

Systematic Voters' Education and Electoral Participation program(SVEEP)

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SVEEP is the **flagship program of the Election Commission of India for voter education, spreading voter awareness and promoting voter literacy in India.**

History of SVEEP

- The seed of SVEEP was born in 2009, out of managerial underlining of the gaps in the registration of citizens as voters and the more glaring gap in turnout from election to election.
- SVEEP began with the introduction of planned IEC (Information, Education, and Communication) interventions in the Jharkhand elections of end-2009.

Goal

SVEEP's primary goal is **to build a truly participative democracy in India** by encouraging all eligible citizens to vote and make an informed decision during the elections.

Key highlights

- The programme is based on multiple general as well as targeted interventions that are designed according to the socio-economic, cultural and demographic profile of the state as well as the history of electoral participation in previous rounds of elections and learning thereof.
- The SVEEP Wing formulates policies, lays down the

framework, plans interventions and monitors implementation besides carrying out continuous discourse with voting publics, civil society groups and media.

- It handles work related to all aspects of Voters' Awareness & Education aimed towards improving Electoral Participation in the country and building up a culture of participative democracy among citizens.