



Systematic Voters' Education And Electoral Participation 2014,

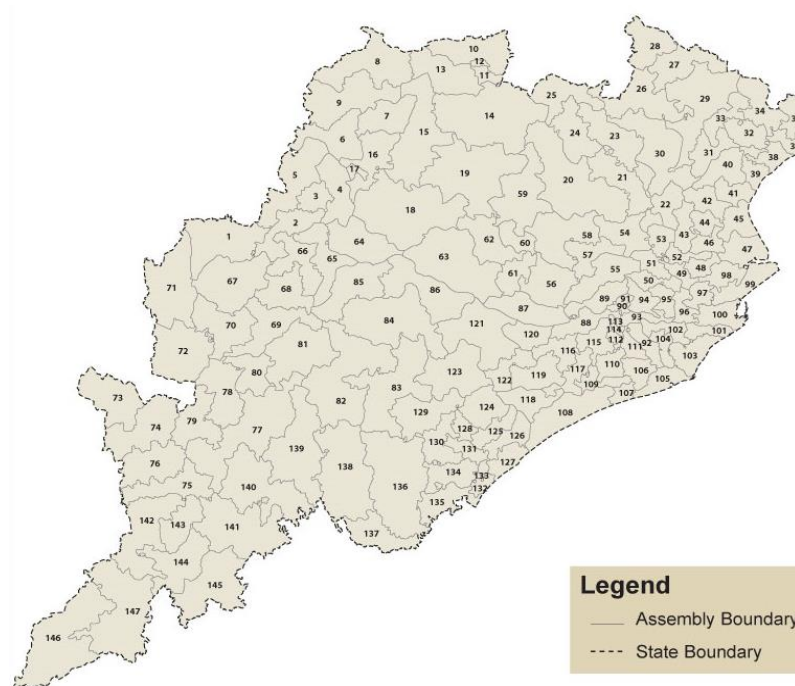


Chief Electoral Officer Odisha



SYSTEMATIC VOTERS' EDUCATION AND ELECTORAL PARTICIPATION

General Elections 2014



**CHIEF ELECTORAL OFFICER
ODISHA**

Message from Chief Electoral Officer

Simultaneous General Election 2014 saw a paradigm shift in the election management process in the State where special efforts were made to make it as voter friendly as possible so as to conduct free, fair and peaceful election to the 16th Lok Sabha and 15th State Legislative Assembly.

Systematic, concerted, extensive and intensive endeavors were made to create better facilities for the voters for registration of their names in the electoral rolls.

A special house to house hold survey was taken up in May-July 2013 through the BLOs in addition to the annual summary revision which is taken up in October-November.

Voter Sahayata Kendras were operationalized in the CEO's office and in the offices of the EROs. Online facilities for enrolment, deletion and correction in the electoral roll were made available to the citizens. Toll free 1950 helpline functioned regularly for answering any query of the citizens.

The EROs, AEROs and BLOs was specially trained on the identified priority areas for enrolment of young voters, women voters and urban voters in the State.

These special interventions were combined with an active partnership with the political parties, Doordarshan, All India Radio, Print Media, Private channels, BSNL, Mobile Service Providers, NSS, NYK and Self Help Groups and other partners to create awareness about the importance of registration of names in the electoral roll and to motivate citizens to enroll their names at their ordinary place of residence, in the electoral roll. Extensive and intensive information, motivation and facilitation campaign was taken up with these partners giving details regarding the dates of special revision/summary revision, procedure to be followed for registration and different facilities created for easy registration. Use of "search" facility in the CEO's website to know the electoral details of voters was popularized extensively through these partners so that a citizen could apply for registration and also for deletion, if his/her name was at more than one place in the electoral roll.

The campaign taken up with the partners for registration in the electoral roll in the pre-election period was intensified for creating awareness


regarding the use of EVMs and for motivating citizens to come out to vote.

Messages of, Sri Sudarsan Pattnaik - sand artist, Sruti Mohapatra - social activist, Sri Budhaditya Mohanty - cine artist and Archita Sahu - cine artist, (the State icons on behalf of ECI) through different video clips, through banners and posters were extensively used throughout the State specially in the interior areas to motivate the voters to come out in large number to vote on the day of poll. "Ethical voting" was part and parcel of the campaign for higher turnout. To inspire the confidence of the citizens and to motivate them to vote, campaign was taken up through the media and other partners to inform the people regarding different steps being taken for conduct of free, fair and peaceful polls which included creation of additional polling stations, providing basic minimum facility at the polling station and adequate security arrangement, functioning of help line No.1950 and functioning of flying squads and static surveillance teams after the announcement of the election by the Election Commission.

As all the relevant information was put up in the CEOs website, so the use of CEO website was popularized specially for "search" facility to see one's name in the electoral roll, use of google map to know about the polling stations & other details and online facility for registration, deletion and correction in the electoral roll.

This report gives an over view of the different activities taken up in our State for Systematic Voters Education & Electoral Participation.

I take this opportunity to express my sincere thanks to the Political parties, State Govt. functionaries, State Icons, Doordarshan, All India Radio, Print Media, Private Channels, BSNL, Mobile Service, NSS, NYK, Election Watch, various cultural organizations, cultural troupes and to all those who worked diligently, impartially and enthusiastically for enrolment of large number of young voters, women voters and creating an environment conducive for free, fair and peaceful election with a higher voter turnout especially of women and voters in the tribal areas including Malkanagiri, Koraput, Nawarangpur and all other districts.



Chief Electoral Officer

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Odisha at a Glance

Political participation by the people of a country would demonstrate the strength of its Democracy where in the aspirations of citizens gets the opportunity of fulfillment through their elected representation. The history of people's poll participation in India has not been an encouraging one. The Election Commission of India (ECI) has been striving to increase the electoral participation the people of India in a free, fair and inclusive manner. The ECI has adopted a sustained and Systematic Voters Education and Electoral Participation (SVEEP) approach to facilitate people's participation in the elections. SVEEP phase II covers Odisha and is for the duration 2013 – 17.



Odisha Legislative Assembly

Odisha became a separate province on the 1st day of April, 1936 by the Government of India Order, 1936. Under the Government of India Act, 1935 the strength of the Odisha Legislative Assembly was fixed at 60 that included four nominated members. On 1st January, 1948, 25 princely States merged in the province of Odisha. After the final merger of princely States with Odisha the seats in the Legislative Assembly was increased from 60 to 91 w.e.f. from the 1st August, 1949 under the States Merger (Governor's Provinces) Order, 1949. Under the Constitution of India, the strength of the Odisha Legislative Assembly was raised to 140. The strength of the Sixth Assembly was increased from 140 to 147 after delimitation of constituencies in 1974. Odisha is having 21 parliamentary constituency seats. General Election on the basis

of the universal adult franchise was held from 20th December, 1951 to 24th January, 1952.

1.1 About Odisha

Odisha is the heartland of ancient and powerful kingdom known as Kalinga and Utkal. It extends from 17° 49' N to 22° 34' N latitude and from 81° 27' E to 87° 29' E longitude on the Eastern coast of India. It is bounded by the Bay of Bengal on the east, West Bengal on the north-east, Jharkhand on the north and Chhattisgarh on the west and Andhra Pradesh on the south. It covers an area of 1, 55,707 sq kms. The State comprises of 4.74 per cent of India's landmass. Odisha has a



semi-circular coastal belt of nearly 480 kilometre long, forest-clad hills and mountain ranges of the Eastern Ghats. Odisha possesses a varied physiography due to its rather peculiar geographical location and wide range of physical features. The extensive ranges of hilly forests, several lofty peaks, rolling uplands, long stretch of coastline, extensive riverine system, brackish waters, coastal mangroves, and coastal plains together have endowed the state with a wide range of ecological habitats for a diverse and broad spectrum of flora and fauna.

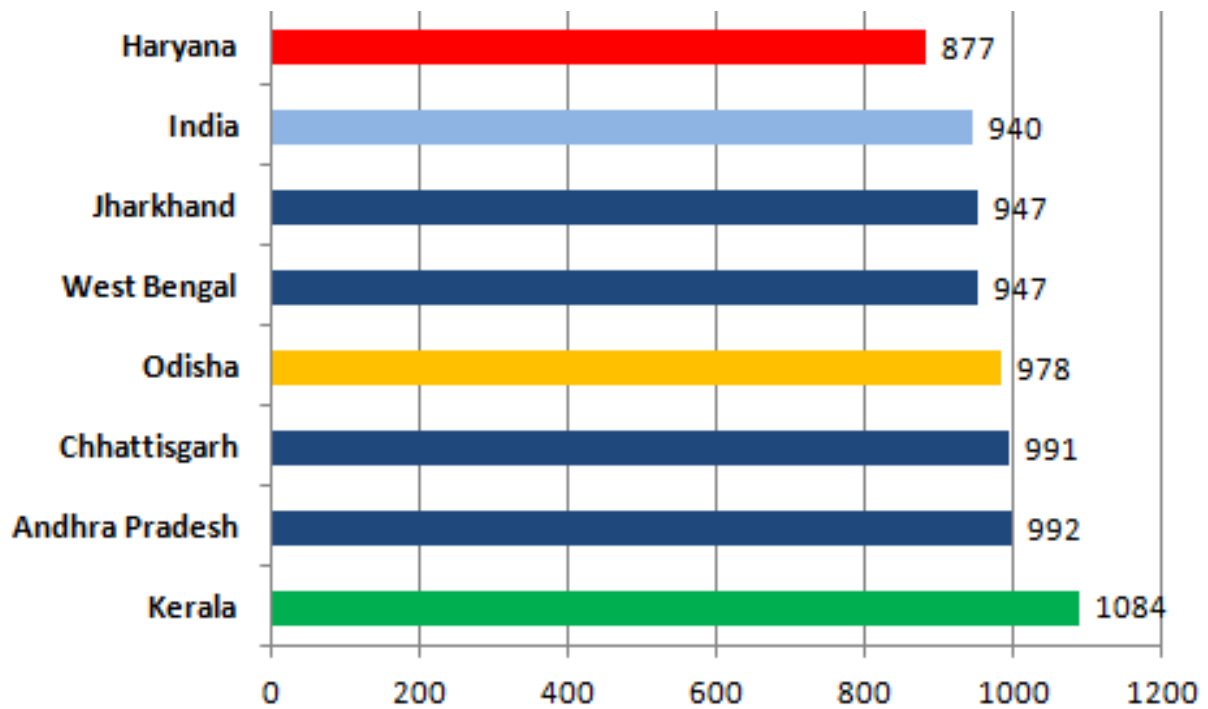
About 1/4th of the population comprises the indigenous tribal population, mostly concentrated in the north-western and south-western districts of the state with traditional means of livelihood. They have a heavy dependence on forests for their livelihood. The state also has a substantial SC population.

Socio Economic Statistics

The state of Odisha has huge diversity in culture and disparity in the wellbeing of the people. Some of the following indicators present the socio economic structure of the state.

Sex Ratio

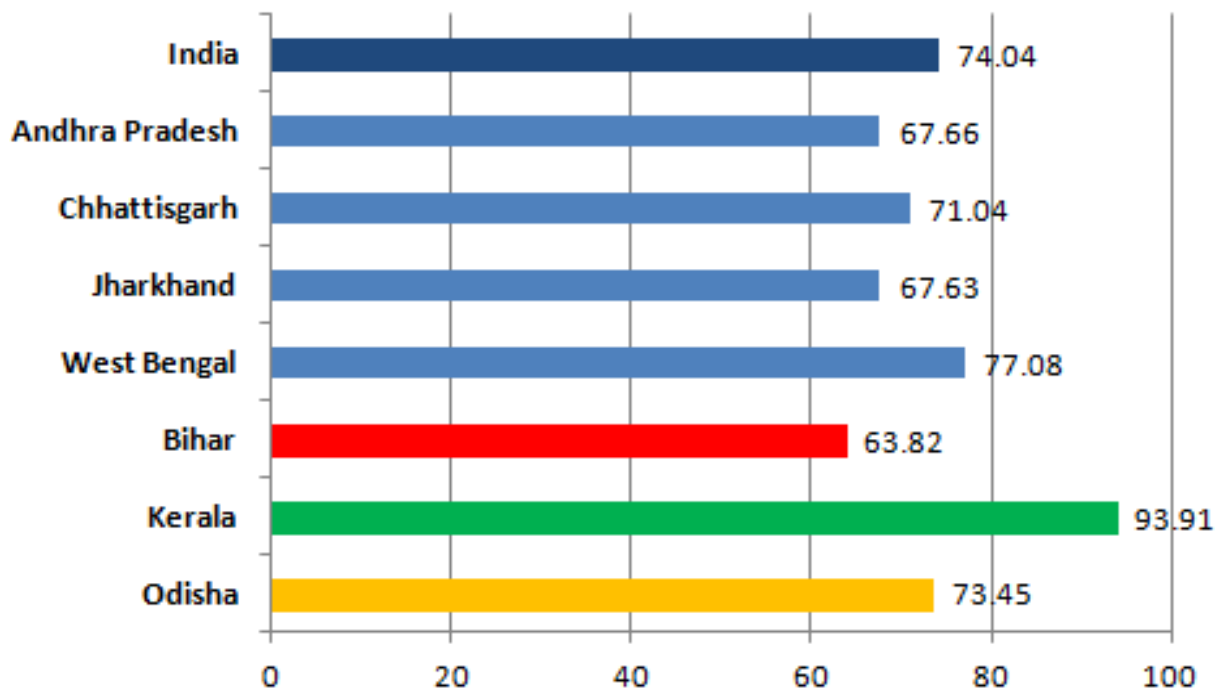
Sex Ratio is considered as one of the most important development indicator of the state. The state has done well in improving its sex ratio in 2011 (978) as against the 2001 (972) census, a positive swing of 0.62%. A comparison of Odisha's sex ratio with its neighbouring states is given below:



The figure reveals that Odisha is definitely better in terms of Sex Ratio for India in totality and also it has better figures than most of the neighbouring states. However, it needs to catch up with the better performing states especially in the population of 0 – 6 years.

Literacy

Literacy level and educational attainment are vital indicators of development in a society. The state has done well in improving its literacy rate to 73.45. The literacy rate has got direct impact on the informed electoral participation. A comparison of Odisha's literacy rate with its neighbouring states is given below:



It is thus found that Odisha figures almost match the figures of all India average and it has been improving upon its literacy rankings. Continuous efforts were made to increase the electoral literacy of the voters, especially to women and under privileged in the society during the SVEEP Phase II for the general election in 2014. Convergence with different departments was forged to address the issue of voter education.

Health

Odisha have been doing progress in addressing health issues however a lot needs to be done to match up with the better performing states. The following table provides some of the vital health related statistics in the state.

Table 1.1: Population and Health Indicators

Sl no.	Indicator	Odisha	India
01	Total Population <i>[Census 2011] in Cr</i>	4.19	121.01
02	SC Population <i>[Census 2011] [%]</i>	17.13	16.2
03	ST Population <i>[Census 2001] [%]</i>	22.85	8.2
04	Decadal Growth [%] <i>[Census 2011] in Cr</i>	13.97	17.64
05	Crude Birth Rate <i>[SRS 2011]</i>	20.10	21.80
06	Crude Death Rate <i>[SRS 2011]</i>	8.50	7.10
07	Natural Growth Rate <i>[SRS 2011]</i>	11.60	14.70
08	IMR <i>[SRS 2011]</i>	57	44
09	MMR <i>[SRS 2011]</i>	235	178

Economy

As per the advanced estimate of GSDP for 2011-12, Agriculture accounts for 16.46%, Industry represents 26.20% and Service sector constitutes 57.34% , where as in 2010-11, the corresponding share was 17.59% for Agriculture, 25.69 % for Industry and 56.72% for Service Sector.

The poverty estimates (percentage of population below poverty line) of 2009 – 10, Odisha is found to fall below the All India figures. The Below Poverty Line (BPL) population of Odisha was found to be 37.0% as against the All India figures of 29.8%. Neighbouring states of Andhra Pradesh and West Bengal have better figures while states of Jharkhand, Chhattisgarh and Bihar have wanting figures as compared to Odisha.

1.2 Electoral Landscape of Odisha

The administrative units of Odisha have 30 Districts, 58 Sub – Divisions, 314 CD Blocks, 103 Urban Local Bodies and 6,234 Gram Panchayats. The state has 21 Parliamentary Constituencies and 147 Assembly Constituencies. The Sex Ratio as per the census 2011 is 978 and the Electoral Gender Ratio is 922. The following table provides the detailed description of electoral landscape of Odisha.

Table 1.2: Electoral landscape of Odisha

Nos. of Districts	30
Nos. of Sub Divisions	58
Nos. of CD Blocks	314
Nos. of Gram Panchayat	6,234
Nos. of Urban Local Bodies	103
Nos. of Villages	51,349
Nos. of Parliamentary Constituencies	21 SC = 3, ST = 5, GEN = 13
Nos. of Assembly Constituencies	147 SC = 24, ST = 33, GEN = 90
Nos. of Polling Stations [2014]	35,959
Nos. of Auxiliary Polling Stations [2014]	63
Total Population of the state [Census2011]	41,947,358
Male [Census2011]	21,201,678
Female [Census2011]	20,745,680
Percentage Decadal Growth Rate [2001 – 2011]	13.97
Sex Ratio [Census2011]	978
Gender Ratio in the Electoral Roll	922
Total Nos. of Electors [2014]	2,91,52,514
Male	1,51,64,260
Female	1,39,87,027
others	1,227
Elector Population (EP) Ratio	66.67
Nos. of Electors with EPICs [2014]	2,84,18,024
Nos. of Electors with Photos on Roll [2014]	2,82,21,481
Percentage of EPIC Coverage [2014]	97.48
Percentage of Photo Coverage [2014]	96.81
Nos. of Service Voters [2014]	43,531

1.3 Systematic Voters' Education and Electoral Participation (SVEEP)

The Election Commission of India was established on 25th January 1950 and has been conducting free and fair polls across the country as per the mandate of the Indian Constitution. Earlier the focus of ECI was mostly on registering voters and roll revision with limited interaction with the voters. Later with the introduction of the Electronic Voting Machines (EVM) it was necessary to educate voters about the

usage of the same. Hence the ECI started to interact with the voters. With the advancement in the technology especially in Information Technology (IT), ECI used IT in awareness building, education and service providing. The concept of help lines, online registration, enquiry on booths and BLOs etc became more and more effective.

A combination of traditional mode of communication like the cultural activities, AIR and hoardings along with modern / contemporary media like TV, FM and Social Media are now used in a comprehensive manner for generating voter’s awareness and motivation for maximum participation on the polling process. In 2014 Odisha witnessed a massive increment in voter’s turnout. More interestingly the participation of women also increased.

Components of SVEEP

A range of interventions for Information, Motivation and Facilitation (IMF) were undertaken through SVEEP. The broad categories are Education, Multi – Media and Inter – personal Communication, physical events and innovative activities and Facilitations. Voter Education mostly focused on voter registration, building awareness about the reasons to vote and the importance of every single vote.

A SVEEP strategy was framed to achieve its objectives in the state focussing on the mitigation of existing gap in the EP ratio through cleansing of the electoral rolls by roll revision, increase registration of young voters especially in the age group of 18 – 19 years, increase participation of women in the electoral process, addressing the issues of inclusion, forging partnerships and capacity building. The detailed strategy is mentioned in the chapter 3.

1.4 Elector Population Ratio (EP Ratio)

The Elector Population (EP) ratio depicts the percentage of registered voters against the total population in the state. The EP ratio is obtained in the electoral rolls every year. The EP ratio for the state of Odisha is 66.67. Analysis of the EP Ratio over the last 5 years in the state can actually reflect the issues related to the registrations and the cleansing of the electoral rolls. The EP ratio for the state has increased in 2014 as compared to the 2009 elections.

Table 1.3: State EP Ratio

Details	2009	2014
EP Ratio	64.82	66.67

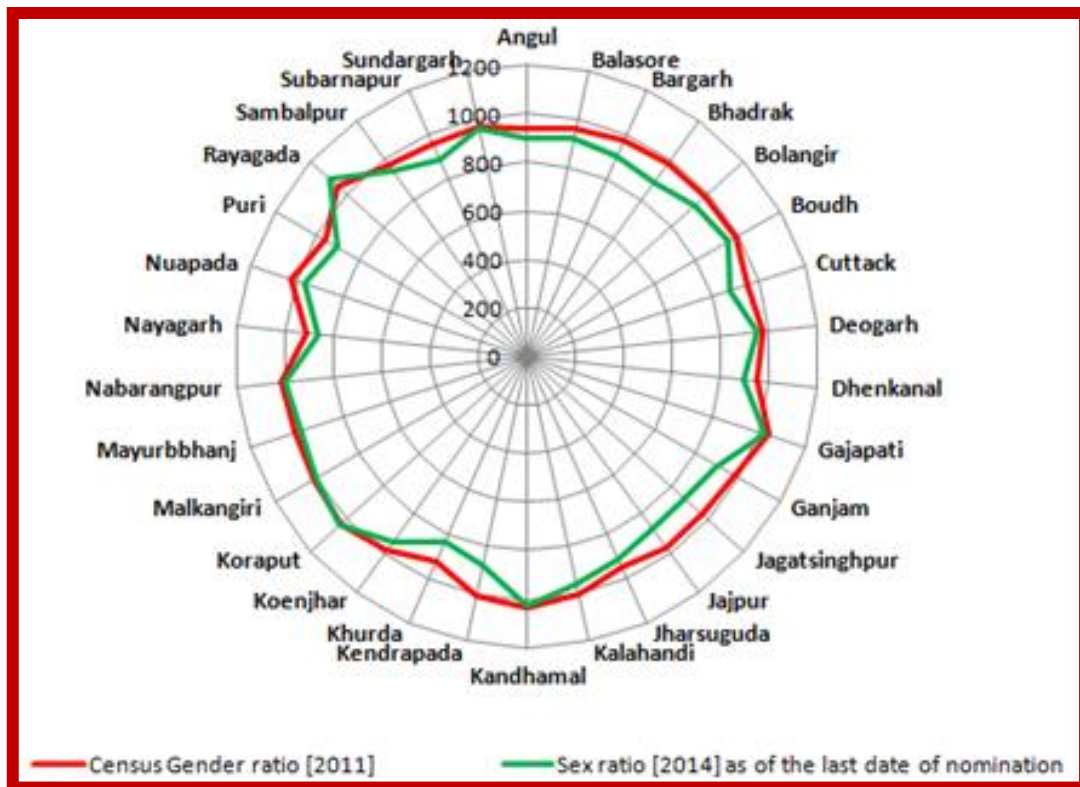
The EP ratio can be calculated at the district level also. The following table 1.4 gives the District Wise figures of the EP ratio.

Table 1.4: District wise EP Ratio

SI No.	Name of District	Projected Population [2014]	Electors as of the last date of nomination	Ratio of Electors to Population
01	Angul	13,22,260	8,76,882	66.32
02	Balasore	24,16,466	16,01,448	66.27
03	Bargarh	15,35,126	10,38,599	67.66
04	Bhadrak	15,68,607	10,59,572	67.55
05	Bolangir	17,33,967	11,44,807	66.02
06	Boudh	4,60,263	2,82,544	61.39
07	Cuttack	27,24,268	18,70,480	68.66
08	Deogarh	3,25,318	2,12,176	65.22
09	Dhenkanal	12,40,751	8,46,480	68.22
10	Gajapati	5,98,443	3,87,795	64.80
11	Ganjam	36,59,422	25,61,920	70.01
12	Jagatsinghpur	11,77,012	8,35,981	71.03
13	Jajpur	19,03,714	13,00,745	68.33
14	Jharsuguda	6,03,133	3,91,321	64.88
15	Kalahandi	16,45,656	10,47,408	63.65
16	Kandhamal	7,62,130	4,77,489	62.65
17	Kendrapada	14,95,695	11,04,148	73.82
18	Khurda	23,54,333	17,28,417	73.41
19	Koenjhar	18,81,326	11,79,718	62.71
20	Koraput	14,38,936	8,65,851	60.17
21	Malkangiri	6,43,402	3,59,547	55.88
22	Mayurbhanj	26,17,782	16,60,481	63.43
23	Nabarangpur	12,76,396	7,56,986	59.31
24	Nayagarh	10,00,261	7,11,747	71.16
25	Nuapada	6,32,306	4,26,360	67.43
26	Puri	1768117	1262642	71.41
27	Rayagada	10,04,395	6,14,728	61.20
28	Sambalpur	10,86,270	7,19,206	66.21
29	Subarnapur	6,83,092	4,17,780	61.16
30	Sundargarh	21,67,931	14,09,256	65.00

1.5 Gender Ratio

The district wise Gender Ratio as of the last date of nomination for the General election 2014 is given in the following Chart. From the chart it is found that the district of Rayagada, with value 1095, has the maximum female electors' registration and Khurda district, with value 833 records the least registration of female electors.



The general elections 2014 witnessed a record increase and participation in the 2014 elections. There is 8.48% increase overall voting in the state. More interestingly the participation of female voters has been more than their male counterparts.

Table 1.5: Voting Percentage

Category	Voting Percentage			
	Parliament		Assembly	
	2009	2014	2009	2014
Total	65.30	73.78	65.30	73.78
Male	66.10	72.53	65.67	72.53
Female	64.43	74.62	64.90	74.62

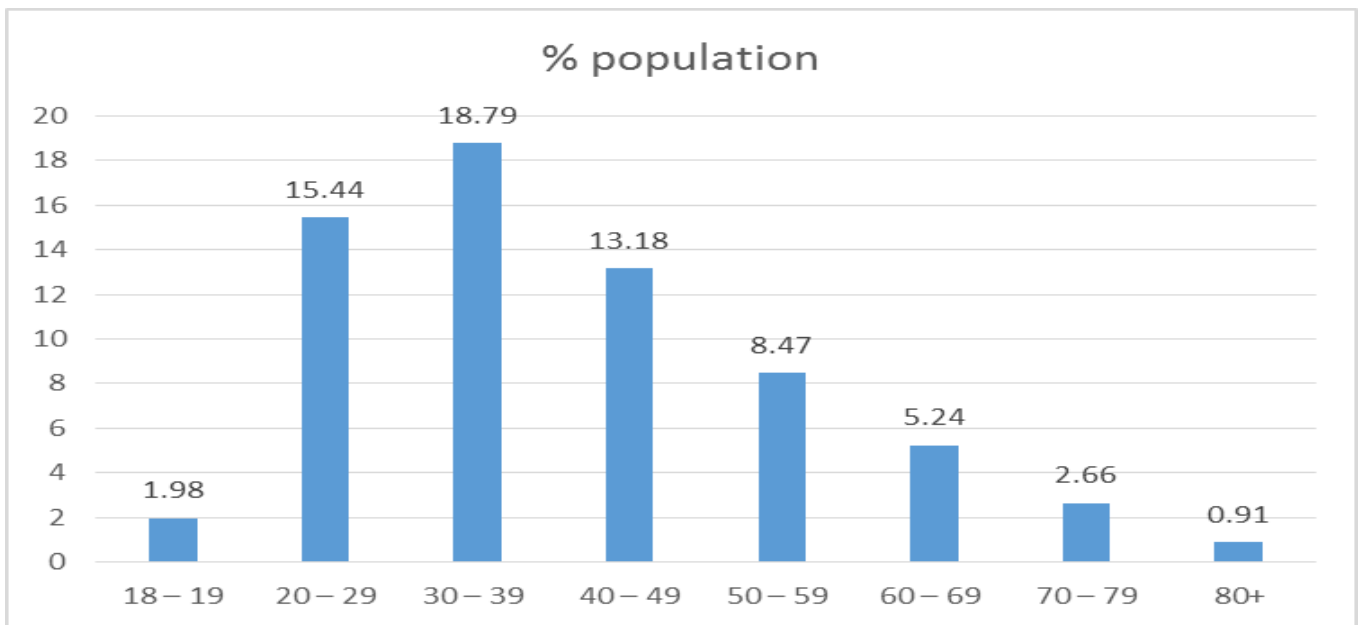
The overall percentage of female voters is 47.98% with the maximum value in the district of 52% in Rayagada and lowest value of 45.43% in Khurda district.

1.6 Age Cohort (Age wise analysis of electors)

The age wise elector population of the state as per 15 / 1 / 2014 data is given below. The age cohort has been designed to capture the number of the eligible young voters. This shows that there has been considerable amount of focus given to ensure more and more young voters gets enrolled and participate in the electoral process. It is interesting to find that the population in the age group of 18 – 19 years has a considerable representation in the voters’ participation in the electoral process.

Table 1.6: Age Cohort

Age Group	Census population - projected		% of total population (projected)		Voter population		% of population against projected	
	2009	2014	2009	2014	2009	2014	2009	2014
18 – 19	16,37,329	16,56,595	3.91	3.79	4,48,035	8,64,723	1.07	1.98
20 – 29	71,75,598	76,69,365	17.13	17.54	79,96,746	67,52,256	19.08	15.44
30 – 39	61,78,206	64,15,098	14.74	14.67	72,35,684	82,15,368	17.27	18.79
40 – 49	43,46,583	52,38,700	10.37	11.98	50,87,725	57,62,962	12.14	13.18
50 – 59	27,55,077	34,73,103	6.58	7.94	31,39,332	37,05,262	7.49	8.47
60 – 69	21,27,330	25,58,035	5.08	5.85	19,73,821	22,89,943	4.71	5.24
70 – 79	9,92,208	11,81,476	2.37	2.70	9,93,115	11,63,735	2.37	2.66
80+	3,33,240	4,15,526	0.80	0.95	2,43,033	3,98,265	0.58	0.91
Total	2,55,45,571	2,86,07,898	60.97	65.42	2,71,17,491	2,91,52,514	64.72	66.67



It is to be noted that out of the 66.67% of population as voters, more than half of the same is between the age group of 18 to 39 years, showing a massive participation of youth in the recent elections. Also table 1.6 shows a higher registration of voters among the 18 – 19 years group which was a major achievement for the SVEEP activities.

1.7 EPIC Coverage



Governor Odisha hands over EPIC to a young woman voter during NVD celebrations

The Election Commission of India pursue for 100% coverage of Elector Photo Identity Card (EPIC). Odisha took initiatives for achievement of 100% coverage of the EPIC and also 100% Photo coverage of Rolls. The state has achieved 97.48% of EPIC coverage and 96.81% of Electoral Rolls. It is to be noted that the state has done considerable improvement in its coverage as compared to the 2009 elections.

Table 1.7: EPIC Coverage

Year	Total No. of Electors	Nos. of Electors with EPIC	% of EPIC Coverage	Nos. of photos in Rolls	% of Photo Coverage
2004	2,56,29,070	2,07,19,213	80.84	-	-
2007	2,72,35,112	1,96,61,504	72.19	-	-
2008	2,73,54,656	2,12,02,052	77.50	-	-
2008 (Spl Revision)	2,67,56,977	2,10,78,618	78.18	184,58,149	68.98
2009	2,71,17,491	2,26,50,614	83.53	207,17,764	76.40
2014	2,91,52,514	2,84,18,024	97.48	2,82,21,481	96.81

Special drive was undertaken for registration of the young voters and issue of PVC EPIC. In order to generate awareness and create motivation among the young and women voters EPIC was distributed on NVD at the State and District level.

KABBP Study Findings

The **Knowledge, Attitude, Behavior, Beliefs** and **Practices** (KABBP) study in Odisha was conducted by Nabakrushna Choudhury Centre for Development (NCDS), Bhubaneswar during July – September 2013. The study was focused in the regions of low voter's turnout in the previous elections.

2.1 Objectives

The objectives of the study were as follows:

- a. To find the knowledge of voters about election processes, casting of votes and the importance of voting in a democratic system of government
- b. Analysis of voters' categories and their behavior based on Gender, Age, Social Status, Economic Status, Educational status, rural – Urban background etc
- c. Assessment of voter's knowledge relating to enrolment procedure, eligibility and awareness about EPICs
- d. Analysis of attitude of voters in Odisha relating to their participation in election and the grievance & hurdles faced in casting their votes

2.2 Data Analysis

The survey was conducted in 12 Assemble Constituencies and 96 polling stations from four geographical regions of Odisha namely (i) coastal plains, (ii) the northern plateau, (iii) the central table land region and (iv)The South Eastern Ghats. The detailed sample is given as follows:

Table 2.1: KABBP study sample details

Sl no	District	Constituency	Nos. of Respondents
01	Bargarh	Bargarh	518
02	Bolangir	Patnagarh	390
03	Ganjam	Berhampur	651
04	Jajpur	Binjharpur	240
05	Kalahandi	Bhabanipatna	661
06	Kandhamal	Baliguda	586
07	Kendrapada	Aul	373
08	Keonjhar	Patna	409
09	Khurda	Bhubaneswar Central	940
10	Nabarangpur	Nabarangpur	422
11	Nayagarh	Nayagarh	523
12	Sundargarh	Rourkela	641

Table 2.2: Category of Respondents

SI no	Description	Unit	Value
01	Male Voters	%	62.26
02	Female Voters	%	37.74
03	Overall Sex ratio	Units	913
04	Urban	%	50.61
05	Rural	%	49.79
06	Married Respondents	%	83.95
07	Unmarried	%	5.92
08	Widow / er	%	9.74
09	Separated / Divorced	%	0.39
10	Illiterate Voters	%	18.82
11	Just Literate / literate with elementary education	%	27.07
12	Studied up to Std 10	%	22.44
13	Studied up to higher secondary	%	16.79
13.1	Professional diploma / certificate	%	3.57
13.2	Graduate / Post Graduate	%	11.30
14	Occupation		
14.1	Agriculture and Allied	%	40
14.2	Self-employed workers	%	19.2
14.3	Salaried person	%	15.2
14.4	Students		0.66
14.5	Unemployed looking for jobs	%	2.01
14.6	House wives / retired personnel	%	22.79

The KABBP study gave the following findings regarding the overall participation of people in the electoral process.

Table: 2.3: KABBP study findings

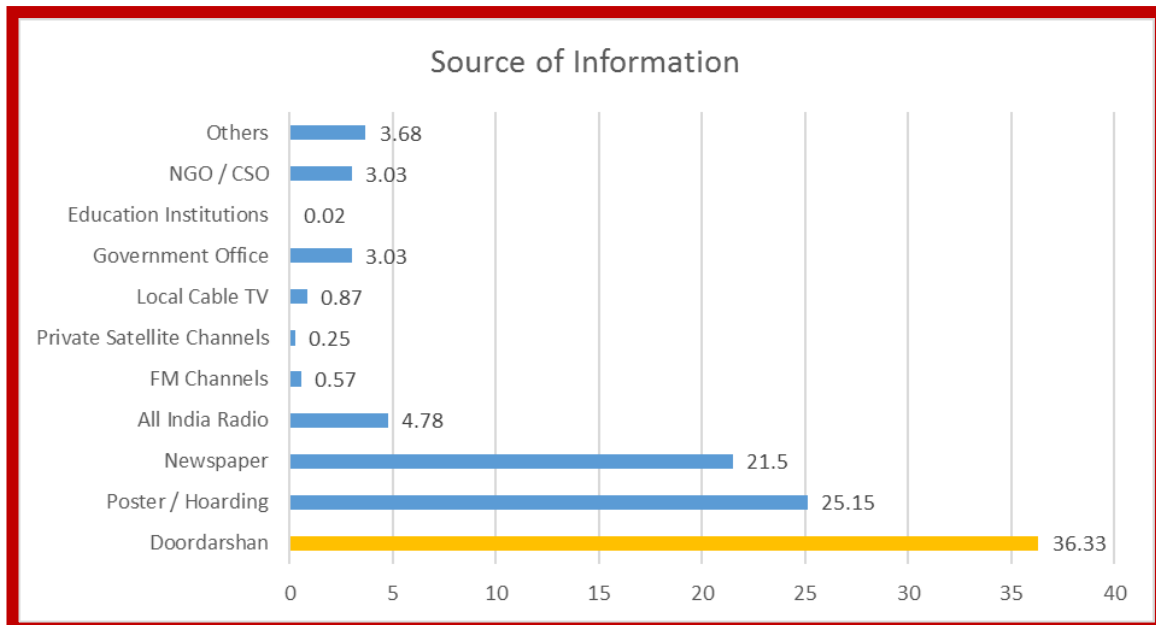
SI No	Details	Value
01	Overall Enrolment [%]	92.78
02	Households enrolled [%]	92.54
03	Possession of EPIC [%]	97.95
04	People with EPIC but not enrolled [%]	5.17
05	Error in EPIC of Respondents [%]	8%
06	Difficulties in getting EPIC [%]	20

As mention in SI 6, the difficulties in getting EPIC includes issues such as

- (i) Long Process
- (ii) Non – Cooperation of officials
- (iii) Accessibility problem of concerned offices

Others said that they are not able to explain their problems relating to the receipt of EPIC. The study reveals that 98% of the respondents were aware of their voting rights and 99% of them believe in its necessity as citizens of the country. 99% of the respondents were found to be aware of their polling stations. 10% of the respondents

however were unaware about 18yrs being the age of voting. However the issue of difficulties in getting EPIC was known to the state and concrete were taken to address the issue through special door to door Household survey in 2013. It is found that Doordarshan made a considerable contribution in information



dissemination and voter's education. Posters and Hoardings put up by the office of the CEO, in the mostly frequented places as well as the least accessible areas have created mass awareness among the voters. Newspapers, Radio, institutions and satellite channels were also involved actively during the SVEEP implementation.



Focus Group Discussion during the study at Binjharpur in Jajpur



Focus Group Discussion at the village level in Nayagarh

More than 80% of the respondents expressed their satisfaction over the cooperation and support provided by the officials. 2% of the respondents expressed their dissatisfaction and the rest didn't provide any view. Further more than 80% of the voters mentioned that they are not influenced by the social, political or economic factors while exercising vote. More than 95% of the respondents mentioned their satisfaction on EVM over the ballot papers.

2.3 Conclusions and Recommendations

The study reveals that the degree of awareness among the voters is very high. They are quite conscious of their rights and duties as voters to elect their representatives through an election in the democratic process. Both the male and female voters are quite enthusiastic to cast their votes in an election. However, due to poor accessibility of Polling Stations for the female voters especially in rural areas and lack of adequate amenities at the Polling Station level to enable the voters to exercise their voting rights without any hindrance polling of votes during general election remains much lower as compared to local bodies' election.

The structural deficiencies and apathetic attitude of government machinery discourage massive participation of voters during a general election as voters feel less concerned about state or national and international level social, political, economic or cultural issues. Further, cent percent enrolment of voters with EPICs has not been possible in spite of steps taken for periodic revision of electoral rolls to enrol the left out voters, fresh eligible new voters, and to delete the names of emigrant and deceased voters. In many cases, the BLOs at the grassroots level do

not make proper revision of the electoral rolls by adding the names of new eligible voters and deleting the names of deceased and migrated out voters those who shift their residence on the ground of better economic opportunity, transfer posting in the case of government officials or marriage in the case of unmarried women voters. In some cases the BLOs have reported that although they perform their duties with utmost sincerity at the time revision of electoral rolls, they are often pressurized by the local political leaders to retain the names of migrated out voters as well as the names of deceased voters.

At the family level also the head of the family often does not like to enrol the names of female voters especially the names of their unmarried daughters, sisters, and granddaughters in the electoral roll. They also insist upon BLO to retain the names of deceased persons and persons migrated out from the household in order to avail welfare benefits like subsidised rice, old age pension, etc. provided by the government. There are also quite a few instances of multiple enrolments of same voters either in the different Polling Stations of the same Assembly Constituency or in the different Assembly Constituencies. This is particularly found in the case of many migrant voters, student voters and the government employees periodically transferred from one place to another. Also, in some cases brides of some influential families keep their names enrolled as voters in their maternal homes and also in their in-laws' homes with a view to avail various benefits given by the government from both places.

It is further found that in some cases the young boys below 18 years having very low formal education or of just literate and illiterate categories manage to show their age as 18 years in order to get an EPIC by enrolling their names as voters. For such young boys of less literate and illiterate categories getting an EPIC is more important than exercising their voting rights in an election because they very often migrate out from the village to work on contractual basis as indentured labour in far off places like Bhubaneswar, Cuttack, Rourkela, Bhilai, Raipur, Kolkata, Visakhapatnam, Hyderabad, Chennai, Mumbai, Ahmedabad, etc. It is reported that the young unmarried boys from the tribal and highland villages mostly migrate out seasonally as indentured labour to work in brick kiln units and in the construction sector of many big cities. For that purpose they need to show their age above 18 years and EPIC enables them to get employment as major workers in far off places. It is because of such under age registration of boys as voters in rural areas coupled with non-deletion of names of deceased and migrated out voters quite a few Polling Stations have high enrolment ratio of voters as compared to their population in 18 plus age group.

That apart, in quite a few cases, the EPICs issued to the voters are found to be faulty in many respects and around 5 per cent of the enrolled voters at present do not possess EPICs. Hence, in the light of the major findings of the baseline survey the study report tentatively recommends for following policy intervention measures in order to conduct free and fair election by ensuring registration of all eligible voters and by deleting duplications and names of deceased and migrated out persons.

1. Proper training of BLOs at the grassroots level to make them people friendly and duty bound. The BLOs appointed to do electoral rolls revision and preparation of EPICs for the new voters should be adequately trained and as far as possible they should be local persons having face to face interactions with people and thorough knowledge about the residents of the locality.
2. In order to avoid errors and duplications of names in the electoral rolls before finalization of the list of voters at the district/Assembly Constituency level the BLOs of concerned Polling Station may be duly consulted. It seems, perhaps due to tight schedule during the annual revision of electoral rolls and lack of adequate manpower such checking work is being neglected.
3. EPICs are now considered a very precious and prestigious possession for all. The poor and illiterate people usually do not get proper information about electoral rolls revision and issue of fresh EPICs to new eligible voters in their concerned Polling Station area. Hence, in order to overcome such deficiency all SHG groups at the village level should be sensitized about the matter to pass on the information to all poor and illiterate families of their locality.
4. Since quite a few numbers of voters lose their EPICs as they use it for several official and non-official purposes as an identity card and they are desperate to get new EPICs immediately after loss, step should be taken for on the spot issue of duplicate cards by taking fresh photographs of all such voters at the Polling Station level by charging a nominal fee.
5. It has been found that people face lots of problems to get the names of new eligible voters registered at the Booth level. People complain that despite making several applications along with photos and other required documents for issuing of new Voter Identity cards/EPICs, many among them have not been issued new cards until date. The issue of fresh EPICs to newly registered voters may be streamlined with provision to issue the cards through the concerned BLO within a stipulated time period of 90 days.
6. It has also been found that in about 20 to 25 per cent of the cases the addresses of the voters are improperly recorded. There are also few cases of mismatch of names and actual photos inserted in the voter's identity card. People complain that despite repeated applications for correction of such type of anomalies those are rarely done. All such complaints need to be sorted out at the BLO level through camp courts in the presence of Electoral Registration Authority. Also, all efforts should be made by the BLOs at the Polling Station level to make necessary correction of the defective EPICs. For that purpose, the one among the experienced BLOs at the GP level may be authorised by the Sub Divisional/Block level Electoral Officer to make on the spot rectification of errors in the Electoral Roll and in the EPIC with the approval of Electoral Officer. The computers available at the GP level may be used by the concerned BLO for correction of errors found in the EPIC. Similarly, one of the BLOs may be given power to make on the spot deletion of deceased and migrated out voters from the Electoral Roll on the recommendation of concerned BLO of a particular Polling Station. If such a step could be taken

this would help in cent percent accuracy of EPIC issued to the voters and elimination of all fake voters from the Electoral Roll.

7. It is observed that there is problem of data entry at the central level. In order to correct anomalies in spelling of names and address the concerned BLOs may be consulted at the time of finalization of electoral rolls.
8. In some cases people have reported that their names are deliberately excluded from the Electoral Rolls at the booth level on political grounds. Such complaints should be duly looked into by the Electoral Registration Officer in the camp courts organized at Polling Station level during the time of electoral rolls revision.
9. It is also found that electoral rolls revision is done in very casual and nonchalant manner. There are many cases of names of deceased and migrated out voters appearing in the electoral rolls. Even there are many instances of multiple registrations of voters in different places and some are issued multiple numbers of EPICs. Such cases need to be tackled by doing thorough verification of electoral Roll and by deleting multiple enrolments of voters made in different Polling Stations and also by cancelling the additional number of EPICs issued against the names of such voters at various places. For that purpose the authority may think of installing new software to check issue of multiple numbers of EPICs and multiple enrolments of same voters in various places.
10. Some people complain about malfunctioning of EVMs and their tampering by the polling officials to please the ruling party. Hence, all steps should be taken by the Election Commission to make the EVMs tamper-proof in order to develop people's confidence and interest on the election matter



Focus Group Discussion at Berhampur in Ganjam

SVEEP Strategy and Implementation

SVEEP represents the social agenda of the commission. ECI envisaged systematic, strategic & scientific processes in understanding the voter's participation so as to facilitate the increased & informed participation. It was felt that voter education needed to be imparted through specific & targeted interventions. ECI's decision to adopt a sustained & systematic Voters Education & Electoral participation strategy to increase people's participation in the electoral process is known as SVEEP.

Targeted approach was adopted towards meeting the various gaps in registration & voting which were identified through situation analysis & strategy is drawn up based on the analysis of the underlying reasons for the gap. Also the mandate was to spread awareness about informed, un-intimidated & inducement free voting under the broader frame work of civic education.

Information technology (IT) as a tool was experimented by ECI for reaching out to the voters. The concept of help lines, online registration, sms based enquiry on booths became more and more effective. A combination of traditional mode of communication like the cultural activities, AIR and hoardings along with modern / contemporary media like TV, FM and Social Media are now used in a comprehensive manner for generating voter's awareness and motivation for maximum participation on the polling process. In 2014 Odisha witnessed a massive increment in voter's turnout. More interestingly the participation of women also increased.

3.1 Major challenges

1. The Elector Population (EP Ratio) was as high at 68.6% which needs to be reduced by deleting dead, repeated & shifted voters for preparing a healthy electoral roll.
 - a. Deletion of duplicate entries in the electoral roll
 - b. Existing gap in registration, mostly among urban voters and newly eligible youth in the age group 18 – 19 years of age
 - c. To bridge up the gender gap. The Gender Ratio of the state is 978 as per the 2011 census. The Gender Ratio as per the electoral rolls is 922
2. Awareness on the functioning of the EVM for voters as well as for officials
 - a. Familiarity with EVM
 - b. EVM Management by the officials as well as trouble shooting during the election process
3. Ethical and Inducement free voting by the voters
 - a. Lack of awareness on ethical voting and inducement free voting
 - b. Fear of voters of being harassed by political sources
4. Increase the overall voting and especially women and young voters.

- a. Urban apathy towards participation in the electoral process is a major challenge. Bhubaneswar has increased voters' participation in the recent General Elections 2014.
- b. Lack of information, awareness and facilitation for PwDs have seen a poor participation over the years
- c. Basic Minimum Facilities (BMF) at the booths for senior citizens and women also adds up to the apathy of low turnout by these section of people

The 2014 elections were a great success considering the increase in the overall electoral participation of the people especially the participation of the young and women voters. There is **8.48%** increase overall voting in the state. More interestingly the participation of female voters has been more than their male counterparts.

Table 3.1: Voting Percentages

Category	Voting Percentage			
	Parliament		Assembly	
	2009	2014	2009	2014
Total	65.30	73.78	65.30	73.78
Male	66.10	72.53	65.67	72.53
Female	64.43	74.62	64.90	74.62

The overall percentage of female voters is 47.98% in the state. The maximum female turnout was in Rayagada with 52% and lowest turnout with 45.43% in *Khurda* district. The Election Commission of India (ECI) has directed for targeted quantifiable SVEEP II to be implemented before the General Elections in 2014. It was expected to adopt a targeted approach towards meeting the various gaps in registration and voting besides spreading awareness about informed, un – intimidated and inducement free voting. The implementation strategy focused on partnership building, creating awareness, motivating eligible voters for voting and capacity building of the BLOs. The following activities were taken up at the State and District Level.



Meeting of DEOs on Special Roll revision taken by Dr.Alok Shukla,Dy Election Commissioner in Bhubaneswar

3.2 Electoral Roll Revision

With a view to improving the Photo Electoral Rolls, besides the annual Special Summary Revisions taken up during 2010 to 2013, a Special Summary Revision was undertaken during the period 8th April-1st July 2013 which included a House to House verification by Booth Level Officers.



CEO Odisha briefing about the implementation of SVEEP activities in the state to major Political Parties

The objective of the Special Revision was

- To include all eligible voters especially in the age group 18-19 in the electoral roll
- Bring down the Elector-Population ratio closer to the Census projections by identifying and deleting dead, shifted and repeated electors by following due procedure and
- Increasing the photo and EPIC coverage.
- During this massive exercise, the Booth Level Officers were given Polling Station wise working copy of the Electoral Roll. The BLOs verified the entries in the Electoral Roll, collected application forms for inclusion, identified electors for deletion, collected correct information for modification of entries including house numbers as well as collected photographs of non-photo electors. Some BLOs/ volunteers captured photographs of non-photo electors on their mobile phones.
- Special Camps for photography were set up in areas having very low photo coverage. Verification and collection of information from voters of urban areas, industrial areas and other areas in Bolangir, Nuapada, Ganjam Districts etc. where there is a high migration of population, proved a big challenge to the BLOs.
- In order to address the special problems of three Assembly Constituencies of Bhubaneswar city, additional measures like operationalization of twenty Voter

Sahayata Kendras in partnership with KIIT University, utilizing the services of volunteers alongside regular BLOs, besides intensive multi media campaigns were taken up during the Special Revision programme.

The state was aware of the low registration as well as the high EP ratio in the state due to repeated, shifted and dead voter's names being in the list. Special drive was take up by the officials and also networks for roll revision through Household survey. More than 24 lakh deletions were made during the roll revision exercise. Also the exercise pointed out the limited coverage of the Photo Electoral Rolls and took measures to increase photo coverage of the same to 96.81%. Also the EPIC coverage was increased to 97.48%. Both these issues were also highlighted in the KABBP study.

Voter Sahayata Kendras

In order to popularise the online search facility to locate one's name in the voters list, Voter Sahayata Kendras were operationalized in all Sub-Divisional Offices, Block Offices, colleges under Odisha Private Engineering College Association (OPECA) and schools under Odisha Private Engineering School Association (OPESA).The details of these Kendras were displayed on CEO's website and also given wide publicity through multi media.



Electors queue up in a VSK for registration / revision at Bhubaneswar

To facilitate the general public to find their names in the electoral roll, and apply for online deletion in case of multiple entries, Voter *Sahayata Kendra*(VSK) were made operational at ERO and Block Offices. VSKs were also made function at Technical Institutions / Colleges under Odisha Private Engineering College Association (OPECA) and Odisha Private Engineering Schools Association (OPESA) and at Common Service Centers (CSCs) to offer similar facility to the general public.



People attend the VSK at the district level for Registration in the voters' list

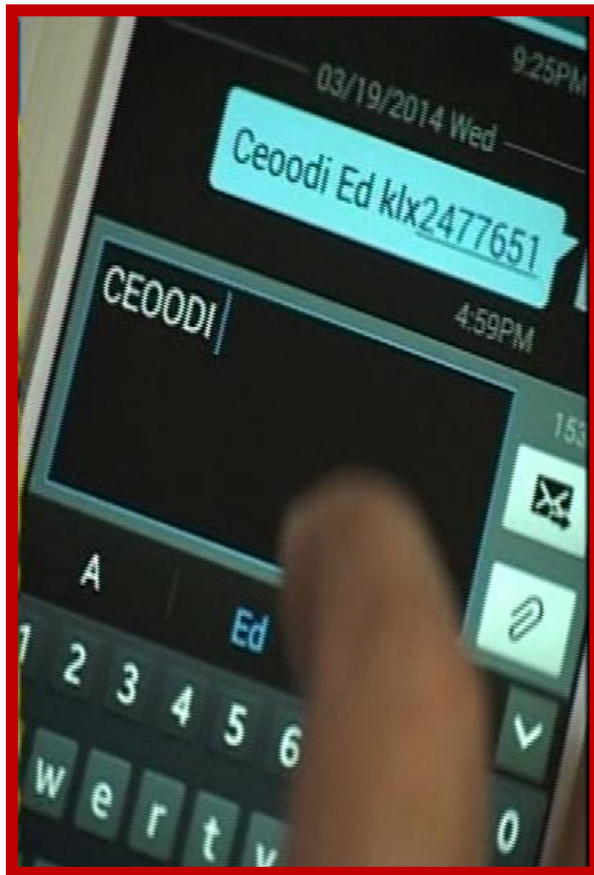


. A VSK operator providing facilitation services to the voters

Services through SMS to voters

Services to voters were provided with polling details through SMS services. The voter needed to type the EPIC number and send to SMS 'CEOODI<space> ED<space>Voter ID No' to 9238300131. The voters were provided with Name and Address details of the voter, Booth Number and the location of the polling station. This facility was found to be very useful to the voters and was highly appreciated. TV scrolls were shown giving the information on a regular basis for maximum reach to the voters across the state.

Also SMS were send to the voters by BSNL informing them regarding the date of poll and also motivating them to vote. Apart from the same the toll free number 1950 provided necessary information to the voters. Online registration was also initiated in the state.



SMS service to know voters' details

Mass awareness through the use of Media

Media was fully involved in the process of the General Elections 2014 in Odisha. Its



Media Briefing about poll day activity by CEO, Odisha

involvement makes it a partner in managing this biggest democratic event in the state. Electronic Media like Doordarshan, OTV, ETV Odia, Kanak TV and other channels were constantly involved with the information dissemination process from the state as well as at the district level. Local cable TV networks were also involved in the process at various districts.

A number of media interface were organized at the State level in which all the print and electronic media participated. These interfaces were held (22.01.2013, 04.04.2013, 16.01.2014, 22.01.2014, 20.03.2014, 05.04.2014 etc) in course of the Summary Revision programmes & during National Voters Day. Besides announcing the schedules of programme, the objective of the revision programme like enrolment of youth and women, deletion dead, shifted and repeated electors etc were explained to the media.

The newly introduced IT interventions and facilities like search facilities, helpline number 1950, deletion list in the public domain, tracking of applications, online applications, list of Voter Sahayata Kendras in the State, Google mapping of Polling Stations etc were highlighted to the media and they were impressed upon to carry these message to the public through their channels.



TV Spots to motivate voters choosing their right candidates

Phone-in programmes in All India Radio (on 13.10.2012) & panel discussion through Doordarshan (on 26.10.2012, 13.11.2013, 12.12.2013, 22.03.2014, 27.03.2014 etc), were taken up to explain the registration process and issues relating to Electors Photo Identity Cards (EPICs).



Press briefing by the CEO on the onset of first phase polling during the general elections



CEO, Odisha in the “Talk Show” to provide maximum information regarding registration, EPIC, SMS services etc to the voters and urging them to come and vote in the General Elections 2014

3.3 Partnership Building

Partnerships were forged with Government Departments / Organization, Non-Government Organizations, CBOs, Media and Corporate Sectors at the State and the district level. Besides major political parties were regularly updated upon the whole process of election preparedness and conduct of the same.

Partnership with National Social Services (NSS) volunteers

As part of SVEEP, a strong partnership was built up with National Service Scheme (NSS). Partnership was first entered during National Voter's Day, 2013 and for the



Meeting of CEO with Secretary NSS and Regional Head NSS

Special Summary Revision of Rolls during April – July 2013. NSS was involved for the registration of young voters. 500 NSS volunteers have been deployed as Campus Ambassadors in 314 blocks and almost all urban areas for creating general awareness on registration especially of youth between the ages of 18 – 19 yrs, marginalized and excluded sections of society, spreading awareness about informed, un – intimidated and inducement free voting, creating awareness for voters in areas of low voter turnout and creating awareness on use of EVMs. Volunteers were chosen who were apolitical and outside the college union.

30 District Programme Officers were trained at the state level regarding the role of NSS volunteers and how to move ahead with the campaigns. This was followed by training of



the Programme Officers from different institutions at the district level.

The Programme Officers organized events like Poster Making competitions with Theme “Greater Participation for a stronger Democracy” to create awareness and involve more and more people to the electoral process. The best three posters from districts were recognized.



Cycle Rally by Women NSS Volunteers at Bolangir to celebrate NVD generating awareness and motivating people to vote

Volunteers were trained in more than 60 integrated camps all across the states. A booklet for training of the volunteers was prepared and circulated as training material. NSS has distributed 20,000 booklets of electoral guidelines through BLOs, DPOs, Campus Ambassadors, Interns and NSS volunteers provided by Chief Electoral Officer. National Voters Day has been celebrated by NSS Units since last two years ie. 2013 and 2014. More than 25,000 NSS volunteers were involved in the National Voters day. The State Level competition was held with the winners of District level Competitions in Kalinga Stadium premises organized by NSS Bureau, Utkal University & NSS Regional Centre, Bhubaneswar.

Active citizenship programme

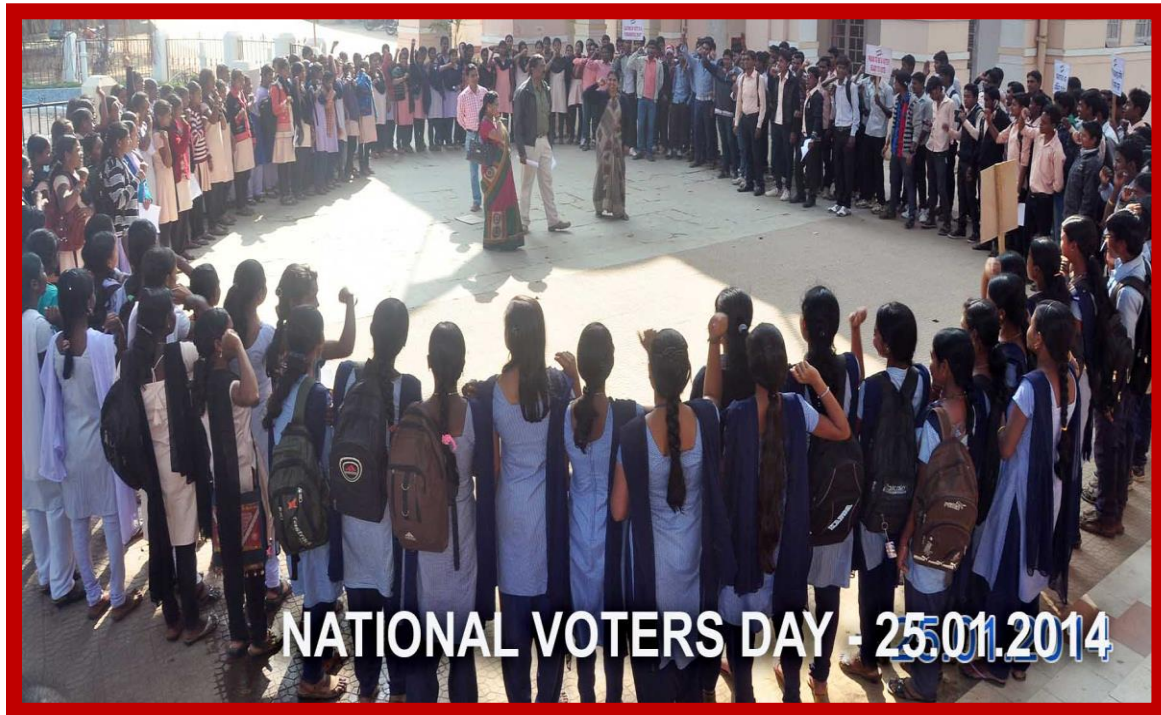
2300 NSS volunteers were given training on active citizenship in 23 Integrated Youth Development Training programme each of 5 days duration, which was held in different districts of Odisha during 2013-14 including 5 Programmes at the State Level in Kalinga Stadium. The Training programmes were held with the norms of agenda in the State Youth Policy which was declared during 2013 and instructions with support from Department Sports & Youth Services, Govt. of Odisha.

Internship programme

NSS has deployed 5000 interns at 314 blocks of Odisha. The interns are actively engaged in various awareness and developmental schemes of Govt. of Odisha. All the Interns were given Stipend for 3 months at Rs 1,500 /- per month towards their

assignment with support from Department of Sports & Youth Services, Govt. of Odisha. Incidentally the interns are given proper training and guidance about active citizenship namely:

1. To register new voters in electoral rolls
2. To create awareness for proper operation of EVMs
3. To sensitize the people about NOTA (None of the above)



NSS Volunteers participate in the Pledge taking event at Mayurbhanj District during NVD 2014



District Level Rangoli Competition being held to create electoral awareness during NVD 2014 celebrations at Dhenkanal District

- A workshop of District level Nodal Officers of NSS was held on 13.02.2013 to explain the nuances of Electoral Registration. This was followed up by a training of District Programme Officers of NSS where the entire gamut of roll registration, search facility, basics of EVM was explained to the participants. These Officers imparted training to volunteers of about 1400 Institutions having NSS units. The vast networks of volunteers and Programme Officers created awareness among the people to register eligible un enrolled voters especially youth & woman.
- On 21.06.2013 a meeting was held with the State level Officer-cum-Deputy Secretary NSS & Regional Head NSS to discuss SVEEP activities which can be taken up through NSS & on 30.09.2013, the frame work for engagement of Campus Ambassadors was discussed.
- 500 Campus Ambassadors (NSS Volunteers) were imparted training by Officers of CEO's Office, DEOs & EROs at Balasore, Sambalpur, Rayagada, Bhubaneswar and Berhampur in November 2013. These Campus Ambassadors were deployed in all the 314 Blocks and all urban areas for creating general awareness on registration especially youth, emphasize inclusion of marginalised and excluded section of society and women. These Ambassadors are apolitical and outside of the college union.
- The District Programme Officers and Campus Ambassadors in turn trained over 99,000 NSS Volunteers to motivate the youth to register themselves and take part in the electoral process.



Orientation workshop for campus ambassadors at Balasore

State Literacy Mission Authority

A MoU was signed between the CEO, Odisha & Director, National Literacy Mission (NLM) to work in partnership for increasing the voters' turnout through its departmental machinery and networks. Based on the same IEC / publicity materials



on voter's awareness were printed and disseminated through Preraks in three districts of Sundargarh, Bolangir & Kalahandi. Voter's awareness module was included in the primers of adult literacy.

Prior to the Summary Revision 2014 which was taken up during Oct- Nov 2013, posters and materials were prepared in partnership with State Resource Centre (SRC), and disseminated to Preraks which were used in the Adult Education programmes. The State Literacy Mission came up with posters and booklets for educating the voters towards their rights and duties for electoral participation. Also materials were very focused on providing working knowledge on the filling of

different forms for registration, shifting of address, modification and rectification. Focus was mainly on electoral education of women young voters.



The content of these materials were how to register in the voters list and get an EPIC, the documents to be submitted and to whom and where, how to cast vote using EVMs and to vote without any fear or favor.

Zilla / Block Kala Sanskruti Sangha

In Odisha there are 459 Art forms & 7064 Art groups. There are 79,360 artistes. There are registered Zilla Kala Sanskruti Sangha (ZKSS) in all the 30 Districts & at the Block level, there are Block level Kala Sanskruti Sanghas (BKSS).



Meeting of the CEO with the Vice – Presidents of the Zila Kala Sanskruti Sangha

Under the auspices of Director, Culture, all the District Culture Officers and Vice President of district Kala Sanskruti Sangha (ZKSS), were given orientation training



Voter awareness through cultural troops in a remote tribal village of Daringbadi Block in Kandhamal District

on voters awareness on 28.09.2013. It was decided that awareness programmes on registration will be conducted at least in five haats in tribal Blocks and two haats in non-tribal Blocks. Though standard messages were circulated, the troupes communicated the same to the public in popular folk media using local dialects for better acceptance among the locals. EVM awareness was part of the awareness campaigns conducted by Zilla/ Block Kala Sanskruti Sangha at the haat/ village level.



Voter awareness campaign being carried out through cultural programmes in Bolangir District



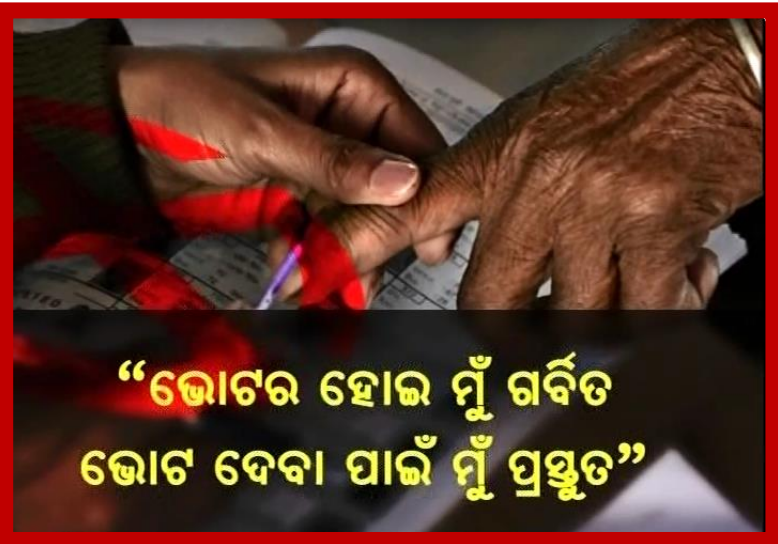
Cultural troops motivate people and disseminate information on electioneering during Voter awareness programmes in Jharsuguda District

Partnership with All India Radio (AIR)

Partnership was made for information dissemination and awareness building. The revision programme was extensively covered by AIR for broadcasting during the prime time. Jingles were produced and broadcasted by AIR were aimed to increase information on registration and awareness on ethical, fair and inducement free voting. In this regard a meeting was held with AIR officials on 27/08/2011 to make a comprehensive plan for electoral awareness and voters' education –cum – motivation programmes through radio. It was decided that AIR would hook with all its centers in Odisha to cover the Revision programme during prime time. Jingles made in *Odia, Santali, Desiya* and *Sambalpuri* covering topics of Ethical Voting, Use of EVM for voting, Voter Roll Revision and Important Announcements regarding Elections. 15 jingles were prepared and aired through radio during prime time. The jingles can be found in the link http://ceoorissa.nic.in/sveep_ceo_new.asp .

Partnership with Doordarshan

Partnership with Doordarshan, Bhubaneswar was done to roll out the comprehensive Media Coverage Plan in the state. 30 – 40 secs slots, preferably with rural content, were produced and broadcasted during the prime time for larger reach to the people. Also spots of National Icons like Shri Mahendra Singh Dhoni were dubbed in Odia for broadcasting. Also spots



produced by different departments were vetted and broadcasted. Running scroll during the news broadcast provided important information to the voters. Revision programme was covered through special news reporting, bytes and discussion panels to provide information and education to the voters.

Special programme on election were also telecasted. CEO, Addl CEO, Jt CEO and other officials at the state level and the ROs at the district level provided talks on election related programmes to increase general awareness and also urged the people to come for registration and subsequently to the polling stations to give their votes. Special appeal was made by the Chief Secretary of the State urging people to come to the polling booths to vote.

The media was very much involved in the run up to the General Elections 2014 as an important partner to the CEO office in Odisha. Doordarshan was very effective in reaching out to the people in the remotest of the habitations in the state. Continuous appeal by the CEO and the related officers through Doordarshan was involving in its approach to reach out to the different sections of the society.

Appeal by Senior Officials to the citizen assuring full cooperation from CEO office for the conduct of free and fair elections. They urged the citizen to go out and vote on the polling day



Chief Secretary,
Government of Odisha

ଯୁଗଳ କିଶୋର ମହାପାତ୍ର (ଆଇ.ଏ.ଏସ୍.)
ମୁଖ୍ୟ ଶାସନ ସଚିବ, ଓଡ଼ିଶା

DG & IG of Police, Odisha



ପ୍ରକାଶ ମିଶ୍ର (ଆଇ.ପି.ଏସ୍.)
ଆରମ୍ଭ ମହାନିର୍ଦ୍ଦେଶକ, ଓଡ଼ିଶା



Chief Electoral Officer, Odisha



TV Spot on ethical voting broadcast in Doordarshan



Officials of CEO office participate in Panel Discussion in Television Show

The spots were broadcast in Doordarshan repeatedly for creating maximum awareness on Ethical Voting, Roll Revision and Registration, use of EVM and Motivating voters especially the young voters to vote in the General Elections. Panel discussion on issues related to elections, participation of women in the electoral processes and direct phone in programme were conducted and telecasted.

Corporate Partnership

Partnerships were formed with corporates bodies like NALCO, MCL, Axis Bank and Vodafone. The corporate bodies supported various SVEEP activities undertaken during the General Elections 2014. Activities taken up by the corporates are as follows:

- Hoardings on voter's awareness were put up in areas frequented by people for 6 months at the state capital as well as at the districts



Biggest Hoarding Placed at the Bhubaneswar Cuttack Highway for awareness creation during the General Elections 2014

- NALCO sponsored a tableau on Voter's awareness which was presented during the Republic Day parade on 26th January 2014



Tableau on Voters' Awareness at Republic Day Parade sponsored by NALCO

- *Sankalpa Patras* were distributed among the employees of the private / corporate organization and urged them to vote
- Mahanadi Coalfields Limited (MCL)- Hoardings on voters awareness in over 300 railway stations in the State in collaboration with East Coast Railway, Bhubaneswar, distribution of 40,000 Identity Cards to Booth Level Volunteers on the day of poll.
- BSNL, Odisha and TERM, Odisha- Bulk SMS on SMS based EPIC inquiry system and end of call notifications on ethical voting through BSNL and other mobile service providers
- Sponsoring Model Polling Stations with their own resources and managing facilities at such polling stations



Model Polling Stations being sponsored by Corporates

- Bhubaneswar Municipal Corporation (BMC) - Hoardings in conspicuous places of Bhubaneswar city, City Buses, adhesive stickers in auto rickshaws.





- Odisha Election Watch-Campaign “My Vote My Country” on creating voters awareness launched since end- Jan 2014.
- Private Media channels like ETV, OTV and others developed focused programmes on electoral participation and motivation to broadcast them on a regular basis during run up the elections.



- Red FM- Campaigns covering about 16 districts through Radio channel Red FM by RJ Karan (Youth Ambassador), and awareness drives through



Democracy Vans taken up in Bhubaneswar and Cuttack cities to motivate youth. Voters and address urban apathy.

- Vodafone- Vodafone had adopted an innovative strategy of felicitating the voters outside polling stations on the day of poll in Bhubaneswar city. Especially the young voters (18-20 age groups) shared their experiences of voting for the first time. This has evolved good response from young voters.

3.4 Capacity Building

Political Parties

The recognised political parties were kept on board during the entire process of the roll revision exercise and they were requested to appoint Booth Level Agents to help the Booth Level Officers in the field and ensure that all the eligible electors are enrolled and no eligible electors name is struck off from the roll. In this connection, there were briefing meetings with State Representatives of political parties on 11.02.2013 & 03.04.2013 in the State level. Further, on 16th & 17th April 2013, orientation programme for district level representatives of all recognized political parties was held at the State level.



CEO Odisha briefing about the implementation of SVEEP activities in the state to major Political Parties

The online search facility available in the website, tracking of applications, electoral roll on the website, toll free Number “1950”, online application facility, Google mapping of Polling Stations, DEO, ERO & BLOs details available in the website were highlighted to the political parties. The political parties were impressed upon to appoint the Booth Level Agents (BLA) to work along with BLOs & to verify the deletion list available in the website and at the ERO, booth level & file objections within the statutory period so that the purity of rolls are maintained.



Meeting of CEO with Political Parties regarding Special Summary Revision

The political parties were briefed on the Special Summary Revision 2014 taken up during October 2013 – January 2014 in a meeting held on 08.10.2013. The District Election Officers and Collectors and Electoral Registration Officers-cum-Sub-Collectors also held similar meetings with the district level representatives of political parties, during the Special Summary Revisions taken up during April-July 2013 and also during October 2013-January 2014. The list of electors whose names were proposed to be deleted were shared with the political parties through the BLOs, on the notice board of the ERO/ GP Office etc. The deletion list for three Assembly Constituencies of Bhubaneswar city was displayed on CEO's website for greater transparency. Certain political parties conducted their own awareness camps by demonstrating dummy EVM like in tribal dominated Boudh & Nuapada Districts.



Capacity Building of representatives of Political Parties on demystifying use of EVM for voting

Capacity Building of Officials

- The technical staffs of EROs Office were imparted training on ERMS, De-duplication software on 13.02.2013.
- A meeting with teachers associations was taken up on 4.02.2013 & 16.03.2013 to explain the vital role of BLOs during house to house campaign
- All the EROs & Deputy Collector, Elections were imparted training on the objectives & house to house campaign procedure on 23.02.2013, 02.03.2013 & 24.04.2013
- All the DEOs were sensitised on the importance of door to door campaign during Summary Revision in a video conference on 03.04.2013.
- Electoral Roll Observers were briefed on Special Revision on 25.03.2013 & 25.05.2013.



Training of officials being held at the CEO office on special roll revision at Bhubaneswar

- BLOs & Supervisory Officers were imparted training at the AC level in the 1st week of April 2013 and again in August 2013.
- On 20.03.2014 Jt. CEO explained the nitty-gritties of EVMs on All India Radio, Cuttack as well as in the programme “Parikrama” on DD Odia
- Capacity Building of the DEO and Collectors of all the 30 districts were imparted 4 day training on Election Management.



Capacity Building of DEO and District Collector on Electoral Management at Gopabandhu Academy of Administration in Bhubaneswar

- EVM demonstration was made to the DEO and Collectors during the capacity building programme at the Gopabandhu Academy of Administration.



Capacity Building of DEO and District Collector on EVM Management at Gopabandhu Academy of Administration in Bhubaneswar

- To demystify the EVM, Officials from the District, ERO & Block Offices conducted EVM awareness camps through democracy vans especially in areas which recorded low turnout in last General Elections 2009. Democratic

vans were mobile all through the state to disseminate information and create awareness.



- EVM demonstration was made in varied locations such as local *haats*, *anganwadi centers*, along with meetings on awareness building on the operations of EVM. These demonstrations were organized in a manner to reach to maximum people so as to educate them with the usage at the same time to bring awareness and motivation among electors towards voting. This exercise was conducted in all the constituencies.



EVM demonstration done at the village level where an old lady is provided with hands on with a EVM to get a feel of real voting at Banpur in Chilika

Awareness on Ethical Voting & Motivate Voters to participate in the electoral process

- Odisha has a rich cultural heritage and diversity in its population through its historic festivals which still pertains deep acceptance among the inhabitants of a particular place. Festivals like “Parab” in Koraput, “Mandei” in Navarangpur and “Bali Jatra” in Cuttack are popular events in the state. These forums were used extensively for the mass awareness by the districts.



People gather in Stall at Bally Yatra in Cuttack displaying EVM and information on Electoral Participation



Street Play being organized to motivate people for electoral participation during *Parab* Festival in Koraput



People gather in Stall at Mande festival in Nabarangpur displaying EVM and information on Electoral Participation



Voter Awareness campaign to motivate people for fearless electoral participation at Baliguda block in Kandhamal

- Handing over of voter's slip to each voters indicating his/ her booth details, date & time of poll and the message “ ଭୋଟ୍ ଦେବା ଦେଶ ଗଢ଼ିବା” (Lets vote, build our Nation) by Booth Level Officers.
- “Sankalp Patras” were distributed among school students asking them to get it signed by their parents and return it back to the RO.

- Live phone-in programme on election related issues was broadcast by All India Radio, Cuttack on 05.04.2014 & 06.04.2014.
- During the visit of Sri H. S. Brahma, Election Commissioner on 02.04.2014, the political parties were briefed on the election preparedness, and their complaints and suggestions received.



Shri H S Brahma, Election Commissioner, ECI and CEO Odisha addressing media

- Besides, the Election Managers at the field level namely the Collectors, Returning Officers, ADMs, Sub-Collectors & Deputy Collectors (Elections) were imparted training at Gopabandhu Academy of Administration, Bhubaneswar during the period September 2013-Feb-2014.



Training of RO at Gopabandhu Academy of Administration

- DG, Election Commission held a media workshop on 05.04.2014 where the role of media in enhancing voters' participation was discussed.

3.5 State ICONs

Odisha had 4 state level icons for awareness building, voter's education and motivating people to vote and vote ethically. The four state icons were **Ms Archita Sahoo**, cine artist, **Dr. Sruti Mohapatra**, Social Activist, **Padmashree Shri Sudershan Pattanaik**, Sand Artist of International repute and **Shri. Budhaditya Mohanty**, cine artist. These icons had a great acceptance on the people and especially on the youth. The state icons were involved in awareness generation, elector education and motivation. Spots were prepared using the services of the state icons which were broadcasted regularly on television.



In the drive to motivate youth voters the office of the CEO in used the services of NSS Volunteers and Campus Ambassadors who had greater access to the young voters.

Institutions / Universities were rolled in to motivate young voters especially in the age group of 18 – 19 years to enroll themselves. Action oriented campaigning was done involving the youth in participating in various activities like rallies, marathon, debate competitions, painting competitions, rangoli competitions and Quiz competitions. The effort was made to reach out to the young voters in maximum all across the state. Each district took an initiative of its own to attract more and more young voters for electoral participation. Specially designed programmes were telecasted in Doordarshan and other channels regarding youth affairs and the role of youth in elections, in order to motivate young voters.

3.6 IEC for Awareness

Various IEC materials were prepared in the form of Banners, Posters, Booklets, Leaflets, Audio Jingles, Audio Visual spots and learning materials as part of adult

training modules. Special focus was on use of Audio and Audio Visual materials through Television and Radio.



TV spot motivating voters to choose their right candidate to vote in a free and fair manner
IEC materials were produced and duly vetted by the Election Commission of India for dissemination. Materials were made available both in English and Odia for better understanding of people. Spots of duration 30 – 45 sec were made in Odia on subjects like Right to Vote and Ethical voting and were repeatedly broadcasted in Doordarshan and other channels for viewers during the prime time. These spots were telecasted atleast 30 – 40 times a day in order to reach maximum viewers. This



TV spot motivating youth on making own choice for Ethical Voting
happened to create ripple effect in the minds of voters. State icons were engaged for the preparation of such spots which provided information, created awareness and also educated voters for better participation of the people. Efforts were made to attract young and women voters towards the electoral participation.

The video spots prepared for the Summary Roll Revision programme 2012 featured Sri Dilip Tirkey, former Captain of Indian Hockey team, Sri Sudarshan Patnaik, International Sand Artiste, Sri Satya Pragyan Das, Chess Champion and film artistes Sri Sabyasachi Mishra and Ms. Archita Sahu.

Spots were made on subjects like the Roll Revision, Ethical Voting, use of EVM and the Right to Vote were prepared and telecast through DD, OTV, ETV and Kanak TV during the Summary Roll Revision programme during Oct- Nov 2013. These spots (of about 30-40 sec duration) exhorted eligible youth to apply for registration of their name and for issue of EPICs and verify their names and polling stations.

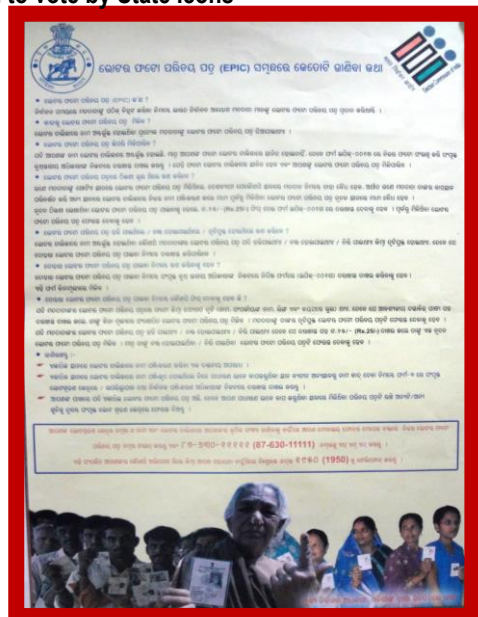
Jingles were prepared in Odia and also in Tribal language for better appreciation and understanding in tribal pockets. The same were broadcasted on AIR and FM



TV spot on use of EVM and motivation to vote by State Icons

channels during prime time. The video spots and audio jingles contained messages on registration of name in the electoral roll and EPICs, and asked to voters (especially the youth and un-enrolled women) to submit their applications at the booth level within prescribed period. These spots were telecast on DD, OTV and ETV while the jingles were broadcast through AIR, Cuttack. Besides, messages on Radio FM channels were given in the form of RJ Mentions.

The poster released on the occasion of first National Voters Day on 25.01.2011 contained FAQs on Electors Photo Identity Cards (EPICs) - how to get EPICs, duplicate/ replacement EPICs and also advised voters to register their name in



one place only, and surrender multiple EPICs, if any. These posters were put up in all the polling stations. As bringing down the Elector-Population ratio was the main focus after the Summary Revision 2012, the poster released during National Voters

ଭୋଟରମାନେ ଜାଣିବା କଥା

ଦିନର ପ୍ରତ୍ୟେକ ଅଧିକାର ସାବ୍ୟସ୍ତ କରିବା ନିମନ୍ତେ ଆପଣଙ୍କର ତଥା ଆପଣଙ୍କ ପରିବାରର ସଦସ୍ୟଙ୍କର ନାମ ଭୋଟର ତାଲିକାରେ ଅଛି କି ନାହିଁ **ଯାଞ୍ଚ କରନ୍ତୁ** । ବୁଧଦାରା ଭୋଟର ତାଲିକା ସଂପୂର୍ଣ୍ଣ ବି.ଏଲ୍.ଡି.ଏଲ୍ ପାଖରେ/ରୁକ୍ ଏବଂ ଉପଜିଲ୍ଲାପାଳଙ୍କ କାର୍ଯ୍ୟାଳୟରେ ଦେଖିପାରିବେ ଏବଂ www.ceoorissa.nic.inରେ ଯାଞ୍ଚ କରିପାରିବେ ।

ଭୋଟର ତାଲିକା ତଥା ଫଟୋ ପରିଚୟ ପତ୍ରରେ ତ୍ରୁଟି ସଂଶୋଧନ/ନାମ ବାଦ ନିମନ୍ତେ ସଂପୂର୍ଣ୍ଣ ବି.ଏଲ୍.ଡି.ଏଲ୍/ଉପଜିଲ୍ଲାପାଳଙ୍କୁ ଯଥାଶୀଘ୍ର ଯୋଗାଯୋଗ କରନ୍ତୁ ।

ଯଦି ଆପଣଙ୍କ ବୟସ ତା ୦୧-୦୧-୨୦୧୪ ରିଶ ସୁଦ୍ଧା ୧୮ ବର୍ଷ ବା ତଦୁର୍ଦ୍ଧ୍ୱ ତେବେ ଆପଣଙ୍କ ନାମ ଭୋଟର ତାଲିକାରେ ଅନ୍ତର୍ଭୁକ୍ତ କରିବା ପାଇଁ ଦରଖାସ୍ତ ଆପଣଙ୍କ ଅଞ୍ଚଳର ବି.ଏଲ୍.ଡି.ଏଲ୍ ଅଫିସରଙ୍କୁ ୨୨ରୁ ନଭେମ୍ବର ୧୦ ତାରିଖ, ୨୦୧୩ ସୁଦ୍ଧା ଦିଅନ୍ତୁ ।

**ଭୋଟଦାନ କରିପାରିବେ କାଲି,
ଯଦି ଭୋଟର ତାଲିକା ଯାଞ୍ଚ କରିବେ ଆଜି ।**

**ଭୋଟ ଦାନରେ ବହୁଳ ଯୋଗଦାନ,
ଗଣତନ୍ତ୍ରକୁ କରିବ ବଳୀୟାନ ।**


ଅଧିକ ସୂଚନା ନିମନ୍ତେ ନିଃଶୁଳ୍କ ଫୋନ୍ ନମ୍ବର :
1950 (୧୯୫୦)

Based on a poster made by Manisha Sundari Sahoo of CDA, Cuttack for National Voters Day, 2013

Day 2012 focussed on asking voters to delete dead/ shifted and duplicate names from the roll, as having one's name in more than one place is punishable offence u/s 31 of R.P. Act 1950. CEO's website and helpline number 1950 was also popularized through these posters, which were put in all the polling stations across the State.

The poster released during Summary Revision 2014 (in October 2013) sought to popularize the search facility available on CEO's website, and exhorted voters to locate their names in the electoral roll, and apply for addition, deletion or correction

of names before the prescribed period to the Booth Level Officer. The poster contained the winning entry in the poster competition held during NVD 2013 made by



ଭୋଟରଙ୍କ ନିମନ୍ତେ ସୂଚନା

ଲୋକ ପ୍ରତିନିଧିତ୍ୱ ଅଧିନିୟମ, ୧୯୫୦ର ଧାରା-୧୭ରେ ଥିବା ବ୍ୟବସ୍ଥା ଅନୁଯାୟୀ କୌଣସି ବ୍ୟକ୍ତି ଏକାଧିକ ବିଧାନସଭା ନିର୍ବାଚନମଣ୍ଡଳର ଭୋଟର ତାଲିକାରେ ନିଜର ନାମ ପଞ୍ଜିକୃତ କରିପାରିବେ ନାହିଁ ।

ପୁନଶ୍ଚ ସେହି ଅଧିନିୟମର ଧାରା-୧୮ରେ ଥିବା ବ୍ୟବସ୍ଥା ଅନୁଯାୟୀ କୌଣସି ବ୍ୟକ୍ତି ଗୋଟିଏ ବିଧାନସଭା ନିର୍ବାଚନମଣ୍ଡଳର ଭୋଟର ତାଲିକାରେ ଏକାଧିକ ସ୍ଥାନରେ ନାମ ପଞ୍ଜିକୃତ କରିପାରିବେ ନାହିଁ ।

ଆପଣଙ୍କ ବୟସ ୧୮ ବର୍ଷ କିମ୍ବା ତଦୁର୍ଦ୍ଧ୍ୱ ହୋଇଥିଲେ ଏବଂ ଆପଣଙ୍କ ନାମ ଭୋଟର ତାଲିକାରେ ଅନ୍ତର୍ଭୁକ୍ତ ହୋଇ ନ ଥିଲେ, ଭୋଟର ତାଲିକାରେ ନାମ ଦରଜ କରିବା ନିମନ୍ତେ ଆପଣ ଫର୍ମ-୬ରେ ସମ୍ପୂର୍ଣ୍ଣ ବୁଧ୍ୱସରୀୟ ଅଧିକାରୀଙ୍କ ନିକଟରେ ଦରଖାସ୍ତ ଦାଖଲ କରନ୍ତୁ ।


ଆପଣଙ୍କ ନାମ ଭୋଟର ତାଲିକାରେ ଏକାଧିକ ସ୍ଥାନରେ ପଞ୍ଜିକୃତ ହୋଇଥିଲେ, ଆପଣ ଗୋଟିଏ ସ୍ଥାନର ଭୋଟର ତାଲିକାରେ ନିଜର ନାମ ରଖି ଅନ୍ୟ ସ୍ଥାନର ଭୋଟର ତାଲିକାରୁ ନାମ ବାଦ୍ ଦେବା ନିମନ୍ତେ ଫର୍ମ-୭ରେ ସମ୍ପୂର୍ଣ୍ଣ ବୁଧ୍ୱସରୀୟ ଅଧିକାରୀଙ୍କ ନିକଟରେ ଦରଖାସ୍ତ ଦାଖଲ କରନ୍ତୁ ।

ଜାଣି ରଖନ୍ତୁ

ନିଜ ସମ୍ପର୍କରେ ଭୁଲ୍ ତଥ୍ୟ ଦେଇ ଏକାଧିକ ସ୍ଥାନରେ ଭୋଟର ତାଲିକାରେ ନାମ ପଞ୍ଜିକୃତ କରିବା ଏକ ଦଣ୍ଡନୀୟ ଅପରାଧ । ଏଥି ନିମନ୍ତେ ଲୋକ ପ୍ରତିନିଧିତ୍ୱ ଅଧିନିୟମ, ୧୯୫୦ର ଧାରା-୩୧ରେ ଏକ ବର୍ଷ ପର୍ଯ୍ୟନ୍ତ ଜେଲ୍ କିମ୍ବା ଜୋରିମାନା କିମ୍ବା ଉଭୟ ଦଣ୍ଡର ବ୍ୟବସ୍ଥା ଅଛି ।

ଅଧିକ ଜାଣିବା ପାଇଁ

www.ceoorissa.nic.in ନିଃଶୁଳ୍କ ହେଲ୍ପ ଲାଇନ୍ ନମ୍ବର ୧୯୫୦



ମୁଖ୍ୟ ନିର୍ବାଚନ ଅଧିକାରୀ, ଓଡିଶାଙ୍କ ଦ୍ୱାରା ବିକ୍ଷେପରେ ତିଆରି

a young girl from Cuttack.

Since the NVD-2014 preceded the General Elections, the poster made on the occasion had the four State level Icons asking voters if they have located their name in the voters list and their polling stations, so that they can cast their vote on the poll

**YOUR VOTE
YOUR VOICE**

**EXERCISE YOUR RIGHT
WITHOUT ANY PRESSURE & INDUCEMENT**

Spare 5 minutes to Vote

To know your Booth, SMS -
CEOODI<Space>ED<Space>Voter ID No. to 9230013183
To more details visit www.ceoorissa.nic.in
Helpline No. 1950

day. It also had a message asking voters to vote without any inducement, fear or favor. Posters with one liners were also prepared at the state level to motivate voters

**ଭୋଟ ଦେବା
ଦେଶ ଗଢ଼ିବା**

**ଆପଣଙ୍କ ଅଧିକାର ସାବ୍ୟସ୍ତ କରନ୍ତୁ
ଭୋଟ ନିଶ୍ଚୟ ଦିଅନ୍ତୁ
ଭୋଟ ପାଇଁ ୫ ମିନିଟ୍**

**Proud to be a VOTER
Ready to VOTE**

ମନେରଖନ୍ତୁ, କୌଣସି ପ୍ରଲୋଭନ କିମ୍ବା ଚ୍ୟପର ବଶବର୍ତ୍ତୀ ନହୋଇ
ସଚ୍ଚୋଟ ବ୍ୟକ୍ତିଙ୍କୁ ଭୋଟ ଦେଇ ଦେଶର ବିକାଶରେ ସହଭାଗୀ ହୁଅନ୍ତୁ ।

to vote and participate in the electoral processes. Special intervention posters like the ones for the PwDs were prepared at the district level and widely distributed for better appreciation of the messages.



AFFIXING OF STICKER IN GAS CYLINDERS TO CREATE AWARENESS OF VOTERS OF NABARANGPUR DISTRICT.

ଭିନ୍ନସମ ମତଦାତାଙ୍କ ନିମନ୍ତେ ସ୍ମରକ୍ତ ମାର୍ଗଦର୍ଶିକା

ମତଦାନ ଆପଣଙ୍କର ଗଣତାନ୍ତ୍ରିକ ଅଧିକାର ।
 ନିର୍ବାଚନ କମିଶନର କର୍ତ୍ତୃତ୍ୱରେ ମତେ ଭିନ୍ନସମ ମତଦାତାଙ୍କ ପାଇଁ ପ୍ରତ୍ୟେକ ମତଦାନ କେନ୍ଦ୍ରରେ ନିମ୍ନୋକ୍ତ ସୁବିଧା ଉପଲବ୍ଧ ।

- ପ୍ରତ୍ୟେକ ମତଦାନ କେନ୍ଦ୍ରରେ ସ୍ମରକ୍ତ ରଖାଯାଇ ସୁବିଧିତ ଚଳାଳଗା ଗାଡ଼ି ।
- ଭିନ୍ନସମ ମତଦାତାଙ୍କ ପାଇଁ ତତ୍କ୍ଷଣାତ୍ ମତଦାନର ସୁବିଧା ସୁବିଧିତ ସ୍ୱେଚ୍ଛାସେବୀ ନିଯୋଜିତ ।
- ଦୃଷ୍ଟିହୀନ ମତଦାତାଙ୍କ ପାଇଁ ବ୍ରେଲ ନିର୍ମିତ ଅବିକଳ ବାଲାଟ୍ ପେପର ଦ୍ୱାରା ଚାଲିମ ପ୍ରଦାନ ।
- ପ୍ରତ୍ୟେକ ମତଦାନ କେନ୍ଦ୍ରରେ ବିଶ୍ରାମସ୍ଥଳୀ ଓ ପାନୀୟଜଳ ବ୍ୟବସ୍ଥା ।
- ଏବେ ଆପଣ ନିଜର ମତଦାନ ପାଇଁ ଆଗେଇ ଆସନ୍ତୁ ।

ଭିନ୍ନସମ ମତଦାତାଙ୍କ ନିମନ୍ତେ ଜନହିତରେ କାର୍ଯ୍ୟ

ଜିଲ୍ଲା ନିର୍ବାଚନ ଅଧିକାରୀ ତଥା ଜିଲ୍ଲାପାଳ କଟକ

Apart from the development of the above IEC materials and their dissemination, special drives were taken up in the state for generating awareness among the people toward electoral participation.

Audio Jingles in five dialects

(Odia, Sambalpuri, Desia, Santhali &) as well as announcement of five minute duration on the roll revision programme, and asking voters to check their names in the voters list and apply for registration if their names are not found, so that they can cast their votes in the forthcoming General Elections were prepared and disseminated through DIPROs at the field level and through SVEEP vans. These announcements were especially made in areas which experience low voting during last General Elections and in remote places.

3.7 National Consultation on Women Participation



Election Commissioner Dr. Nazim Zaidi addressing the participants of the National Consultation

A National Consultation Workshop was organized from 18th – 19th December 2013 at Bhubaneswar, Odisha in collaboration with Election Commission of India and United Nations Development Programme (UNDP). The consultation programme was participated by delegates from ECI, Chief Election Commission of various states, representatives from various Ministries, GoI, Corporate Organizations, Civil Society Organizations, Media and UNDP.

In order to improve the participation of women in the electoral process it is important to have 'Electoral Literacy and Voter Education' - Voter education is a critical factor in enhancing women's participation in elections, especially in developing democracies. In the broadest sense, voter education includes the dissemination of basic information on voting rights, importance of voting, registration procedures as well as specific information on where and how to vote.

The workshop brought forward the traditional issue of lack of participation of women in the electoral process over the years and also provided light on how the same has been changing in certain pockets of the country through the concerned and continuous effort of the ECI and the CEO office of the concerned states. Odisha also took a leaf out of the learning from the national consultation and put in serious efforts to increase the participation of the women. All the activities designed for the state had a definite Gender and Inclusion component. As a result of the efforts the state witnessed a record election turnout and also more interestingly there was a huge increase in the participation of women in the state.



Election Commissioner Dr. Nazim Zaidi and other Officials at the Photo Exhibition Gallery on at Bhubaneswar



Participants of a panel Discussion on Forging Partnerships with NGOs and Corporates



Collectors presenting their achievements participate in the National Consultation



Election Commissioner Dr. Nazim Zaidi aking an observation during panel discussions



Delegates participate in the National Consultation



Release of a booklet on experiences on voters' awareness during National Consultation

3.8 Motivating Young voters

The 2014 General Elections were focused on participation of young voters and more precisely female young voters. A lot of effort has been taken for the enrolment, motivation and participation in the voting process. Special drive was taken to accommodate more and more first timers' i.e voters in the age group of 18 – 19 years. Lot of events were conducted at the state and the district level involving youth to aware them of their voting rights, educating them on the electoral process and motivating them to get enrolled and vote.



Partnership with NSS volunteers was one of the most important engagements of the state to bring in young voters to the polling stations in huge numbers. **National Voters Day** was celebrated in Bhubaneswar where young masses participated in various competitions and cultural activities.

A Young Girl participating in Debate Competition event organised during NVD

Youth Rally was conducted to generate interest especially among the young voters. A lot of cultural events were also organized. EPIC were also distributed to the young voters.



Young voters being motivated to participate in electoral process in Mayurbhanj

Owing to the focused interventions in the state to motivate young voters to participate in the electoral process the state witnessed an increased young voters' turnout during the general elections 2014.



Awareness Rally at Mayurbhanj District to generate young voters' interest in electoral participation



"Oath to Vote" during NVD 2013 at Kalinga Stadium in Bhubaneswar

3.9 National Voters Day (NVD)

ECI celebrated its diamond jubilee year on 25th January, 2010 and the first National Voter's Day (NVD) on 25th January 2011, marking the beginning of a systematic approach to reach out to the people of India for electoral participation.

In Odisha the NVD started from 2013. NVD was celebrated in both in the State and the districts. The main idea was to bring more and more eligible voters in the ambit of electoral processes. Various events were organized at the state and the district level which included oath to vote, debate competitions, marathon (run for democracy), cycle rallies, formation of human chains, awareness campaign through mobile vans etc.

Each district has done its unique way of celebrating the NVD. The State Icons were also present in various public functions to celebrate the essence of democracy through their participation in the public gathering. The overall response was good across the state. In pursuance of the Elections Commission's direction, PVC Elector

Photo Identity cards were introduced and issued to the newly registered 8.84 lakh voters on NVD 2014.

1st National Voters Day 2011

State Level function was held at IDCOL Auditorium, Bhubaneswar. At the function, EPICs were distributed to 102 newly registered electors by the distinguished guests. His Excellency the Governor administered the Voters' Pledge to all those were



Volunteers participate in NVD 2011 celebrations at Bhubaneswar

present in Odia and in English. Special Caps bearing the logo on NVD and badges were distributed to the citizens present in the function. NVD functions were held in 27,793 polling station locations and at the district level. Young and new voters were felicitated on the occasion, EPICs and badges were distributed to 5, 31,808 electors.

Badges with the logo “Proud to be a voter- Ready to Vote” were handed over to the newly registered voters present. Essay, painting & debate competitions (with theme of “Greater participation for a stronger democracy”) were organized at district level to create voter awareness. Banners on National Voters Day were fixed at conspicuous and public places for wide publicity of the functions

2nd National Voters Day 2012

The State Level function was held at IDCOL Auditorium, Bhubaneswar. EPICs were distributed by the Hon’ble Governor to 110 newly registered electors. His Excellency the Governor administered the Voters’ Pledge in Odia to all those present. A mini-marathon was organized in Bhubaneswar in association with Director, Sports & Youth Affairs Department, Odisha to highlight the day. NVD functions were held in about 27,793 polling station locations and at the district level. Essay, painting & debate competitions (with theme of “Greater participation for a Stronger Democracy”) were organized at the district level to create voter awareness. On the day, 10,07,061 EPICs were handed over to newly registered electors, out of which 4,13,144 were of the 18-19 age group. Cycle rallies/ padayatras among high school/ college students, NCC and NSS were organized. In almost all places, NCC, NSS, NYK and local youth were involved in the celebrations.



Newly registered voters with EPICs at a booth in Boudh district

3rd National Voters Day 2013

The State Level function was held at Kalinga Stadium, Bhubaneswar. His Excellency the Hon'ble Governor of Odisha Sri Murlidhar Chandrakant Bhandare graced the function as Chief Guest. At the function, EPICs were distributed by the Hon'ble Governor to 46 newly registered electors. A Youth Rally was flagged off from the Kalinga Stadium, Bhubaneswar, by Dr. Mona Sharma, Chief Electoral Officer, Odisha and Chairperson, Council of Higher Secondary Education, Odisha, on the morning of NVD. About 500 youth belonging to National Service Scheme (NSS), Nehru Yuva Kendra Sangathan (NYKS), Odisha Election Watch participated in the rally. Special T-shirts bearing the NVD Logo were distributed to all the participants under the auspices of IDCO, a State PSU. The rally also included tribal dances and tableaux put up by NSS and Odisha Election Watch. On that occasion, a photo exhibition was put up where 30 photo panels on Elections were displayed. In partnership with National Service Scheme (NSS), Odisha and National Election Watch (Odisha Chapter), quiz and slogan competitions were held at the District level and in over 1130 academic institutions across the State. Cycle rallies/ *Padayatras* among high school/ college students, NCC and NSS were organized. At almost all places, NCC, NSS, NYK and local youth were involved in the celebrations.



Voters Pledge being administered by His Excellency, Gornor of Odisha during NVD Celebrations

4th National Voters Day 2014



Voters' Pledge being administered by His Excellency, Hon'ble Governor of Odisha at NVD 2014

The State Level function was held at IDCOL Auditorium, Bhubaneswar. The Hon'ble Governor of Odisha Dr. S. C. Jamir graced the function as Chief Guest. At the



Posters of State Icons with Messages being released by His Excellency, The Governor of Odisha during the NVD celebrations

function, PVC EPICs were distributed by the Hon'ble Governor to ten newly registered electors. Coloured PVC EPICs were being distributed for the first time. The Hon'ble Governor administered the Voters' Pledge to all those present. Badges and Pledges were distributed to the citizens present in the function.

The Hon'ble Governor gave away prizes to winners of State Level Quiz, Poster and Radio Quiz Competitions. On the occasion, Hon'ble Governor of Odisha released two booklets on Voters Awareness. A poster containing messages on enrolment and ethical voting and having photographs of State Icons was released. In partnership with Culture Department, Odisha Poster Competitions were held at the District level on 22nd December 2013. The winners of the District level Poster Competitions participated at the State level Competitions on 24.01.2014. A radio quiz competition was conducted on 93.5 Red FM Channel during the period 22nd -24th Jan 2014 to generate voter's awareness on electoral roll registration and election.

A photo exhibition with the theme "Women's Participation in the Electoral Process" was organized at Kalinga Stadium, Bhubaneswar. A Human Chain was also organized at the State Capital in which NSS Volunteers, college students, Anganwadi Workers and Community Workers participated.



A young women voter receiving EPIC at National Voters Day 2014 celebrations

NVD at Districts

NVD functions were held in all the 30 district headquarters. Besides handing over of PVC EPICS to newly registered voters, Voters Pledge was administered, and NVD Badges distributed. Best three Booth Level Officers and one Supervisory Officer per Assembly Constituency were felicitated at the District level function in recognition of their good performance in the Summary Revision work. Rallies, marathons, human chains, rolling out of SVEEP Rath, competitions etc were also organized at the district and sub-divisional level to mark the National Day, and use the opportunity to create maximum public awareness.

Examples of Special Group/s or community/ies (if any) were drawn into the process due to special efforts. Emphasis was given to mobilize young voters especially women voters in the age group of 18 – 19 years. Awareness programmes were blended with voters' education as well.



Enthusiastic Young women voters being demonstrated the use of EVM during NVD celebrations

Special voter awareness campaigns were taken up in tribal districts of Koraput and Nabarangpur in which State Icon Sri Sudarshan Patnaik, International Sand Artist participated in the presence of Central Awareness Observer.



Block level NVD 2014 celebration at Nayagarh and distribution of EPIC



Women electorates participate in large numbers during the NVD 2014 celebration at Angul



NSS Volunteers in an awareness campaign to motivate youth participation in electoral process during NVD 2014 celebrations in Khurda



NCC cadets bring out an Awareness Rally in Malkangiri to motivate electoral participation during NVD



Pledge taking event to vote during the Celebration of NVD 14 at Dhenkanal District



Formation of Human Chains – event organized at District level on NVD 2014



District Collector and DEO distributes EPIC to young voters during NVD 2014 at Ganjam



Cultural Troops performing to motivate Voters and generate electoral awareness in Raikia Block of Kandhamal

3.10 Countering Urban Apathy

The electoral participation have been a major cause of concern in the urban areas. Over the years the election commission has been trying to find ways in countering the urban apathy. In Odisha the situation has been no different over the years. However, the current General Elections 2014 witnessed a considerable increment in the electoral participation of the people in Bhubaneswar and Cuttack. There has been nearly 9% increase in overall turnout in the state.



Cultural Programme to Motivate Youth for electoral participation at Bhubaneswar



Odisha has taken various steps in combating the urban apathy. CEO Odisha has appealed to the people for larger participation through the electronic and print media. State icons who were very popular among the urban as well as the rural population were particularly identified for awareness generation. Special drive was taken to disseminate information through banners / posters in almost all public places in the twin cities in partnership with corporate partners. Special drive was taken up to motivate young

and women voters through maximum visibility of IEC materials regarding electoral participation. FM radio was extensively used through 93.5 Red FM to provide information to listeners and hence provide motivation. TV spots were prepared focussing on the urban environment and its requirement.

Table 3.2: Voters' turnout in Urban Areas / Cities

Ac No	AC Name	Turnout (%) Assembly Election(2009)	Turnout (%) Assembly Election(2014)	Voter Turnout Increase (%)
3	Bargarh	64.95	73.47	8.52
7	Jharsuguda	72.71	82.21	9.50
11	Raghunathpali	51.37	64.60	13.23
12	Rourkela	47.74	66.72	18.98
17	Sambalpur	45.51	63.30	17.79
33	Baripada	70	75.52	5.52
38	Balasore	65.21	72.35	7.14
44	Bhadrak	65.08	70.43	5.35
52	Jajpur	63.76	72.12	8.36
55	Dhenkanal	65	75.13	10.13
61	Angul	67.01	75.75	8.74
68	Bolangir	64.46	72.61	8.15
80	Bhawanipatna	64.27	72.46	8.19
90	Barabati-Cuttack	50.54	59.88	9.34
91	Choudwar-Cuttack	53.14	61.99	8.85
101	Paradeep	68.02	75.99	7.97
103	Balikuda-Ersama	68.77	77.91	9.14
107	Puri	57.67	64.02	6.35
112	Bhubaneswar Central (Madhya)	33.78	41.95	8.17
113	Bhubaneswar North (Uttar)	35.09	41.34	6.25
114	Ekamra-Bhubaneswar	37.21	45.98	8.77
133	Berhampur	48.15	62.28	14.13
143	Jeypore	72.99	78.00	5.01

To address the issue of marginal electoral participation and voters' turnout "Vote Bhubaneswar Vote", a campaign was taken up through poster display and Radio FM programme. Also similar initiatives were taken up in Cuttack & many urban constituencies of the state like Rourkela, Sambalpur, Balasore, Jeypore and other cities of the state. Interestingly a positive outcome was experienced in terms of voters' turnout as mentioned previously in the report.



Pledge by Chief Secretary, Government of Odisha during the event of “Run for Democracy” in Bhubaneswar

Various events were organized to motivate urban voters for electoral participation like the “Run for Democracy”, “Mini Marathon”, Debate Competitions, Poster Making completions etc. A large number of participants were taking part in these events and also under took the voting pledge.



Young men and Women participate in “Run for Democracy” mini marathon at Bhubaneswar

Model Polling Stations were also an attraction to the people to come for voting during the general elections. The MPS provided various facilities for the voters such as waiting hall, drinking water facility, and wheel chair for PwD and Old age voters, Children Play area, toilet facilities.



People voting at a Model Polling Station in Bhubaneswar



RJ Karan of 93.5 RED FM interacting with young and first time voters outside Polling Stations at Bhubaneswar

District Level Innovations

Various innovations were undertaken at the district level for awareness generation and voter's education. Use of local folk media was extensively used for mass awareness. Democracy Van was moving round in almost all the districts to disseminate information and knowledge about the election process and also to educate people on ethical voting and use of EVM.

- District Collector, Kandhamal and Kalahandi had innovative vote appeal to the people of the district through Voice Message from them. This was one of the most appreciated innovations during the General elections 2014.
- Various District level events were organized such as Cycle Rally, Padyatra, Debate Competitions, Poster Making, Quiz, enrolment drive through campus ambassadors and many more for generating awareness among the electors.
- Countering urban apathy was a challenge for the state. Various initiatives were taken at districts facing the problem of urban apathy. Khurda which has Bhubaneswar in its administrative boundaries had special interventions. One such intervention was the “Happy to Vote Campaign” through corporate partnership with Vodafone. ON the Polling day on 17.04.2014, Vodafone, Odisha did Happy to Vote branded van activity. The activities reach out through voters (especially young and first time voters) just outside the polling booths in Bhubaneswar to congratulate and engage them in special design activities. All participating happy voters were asked to click and upload their “Happy to Vote” faces flaunting their inked figures on the Happy to Vote Facebook page.



Voters flaunting their inked fingers

There have been some special efforts made by districts to address specific population towards electoral participation. Some of the initiatives are presented below.

4.1 Enabling PwD Voters to Vote - The Cuttack Story

Most of the PwD population stay at home on the polling days due to several physical and attitudinal barriers. Inaccessibility and discrimination are the main barriers. Accessibility has to be addressed differently for different disabilities such as Removing physical impediments, Attitudinal and behavioural requirements and IEC Campaign.

The Cuttack district Administration took a lot of effort in registering the PwD voters in the district. The district registered 88.30% PwD voting in the District, the highest ever. A survey of PwDs had been conducted in the district in October-November 2013 wherein 46989 numbers of PwDs including children, had been enlisted. PwDs aged above 18 years were shortlisted which numbered 20,208.



Volunteers helping PwD voter through a ramp to vote at Cuttack

The next step was creation of database of PwD electors including their booth number and serial number in the electoral roll. This was done with the help of 'Voters search facility' available in the CEO's Website and house to house visit by Angan Wadi Workers (AWW). Every PwD voter was called at least thrice over his phone & explained the facilities made available at booths.

It was decided to provide at least two volunteers to every polling booth to assist PwD, elderly and infirm voters. Cuttack District had 2171 number of booths. Therefore, 4500 nos. of volunteers whose age was below 18 years of age were selected from nearby schools and colleges from among the NCC, Junior Red Cross, Scouts and Guides etc. To boost the enthusiasm of these volunteers, each volunteer was provided with a cap inscribed with the caption -"I am for the PwD Voters" i.e *Bhinnakhyama Sahayaka*. 4500 nos. of caps were distributed among the volunteers.

To maintain the accessibility standard it was decided that all the 2171 polling booths are to be made barrier free by construction of permanent or temporary ramps and railings for easy movement of PwD voters through wheel chairs. The Sector Officers had been instructed to ensure that the furniture used in the polling stations – like the table on which EVM was placed-were of a height accessible to person seated on a wheel chair.

Practising on a Braille ballot paper and casting vote in EVM using Braille signage available next to the button – enables independent voting by a blind voter. 5000 number of Braille ballot papers were printed.

The District administration made extensive arrangements to eliminate the obstacles, both Physical & attitudinal, involving all the stake-holders. Awareness generation was undertaken through various methods & media. Information related to the voting rights of PwD voters and the facilities were disseminated through IEC materials. Special leaflets were prepared in Braille script in Odia language for reference of visually impaired persons and in large print for the low vision voters. Awareness was also created among the hearing impaired voters by engaging sign language interpreters during the Block, Municipality and Corporation level campaign. The Interpreters were provided by Commissioner for Disabilities and Director for PwDs.



Training by a Sign language interpreter at Khananagar High School, Cuttack

4.2 Webcasting

The state witnessed an effective Poll Monitoring and Promoted Transparency through Web Casting of poll proceedings in Polling Stations. This was found to be useful in managing provocation and control mischief created during the polling. The



webcasting of the poll activities were conducted at 74 ACs in 459 nos. of polling stations covering 11 nos. of districts in each phases of elections. Monitoring was possible for all the 318 polling stations at the district (DEO) and at the state (CEO) level. Transparency was established through real time broadcasting of the polling activity. Real time broadcasting generated some sort of fear in the minds of the mischief maker and also provided mental relief to the voters and polling officials for free and fair polling.

It is worth mentioning that the in Dhenkanal 51 nos of CCTVs were used for monitoring of the poll activities in the district. The



Collector and DEO of the district was very much vigilant of the polling process through the webcasting.

4.3 Model Polling Station

In a move to bring in more electors to the voting booths special initiative was taken up all across the state especially in the urban areas. Model Polling Stations (MPS) were set up to address the issue of urban apathy and thereby increase electoral participation. The MPS provided various facilities for the voters such as waiting hall, drinking water facility, wheel chair for PwD and Old age voters, Children Play area, toilet facilities and information display for motivating voters to vote fearlessly.



A Model Polling Station in Bhubaneswar

The concept of model polling station was not only limited to Bhubaneswar or other



A Model Polling Station in Sambalpur

cities but also to districts as well. A total of 1477 Model Polling Stations were installed all across the state. Corporates were roped in as partners in sponsoring the polling stations. The voters expressed their satisfaction in their experience at the MPS. Basic facilities increased the voters' turnout in the polling

stations contributing towards the increased overall turnout at the state.

4.4 Mobilizing Women Voters through SHGs in Dhenkanal

The district administration of Dhenkanal took special focus on the participation of women voters in the district. The district witnessed an overall increase of 10.8 % in 2014 over the 2009 general elections. The increase in female voters' turnout was 11.8 %. Being an urbanized district due to rapid industrialization, the district had to combat the growing urban apathy of non-participation in the electoral process. Focus was given to target areas with lower participation or areas where the difference between the male female turnouts was more than 10 %. With a strong history of SHG movement in the district the district collector involved 1242 SHGs and 3772 ICDS workers to create awareness and generate motivation for electoral participation among women. Innovative slogans like "1=5" were highly effective.



A women elector being given EPIC on NVD 2014



SHG Members Participate in NVD Activities

Achievement and Way forward

The 2014 elections were a landmark in the electioneering of the state with the state showing a record increase in the participation of the voters. This is achievement is further augmented by the fact that for the first time the percentage of women voters outnumbered their counterparts showing the strength of women voices in the electoral process.

ACHIEVEMENTS

- Increased participation in the 2014 electoral process. Nearly 75% polling in the 2014 general elections. An increase on nearly 10% point in polling.
- Substantial increase in the participation of young voters especially in the age group of 18 – 19 yrs
- Women participation in percentage points was more than the men voters which is considered to be a major achievement during the General Elections 2014
- Model polling booth saw a huge appreciated response in combating urban apathy
- 14% point increment in the EPIC coverage in comparison to 2009 elections. The EPIC coverage for the General Elections of 2014 was 97.48%
- More than 96% point increase on photo roll coverage
- Special Roll Revision was conducted to remove the dead, displaced and duplicate voters. Nearly 24 lakhs names were deleted from the earlier rolls.
- Extensive coverage of SVEEP through print and electronic media
- Toll free number 1950 operational at State level and 30 districts

The state has undertaken various SVEEP activities to enhance the participation of the people in voting during the Elections 2014. The above observations made by visiting observers substantiate the efforts taken up in the state especially in the rural and remote areas of the state. The efforts had shown in more participation in the first phase of the elections in compared to the second phase.

However there are challenges to be encountered for the next elections. SVEEP Phase II would focus on the major issues of Roll Revision and tackling Urban Apathy especially in Bhubaneswar.

*Observation of SVEEP Activities in Odisha by **Shri Bhupendra Kainthola**, Indian Information Service 1989 Batch, Director (Northern Region), Press Information Bureau, Chandigarh, Ministry of Information and Broadcasting on 17/06/2014*

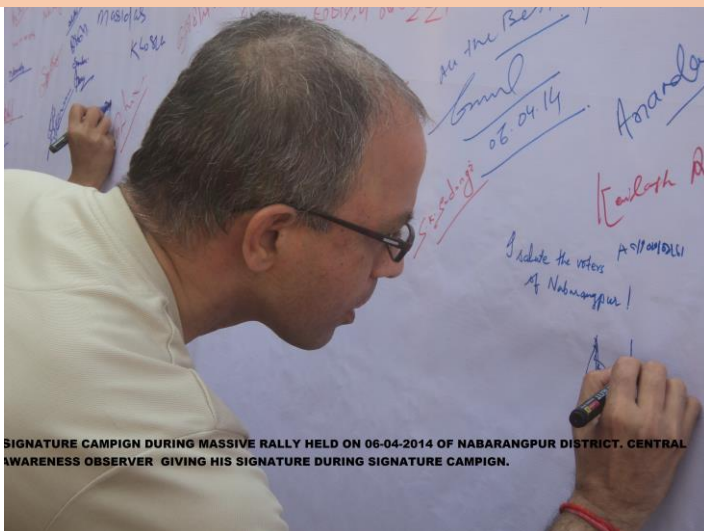


“Koraput....Malkangiri? Did you say you are going to these places”, asked a friend wearing an expression as though he had just seen a Ram Gopal Varma thriller!

Naturally, having heard of the Red Corridor, it was both unnerving and thrilling as I left on Observer duty to Koraput and Nabarangpur districts in Odisha, on Election Commission’s orders.

Awareness Observers were typically sent to those PCs which had a history of poor voter turnout. So the task cut out was clear—get the voters out of their houses on 10th April 2013. Educate them, inform them, motivate them, provoke them; just get them to shed their apathy and vote.

A multimedia approach was strategized. As the area was largely tribal, traditional media was activated—folk art performers, posters and handbills which had less text and more pictures. Mike publicity and banners/ hoardings were ubiquitous. Mass mobilization through rallies was the last mile impact. Internationally acclaimed sand artist Sudarshan Patnaik took a day out on the roads of Rayagada and Koraput to hammer in the message of voting. Of course, a dedicated team of SVEEP officials backed by a raring-to-go district administration provided the supporting framework to an exercise that was so vivid that it gave the established political parties the blushes!!



SIGNATURE CAMPAIGN DURING MASSIVE RALLY HELD ON 06-04-2014 OF NABARANGPUR DISTRICT. CENTRAL AWARENESS OBSERVER GIVING HIS SIGNATURE DURING SIGNATURE CAMPAIGN.

I personally met dozens of ordinary villagers, in the markets, on roadsides, in the green fields and even fairs. They all seemed quite conscious of the oncoming polls, and also cleverly aware that they will now be in demand, much sought-after. That they will now be offered inducements, and that this is the best time to make the most of it, was a given! But like always, it was difficult to tell whether the inducements made them press the desired button on the EVM!

The SVEEP blitzkrieg contributed in no small measure to the record-smashing voter turnout in these PCs. I sent out congratulatory text messages to the DEOs for making the change happen. Personally, the Odisha experience touched me. I liked the place, adored the simple people and savoured their cuisines (and Koraput ginger as well!) For over two weeks the Circuit Houses, instead of becoming guest houses, became a home-away-from-home.

The increased turnout of the people at the poll booths despite challenging weather conditions during the time of elections depicts the urge for the voters to participate in the biggest Democratic Event of the world. Considering the high women and tribal areas population participation in the election process reflects the effect of the SVEEP II programme in the state. Grass root innovations, participation of different stake holders and support and monitoring by the state coupled with the changing societal behaviour towards political participation has seen such achievements in the recent past. Taking leaf out of the success and the challenges from the General Elections 2014 the state needs to move ahead and come up with a strategic plan with well-defined outputs and outcomes.



People standing in queue in a polling station in Ganjam District



Women Voters standing in queue in a polling station in Ganjam District



Colors of Democracy

Clockwise: An old tribal lady showing EPIC; A blind couple showing EPIC; An old lady in a booth in a rural area of Angul District; SVEEP activities in tribal areas



Annexure

General Election-2014 Parliamentary Constituency wise Voter Turnout

PC No.	PC Name	AC Name	Number of Registered Electors (2014)	Number of Male Registered Electors (2014)	Number of Female Registered Electors (2014)	Number of Other Registered Electors (2014)	Number of Persons Who Voted (2014)	Number of Male Who Voted (2014)	Number of Female Who Voted (2014)	Number of Other Who Voted (2014)	AC Turnout (%) Who Voted (2014)	TurnOut (%) Previous Assembly Election(2009)	PC Turnout (%) Who Voted (2014)	Male turnout(2014)	Female turnout(2014)	PC WISE Male turnout (2014)	PC WISE Female turnout(2014)
1	Bargarh	1-Padampur	224194	115154	109040	0	178213	91502	86711	0	79.49	75.46	78.30	79.46	79.52	79.2	77.44
		2-Bijepur	207003	108907	98096	0	164841	87166	77675	0	79.63	70.22		80.04	79.18		
		3-Bargarh	198553	105466	93086	1	145317	78411	66906	0	73.19	64.92		74.35	71.88		
		4-Attabira	202343	107650	94691	2	154168	83459	70709	0	76.19	65.86		77.53	74.67		
		5-Bhatli	206506	108957	97549	0	167770	89695	78075	0	81.24	74.10		82.32	80.04		
		6-Brajarajnagar	190513	101030	89447	36	145438	79009	66424	5	76.34	63.56		78.20	74.26		
		7-Jharsuguda	200808	103376	97379	53	164752	85209	79540	3	82.04	72.65		82.43	81.68		
2	Sundargarh	8-Talsara	196767	97831	98934	2	139301	69153	70148	0	70.79	64.90	70.40	70.69	70.90	70.61	70.4
		9-Sundargarh	220138	111692	108445	1	157479	81058	76421	0	71.54	65.24		72.57	70.47		
		10-Biramitrapur	212341	106578	105759	4	162907	81837	81070	0	76.72	68.67		76.79	76.66		
		11-Raghunathpali	163913	85947	77965	1	105251	55163	50088	0	64.21	51.32		64.18	64.24		
		12-Rourkela	185295	98904	86386	5	122910	65362	57548	0	66.33	47.63		66.09	66.62		
		13-Rajgangpur	230032	116220	113811	1	143462	72633	70829	0	62.37	60.90		62.50	62.23		
		14-Bonai	200770	100573	100185	12	162275	81582	80693	0	80.83	68.51		81.12	80.54		
3	Sambalpur	15-Kuchinda	194426	98150	96276	0	156978	78830	78148	0	80.74	67.40	75.52	80.32	81.17	75.37	75.92
		16-Rengali	170709	87598	83095	16	131620	69525	62094	1	77.10	63.48		79.37	74.73		
		17-Sambalpur	178765	93400	85321	44	112829	59450	53378	1	63.12	45.46		63.65	62.56		
		18-Rairakhol	175306	90398	84892	16	134325	68867	65458	0	76.62	63.73		76.18	77.11		
		19-Deogarh	212176	108757	103416	3	165677	82485	83192	0	78.08	71.02		75.84	80.44		

		62-Chhendipada	186043	97493	88549	1	138373	73150	65223	0	74.38	69.43		75.03	73.66		
		63-Athamallik	178210	92154	86056	0	140093	71094	68999	0	78.61	72.66		77.15	80.18		
4	Keonjhar	20-Telkoi	199312	101110	98189	13	167206	84723	82483	0	83.89	69.84	80.39	83.79	84.00	79.66	81.25
		21-Ghasipura	197618	102096	95522	0	164847	84978	79869	0	83.42	78.04		83.23	83.61		
		22-Anandapur	199505	103301	96204	0	160204	80013	80191	0	80.30	72.94		77.46	83.36		
		23-Patna	183466	93705	89761	0	148870	74764	74106	0	81.14	71.81		79.79	82.56		
		24-Keonjhar	201668	103193	98465	10	155882	80240	75642	0	77.30	64.79		77.76	76.82		
		25-Champua	198149	103357	94789	3	155993	80418	75575	0	78.73	66.54		77.81	79.73		
		30-Karanjia	165582	83615	81964	3	129077	64814	64263	0	77.95	68.58		77.51	78.40		
5	Mayurbhanj	26-Jashipur	190778	96109	94665	4	152481	75212	77269	0	79.93	69.06	78.50	78.26	81.62	77.26	79.64
		27-Saraskana	182776	91512	91258	6	135270	66629	68641	0	74.01	69.57		72.81	75.22		
		28-Rairangpur	209938	104485	10544 9	4	156716	77530	79186	0	74.65	62.56		74.20	75.09		
		29-Bangripasi	182367	92980	89386	1	153307	77392	75915	0	84.07	76.56		83.24	84.93		
		31-Udala	171275	86633	84642	0	137030	67957	69073	0	80.01	69.99		78.44	81.61		
		33-Baripada	191093	96552	94541	0	142526	71837	70689	0	74.58	68.09		74.40	74.77		
		34-Morada	197807	100744	97061	2	162780	80343	82437	0	82.29	75.93		79.75	84.93		
6	Balasore	32-Badasahi	168865	86055	82806	4	135598	68368	67230	0	80.30	71.22	76.92	79.45	81.19	75.08	78.74
		35-Jaleswar	212879	110086	10279 1	2	164916	82386	82530	0	77.47	70.98		74.84	80.29		
		36-Bhograi	203394	106244	97147	3	153029	75253	77776	0	75.24	72.19		70.83	80.06		
		37-Basta	202180	105084	97096	0	160811	80147	80664	0	79.54	77.15		76.27	83.08		
		38-Balasore	200405	105106	95295	4	145105	76174	68931	0	72.41	65.21		72.47	72.33		
		39-Remuna	195433	102443	92985	5	148183	79777	68406	0	75.82	66.78		77.87	73.57		
		40-Nilgiri	180686	92694	87991	1	140353	69249	71104	0	77.68	68.58		74.71	80.81		
7	Bhadrak	41-Soro	193422	100994	92426	2	135917	65615	70302	0	70.27	63.78	73.78	64.97	76.06	70.14	77.83
		42-Simulia	213049	110110	10293 1	8	155676	72895	82781	0	73.07	67.55		66.20	80.42		
		43-Bhandaripokhari	201971	105452	96515	4	155700	78445	77255	0	77.09	73.08		74.39	80.04		
		44-Bhadrak	228983	120317	10864 7	19	160428	84172	76256	0	70.06	65.08		69.96	70.19		

		45-Basudevapur	220800	117216	10358 3	1	170932	87030	83902	0	77.41	70.00		74.25	81.00		
		46-Dhamnagar	202479	108215	94263	1	148511	74482	74029	0	73.35	66.06		68.83	78.53		
		47-Chandabali	205339	109902	95433	4	154432	78979	75453	0	75.21	68.27		71.86	79.06		
8	Jajpur	48-Binjharapur	192056	103528	88528	0	128992	64787	64205	0	67.16	60.40	75.40	62.58	72.53	73.49	77.19
		49-Bari	191167	103846	87319	2	134459	70326	64133	0	70.34	58.78		67.72	73.45		
		50-Badachana	164840	86231	78607	2	126506	64371	62135	0	76.74	66.73		74.65	79.05		
		51-Dharmasala	194853	103890	90961	2	161733	85732	76001	0	83.00	74.00		82.52	83.55		
		52-Jajpur	209196	112499	96694	3	148574	78789	69785	0	71.02	63.76		70.04	72.17		
		53-korei	174912	93199	81713	0	133287	70128	63159	0	76.20	66.87		75.25	77.29		
		54-Sukinda	173721	91054	82665	2	144809	76098	68711	0	83.36	76.37		83.57	83.12		
9	Dhenkanal	55-Dhenkanal	232616	121910	11069 1	15	175008	92776	82232	0	75.23	64.56	76.86	76.10	74.29	76.62	76.5
		56-Hindol	231267	122582	10866 4	21	168753	88557	80195	1	72.97	62.63		72.24	73.80		
		57-Kamakhyanagar	192892	102571	90317	4	146819	78029	68788	2	76.11	64.98		76.07	76.16		
		58-Parjanga	189705	99561	90138	6	150951	77970	72981	0	79.57	69.07		78.31	80.97		
		59-Pallahara	154122	80542	73580	0	127833	66372	61461	0	82.94	73.92		82.41	83.53		
		60-Talcher	159754	86433	73316	5	119920	66080	53840	0	75.07	67.76		76.45	73.44		
		61-Angul	198753	105572	93178	3	151236	81229	70005	2	76.09	67.03		76.94	75.13		
10	Bolangir	64-Birmaharajpur	185924	99039	86885	0	147092	78500	68592	0	79.11	72.50	74.85	79.26	78.95	74.16	75.29
		65-Sonepur	231856	122232	10960 9	15	180294	94719	85568	7	77.76	72.84		77.49	78.07		
		66-Loisingha	210977	111021	99946	10	158710	80986	77724	0	75.23	70.00		72.95	77.77		
		67-Patnagarh	252663	130805	12184 8	10	183023	94899	88114	10	72.44	67.36		72.55	72.31		
		68-Bolangir	213362	111168	10218 8	6	154672	80119	74553	0	72.49	64.46		72.07	72.96		
		69-Titlagarh	226227	116715	10949 4	18	169432	86818	82614	0	74.89	73.11		74.38	75.45		
		70-Kantabanji	241578	123652	11790 4	22	174017	88103	85914	0	72.03	68.90		71.25	72.87		
11	Kalahandi	71-Nuapada	207166	104654	10249 1	21	152839	76758	76081	0	73.78	69.13	74.51	73.34	74.23	74.59	74.62
		72-Khariar	219194	111876	10731 3	5	166620	84480	82139	1	76.01	67.19		75.51	76.54		

		77-Lanjigarh	193961	96555	97394	12	141088	71185	69903	0	72.74	68.62		73.72	71.77		
		78-Junagarh	217137	111322	105814	1	164782	84771	80011	0	75.89	69.62		76.15	75.61		
		79-Dharamgarh	233994	119304	114690	0	181827	92118	89709	0	77.71	71.51		77.21	78.22		
		80-Bhawanipatna	205887	106032	99848	7	142749	73514	69235	0	69.33	63.98		69.33	69.34		
		81-Narla	196429	100662	95764	3	149540	76877	72653	10	76.13	70.94		76.37	75.87		
12	Nabarangpur	73-Umerkote	174180	88966	85212	2	135939	70910	65029	0	78.05	70.15	78.56	79.70	76.31	79.31	78.13
		74-Jharigam	193577	96877	96695	5	155351	79144	76207	0	80.25	69.44		81.70	78.81		
		75-Nabarangpur	211224	104147	107056	21	172796	85043	87753	0	81.81	69.76		81.66	81.97		
		76-Dabugam	178005	87562	90434	9	150891	75014	75877	0	84.77	72.29		85.67	83.90		
		142-Kotpad	180530	88668	91859	3	147277	73380	73897	0	81.58	73.30		82.76	80.45		
		146-Malkangiri	196860	99842	97012	6	145695	73091	72604	0	74.01	50.27		73.21	74.84		
		147-Chittrakonda	162687	79704	82980	3	113040	55572	57468	0	69.48	51.25		69.72	69.26		
13	Kandhamal	82-Baliguda	137346	67260	70082	4	100995	49722	51273	0	73.53	66.54	73.18	73.93	73.16	71.02	74.27
		83-G. Udayagiri	173752	85658	88069	25	112941	49982	62959	0	65.00	65.36		58.35	71.49		
		84-Phulbani	166391	82766	83625	0	125324	62346	62978	0	75.32	65.18		75.33	75.31		
		85-Kantamal	143026	72674	70352	0	115408	59549	55859	0	80.69	73.82		81.94	79.40		
		86-Boudh	139518	71875	67643	0	112069	57618	54451	0	80.33	73.07		80.16	80.50		
		121-Daspalla	168963	89326	79637	0	115773	59765	56008	0	68.52	64.48		66.91	70.33		
		123-Bhanjanagar	212739	111491	101243	5	146565	73687	72878	0	68.89	59.92		66.09	71.98		
14	Cuttack	87-Baramba	213453	114377	99071	5	157298	82065	75233	0	73.69	65.31	71.93	71.75	75.94	71.57	71.27
		88-Banki	190156	101964	88188	4	145468	77448	68020	0	76.50	71.46		75.96	77.13		
		89-Athagarh	183760	97361	86397	2	147041	78316	68725	0	80.02	72.21		80.44	79.55		
		90-Barabati-Cuttack	210076	110400	99671	5	126260	68225	58035	0	60.10	50.54		61.80	58.23		
		91-Choudwar-Cuttack	209854	112149	97700	5	130028	70900	59128	0	61.96	53.14		63.22	60.52		
		93-Cuttack Sadar	197920	105784	92134	2	139534	75758	63776	0	70.50	61.36		71.62	69.22		
		120-Khandapada	163189	87692	75495	2	131809	69548	62261	0	80.77	72.57		79.31	82.47		
15	Kendrapar	94-Salipur	210785	111787	98996	2	167600	88757	78843	0	79.51	70.16	73.66	79.40	79.64	71.78	75.71

	a	95-Mahanga	236167	126417	10974 2	8	180245	93941	86304	0	76.32	70.85		74.31	78.64		
		96-Patkura	226825	120516	10630 8	1	158653	81407	77246	0	69.95	68.55		67.55	72.66		
		97-Kendrapara	197217	104951	92260	6	137670	70198	67472	0	69.81	65.99		66.89	73.13		
		98-Aul	242244	128958	11328 5	1	164576	78884	85692	0	67.94	63.10		61.17	75.64		
		99-Rajanagar	219908	116727	10317 6	5	169325	89880	79445	0	77.00	68.68		77.00	77.00		
		100-Mahakalapada	217954	116295	10165 8	1	163757	89547	74210	0	75.13	72.91		77.00	73.00		
16	Jagatsinghpur	92-Niali	218309	116215	10208 0	14	157431	83078	74353	0	72.11	64.55	75.11	71.49	72.84	73.37	76.95
		101-Paradeep	189500	102806	86678	16	145577	77948	67627	2	76.82	67.61		75.82	78.02		
		102-Tirtol	216076	114766	10130 0	10	161346	83038	78308	0	74.67	66.08		72.35	77.30		
		103-Balikuda-Erasama	233196	124484	10870 0	12	179918	93475	86443	0	77.15	68.68		75.09	79.52		
		104-Jagatsinghpur	197209	104624	92570	15	154545	78676	75867	2	78.37	69.92		75.20	81.96		
		105-Kakatpur	221663	116917	10474 5	1	156357	80077	76280	0	70.54	65.72		68.49	72.82		
		106-Nimapara	220760	116186	10457 2	2	167948	87703	80245	0	76.08	70.71		75.48	76.74		
17	Puri	107-Puri	224185	117932	10624 9	4	142999	76537	66462	0	63.79	57.66	74.14	64.90	62.55	72.8	75.27
		108-Brahmagiri	196150	101743	94396	11	161334	82425	78909	0	82.25	78.49		81.01	83.59		
		109-Satyabadi	191386	100292	91089	5	143926	73827	70099	0	75.20	70.92		73.61	76.96		
		110-Pipili	208498	109282	99199	17	161158	85955	75203	0	77.29	73.43		78.65	75.81		
		118-Chilika	202494	108418	94069	7	148698	73438	75260	0	73.43	66.03		67.74	80.01		
		119-Ranpur	185828	99276	86547	5	136251	71272	64979	0	73.32	68.21		71.79	75.08		
		122-Nayagarh	193767	104411	89355	1	142832	76278	66554	0	73.71	67.68		73.06	74.48		
18	Bhubaneswar	111-Jayadev	166149	88286	77859	4	122560	67415	55145	0	73.77	65.18	60.02	76.36	70.83	57.8	58.82
		112-Bhubaneswar Central	222337	128454	93793	90	91870	51076	40787	7	41.32	33.74		39.76	43.49		
		113-Bhubaneswar North	271059	154255	11676 9	35	112100	62233	49867	0	41.36	35.07		40.34	42.71		
		114-Ekamra-Bhubaneswar	249467	138128	11122 9	110	114635	63696	50939	0	45.95	37.19		46.11	45.80		

		115-Jatani	206518	109026	97488	4	145478	79829	65648	1	70.44	60.50		73.22	67.34		
		116-Begunia	195026	103106	91915	5	143759	75250	68509	0	73.71	61.97		72.98	74.54		
		117-Khurda	215367	113347	10201 5	5	158476	82905	75571	0	73.58	61.17		73.14	74.08		
19	Aska	124-Polasara	213780	113622	10015 8	0	139249	69608	69641	0	65.14	57.27	63.57	61.26	69.53	59.9	67.92
		125-Kabisuryanagar	205648	109442	96196	10	131735	64907	66828	0	64.06	54.54		59.31	69.47		
		126-Khalikote	197512	104961	92550	1	125829	62575	63254	0	63.71	53.45		59.62	68.35		
		128-Aska	182054	97542	84508	4	108120	54206	53914	0	59.39	52.62		55.57	63.80		
		129-Surada	208841	111252	97583	6	137101	69073	68028	0	65.65	57.70		62.09	69.71		
		130-Sanakhemundi	197708	105076	92630	2	131072	65840	65232	0	66.30	55.88		62.66	70.42		
		131-Hinjili	201276	107760	93514	2	122269	62845	59424	0	60.75	50.37		58.32	63.55		
20	Berhampur	127-Chhatrapur	205841	106843	98996	2	138504	70219	68285	0	67.29	55.19	67.84	65.72	68.98	66.43	69.42
		132-Gopalpur	177868	91334	86534	0	117491	58943	58548	0	66.06	55.50		64.54	67.66		
		133-Berhampur	183059	93109	89949	1	113916	59522	54394	0	62.23	48.15		63.93	60.47		
		134-Digapahandi	188024	98822	89200	2	127825	65195	62630	0	67.98	62.82		65.97	70.21		
		135-Chikiti	187570	95733	91834	3	127268	60281	66987	0	67.85	60.66		62.97	72.94		
		136-Mohana	193680	95575	98105	0	143220	70246	72974	0	73.95	66.25		73.50	74.38		
		137-Paralakhemundi	194115	95940	98175	0	134907	65551	69356	0	69.50	63.66		68.32	70.65		
21	Koraput	138-Gunupur	193573	94078	99456	39	142845	70058	72787	0	73.79	60.91	75.85	74.47	73.19	77.04	75.07
		139-Bissam Cuttack	205686	95915	10973 5	36	165142	78414	86728	0	80.29	71.39		81.75	79.03		
		140-Rayagada	215469	103421	11199 7	51	167840	81902	85937	1	77.90	61.04		79.19	76.73		
		141-Lakshnipur	155107	74552	80551	4	119624	59246	60378	0	77.12	53.51		79.47	74.96		
		143-Jeypore	187804	92376	95414	14	146510	72060	74450	0	78.01	70.09		78.01	78.03		
		144-Koraput	169304	83963	85337	4	123988	61948	62040	0	73.23	58.72		73.78	72.70		
		145-Pottangi	173106	84682	88422	2	122248	60943	61305	0	70.62	59.96		71.97	69.33		
Grand Total			291525 14	15164146	13987 183	1185	21436553	10998 963	10437534	56	73.78	65.30	73.78	72.53	74.62	72.53	74.62

SANKALPA PATRA
English Translation

SANKALPA PATRA

Show your love by casting your vote

Respected Parents,

I am grateful to you for imparting education to me. Education will brighten my future. It will empower me to exercise my choices in the democracy. But for that, you as my parent will have to take care of our democracy until I am old enough. And so dear Mummy and Papa, I request you and all the voters of our family to resolve to vote in the interest of my bright future.

Signature of the student

Name:

Resolution

In our family, total _____ (number) members are registered s voters. We all resolve that we will definitely vote in the ensuing elections in _____ (month), 2014.

In our family ____ (number) of members are 18 years old or more, but not registered as voters. We resolve to get them registered before the ensuing elections.

Signature of the Parent

Name:

EPIC No:

Contact No:

Name of the School: _____

Village: _____ **Taluka:** _____

Date: _____

Information for Parents:

If you have any queries regarding your voter registration, you may:

1. Dial 1950 and obtain information
2. Contact your Booth Level Officer by sending “ Your EPIC No. <SPACE> BLO” as SMS to 9238300131
3. You log on to www.ceoorissa.nic.in
4. Visit your nearest Voter Sahayata Kendra (VSK)

Brief profile of NCCDS and Principal Investigator

Nabakrushna Choudhury Centre for Development Studies (NKCCDS) is the sole premier social science research institute of Odisha. The institute was established in March 1987 under the joint initiatives of the Indian Council of Social Science Research (ICSSR) under the Ministry of Human Resource Development, Government of India and the Higher Education Department, Government of Odisha. Over the years, the institute has made remarkable progress in the fronts of both theoretical and applied interdisciplinary research. During all these years of its operation the Centre has undertaken quite a substantial number of research projects relating to the development of the state economy and society in particular and the country in general.



For development of research activities and Centre's research infrastructure both the sponsoring bodies/departments of Government of India and Government of Odisha provide equal matching grants on 50:50 basis. Also, different public and private corporate bodies such as the Industrial Development Corporation (IDC) Odisha, Odisha Forest Development Corporation (OFDC), Odisha Mining Corporation (OMC), Tata Iron and Steel Company (TISCO), Mahanadi Coal Fields Limited (MCL), etc have provided lump sum endowment grants to the Centre to undertake development and policy oriented research on industry, mining and forestry sectors of Odisha.

From short duration sample based, small micro studies, case studies and field surveys in the early years, the Centre's faculty have excelled and shown their competencies in large, state level field surveys and macro level economic and sociological research in recent years. The Centre has been striving hard to

overcome all hurdles and agonies that stand in the way of growth of this nascent organization. It has made remarkable achievement in the fronts of both theoretical and applied interdisciplinary research in social sciences covering three core disciplines- economics, sociology and social anthropology. Research relating to the development of the Odisha economy and society in particular and the country in general has been the thrust areas of research since its inception and in that context the Centre has undertaken quite a substantial number of research projects. It also occasionally organizes national, regional as well as international level seminars, workshops, conferences and training programmes. During the year the Centre organized many important talks, seminars and workshops on various aspects of economy and society in Odisha and India in general.

About the Principal Investigator of KABBP Study



Dr. Rajkishor Meher, the Principal Investigator of KABBP study, “Knowledge, Attitude, Beliefs, Behaviour and Practices of Voters in Odisha”, is at present working as senior Reader in Industrial Sociology at Nabakrushna Choudhury Centre for Development Studies (NCDS), Bhubaneswar. He was recipient of senior fellowship of University of Helsinki during the year 2007-08 and worked at Helsinki Collegium for Advanced Studies, Helsinki as its first Indian Fellow. Dr. Meher was also a visiting Fellow at MSH, Paris for a period of two months during Sep.-Oct. 2005 under India-France Cultural Exchange Programme and in December 2012, he was

selected as Professor of Sociology at Sambalpur University.

As a senior researcher of NCDS, Dr. Meher has conducted about 30 interdisciplinary type research studies covering industry, ecology, environment, rural poverty, handloom and handicrafts, voting behavior and practices and above all in the broad area of social and economic dynamics of development and the involuntary displacement problem. He has published seven books including the latest one from an international press of USA entitled, “How Mineral-based Industrial Development Marginalizes and Displaces People in India”, Edwin Mellen Press, Lewiston, New York, 2010. He has also published more than 30 research articles in international and national level refereed journals and supervised five doctoral theses.

KABBP Study: Name of Surveyed Polling Stations and their Category

SI No	Assembly Constituency	Booth No.	Polling Station Name	Category
01	Bargarh	90	Hattapada PS	High Voting
	Bargarh	48	Ward No 19 (Part)	Low Voting
	Bargarh	98	Bargarh Ward No 1, RCPS	Low Gender Ratio
	Bargarh	9	Dang UG UP School	High Voting
	Bargarh	30	Kurla Brimary School	Low Gender Ratio
	Bargarh	28	Bonda UG UP School	Low Voting
	Bargarh	31	N Jamoali UG UP School	High Enrolment
	Bargarh	36	Pradhanpali, Seva, School	High Enrolment
	02	Rourkela	105	Basanti Colony - 1
Rourkela		148	Choudhuri Petrol Pump	High Voting
Rourkela		50	Jagada – 3	High Voting
Rourkela		111	Basanti Colony Block L, E	Low Gender Ratio
Rourkela		93	Madhusudanpali	High Enrolment
Rourkela		38	ITI Area	Low Voting
Rourkela		95	Udit Nagar	Low Voting
Rourkela		121	Basanti Colony 6	Low Gender Ratio
03		Patna	215	Rohiniduma Pry. School
	Patna	163	Badapatna Primary School	Low Voting
	Patna	179	Haladibata Primary School	High Voting
	Patna	12	Mahadevpur Primary School	Low Gender Ratio
	Patna	7	Gundunia Nodal UP School	High Enrolment
	Patna	79	Khireitangiri HSC	High Enrolment
	Patna	2	Sijukala P School	Low Voting
	Patna	211	Khetanga Sevashram	Low Gender Ratio
	04	Binjharpur	189	Kayan Nodal UP School
Binjharpur		163	Nilakanthapur P School	Low Voting
Binjharpur		62	Mirmahala UP School	Low Gender Ratio
Binjharpur		150	Damadarpur Nodal UPS	High Enrolment
Binjharpur		138	Oleichandanpur P. School	High Enrolment
Binjharpur		61	Mirmahala Primary School	Low Gender Ratio
Binjharpur		182	Diwani Patna Primary School	High Voting
Binjharpur		197	Bautara High School	Low Voting
05		Patnagarh	307	Dakara Primary School

	Patnagarh	209	Sarmuhana P.S	High Enrolment
	Patnagarh	124	Barpadar P.S	High Voting
	Patnagarh	254	Chingerbandh P.S	High Enrolment
	Patnagarh	88	Debhuin P.S	High Voting
	Patnagarh	129	Changaria Sevashram	Low Gender Ratio
	Patnagarh	308	Madhyapur P.S	Low Voting
	Patnagarh	265	Bandhanbadi P.S	Low Gender Ratio
06	Nabarangpur	82	U.P.U.G School, Ambadola	High Voting
	Nabarangpur	43	P.M. School Janhiguda	High Enrolment
	Nabarangpur	231	Alchiaguda UP School	Low Gender Ratio
	Nabarangpur	39	Amalavata U.P School	High Voting
	Nabarangpur	109	Gadbaguda UGUP School	Low Voting
	Nabarangpur	51	Deodara P.S	High Enrolment
	Nabarangpur	232	Parajakastiguda U.P.School	Low Voting
	Nabarangpur	93	Taragaon Primary School	Low Gender Ratio
07	Bhawanipatna	87	Jaleswar Primary School	High Enrolment
	Bhawanipatna	20	SalebhataU.P. School	Low Gender Ratio
	Bhawanipatna	148	Dadpur CPS	Low Voting
	Bhawanipatna	103	Mohavirpada Primary School	Low Gender Ratio
	Bhawanipatna	116	Purunapada UP School	Low Voting
	Bhawanipatna	48	Kendugupka P.S.	High Voting
	Bhawanipatna	115	Purunapada P.S.	High Enrolment
	Bhawanipatna	18	Primary School, Chikli	High Voting
08	Baliguda	40	Paramapanga U.G.H School	High Enrolment
	Baliguda	2	U.G.H School, Karnibeda	High Voting
	Baliguda	11	P.U.P School, Jargi	High Voting
	Baliguda	32	Patakhanda U.P.School	High Enrolment
	Baliguda	27	U.P.S,Dumudisahi	Low Gender

				Ratio
	Baliguda	64	Kritangia Sebasrama	Low Voting
	Baliguda	88	Mandalpadar UPS	Low Voting
	Baliguda	30	Patakhanda U.P School	Low Gender Ratio
09	Aul	163	B.S Nodal U.P. S., Demal	High Enrolment
	Aul	255	Sorisada Primary School	High Enrolment
	Aul	94	Kothasahi Primary School	High Voting
	Aul	5	Padhanpada P. school	High Voting
	Aul	14	Barahkanpur P.S	Low Gender Ratio
	Aul	100	Achyutpur Nodal U.P.S	Low Gender Ratio
	Aul	243	Sanamanga U.P.S	Low Voting
	Aul	247	Nuapada Nodal U.P School	Low Voting
10	Bhubaneswar Central	117	PS Satyanagar-5,	High Enrolment
	Bhubaneswar Central	139	Debaraj Bidyapitha, Bomikhal	High Enrolment
	Bhubaneswar Central	106	Sahidnagar-2	Low Gender Ratio
	Bhubaneswar Central	145	Rasulgarh Sevashram	Low Voting
	Bhubaneswar Central	45	RBI Colony P.S	High Voting
	Bhubaneswar Central	146	Rasulgada Sevashram-1	Low Gender Ratio
	Bhubaneswar Central	43	Unit-IV,Girls High School	Low Voting
	Bhubaneswar Central	123	Kharavela Nagar	High Voting
11	Nayagarh	62	Tulasipur	High Enrolment
	Nayagarh	71	N.A.C. H. School, Nayagarh	High Enrolment
	Nayagarh	63	Mankapalli P.S.	Low Gender Ratio

	Nayagarh	77	New Rajabati UP School	High Voting
	Nayagarh	17	Champatipur Nodal UP School	Low Gender Ratio
	Nayagarh	68	New town P.S., Nayagarh	Low Voting
	Nayagarh	54	Barapali U.G.M.E School	High Voting
	Nayagarh	69	New town P.S, Nayagarh	Low Voting
12	Berhampur	110	Hill Patna-5	Low Voting
	Berhampur	31	Old Berhampur-5	Low Gender Ratio
	Berhampur	119	Courtmeta-6	High Enrolment
	Berhampur	116	Lanjipalli-2	Low Voting
	Berhampur	18	Sriram Nagar -2	Low Gender Ratio
	Berhampur	26	Old Berhampur	High Voting
	Berhampur	49	Kapileswarpetta 1	High Voting
	Berhampur	27	Old Berhampur-3	High Enrolment

List of IEC Materials

- **Posters / Banners / Hand out/ Booklet**
 - 5 Nos of Posters Designed featuring State Icons to provide information regarding the roll revision, ethical voting, toll free number
 - Special designed hand outs giving information about the PwD voters
 - Specially designed Braille Hand outs for Visually Impaired voters
 - Booklet for voter education for dissemination to NSS volunteers and Campus ambassadors
 - Batches distributed on NVD with slogan “Proud to Be A Voter – Ready to Vote”
 - Banner behind public transport like bus and auto

- **Audio Materials / Activities**
 - Radio Jingles in Odia regarding Roll Revision, use of EVM for Voting, EPIC, Ethical Voting and Right to Vote etc
 - Radio Jingles in Desia regarding Roll Revision, use of EVM for Voting, EPIC, Ethical Voting and Right to Vote etc
 - Radio Jingles in Sambalpuri regarding Roll Revision, use of EVM for Voting, EPIC, Ethical Voting and Right to Vote etc
 - Radio Jingles in Santali regarding Roll Revision, use of EVM for Voting, EPIC, Ethical Voting and Right to Vote etc
 - Red FM 93.5 special drive to woo young voters through “Dabake Bajao” initiative
 - Special announcement regarding the roll revision, submission of forms and EPIC
 - 30 Sec Jingles on National Voters Day in 2011
 - 30 Sec Radio Jingles on Roll Revision and Enrolment - 3 Nos in 2012
 - Jingle on Electoral Roll correction in Odia, Santali, Desia and Sambalpuri in 2012

- **Audio Visual Material**
 - 30 sec Spot by Cine Artist Anubhav Mohanty in 2011 regarding EPIC and motivating eligible voters
 - 30 Sec Spot by Sports person Dilip Tirkey and Sand Artist Sudarshan Patnaik regarding EPIC and motivating eligible voters in 2011
 - 40 sec spot drama on Voters Enrolment and EPIC in 2012

- 30 sec spot on Voters enrolment featuring cine artist Archita Sahu on Voters' Enrolment and EPIC in 2012
- 30 sec Spot featuring state icon and activist Dr. Shruti Mohapatra in 2013 regarding EPIC, registration, ethical voting and motivating eligible voters to vote
- 40 sec Spot featuring state icons cine artists Shri Buddhaditya Mohanty and Ms Archita Sahoo in 2013 regarding the use of EVM for voting and creating awareness relating to free, fair and ethical voters.
- Vote appeal to the voters of Odisha by the Chief Secretary of the state to come to the polling station and vote
- Interview of CEO Odisha in Doordarshan regarding the different aspects of elections and made vote appeal to the voters to vote
- Panel discussions on TV on different aspects of electoral participation like Roll Revision, EVM use, Involvement of youth, Special Provisions for PwD and Inclusion of Women voters
- Electors were informed about the NVD 2013 celebrations by sending SMS from BSNL. 23,73,394 SMS were sent by BSNL to its subscribers

List of advertisements / notifications		
Date	Subject	Papers / other source
21-04-2014	Advertisement on Voter Sahayata Kendra (VSK)	Sambad, Dharitri, Samaja (Bhubaneswar Edison only)
18 - 20 Apr and 25 -28 Apr 2013	Advertisement on www.ceoorissa.nic.in website and toll free number 1950 for information related to registration and other matter	Telecast through OTV, ETV odia and Kanak TV
14-04-2014	Advertisement on Registration/ Search facility in the official website	Published in Odia dailies Sambad, Dharitri and Samaja
07-04-2013	Advertisement on Roll Revision	Published in Sambad, Dharitri, Samaya, Suryaprabha and Samaja
08-04-2013	Advertisement on Roll Revision	Published in Odisha Bhaskar, Sambad, Kalika, Pragatibadi, Matrubhasa and Anupam Bharat
28-01-2014	Advertisement regarding registration of voters	Odia Daily Samaja
29-01-2014	Advertisement regarding registration of voters	Odia Daily Samaja
30-01-2014	Advertisement regarding registration of voters	Odia Daily Samaja
28-01-2014	Advertisement regarding registration of voters, toll free number and web site	Odia Daily Samaja
29-01-2014	Advertisement regarding registration of voters, toll free number and web site	Odia Daily Samaja
30-01-2014	Advertisement regarding registration of voters, toll free number and web site	Odia Daily Samaja
30/01/2014 to 10/02/2014	TV scrolls on TV giving information about the CEO website, toll free number and Voter sahayata Kendra and motivate voters to register and vote in elections	Telecast through OTV and ETV odia
15-02-2014	Advertisement on Extension date for Roll Revision at VSK and information related to the coloured PVC EPIC	Published in Odia dailies Sambad, Dharitri and Samaja
16-02-2014	Advertisement on Extension date for Roll Revision at VSK and information related to the coloured PVC EPIC	English Daily - Indian Express

16/02/2014 to 25/02/2014	TV scrolls on TV giving information about the toll free number, coloured PVC EPIC and Voter sahayata Kendra and motivate voters to register and vote in elections	Telecast through OTV during NEWS time at 7 AM / 1 PM / 7PM
16/02/2014 to 25/02/2014	TV scrolls on TV giving information about the toll free number, coloured PVC EPIC and Voter sahayata Kendra and motivate voters to register and vote in elections	Telecast through OTV during NEWS time at 9 AM / 11 PM
All through Election Campaign	Radio Broadcast on roll revision, toll free number, last date of filling of application form, ethical voting etc. The spots were broadcasted in the range of 5 to 40 times depending on its seriousness	through All India Radio (AIR)/ 104 FM/ 93.5 FM (with DJ Karan)
2 - 16 Nov 2013	Radio Broadcast on roll revision, toll free number, last date of filling of application form, ethical voting etc. The spots were broadcasted in the range of 5 to 40 times depending on its seriousness	104 FM / 93.5 FM
31/01/2013 to 17/11/2013	scrolls on roll revision and toll free number	Doordarshan Kendra, Bhubaneswar
27-10-2013	Advertisement giving details and dates of revision, details of forms and directions to submit the same.	Sambad, Dharitri, Samaja, Samaya, Pragatibadi
28-10-2013	Advertisement giving details and dates of revision, details of forms and directions to submit the same.	Suryaprabha, Matrubhasa, Odisha Bhaskar, Sambad Kalika, Prajatantra, The New Indian Express
28/10/2013 to 17/11/2013	TV Scrolls on Roll Revision dates, Toll free number 1950, CEO website search facilities, details of forms	Doordarshan Kendra, Bhubaneswar
30/01/2013 to 17/11/2013	TV Scrolls on voters list (30 scrolls), Toll free number 1950 (100 scrolls), details of forms (20 scrolls)	ETV Odia during News at 9 AM and 11 PM
19/11/2013 to 23/11/2013	TV Scroll on Roll revision	Doordarshan Kendra, Bhubaneswar, OTV, ETV, Kanak TV and MBC TV
02/11/2013 to 16/11/2013	Tv Scrolls on voters list (15 scrolls), Toll free number 1950 (50 scrolls), details of forms (20 scrolls)	MBC Tv

30/10/2013 to 17/11/2013	Tv Scrolls on voters list (15 scrolls), Toll free number 1950 (50 scrolls), details of forms (20 scrolls) during NEWS	Ajira Odisha 6:55PM and 9 PM
30/10/2013 to 16/11/2013	Tv Scrolls on voters list (30 scrolls), Toll free number 1950 (100 scrolls), details of forms (40 scrolls)	OTV news at 7 AM/ 1 PM/ 7 PM
27/02/2013 to 16/03/2013	Tv Scroll regarding retention of names in the Electoral Roll at one place for wide publicity in OTV	10 scrolls per day in OTV
25-Jan-13	Advertisement on NVD 2013	10cmX10cm in the following NEWSPAPERS - Suryaprabha; Matrubhasha; Odisha Bhaskar; Anupam Bharat; Sambad Kalika; Prajatantra; Odisha, Express (BBSR); Khabar; Dinalipi
24-Feb-13	Online Application for Deletion of names	publication in the newspapers: The Indian Express; Sambad and Dharitri

Departmental Partnerships

A brief on the departmental partnerships is given below:

SI No	Department	Role of department on SVEEP
01	Department of Higher Education	Registration of young Voters Officers were designated in various academic institutions for young voters to be registered.
02	Department of Technical Education	Registration of young Voters Officers were designated in various colleges for young voters to be registered. Voter Sahayata Kendra (VSK) Facilitation Centers were established for facilitating youth for easier registration and enrolment and also provided information on voting and ethical voting.
03	State Literacy Mission Authority	IEC Materials / Activities The IEC materials / publicity materials on voters' awareness through "Preraks" were printed and disseminated / displayed publicly. Voter's awareness module was included in the primers of adult literacy.
04	Housing and Urban Development	Roll revision and Voters' awareness Database of Resident Welfare Associations (RWAs) were shared with the DEOs / EROs for roll revision and their involvement during the voter's awareness campaigns IEC Materials / Activities The IEC materials / publicity materials on voters' awareness were displayed and distributed to the RWAs for awareness building. The ULBs also provided display areas for Banners regarding the voter's education.
05	Agriculture Department	Registration of young Voters Officers were designated in various agriculture institutions for young voters to be registered. IEC Materials / Activities The IEC materials / publicity materials on voters' awareness were displayed through Primary Agricultural Cooperatives and display boards at dealer outlets.
06	Cooperatives	IEC Materials / Activities The IEC materials / publicity materials on voters' awareness were displayed through cooperatives
07	Nehru Yuba Kendra Sansthan (NYKS)	Registration of young Voters The NYKS which works mostly with youth clubs, lock level youth conventions and district level youth conventions were brought in to ensure the registration of eligible youth members and increase registration and turnout
08	NCC	Registration of young Voters The NCC could ensure the registration of eligible youth members and increase registration and turnout.
09	Labour and Employment Department	Registration of young Voters Partnership was made to ensure that all young and eligible ITI students get enrolled.

		<p>IEC Materials / Activities Helped in the display of publicity / awareness building materials through industrial units</p>
10	Women & child development Department	<p>Awareness creation Anganwadi workers were involved in motivating especially women voters for registration and turnout. IEC materials were displayed at anganwadi centers to educate women regarding their right to vote and also the morals of ethical voting.</p>
11	Health Department	<p>Awareness creation ASHA workers were involved in generating awareness regarding the political processes.</p> <p>IEC Materials / Activities The IEC materials / publicity materials on voters' awareness were displayed through Medical Colleges, Hospitals and Health centers</p>
12	Civil Supplies Department	<p>IEC Materials / Activities The civil supplies department was instrumental in display of IEC materials / publicity materials on voters' awareness through Petrol Pumps, LPG dealers and PDS counters</p>
13	Culture Department	<p>Awareness creation The department worked closely with the state as well as the districts in providing support for awareness generation and electors' education through street plays, dramas, <i>pala</i>, <i>daskathia</i> etc Cultural activities regarding the election was conducted in all the 30 districts in the headquarters as well as sub – district level</p>

ମତଦାତାଙ୍କ ସଙ୍କଳ୍ପ

ଆମେ, ଭାରତର ନାଗରିକବୃନ୍ଦ, ଗଣତନ୍ତ୍ରରେ ଦୃଢ଼ ଆତ୍ମା ସ୍ଥାପନ ପୂର୍ବକ ଆମ ଦେଶର ଗଣତାନ୍ତ୍ରିକ ପରମ୍ପରାକୁ ଅକ୍ଷୁଣ୍ଣ ରଖି ଏବଂ ମୁକ୍ତ, ଅବାଧ ଓ ଶାନ୍ତିପୂର୍ଣ୍ଣ ନିର୍ବାଚନର ମର୍ଯ୍ୟାଦା ରକ୍ଷା କରିବା ସହିତ ପ୍ରତ୍ୟେକ ନିର୍ବାଚନରେ ନିର୍ଭୟ ଭାବରେ ତଥା ଜାତି, ଧର୍ମ, ବର୍ଣ୍ଣ, ଗୋଷ୍ଠୀ, ଭାଷା କିମ୍ବା କୌଣସି ପ୍ରରୋଚନା ଦ୍ୱାରା ପ୍ରଭାବିତ ନହୋଇ ମତାଧିକାର ସାବ୍ୟସ୍ତ କରିବା ପାଇଁ ଏତଦ୍ୱାରା ସଙ୍କଳ୍ପ କରୁଅଛୁ ।

Voters Pledge

We, the citizens of India, having abiding faith in democracy, hereby pledge to uphold the democratic traditions of our country and the dignity of free, fair and peaceful elections, and to vote in every election fearlessly and without being influenced by considerations of religion, race caste, community, language or any inducement.



Chief Electoral Officer Odisha