

**STATE SVEEP PLAN**

**OF**

**BIHAR**

**FOR**

**LOK SABHA GENERAL  
ELECTION, 2014**

## A. Objectives

*(Please specify the objectives of the State SVEEP plan & also the specific goals to be achieved in preparation for the Lok Sabha Elections 2014)*

This SVEEP plan has been made to maximize voter turnout at the time of Lok Sabha General Elections 2014. At the time of Lok Sabha General Elections 2009 the voter turnout was 44.4% average for the entire State. All efforts will be taken to ensure that all eligible electors get enrolled in the electoral roll and maximum number of these registered electors turnout to Vote in the forth coming Lok Sabha General Elections 2014. For that, extensive mobilization and motivation campaign will be carried out to educate and motivate the voters.

The SVEEP strategy is to extensively focus on the youth and particularly women, to educate, enable & motivate them for participation in the voting process.

## B. Situation Analysis-

*(Systematic Assessment of current and previous electoral data to guide the interventions)*

District	Number of Electors in last Published Draft Roll w.r.t. 01.01.2014 as qualifying date			Number of Electors in Final Roll w.r.t. 01.01.2014 as qualifying date			Net change over previous Final roll (+/-)	% Change over previous Final roll (+/-)
	Male	Female	Other	Male	Female	Other		
West Champaran	1081753	896019	85	1115104	952366	64	89677	4.53
East Champaran	1496790	1250150	353	1531795	1310993	92	95587	3.48
Sheohar	133546	113730	0	136613	119591	5	8933	3.61
Sitamarhi	1040278	897942	73	1079077	961053	70	101907	5.26
Madhubani	1387349	1175425	84	1418831	1279336	97	135406	5.28
Supaul	606874	544772	41	631233	580140	28	59714	5.18
Araria	789397	691197	217	824114	728698	42	72043	4.87
Kishanganj	471201	410541	33	480648	441251	21	40145	4.55
Purnia	887880	782968	79	935299	844097	42	108511	6.49
Katihar	821634	718066	184	858944	764769	35	83864	5.45
Madhepura	571933	506838	62	582800	535657	30	39654	3.68
Saharsa	558056	495907	22	573030	526765	39	45849	4.35
Darbhanga	1264325	1070337	16	1287663	1125497	29	78511	3.36
Muzaffarpur	1396605	1185809	98	1465367	1271852	63	154770	5.99
Gopalganj	815482	709294	47	830702	773915	32	79826	5.24
Siwan	1049845	882162	53	1102638	961725	32	132335	6.85
Saran	1315210	1082423	90	1376932	1183492	49	162750	6.79
Vaishali	1094117	902724	65	1133318	962380	59	98851	4.95
Samastipur	1246851	1076535	30	1296739	1131271	39	104633	4.50
Begusarai	889524	762929	99	927991	812995	59	88493	5.35
Khagaria	496515	428568	39	510914	447261	22	33075	3.58
Bhagalpur	1003021	848438	96	1011973	902204	76	62698	3.39
Banka	625463	527523	21	633797	564032	14	44836	3.89
Munger	431052	350179	34	453251	379040	34	51060	6.54
Lakhisarai	321853	270094	24	337651	291304	8	36992	6.25
Sheikhpura	205272	176168	18	212818	186757	15	18132	4.75
Nalanda	987976	842717	123	1019155	900855	79	89273	4.88
Patna	2036584	1701520	204	2140041	1820126	164	222023	5.94
Bhojpur	958291	754387	65	974778	799404	167	61606	3.60

Buxar	571972	482396	47	588334	513753	12	47684	4.52
Kaimur (Bhabhua)	499129	425607	77	518256	459655	80	53178	5.75
Rohtas	993004	837383	353	1013158	872525	26	54969	3.00
Arwal	229788	189345	16	240156	207292	16	28315	6.76
Jehanabad	360706	308932	72	371265	330380	12	31947	4.77
Aurangabad	775483	642777	54	829609	705854	50	117199	8.26
Gaya	1296941	1103298	156	1321683	1181826	120	103234	4.30
Nawada	738170	629210	38	782485	697592	41	112700	8.24
Jamui	535179	451339	159	549860	480841	18	44042	4.46
STATE TOTAL	31985049	27125649	3327	33098022	29008544	1881	2994422	5.07

Analysis of the Draft Roll published on 1-09-2013 and final roll published on 18<sup>th</sup> January, 2014 reveals below mentioned points:

- During the last electoral roll revision total 29,94,422 new names were added.
- EP Ratio increased from 0.54 to 0.56
- Gender ratio increased from 848 to 877.
- The no. of electors of 18-19 age group has increased from 0.64 in draft to 2.74 in the final roll.
- The youth form the largest chunk among the electorate.

## B1. Electoral Profile-

### B1.1 Electoral Profile of the entire state in brief

(Total population, Electors-male, Female, Others, EP Ratio, EPIC Coverage, Age cohort, Districts, Assembly and parliamentary constituency, polling stations etc)

- Total Number of Districts – 38
- Total Number of Parliamentary Constituencies – 40
- Total Number of Assembly Constituencies – 243
- Total Number of Polling Stations – 59807
- Total population of Bihar is - 111611333 (projected 2014)
- Total Number of Electors - 6,21,08,447
- Male Electors – 3,30,98,022
- Female Electors – 2,90,08,544
- Others Electors – 1,818
- EP Ratio – 0.56
- EPIC Coverage – 90.60%
- Photo Coverage – 99.95%
- Age Cohort wise information –

State Population in numbers (projected upto the year of current revision) [X]					111611333
State Population of 18+ only (projected upto year of current revision) [Y]					60680417
Age Cohort	Projected Census Population in age cohort (Projected upto the year of current revision 2014)	%age of (2) to 'X' i.e. total Population as per census	Electors as per currently proposed Final Roll w.r.t. 01.01.2013 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	3957150	3.55	1660667	1.49	2.74
20-29	16871991	15.12	16080075	14.41	26.50
30-39	14488104	12.98	16750969	15.01	27.61
40-49	10116978	9.06	12027600	10.78	19.82
50-59	6550277	5.87	7807198	6.99	12.87
60-69	5465646	4.90	4710332	4.22	7.76
70-79	2069281	1.85	2259695	2.02	3.72
80+	1160989	1.04	811911	0.73	1.34
<b>State Total</b>	<b>60680417</b>	<b>54.37</b>	<b>62108447</b>	<b>55.65</b>	<b>102.35</b>

### B1.2 Socio-Cultural profile of the State-

Bihar, the ancient land of Buddhism, Jainism is also the land of world's first republic, viz. the *Lichhavi Gantantra*. Mighty rivers like the Ganges, the Gandak, the Sone, the Budhi Gandak, the Koshi and the Mahananda flow across this state. It is the most populous state in the country, after Uttar Pradesh and Maharashtra. It differs considerably in demography, dialects, cultural tradition, economic activities etc from place to place. Bihar is surrounded by the states of West Bengal in the east, Uttar Pradesh in the west and Jharkhand in the south. Its northern boundary has Nepal on the other side, making it an international border. On the north eastern extremity too it is very close to Bangladesh, separated only by an extract of land of the state of West Bengal.

The population density of Bihar is 1, 102 person per square kilo meter. Which is incidentally the highest in the country among states. A large section of the population works as out migrant labours in the other states, generally during the crop (Rabbi, Kharif) season.

Agriculture/farming is the main occupation in Bihar. Wheat and Paddy are the main staple crops. Litchi, Banana and Mangoes (Maldah, Gulabkhas) are the main fruits grown here.

Hindi, Urdu, Maithili, Bhojpuri and Magahi are the major languages that are spoken in Bihar. Madhubani Painting/Mithila Painting is major style of painting practiced in the Mithila reason of Bihar.

In the first half of the year the major festival is Holi which is celebrated with full fervor and enthusiasm. Apart from it the other major festivals are Mahashivratri, Chhath, Eid-ul-fitr, Eid-ul-joha, Muharram, Ramnavami, Durga Puja, Deepawali, Christmas, Janmashtami, Rakshha Bandhan, etc.

## B2. Identification of Gaps

B2.1. Category wise (e.g. Gender, youth, Urban, Excluded group etc, statistics of post elections and registration data)

### District wise Gender Ratio on the basis of current electoral roll, 2014

Name of Districts	Gender in census	Gender in Final roll as 01.01.2014	Difference
SIWAN	988	872	116
SARAN	954	860	94
GOPALGANJ	1021	932	89
BHOJPUR	907	821	86
AURANGABAD	926	851	75
ARWAL	928	863	65
ROHTAS	918	861	57
WEST CHAMPARAN	909	854	55
SHEIKHPURA	930	878	52
BUXAR	922	873	49
NAWADA	939	892	47
JAMUI	922	875	47
EAST CHAMPARAN	902	856	46
PATNA	897	851	46
VAISHALI	895	849	46
GAYA	937	894	43
MUNGER	876	837	39
LAKHISARAI	902	863	39
SAMASTIPUR	911	873	38

NALANDA	922	884	38
DARBHANGA	911	874	37
ARARIA	921	885	36
KAIMUR (BHABUA)	920	887	33
MUZAFFARPUR	900	868	32
JAHANABAD	922	890	32
KISHANGANJ GANJ	950	918	32
KATI HAR	919	891	28
MADHUBANI	926	902	24
BEGUSARAI	895	876	19
PURNIA	921	903	18
SHEOHAR	893	876	17
BANKA	907	890	17
KHAGARIA	886	876	10
SUPAUL	929	919	10
SITAMARHI	899	891	8
MADHEPURA	911	919	-8
BHAGALPUR	880	892	-12
SAHARSA	906	921	-15

**District wise percentage of youth electors in the current electoral roll, 2014**

District	Percentage of Youth (Age group of 18 to 39)
West Champaran	58.85
East Champaran	59.85
Sheohar	42.27
Sitamarhi	56.71
Madhubani	54.79
Supaul	57.48
Araria	60.75

Kishanganj	57.32
Purnia	63.51
Katihar	57.94
Madhepura	66.97
Saharsa	68.42
Darbhanga	58.06
Muzaffarpur	61.58
Gopalganj	65.08
Siwan	65.95
Saran	65.61
Vaishali	54.96
Samastipur	59.68
Begusarai	61.04
Khagaria	65.06
Bhagalpur	68.78
Banka	52.59
Munger	61.53
Lakhisarai	60.15
Sheikhpura	66.04
Nalanda	62.06
Patna	62.60
Bhojpur	59.48
Buxar	68.12
Kaimur	58.12
Rohtas	63.01
Arwal	68.27
Jehanabad	60.97
Aurangabad	56.21
Gaya	59.13
Nawada	66.67
Jamui	57.31

B2.2. District wise (*e.g. statistical analysis, category, if any, in each district etc*)

**Voter turnout report of Lok Sabha Election 2009-  
PC having lower voting percentage than the state average of 44.4%**

Sl. No.	PC NO	PC NAME	Districts	VTR %	
				Male	Female
1	30	Patna Sahib (GEN)	Patna	37.95	28.33
2	29	Nalanda (GEN)	Nalanda	36.54	29.14
3	32	Arrah (GEN)	Bhojpur	40.57	30.07
4	35	Karakat (GEN)	Rohtas	47.56	34.68
5	40	Jamui (SC)	Jamui	40.51	35.38
6	3	Purvi Champaran (GEN)	East Champaran	45.03	35.43
7	31	Pataliputra (GEN)	Patna	46.18	35.55
8	2	Paschim Champaran (GEN)	West Champaran	47.56	36.01

9	17	Gopalganj (SC)	Gopalganj	38.11	36.63
10	34	Sasaram (SC)	Rohtas	47.80	36.92
11	28	Munger (GEN)	Munger	45.45	37.27
12	38	Gaya (SC)	Gaya	46.93	37.41
13	37	Aurangabad (GEN)	Aurangabad	48.13	38.14
14	16	Vaishali (GEN)	Vaishali	56.29	40.52
15	26	Bhagalpur (GEN)	Bhagalpur	46.57	40.87
16	5	Sitamarhi (GEN)	Sitamarhi	43.73	41.28
17	39	Nawada (GEN)	Nawada	41.87	41.37
18	33	Buxar (GEN)	Buxar	50.99	41.51
19	21	Hajipur (SC)	Vaishali	41.75	42.00
20	36	Jahanabad (GEN)	Jehanabad	51.16	42.29
21	6	Madhubani (GEN)	Madhubani	37.50	42.62
22	14	Darbhanga (GEN)	Darbhanga	40.75	42.95
23	7	Jhanjharpur (GEN)	Madhubani	42.29	43.49
24	4	Sheohar (GEN)	Sheohar	46.52	43.62
25	1	Valmiki Nagar (GEN)	West Champaran	49.23	44.36

**Voter turnout report of Assembly Election 2010-  
AC having lower voting percentage than the state average of 52.7%**

Sl No.	Name of District	No. & Name of Assembly Constituencies	VTR %		
			Men	Women	Total
1	2	3	10	11	12
1	<b>PATNA</b>	182-Bankipur	39.95	33.05	36.96
2	<b>PATNA</b>	183-Kumhrar	40.29	33.60	37.33
3	<b>PATNA</b>	181-Digha	40.69	35.23	38.31
4	<b>MADHUBANI</b>	32- Benipatti	37.52	46.82	41.74
5	<b>BHAGALPUR</b>	156-Bhagalpur	45.81	38.70	42.59
6	<b>NAWADA</b>	238-Gobindpur	41.85	45.76	43.66
7	<b>MADHUBANI</b>	37-Rajnagar (SC)	41.63	47.15	44.16
8	<b>NALANDA</b>	173-Rajgir (SC)	37.18	52.72	44.47
9	<b>DARBHANGA</b>	87-Jale	38.89	51.38	44.62
10	<b>SARAN</b>	118-Chapra	45.04	44.18	44.66
11	<b>MUNGER</b>	166-Jamalpur	45.35	44.24	44.85
12	<b>NAWADA</b>	237-Nawada	45.31	45.10	45.21
13	<b>MADHUBANI</b>	36-Madhubani	43.18	48.31	45.51
14	<b>DARBHANGA</b>	82-Darbhanga Rural	40.80	51.19	45.56



15	<b>JAMUI</b>	240-Sikandra (SC)	44.54	46.78	45.57
16	<b>DARBHANGA</b>	<b>78-Kusheshwar Asthan(SC)</b>	37.83	54.46	45.59
17	<b>BANKA</b>	162-Katoria (ST)	46.03	45.44	45.76
18	<b>NAWADA</b>	239-Warsaliganj	45.52	46.19	45.82
19	<b>PATNA</b>	184-Patna Sahib	51.60	38.84	45.86
20	<b>NAWADA</b>	236-Hisua	45.50	46.36	45.90
21	<b>NALANDA</b>	171-Asthawan	45.71	46.19	45.93
22	<b>NAWADA</b>	235-Rajauli (SC)	44.60	47.61	46.01
23	<b>BHOJPUR</b>	195-Agiaon (SC)	48.36	43.24	46.04
24	<b>DARBHANGA</b>	79-Gaura Bauram	38.47	55.30	46.29
25	<b>GAYA</b>	233-Atri	48.15	44.56	46.47
26	<b>BHOJPUR</b>	198-Shahpur	46.72	46.25	46.52
27	<b>BHAGALPUR</b>	157-Sultanganj	46.49	46.96	46.71
28	<b>SARAN</b>	116-Taraiya	41.86	52.21	46.73
29	<b>DARBHANGA</b>	86-Keoti	40.07	54.69	46.75
30	<b>ARWAL</b>	214-Arwal	48.94	44.82	47.07
31	<b>LAKHISARAI</b>	167-Suryagarha	46.72	47.74	47.19
32	<b>MADHUBANI</b>	35-Bisfi	41.49	54.22	47.26
33	<b>DARBHANGA</b>	80-Benipur	42.96	52.15	47.27
34	<b>JAMUI</b>	243-Chakai	49.01	45.30	47.28
35	<b>DARBHANGA</b>	81-Alinagar	40.06	55.57	47.33
36	<b>MUNGER</b>	164-Tarapur	46.59	48.24	47.35
37	<b>SITAMARHI</b>	24-Bathnaha (SC)	46.41	48.75	47.51
38	<b>GAYA</b>	227-Imamganj (SC)	46.48	48.85	47.58
39	<b>BHOJPUR</b>	193-Barhara	48.19	47.13	47.72
40	<b>BUXAR</b>	199-Brahampur	49.43	45.89	47.79
41	<b>AURANGABAD</b>	222-Kutumba (SC)	49.16	46.14	47.80
42	<b>SITAMARHI</b>	27-Bajpatti	42.05	54.43	47.81
43	<b>GOPALGANJ</b>	103-Bhorey (SC)	45.02	51.09	47.86
44	<b>MADHUBANI</b>	38-Jhanjharpur	43.62	52.65	47.86
45	<b>AURANGABAD</b>	224-Rafiganj	48.31	47.32	47.86
46	<b>SARAN</b>	115-Baniapur	43.60	52.88	47.90
47	<b>GAYA</b>	230-Gaya Town	51.32	43.65	47.91
48	<b>SARAN</b>	113-Ekma	45.02	51.14	47.91
49	<b>NALANDA</b>	172-Biharsharif	48.26	47.63	47.97

50	<b>ARWAL</b>	215-Kurtha	49.11	46.91	48.10
51	<b>NALANDA</b>	174-Islampur	48.24	48.05	48.15
52	<b>MUNGER</b>	165-Munger	50.92	44.90	48.22
53	<b>BHAGALPUR</b>	154-Pirpanti (SC)	49.76	46.60	48.31
54	<b>MADHUBANI</b>	39-Phulparas	42.58	55.40	48.50
55	<b>BANKA</b>	163-Belhar	46.62	50.84	48.58
56	<b>SARAN</b>	119-Garkha (SC)	47.18	50.32	48.63
57	<b>ROHTAS</b>	213-Karakat	51.62	45.41	48.78
58	<b>PATNA</b>	186-Danapur	52.02	45.13	48.96
59	<b>JAHANABAD</b>	218-Makhdumpur (SC)	50.45	47.71	49.19
60	<b>SARAN</b>	114-Manjhi	45.53	53.37	49.21
61	<b>AURANGABAD</b>	223-Aurangabad	50.62	47.53	49.22
62	<b>LAKHISARAI</b>	168-Lakhisarai	49.71	48.67	49.23
63	<b>BHOJPUR</b>	194-Arrah	52.26	45.73	49.40
64	<b>DARBHANGA</b>	84-Hayaghat	43.89	55.91	49.43
65	<b>SITAMARHI</b>	30-Belsand	45.51	54.12	49.53
66	<b>SIWAN</b>	108-Raghunathpur	45.53	54.21	49.55
67	<b>AURANGABAD</b>	221-Nabinagar	53.13	45.26	49.57
68	<b>NALANDA</b>	177-Harnaut	50.27	48.88	49.63
69	<b>SIWAN</b>	109-Daraundha	45.75	54.01	49.66
70	<b>BANKA</b>	159-Amarpur	49.17	50.24	49.66
71	<b>JAHANABAD</b>	216-Jehanabad	51.41	47.87	49.79
72	<b>SHEIKHPURA</b>	170-Barbigha	50.21	49.38	49.82
73	<b>BANKA</b>	160-Dhauraiya (SC)	49.32	50.52	49.88
74	<b>SARAN</b>	120-Amnour	45.50	55.25	49.97
75	<b>PATNA</b>	190-Paliganj	52.16	47.53	49.99
76	<b>BHAGALPUR</b>	158-Nathnagar	51.35	48.46	50.03
77	<b>SIWAN</b>	107-Darauli (SC)	45.66	55.27	50.11
78	<b>SITAMARHI</b>	26-Sursand	45.55	55.44	50.21
79	<b>JAHANABAD</b>	217-Ghosi	51.41	49.16	50.36
80	<b>SITAMARHI</b>	29-Runnisaidpur	46.42	54.96	50.39
81	<b>SITAMARHI</b>	25-Parihar	45.94	55.39	50.40
82	<b>ROHTAS</b>	210-Dinara	54.43	46.05	50.56
83	<b>VAISHALI</b>	127-Raja Pakar (SC)	46.15	55.92	50.58
84	<b>ROHTAS</b>	211-Nokha	53.74	46.84	50.58

85	<b>VAISHALI</b>	128-Raghopur	43.25	59.70	50.64
86	<b>PURVI CHAMPARAN</b>	15-Kesaria	47.58	54.59	50.77
87	<b>DARBHANGA</b>	85-Bahadurpur	47.57	54.87	50.91
88	<b>NALANDA</b>	176-Nalanda	51.73	50.03	50.93
89	<b>BHAGALPUR</b>	155-Kahalgaon	51.76	50.32	51.10
90	<b>GAYA</b>	228-Barachatti (SC)	50.78	51.46	51.10
91	<b>SIWAN</b>	112-Maharajganj	45.90	57.13	51.18
92	<b>GAYA</b>	229-Bodh Gaya (SC)	50.62	51.96	51.25
93	<b>SHEIKHPURA</b>	169-Sheikhpura	51.13	51.41	51.26
94	<b>MADHUBANI</b>	31-Harlakhi	45.27	58.18	51.27
95	<b>SAMASTIPUR</b>	131-Kalyanpur (SC)	49.75	53.15	51.33
96	<b>VAISHALI</b>	130-Patepur (SC)	45.68	58.09	51.35
97	<b>SIWAN</b>	105-Siwan	48.51	54.83	51.36
98	<b>SARAN</b>	121-Parsa	47.08	56.49	51.38
99	<b>SAMASTIPUR</b>	139-Rosera (SC)	46.60	56.75	51.39
100	<b>PURVI CHAMPARAN</b>	17-Pipra	50.40	52.74	51.47
101	<b>PURVI CHAMPARAN</b>	14-Govindganj	49.71	53.72	51.53
102	<b>BUXAR</b>	201-Dumraon	53.86	48.84	51.55
103	<b>JAMUI</b>	242-Jhajha	51.79	51.42	51.62
104	<b>MUZAFFARPUR</b>	94-Muzaffarpur	52.35	50.83	51.68
105	<b>SHEOHAR</b>	22-Sheohar	48.42	56.06	51.94
106	<b>PURVI CHAMPARAN</b>	20-Chiraia	50.12	54.11	51.96
107	<b>DARBHANGA</b>	83-Darbhanga	51.20	53.29	52.13
108	<b>SAHARSA</b>	74-Sonbarsha (SC)	49.44	55.13	52.14
109	<b>PATNA</b>	189-Masaurhi (SC)	54.26	49.73	52.15
110	<b>SAMASTIPUR</b>	140-Hasanpur	46.24	58.96	52.21
111	<b>BANKA</b>	161-Banka	51.20	53.47	52.25
112	<b>PATNA</b>	179-Barh	53.46	50.80	52.25
113	<b>SIWAN</b>	110-Barharia	47.75	57.71	52.35
114	<b>ROHTAS</b>	208-Sasaram	54.92	49.37	52.39
115	<b>SIWAN</b>	111-Goriakothi	46.10	59.56	52.40
116	<b>NALANDA</b>	175-Hilsa	52.26	52.57	52.40

117	<b>AURANGABAD</b>	219-Goh	54.00	51.01	52.61
118	<b>SAHARSA</b>	77-Mahishi	49.14	56.43	52.63

**Lok Sabha Elections 2009-Assembly Constituencies in which least voting took place**

PC No. & Name	District	Assembly Segment No and Name		AC with Least percentage of voting within PC
		No.	Name	
1		2		
1-Valmikinagar	Paschim Champaran	5	Lauriya	42.67
2-Paschim Champaran	Purbi Champaran	12	Narkatia	38.25
3-Purvi Champaran	Purbi Champaran	15	Kesaria	33.41
4-Sheohar	Purbi Champaran	20	Chiraia	42.78
5-Sitamarhi	Sitamarhi	27	Bajpatti	40.44
6-Madhubani	Madhubani	32	Benipatti	36.48
7-Jhanjharpur	Madhubani	37	Rajnagar (SC)	37.23
8-Supaul	Supaul	43	Supaul	49.63
9-Araria	Araria	50	Jokihat	50.53
10-Kishanganj	Purnia	56	Amour	48.32
11-Katihar	Katihar	63	Katihar	53.43
12-Purnia	Purnia	60	Rupauli	50.63
13-Madhepura	Saharsa	77	Mahishi	43.20
14-Darbhanga	Darbhanga	82	Darbhanga Rural	39.64
15-Muzaffarpur	Muzaffarpur	94	Muzaffarpur	38.24
16-Vaishali	Vaishali	125	Vaishali	46.03
17-Gopalganj (SC)	Gopalganj	101	Gopalganj	34.61
18-Siwan	Siwan	109	Daraundha	47.85
19-Maharajganj	Saran	113	Ekma	41.95
20-Saran	Saran	118	Chapra	40.92
21-Hajipur (SC)	Vaishali	128	Raghapur	36.25
22-Ujiarpur	Samastipur	137	Mohiuddinnagar	39.40
23-Samastipur (SC)	Darbhanga	78	Kusheshwar Asthan (SC)	39.09

24-Begusarai	Begusarai	145	Sahebpur Kamal	45.17
25-Khagaria	Khagaria	151	Parbatta	42.33
26-Bhagalpur	Bhagalpur	156	Bhagalpur	35.39
27-Banka	Bhagalpur	157	Sultanganj	41.14
28-Munger	Munger	166	Jamalpur	35.40
29-Nalanda	Nalanda	171	Asthawan	29.46
30-Patna Sahib	Patna	181	Digha	30.52
31-Patliputra	Patna	186	Danapur	37.18
32-Arrah	Bhojpur	193	Barhara	32.54
33-Buxar	Buxar	199	Brahampur	39.16
34-Sasaram (SC)	Rohtas	208	Sasaram	36.81
35-Karakat	Rohtas	213	Karakat	38.95
36-Jehanabad	Jehanabad	216	Jehanabad	42.74
37-Aurangabad	Gaya	227	Imamganj (SC)	39.08
38-Gaya (SC)	Gaya	230	Gaya Town	32.12
39-Nawada	Nawada	239	Warsaliganj	40.32
40-Jamui (SC)	Jamui	243	Chakai	34.29

**Male-female voting percentage in the Lok Sabha elections 2009**

PC NO	PC NAME	PC TYPE	Male Voting %	Female Voting %
1	Valmiki Nagar	GEN	49.22	44.36
2	Paschim Champaran	GEN	47.54	36.00
3	Purvi Champaran	GEN	45.02	35.43
4	Sheohar	GEN	46.50	43.61
5	Sitamarhi	GEN	43.68	41.25
6	Madhubani	GEN	37.48	42.60
7	Jhanjharpur	GEN	42.27	43.48

PC NO	PC NAME	PC TYPE	Male Voting %	Female Voting %
21	Hajipur	SC	41.71	41.97
22	Ujiarpur	GEN	44.85	47.08
23	Samastipur	SC	43.82	45.36
24	Begusarai	GEN	47.29	50.39
25	Khagaria	GEN	45.55	47.65
26	Bhagalpur	GEN	46.49	40.83
27	Banka	GEN	49.41	47.98

8	Supaul	GEN	52.10	57.21
9	Araria	GEN	56.18	55.18
10	Kishanganj	GEN	54.92	50.53
11	Katihar	GEN	56.28	57.68
12	Purnia	GEN	54.17	53.76
13	Madhepura	GEN	49.77	50.57
14	Darbhanga	GEN	40.73	42.94
15	Muzaffarpur	GEN	44.92	48.11
16	Vaishali	GEN	56.21	40.48
17	Gopalganj	SC	38.08	36.61
18	Siwan	GEN	47.74	52.73
19	Maharajganj	GEN	44.04	47.55
20	Saran	GEN	45.61	46.06

28	Munger	GEN	45.36	37.23
29	Nalanda	GEN	36.49	29.11
30	Patna Sahib	GEN	37.92	28.31
31	Pataliputra	GEN	46.06	35.50
32	Arrah	GEN	40.47	30.03
33	Buxar	GEN	50.76	41.38
34	Sasaram	SC	47.75	36.90
35	Karakat	GEN	47.49	34.66
36	Jahanabad	GEN	51.03	42.23
37	Aurangabad	GEN	48.09	38.12
38	Gaya	SC	46.90	37.40
39	Nawada	GEN	41.84	41.35
40	Jamui	SC	40.50	35.38
STATE TOTAL			46.06	42.62

### Lok Sabha Elections, 2009- PCs having least female voting %

(less than the state average of 42.62%)

Sl. No.	PC NO	PC NAME	PC TYPE	VTR % Female
1	30	Patna Sahib	GEN	28.33
2	29	Nalanda	GEN	29.14
3	32	Arrah	GEN	30.07
4	35	Karakat	GEN	34.68
5	40	Jamui	SC	35.38
6	3	Purvi Champaran	GEN	35.43
7	31	Pataliputra	GEN	35.55
8	2	Paschim Champaran	GEN	36.01
9	17	Gopalganj	SC	36.63
10	34	Sasaram	SC	36.92
11	28	Munger	GEN	37.27

12	38	Gaya	SC	37.41
13	37	Aurangabad	GEN	38.14
14	16	Vaishali	GEN	40.52
15	26	Bhagalpur	GEN	40.87
16	5	Sitamarhi	GEN	41.28
17	39	Nawada	GEN	41.37
18	33	Buxar	GEN	41.51
19	21	Hajipur	SC	42.00
20	36	Jahanabad	GEN	42.29

### ACs having least female voting %

(less than the state average of 54.60%)

Name of District	No. & Name of Assembly Constituencies	VTR %		
		Men	Women	Total
2	3	10	11	12
PATNA	182-Bankipur	39.95	33.05	36.96
PATNA	183-Kumhrar	40.29	33.60	37.33
PATNA	181-Digha	40.69	35.23	38.31
BHAGALPUR	156-Bhagalpur	45.81	38.70	42.59
PATNA	184-Patna Sahib	51.60	38.84	45.86
BHOJPUR	195-Agiaon (SC)	48.36	43.24	46.04
GAYA	230-Gaya Town	51.32	43.65	47.91
SARAN	118-Chapra	45.04	44.18	44.66
MUNGER	166-Jamalpur	45.35	44.24	44.85
GAYA	233-Atri	48.15	44.56	46.47
ARWAL	214-Arwal	48.94	44.82	47.07
MUNGER	165-Munger	50.92	44.90	48.22
NAWADA	237-Nawada	45.31	45.10	45.21
PATNA	186-Danapur	52.02	45.13	48.96
AURANGABAD	221-Nabinagar	53.13	45.26	49.57
JAMUI	243-Chakai	49.01	45.30	47.28
ROHTAS	213-Karakat	51.62	45.41	48.78
BANKA	162-Katoria (ST)	46.03	45.44	45.76
BHOJPUR	194-Arrah	52.26	45.73	49.40
NAWADA	238-Gobindpur	41.85	45.76	43.66
BUXAR	199-Brahampur	49.43	45.89	47.79
ROHTAS	210-Dinara	54.43	46.05	50.56
AURANGABAD	222-Kutumba (SC)	49.16	46.14	47.80
NAWADA	239-Warsaliganj	45.52	46.19	45.82
NALANDA	171-Asthawan	45.71	46.19	45.93
BHOJPUR	198-Shahpur	46.72	46.25	46.52



<b>NAWADA</b>	236-Hisua	45.50	46.36	45.90
<b>BHAGALPUR</b>	154-Pirpanti (SC)	49.76	46.60	48.31
<b>JAMUI</b>	240-Sikandra (SC)	44.54	46.78	45.57
<b>MADHUBANI</b>	32- Benipatti	37.52	46.82	41.74
<b>ROHTAS</b>	211-Nokha	53.74	46.84	50.58
<b>ARWAL</b>	215-Kurtha	49.11	46.91	48.10
<b>BHAGALPUR</b>	157-Sultanganj	46.49	46.96	46.71
<b>BHOJPUR</b>	193-Barhara	48.19	47.13	47.72
<b>MADHUBANI</b>	37-Rajnagar (SC)	41.63	47.15	44.16
<b>AURANGABAD</b>	224-Rafiganj	48.31	47.32	47.86
<b>AURANGABAD</b>	223-Aurangabad	50.62	47.53	49.22
<b>PATNA</b>	190-Paliganj	52.16	47.53	49.99
<b>NAWADA</b>	235-Rajauli (SC)	44.60	47.61	46.01
<b>NALANDA</b>	172-Biharsharif	48.26	47.63	47.97
<b>JAHANABAD</b>	218-Makhdumpur (SC)	50.45	47.71	49.19
<b>LAKHISARAI</b>	167-Suryagarha	46.72	47.74	47.19
<b>JAHANABAD</b>	216-Jehanabad	51.41	47.87	49.79
<b>NALANDA</b>	174-Islampur	48.24	48.05	48.15
<b>MUNGER</b>	164-Tarapur	46.59	48.24	47.35
<b>MADHUBANI</b>	36-Madhubani	43.18	48.31	45.51
<b>BHAGALPUR</b>	158-Nathnagar	51.35	48.46	50.03
<b>LAKHISARAI</b>	168-Lakhisarai	49.71	48.67	49.23
<b>PURVI CHAMPARAN</b>	10-Raxaul	58.47	48.74	54.00
<b>SITAMARHI</b>	24-Bathnaha (SC)	46.41	48.75	47.51
<b>BUXAR</b>	201-Dumraon	53.86	48.84	51.55
<b>GAYA</b>	227-Imamganj (SC)	46.48	48.85	47.58
<b>NALANDA</b>	177-Harnaut	50.27	48.88	49.63
<b>JAHANABAD</b>	217-Ghosi	51.41	49.16	50.36
<b>PATNA</b>	191-Bikram	56.18	49.19	52.93
<b>ROHTAS</b>	208-Sasaram	54.92	49.37	52.39
<b>SHEIKHPURA</b>	170-Barbigha	50.21	49.38	49.82
<b>PATNA</b>	189-Masaurhi (SC)	54.26	49.73	52.15
<b>NALANDA</b>	176-Nalanda	51.73	50.03	50.93
<b>BANKA</b>	159-Amarpur	49.17	50.24	49.66
<b>SARAN</b>	119-Garkha (SC)	47.18	50.32	48.63
<b>BHAGALPUR</b>	155-Kahalgaon	51.76	50.32	51.10
<b>BANKA</b>	160-Dhauraiya (SC)	49.32	50.52	49.88
<b>ROHTAS</b>	212-Dehri	55.43	50.68	53.29
<b>PATNA</b>	179-Barh	53.46	50.80	52.25
<b>MUZAFFARPUR</b>	94-Muzaffarpur	52.35	50.83	51.68
<b>BANKA</b>	163-Belhar	46.62	50.84	48.58
<b>PATNA</b>	188-Phulwari (SC)	57.98	50.87	54.75
<b>GAYA</b>	234-Wazirganj	55.08	50.91	53.13
<b>AURANGABAD</b>	219-Goh	54.00	51.01	52.61
<b>BHOJPUR</b>	192-Sandesh	54.25	51.01	52.78
<b>GOPALGANJ</b>	103-Bhorey (SC)	45.02	51.09	47.86

SARAN	113-Ekma	45.02	51.14	47.91
DARBHANGA	82-Darbhanga Rural	40.80	51.19	45.56
DARBHANGA	87-Jale	38.89	51.38	44.62
SHEIKHPURA	169-Sheikhpura	51.13	51.41	51.26
JAMUI	242-Jhajha	51.79	51.42	51.62
GAYA	228-Barachatti (SC)	50.78	51.46	51.10
BUXAR	202-Rajpur (SC)	56.35	51.59	54.14
GAYA	229-Bodh Gaya (SC)	50.62	51.96	51.25
PATNA	187-Maner	58.95	52.01	55.75
ROHTAS	207-Chenari (SC)	54.30	52.12	53.30
DARBHANGA	80-Benipur	42.96	52.15	47.27
SARAN	116-Taraiya	41.86	52.21	46.73
PATNA	185-Fatuha	59.80	52.46	56.47
NALANDA	175-Hilsa	52.26	52.57	52.40
MADHUBANI	38-Jhanjharpur	43.62	52.65	47.86
NALANDA	173-Rajgir (SC)	37.18	52.72	44.47
PURVI CHAMPARAN	17-Pipra	50.40	52.74	51.47
SARAN	115-Baniapur	43.60	52.88	47.90
SITAMARHI	28-Sitamarhi	52.78	53.02	52.89
AURANGABAD	220-Obra	58.53	53.11	56.04
SAMASTIPUR	131-Kalyanpur (SC)	49.75	53.15	51.33
GAYA	226-Sherghati	54.16	53.22	53.72
GAYA	231-Tikari	54.30	53.27	53.82
DARBHANGA	83-Darbhanga	51.20	53.29	52.13
PURVI CHAMPARAN	13-Harsidhi (SC)	56.24	53.36	54.89
SARAN	114-Manjhi	45.53	53.37	49.21
KAIMUR (BHABHUA)	204-Mohania (SC)	57.91	53.46	55.86
GAYA	232-Belaganj	57.04	53.46	55.38
SAHARSA	75-Saharsa	53.07	53.46	53.25
BANKA	161-Banka	51.20	53.47	52.25
PURVI CHAMPARAN	14-Govindganj	49.71	53.72	51.53
PATNA	180-Bakhtiarpur	59.47	53.74	56.85
BHOJPUR	197-Jagdishpur	54.85	53.81	54.38
SIWAN	109-Daraundha	45.75	54.01	49.66
ROHTAS	209-Kargahar	60.85	54.09	57.74
PURVI CHAMPARAN	20-Chiraia	50.12	54.11	51.96
SITAMARHI	30-Belsand	45.51	54.12	49.53
JAMUI	241-Jamui	52.93	54.17	53.50
SIWAN	108-Raghunathpur	45.53	54.21	49.55
MADHUBANI	35-Bisfi	41.49	54.22	47.26
PASCHIM CHAMPARAN	7-Chanpatia	56.78	54.25	55.62
SARAN	122-Sonepur	53.02	54.37	53.63
SITAMARHI	27-Bajpatti	42.05	54.43	47.81
DARBHANGA	<b>78-Kusheshwar Asthan(SC)</b>	37.83	54.46	45.59

PATNA	178-Mokama	54.65	54.58	54.62
PURVI CHAMPARAN	15-Kesaria	47.58	54.59	50.77

B2.3. Polling Station wise (*identification of 10% of the lowest turnout Polling Stations*)

The polling station wise list is attached at Annexure -1. These lowest turnout polling stations have been identified and there, focused SVEEP activities are aimed. Apart from the area specific measures of district administration, particularly NLMA *Preraks* are being trained to carry out exclusive awareness and motivation campaign in these areas and the DEOs have been instructed to provide full co-operation.

### B3. Analysing Gaps

B3.1. Analysing underlying reasons for the gaps (*Evidence based analysis of various gaps given in B2*)

An analysis of district wise *gender ratio* shows that in Siwan, Saran, Gopalganj, Bhojpur, Aurangabad and Arwal district, the gender ratio gap is highest. These districts along with others will have to continue to pay special attention on enrolment of eligible female electors. SVEEP strategy should extensively involve women in order to inform and facilitate them about enrolment in electoral roll and about the importance of voting in election.

The percentage of *youth electors* in the current electoral roll shows that SVEEP strategy should extensively focus on the youth to inform, enable and motivate them for participation in the voting process.

The average voter turnout in Bihar state in the previous Lok Sabha Election, 2009 was 44.4% which was quite low as compared to earlier Lok Sabha Election, 2004 which had 58% voting. However in Assembly Election, 2010 the voting percentage went up 52.7%. In the Lok Sabha Election, 2009 there were 25 PCs out of 40 PC where polling percentage was lower than the state average. In the Assembly Election, 2010 25PCs of 28 districts the voting percentage was below the state average.

Past experience of Lok Sabha Election, 2009 and Vidhan Sabha Election, 2010 shows that following districts have had low polling percentage in both elections :-

Aurangabad	Madhubani
Bhagalpur	Munger
Buxar	Patna
Darbhanga	Rohtas
East Champaran	Sheohar
Gaya	Sitmarhi
Gopalganj	Vaishali
Jamui	

They have to pay special attention on their SVEEP strategy.

The assembly constituencies with least voting have also been identified. PCs and ACs with low female voting percentage would also have to go in details and build up their SVEEP strategy of information, motivation along with proper facilitation measures which could lead to better voting turn out in this election.

B3.2. Survey findings regarding reasons for non-participation (*salient findings of the survey reports of past election/registration survey* )

- (a) Absence of good candidates
- (b) Apathy and Anger with the system
- (c) Migration for jobs
- (d) Lack of awareness about the importance of each vote.
- (e) Lack of information.
- (f) Inconvenience (in going to the polling stations & casting of votes, long queues etc.)
- (g) Non-existence of name in roll/non-availability of EPIC

### **C. Building Strategy**

(*includes IMF-information, Motivation and Facilitation*)

C1. Common Strategy (Overall Voter education and awareness)

- To ensure cent-percent registration of all eligible citizens and cent-percent EPIC making and its distribution to the concerned elector.
- To ensure that all persons whose names are in the electoral roll come to the polling station and exercise their right of franchise on the day of Poll.
- To emphasize that greater participation is essential for stronger democracy .
- To generate awareness towards the value of casting votes particularly the value of each and every vote.
- To emphasize that every citizen has the equal right of one vote and this right should be exercised by everybody.
- To ensure proper distribution of voter slip among the electorate.
- Popularize the 14 alternative documents to vote.
- To give stress on Ethical voting free and fair voting without any inducement or fear.
- Special attention will be given on those polling stations where there was relatively low turnout in the previous elections.

C1.1. Information and Motivation

- EVM demonstration and hands-on training particularly in the rural and remote areas.
- Spreading the messages through school going children to their parents/family for participation in the election.
- Voter education and making them aware of their right to vote through village haat, Noutanky, Mela, GramSabha, Film Show, Songs and Nukkad Nataks etc.
- Women and youth centric awareness programmes to emphasize upon the need for Ethical Voting.

- To encourage the electors in the LWE areas to cast their votes in order to bring change in their situation.
- Training for NOTA button in EVM.
- Special awareness campaign in areas of weaker sections and Dalit Tolas
- Mass awareness, information & motivation through advertising in News Paper, contacts with the brand ambassador, through banner, hoarding, pamphlets, stickers etc.

#### C1.2. Facilitation

- Ensuring the facilities of water, shade, toilet etc. on the polling stations.
- Ensuring the facility of ramp on all polling stations.
- Proper distribution of voter slips to all electors ahead of polls.
- Providing the people information about their polling station through GIS/Google Maps.
- Electoral roll information through SMS facility (56677).
- Website based facilities like browsing through candidate's affidavits, name search, electoral roll, polling station information, online application for voter list and submission of complaints, alternative documents, motivational audio-video messages etc. through CEO Bihar website & district websites.
- The name search, the online application links are being provided on other Government websites as well apart from the CEO Bihar and all district websites.

#### C2. Targeted approach (*targeted interventions for specific identified gaps*)

- The polling stations with lowest percentage of voting in the last elections have been identified and focused efforts of awareness and motivation are being carried on with the help of Preraks of NLMA.
- The self help group under the Bihar Livelihood Promotion Society are also being targeted to spread the awareness about voting/ethical voting in their vicinity.
- Weaker sections, vulnerable section and excluded groups/areas are being identified and targeted awareness campaign are to be launch for them by the field authorities.
- Campus ambassadors are to spread awareness among the college students.
- Awareness, motivation through contact programmes particularly women college students is being held with the help of State Icon.
- Effective mass communication is aimed through the use of News papers, Hoardings, Banners, Pamphlets, Stickers, Electronic media like radio and television.

- Effective use of software technology such as Bulk SMS, SMS based information, website based information would be provided to the citizens.
- With the help of the Railways, through the poster/banner display on the railway platforms, passengers would also be made aware of the importance of voting.
- Through Red cross and its committed network of volunteers across the state information and motivation activities will be undertaken apart from utilizing their services of first aid help in need.
- Ensuring effective work by sector officer and close monitoring of sector management.
- Angawadi Sewikas also being involved in voter awareness.

#### C1.1. Information and Motivation

- Nukkad Natak based on election theme with stress on Ethical voting.
- Motivating through the display of video messages in cinema halls
- House to house awareness, contact building and mass mobilization.
- Rallies and Prabhat pheries.
- Panchayat level meetings in rural areas.
- To encourage the electors in LWE areas to cast their votes through effective confidence building measures (CBM), awareness & motivation.
- Ideas for greater participation would also be invited from the partner agencies, students and also from various sections of the society through media discussions.

#### C1.2. Facilitation

- Special campaign for enrolment.
- Helpline.
- Film showing on voter awareness.
- Mobilization of women particularly of households with Purdah system.
- Confidence building measures to be carried out among the areas of weaker sections, excluded group, vulnerable communities through sector magistrates, local police officers and also by senior officers. The officials to visit the identified areas frequently and report about the probable trouble makers. The identified trouble maker to be listed and suitable legal action to be taken to prevent any undue activities to pressurize or induce fear among the voters so as to prevent them from casting their vote or influence their vote. Effective all round measures including those from law and order

point of view will be undertaken, so that the voters can go to vote with a sense of security.

## **D. Implementation**

(Systematic planning and roll out of plans to achieve objectives given at A)

### **D1. Team formation at District and State Hqs**

- At district level a nodal officer in-charge SVEEP has been appointed. In most of the district these are the officials of information and public relation department who are specialized in communication and promotional activities.
- At every district level, SVEEP core committee has been formed headed by Chief Executive Officer of Jila Parishad-cum-DDC, District SVEEP nodal officer, Deputy Election Officer and other officials are related to SVEEP activities.
- Campus ambassadors have been appointed in the colleges in every district.
- The district co-ordinators of National Literacy Mission Authority are also included in the district SVEEP core committee who will intern build their team of block co-ordinators and Preraks.
- At the state level a Deputy Chief Electoral Officer and Sub Election Officer have been made the nodal authority to exclusively look after the SVEEP activities.
- Inter departmental and inter institutional co-ordination is being done at the CEO level to facilitate working in the district. In this effort the IPRD, Education Department, Art and Culture Department, Railways, NLMA, AIR, Doordarshan, Media houses, JEEVIKA, Red Cross etc. are being involved.
- State SVEEP Core committee to continuously monitor, evaluate and devise new methods for publicity and mass mobilization.

### **D2. Training & Capacity Building of SVEEP Teams**

- All district SVEEP nodal officer, district SVEEP master trainers and other senior official at district level have already been imparted training about the activities to be undertaken under SVEEP. A refresher course in being planned in the coming month.
- As per the MoU between ECI and NLMA the CEO office deputed resource person for capacity building of field functionaries of the Sakshar Bharat mission, who participated in the state level trainings held by the state resource centres.

All the districts have been instructed to send officials to participate in the trainings conducted at the field level for the electoral literacy programmes of the Sakshar Bharat Preraks.

- The campus ambassadors have been selected and trained through organizing orientation camps and meetings
- The districts have been allotted funds received from ECI under SVEEP.
- The promotional materials like videos, audio jingles, poster/banners etc. developed at the state level are shared with all the districts. Similarly the educational material received from ECI, is also sent to the districts. The districts have also been informed about the SVEEP materials available at the ECI website, which they can make use of.

- Clear cut instructions received from ECI (e.g. various frame works ) as well as from the CEO level have been communicated to all the districts.

### D3. Building Partnership

*(Partners at State level and partners at district level)*

- In pursuance of the ECI-NLMA MoU, state level meeting of the NLMA, education department, state resource centre authorities with the CEO and the election officials was held and it was decided to make a mechanism to give effect to this MoU. Resource persons from CEO office was deputed for capacity building of field functionaries of Sakshar Bharat Mission at the trainings held in their state resource centres. Target of increasing voter turnout in the lowest 10% identified polling stations of the last elections has been given and the districts have been asked to work in close co-ordination to fulfill this aim together.
- Information and Public Relations Department, Education Department, AIR, Doordarshan have been requested to become partners in this endeavour.
- Letters of request have also been sent to Bihar Rural Livelihood Promotion Society (JEEVIKA) for engaging their self help groups in election awareness campaign.
- Plans are also to include the Red cross and its volunteers in the information, motivation and facilitation work.
- The NCC, NSS, NYKS are being involved.
- At district level various civil non-political organization like- cultural group and youth organization are being engaged.
- Senior citizen participation in the campaign also being aimed at.
- Campus ambassadors and state icon to motivate young college going students particularly women.
- Art and Culture department of the state and the Government of India, Media Units like AIR, Doordarshan and private media units (print and electronic) are being involved.
- State Information and Public Relation Department support to be fully obtained for SVEEP activities particularly in preparation of advertisement display of hoardings, banner, audio-visual, involving their song and drama division, spread of messages through Nukkad Natak, Geet etc.

### D4. Resource Mobilization

*(Human resource like message carries, content developers, cultural troupes etc, Partner Agencies like Doordarshan/AIR for content creation, PSUs/Corporates for sponsorships and financial resource, Departments like Railways, Airports, Banks etc for providing infrastructure for dissemination and display, Private Media Houses for providing print space, airtime, content etc. )*

- The Information and Public Relation Department is being roped in to spread the messages, organize cultural troupes through their Drama and Songs Division, perform Nukkar Nataks at the field level. Through IPRD promotional activities



like playing of videos messages, radio jingles on popular TV and Radio channels is being done.

- Letter of request has been sent to Doordarshan and All India Radio to spread the election related information and motivate the citizens through their programme and news wings. Uptill now All India Radio has responded. Intervention from ECI would also be required to mobilize the efforts of involving the Doordarshan at the regional level.
- The Railways, East-Central Railways has been approached and the use of Railway platform for displaying the messages to motivate for voting is being undertaken.
- District authorities have been sent all the frame works related to PSU/ Corporates, Media houses etc. and have also been asked to make use of the services of Bank and Post Offices in this regard.
- State level meet of the media representative is also planned to ensure print space, air time, development of contents/messages, effective discussion on Ethical voting etc.
- Airport, Banks, IPRD (hoarding space) etc. to provide infrastructure for information dissemination and display. Private media houses to provide print space, air time, content etc.

#### D5. Media & Communication Plan

*(insertions in Media like Electronic, Print, outdoor, internet-based, IVR, SMS, callertunes etc)*

- Frequent media insertions in print media, visual and audio insertion in electronic media including local cable channels will be released for general information to voters.
- Posters, pamphlet distribution at public places like railways stations, Bank, Post Office, Bus Stand, Market Centres will be carried out to motivate the electors for voting .
- The mobile based technologies like IVRS, Caller Tunes, Bulk SMS, Push/Pull SMS etc. are being explored and will be utilized.
- Internet based informational and motivational activities through facebook and other web pages will be undertaken.
- At district level regular media releases to be ensured for information dissemination (about the activities being undertaken, the steps to be initiated and the instructions of the Commission.)

#### D5.1. Overall approach

- The overall approach as mentioned above is to reach out to each and every voter through media, communication, resource mobilization, effective steering of partnerships, law and order, confidence building measures, information, motivation and facilitation works in order to motivate every voter to use his/her right to vote on the day of poll.

D5.2. Targeted approach (*e.g. special messages for youth, women centric messages, urban targeted messages*)

- The main target would be to maximize female voter turnout, youth turnout, information and motivation among the rural and urban voters to ensure that everybody votes. The polling stations with least polling percentage are on the focus. Some activities on which urban centric women centric messages, urban or rural target based messages would be built up, are being given below :
  - Processes of Voter registration i.e. how/when/where/ why to register
  - How to check one's name in the electoral roll.
  - Publicity of online registration facility
  - How to obtain EPIC
  - Having EPIC does not automatically imply the right to vote
  - Publicity of SMS based information facility
  - Publicity of alternative identification documents
  - Information about the BLO
  - Publicity of website and informations therein
  - Publicity of the call centre and citizens portal
  - Publicity of voter facility centres
  - Information about the polling stations locations
  - Information about the affidavits of the candidates
  - Model Code of Conduct
  - Law and Order and Confidence building measures
  - EVM and its functioning
  - Ethical Voting- inducement free voting, free and fair voting
  - Provision of Voter slip and their distribution
  - Expenditure monitoring to ensure free and fair elections
  - Administrative preparedness for peaceful conduct of poll
  - Facilities on the polling stations
  - Facilities on the day of poll, helpline, observer contacts, videography, live webcasting etc.

D5.3. Content Development (*e.g. generation and sharing of content between districts and with HQs*)

- All content materials provided from the Election Commission of India as well as those developed during earlier elections will be utilized. The All India Radio, Doordarshan and Information and Public Relation Department of the state would also be roped in for content development. The media houses will also be asked for it under corporate social responsibility. In house content development at level of CEO, DEO offices would also be done. The content would be vetted in accordance with the ECI instructions.

D5.4. Summary of Media insertions for proposed target audience

<b>S. No.</b>	<b>Target</b>	<b>Media</b>	<b>Partner Agencies to be associated (if any)</b>
1.	Women	House to house contacts, Mela, Nautanki, Information through Television, Radio, Posters, Banners, Pamphlets,	College Students, Anganwadi Sewikas, Asha workers, School/College students, Sakshar Bharat Preraks, State Icon
2.	Urban	Road Shows, Human chains, Cycle Races, Processions, Mobile based services like SMS, website based services etc.	College Students, Electronic/Print media, cultural troupe, campus ambassadors, non-political organizations etc.
3.	Youth	Information through Television, Human Chain, Rallies, Mobile based services like SMS, website based services, Media based publicity (radio jingles, video messages, news paper information), Music show, run for vote etc.	College Students, Electronic/Print media, cultural troupe, campus ambassadors, non-political organizations , Nehru Yuva Kendra, NCC, NSS, Rotary Club, Red Cross,etc.
4.	Identified community	Focused activities under SVEEP for information through Nukkad Natak, Songs, Drama, Media Publicity, confidence building measures through better law and order situation, various facilitatory measures like ensuring 100% EPIC distribution, enrollment,	Government departments, NLMA, Media (Electronic, Print) intervention and facilitation by local administration etc.

		distribution of voter slips etc.	
5.	Physically disabled, Old Persons etc.	Ensuring proper facilitatory measures like Ramp, Water, Shade, First aid in case of need	Intervention and facilitation by local administration, NLMA , NCC etc.
6.	<i>Any other group</i>		

## D6. Physical Events and Activities

*(National Voters' Day, youth Voter Festival and other activities like competition, debate, quiz, rallies, meeting, human chains, rangoli competition, street plays etc in which target audience is directly engaged with )*

### D6.1. Overall approach

- Celebration of National Voters' Day at state level, at district level and polling stations level.
- Painting/Essay/Quiz/Debate/Short Speech Competition on election theme in schools and colleges.
- Organizing rallies, human chains, run for democracy.
- Awareness slogans, competition, rangoli competition.
- Through nukkad natak in urban and rural areas both and song and dramas particularly in the rural areas message to reach among the poor and illiterate masses.
- Staffs on election duty to be given facility to cast votes by postal ballots.

### D6.2. Targeted approach

*(e.g. NVD and youth Voter Festival shall target the newly eligible voter of 18-19 yr, rangoli competitions shall be organized specifically targeting women etc. )*

- Campus ambassadors to help organizing youth voter festivals.
- Rangoli, Deepmala and other competitions.
- Anganwadi Kendras/Sevikas to work for voter awareness.
- Education by use of mobile vans.
- Display of hoardings, flex banners, distribution of handbills, pamphlets.
- Use of local festivals and songs in local dialects.
- Targeted interventions to be carried out at the polling station level.

### D6.3. Sankalp Patra/Pledge Letters and Invitation letters from CEO/DEO and other innovations

- All newly enrolled electors to take pledge on the occasion of NVD celebrations.

- Sankalp Patras and Pledge letters will be distributed in the colleges through the district offices appealing the youth to come for vote in mass on the day of poll
- Reading out of Sankalp Patras/Pledge letters among the new literates, particularly women through the help of NLMA Preraks, house to house contact and signing of the pledge letters through the help of NLMA Prerak, Anganwadi Sewikas, BLOs, NCC etc.
- Getting pledge letters signed by the parents through the help of school students.
- Publishing the invitation letters requesting the people to come to the polling station and exercise their franchise on the day of poll etc.
- Greater participation is essential for stronger democracy. Voter awareness programme will be launched at Panchayat, Nagar Nikay, Village level by the partners in SVEEP.
- Special awareness campaigns in the Dalit Tolas/excluded sections / those polling stations where VTR was low.

#### D6.4. Summary of Proposed Events/Activities

<b>S. No.</b>	<b>Target</b> (identified in B2.1.)	<b>Media</b>	<b>Partner Agencies to be associated (if any)</b>
1.	Women	Rangoli, Various group competitions, Reading of Sankalp Patras, house to house contacts, contact with state icon, advertising in Melas-Haat, Folk songs and festivals, etc.	College students, NLMA preraks, members of SHGs, Anganwadi Savikas, Asha workers, State Icon etc.
2.	Urban	Rally, Run, News paper, Discussion on TV, Radio, activities NCC, NSS, NYKs, Campus Ambassadors , Phrabhat Pheri etc.	Campus ambassadors, print/electronic media, youth clubs, NCC, NSS, NYKS etc.
3.	Youth		
4.	Identified community	Focus on area specific activities like EVM demonstration, advertisement campaign, Song and Dramas, TV Shows , Showing of motivational shows and confidence	Song and drama division, cultural troupes, kala jatthas etc.

		building measures.	
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## D7. Voter Facilitation

*(interventions to facilitate voters like helpline numbers, name search facilities in Voter list, reminder smses, polling station search facility, online registration, Voter Facilitation Centres, voter slips etc. )*

- Publicity of the toll free state level help line number, district helpline numbers, observer's contact number etc.
- Publicity of the facility of name search in voter list.
- Publicity of the polling station locations search through GIS/Google map.
- Publicity of the SMS facility to know about one's electoral roll entry and polling station.
- Website based other facilities.
- Online registration,
- Voter facilitation centre/help desks
- Timely distribution of voter slip
- Ensuring proper facility on the polling station like proper display of names of the polling station to help locating it, facility of water, shade, toilet etc.
- Providing continuous information to voters about the current activities initiated by the Election Commission of India and step being taken thereon by the field authorities through regular press/media briefings.
- To ensure first aid help facilities to the needy through volunteers of Red cross.

### D7.1. Voter Facilitation Centre

*(display of Voterlist, issue of EPICs and duplicates EPICs, search facility, interactive voter education etc.)*

- Voter facilitation centres to work throughout the state. Voter facilitation centre to provide the online services, display of voter list, filing of complaints and providing other website facilities etc.
- Voter list at display in the offices of DEO/ERO/AERO and with the BLO apart from display on the CEO, DEO websites. The electoral roll search facility is to be made available at all district websites.
- Control room and help lime to be established at district and CEO level immediately after the declaration of elections

### D7.2. Helpline Numbers/Name Search on internet and SMS etc/Polling Booth location search on google map etc.

- The state level toll free helpline number 1950 to be made more effective and popularized.
- The name search through website to be put on the websites of all DEOs and also another government departments.

- Polling booth location search through GIS/Google map its information to be made fully accurate and this facility to be advertised well.
- SMS based name and polling station search (ELE<space>10 digit EPIC number> send on 56677) to be fully advertised so that those electors who don't have internet access can get requisite information in both rural and urban areas.

#### D7.3. PS specification facilitation initiatives planned

*(like display of Voter list outside PS, Proper lighting, ramps etc.)*

- Voters facility centre with alphabetical roll at the polling station locations.
- Proper shade, water, toilet arrangements.
- Ramps on each and every polling stations.
- Standardized size of the voting compartment
- Proper law and order arrangements.
- Proper display of the name of the polling station on the building.
- Sanitation arrangement etc.
- Management of queues
- Voter friendly environment at polling stations.

#### D7.4. Any other target specific Facilitation measure planned

*(like special registration desks in Anganwadi for rural women, registration camps for students etc.)*

- Campus Ambassadors to facilitate registration of all eligible college students and their EPIC distribution.
- Control rooms, helpline numbers and observer's number
- EVM demonstration
- Website based facilities
- Facilities through common service centres
- First aid kit for polling staff
- Proper arrangements at dispatch centre and reception centres.
- Software based changes being carried out to ensure issue of postal ballots to staff on election duty.

#### D7.5. Voter Slip

*(numbers and day of distribution, details on Voter slip etc.)*

- Voter Slip would be distributed through BLOs to each and every elector so as to facilitate them.
- Information related to voter slip could also be obtained through mobile SMS facility and this would be imply publicized.

### **E. Monitoring Mechanism**

(Mechanism for monitoring of implementation at District and Hqs and corrective actions whenever required e.g. VC with DEOs, regular meetings with Partner Agencies, Communication mechanism with partner and field mandatory reporting formats or any other tools)

- The district SVEEP core committee has already been asked to meet fortnightly and the district election officer to review its working.
- Control chart with mobile numbers, name and designation of the relevant functionaries are being prepared to ensure effective monitoring .
- Regular meeting with partner agencies being planned and mechanism for effective communication and evaluation being developed to ensure proper communication with partners and field functionaries, communication-cum-control charts and reporting formats being drawn.
- Regular meeting with political parties, EROs, AEROs, BLOs and campus ambassadors to be organized at the district level.
- The concept of Nodal officer to ensure effective monitoring in specific works .
- Regular video conference, meetings and reporting at the state level is also being undertaken.

#### **F. Evaluation & Documentation**

*(Mechanism for post election assessment of the targeted interventions at PS level and for various indentified gap, besides documentation at district/state level, evaluation in view of indicators like overall increase in turnout, turnout at identified PS, women turnout, turnout in urban centres, postal ballots, EP Ratio, Gender Ratio on rolls, Registration of NRIs, inclusion of excluded group etc.*

- Records and documents of past elections, voter turn out polling station wise and assessment on the basis of field reports will be done.
- Evaluation and documentation of every field reports/activities to be undertaken at the requisite level. The nodal officers have been asked to assess the situation, work accordingly and to keep proper record of activities.
- All the districts have been asked to ensure proper documentation of the activities undertaken. The districts are to ensure regular evaluation of the work being carried out through various indicators.
- Photographs, video-audio, tables, charts, brief recording of activities, information collected, memorabilia etc. are to be maintained and used for documentation.
- The partner agencies have also been asked the same.



## G. Calendar

(Details of activities with time lines)

Action Points		Start Date	End Date	
Team Formation		01.12.2013	Continuous	
Training & Capacity Building		09.09.2013	Till the date of campaigning of poll	
Building Partnership		Continuous	Continuous	
Resource Mobilization		01.01.2014	Till the date of campaigning of poll	
Monitoring		01.01.2014	Till the day of poll	
Evaluation		01.01.2014	Till the day of poll	
Documentation		01.01.2014	Till the day of poll	
<b>Facilitation Measures</b>				
Helpline numbers activation		01.02.2014	Continuous	
Name Search Facility on SMS		Continuous	Continuous	
PS location on google map		Continuous	Continuous	
Special registration drives for women		Began during special revision	Till the last date of nomination at the time of G.E. 2014	
Polling Station Facility		Started already	Till the day of poll	
<b>Communication and Activity Plan</b>				
Theme	Sub-Theme	Activity (Event and/or Media insertion)	Start Date	End Date
Registration	Why register	Register in electoral roll to exercise the right of voting	After final publication of roll on 18-01-2014 during continuous updation	Till the last date of nomination
	Where and when	To contact the BLO/ERO/AERO or district election office		
	How to register Documents reqd	Information about Form-6 (for addition), Form-6A (for NRI name addition), Form-7 (for deletion) Form-8 (for correction) and Form-8A (for booth shifting within the AC)		
Voting	Why vote	Vote for your better future, future of your Country, State and Society. Go to exercise your right to elect by voting.	From the date of announcement of G.E. 2014	Till the end date of campaigning

	How to vote, Check name on voter list, identification documents, Dos and Dents	Any elector can check his/her name in the electoral roll in the office of BLO, AERO, ERO, DEO or on the website of district and CEO, Bihar	From NVD	Till the last date of nomination at the time of G.E. 2014
	Inducement Free Voting	Elector will be motivated to vote free of lust, inducement, money, liquor and muscle power or fear	From NVD	Till the date of campaigning
	Informed Voting	Citizens to be informed continuously about the major events, actions related to G.E. 2014	From the date of announcement of G.E. 2014	Till the date of poll
	NOTA	Electors will be informed as well as trained about the NOTA facility in the ballot unit which will show their unwillingness to vote for any standing candidate	From the date of announcement of G.E. 2014	Till the date of poll
	Pledge Letter/Sankalp Patras to students	Pledge Letter/Sankalp Patras to students will be distributed and they will be asked to read them/get them signed from their parents, family members and neighborhood	From the date of NVD on 25.01.2014 to	Till the end date of campaigning
	Voter Slip ahead of poll day	Voter slip will be distributed ahead of poll day by district Administration through BLO	At least 15 days before the poll	Till the date of poll
Electoral Education	Electoral System	Electoral system, its functioning and functionaries, importance of vote, how to vote, ethical voting to be emphasized	From NVD	Till the date of poll
	Secrecy of Vote	The right of secrecy of vote to be publicized	From the date of announcement of G.E. 2014	Till the date of poll