groups through Electoral Registration Officers, for wide publicity. They were also displayed in Government/private offices as also banks etc.

MAKING OUR ELECTIONS ACCESSIBLE

MY ABILITY IS BIGGER THAN MY DISABILITY

Facilitation at Polling Station

- Braille EVMs with Braille ballot sheet/candidate sheet in all polling stations
- The Presiding Officer can allow Blind & Infirm Voters to be assisted to vote by a companion (18 years or more) after submitting Form 49A at the Polling Station
- All polling booths made accessible to PwDs with ramps and signages
- Separate queue and priority voting for PwDs
- Volunteers, wheelchairs, help desk, easy to read posters at all polling station
- Transport facility from home to polling station and back for Voters with Locomotor Disability and the infirm
- Dedicated parking spaces for vehicles of Voters with Disabilities
- Blind electors shall be given EPICs in Braille

Be an integral part of Lok Sabha 2019

Election Commission of India
Nirvachan Sadan, Ashoka Road, New Delhi
Tel: +91-11-23052205, Fax: +91-11-23052219
www.eci.gov.in / www.assveep.mca.in

Have questions about

- REGISTRATION PROCEDURE
- YOUR APPLICATION STATUS
- ANY ELECTION-RELATED QUERY

#GoCall
Voter Helpline
1950

Be an integral part of Lok Sabha 2019

Election Commission of India
www.eci.gov.in

7 THINGS A VOTER MUST KNOW

- 1** If you are 18 years or above as of 1st of January 2019, you are eligible to be a voter!
- 2** REGISTER NOW:
ONLINE - Log on to www.nvsp.in
OFFLINE - Contact Booth Level Officer/Station Officer
- 3** HOW TO REGISTER:
Fill Form 6 and attach:
• A passport size photograph
• Proof of age (18-21 years)
• Proof of residence
- 4** TO VERIFY:
Log on to www.nvsp.in
Call helpline number 1950
- 5** DON'T FORGET:
Check your name in voter list in advance
Check polling details:
• Location of polling station
• Poll timings
• Know your candidate by the information available on CEO's website/www.eci.gov.in
- 6** ON POLL DAY:
Carry EPIC or other identity proof to polling station
No mobile phones allowed in polling booth
Assured Minimum Facilities and Special Facilities for PwDs provided at each polling station
- 7** TO VOTE:
Press the button on EVM next to the candidate of your choice
You will see a red light glow and hear a beep sound once you have cast your vote
Verify your vote - check slip of chosen candidate displayed for about 7 seconds on VVPAT screen

Cast an informed and ethical vote

Maintain the secrecy of your vote

UPHOLD THE TRUE SPIRIT OF DEMOCRACY



DISTINCTIVE

INNOVATIONS & INITIATIVES

55 LAUNCH OF I-HELP

With the aim to empower voters through digital electoral literacy, Assam launched project 'I-Help' in collaboration with a network of 3000 Common Services Centres (CSC) in the state. Under this, citizens received sensitization on the usage of mobile apps like Voter Helpline App, cVigil App, PwD App. Apart from EVM-VVPAT familiarisation training and door to door outreach programs for Persons with Disabilities, Digital Electoral Literacy Drives were also organized to assist voters in getting information enabling active democratic participation.



56 MESSAGES ON FOOD MENUS

In Bhilwada, Rajasthan, eateries had a special addition to their food menus! Voter Awareness Content was ingeniously placed and poll day related messaging was added to food menus of all eateries in town.



57 CONCEPTUAL FAMILIARISATION CLASSES

The state of Himachal Pradesh conducted classes for the conceptual familiarisation of students with Centre-State relations and 'First Past The Post System' to empower ELC members with knowledge on the basic functioning of the Parliamentary system.



58 VOTING TREE IN BIHAR

This was a unique effort in Munger district in Bihar for voter awareness as well as environment awareness where one voting tree was planted in all 101 Gram Panchayats of Munger district. The idea behind the voting tree is to motivate electors in future as well.



59 REGIONAL RADIO CHANNELS REACH OUT

Punjab collaborated with popular radio channels like MY FM and Big FM during conduct of General Election to Lok Sabha 2019. These radio partners conducted on-air promotion of on-field Voter Awareness activities.

60 CABS PROVIDE FREE PICK AND DROP

In the state of Karnataka and Chandigarh, transportation was provided free of cost to Persons with Disabilities (PwDs) in collaboration with cab companies like Ola & Uber to ensure better facilitation.



61 5-DAY EVENT IN SCHOOLS FOR ELC ACTIVITIES

A 5-day event was conducted across 1,500 schools in Buldhana district of Maharashtra State where students from all the schools of the district participated in ELC activities for one hour every day.



62 MAPPING OF PWDS IN CONSULTATION WITH BLOs

A joint initiative was taken up with the social welfare department of Assam to conduct comprehensive mapping of PwDs in consultation with Chandraprabha Baideus, Divyang Sarothis and BLOs in order to facilitate the voters with disabilities for a barrier-free and inclusive Accessible Election. Mapping included moral boosting, counselling, ethical and informed voting and escort services during the poll day etc.

63 FESTIVITIES AT THE HIGHEST POLLING STATION

At 15,256 ft, surrounded by the snow clad mountains, Tashigang in Himachal Pradesh is the world's highest polling station. The festival of democracy was celebrated with full enthusiasm in Tashigang where a Model Polling Station was established for 48 voters from two villages i.e. Tashigang and Gete. All the Poll Personnel as well as Voters were in their traditional attire singing folk songs and dancing.



64 DANDIYA RAAS EVENT ORGANIZED

Dandiya Raas is a traditional folk dance form of the state of Gujarat and multiple cultural events were organized for the people. Interestingly, EPIC card was substituted for entry passes and counters were set up to register those voters who had still not applied for Voter cards. There were even separate counters to check the names in Voter List and to get a demo of EVM and VVPAT machines.



65 SIGN LANGUAGE APP CREATED

Punjab developed a Sign Language App –to facilitate polling for people with hearing disabilities. Essentially, the Voter Helpline App was re-created with video clips in sign language for better facilitation.



66 VOTERS' PARK IN HARYANA

In the Gurugram Parliamentary Constituency of Haryana, the voters of Gurugram Metropolitan City have traditionally been less enthusiastic about voting on the poll day. Therefore, a first of its kind 'Voters' Park' was established to spread awareness among voters in Gurugram. The information display Boards/insignia-cum-entertainment features as well as selfie points in the Voters' Park were used to attract visitors & motivate them to head out to vote on the poll day.



67 MAT DISHA, AN EDUCATIONAL GAME

An educational game on ethical voting called Mat Disha (Mat means Vote & Disha means Direction) was developed by Goa. The game was designed in English, Hindi and Regional language apart from being made in an inclusive format for PwDs. A child friendly model of EVM was also designed with a cardboard dummy balloting unit to familiarise the ELC members with the functioning of EVMs.



9. ABOLE :



EVM VVPAT is fool proof absolutely,
after hands on trial I believe in it completely.

6. GOLU:



I am a proud voter and a newly married bride;
I can now keep two voter cards with pride.

12. BABU:



Who are the candidates I'm not aware,
I vote carelessly, should I really care?

7. TITU:



One vote can hardly matter;
I'm extremely busy I shall not vote rather.

68 AWARENESS CAMPS FOR PwDs

Multiple Voter Awareness camps were conducted in Telangana on important topics like Sign Language, Assured Minimum Facilities (AMF) at the polling booths etc. Moreover, campaign material developed in Braille language was distributed for the ease of PwD voters.



69 SPECIAL TRAINING SESSIONS FOR ELECTION OFFICIALS

Sikkim organized special training sessions to sensitize all officials involved in the election process on the needs of Persons with Disabilities (PwDs) to ensure a hassle free experience for the voters.

70 SPORTS EVENT & WHEEL CHAIR RALLIES FOR PwDs

In the state of Chandigarh, a cricket match was organised for Persons with Disabilities (PwDs) along with wheel chair rallies to boost the morale of voters with disabilities.



71 SAKSHAM ETAWAH-LOGO

Uttar Pradesh created Saksham Etawah – a wheelchair logo using 35,000 thumb imprints of citizens! This was a great initiative to sensitize people towards the needs of PwDs.

72 BLO SENSITISATION WORKSHOP

In the state of Nagaland, a workshop by special educators was conducted to sensitize BLOs on all matters related to PwDs and further enhance their capabilities in identifying and facilitating PwDs.



73 SENSITISED ETHNIC COMMUNITY LEADERS SPREAD AWARENESS

In its effort to spread voter awareness upto the grass root level, Sikkim organized a sensitization program for the leaders of ethnic communities of the State and the NGOs working for Persons with Disabilities (PwDs). The main objective of this was to disseminate correct information about election procedures and processes through community leaders so that there is no room for the spread of false information and rumours.



74 DIALOGUE WITH THE YOUNG ELECTORS

In Andaman and Nicobar Islands, young electors were made aware of the importance of democracy and the right to vote by the traditional community elders/village captains through multiple dialogues and community discussions.

75 SUGAMYA APP FOR PwDS

Madhya Pradesh created an app called Sugamya for encouraging PwD voters, which helped in the registration of 4.5 lakhs PwD voters, 4.2 lakhs pregnant women and 5.05 lakhs old age voters through its portal. Queue-Jump Passes were distributed to all who registered through the app.

76 A RECORD FEAT IN NIZAMABAD

Telangana set a unique record with 175 farmers contesting for Member of Parliament seat in the General Elections 2019. To conduct a hassle free election - the FLC, mock poll and the commissioning of 25,000 Ballot Units, 2,000 Control Units and 2,000 VVPATs was completed involving 600 engineers and 2,000 personnel in a short time span of just 3 days! An army of vehicles was used for the movement of men and machines - all fitted with GPS tracking to monitor their movement. The management of election process in Nizamabad PC stands out as a role model for the entire country.



Satragi Saptah was a weeklong celebration where each day of the week was dedicated to a specific segment of the electorate. Activities like *Deep Daan*, *Band Vadan* along with pledge, *Vote Baraat*, *Mahila March*, *Human Chain*, *Tri-cycle rally* and *Vote Marathon* were a part of *Satragi Saptah* (Rainbow Week).



78 POLLING STATION FOR ONE VOTER

In the State of Gujarat, deep into the Gir Forest, full of lions, a polling station was set up for only one voter. Also, Malogam in Arunachal Pradesh had a single voter. This shows the commitment of polling officials to our motto 'No Voter to be Left Behind'.



A journey to a remote corner of India to capture one vote of 910.1 Million.

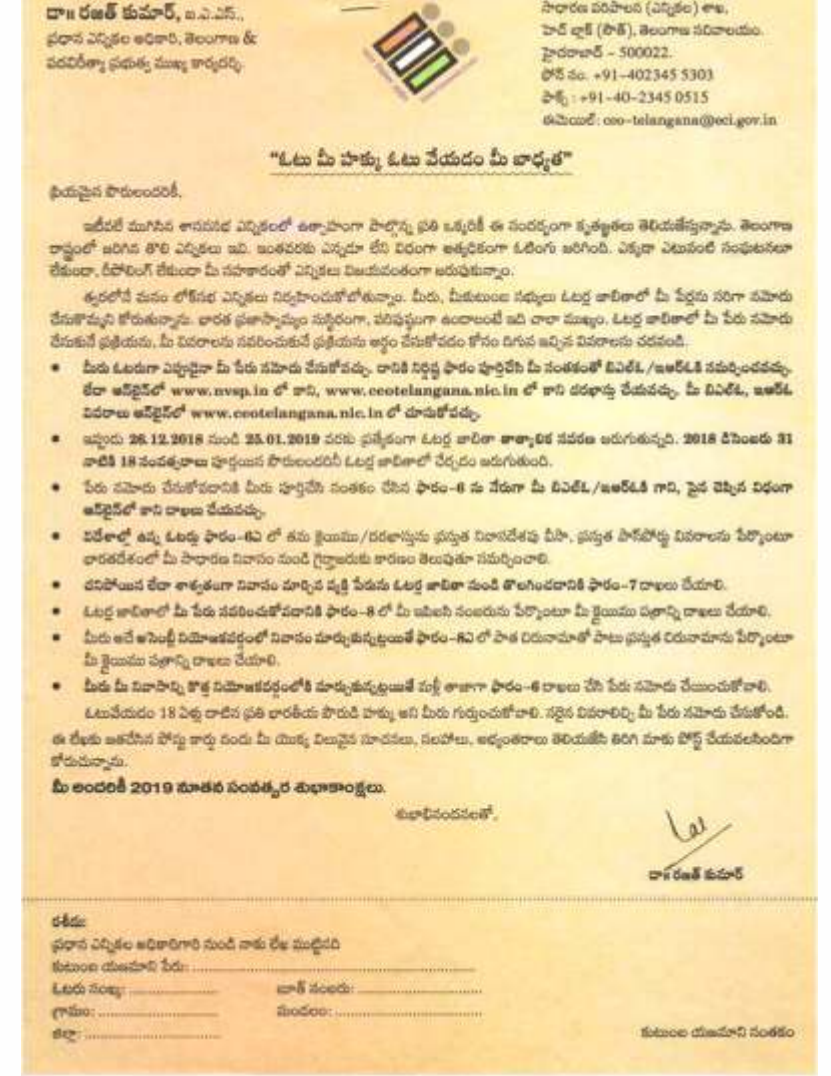
Sokela Tayang, Lone Voter from Malogam, Arunachal Pradesh

79 POST CARD CAMPAIGN

To create awareness among voters in Telengana, a Post Card Campaign was launched wherein each household was sent a letter by the Chief Electoral Officer encouraging voters to cast their vote. It also provided important information related to electoral process. A total of 1 crore post cards were distributed, covering 83,03,612 households!

80 TARGETED TAGLINES

In the state of Chandigarh, different taglines were developed to appeal to specific as well as targeted audiences. For example, 'Eat Pure, Vote for Sure' was the tagline used in Hotels in Chandigarh and 'Vote for a Healthy Democracy' was used for Doctors.



81**ONLINE BOOKING FOR FACILITIES AT POLLING BOOTHS**

In Tamil Nadu, the facility of online wheelchair booking & queue management was made available through a website to facilitate voters with disabilities.

83**TAXI COUPONS FOR PWD VOTERS**

In the state of Mizoram, Government vehicles were assigned for transportation of PwDs on Poll Day, and PwD voters were given the facility of Taxi Coupons for easier facilitation on Poll Day.

82**EDUCATIONAL INSTITUTIONS ENSURE ENROLMENT OF NEW VOTERS**

In the state of Himachal Pradesh, the Heads of Educational Institutions were roped in to ensure that all 18+ eligible youths enrolled in their college/university are registered as voters.

84**VISUALLY IMPAIRED MUSIC BAND AS STATE ICONS**

'Light after Dark', Meghalaya's first visually impaired music band was identified and deployed as the State Icon, giving impetus to the participation of PwDs in the electoral process.



85 VOTING MESSAGES THROUGH FOOD DELIVERY APP

Rajasthan collaborated with popular food delivery App – Zomato to send Voting Messages to voters ahead of poll day.



86 PwD KIT DISTRIBUTED

A PwD Kit with Voter Assistance Guides (regular as well as in Braille), Posters in Braille and Voter Slips (in Braille/ normal - as required) were distributed to Voters with Disabilities well before the Polling Day in Maharashtra.

87 DEDICATED VOLUNTEERS FOR PwDs

In the State of Delhi, volunteers for voter assistance were deployed in all polling stations. The volunteers comprised mainly of school children between the age group of 15 to 17 years.



88 MAGNIFYING SHEETS AT POLLING BOOTHS

To make elections accessible and hassle free, Delhi made Magnifying Sheets available at every polling booth for better facilitation of electors with low vision.

89 GREEN ELECTION IN KERALA

Following a ban on the use of flex and non-biodegradable materials during electioneering, the state of Kerala held a clean and green election.

A booklet was made explaining all the ways in which the green protocol can be adhered to and special events were organized by officials like cycle rallies, and processions by students. Green protocol volunteers in different districts, signature campaign on cloth banners, street play on green election, flash mobs, beach run, sand art, quizzes, celebrity endorsements and messages from district SVEEP icons disseminated the message further. The public was also encouraged to come up and report any violations that were noticed anywhere in the state for immediate action from authorities.



90 INSTAGRAM INFLUENCERS REACH OUT TO THE YOUTH

Mizoram started a Young Voters Club where top 20 Instagram users with highest followers appealed to younger generations especially to those who were found to be indifferent to exercising their franchise. Young Voters Fest was organized by Young Voters Club for college students with events like debates, slogan writing competition, elocution and music competitions.



91 NOTHING HOLDS BACK THIS PwD ANGANWADI WORKER

In Bihar, Lalti Devi of District Buxar is an anganwadi worker with locomotor disability. She is married to a Person with Disabilities (PwDs) as well. Undaunted by her physical limitations, Lalti Devi earns her livelihood by serving the children at Anganwadi Centres in her village. During elections she also visited each household to motivate voters to come out and exercise their right to vote.



Lalti Devi, Anganwadi Sevika Motivating people to Vote

92 OPEN MIC CAFE

In the state of Meghalaya, in order to tackle urban apathy, an Open Mic Cafe event was organized. Numerous artists reached out to the man on the streets, as they shared their belief in Indian electoral process through music.



93 MOBILE POLLING BOOTH FOR MONKS

The Sangha Constituency in Sikkim established a unique mobile polling booth designed to cater to the wandering Buddhist monks of the state.



94 AAIDEUR CHORA - A PUBLIC SPHERE FOR WOMEN

The State of Assam launched 'Aaideur Chora' (a public sphere for Women) initiative to educate women voters about the SVEEP (Systematic Voter Education and Electoral Participation) Programme. More than 2 lakh Self-Help Groups (SHGs) were reached out to along with other government departments with an aim to sensitize rural women towards their electoral rights. Weekly discussions on the value of democracy, ethical voting and other voting related information were conducted. Apart from this, more than 2,870 Village Ambassadors distributed information leaflets in local languages amongst prospective voters especially women.



95 VOTER INTERACTIVE SESSION

An interactive session covering topics like Voter Awareness, Urban Apathy, Ethical Voting, Accessible Election and importance of voting was conducted in Uttarakhand for young & first time voters to inform them regarding their democratic right. More than 4,000 students from different colleges took part in this session.



96 STAMPS PROMOTE VOTING

Stamps with messages on voting and important information were developed and stamped on bills, cinema tickets, receipts, postal envelopes & courier parcels, etc in the state of Gujarat during elections.

97 INTERNATIONAL DAY OF PwDs CELEBRATED

Maharashtra celebrated International Day of Persons with Disabilities (PwDs) with great enthusiasm in all districts. Various events, competitions and activities were organised and PwD voters came out in large numbers to celebrate.



98 QUIZ ON INDIAN ELECTIONS

A State Level Indian Election Quiz with the involvement of 8,500 students of all the 77 Government Senior Secondary Schools across Sikkim was held to impart important information on the electoral process and registration for future voters.

99

VOTER AWARENESS PROGRAMME FOR TRIBALS

A Voter Awareness Programme was conducted by students in the tribal hamlets of Attapadi in Kerala. After school hours and on holidays, the students, along with the teachers, visited each and every house in the tribal hamlets of Attappadito educate the inhabitants on the importance of exercising their right to vote and distributed informational booklets and posters. The residents also learnt to operate the EVM-VVPAT machines. Subsequently, due to the consistent efforts of the students and officials - about 98 % of the voters exercised their voting rights. This is probably the first time in India that polling rates improved in the remotest of tribal areas through the involvement of school students.



The students of Government Higher Secondary School in Agali, Attappadi, conducting awareness classes for the Adivasis on Tuesday

100

BUSES SPREAD AWARENESS

To reach a large number of people ahead of elections, DTC buses all over Delhi were wrapped with voter awareness messages and appeals to citizens to come out and vote on the poll day.



101 METRO TRAINS ATTRACTS ALL

Five Metro trains of Delhi Metro were wrapped with voter awareness content along with the pictures of popular Election Icons to appeal to the young demographic and tackle urban apathy in the capital.



#BeyondCallOfDuty

Braving blasts to help Gatta vote!
A 45 year old teacher with a group of 26 others working as polling officials for 6 booths were heading towards the Polling Booth in Gadchiroli, Maharashtra when there were twin blasts by Maoists in the area. They had to spend the next 72 hrs in a fortified police station and wait for some semblance of normalcy. In spite of threat, they were able to conduct the election in 2 out of 6 booths. Although a little behind schedule, they saw a remarkable turnout of 65.1% and 52%.

#SilentRanks

#BeyondCallOfDuty

Iron Zeal Wreang, Master Trainer for EVM VVPAT lived up to his name combining unmatched zeal with iron resolve spending 4 months on the Democracy Van travelling to all 3167 polling stations across 60 assembly segments of Meghalaya familiarizing people with the working of VVPAT and EVM. Not missing even 1 road show, he carried on the mission to explain the workings of the EVM-VVPAT to both befuddled rural folks or cynical urban voters.

#SilentRanks

#SilentHeroes

Sunita Sharma had brain stroke on 14th May, 2014 and had paralysis on right side of the body. She was hospitalised and was in ICU for 18 days when she suffered brainstem compression, a life threatening condition.

In pic- Sunita Sharma with her Physiotherapist at the Polling Station

Recovering gradually, she expressed her wish to vote in Lok Sabha Elections. I took her to her polling booth, where she felt joyful after casting her vote.
- As narrated by her husband Dr S K Sharma, Alwar, Rajasthan

#BeyondCallOfDuty

In Andamans, sitting by the sea with EVMs for Three days after the polling ended, poll officials were still waiting for EVMs and VVPATs to reach the Port Blair Headquarter. Polling is conducted in the 31 inhabited islands in the Andaman and Nicobar parliamentary constituency. Many of these islands are 3 to 4 days travel away from Port Blair. Polling officials travel via dinghy, small boats, sometimes having to wade through mangroves infested with crocodiles or walk longer hilly routes to avoid Pythons. Their efforts should inspire all of us to go and Vote, shouldn't it?

#SilentRanks

#BeyondCallOfDuty

In Kandhamal district of Odisha, on 17th April, a polling party on way to Mingunpadar, faced mme explosion triggered by armed Maoists. Their vehicles were seized, alongwith EVMs and VVPATs and the polling officials were threatened not to come again. However, a new polling party reached Mingunpadar on foot with dedicated support of Paramilitary forces and successfully conducted polls on 18th of April 2019. In another chilling incident, Maoists triggered landmine explosion near polling station number 12 Bbarahala armed, Smt Sanjukta Digal, a Grama Rojgar Sevak on election duty, lost her life during the gun firing by ultras.

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