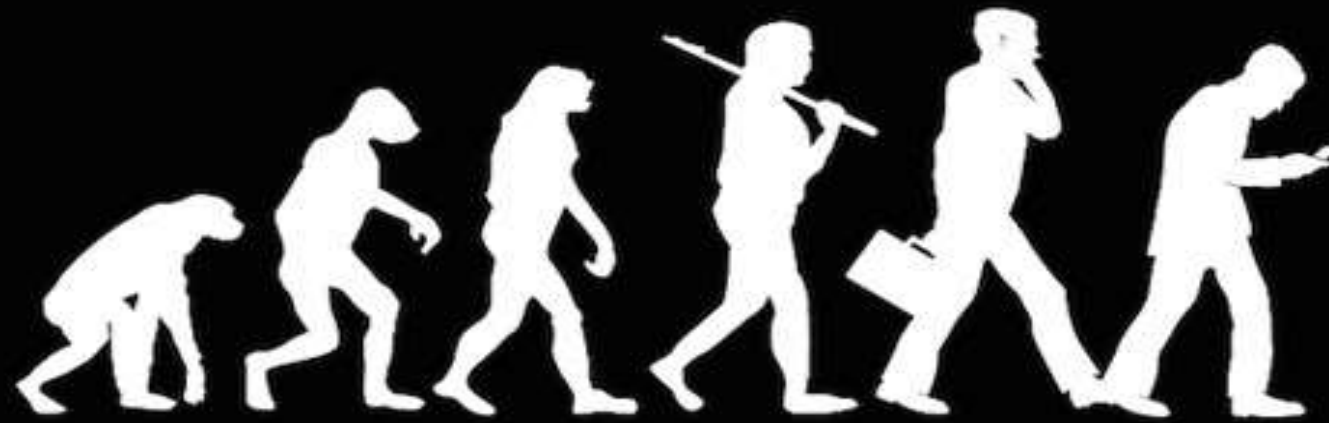# Role of Information and Communication Technology for
Voter Education & Feedback

Rajesh Lakhani

Chief Electoral Officer

Tamil Nadu India

EVOLUTION OF MAN

MOBILE AND INTERNET PENETRATION

AUG 2015

DIGITAL IN INDIA

TOTAL POPULATION	ACTIVE INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
1,285 MILLION	350 MILLION	134 MILLION	590 MILLION	97 MILLION
URBANISATION: 31%	PENETRATION: 27%	PENETRATION: 10%	PENETRATION: 46%	PENETRATION: 8%

We Are Social · Sources: Worldometers, United Nations, IAMAI, Facebook, Cisco

wearesocial.sg · @wearesocialsg

ICT IN VOTER EDUCATION

- ✓ Building trust and confidence of voters in electoral processes

- ✓ Enhanced Voter Interaction - a two way communication

- ✓ Continuous consultation with all stakeholders of electoral process

- ✓ Increased transparency, credibility and accessibility over the entire period of elections

Build Trust and Confidence of elector-Registration

- ✓ Computerisation of electoral roll- 1 Billion electors

  - ✓ Started in 1999

    - ✓ Ease of management for EMBs

  - ✓ Local servers to cloud

  - ✓ Nation wide unified Database

- ✓ Voter facilities

  - ✓ NVSP launched – year 2013

Simplified Search of voter list

- ✓ Modified online search facility provided in both Web and Mobile applications to search by EPIC number and name / district.

  Search by EPIC

  - ✓ Facility provided to electors to search their details in Voter's List using their EPIC number or Name.

  - ✓ If the EPIC number is provided, the details of the EPIC will be automatically fetched from the electoral database.
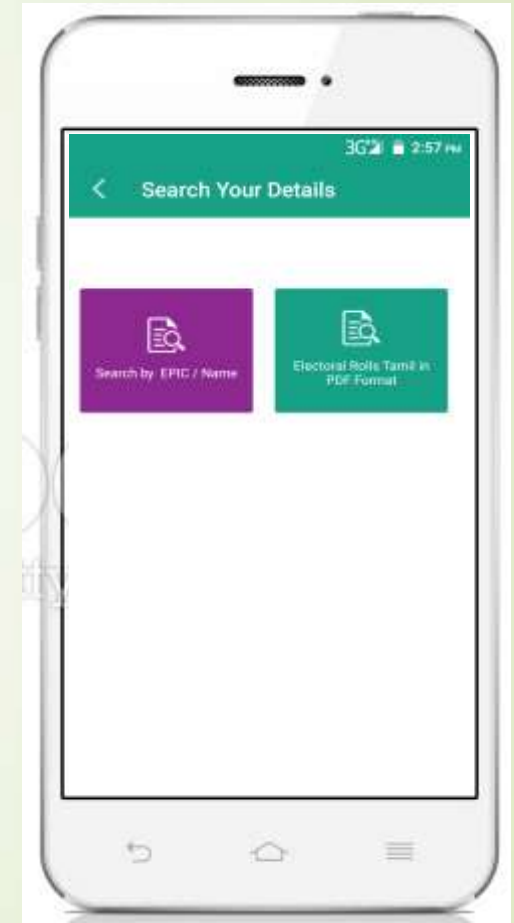
Simplification of Online Registration

- ✓ Launched simplified, easy to use mobile app and web application to deal with the following

  - ▪ Name Inclusion, Correction, Change of address and Display picture

  - ▪ Simplified to 3 minutes from 30 minutes

  - ▪ Tracking the progress of application

  - ▪ Back end improvement ERO Net and BLO net

- ✓ Eliminated the filling up of paper based electoral forms.

- ✓ Online forms usage is 100% in Province of Kerala

Change Your Display Picture

➢ In Web and Mobile app, the recent photograph of the applicant can be uploaded online.

Mobile Applications

➢ Integrated mobile app was launched in all platforms i.e, android, apple and windows.

➢ The app offers 15 services to the electors and other stakeholders

    ✓ 11 Voter services

➢ Users include public, political parties, candidates as well as officers and on the day of poll, even the polling personnel.

➢ The applications are developed with plug and play platform that are convenient to re-use and compatible for other states also
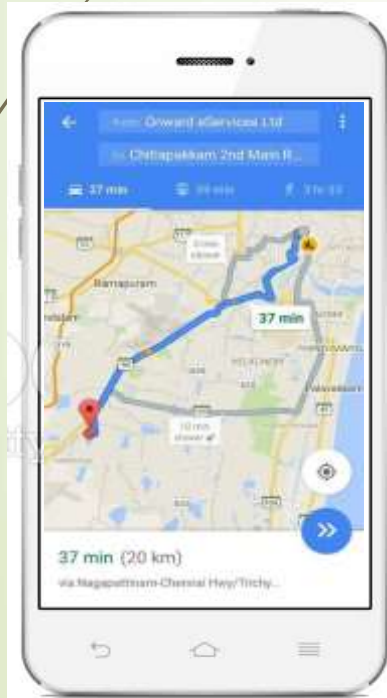
KNOW YOUR POLLING STATION - GOOGLE MAP AND SMS SERVICES

- ✓ Online portal to get information about the polling station.
- ✓ For the first time in India, Interactive Google Map services provided in the Mobile App to get the geographical location of the polling station.
- ✓ SMS facility also provided to get polling station details.

Google Map Service

SMS Service

Know your polling station at the touch of a button.

Download 'TNelections' app at ▶Playstore.

#TN100percent

SMS SERVICES- Engaging Voters

✓ SMS based service for E Voter List, Queue status checking, Poll monitoring and marking people as disabled were launched.

✓ SMS were sent to all 2 crores registered electors informing and involving them in poll process from nomination to poll day. The list of contesting candidates based on their AC was also sent through SMS. 6 crores SMS were sent.
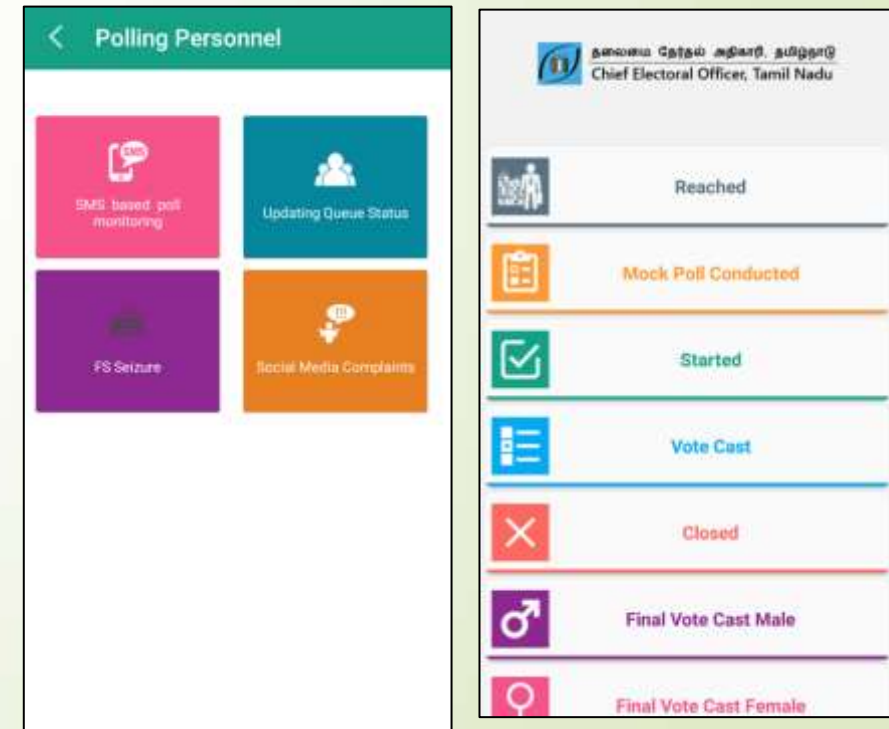
E Voter List

Mark People as Disabled
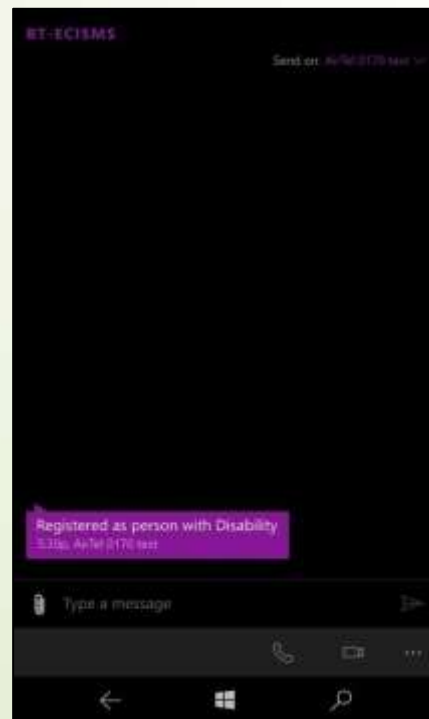
Awareness SMS

Poll Monitoring – Mobile app

ENROLLMENT FACILITATION CENTER WITH WIFI CONNECTIVITY

Trichy District – SVEEP – Online Campus Enrolment Drive at Dhanalakshmi Srinivasan College of Engineering, Manachanallur AC and in Anna University, 142.Tiruverambur AC.

MOBILE FACILITATION CENTERS WITH WIFI CONNECTIVITY

Trichy district – SVEEP – The Mobile Facilitation centre on wheels, equipped with personnel and a computer with internet connection. Voters can check their enrolment status, apply for duplicate EPIC, inclusion etc.

Digital Publicity Vans- Cinema Theatres

Direct Content up-linking

Whats App- Messaging application

- MAXIMUM REACH
- First post   250
- First forward –   62 Thousand
- Second Forward   15.6 Million
- Third Forward   3.9 Billion

SOCIAL MEDIA IN VOTER EDUCATION

Social Media – Every One wants to speak

SOCIAL MEDIA IN VOTER EDUCATION

Universality

Most interactive and broad based public outreach platform.

Immediate Feedback

Stake holders engagement in a two way communication.

Impartiality

Transparency leading to credibility

FACEBOOK USER'S GENDER AND AGE DISTRIBUTION

MALE
96,00,000
76%
RATIO

FEMALE
30,00,000
RATIO 24%

TOTAL USERS : 126 MILLION

19.00%	39.56%	30.06%	7.28%	4.11%
13 - 18	19 - 24	25 - 35	36 - 45	46 - 65
24,000,000	50,000,000	38,000,000	9,200,000	5,200,000
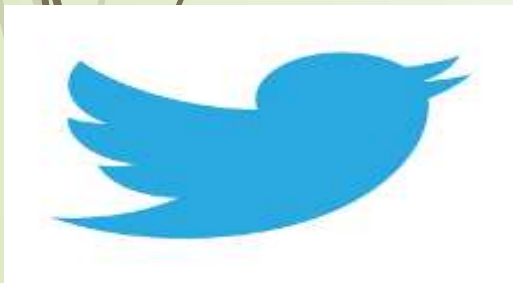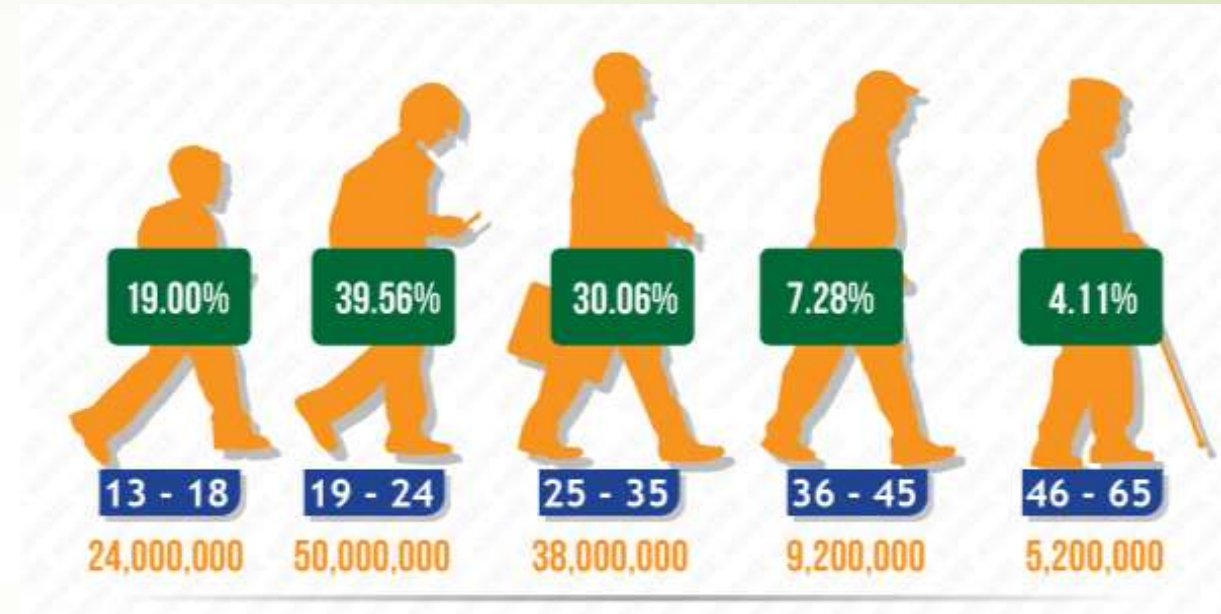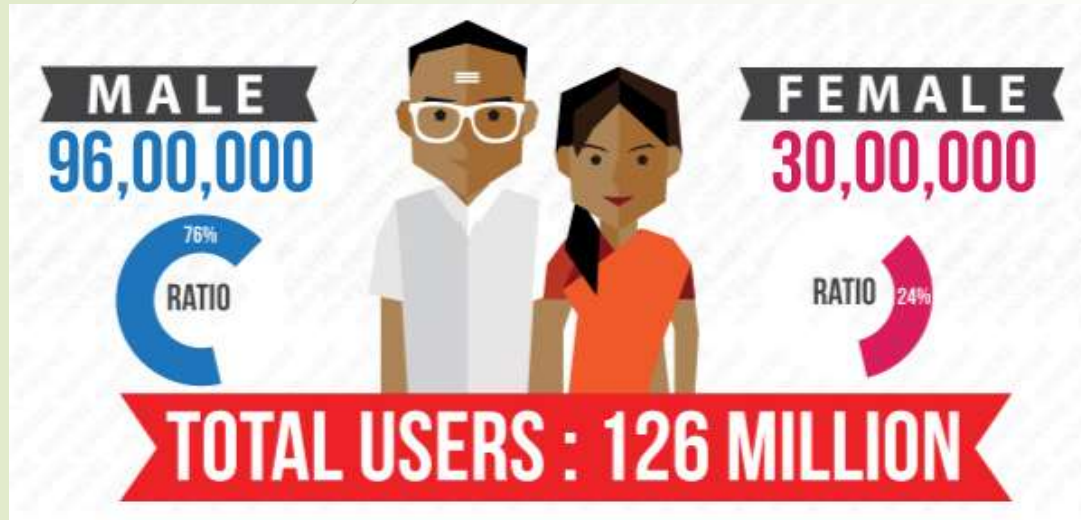
✓ 22.2 million – Twitter users in India

✓ Expected to grow by 16.5 per cent in 2018.

Supported by Live tweet sessions and Facebook Live video chats with the CEO to dispel myths, and address any doubts the public may have with the electoral process.

FACEBOOK LIVE- Press Conference

MEMES TO VOTE

Content Is Most Important-ELECTION QUIZ

REMINDERS AND NEWS FEEDS ON PROMOTION

Online Reminders sent on Facebook and Twitter to all residents of the state 1 day before the elections.

FACEBOOK REMINDER

TWITTER E-CARDS

LIVE UPDATES FROM POLLING STATION

NO VOTE FOR VOTE

Leveraging celebrities

Citizen Videos

CITIZEN PARTICIPATION

Lucknow

SVEEPing the entire state
Voter Awareness Expresses delight one & all

'Eye-catching, informative, smart, charming and oh-so-cool' were some of the expressions of delight used by the public who witnessed the colourful buses christened as 'Voter Awareness Express' drive past them!

Aiming to reach out to the last voter, a novel concept has been initiated for National Voters' Day 2014 in Uttar Pradesh. Buses christened as Voter Awareness Express were rolled out from 7 locations across the State on the 17th of January; all of them to converge on the State capital Lucknow by 25th January for NVD celebrations.

This idea was mooted to create voter awareness. Given the enormity of the State as also its electorate, seven routes were planned to cover the entire State. It was decided that the buses would reach each district along its route by morning and then ferry NSS volunteers and NSS coordinators of the district along with local talent and regional icons to different pre-decided venues. Here, they would enact programmes on

voter awareness to enthuse the voters and provide information.

The seven buses from were decorated with slogans on voter awareness. The intent was to make the voter aware of ethical voting and None of The Above (NOTA) option, besides conveying motivational messages for the youth and women voter to participate in elections. The buses also provided information on means for voters to check their names on the electoral rolls and also on functioning of EVMs in order to make the prospective voter more comfortable with them.

The seven Voter Awareness Vehicles were flagged off on 17th January from Lucknow University jointly by Prof.S.B.Nimbsc, Vice Chancellor, Lucknow University and Mr. Umesh Sinha, Chief Electoral Officer U.P. Each Voter Awareness Express was to follow a definite route chart and time schedule.

"The entire journey of the seven Voter Awareness Expresses has

Other Initiative

- ✓ Creation of Youth Corner – providing variety of information like hosting winning entries from Young Voter festival, creations for social media interventions, contact details of BLOs, Campus Ambassadors and Nodal Officers

- ✓ Special caller tunes created for Elections

- ✓ Dedicated YouTube channel and Digital Library for access to audio-visual creatives on elections and voting
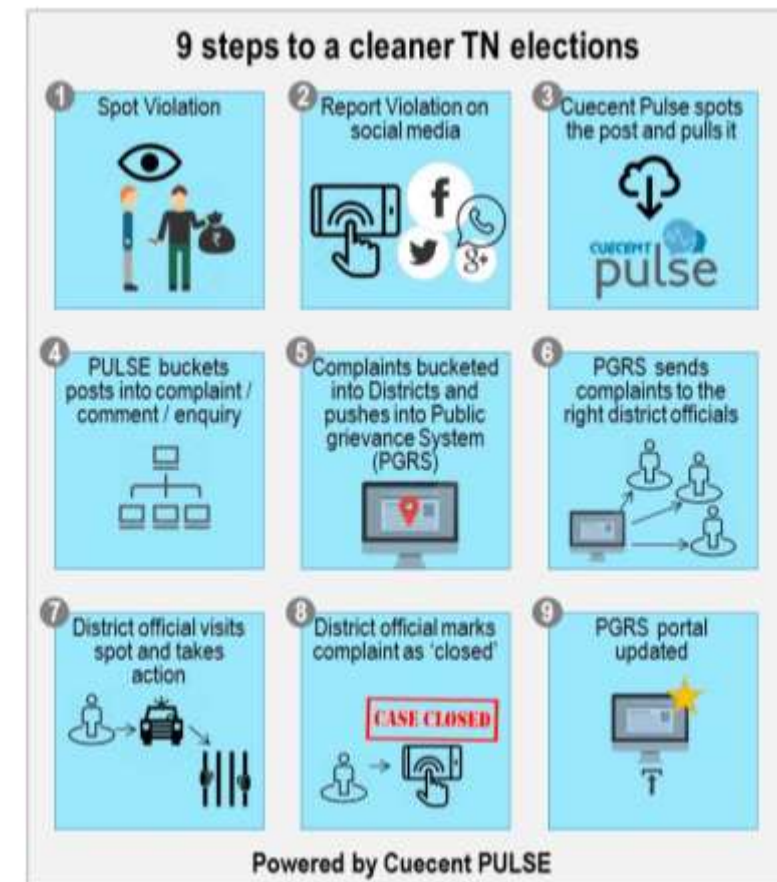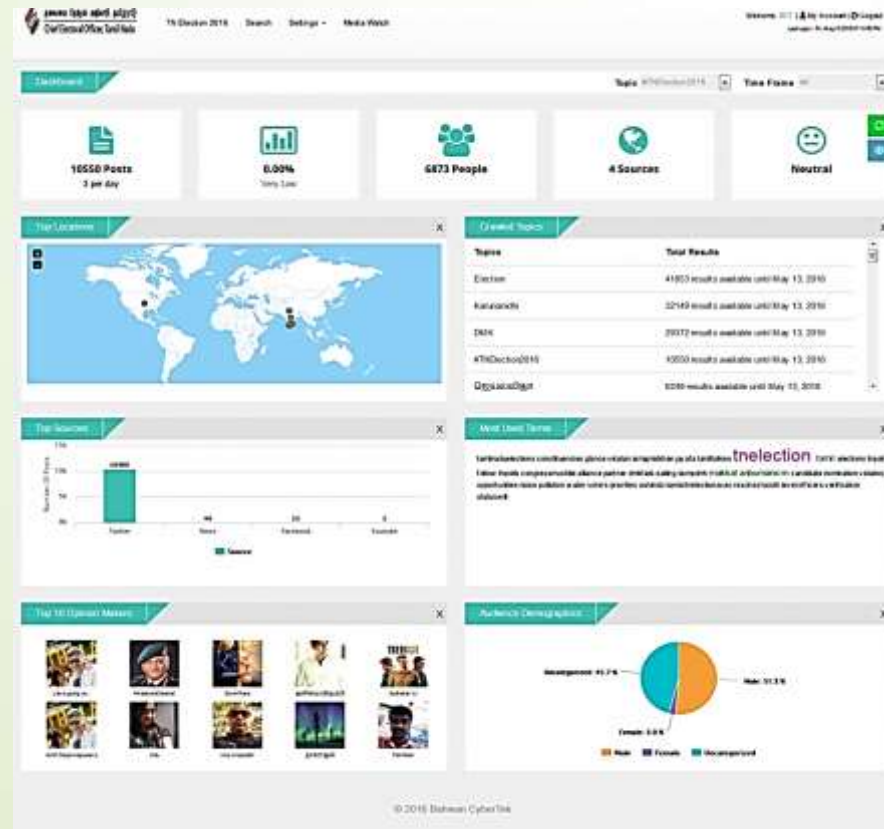
ELECTION WATCH

- ✓ Launched fine tuned mobile app and web application to monitor poll-related posts on various platforms such as Facebook, Twitter and other social media channels.

- ✓ Monitors texts, images, audios and videos on all social media platforms.

- ✓ Automated social listening-cum-analyzing software that senses sentiments also.
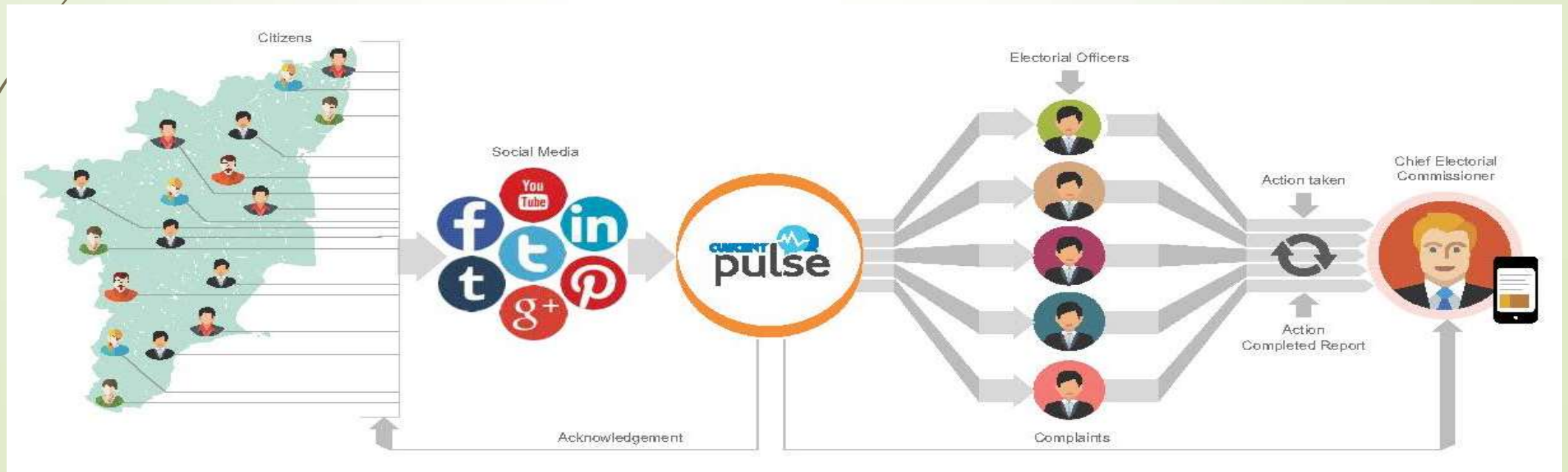
PULSE – SOCIAL MEDIA LISTENING SOLUTION

- ✓ Live dashboard provided to see the incoming feeds/complaints/enquiries on a real-time basis.
- ✓ The complaints were automatically registered with PGRS to ensure immediate action and qualitative disposal.

9 steps to a cleaner TN elections

1. Spot Violation
2. Report Violation on social media
3. Cuecent Pulse spots the post and pulls it
4. PULSE buckets posts into complaint / comment / enquiry
5. Complaints bucketed into Districts and pushes into Public grievance System (PGRS)
6. PGRS sends complaints to the right district officials
7. District official visits spot and takes action
8. District official marks complaint as 'closed'
9. PGRS portal updated

Powered by Cuecent PULSE

QUEUE MANAGEMENT SYSTEM

✓ Online service was provided to the public to know the current queue status at the polling station.

✓ SMS Facility – SMS Q<EPIC NUMBER> to 1950 to know the queue status through SMS.

Updating Queue Status

TAMIL NADU ASSEMBLY ELECTIONS 2016

1. Enter no. of people in queue
2. Click on "Update" to update status
3. Duration since last update with time stamp

WHEELCHAIR BOOKING

- ✓ Online facilitation provided through both web and mobile applications to book a wheel chair for a person with disability or old aged people to get accessible polling stations and required support.

- ✓ Wheelchair and required people's help were provided at polling stations to the disabled people.

- ✓ ~~10,000~~ wheelchairs were ... by the DEOs. ... across

360 degree Grievance redressal system

- Unification of all complaint channels
  - Web, E mail, Mobile, messaging applications
- Using mobile technology and back end mapping for instantaneous communication to grievance redressing officer
- Online tracking and feedback by complainant
- Transparency – Details available for every one to peruse
- Automatic escalation to next higher officer in case of delay

ELECTION RESULTS

ICT for Convenience and Engagement

Pl scan this
QR code and
Give us your
feed Back

THANK YOU