

# Systematic Voters' Education and Electoral Participation (SVEEP)

August 31, 2021

**In news** – The Election Commission's two-day Systematic Voters' Education and Electoral Participation (SVEEP) consultation workshop concluded recently.

## Key updates

- **The agenda of the workshop was** to review state SVEEP plans and deliberate on the important aspects of SVEEP for a strategy for the forthcoming elections.
- **ECI announced a new initiative**, under which **newly-registered electors will receive a voter guide**, a personalised congratulatory letter and a pledge for ethical voting, along with their Voter ID cards.
- The new initiative was announced at a Systematic Voters' Education and Electoral Participation (SVEEP) consultation for the poll-bound States; Goa, Punjab, Manipur, Uttar Pradesh and Uttarakhand.

## About SVEEP-

- SVEEP programme is the **flagship programme of the Election Commission for voter education and awareness**, spreading voter awareness and promoting voter literacy in India.
- **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.
- **SVEEP** began with the introduction of planned **IEC (Information, Education, and Communication) interventions in the Jharkhand elections** in 2009.

- This programme is **based on multiple general as well as targeted interventions which 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.

### **Journey of SVEEP-**

- **SVEEP-I(2009-2013):** The first phase of SVEEP spread broadly from end 2009 to 2013 and covered elections to the Legislative Assemblies of 21 States and 2 Union Territories till December 2013.
- **SVEEP-I (April 2013- Till present):**
  - Carrying forward and strengthening the initiatives of SVEEP I, the second phase of SVEEP involved a planned strategy for targeted approach towards bridging the various gaps.
    - A structured framework including polling station-wise situation analysis, planning, implementation, review and regular evaluation was put in place.
- **SVEEP III (Being undertaken):**
  - Drawing learnings from the historic Lok Sabha Elections of 2014, a more robust and in-depth plan is in place for SVEEP III.
  - Enhanced interaction with the citizens through online and offline modes; awareness about new initiatives and a standardized yearly plan of activities, form a part of this phase.