SVEEP
Implementation by Chief Electoral Officer Manipur
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FOREWORD

In line with the three objectives of SVEEP, CEO Manipur has initiated and implemented various activities across the state during the year. Efforts thus far have been directed primarily at increased enrollment to achieve 100% EPIC (Election Photo Identity Card) and PER (Photo Electoral Roll) coverage.

The CEO has also made plans to address various other SVEEP goals like informed and ethical voting, voter education, removal of gender gap, increased voter turn-out, etc. Various plans have already been executed with good results and more such programs will be undertaken in the coming months to achieve this goal.

All activities in the state have been developed using the three-pronged strategy of SVEEP. These activities have been targeted at the general public and specific target groups like youth, women etc.
INTRODUCTION

In line with the three objectives of SVEEP, CEO Manipur has initiated and implemented various activities across the state during the year. Efforts thus far have been directed primarily at increased enrollment to achieve 100% EPIC (Election Photo Identity Card) and PER (Photo Electoral Roll) coverage.

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- **FACILITATION**: Delivery of services and facilities to make registration and voting more accessible, easier, quicker and hassle-free
- **MOTIVATION**: Making citizens aware of their electoral rights and duties besides urging and encouraging citizens to partake in elections
- **INFORMATION**: Meeting the gaps in information related to registration and voting process – the what, where and how of the electoral process through interpersonal communications, mid-media, inter-media and mass media tools
MEDIA AND COMMUNICATION PLAN

CEO Manipur with the help of a creative and media agency developed a multi-media co-ordinated awareness campaign called “I am Ready” comprising TV ads, Print ads, Outdoor, Radio, Online, etc.

CAMPAIGN RATIONALE: A prospective voter has to wait until he or she turns 18 to be eligible to enroll or in other words to be ready as a voter. Once enrolled as a voter, an individual is ready to vote for whatever he or she believes in and that one vote can become his or her tool to bring about a change in the society of which he or she is a member. We also wanted to bring out the individualistic nature of the voting process. To sum up all these thoughts in an easily understandable and memorable line, we zeroed in on this campaign line “I Am Ready”.

CEO Manipur with the help of a creative and media agency developed a multi-media co-ordinated awareness campaign called “I am Ready” comprising TV ads, Print ads, Outdoor, Radio, Online, etc.

Television Spots
Radio Spots & Programs
Newspaper Ads
Social Media Campaigns
Events
Video
Recordings and Banners
Webpage design

YOUTH ENGAGEMENT

The youth needs to be motivated to have their first experience and also join the democratic process. They need to feel responsible and attached to the democratic process so that this early infuse ensures their lifelong electoral participation. CEO Manipur has roped in Youth Icons for the campaign that include sensational young footballers from Manipur - Dheeraj Moirangthem, Amarjit Singh Kiyam and Nongdamba Naorem, and other popular youth figures - Thounaojam Sekhoi Luwang, Roy Heinam and Sushant Rajkumar.

Thounaojam Sekhoi Luwang
Miss Manipur 2017
Roy Heinam
Amarjit Singh Kiyam
International Footballer, Midfielder
Thounaojam Sekhoi Luwang
Sh. Sushant R.K.
7 Nation International Taekwondo Gold Medalist
Dheeraj Singh Moirangthem
International Footballer, Goalkeeper
Nongdamba Naorem
International Footballer, Midfielder
Rosy Heisnam
Folk Singer
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I AM READY
EXECUTION OF I AM READY CAMPAIGN

Campaign under the I AM READY platform has commenced to cover the following:

1. Website
2. Meetings
3. Banners
4. TV Commercials
5. Newspaper Ads
6. Newspaper Island Ad
7. Standees
8. Press Conference
   i) Invitation
   ii) Backdrops/Screens
   iii) Press Kit
   iv) Press Release
9. Event
   i) Posters
   ii) Banners
   iii) Newspaper Ads
   iv) Social Media Posts
10. T-shirts
11. Bag
12. Umbrellas
13. Souvenirs
14. Gas Cylinder Tags
15. Social Media
16. Anthem
17. Radio Spots

The response so far has been very encouraging and has resulted in a steady stream of enrollment, especially from the youth.

1. Website

The website of CEO Manipur was revamped and redesigned in line with the “I AM READY” campaign. The new website is more organized, colourful and informative. The user interface is kept simple and user friendly.
a) SVEEP Webpage

A dedicated web page was created to showcase various activities carried out under SVEEP across the state. SVEEP activities carried out by the various districts are organised and listed under the district tab in a common format.

2. Hoardings

[Images of hoardings related to SVEEP]
3. Banners

REGISTRATION CENTRE
SPECIAL SUMMARY REVISION 2018

Chief Electoral Officer, Manipur
To register online, visit: www.meg.gov.in

VOTER REGISTRATION CENTRE FOR SPECIAL SUMMARY REVISION 2018

Chief Electoral Officer, Manipur
Before 31 October 2018

Chief Electoral Officer, Manipur
4. TV Commercials

- "Mute" – Link: https://bit.ly/2Owf0Yp
5. Posters / Newspaper Ads

Chief Electoral Officer, Manipur

Newspaper Ad

Newspaper Ad
6. Newspaper Island Ads

CEO Manipur has tied up with Sangai Express - Manipur’s Largest Circulated newspaper. Small island ads has been appearing daily in both the English and Manipuri editions since the start of the SVEEP campaign. These island ads which appear on the front page of the newspaper act as an excellent reminder medium of communication.

7. Standees

[Images of standees showing messages encouraging voter registration]
9. Press Conference

a) Invitation

We are READY to talk facts and figures.

Please join us at the office of the CEO, Manipur, Lamphelpat at 12.30 Noon on Saturday, 1 September 2018.

www.ceomanipur.gov.in

Chief Electoral Officer, Manipur

10. Backdrops/Screen
The Chief Electoral Officer, Manipur organized a Street Art Competition as a part of its SVEEP (Systematic Voters’ Education and Electoral Participation) campaign on 22 September 2018.

The competition on the theme of “Democracy Rocks” was the first ever street art competition in the state and was held on the outer wall of the Khuman Lampak Sports Complex, opposite Nagaram, Imphal.

The competition was aimed at creating awareness about the necessity to participate in the democratic process of elections at the larger context while also highlighting the on-going Special Summary Revision to encourage young prospective voters to enroll before 31 October 2018 for upcoming elections.
9. Event Promotion

Chief Electoral Office, Manipur

10. Street Art Competition

Chief Electoral Office, Manipur
Chief Electoral Officer, Manipur

a) Event Day

Screen shot (Riot of Colours - Glimpses of First Ever Street Art Competition in Manipur)
Link: https://bit.ly/2OhO57f
b) Coverage of the event

The event was extensively covered in both local TV channels such as ISTV Network, Impact TV and Doordarshan, and Newspapers such as Sangai Express, Poknapham and Naharolgi Thoudang, to name a few. Unfortunately, due to the internet ban the event was not covered live on Facebook, as was the plan. The event nonetheless generated a huge online discussion and images shared.

Event Newspaper Coverage

Online Coverage

ISTV Coverage

IMPACT TV Coverage
11. T-Shirt

12. Bag

13. Umbrella
14. Souvenirs

- PVC Keychain
- Tumbler
- Paper Clip
- Wall Clock
- Pen
- Table Clock

15. Gas Cylinder Tags

- Gas Cylinder Tags with "I AM READY" and "30th OCTOBER 2019"
16. Social Media Campaign

A comprehensive and aggressive social media campaign was also launched as a part of the SVEEP Campaign. Social media platforms like facebook, youtube, twitter and instagram were extensively used to disseminate information and create awareness among the public, specially the youths.

No. of page likes (before SVEEP campaign): 34,710
No. of page likes (after SVEEP campaign): 45,668

No. of subscribers (before SVEEP campaign): 4
No. of subscribers (after SVEEP campaign): 170

No. of followers (before SVEEP campaign): 84
No. of followers (after SVEEP campaign): 142

No. of followers (before SVEEP campaign): 0
No. of followers (after SVEEP campaign): 165

No. of impressions earned by our Tweets: 31,700
No. of post likes: 15,14,305
No. of people engaged*: on the date of campaign commencement (before SVEEP campaign): 81
No. of people engaged*: on the date of campaign commencement (after SVEEP campaign): 174
No. of people reached**: on the date of campaign commencement (before SVEEP campaign): 1,24,56,622
No. of people reached**: on the date of campaign commencement (after SVEEP campaign): 1,54,700

No. of people engaged* on the date of campaign commencement (since SVEEP campaign): 34,029
No. of followers on the date of campaign commencement (since SVEEP campaign): 74,900

* The number of people who engaged with our Page. Engagement includes any click or story created (Unique Users)

** The number of people who had any content from our Page or about our Page enter their screen. This includes posts, check-ins, ads, social information from people
d) Posts

We are READY to talk facts and figures.

Let’s talk and make the right choices.

The Wall is getting READY.

Ukhrul is Ready.

Who can enroll as a VOTER?

Are you READY to let your voice be heard?

I must they say you do twice. One time when you stop thinking and a second time, a week later when you begin thinking the answers to the last two years that are the lost time. —Banksy.
e) Posts

Chief Electoral Officer, Manipur

Home
Posts
Video
Photo
About
Community
Events
Remove
Info and Ad

Chief Electoral Office, Manipur

AM READY
TO MAKE THE RIGHT CHOICE

Chief Electoral Officer, Manipur

Get ready to make the right choice. Read more at www.nrega.gov.in

Subscribe us on YouTube: https://bit.ly/3DADlX7

Chief Electoral Officer, Manipur

Use the cVIGIL app to report any election-related incidents.

Chief Electoral Officer, Manipur

Results of the Lok Sabha Election will be announced on 23 May.

Chief Electoral Officer, Manipur

Block your calendar for the Lok Sabha Election 2019.

Chief Electoral Officer, Manipur

Locate your polling station.

Chief Electoral Officer, Manipur

Counting and result announcement day.

Chief Electoral Officer, Manipur

Watch Live.
17. Anthem

The anthem will serve as a tool to inspire and encourage prospective voters, especially the youth who are 18 or about to turn 18, to go out and register themselves as voters for the first time. The overall feel of the music is energetic and the pace of the music peppy.

The lyric covers quite a spectrum of facts including – that government is made by the people and people should take ownership; that getting enrolled to vote with one’s free will is a right as much as it is a responsibility. The future of the society/nation lies with us, the people. The song also tries to capture, subtly, issues like urban apathy and reluctance of the third gender and marginalised people. The refrain hammers on the object that we wish to achieve – to get people to enrol.

(Refrain lines)
I am ready
I am ready
Ready to have my right
Ready to get enrolled

I am ready
I am ready
Ready to be counted
Ready to be heard

Screen shot [I AM READY - The Official Anthem]. Link: https://bit.ly/2EuVUgW

18. District Level SVEEP Campaign

Various SVEEP and ELC camps were held across numerous government offices, schools, colleges, health centres, gas agencies and communities in different districts in Manipur to spread awareness about the importance of voter registration and participation in the democratic process of election.

a) Bishnupur District
Chief Electoral Officer, Manipur

d) Imphal East District


e) Imphal West District
h) Senapati District

i) Tamenglong District
FootGal - 2018 is an initiative of the District Administration Churachandpur as part of its SWEEP Campaign to celebrate the Girl Child in furtherance of Government of India’s Beti Bachao Beti Padhao (BBBP) Abhiyan. It endeavours to garner support from electors towards accessible and inclusive elections through purification of Electoral Rolls with the objective “No Voters to be Left Behind”.

19. FootGal 2018

a) Some Glimpses of the Tournament
20. Innovative Activations

Special Summary Revision publicity card communication through various medium.

- Gas Agency
- Water Bottle
- Newspaper Insert
- Bank Documents
- Packaged drinking water bottle
- Public Transport
- Hospital Tickets
- Grocery Items
- Stationary Items
- Sumang Leela

- Gas Agency
- Water Bottle
- Newspaper Insert
- Bank Documents
- Packaged Drinking Water Bottle
f) Public Transport

h) Grocery Items

i) Stationary Items

g) Hospital Tickets
21. Special Campaigns For Persons With Disabilities (PWD)

Various Special Public Awareness and Education Programme for persons with Disability (PwD) across different districts in Manipur to spread the message of Accessible Elections.

22. SVEEP Activation Through Sports And Painting Competition
EVM & VVPAT AWARENESS
1. Awareness Drive at Various Government Departments

Awareness programme on EVM & VVPAT was also conducted for official & staff of various departments on how to operate the EVM with VVPAT system and understand the process of recording the vote using VVPAT.

2. Manipur Sangai Festival 2018

The Office of the Chief Electoral Officer, Manipur opened an EVM & VVPAT familiarization stall at Manipur Sangai Festival 2018 which was held for 10 days (21st November to 30th November) at Hapta Kangjeibung, Imphal. The festival is one of the biggest and longest-running festivals in Manipur and approximately 5 lakh people visited the festival. 7127 people participated in the mock casting of vote at the EVM & VVPAT familiarization stall with much enthusiasm.

3. Lucky Draw

A lucky draw was conducted on 23 January 2019 by the Chief Electoral Officer, Manipur in the presence of Shri Jarnail Singh (Retd. IAS), Administrator, Manipur University, who was also the Former Chief Secretary and the Chief Electoral Officer, Manipur.

There were a total of 1,40,847 participants in the lucky draw. These were the people who participated in the mock poll of the EVM & VVPAT during the familiarization camps held across the State. Media personnel were invited to witness the lucky draw and the results were published in the local newspapers and prizes were distributed on the National Voters’ Day, 2019 on 25 January 2019.

The State level lucky draw prizes were:

- 1st Prize: Honda Activa
- 2nd Prize: LED TV
- 3rd Prize: Refrigerator
4. Security

The DOP, Manipur was requested to instruct every Police Station to tie-up with the EROs and provide security wherever the programme is held.

5. Publicity

a) Bus Wrapping

16 buses of the Manipur State Transport connecting the capital city Imphal to all the District Headquarters, passing through numerous Sub Divisional Headquarters were engaged for publicity about EVM & VVPAT.

Assembly Constituency-wise lucky draw was also conducted in which 1 (one) mobile phone was given to one person in each of the 60 ACs in Manipur.

A Photo Exhibition at the National Voters’ Day, 2019 also showcased different electoral awareness campaigns taken up by the DEOs across the State.
b) Social Media

Various modes of publicity through online platforms such as Facebook, Twitter, Instagram etc. were employed to spread awareness about the EVM & VVPAT programme.

6. Print Media

a) Island Ads

The Sangai Express, which is the largest circulated local newspaper in Manipur, has been publishing island ads everyday since September 2018 on its front page of both its Manipuri and English editions. The island ads cover many election awareness aspects which include the EVM & VVPAT.

- **EVM**
  - **EVM IS CREDIBLE, RELIABLE AND TAMPER-PROOF**
    - EVM is designed to record, count and display polling data with 100% accuracy.

- **VVPAT**
  - **VVPAT stands for Voter Verifiable Paper Audit Trail**
    - It provides a means to audit the electronic results.
b) Double Spread Advertorial

A double spread advertorial on EVM & VVPAT is being published bi-monthly in local newspapers.

Pamphlet on EVM & VVPAT is being distributed in all places where EVM & VVPAT awareness program are held.
d) Hoarding

Hoardings on EVM & VVPAT and Ethical Voting has been put up in all the market places and public places with high footfall in the capital city Imphal and all the District Headquarters.

e) Electronic Media

The CEO, Manipur has launched two videos on EVM & VVPAT which were uploaded on the CEO, Manipur website and its Youtube channel. The videos are also being telecasted on popular local cable networks ISTV, IMPACT TV and Hornbill which have a combined viewer-ship of over 10,00,000.

[Explainer Video on EVM & VVPAT (English & Manipuri)]
[Explainer Video on EVM & VVPAT (Manipuri)]
[Explainer Video on EVM & VVPAT (Manipuri)]
7. Permanent EVM & VVPAT Familiarization Centre

Permanent EVM & VVPAT familiarization centres have been set up at the offices of CEO, Manipur, DCs / DEOs and EROs.

9. Dummy EVM & VVPAT Installation

Giant dummies of CU, BU and VVPAT have been made and installed at the office of the Chief Electoral Officer, Manipur for visitors to get familiarize with features of the machines.

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10. Democracy Van

On the occasion of National Voters’ Day, 2019, the Chief Guest of the celebration, Dr. J. Suresh Babu, IAS, Chief Secretary, Manipur flag off three Democracy Vans for EVM & VVPAT awareness and familiarization campaign.

The Democracy Vans will initially cover places of high footfalls like markets in and around Imphal City and will later cover similar places in other Districts including Hills Districts for EVM & VVPAT familiarization campaign.
11. EVM & VVPAT Demo Presentation

An EVM & VVPAT demo was put up at the National Voters’ Day, 2019 held at City Convention Centre, Imphal, Manipur where many invitees who came for the event experienced mock voting including the Chief Guest.

12. AIR & DDK

A general message from the CEO, Manipur on various aspects including that of EVM & VVPAT has been aired and telecast on All India Radio, Imphal and Doordarshan Kendra, Imphal.

13. Budget

An amount of Rs. 38,22,000/- @ Rs. 1500/Polling Station in the Hill Districts for 1296 Polling Stations and @ Rs. 1200/Polling Station in the Valley Districts for 1565 Polling Stations was sanctioned for the awareness campaign of EVM & VVPAT for purchase of stationery items, arrangement of sound system and pen drives, etc.

14. Republic Day Tableau

A tableau featuring giant replicas of EVM & VVPAT along with a hand with the indelible ink mark represented the Office of the Chief Electoral Officer, Manipur in the Republic Day Parade in Imphal, Manipur. The theme of the tableau was “No Voter To Be Left Behind”. Incidentally, the CEO Manipur Tableau bagged the prize for the third best tableau among the numerous tableaux from various government departments.
ETHICAL VOTING
1. Awareness Ethical TV Commercials

2. Sumaang Leela
5. Counting Day

It was the overall guidance and encouragement from the Commission that led to the very smooth conduct of the election in the State. Working together as a close-knit group, the freedom allowed in working as a CEO and the overall feeling of being an important part of the election family were indeed overwhelming.

6. Map