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**PRIA**

# research report

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## Impact Assessment Study of PRE Election Voter Awareness Campaign: Centre for Collective and Action, Trivandrum

## ACKNOWLEDGEMENTS

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## CONTENTS

Acknowledgements

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List of Tables

List of Figures

### **Chapter 1 Introduction**

- 1.1 Background of the study
- 1.2 Objectives of the Study
- 1.3 Methodology
- 1.4 Sources of Data
- 1.5 Actual Data Collection

### **Chapter II Input – Output Analysis of Four Main Areas**

- 2.1 The Inputs
  - 2.1.1 Popular Methods/activities carried out
  - 2.1.2 Publicity Through IEC materials
  - 2.1.3 Linkages with Govt., CSO, Media and other groups
  - 2.1.4 Area covered through network partners
- 2.2 The Output – Impact/Effectiveness of PEVAC
  - 2.2.1 Impact/Effectiveness according to the Voters
    - 2.2.1.1 Profile of the Voters
    - 2.2.1.2 Impact/Effectiveness of PEVAC
  - 2.2.2 Impact/Effectiveness according to Key personnel
    - 2.2.2.1 Effectiveness as per Civil Society Organizations (CSO)
    - 2.2.2.2 Effectiveness As per to Potential Candidates
    - 2.2.2.3 Effectiveness As per Media
- 2.3 SWOT Analysis
- 2.4 Suggestions by the Respondents

### **Chapter III Findings & Recommendations**

- 3.1 Findings
- 3.2 Recommendations

Appendices

## LIST OF TABLES & FIGURES

### List of Tables

1. Age of the Voters Page.
2. Sex of voters
3. Marital Status of the voters
4. Religion of respondents
5. Category of voters
6. Education
7. Programmes in which voters participated
8. Programme voters liked most
9. Areas touched upon
10. Usefulness in terms of enhance understanding
11. Usefulness in terms of enhance motivation
12. Legal Entity
13. Programmes participated
14. Usefulness in terms of enhance understanding (CSO)
15. Usefulness in terms of increased motivation
16. Ways of disseminating awareness inputs
17. Usefulness of IEC material on PEVAC
18. Sex of the potential candidates
19. Religion of the potential candidates
20. Category
21. Education of PCs
22. Programmes in which Potential Candidates participated
23. Usefulness in terms of enhanced understanding (PC)
24. Usefulness in terms of increased motivation (PC)
25. Actions initiated after attending PEVAC
26. Emergence of Candidature ship
27. Usefulness of PEVAC during Election Campaign

### List of Figures

1. Sex of Voters
2. Category of voters
3. Programmes in which voters participated
4. Usefulness in terms of enhanced understanding
5. Usefulness in terms of increased motivation
6. Usefulness in terms of increased motivation (CSO)
7. Category of Potential Candidates

## Chapter 1

### INTRODUCTION

#### 1.1 Background of the Study

The administrative and planning system in many countries of the world are centralized. But this system is not suitable for a country like India, which has a huge population with diverse cultures, needs and aspirations. It is in this context that the idea of decentralization of power and planning gains importance.

A major percentage of India's population lives in villages. For many centuries these villages had their own system of governance – the village panchayats. The village panchayats in India had enjoyed considerable judicial and executive powers. They were the traditional institutions of local governance. However, for many reasons the power and autonomy of village panchayats were wrested from them. The constitution of Independent India urged the state governments to take steps to organize village panchayats and to enable them to function as units of self-governance. However, the state governments neglected these grass root level institutions.

The centralized planning and governance had its flaws. The slow progress of development initiatives and lack of people's participation and support highlighted the weakness of centralized administration planning. It was at this juncture that the infinite possibilities of decentralization of power and planning came to force. To make basic changes in the existing administrative system, which is deep rooted, is not as easy task. The government realized that the transfer of power would be futile unless the existing local government bodies are transformed into local self-government bodies. It is on this basis that the govt. decided to decentralize power of planning.

The Panchayati Raj- Municipality act, on the basis of 73rd and 74th amendments of the constitutions came into force in the state on 23-04-1994 and 30-05-1994 respectively. Consequent to the 73rd and 74th amendment to the constitution of India, the local self-government institutions (LSGIs) are to function as the third tier of the government. As per the provision made in the act, a number of powers and responsibilities and projects of the government were transferred to the local self-governments with effect from October 2, 1995. Along with these, the services of the concerned officers were transferred to the local self-government. bodies.

The state government decided to change the name of Local Administration Department to Department of Local self-government. For administrative convenience, the Rural Development Department was merged with the Department of Local Self-government and for the urban administrative matters special arrangement was made in the secretariat. The difference between urban and rural areas is very little in Kerala. So the activities of the Department of urban planning was extended to rural areas and the name of the department was changed in to Town and Country planning. That the state administration could effectively be transformed from centralized to decentralized administration, and importance was given to people's participants in the administration and development sectors were a silent revolution, which took place in Kerala. The state has 991 Grama Panchayats 152 Block Panchayats, 14 District Panchayats, 52 Municipalities and 5 Corporations. In Kerala, LSGIs have been empowered through massive transfer of resources as well as administrative powers. Coupled with a grass root level approach of participatory planning whereby the developmental programmes are identified and implemented through Grama Sabhas, the LSGIs have emerged as effective agencies for the implementation of developmental programmes. The first elections of the three tiers, Panchayati Raj was held in September 1995 and the newly elected assumed power on 2nd October 1995.

It is quite clear that the LSGIs now wield great power and resources at its disposal. Therefore, it has become imperative to ensure social justice and equality at this grass root level. Elections, which are fair and free, are the only way to establish grass root level democracy. The elections become more

important when it pertains to Panchayat Raj institutions as these institutions represents local aspirations and needs. The need of the hour is to conduct free and fair elections, empower local leadership —especially that of women and Dalits, to create awareness among the local population about the election procedures and finally to make the elected representatives accountable for the decisions that they make on behalf of the local population.

By way of amendment made in the Panchayat Raj act the state election commission is armed with ample power. Besides conducting election to the local self-government bodies, they have powers like division of wards, reservation of wards, disqualification of people's representatives, implementation of Prohibition of Defection Act etc. However, it is quite clear that the true spirit of free and fair elections can only be achieved through the active participation of the local population. To ensure people's contribution towards election, it is necessary that they be made aware of their rights and responsibilities as a voter. It is in this context, that PEVAC gains importance.

Elections are the inevitable process of democracy and it comes and goes on a routine basis without having any influence either on the voters or on the candidates or on the society. Why this prevailing situation? Its nothing but because of their ignorance, especially that of the people at lower strata regarding the importance of their right to vote'. It could be noted from the voting percentage of the previous elections that there was a progressive decline in voting percentage indicating a tendency of absenteeism of more people from voting due to one reason or other. Often the justification cited in this regard is that no good comes out of exercising their franchise. Subsequently, the purpose for which PRIs was established i.e. promotion of local governance and community involvement in the field of development becomes unresolved.

This has indeed paved the way for envisioning the Pre-Election Voters Awareness Campaign (PEVAC) to educate and involve the community actively in the election process, with a vision to make the local governance more effective and efficient.

What is PEVAC?

PEVAC is a process with a series of activities carried out with the involvement of different stakeholders at various levels to:

- Create an enabling environment for free and fair election
- Encourage voters to make the best use of their rights of franchise.
- Enable voters to cast their ballots properly
- Enhance voter information on all aspects of elections, enabling voting with appropriate discernment
- Encourage participation of women and members of SC/ST communities both as voters and as candidates.
- Facilitate free and fair elections.
- Generate awareness on responsible electoral behaviour, thereby check participants of dummy candidates.

The three fold objectives of the PEVAC programmes are:-

- To strengthen panchayath level democratic process of election through local leadership
- To conduct panchayath elections based on the core developmental issues and
- To influence democratic process at national/state level by creating better examples of panchayath election.

To attain the set objectives, a number of activities in the form of one-day orientation, half-day orientation programme, meet the candidate programme, Kalajatha, production and distribution of IEC materials etc. were carried out.

SAHAYI, the partner organization of PRIA, New Delhi, is working in Kerala for a decade in the field of strengthening LSGs with a proven record of experience during the PEVAC in the LSG elections in the year 1995 and 2000. SAHAYI, joining hands with other likeminded CSOs in different districts of the state, set foot to organize the same prior to the elections in 2005. The programmes were carried out intensively in two districts viz. Kollam and Kasargod and extensively in all the 14 other districts, to educate the people on election process and allied matters.

Elections are over and new power wielding politicians or non-politicians are at the helm. And now it is a time to sit back and look at the programs and assess how far the interventions were useful/efficient to achieve/obtain the objective of PEVAC activities carried out under the auspices of SAHAYI. This study therefore, is an attempt to probe into the extent to which the PEVAC programmes were useful in sensitizing the people on election process and thereby chalk out appropriate measures/steps to improve the same and bring out better output in the elections to come.

## 1.2 Objectives

Over all objective: To assess the Impact of PEVAC 2005 in Kerala

### Specific Objectives

1. To gain insight into the voters awareness regarding
  - Increased participations of women, dalits and under privileges in the electoral process
  - Decrease in incidents of non-rejection of votes
  - Promotion of free and fair elections
  - Reduction of bogus votes cast.
2. To find out the perceptions of various categories of people regarding PEVAC activities
3. To identify the popular methods/activities carried out for sensitization and mobilizations.
4. To assess the IEC materials produced and the mode of distribution.
5. To identify the various linkages established with NGOs govt. depts., agencies etc
6. To suggest appropriate steps to make the PEVAC programme more effective and efficient.

## 1.3 Methodology

### Geographical area and Universe of the Study

All voters who have participated in PEVAC programmes in the five districts viz. Trivandrum, Kollam, Ernakulam, Wyanad & Kasargodu of the state of Kerala formed the universe and geographical Area of the study.

### Selection of Districts

Although the PEVAC programme was implemented in all the 14 districts of the state of Kerala, for the purpose of the study two intensive districts and 3 extensive districts with representation from North, central and south regions were selected randomly. The 5 districts thus selected for the study were:  
Intensive - Kollam and Kasargode  
Extensive - Trivandrum, Ernakulam & Wyanad



## Selection of Locations

### Intensive Districts

From each of the intensive districts, 5 locations/areas were selected for the study considering the intensity of the PEVAC programmes. Thus a total of 10 locations/areas were selected from the two intensive districts. Care was taken to include a representative sample from rural and urban areas. The locations covered by the study were:-

**Kollam:** Umayannoor, Melila, Paravur, Thrikkadavu, Pathanapuram

**Kasargode:** Balal, Beemanadi, Chittarickal, Mooliyar, Kasargode

### From Extensive Districts

A total of 23 locations with the distribution of 9-12 locations/areas per district giving due representation from urban and rural areas was selected taking stock of the intensity of the campaign. The areas thus selected were:-

**Ernakulam:** Kalamassery, Kadungalloor, Koonammavu, Kadavanthra, Pachalam, Maradu, Njarackal, Cheranalloor, Mamangalam, Kaloor, Manjummal, Edavanakkad, Mulavukad, Elamkunnappuzha, Thrikkakara, Alangad, & Kadamakudy

**Trivandrum:** Kottukal, Karimkulam, Nedumangad

**Wayanad:** Pulpally, Kalpetta, Bathery

Thus a total of 5 districts and 33 locations came under the purview of the study.

## Selections of Respondents

Sample respondents were selected at two levels. One- from the intensive districts and the second - from extensive districts.

Taking stock of the intensity of the campaign, a higher number of sample was taken from the intensive districts compared to the extensive districts.

### From Intensive Districts

A total of 275 respondents were selected randomly from the intensive districts of Kollam and Kasargodu with a distribution of 140 and 135 respectively. Care was taken to include only those who have either participated or witnessed any of the PEVAC Programmes organized by SAHAYI or its collaborating agencies. Due representation was given to urban and rural areas too.

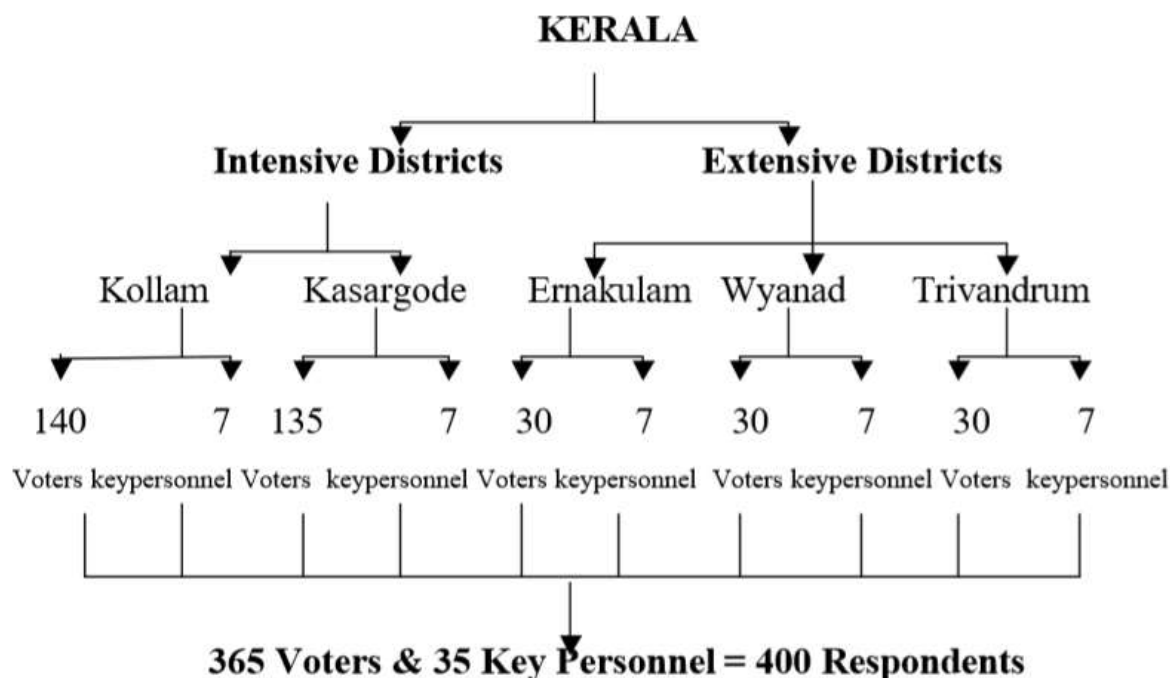
### From Extensive Districts

From each of the extensive districts 30 samples totaling to 90 selected and interviewed from various locations to collect maximum information pertaining to the study.

In addition, 35 Key personnel viz. 6 Potential Candidates (3 per intensive districts) 10 media persons (2/district) and 10 representatives from civil society organizations (2 per districts) were also contacted to have a comprehensive picture of the impact of the PEVAC programs. Thus, a total of 400

respondents (365 voters- 275 from intensive and 90 from extensive + 35 key personnel (15 +10media+10CSO representative) came under the purview of the study.

## SAMPLE DISTRIBUTION



## Methods & Tools of Data Collection

### Methods

Interviews, Focus Group Discussions (FGDs) and informal discussions were the methods adopted for collecting the information pertaining to the study.

### Tools of Data Collection

The tools used for the collection of primary data were: -

- Pre-tested Interview schedules: Were administered among the voters, potential candidates and representatives of CSOs to gather the information.
- Interview Guide:: Was used to collect data from the media persons
- Guidelines for FGD: used for holding discussions with the voters in order to obtain their perceptions and suggestions on the PEVAC programs.

### 1.4 Sources of Data

The respondents of the study constituted the primary data source. The secondary data included documents, reports, publication publicity materials etc pertaining the subject of study.

### 1.5 Actual Data Collection

The data collection was spanned for a period of 2 weeks. Two teams comprising 2-3 investigators spent 1 to 3 days each continuously at a stretch and collected information from the respondents using

the interview schedules and guides. To have an in-depth perception on the subject, one Focus Group Discussion (FGD) each was conducted among the various respondents in the districts of study.

Chapter II

## **INPUT OUTPUT ANALYSIS OF FOUR MAIN AREAS**

The impact assessment study on PEVAC includes 2 aspects, i.e. the inputs given/provided for generating awareness among the people and the output i.e. the awareness created due to the PEVAC activities. This chapter therefore has been divided into two major parts, the inputs given and the output generated.

### **2.1 The Inputs**

Input here refers to the various methods/activities carried out, the linkages made, the publicity materials produced etc. to create awareness among the people on election processes and allied aspects. This section therefore attempts to study various inputs in terms of (a) popular methods/activities carried out (b) publicity given through IEC materials (c) Linkages with govt., CSO, media and other groups and (d) areas covered through network partners.

#### **2.1.1 Popular Methods/Activities Carried Out**

The activities carried out as part of PEVAC programmes can be broadly classified into: -

- ❖ Orientation Programmes
- ❖ Interface programmes
- ❖ Kalajatha
- ❖ Distribution of Information Materials
- ❖ 24-hour election Help line

##### **2.1.1.1 Orientation Programmes**

Orientation to CSOs

At the district level the activities were done with an aim to ensure maximum reach and coverage at the grass root level. In order to do this 'Sahayi' formed district level platforms of like-minded 'Civil Society Organizations' (CSOs), that were willing to extend their services towards PEVAC. Sahayi then conducted one-day orientation programme (TOT) for leaders of the CSOs to equip them with the required knowledge for disseminating the message of the PEVAC programme in their respective areas of operation. Panchayath level half-day orientation programme was also organized for Kudumbashree office bearers, youth clubs, Mahila sangam, political parties, Gandhian organizations etc.

Orientation for General Public

Awareness generation on ward delimitation

In order to create public awareness regarding anomalies in ward delimitation and to motivate them to respond to such anomalies, half-day orientation classes were conducted. In the intensive district of Kollam 2 such classes were held in urban areas and 11 in rural areas, in which 38 people from 2 municipalities and 1456 from 11 Panchayaths participated. In Kasargodu district 6 orientation classes were conducted in rural areas and 2 in Urban areas wherein 559 from 5 Grama Panchayaths and 47 from 2 municipalities participated. The participants in both these districts included Kudumbashree leaders, Anganwadi Workers, Elected representatives and general public.

#### Awareness Generation On Voters List Updation

The aim of conducting half-day orientation classes on this topic was to increase the number of enrolment in the voters list and to remove the anomalies in the voters list. In Kollam 46 such classes in rural areas and 12 in urban areas were organized in which 400 citizens from 2 municipalities and 5957 from 30 Grama Panchayaths took part. In Kasargodu district 37 orientation classes were conducted in rural areas and 10 in urban areas with a participation of 1978 from 30 Grama Panchayaths and 160 leaders from 2 municipalities participated.

#### Awareness Generation On Election Processes And Procedures

With an aim to create awareness among people regarding their rights as voters, importance of casting their votes properly, reduce the number of invalid votes and to help people understand about election procedures, half-day orientation classes were conducted. 27 orientation classes in the urban areas and 43 in the rural areas were conducted in the district of Kollam with a participation of 851 voters from 2 municipalities and 1613 from 43 Grama Panchayaths. In Kasargode district 46 such classes were organized in rural areas and 13 classes in urban areas with 3760 voters from 39 Grama Panchayaths and 1053 from 2 municipalities. The participants in both these districts included Kudumbashree members, Anganwadi Workers students, cashew workers, beedi workers and general public.

#### Awareness Generation for Students & Teachers

With an aim to sensitize students and teachers and to motivate them to participate in the election process, Sahayi conducted orientation classes at colleges. In Kollam district 4 colleges were covered under the programme; 370 students and 20 teachers participated in the programme. As against this 7 colleges were covered in Kasargode district wherein 570 students and 26 teachers participated.

#### Orientation for Potential Candidates

With an intent to improve the knowledge of potential candidates on the process of election, filing nominations, communication and leadership skills, orientation classes were conducted for them. 2 such classes were organized in Kollam district in which 77 candidates participated. Similarly 3 orientation classes were organized in Kasargodu district with 100 candidates participating in it.

### **2.1.1.2 Interface Programmes**

#### Meet the Candidate

This programme was aimed at providing a platform for interaction between the voters and the candidates. The idea of the programme was to bring the candidates on a common platform and allow them to interact with the voters. Interaction of this type would help the voters to judge the candidates' ability to work for the development of their respective wards. 19 programmes (4 in urban and 15 in rural) of this nature was organized in Kollam district with 15 candidates from ULBs and 52 candidates from PRIs and with the participation of 1294 voters. In Kasargodu district 12 such programmes (9 in rural and 3 in urban) were conducted with 79 candidates from PRIs and 42 candidates from ULBs and 2800 voters participating in the programme.

## Interface with Government

For the successful conduct of PEVAC, the cooperation of Government Departments was indispensable. Therefore Sahayi formed links with various Government organizations. This helped in sensitizing the Departments on PEVAC and also to collect updated information regarding election process, procedures, ward delimitation, voters list etc. During the course of the programme various Government organizations including SEC, Public Relations Department, Kudumbashree mission, LSGIs, District Collectorate, District Literacy Mission etc. had helped in many ways.

## Interface with Media

The print and the visual media were extensively used to disseminate the message of PEVAC. Newspapers including The Hindu, Indian Express, Malayala Manorama, Mathrubhoomi, Mangalam, Deshabhimani, Chandrika, Kerala Koumudi and Deepika published news items on PEVAC. The visual media also telecasted news items on PEVAC.

### 2.1.1.3 Kalajatha

Kalajatha was organized to deliver the message of PEVAC to large audiences in a pleasing and effective manner. Kalajatha tried to disseminate the message through the aid of art forms. The team members, consisting of artists and resource persons, traveled from place to place and performed various programmes at predetermined spots.

The programme was designed for the common people so that they could absorb the spirit of PEVAC. The Kalajatha which was performed in 47 spots (42 in rural and 5 in Urban) of Kollam district was directly observed by about 38500 people. In Kasargodu district, the Kalajatha was performed in 34 spots (24 rural and 10 Urban) and 19,000 voters witnessed the event. In the extensive sites, Kalajatha was conducted in 8 spots (4 urban and 4 rural) of Trivandrum district directly observed by about 10,000 people.

### 2.1.1.4 Distribution of Information Materials

Sahayi distributed Pamphlets, cartoons and posters to various stakeholders during orientation classes, formal informal meetings, training programmes and Kalajatha. The information materials were based on the following terms.

Ward delimitation and its process, Need and relevance of updation of voters list Election offences and malpractices, Code of conduct for political parties and contestants, Election process, Guide lines to contestants and Information to voters.

### 2.1.1.5 24 hour Election Helpline

Sahayi set up a 24 hour Election help line, which was aimed at providing information regarding every aspect of election. The queries received in a month.

-which mounted to about 1500 -in the Helpline started by Sahayi, to clear the doubts on election processes is a clear indication to the importance of conducting intensive PEVAC in Kerala. The calls were received from the Contesting Candidates, Returning Officers, Political Parties and their Authority and the General Public. The queries exposed the issues of lack of proper orientation among the different sections of people about election process.

### 2.1.2 Publicity through IEC Materials

Pre-election voters awareness campaign was conceived with the following objectives: -

- To conduct free and fair elections

- To inform the people about ward delimitations
- To prepare a complete voters list
- To help people understand the importance of exercising their franchise
- To promote and prepare capable and interested person for candidature ship
- To educate the candidates on processes and procedures involved in election and also leadership qualities
- To educate people on proper voting
- To reduce election malpractices corruption and other improper activities.
- To strengthen democracy at the grass root level
- To promote the underprivileged section of the society to participate in election processes.

To achieve the objectives spelt out above, Sahayi's team worked out several strategies like orientation classes, Kalajatha, Meet –the- candidate programme, preparation of IEC materials etc. This section deals with the IEC materials produced and distributed to obtain the afore mentioned objectives. IEC materials produced can be categorized broadly in to two (1) leaflets (2) notices and posters.

### **2.1.2.1 Leaflets**

Six sets of leaflets on various election related topics were produced jointly by PRIA and Sahayi. Titles of the various leaflets were (1) information for voters (2) code of conduct for political parties and candidates (3) Information for candidates (4) Electoral corruptions and crimes (5) Election process and (6) Ward delimitation

#### **(a) Information for Voters**

This leaflet, which was meant for the voters, aimed at imparting education to them on various aspects related to election and election process. It includes information on identification of voters, prevention of bogus votes, distribution of ballot paper, types of ballot papers, voting, conclusion of polling, tendered vote, and voting by the blind and disabled.

#### **(b) Code of conduct for Political parties and Candidates**

The leaflet on the code of conduct spells out four factors (1) Common code of conduct (2) Procedures of public meeting (3) Procedures for the conduct of procession and conduct on Election Day. Each of these topics had been presented in a lucid manner in the pamphlet.

### (c) Information for Candidates

The content of this leaflet throws light on information that a candidate should be aware of. Subsequently, it includes the qualifications required for a candidate, the disqualification and certain dangers against which he/she should be aware of. In fact, it is guideline at the lower strata to come forward and file their nominations to the elections.

### d) Electoral Corruptions and Crimes

Write up in this regard is a precautionary measure taken to be vigilant against the possible electoral crimes and corruptions. The areas touched upon through this leaflet are corruption, aims for which corrupted money is utilized, persons who tempt, inappropriate influence, individual references, booth capture, last minute's meeting, disturbing election meeting, control of print media, breaking the secrecy of voting, unruly behaviors and capturing votes at the polling station. The write-ups were prepared in a manner comprehensible even to the last man.

### e) Election Process

Every five-year, we come across elections. But if we ask any one on the process of elections, not many will be able to explain comprehensively. The leaflet jointly prepared and presented by Sahayi and PRIA is an exception, as it explains the whole process in a nutshell using simple language. It touched upon topics like, Declaration of election, Nomination, Symbols, Electioneering, Election expenditures, Election process, Counting of votes, Information to candidates and his agents, Rejection of Ballot paper and Declaration of results.

### f) Ward Delimitation

A clear-cut picture on the ward delimitation is being explained in a simple language in this leaflet. It spells out the procedures & criteria of reallocation, measures to be followed in determining the boundaries, and the precautions to be taken while using their right to vote in a free and fair manner.

Needless to say, that these print outs were indeed an effective mechanism for spreading the message of PEVAC to each and every person. Irrespective of the socio-demographic variations or geographic variation, the responses from the CSOs too indicated the significance that these print outs had rendered in educating the voters to use their rights in a useful manner.

#### **2.1.2.2. Notices & Posters**

In addition to the leaflets prepared and distributed, a number of notices were also printed and distributed among the masses elaborating on the proper use of their right to vote.

#### Posters

Preparation of posters inscribing the messages of PEVAC was yet another type of IEC materials produced by Sahayi. These posters were helpful in making the PEVAC programmes to reach maximum number of people across the different districts of the state.

#### **2.1.3 Linkages with Govt. CSO, Media and Other Groups**

Envisioned to reach to maximum number of people, Sahayi, the forerunner of PEVAC activities in Kerala had made efforts to build linkages with various govt. and non-govt. departments and agencies. Subsequently, a networking was established at four levels: (a) with govt. (b) With CSOs (c) With Media and (d) with Academia

### 2.1.3.1 Collaboration with Govt.

Linkages with various govt. departments /agencies was fruitful to a great extent in disseminating information to public on election process and allied aspects. Networks built in this regard were with state election Commission, Dept of Local Self Government – Public Relation dept. Kudumbashree mission, State Literacy Mission, Kerala Institute for Local Administration (KILA), Law and order machinery

How the Collaboration worked out

#### State Election Commission

Link with the State Election Commission (SEC) that began at the first quarter itself was useful in obtaining information on election process and procedures. Similarly, it also assisted in procuring the CD of draft voters list of the state. Moreover, the presence of the State Election Commissioner at the state level programme of PEVAC was indeed a boost to SAHAYI in making the PEVAC programme more vibrant. SEC could not endorse the leaflets, although it had agreed earlier. Nevertheless, the mutual support and encouragement extended to PEVAC activities was of great help in educating the people on matters related to election process.

#### Department of Local Self Government

Interaction and discussion with Mr. Kutty Ahammedkutty, Minister of Local Administration and Mr. Vijayanand IAS, Secretary was helpful in planning and implementing the PEVAC activities effectively. The duo appreciated the efforts of Sahayi and extended their full support to the programme. The linkage also assisted in securing right information regarding election process and procedure and disseminating the same to the public.

#### Public Relation Department.

Networking with the Public Relation Department of Kerala resulted in the recording of the history of Sahayi's intervention in strengthening of Local Self Government Institutions through government's popular programme Sutharya Keralam on Doordarsan.

#### Kudumbashree Mission

With an intent to involve Kudumbashree members in the efforts of educating people on election process and allied aspects Sahayi team had a preliminary discussion with Shri. T.K. Jose IAS, Kudumbashree Director. His support was a boost for the programme as CDS leaders became a part of the programme through their induction in TOTs conducted at district level.

#### Law and Order Machinery

Link with police department officials was essential in PEVAC activities as the use of public address system is restricted in Kerala. Hence, the liaison was instrumental in obtaining permission to use mike and public address systems. The services of Mr. Manoj Abraham IPS, City Police Commissioner and Mr. Sivaram DYSP (Rural) needs special mention assistance as their assistance made the journey of Sahayi in conducting the PEVAC activities in a smooth manner.

The Engagement/collaboration with govt. departments/agencies in conducting the PEVAC programme was crucial as details pertaining to election process and allied aspects were in the hands of these departments. Moreover, their moral support and encouragements did indeed assist Sahayi in carrying out the programmes effectively to a certain extent.

#### State Literacy Mission



Literacy workers/ Prereks who are actively involved in educating people at the grass root level were utilized in spreading the message of PEVAC to the last man in various communities. Effort in this regard had enhanced a better coverage to the programme and had accelerated the effectiveness of the programme. Shri. K Gopakumar, the executive director, State Literacy Mission had rendered his full-fledged support and co-operation towards the same.

Training Of Trainers (TOT) was conducted for the Nodal prereks in selected districts. Their service in the voters list updation process was much acclaimed. Moreover, participation of district co-ordinators and prereks in the publicity campaign through the distribution of learning materials too requires special mention.

#### Kerala Institute for Local Administration (KILA)

The tie-up with KILA was instrumental in conducting awareness cum orientation programme for leaders of political parties on the importance of fielding proper candidates for LSG election and of the importance of LSG in social and economic change. The involvement of Dr. P.P Balan, Director KILA enhanced the support of KILA towards the PEVAC activities.

Nevertheless, it is also to be noted that the liaisoning work carried out with govt. departments was limited to the headquarters. Tie-ups and linkages with govt. officials at district level would have produced better effect and results. Further, their involvement was restricted merely to the procurement of IEC materials pertaining to election process and allied matters and also in obtaining certain permissions. If we keep aside these, the net output of the involvement of these departments was very much limited. Hence, in future their involvement could be extensively utilized facilitating a better output from the PEVAC programmes.

#### 2.1.3.2 Collaboration with CSOs

Collaboration with CSOs was worked out at three levels a) formation of state level forum of CSOs (steering Committee) b. Formation of state level Advisory Committee for PEVAC and © Formation of district level platform.

##### Steering Committee (Formation of State level forum of CSOs)

In order to promote a state collaborative endeavor for wider coverage and making the PEVAC a joint effort of various organization and institutions, a state level forum comprising of the heads of 7 organizations was constituted and a series of discussions were organized to detail out intervention strategies and collective work. The members of the steering committee were:

1.	Sahayi	G.Placid (Convener)
2.	Gandhi Smaraka Nidhi	Prof. N. Radhakrishnan
3.	Mithranikethan	Dr.Raghu
4.	Swaraj Kerala	Sri.L.Pankajakshan
5.	B.P Moideen Seva Mandir Kozhikkodu	Ms. Kanchana Kottangal, Director
6.	KANFED	Dr.Sivadasan Pillai
7.	Confederation of NGO's of Rural India	Sri. Balagopal

## Observation and Reflection

The steering committee was constituted with persons of high profile position, with a view that, their leadership will contribute more acceptability and impartial nature to Sahayi's PEVAC activities in the highly politicized society. Moreover, Sahayi could capitalize on the cooperation and participation of the networks they are heading. We felt that, the formation of the steering committee of high stature personalities helped Sahayi to carry out the PEVAC activities with authenticity to a certain extent. The steering committee didn't directly take part or involve in PEVAC activities and that may be the reason, why their role has not gained a place in the report. But they motivated their group members in different areas to actively collaborate with the Sahayi's programme. They also helped in disseminating the PEVAC message through circulating the educational materials among the target groups they represent.

### State level Advisory Committee for PEVAC

As a strategy to support and guidance to various institutions and networks in PEVAC, a state level advisory committee was constituted with distinguished persons from both Government and Non-governmental agencies. The first meeting of advisory committee was held on 18.07.2005 at Trivandrum Hotel. Dr Sivadasan Pillai (Chairman KANFED), Mr Balagopal (Chairman CNRI & Director of KEDES), Dr Raghu of Mithranikethan and the director and staff member of Sahayi and Anil Bala of PRIA participated in the meeting. With the support and guidance of advisory committee and steering committee, Sahayi organized the state level and district level inauguration of PEVAC and a series of workshops and trainings at state level and district level on PEVAC. The members of the committee were:-

- |    |                        |   |
|----|------------------------|---|
| 1. | Dr.Sivadasan Pillai    | KANFED  |
| 2. | Prof. N. Radhakrishnan | Chairman Institute of Gandhian Studies                              |
| 3. | Sri. Balagopal         | Director, KEDES and Chairman CNRI                                   |
| 4. | Prof.TSN Pillai        | Chairperson, Sahayi   |
| 5. | Mr.C.Gouridasan Nair   | Sr.Correspondent,The Hindu & President of Kerala Working Journalist |
| 6. | Mr.K.Viswanathan       | Director, Mithanikethan   |
| 7. | Mr.Konni Gopakumar     | Director, Literacy Mission, Kerala                                  |
| 8. | Dr.P.P.Balan           | Director KILA   |

During the meeting of the committee two suggestions were unanimously proposed.

1. To employ intense focus on the marginalized sections especially, the tribal, dalit and poor women in ensuring their full maximum representation in LSG Elections and
2. To undertake intensive awareness to the public on the election process.

The committee was also actively involved in the organization of workshops related to election process and allied matters.

## Observation and Reflection

The programmes and policies of PEVAC were formulated taking into account of the advices of the Advisory committee consisting eminent personalities. As the members are very eminent persons, their

good will gained from such a move itself is an achievement. Further, it was constituted only for the purpose of getting necessary advice and guidance during the PEVAC. That objective could be achieved.

#### District Level Platform

To reach to the people at the grass root level especially in the remotest villages it was necessary to form district level platform of agencies/organizations. Subsequently district level platforms were created in all the 14 districts by including NGOs of high reputation and tract record. The key agencies with which district level activities were carried out are.

Thiruvananthapuram - Swaraj Kerala

Pathanamthitta	- World Vision
Alappuzha	- Kuttanad Vikasana Samithi & Win Centre
Ernakulam	- CASP Rajagiri, PCSJ, Ernakulam
Trichur	- SEARCH
Kottayam	-Vijayapuram Dioces Social Service Society
Idukki	- SAMSKRITI, District Youth Club Union
Kozhikkode	- BP Moideen Seva Mandir - Kerala Sarvodaya Mandalam, KANFED
Malappuram	- Swaraj Kerala
Palakkad	- Mythri
Kannur	- Kerala Sarvodaya Mandal, World Vision
Wyanad	- Shreyas Social Service Centre, Mirror, Voice
Kasargode	- Sahayi, SEDs

#### 2.1.3.3 Engagement with Media

Sahayi team strengthened its network with visual and print media in order to educate the people on election processes and allied matters through the media. Their support and efforts had greatly contributed to the spread the message of PEVAC to a larger number of communities in various districts.

##### Engagement with Visual Media

Major tie-ups made with the visual media included network with Asianet Cable vision and Kairali T.V

Both these channels had telecasted PEVAC programmes through their channel. Kairali T.V had telecasted an interview with Mr. G. Placid, Director Sahayi, on Sahayi's intervention to strengthen LSGIs and the PEVAC programmes. Matters related to poll offences and malpractices during elections, general awareness to voters from ward delimitation to the casting of votes etc were touched upon during the interview.

Asianet cablevision on the other hand had telecasted a documentary programme on Sahayi and Pre-election Voter's Awareness Campaign (PEVAC). It included a narration on poll process and procedures, code of conduct, political parties, election offences, malpractices and general awareness to voters. The program was telecasted on 23.09 .2005 at 6.30pm. Similarly, a programme of 10mts duration depicting Sahayi's efforts to educate voters including clippings of Kalajatha has been

telecasted twice for two days in local channel- KCCC of Kasargodu. Another local channel- c-net-telecasted a programme on PEVAC for two days. Similarly, ACV channel of Kanhangad telecasted a 12 minutes talk by P.K Kunjuraman, Associate Project Manager, on Election code of conduct and Malpractices.

#### Print Media

Sahayi team also had a close networking/collaboration with print media. This was positively used in disseminating the information pertaining to election process and other allied matters. Similarly, a series of write-ups on election related topics were prepared by Shri. G. Placid, director, Sahayi and was published it on a number of days. Wide publicity to the programs through the media was possible only because of this collaboration with the print media.

Undoubtedly, the close collaboration that Sahayi built up during the period was helpful in giving wide coverage to the programme of PEVAC. The publicity given through both these were helpful to a certain extent in making the people aware of the election process and allied matters and thereby increase the participation of women, dalits and underprivileged in election, to reduce the bogus votes, to deduce the non rejection vote and to promote free and fair election. Nevertheless, it was observed that the utilization of these were very much limited. Promotion of strong tie-ups at the district level could bring about better and effective results from these programmes.

#### 2.1.3.4 Collaboration with Academia

Academia formed a major group of voters in election. It was also learnt that even the University level students and teachers were having little awareness on Local Administration, Local Development, and People's Participation etc. Realizing the fact, Sahayi decided to spread the message of PEVAC through the colleges and parallel colleges. Hence, circular indicating details of PEVAC and the role of academic institution in PEVAC was sent to colleges and universities. A training too was organized for the representatives from colleges. Sahayi has succeeded in creating awareness among thousands of students by calling the attention of colleges on the importance of enrolling the name and participating in PEVAC. Nevertheless only 45 professional/parallel colleges could be covered due to manpower constraints and resource crunch. Major colleges covered were Rajagiri College of Social Sciences, Kalamassery, Loyola College of Social Sciences, Trivandrum and two other colleges in Kannur.

It is noted, that PEVAC activities through colleges/academic institutions could enhance the knowledge of the growing generation on election process. Educating them in a way will assist in spreading the message to every nook and corner of the communities adjacent to the particular academic institution/colleges. Subsequently, in future, the PEVAC activities could cover more colleges and for that matter could utilize the service of NSS coordinators in the colleges.

Thus, an overall picture of the linkages showed that in spite of the number of tie-ups, its utilization in the spread of the message of PEVAC was very much limited except in certain areas. It is therefore suggested that more CSOs including SHGs could be linked to the programme. Similarly, they should be encouraged/instructed to build tie-ups with district /local level govt. offices, visual and print media, facilitating a better spread of the message of PEVAC at the grass root level.

#### 2.1.4 Area Covered Through Network Partners

This subsection highlights the effort of Sahayi in reaching out to as many corners of the state as possible. Recognizing the limitation of reaching by the sole effort of Sahayi team, they worked out linkages with NGOs, Kudumbashree units, SHGs of various districts. Subsequently, the team identified one nodal agency each in every district to co-ordinate the district level PEVAC activities. Simultaneously, tie-ups had also been made with other voluntary organizations of various districts to give maximum coverage to the PEVAC activities. Thus, networking had been secured with 86 NGOs scattered across the state.

Although, the activities could not be carried out to each and every nook and corner of the various districts, certain areas of the 14 districts of the state of Kerala could be covered through the PEVAC programmes. Thus the area covered for the programme could be stated as the whole state but with limited locations in each district. Nevertheless, in two districts viz, Kollam and Kasargode, the programme was implemented intensively.

## **2.2 The Out Put – Impact/ Effectiveness of PEVAC Programme**

This section details out the extent of effectiveness of the PEVAC activities which aimed at enhancing the understanding of people on election process and allied matters and thereby motivating them and others to exercise their franchise in a most effective manner. The analysis has been carried out at two levels. 1. Impact/ Effectiveness of the PEVAC according to the voters and 2. According to the Key personnel.

### **2.2.1 Impact/ Effectiveness According to the Voters**

This subsection has been analyzed in terms of the profile of the voters and impact/ effectiveness of PEVAC in relation to understanding of the concepts related to election process and allied matters and subsequent enhancement of their motivation.

#### **2.2.1.1 Profile of the Voters**

The profile of the respondents was studied to analyze which category of people benefited most from the various programmes of PEVAC. Variables such as age, sex, marital status, religion, category, education and occupation were considered in this regard.

##### **Age**

Age of the voters is an important factor that affects the election process. People belonging to the age group 20-40 i.e., the youth play a major role in the election process because many of the candidates and active political party workers belong to this category. It should also be noted that many among this age group, mainly college students and the employed have a tendency to abstain from voting. Clearly, to attain the objectives of PEVAC this age group needs to be given ample exposure through the programmes.

The data revealed that in the intensive districts around 56% of the people covered were youth and in the extensive districts it was around 4.8%. This is indeed a positive factor, considering the importance of the youth in the election process. The data also showed that the middle aged (41-60) also have been given good expressive through the PEVAC programme. While 37% of the people covered in intensive districts were middle aged, it was 50% in the extensive districts. Clearly, in both the intensive and extensive districts, people in the age group 20-60, a major portion of the voting population, received exposure through the PEVAC programmes.

With respect to the coverage of the programme in the rural and urban areas the data showed that in the rural regions of the intensive districts people belonging to the age group 31-40 (32.5%) received the maximum exposure followed by the age group 41-50 (29%) and the age group 20-30 (21.5%). As against this, 36% of those in the age group of 20-30 in the urban region of the intensive districts participated in the PEVAC programme. The age group 31-40 (26.7%) and age group 51-60 followed the above with 26.7% and 14.7% each.

In the rural regions of the extensive districts, people belonging to the age group 41-50 (31.7%) received the maximum exposure followed by the age group 20-30 (26.7%) and the age group 31-40 (25%). In the urban regions of the extensive district the age group 41.50 (40%) received the maximum exposure followed by the age group 20-30 (23.3%) and 31-40 (16.7%). (Refer table no.1)

**Table No. 1 Age of Voters**

Intensive/ Extensive	Rural / urban	Age						Total
		<20	20-30	31-40	41-50	51-60	>60	
Intensive	Rural	4 2.0% 100%	43 21.5% 61.4%	65 32.5% 76.5%	58 29.0% 89.2%	27 13.5% 71.1%	3 1.5% 23.1%	200 100% 72.7%
	Urban		27 36.0% 38.6%	20 26.7% 23.5%	7 9.3% 10.8%	11 14.7% 28.9%	10 13.3% 76.9%	75 100% 27.3%
	Total	4 1.5% 100%	70 25.5% 100%	85 30.9% 100%	65 23.6% 100%	38 13.8% 100%	13 4.7% 100%	275 100% 100%
Extensive	Rural		16 26.7% 69.6%	15 25.0% 75.0%	19 31.7% 61.3%	10 16.7% 71.4%		60 100% 66.7%
	Urban		7 23.3% 30.4%	5 16.7% 25.0%	12 40.0% 38.7%	4 13.3% 28.6%	2 6.7% 100%	30 100% 33.3%
	Total		23 25.6% 100%	20 22.2% 100%	31 34.4% 100%	14 15.6% 100%	2 2.2% 100%	90 100% 100%

## Sex

One of the main aims of PEVAC was to encourage participation of women, in the elections, both as voters and as candidates. In order to achieve this aim it is imperative that women be given maximum exposure to the PEVAC programmes.

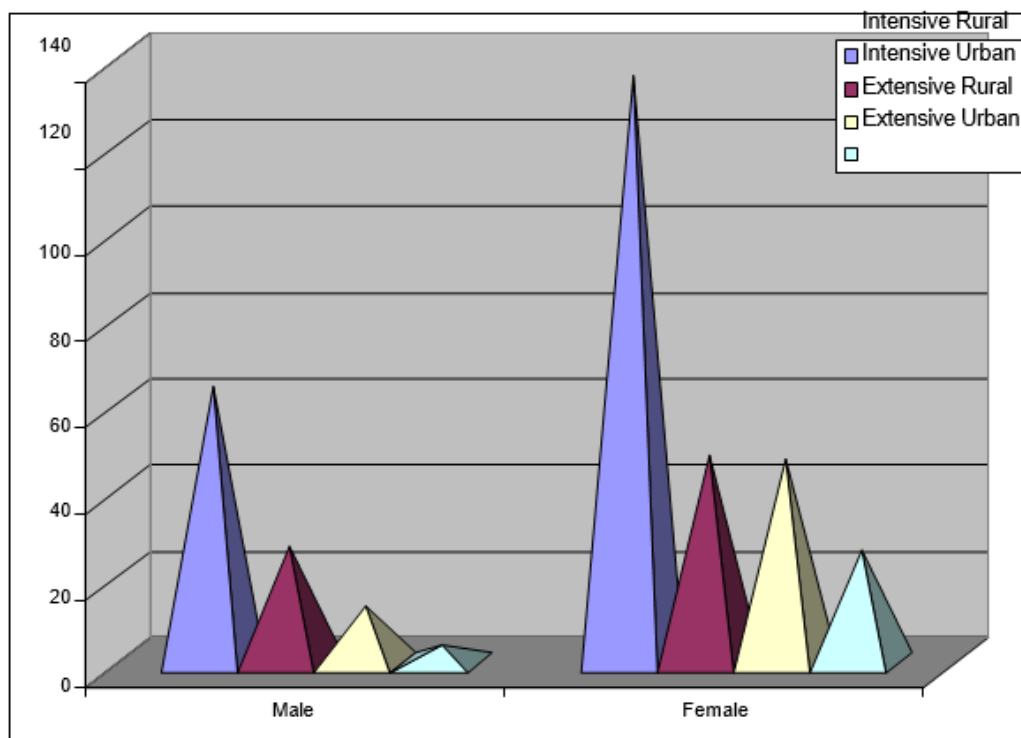
The data in this regard revealed that 66.9% of those who took part in the PEVAC programmes in intensive districts were females. It was 81.1% in the extensive districts. This showed that great efforts had made by the organizations in giving maximum coverage to women through the PEVAC.

In the rural areas of the intensive districts, 68% of those covered under the PEVAC were women and in the urban areas it was 64%. With regard to the participation of women in extensive districts it was seen that 78.3% from rural and 86.7% from the urban had been involved in the PEVAC programme in one way or other. (Refer table No.2 & figure No.1)

Table No. 2 Sex of Voters

Intensive/ Extensive	Rural / urban	Sex		Total
		Male	Female	
Intensive	Rural	64	136	200
		32.0%	68.0%	100.0%
		70.3%	73.9%	72.7%
	Urban	27	48	75
		36.0%	64.0%	100.0%
		29.7%	26.1%	27.3%
Total	91	184	275	
	33.1%	66.9%	100.0%	
	100.0%	100.0%	100.0%	
Extensive	Rural	13	47	60
		21.7%	78.3%	100.0%
		76.5%	64.4%	66.7%
	Urban	4	26	30
		13.3%	86.7%	100.0%
		23.5%	35.6%	33.3%
Total	17	73	90	
	18.9%	81.1%	100.0%	
	100.0%	100.0%	100.0%	

Figure No. 1 Sex of Voters



### Marital status

The data pertaining to the marital status of the voters indicated that in the intensive districts, among those covered through the PEVAC programmes, 83.6% were married, 15.6% were unmarried and 0.7% were widows/widowers. In the extensive districts, the marital status of people covered through PEVAC showed that 87.8% were married, 8.9% unmarried and 3.3% were widows/widowers.

Region wise distribution (rural –urban) showed that 85.5% & 78.7% of the participants in the rural & urban areas of the intensive and extensive districts respectively were married. Among the others, 14% & 20% each were unmarried and .5% and 1.3% each were widows/widowers in the rural and urban regions of the intensive & extensive districts.

In the rural region of the extensive districts, 90% of the people covered under PEVAC were married, 8.3% were unmarried and 1.7% were widows/widowers. In the urban areas of the extensive districts, 83.3% were married, 10% unmarried and 6.7% widows/widowers. (Refer table no.3)

**Table No. 3 Marital Status of the Voters**

Intensive/ Extensive	Rural / urban	Marital Status			Total
		Married	Unmarried	Widow/Widower	
Intensive	Rural	171	28	1	200
		85.5%	14.0%	.5%	100%
		74.3%	65.1%	50.0%	72.7%
	Urban	59	15	1	75
		78.7%	20.0%	1.3%	100%
		25.7%	34.9%	50.0%	27.3%
Total		230	43	2	275
		83.6%	15.6%	.7%	100%
		100%	100.0%	100.0%	100%



Extensive	Rural	54	5	1	60
		90.0%	8.3%	1.7%	100%
		68.4%	62.5%	33.3%	66.7%
Urban	Urban	25	3	2	30
		83.3%	10.0%	6.7%	100%
		31.6%	37.5%	66.7%	33.3%
Total	Total	79	8	3	90
		87.8%	8.9%	3.3%	100%
		100%	100.0%	100.0%	100%

## Religion

Religion wise distribution of the voters showed that majority of the voters (62.5%) covered by the PEVAC programme were Hindus in the intensive districts. Christians and Muslims followed the above with 27.3% and 1.2% respectively. In the extensive districts 45.6% were Hindus, 50% Christians and 4.4% Muslims.

Rural-urban variation in this regard portrayed that while 53% of the rural people were covered by the PEVAC in the intensive districts, it was only 43.3% in the extensive districts. In the extensive districts Christians had been greatly covered (51.7%) compared to those in intensive districts (37%). Muslims covered by the programme were only 9.5% and 5% in the rural areas of intensive and extensive districts respectively.

As regards the religion wise coverage of the population in the urban areas, it was seen that both in the intensive and extensive districts Hindus dominated with 88% and 50% each. However, coverage of Christian communities in the intensive & extensive districts showed a marked difference. While the coverage was 46.7% in extensive districts it was only 3% in the intensive. This could be due to the variation in the distribution of households. Muslims covered by the programme were 10.7% and 3.3% in the intensive and extensive districts respectively. (Refer table no.4)

**Table No. 4 Religion of Voters**

Intensive/ Extensive	Rural / urban	Religion				Total
		Hindu	Christian	Muslim	Mixed	
Intensive	Rural	106	74	19	1	200
		53.0%	37.0%	9.5%	.5%	100%
		61.6%	98.7%	70.4%	100%	72.7%
Urban	Urban	66	1	8		75
		88.0%	1.3%	10.7%		100%
		38.4%	1.3%	29.6%		27.3%
Total	Total	172	75	27	1	275
		62.5%	27.3%	9.8%	.4%	100%
		100%	100.0%	100.0%	100%	100%
Extensive	Rural	26	31	3		60
		43.3%	51.7%	5.0%		100%
		63.4%	68.9%	75.0%		66.7%

Urban	15 50.0%	14 46.7%	1 3.3%	30 100%
	36.6%	31.1%	25.0%	33.3%
Total	41 45.6%	45 50.0%	4 4.4%	90 100%
	100%	100.0%	100.0%	100%

### Category

One of the aims of the PEVAC programmes was to encourage participation of SC/ST communities, both as voters and as candidates. Hence an analysis of the coverage of these communities through the PEVAC programmes was carried out with respect to the achievement of the objectives of PEVAC

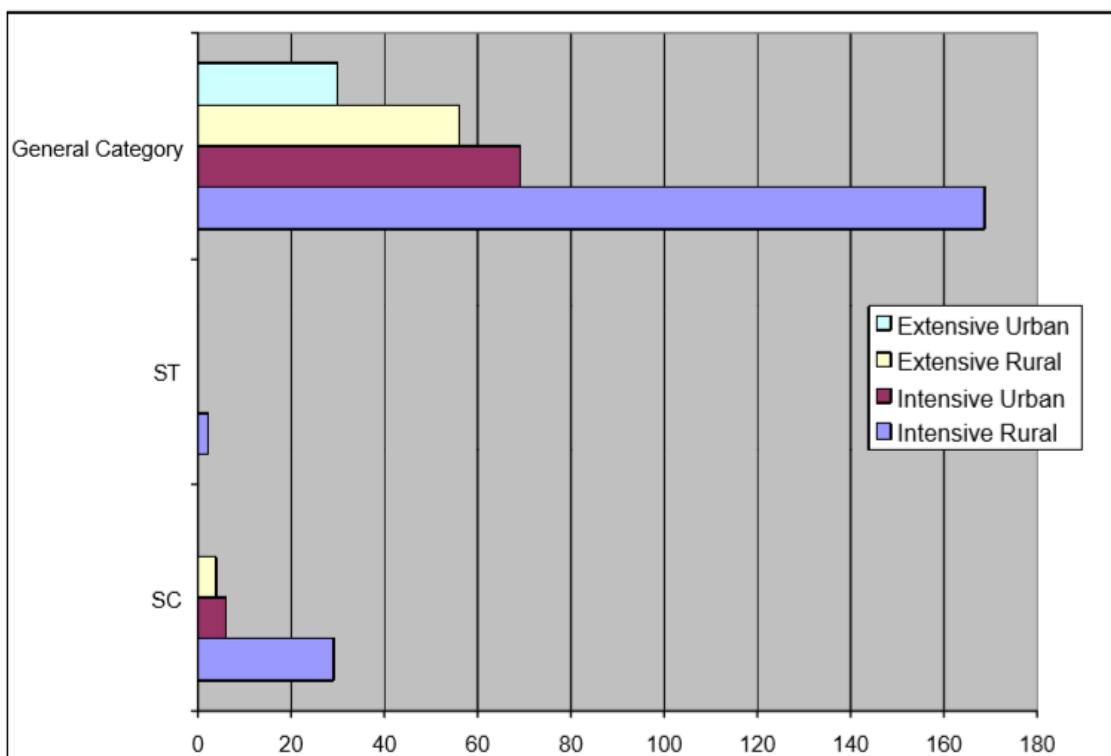
On analyzing the data, it was found that only a limited number of those belonging to the dalit communities were covered by the programmes of PEVAC. As against the 86.5% of the general people covered in the intensive districts, the participation of SCs and STs was only 12.7% & .7% each. The figures from the extensive districts was still discouraging as only 4.4% of belonged to SC category. All the rest i.e. 95.6% who took part belonged to the general category. Clearly the efforts to reach out the SC/ST category were insufficient in the both areas especially in the extensive districts.

Region wise analysis showed that in the rural regions of the intensive districts, 14.5% of those covered under the PEVAC programme were SC, 1% ST and 84.5% belonged to general category. Similarly, in the urban regions of the intensive districts 8% were SC & 92% belonged to general category. With regard to the extensive districts it was seen that SCs covered were solely in the rural areas i.e., 6.7%. The remaining people 93.3% belonged to the general category. Cent percent of those participated in the urban areas of the extensive were from the general category. Evidently, there is a need to give more focus on the SC/ST category during the next PEVAC activity, as they are often the marginalized section. (Refer table no.5 & figure no 2)

**Table No. 5 Category of Voters**

Intensive/ Extensive	Rural / urban	category			Total
		SC	ST	General	
Intensive	Rural	29 14.5%	2 1.0%	16 9 84.5%	200 100.0%
	Urban	6 8.0%		69 92.0%	75 100.0%
	Total	35 12.7%	2 .7%	23 8 86.5%	275 100.0%
Extensive	Rural	4 6.7%		56 93.3%	60 100.0%
	Urban			30 100.0%	30 100.0%
	Total	4 4.4%		86 95.6%	90 100.0%
		100.0%		100.0%	100.0%

**Figure No. 2 Category of Voters**



### Education

Educational profile of the voters who participated in the PEVAC programmes pointed out that in the intensive districts, maximum number of respondents (35.6%) had studied up to 10th Std (SSLC). Those with secondary and pre-degree level of education followed it with 22.9% and 18.9% each. In line with the figures in intensive districts, among the participants of the extensive districts 42.2% of them had only SSLC. Among the rest, 23.3 and 16.7% each had pre-degree and graduation.

The rural areas of the intensive districts, the minimum number of people covered PEVAC had SSLC (36.5%) followed by people with pre-degree (36.5%) followed by people with pre-degree (21.5%). In the urban areas of the intensive districts, maximum had SSLC (33.3%) followed by secondary level (28%) primary and pre-degree (12%).

Educational level of the participants in the rural areas of the extensive districts highlighted that while 46.7% had 10th class education, 20% and 16.7% each were pre-degree holders and graduates. The corresponding figures of those in the extensive districts were 33.3% with SSLC, 30% with Pre-degree and 16.7% with graduates.

Generally, it is the people with low levels of education who have less awareness regarding various aspects of the election. Hence, the PEVAC programmes should ideally have given more focus to people with low education.

From the data it is seen that in the intensive districts around 12% of the people covered through PEVAC had low level of education (illiterate and primary level) and in the extensive district it was only around 7%.

Clearly there is a need to focus more on the people with low-level of education, especially those living in remote areas and belonging to ST/SC categories. (Refer table no.6)

**Table No. 6 Education of Voters**

Intensive/ Rural / Extensive urban	Education							Total
	Illiterate	Primary	Secondary	SSLC	Predegree	Graduate	Post Graduate	
Intensive Rural	5	12	42	73	43	19	6	200
	2.5%	6.0%	21.0%	36.5%	21.5%	9.5%	3.0%	100%
	41.7%	57.1%	66.7%	74.5%	82.7%	90.5%	75.0%	72.7%
Urban	7	9	21	25	9	2	2	75
	9.3%	12.0%	28.0%	33.3%	12.0%	2.7%	2.7%	100%
	58.3%	42.9%	33.3%	25.5%	17.3%	9.5%	25.0%	27.3%
Total	12	21	63	98	52	21	8	275
	4.4%	7.6%	22.9%	35.6%	18.9%	7.6%	2.9%	100%
	100.0%	100.0%	100.0%	100%	100.0%	100.0%	100.0%	100%
Extensive Rural	1	2	6	28	12	10	1	60
	1.7%	3.3%	10.0%	46.7%	20.0%	16.7%	1.7%	100%
	50.0%	50.0%	66.7%	73.7%	57.1%	66.7%	100.0%	66.7%
Urban	1	2	3	10	9	5		30
	3.3%	6.7%	10.0%	33.3%	30.0%	16.7%		100%
	50.0%	50.0%	33.3%	26.3%	42.9%	33.3%		33.3%
Total	2	4	9	38	21	15	1	90
	2.2%	4.4%	10.0%	42.2%	23.3%	16.7%	1.1%	100%
	100.0%	100.0%	100.0%	100%	100.0%	100.0%	100.0%	100%

### 2.2.1.2. Impact /Effectiveness of PEVAC

To assess the effectiveness of the interventions made under PEVAC programs, variables such as the programmes in which they participated, the programme they liked most, areas touched upon, usefulness of the programme, and usefulness in terms of enhanced understanding and increased motivation, were considered.

#### Programmes In Which They Participated

Orientation classes (Half day & one day), Kalajatha, Meet the candidate programme and Voters' list updation were the major programmes carried for creating awareness among the voters within PEVAC programme purview. The participation of the people in different programs is a key factor in the success rate. The data in this regard showed that in the intensive districts, 'Kalajatha' was attended/ witnessed by a higher number than the other interventions. Rural-urban scenario indicated 52.3% and 20% of the voters in rural and urban areas of the intensive districts respectively had taken part in the 'Kalajatha'. Nevertheless, in the extensive districts, orientation classes was the major PEVAC programme in which most participated i.e. 66.6% of the people in rural and 33.3% in urban had participated in the PEVAC orientation programmes. The variation in the conduct of various programmes could be a leading factor in the proportionate change in participation in various programmes. From the data, it could be assumed that Kalajatha had been widely organized in the intensive districts compared to extensive districts. Similarly, orientation classes in the extensive districts in relation to the intensive districts were organised.

Participation in orientation classes seconded the Kalajatha programme in the intensive districts irrespective of rural and urban differentiation. As against 48.7% participation in the rural only 13% from urban took part in the orientation classes, which was either half day or one-day duration. Compared to

the above, in the extensive districts, it was 'Meet the Candidate programme' that ranked second. 17.7% and 5% of the people from rural and urban had participated in this regard.

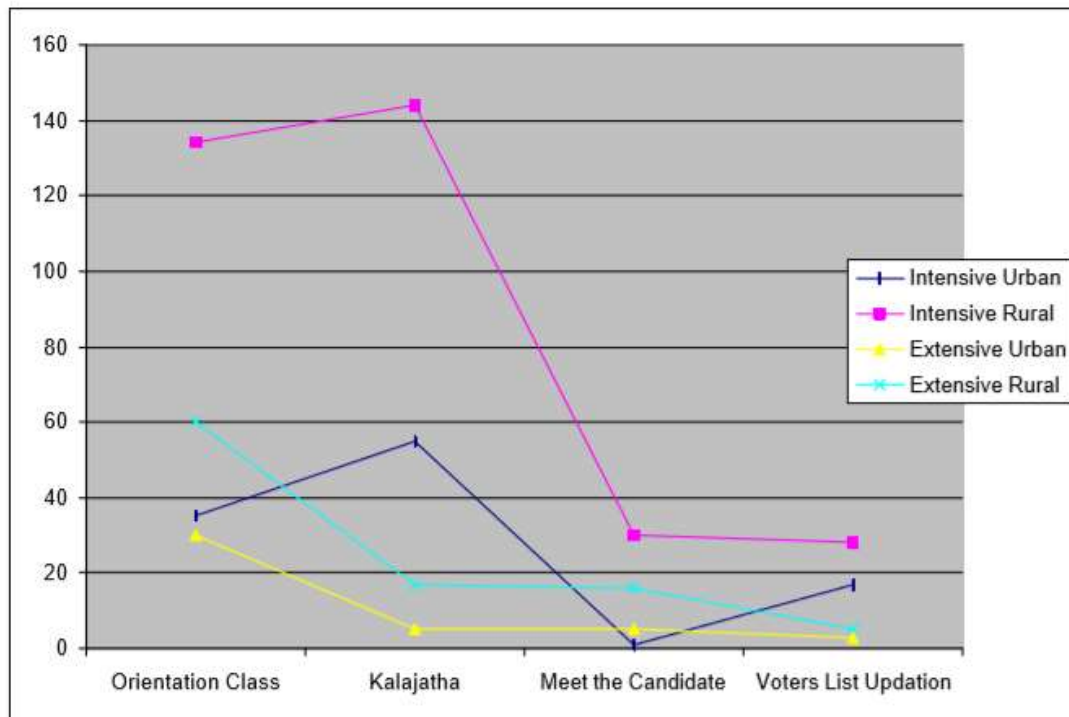
A comparative look into the programmes of intensive and extensive districts revealed that low participation was recorded in the 'Meet the candidate and 'Voters list updation' programs in the intensive district with .3% and 6.18% each. Surprisingly, there was no representation in Kalajatha from the urban areas of extensive districts. This could be either due to the non-conduct of the programme or due to non-inclusion of the people in the sample list.

On the whole, the table figures portrayed that 'voters list updation' which is key to the election process received only low participation. Although Sahayi addressed the issue of voter's list updation, it was not in a massive scale. The intervention focused in selected intervening location of both Kollam and Kasargodu, which helped to increase the number of enrolment in the voter's list and to remove the invalid voters from the list in the intervened wards. However, considering the entire district, the discrepancies in the voter's list were high, as Sahayi's intervention restricted in limited wards. Indeed, such a burgeoning issue was not anticipated in the initial phase of intervention. Similarly, 'Kalajatha' which have an imprinting impact on the hearts of people had low in extensive districts, while it was well acclaimed in the urban areas. Subsequently, it is suggested that these two programs i.e. voters list updation and 'Kalajatha' could be extensively and intensively promoted.

The problem that could be visualized was that the CSOs in the extensive districts might not have given the due importance to these activities, limiting their work only through some classes on occasions when people come for their routine meetings. It is therefore required that in future, the CSOs in various districts taking this as a key area intensively do the interventions and thereby effect a remarkable change in the election process as a whole. 'Voters' list updation' is crucial as that has a deciding power on whom to elect. Similarly, 'Kalajatha' could be easily understood by common. (Refer table no.7& Figure No. 3)

**Table No. 7 Programmes In Which Voters Participated**

	Intensive Districts		Extensive Districts	
	Urban N=275	Rural N=275	Urban N=90	Rural N=90
Orientation Class	35 13%	134 48.7%	30 33.3%	60 66.9%
Kalajatha	55 20%	144 52.3%	0	17 18.8%
Meet the Candidate	1 0.3%	30 10.9%	5 5.5%	16 17.7%
Voters List Updation	17 6.18%	28 10.18%	3 3.3%	5 5.5%

**Figure No.3 Programmes In Which Voters Participated**

#### Programme they liked most

Concerning the programme that voters liked most, 'Kalajatha' figured prominently in the intensive districts. 56.7% of the people liked it as best. Orientation classes and Meet the candidate programme followed it with 41% & 7% each.

The liking pattern too was similar in the rural and urban areas. In both the areas 'Kalajatha' ranked first followed by 'orientation classes'. 62.7% and 54.5% of the voters in urban and rural areas of intensive districts appreciated 'Kalajatha' programme of PEVAC. As against this, 34.7% and 43.5% liked the orientation classes conducted as part of the PEVAC programme. The other programmes were not highlighted much, may be because of their non-participation in those programmes.

With regard to the extensive districts, it was found that both in rural and urban areas orientation classes was the programme that they liked most. Cent percent of the participants in urban and 93.3% in rural voiced their appreciation for the orientation programme. 'Kalajatha' and 'Meet the candidate' programmes were mentioned only by a nominal percentage of 3.3% and 1.1% respectively. This could be due to the fact that Kalajatha was conducted only in one Extensive district i.e., Trivandrum, while the same was organized in all the intensive districts.

It should be noted here that in the extensive districts participation was mostly in the orientation classes only. The involvement in 'Kalajatha' or other programmes were only nominal in the extensive districts. Subsequently, it has reflected in the preferences. If 'Kalajatha' 'Meet the candidate programme' and other similar programs were conducted, they might have had other preferences. Lack of an option is created here.

Nevertheless, it could be noticed that people were impressed by the various programs organized. If more programmes of different nature were executed, they could have better appreciation and understanding of the message that was intended to communicate. (Refer table no.8)

**Table No.8 Programme Voters Liked Most**

Intensive/ Extensive	Rural / urban	Awareness Generation on Election				Total
		Awareness Generation on Election	Kalajatha	Any other	meet the candidate	
Intensive	Rural	87	109	2	2	200
		43.5%	54.5%	1.0%	1.0%	100.0%
		77.0%	69.9%	100.0%	50.0%	72.7%
	Urban	26	47		2	75
		34.7%	62.7%		2.7%	100.0%
		23.0%	30.1%		50.0%	27.3%
Total		113	156	2	4	275
		41.1%	56.7%	.7%	1.5%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%
Extensive	Rural	56	3		1	60
		93.3%	5.0%		1.7%	100.0%
		65.1%	100.0%		100.0%	66.7%
	Urban	30				30
		100.0%				100.0%
		34.9%				33.3%
Total		86	3		1	90
		95.6%	3.3%		1.1%	100.0%
		100.0%	100.0%		100.0%	100.0%

### Areas Touched Upon

The main objective of the PEVAC programmes was to increase the participation in election and to reduce the bogus and non-rejection votes. Hence, it is essential to know the areas that were touched upon in the various programmes.

It is to be noted that in the intensive and extensive districts, all these topics were touched upon through various PEVAC programmes. 'Voting for the right candidate', voters rights in election process, importance of exercising franchise and 'voters list updation' were the areas touched upon according to 47.27%, 46.5%, 45.5% and 45.09% of the people in rural areas respectively. The corresponding figures in the urban areas of intensive districts were 18.18%, 16.7%, 13.8% and 11.6% each. Lack of time might have limited the extensive coverage of the topics in each of the programmes.

'Voting for the right candidate', 'voters' rights' and the election process were the prominent topics touched upon during the PEVAC programs according to 62.2% and 57.7% of the rural people in extensive districts. 'Importance of exercising franchise' and 'voters list updation' was touched upon by 45.5% and 40% of the respondents in rural areas respectively. Urban people mentioned the topics of 'voting for the right candidate' and voters' rights in election process as the major topics covered. 31.1% and 30% of the people in urban areas mentioned these as the major topics touched upon.

Literacy and Political awareness need not go side by side. People have to be made aware of blind partisan attitude and the need for impartial and neutral attitude towards strengthening LSGIs and peoples participation.

An overview of the figures in the table showed that all the areas were touched upon in the various PEVAC programmes. Nevertheless, all topics were not touched upon in detail in each of programmes. Time constraints and the participants' constraints/limitations could be the major reasons that might have limited the coverage of topics related to election process and allied matters.

Variations between the intensive and extensive districts were only because of the intensity of the campaign. However, on an average all the topics were touched upon during the PEVAC programmes. (Refer table no.9)

**Table No.9 Areas Touched Upon**

	Intensive Districts		Extensive Districts	
	Rural N=275	Urban N=275	Rural N=90	Urban N=90
Voters List Updation	124 45.09%	32 11.6%	36 40%	24 26.6%
Exercising Franchise	125 45.45%	38 13.8%	41 45.5%	18 20%
Voter's Rights in Election Process	128 46.5%	46 16.7%	52 57.7%	27 30%
Voting for the Right Candidate	130 47.27%	50 18.18%	56 62.2%	28 31.1%
Non Rejection of Votes & Bogus Votes	120 43.6%	34 12.3%	34 37.7%	19 21.11%
Electoral Offences	85 30.9%	32 11.6%	20 22.2%	12 13.3%

#### Usefulness of the Programmes

Pre-election voters awareness campaign (PEVAC) was intended to help the voters to understand their right to vote and exercise it effectively. The query in this regard i.e. whether these in any way assisted them, revealed that 98% of the voters in the intensive districts and cent percentage of voters in the extensive districts were able to understand the importance of their right to vote and exercise it effectively.

The table showed that excluding 1.8% of voters for all the others irrespective of the rural -urban and intensive-extensive variations, the programmes were useful in understanding their right to vote and exercise their franchise effectively.

No doubt, this showed the positive impact/ effect of the PEVAC programmes carried out by SAHAYI and other linked organizations. This explicitly pointed to the need for more extensive and intensive campaigns to reach to every community and villages of the state and prepare them to exercise their choice or right to vote in an effective manner.

Usefulness in terms of enhanced understanding and increased motivation



The data on PEVAC programmes showed that almost cent percent of the voters had benefited from the PEVAC programmes. Usefulness of the programme to the voters was assessed in terms of enhanced understanding and increased motivation.

#### Usefulness in terms of enhanced understanding

The PEVAC programmes implemented throughout the state in various means was intended to enhance the understanding of the people on subjects related to election process and allied matters. Consequently, a query in this regard was addressed to people in various parts of the state. The topics touched upon through different medium of campaign were: procedures related to enrollment in voter's list, voters rights and responsibilities, voting procedure, eligibility for contesting elections and electoral offences and corrupt practices.

The data in this regard showed that 58.18% of the voters in rural and 24.7% in urban areas of intensive districts had a better understanding on the voting procedures. 45.8% and 43.6% of the rural people had enhanced awareness on eligibility for contesting elections and procedures related to enrollment in voter's list. The corresponding figures in urban areas were 11.6% and 7.6% each.

Responses from extensive districts revealed that 62.2% and 61.1% of the voters in the rural areas and 28.8% and 30% in urban areas had increased knowledge on voters' rights and responsibilities and the voting procedure respectively. The least information received it seems from the data was on the topic electoral offences and corrupt practices. The message on procedures related to enrollment in voter's list and eligibility for contesting elections were imparted quite intensively as 36.6% and 45.5% in rural areas and 24.4% and 25.5% in urban areas had reported these areas as most useful to them.

Undoubtedly, all the above topics were discussed and elaborated upon in different programmes organized at different locations in various mediums. Nevertheless, in-depth information imparting on all subjects to all people during each programme was impossible. This is noted from the variations in the percentages. Moreover, time factor was major limitation in educating the people elaborately on each of the topics. Nevertheless, the positive impact of these could not be undermined because as seen from the responses almost cent percent of the respondents both in urban and rural areas had mentioned about the usefulness of the programmes. In fact, a better understanding is the base for better action. Hence, an enhanced understanding on election process and allied matters will contribute greatly towards the effective and efficient utilization of their right and that will be instrumental in making democracy a meaningful one.

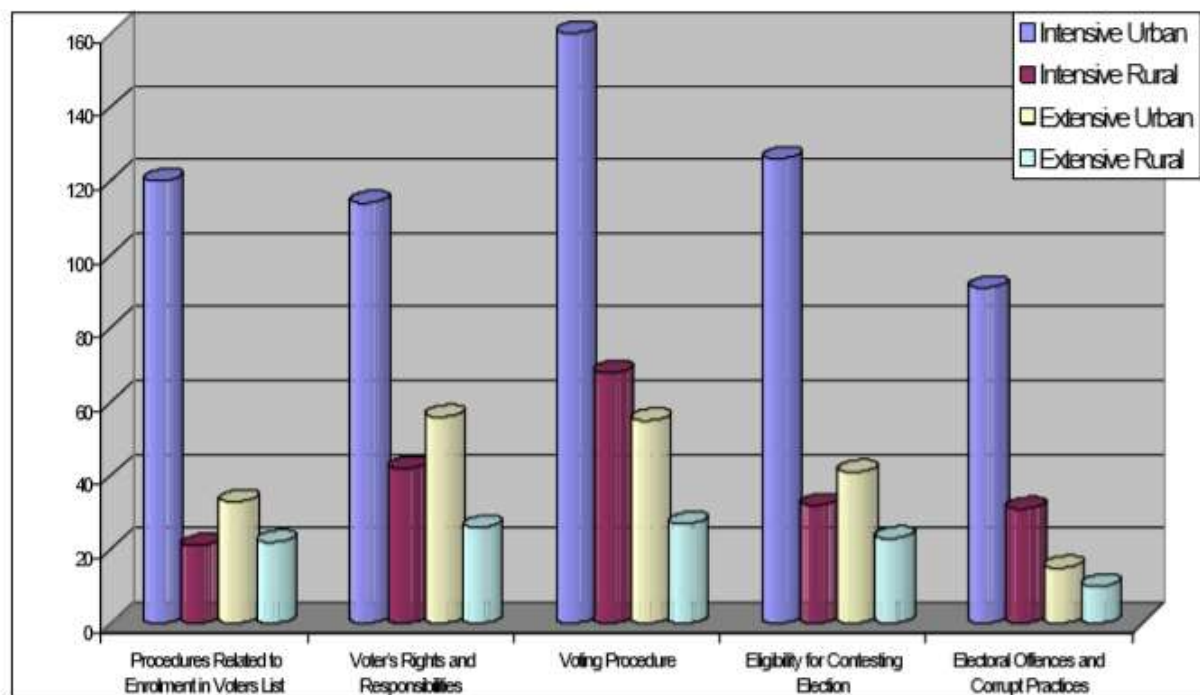
A cross sectional analysis of intensive and extensive districts revealed that in both these districts the trend towards knowledge on various subjects was in the same line. However, an observational note in this regard is that the impact should have been comparatively higher in intensive districts but is not seen from the data of the respondents. Therefore, efforts should be made to concert all energy to make the people aware on all the above subjects/topics vastly. Only then they could be moved into the successful and efficient utilization of their supreme power- the right to vote. (Refer table no.10 & Figure No.4)

**Table. 10 Usefulness in terms of enhanced understanding**

	Intensive Districts		Extensive Districts	
	Rural N=275	Urban N=275	Rural N=90	Urban N=90
Procedures Related to Enrolment in Voters List	120 43.6%	21 7.6%	33 36.6%	22 24.4%
Voter's Rights and Responsibilities	114 41.4%	42 15.2%	56 62.2%	26 28.8%

Voting Procedure	160 58.18%	68 24.7%	55 61.1%	27 30%
Eligibility for Contesting Election	126 45.8%	32 11.6%	41 45.5%	23 25.5%
Electoral Offences and Corrupt Practices	91 33.09%	31 11.2%	15 16.6%	10 11.1%

**Figure No.4 Usefulness in terms of enhanced understanding**



### Enhanced Motivation

Information and knowledge acquired should naturally lead to action. Similarly, information received on election process and allied matters should lead them to exercise their franchise and motivate others to do the same.

Regarding the exercise of voting, 37.8% and 15.6% of the voters under study from rural and urban areas of the intensive districts had mentioned that the PEVAC programme has increased their motivation to vote. In the same way 55.5% and 30% under study from rural and urban areas of the extensive districts were on the affirmative note on the impact of PEVAC in motivating them to exercise their right. Moreover, it was stated by the respondents that the programmes had indeed prompted them not only to exercise their right but also to motivate others to cast their votes. 52.7% and 51.1% of the voters from the rural areas of intensive and extensive districts respectively had acknowledged the contribution of PEVAC in motivating others to cast their votes. 14% and 30% of the people in urban areas had also been motivated to prompt others to exercise their right to vote.

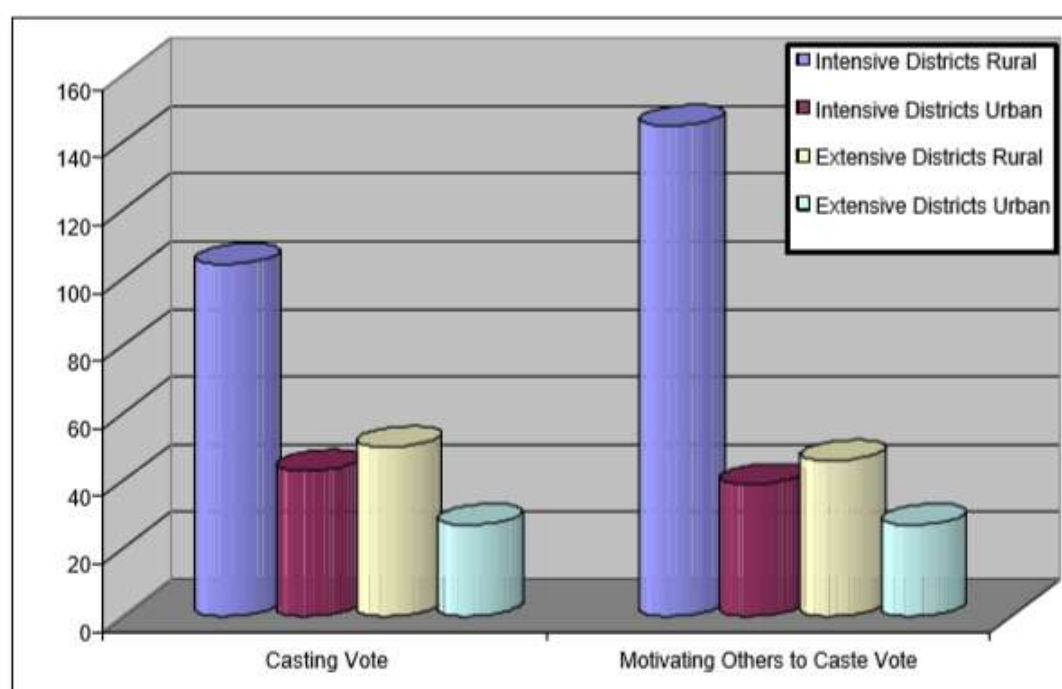
The figures above clearly portray the effect that PEVAC programmes had ensured. Nevertheless, it needs to be mentioned that more effect/change has to be brought out, as many still have not exercised their right. The reason probably might have been the non-enrollment in the voter's list. It is therefore suggested that while planning the programmes in future, more of action programmes apart from orientation programmes could be conducted. For example, voluntary committees to take up the

activities at the ward level. This will indeed make the effort of PEVAC as well as democracy more meaningful. (Refer table no.11 & Figure No.5)

**Table. 11 Usefulness in terms of enhanced motivation**

	Intensive Districts		Extensive Districts	
	Rural N=275	Urban N=275	Rural N=90	Urban N=90
Casting Vote	104 37.8%	43 15.6%	50 55.5%	27 30%
Motivating Others to Caste Vote	145 52.7%	39 14.1%	46 51.1%	27 30%

**Figure No. 5 Usefulness in terms of enhanced motivation**



## 2.2.2 Impact/ Effectiveness According to Key Personnel

To have an in-depth understanding on the effectiveness of the PEVAC programmes, a number of Key Personnel – who have attended the programmes and carried out several of the programmes in their respective areas were interviewed. Data was thus collected from representatives of Civil Society Organizations, Potential Candidates and Media Persons. A total of 10 representatives of Civil Society Organizations (2 per district), Potential Candidates (3 per intensive district) and Media Persons (2 per district) were contacted for this purpose. The interaction did bring on valuable information on various aspects related to PEVAC Programmes. This section therefore elaborates on the effectiveness of the PEVAC Programme according to the perception of each key personnel, Viz. Representative of Civil Society Organizations, Potential Candidates and Media Persons.

### 2.2.2.1 Effectiveness as per Civil Society Organizations (CSO)

Selected Civil Society Organizations of each district were given either half day or one-day orientation classes and thereafter they were expected to spread the message of PEVAC in their own respective

area of operation. How far this has been achieved is analyzed in this subsection which has been further divided into 2 parts:

- a. Profile of the Civil Society Organizations and
- b. Effectiveness/impact of PEVAC

### Profile of the Civil Society Organizations

To send waves of the message of PEVAC to all the Districts of the State of Kerala, SAHAYI – the nodal agency formed district level platforms of CSOs who were committed to the cause of strengthening the LSGIs. Subsequently orientation classes of one day duration on PEVAC was organized for these CSOs, inviting them to be partakers in spreading the message of PEVAC to maximum number of people. Representatives from 92 organizations, from various districts had participated in the programmes organized by Sahayi. They in turn had undertaken programmes in their own areas according to their capacities/limitations. For the purpose of the present study 10 organizations (2 from each district) had been approached to get their views/perception on the PEVAC programme. The organizations thus covered included: SWIDA & ICSD from Kollam, SEDS & SOCIETY OF LOVE from Kasargode, TSSS & SWARAJ from Trivandrum, MIRROR & SREYAS from Wayanad and ESS & CASP from Ernakulam. This section details out the profile of these organizations in terms of their legal entity, area of operation and major activities & their previous experience in organizing LSGIs strengthening activities.

#### Legal Entity

With respect to the legal entity of the CSOs, cent percent of the CSOs under study in the intensive districts of Kollam and Kasargode were charitable organizations registered under Charitable Societies Registration Act of 1952. In the extensive districts 66.6% of them were Charitable Organizations and the rest registered as Charitable Trusts. (Refer Table no.12)

**Table No.12 Legal Entity**

Intensive /		Legal Entity		Total
		Charitable Org	Charitable Trust	
Intensive	Kollam	2 100.0%		2 100.0%
	Kasarkodu	2 100.0%		2 100.0%
	Total	4 100.0%		4 100.0%
Extensive	Trivandrum	1 50.0%	1 50.0%	2 100.0%
	Wayanad	1 50.0%	1 50.0%	2 100.0%
	Ernakulam	1 50.0%	1 50.0%	2 100.0%
	Total	3 50.0%	3 50.0%	6 100.0%

## Area of Operation of CSOs

As far as the area of operation of the CSOs under the study in intensive districts is concerned, 75% operated at district level and 25% at State level. In Kollam district 50% of the CSOs operated at the district level and 50% at state level. In Kasargode district 100% of the CSOs operated at the district level.

In the extensive districts, 33.3% each of the CSOs under the study operated at Block level and District level and 16.7% each at Village level and State level. In Trivandrum district half of the CSOs under the study operated at the Block level and the other half at District level. In Wayanad district, cent percent of the organizations were of district status. Half of the CSOs under the study in Ernakulam district operated at district level and the other half at state level.

## Major Activities & their Prior Experience of in Strengthening the LSGIs

Most of the organization under study has been actively involved in carrying out multifaceted activities. Community organization, awareness generation programmes, women empowerment programmes, Local Self Governance, child related activities, water shed management etc. are a few of the activities in which they were engaged. None of the organizations had concentrated on one activity alone.

However, several of the organizations in various districts were involved in activities of strengthening Local Self Government Institutions. 50% of the CSOs under study in intensive districts and 66.7% in extensive districts had undertaken LSG strengthening activities on their own behalf. Nevertheless, the participation in the PEVAC activities of Sahayi has indeed accelerated their efforts to strengthen the LSGIs. The collaboration with Sahayi has indeed given a new direction to their activities in this regard.

It is also noted from the activities undertaken by the organizations that most of them were well experienced in organizing/conducting awareness generation programmes/training programmes on various issues/topics. Undoubtedly this experience has stood as a strong foot in carrying out the PEVAC activities of Sahayi.

Moreover, the grass root level work experience of various organizations has facilitated in sending the waves of PEVAC to the common people at the remotest areas of various districts.

## Impact/Effectiveness of PEVAC

The extent of effectiveness of the PEVAC programmes being implemented throughout the state of Kerala was studied using the variables: emergence of interest to join PEVAC programmes, participation in PEVAC, usefulness of programmes, content, dissemination of awareness inputs to others, coverage of PEVAC, influence on voting percentage of women, IEC materials and its usefulness, effect of PEVAC, need in future and plan of action to strengthen LSGIs.

## Emergence of Interest To Join PEVAC Programmes

PEVAC programmes are fresh in the state of Kerala excluding a few interventions during the elections in 2000. Hence, there was a need to arouse the interest of various CSOs in different districts of the state to make the programme more effective. The query regarding the emergence of their interest in PEVAC showed that in the intensive districts of Kollam and Kasargode, 25% of the CSOs has joined the PEVAC by either attending the Orientation Programme received from Sahayi or by the previous association with them. The remaining (75%), however, stated both these i.e., the orientation classes as well as the previous association with Sahayi had been instrumental in attending and disseminating the PEVAC activities.

In the extensive districts, half of them were motivated to associate with Sahayi because of their previous experience with them. Among the rest, 33.3% had been motivated through the orientation classes, and 16.7% as a result of both the above-mentioned factors. From the data it is quite clear that the orientation classes for CSOs had played a major role in motivating the CSOs to participate in PEVAC programmes. Therefore, it should be said that these classes as well as the previous association with Sahayi had been important motivating factors for the CSOs in collaborating with the PEVAC activities.

#### PEVAC Programmes Participated

All the CSOs under the study, both in intensive and extensive districts, participated in meetings/discussions and awareness generation on election process that was organized as part of PEVAC. While all the CSOs in the intensive districts of Kollam and Kasargode participated in Kalajatha, the participation in the extensive districts was very less. In fact among the CSOs in extensive districts, only one CSO in Trivandrum participated in Kalajatha. Clearly there is scope to improve participation of CSOs in extensive districts with respect to Kalajatha. Regarding the participation in 'Meet the candidate programme', it was more or less similar in both intensive and extensive districts. Half of the CSOs under the study in intensive districts of Kollam and Kasargode participated in the programme. In the extensive districts, while 50% of the CSOs in Trivandrum and Ernakulam participated in meet the candidate programme, none in Wayanad participated. Clearly the participation of CSOs in this programme must be increased both in intensive and extensive districts as programmes of this nature will provide a platform for mutual interaction between people and candidates. As regards the 'voters list updation and deletions', all the CSOs in Kollam and half the number in Kasargode participated in the activity. Similarly, in the extensive districts, all the CSOs in Wayanad and half the number in Trivandrum and Ernakulam took part. (Refer table No.13)

**Table No.13 Programmes Participated**

Enhanced Understanding On	Intensive Districts		Extensive Districts		
	Kollam N=2	Kasargode N=2	Trivandrum N=2	Wayanad N=2	Ernakulam N=2
Updation of Voters List	2 100%	1 50%	2 100%	2 100%	1 50%
Voters Rights and Responsibilities	2 100%	2 100%	2 100%	2 100%	2 100%
Election Procedure	2 100%	1 50%	2 100%	2 100%	2 100%
Enrolment In Electoral Roll	2 100%	1 50%	2 100%	2 100%	2 100%
Electoral Offences and Corrupt Practices	2 100%	1 50%	2 100%	2 100%	2 100%
Processes and Procedures in Contesting	2 100%	1 50%	2 100%	2 100%	2 100%

## Usefulness of PEVAC Programmes

All the CSOs under study, both in intensive and extensive districts, were of the opinion that the PEVAC programmes were useful to them. They said that it gave them enhanced understanding on various topics and also gave them increased motivation to carry out various activities.

### a. Enhanced understanding on topics

With respect to the topic 'Updation of Voters List' except for one CSO each in Kasargode and Ernakulam, all the other CSOs under the study had said that they had gained enhanced understanding on this topic. The CSOs in Ernakulam and Kasargode, which gave a different opinion, expressed that although the orientation classes had covered the topic, it needs to be given more focus. Cent percent of the CSOs under the study in both intensive and extensive districts opined that they had gained enhanced understanding on Voter's Rights and Responsibilities. Regarding the topics, 'Election Procedure', 'Enrolment in Electoral Roll', 'Electoral Offences and Corrupt Practices' and 'Processes and Procedures in Contesting', all the CSOs under the study, except one in Kasargode, said that they were enriched by the classes on these topics. The CSO in Kasargode that had a different opinion said that although these topics were covered in PEVAC, they need to be dealt with in an in-depth manner.

It is evident from the data that the PEVAC activities gave enhanced knowledge on various topics to the CSOs that participated in it. This clearly is a positive factor, because the CSOs could use the knowledge gained through Sahayi's PEVAC to conduct follow up activities and thus sustain the efforts to strengthen LSGIs.

**Table No. 14 Usefulness in terms of Enhanced Understanding**

Enhanced Understanding On	Intensive Districts		Extensive Districts		
	Kollam N=2	Kasargode N=2	Trivandrum N=2	Wayanad N=2	Ernakulam N=2
Updation of Voters List	2 100%	1 50%	2 100%	2 100%	1 50%
Voters Rights and Responsibilities	2 100%	2 100%	2 100%	2 100%	2 100%
Election Procedure	2 100%	1 50%	2 100%	2 100%	2 100%
Enrolment In Electoral Roll	2 100%	1 50%	2 100%	2 100%	2 100%
Electoral Offences and Corrupt Practices	2 100%	1 50%	2 100%	2 100%	2 100%
Processes and Procedures in Contesting	2 100%	1 50%	2 100%	2 100%	2 100%

### b. Increased Motivation to Carry Out Activities

As a result of PEVAC programmes of SAHAYI, all the CSOs both in intensive and extensive districts were motivated to take efforts to disseminate PEVAC information by organizing various programmes in their area of operation and thereby motivating others to cast their votes. With regard to promoting

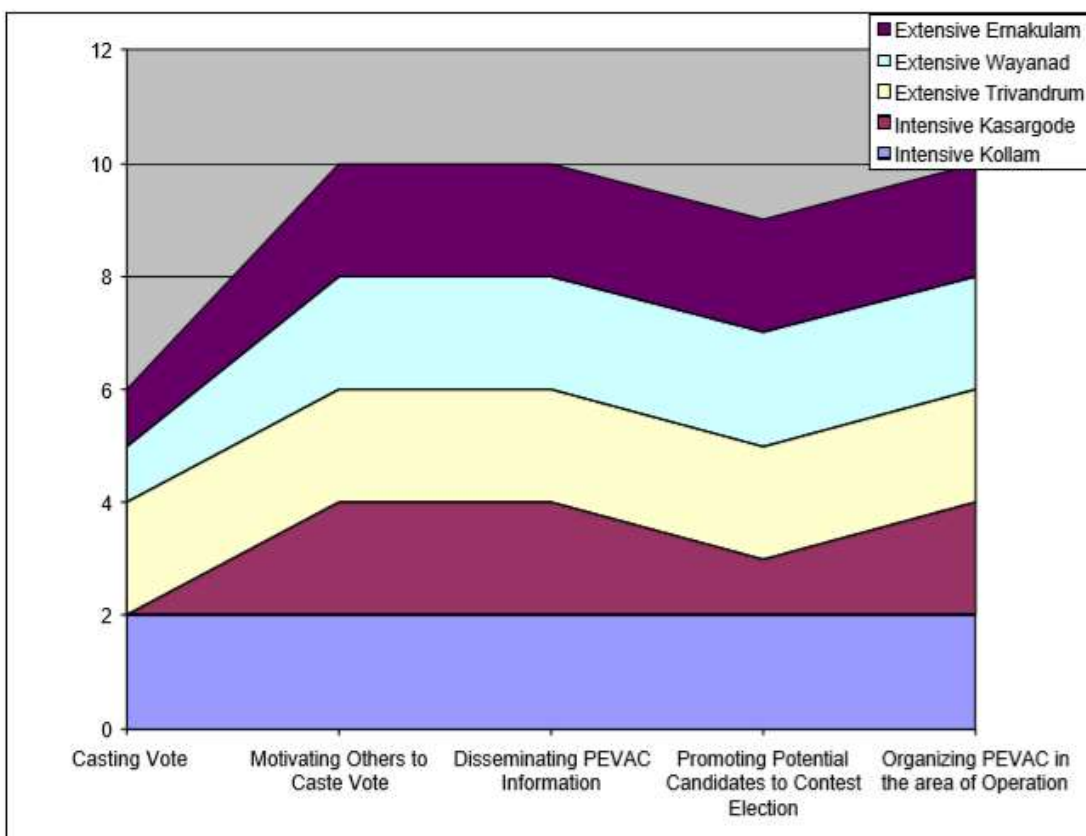
potential candidates to contest elections, all the CSOs had been motivated to field appropriate persons as candidates. It is quite evident from the data that PEVAC had motivated CSOs to take part as well as impart various awareness generation activities on elections. Clearly the knowledge and motivation gained by the CSOs, through participating in PEVAC activities, had helped them to sustain their efforts towards strengthening LSGIs. (Refer Table No.15 & figure No.6)

**Table No. 15 Usefulness in terms of Increased Motivation**

Increased Motivation On	Intensive Districts		Extensive Districts		
	Kollam N=2	Kasargode N=2	Trivandrum N=2	Wayanad N=2	Ernakulam N=2
Casting Vote	2 100%	0	2 100%	1 50%	1 50%
Motivating Others to Caste Vote	2 100%	2 100%	2 100%	2 100%	2 100%
Disseminating PEVAC Information	2 100%	2 100%	2 100%	2 100%	2 100%
Promoting Potential Candidates to Contest Election	2 100%	1 50%	2 100%	2 100%	2 100%
Organizing PEVAC in the area of Operation	2 100%	2 100%	2 100%	2 100%	2 100%



**Figure No.6 Usefulness in terms of Increased Motivation**



### Content of Awareness Programmes

When asked to give their opinion regarding contents of the awareness programmes that the CSOs received as part of PEVAC, 25% each of the CSOs under the study, in the intensive districts, said that topics of importance were covered, it created mass participation and that it was comprehensive. However, one CSO in Kasargode district expressed that the contents should be enriched. Among the CSOs in extensive districts, 50% said that relevant topics were covered and 33.3% said that it was very informative. However, one CSO in Wayanad refrained from giving any opinion. The data revealed that most of the CSOs under the study in intensive and extensive districts had given a positive response regarding the contents of awareness programmes. This showed that the contents of the awareness programmes were designed properly and are in line with the objectives of PEVAC.

### Dissemination of Awareness Inputs to Others in Area of Operation

The data showed that cent percent of the CSOs, in both intensive and extensive districts, had disseminated the information/input received from PEVAC programmes to other members of the community in their respective areas of operation. This showed that the CSOs under the study had whole-heartedly cooperated to take PEVAC at the grass roots level.

### Activities Carried Out To Generate Awareness

In order to spread awareness among the community, the CSOs carried out various activities. The data pertaining to these activities revealed that all the CSOs under the study had organized orientation classes on election processes and corrupt practices and distributed IEC materials on PEVAC in their respective area of operation. In the intensive districts, while all the CSOs in Kasargode helped/promoted potential candidates to file nominations, only half the CSOs in Kollam did so. Regarding the extensive districts, while all the CSOs in Trivandrum helped potential candidates to file

nominations, only half the CSOs in Wayanad and Ernakulam took part in this activity. Clearly there is a need to improve the participation of CSOs in this activity in Kollam, Ernakulam and Wayanad districts. With respect to organizing meet the candidate programme, the participation of CSOs in intensive and extensive districts were more or less similar. While half the CSOs under the study in Kollam, Kasargode, Trivandrum and Ernakulam organized this programme, none of the CSOs in Wayanad carried out this activity. Evidently, the participation level in meet the candidate programme needs to be increased in all districts – intensive and extensive. The data pertaining to community mobilization on voters list updation showed that in intensive districts of Kollam and Kasargode, 100% and 50% respectively of the CSOs under the study carried out this activity. In the extensive districts, all the CSOs in Wayanad and half of them in Trivandrum and Ernakulam carried out community mobilization on voters list updation. (Refer Table No.16)

**Table No. 16 Ways of Disseminating Awareness Inputs**

Ways of Disseminating Awareness Inputs	Intensive Districts		Extensive Districts		
	Kollam N=2	Kasargode N=2	Trivandrum N=2	Wayanad N=2	Ernakulam N=2
Organizing Orientation Classes on Election Process and Corrupt Practices	2 100%	2 100%	2 100%	2 100%	2 100%
Promoting Potential Candidates to File Nominations	1 50%	2 100%	2 100%	1 50%	1 50%
Organizing Meet the Candidate Programme	1 50%	1 50%	1 50%	0	1 50%
Dissemination of IEC Materials on PEVAC	2 100%	2 100%	2 100%	2 100%	2 100%
Community Mobilization on Voters List Updation	2 100%	1 50%	1 50%	2 100%	1 50%

It is to be noted that the activities carried out by the CSOs of various districts were of the similar nature as that of Sahayi itself. Nothing novel had been produced nor implemented by the CSOs. Hence, it is suggested that CSOs of various districts be encouraged to work out their own strategies and methods depending upon the area and promote awareness on election process and allied matters.

#### Coverage of PEVAC

The data pertaining to the coverage of PEVAC in the area of operation of CSOs revealed that in the intensive districts 50% of the CSOs under the study carried out PEVAC at the district level, and 25% each at the Block level and Panchayat level. Clearly the CSOs in the intensive districts had given enough coverage to PEVAC at all levels. This is indeed a positive factor.

With respect to the coverage of PEVAC in extensive districts, majority of the CSOs (66.7%) gave coverage at block level, and 33.3% at district level. Here too the coverage received for PEVAC was satisfactory. Clearly, the district level platforms of CSOs that were constituted by SAHAYI had served its objective of supporting PEVAC activities at all levels – district, block, panchayat and ward levels.

#### Influence of Voting Percentage of Women

When asked if PEVAC had increased the voting percentage of women in your area of operation, 100% of the CSOs in intensive districts and 83.3% in extensive districts gave a positive response. Only one CSO in Wayanad district gave a negative response. Since majority of the CSOs under the study in both intensive and extensive districts have opined that the voting percentage of women had increased due to PEVAC activities, it can be said that the activities in this direction were successful. This is indeed a positive factor because increasing the participation of women in election process is a major objective of PEVAC. Nevertheless, the success of the programme in terms of making it a massive campaign is doubtful.

#### Fall in Voting Percentage in Election for Local Self Government Institutions

The available data from the State Election Commission showed that the polling percentage in Kerala LSG election 2005 came down to around 60% compared to the previous election. Different reasons were highlighted by the experts and others like the irregularities in the updation of voter's list, confusion among the voters about political affiliation of their concerned parties, and the more thrust given by the candidates for the political issues rather than the developmental issues.

SAHAYI from its side had given unprecedented wide propaganda regarding the importance of exercising franchise and wide publicity was given to the election. Normally, the voting percentage should not have gone so much down. In order to get a lucid picture on the fall in voting percentage, Sahayi conducted a rapid study in the intensive districts of both Kollam and Kasargod. The study was conducted among 510 voters those who had exercised their voting right and also those who did not vote in the election.

The study revealed that the voter's list was inflated by 20-25 percent of ineligible voters. About 63.52% of respondents said that the anomalies in the voter's list as the prime reason for fall in voting percentage. To be precise – the names of many voters are duplicated in the voters' list and also the names of deceased persons and persons who are presently residing outside the state are also included in the voters list.

About 37.8% revealed that the disappointment of voters because of the poor development activities was one among the reasons for the fall in voting percentage. They said that the candidates focused more on political issues rather than the developmental issues. Whereas 31.37% of respondents pointed out the anomalies in ward delimitation as another reason for fall in voting percentage. In the delimitation of wards, some area overlapped between wards, hence people confused to perceive the correct ward in which he/she is included. Also a number of voters from one ward were included in the voter's list of nearby ward.

The other major reasons pointed out were apathy towards party politics, confusion among the voters about the political affiliation of their concerned parties, lose faith of voters in Local Administration, lack of right candidate etc. However, only a few (about 5%) said that the fear of attack and violence created fall in voting percentage. The study further recommends measures to make the voter's list perfect.

#### IEC Materials and Usefulness

SAHAYI – the nodal agency for the conduct of PEVAC had printed a number of IEC materials in the form of leaflets, posters, pamphlets etc. to educate people on various aspects related to election process and allied matters. These were distributed to various CSOs of the intensive and extensive

districts. Cent percent of the CSOs under the study had acknowledged the receipt of the same. Nevertheless, they suggested a greater quantity.

With regard to the usefulness of the materials, all, irrespective of district/location had voiced their appreciation for the same. None of them had any doubt regarding its usefulness in disseminating the information on electoral process.

Irrespective of intensive/extensive districts variations, the usefulness of the materials was expressed in relation to three aspects mainly. They are: inputs to conduct orientation classes, details to guide the leaders to file their nominations and greater understanding of corrupt practices in elections.

Cent percent of the CSOs in intensive and extensive districts stated that the materials indeed provided them with the necessary input to give an orientation to the people in their own communities. It was also instrumental in educating them on the election process.

Similarly for all the CSOs in Kasargode and Trivandrum the materials gave them necessary information/knowledge to guide potential candidates to file their nominations. Among the CSOs in the remaining districts only half had reported the usefulness of the IEC in this regard.

The materials had provided a better knowledge on electoral offences and corrupt practices to cent percent of the CSOs in Kollam and Ernakulam districts. Concerning rest of the districts, only 50% of the CSOs had reported its usefulness in terms of better understanding on electoral malpractices/corruptions. (Refer Table No.17)

**Table No. 17 Usefulness of IEC Materials on PEVAC**

Usefulness of IEC Materials on PEVAC	Intensive Districts		Extensive Districts		
	Kollam N=2	Kasargode N=2	Trivandrum N=2	Wayanad N=2	Ernakulam N=2
Helped in Disseminating Information on Election Process	2 100%	2 100%	2 100%	2 100%	2 100%
Provided Input to take Orientation Classes on PEVAC	2 100%	1 50%	2 100%	2 100%	1 50%
Provided Guidance to the Leaders in Filing Nominations	1 50%	2 100%	2 100%	1 50%	1 50%
Ensured Better Understanding of Corrupt Practices in Elections	2 100%	1 50%	1 50%	1 50%	2 100%

In spite of the usefulness stated a few CSOs suggested that the materials should be a bit more simple and comprehensive. Moreover, it should be more in quantity.

#### Effect Brought about Through PEVAC

The data on the effect brought about through PEVAC showed that all the CSOs in the intensive district of Kasargodu and half of those in Kollam had reported that new leadership had emerged in their area

of operation. Similarly, in the extensive districts, all the CSOs in Ernakulam and half of those in Trivandrum and Wynad had reported emergence of new leadership due to the PEVAC activities.

Yet another positive effect of the programmes was the increased community mobilization for updating the voter's list. However, only half of the CSOs in the intensive districts reported increased community participation in 'updating and cross-checking voters list'. Whereas, in the extensive districts, except for one CSO in Ernakulam, all the others reported increased community participation in upholding and cross checking voters list. It is to be seen that both in intensive and extensive districts there is an urgency to bring about better community mobilization so as make the programme a massive type.

With regard to providing understanding to the people on the importance of exercising franchise all the CSOs in Kollam and half of those in Kasargodu was able to attain the objective to a certain extent. In the extensive districts all the CSOs in Trivandrum and half of those in Wynad and Ernakulam said that the people in their area of operation had understood the importance of exercising franchise. The efforts of the CSO in this direction needs to be improved in Kasargodu, Ernakulam and Waynad districts.

Decrease in incidence of non-rejection of votes/bogus votes was reported by all the CSOs in Kollam and half of those in Kasargode. In the extensive districts while all the CSOs in Trivandrum and half of those in Ernakulam reported reduction in non-rejection of votes/ bogus votes none of the CSOs in Wynad reported such a positive trend..

Reduction in electoral offences/malpractices was reported by all the CSOs in Kollam and half of those in Kasargodu. In the extensive districts. All CSOs under study in Trivandrum and Wynad and half of those in Ernakulam said that electoral offences/malpractices had decreased. It could be said that the efforts of the CSOs in reducing incidence of electoral offences and malpractices could be enhanced and certain concrete steps needs to be taken apart from mere conduct of orientation classes.

Cent percent of the CSOs in Kollam and 50% in Kasargode opined that the PEVAC had helped people in their area of operation to choose the right candidate. In the extensive districts, cent percent of the CSOs in Wynad and Ernakulam and 50% in Trivandrum reported that the programmes helped people in making the right choice. This is indeed a good sign because an efficient leader can effectively raise/deal with the problems and needs of the community.

#### Plan to sustain strengthening of LSGIs

When asked about specific plans to sustain their efforts towards strengthening LSGIs, except for one CSO in Wynad all the other CSOs under study said that they would joint the post PEVAC campaign on orienting new elected representatives.

Along with capacitating the new elected representatives, almost all CSOs both in intensive and extensive districts unanimously suggested they would take efforts in educating the voters on the importance of attending gramasabhas and raising local issues in the Sabhas.

#### 2.2.2.2 Effectiveness – as per Potential Candidates

A right candidate is one with a clear vision and perspective, competency, commitment and willpower. To facilitate an emergence of such a new leadership in Local Self Government Institutions, orientation classes were organized for the potential candidates as a part of the PEVAC programmes. The programme however was organized only in the intensive districts. Procedure for nomination, eligibility for the candidature ship, roles and duties of the potential candidates etc. were a few of the topics / subjects that were dealt with during the orientation programs. As a part of the Impact Study an assessment of the PEVAC programs imparted to the potential candidates was also undertaken. The present section, which probes into the effectives of the orientation programme given for the potential candidates, has been divided into two subsections 1. Profile of the potential candidates and 2. Effectiveness of PEVAC according to them.

## Profile of the potential candidates

Analysis of the profile was undertaken to understand the category of persons who participated in the emerging leadership awareness campaign. Variables such as Age, Sex, Religion, Category, and Education were probed into in this regard.

### Age

The data pertaining to the age of the potential candidates showed that maximum number of the respondents belonged to the age group 41-50 (50%) followed by the age group 31-40 (33.3%) and 51-60 (16.7%) In 'Kollam' district the percentage of candidates in all the three age groups (31-40, 41-50 & 51-60) was the same – 33.3% each. In Kasargode district the maximum number of potential candidates belonged to the age group of “41-50”- (66.7%) followed by 33.3% in the age group of 31-40.

### Sex

On analyzing the data regarding the “Sex” of potential candidates, it was found that 66.7% of the potential candidates were females and 33.3% males. District wise distribution portrayed that in “Kollam” district cent percent of the potential candidates were females, while in Kasargode district 66.7% were males & 33.3% females. (Refer Table No.18)

**Table No. 18 Sex of the Potential Candidates**

District	Sex		Total
	Male	Female	
Kollam		3	3
		100.0%	100.0%
		75.0%	50.0%
Kasarkode	2	1	3
	66.7%	33.3%	100.0%
	100.0%	25.0%	50.0%
Total	2	4	6
	33.3%	66.7%	100.0%
	100.0%	100.0%	100.0%

### Religion

The data pertaining to the religion of potential candidates revealed that 83.3% of them belonged to “Hindu” religion followed by “Christians” with 16.7%. With regard to the representation from “Kollam” district cent percent of the potential candidates were “Hindus” whereas in “Kasargode” district 66.7% were “Hindus” and 33.3% “Christians”. (Refer Table No.19)

**Table No. 19 Religion of the Potential Candidates**

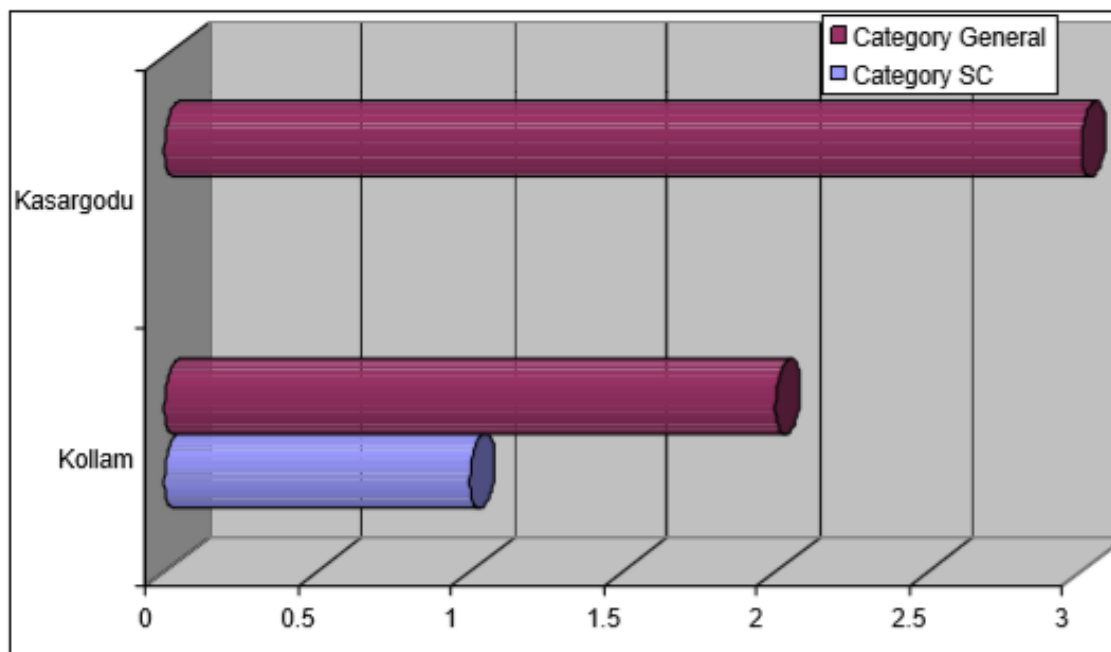
District	Religion		Total
	Hindu	Christian	
Kollam	3		3
	100.0%		100.0%
Kasarkode	2	1	3
	66.7%	33.3%	100.0%
Total	5	1	6
	83.3%	16.7%	100.0%
	100.0%	100.0%	100.0%

Category:

The table showed that out of the potential candidates interviewed, 83.3% belonged to the general category and the remaining i.e., 16.7% belonged to the SC category. In “Kollam” district 33.3% belonged to S.C category 66.7% belonged to general category. In “Kasargode” district all the potential candidates belonged to the general category. (Refer Table No.20& figure No7)

**Table No. 20 Category of the Potential Candidates**

District	Category		Total
	SC	General	
Kollam	1	2	3
	33.3%	66.7%	100.0%
Kasarkode		3	3
		100.0%	100.0%
Total	1	5	6
	16.7%	83.3%	100.0%
	100.0%	100.0%	100.0%

**Figure No. 7 Category of the Potential Candidates**

#### Education

The data pertaining to the educational qualification of the potential candidates showed that 50% had "Pre-degree", 33.3% had "SSLC", and 16.7% had studied in the "Secondary Level". In "Kollam" district 66.7% of the interviewed potential candidates had "Pre-Degree" and 33.3% had "SSLC". In "Kasargode" district 33.3% of the candidates had "Pre-Degree" and an equal percentage had "SSLC" and "Secondary Level" education. (Refer Table No.21)

**Table No. 21 Educational status of the Potential Candidates**

District	Education			Total
	Secondary	SSLC	Predegree	
Kollam		1	2	3
		33.3%	66.7%	100.0%
		50.0%	66.7%	50.0%
Kasarkode	1	1	1	3
	33.3%	33.3%	33.3%	100.0%
	100.0%	50.0%	33.3%	50.0%
Total	1	2	3	6
	16.7%	33.3%	50.0%	100.0%
	100.0%	100.0%	100.0%	100.0%

#### Impact /Effectiveness of PEVAC

Variables such as programs in which they participated, usefulness of the program, emergence of candidatureship, usefulness at campaign and whether they won/not were analyzed to assess the effectiveness of the PEVAC program for PC.



### Programs in which they participated

The table regarding the PEVAC programs in which the potential candidates participated showed that in Kollam district none of the potential candidates attended the orientation programme on ward delimitation and in Kasargode district 33.3% attended the program. 33.3% of the potential candidates in Kollam and 66.7% in Kasargode attended the orientation program on “Voters list updation”.

The program on “Awareness generation on election process was attended by all the potential candidates in Kollam and Kasargode districts. While 66.7% of the potential candidates in Kollam participated in Leadership training, none from Kasargode attended the program. 100% of the candidates in Kollam had witnessed the Kalajatha. However, only 33.3% of the candidates in Kasargode had witnessed it. In Kollam district 100% of the political candidates who were interviewed, had participated in “Meet the candidate” program, whereas only 33.3% had participated in Kasargode.

When asked about the effectiveness of the PEVAC programs cent percent of the candidates in both Kollam and Kasargode districts had given a positive response. (Refer Table No.22)

**Table No. 22 Programs in which Potential Candidates Participated**

PEVAC Programmes	Districts	
	Kollam N=3	Kasargo de N=3
Ward Delimitation	0	1 33.3%
Voters List	1 33.3%	2 66.7%
Education Process	3 100%	3 100%
Leadership	2 66.7%	0
Kalajatha	3 100%	1 33.3%
Meet the Candidate	3 100%	1 33.3%

### Usefulness of the Programme

The usefulness of the programme was assessed at three levels viz. in relation to enhanced understanding, enhanced motivation and initiation of actions.

#### Enhanced Understanding

The data pertaining to PEVAC showed that cent percent of the potential candidates in Kollam and Kasargode districts had acknowledged the positive influence in enhancing their understanding on various topics related to election process and allied matters Viz. Voter’s and Candidate’s rights and responsibilities, importance of updating electoral roll, procedures on filing nominations, electoral offences and malpractices etc.

Although the PEVAC had provided them a better understanding, they were unanimous in voicing that each of these topics be dealt with in details by various experts. Moreover the candidates, especially from Women and Dalit categories should be concretely assisted in filing their nominations. (Refer Table No.23)

**Table No. 23 Usefulness in Terms of Enhanced Understanding**

Enhanced Understanding On	Districts	
	Kollam N=3	Kasargode N=3
Voter's and Candidate's Rights and Responsibilities	3 100%	3 100%
Election Procedure	2 66.7%	3 100%
Importance of Updating Electoral Roll	3 100%	3 100%
Electoral Offences and Corrupt Practices	2 66.7%	3 100%
Procedure on Filing Nominations Without Further Difficulties	3 100%	3 100%
Strategizing Election Campaign Without Any Corrupt Practices	3 100%	3 100%

#### Enhanced Motivation

Effectiveness of PEVAC in terms of enhanced motivation was assessed in relation to mobilization of community for voters list updation, disseminating PEVAC information, contesting elections, participating in PEVAC programmes and ensuring free and fair election.

The data revealed that 66.7% each of the potential candidates in Kollam and Kasargode districts had gained an increased motivation to mobilize the community for voters list updation and to ensure free and fair elections. The input given on the importance of voters list updation might have been the reason that prompted them to give due importance to voters list updation.

The figures from the data also portrayed that more than half of the potential candidates had utilized the information they had gained through PEVAC for a better participation in election process. Cent percent of the potential candidates from Kollam and 66.7% from Kasargode district stated that they had participated in PEVAC programme and disseminated the PEVAC information to the members of their respective communities.

It was clear from the informal discussions too that the potential candidates on the whole were very appreciative of the PEVAC programmes imparted to them. It did provide them with the required information on election process and allied matters. It also gave them a vision to work out strategies for the elections. It was also remarked that similar programmes be organized throughout the year for all the Panchayat members or persons aspiring to become part of decision making bodies. (Refer Table No.24)

**Table No. 24 Usefulness in Terms of Enhanced Motivation**

Increased Motivation to	Districts	
	Kollam N=3	Kasargode N=3
Mobilize Community for Voters List updation	2 66.7%	2 66.7%
Disseminating PEVAC Information	3 100%	2 66.7%
Contest Elections	2 66.7%	1 33.3%
Participating in PEVAC Programme	3 100%	3 100%
Ensure Free and Fair Elections	2 66.7%	2 66.7%

#### Initiation of Activities

Participation/ involvement in the PEVAC programmes has prompted the potential candidates to initiate various actions for the elections. The data in this regard showed that 16.7% of the potential candidates had gained the confidence to contest elections. 33.3% initiated community mobilization and educative classes on election procedures and importance of exercising their franchise. Nevertheless 50% of them had not initiated any activity.

In Kollam district, 33.3% of the potential candidates contested in the elections and an equal percentage conducted classes for the community for election procedures. However, 33.3% refrained from doing any activity.

With regard to the potential candidates in Kasargode 66.6% had strenuously concentrated on mobilizing and educating the community on election process. Squads were formed at the ward level. 33.3% however had not initiated any action.

Commencement of action as a continuum of the PEVAC participation depends greatly upon the individual's/candidate's attitude. Hence we can not relate to PEVAC's ineffectiveness to the percentage of persons who did not initiate any actions. Moreover, taking it positively, we can see that more than half had worked out strategies, taken measures to be active participants in election process, taking inspiration from the PEVAC programmes. (Refer Table No.25)

**Table No. 25 Actions Initiated After Attending PEVAC**

District	Actions initiated			Total
	Nil	Contested in Election	Mobilised groups & took classes on Election Procedure	
Kollam	1	1	1	3
	33.3%	33.3%	33.3%	100.0%
Kasarkode	2		1	3
	66.7%		33.3%	100.0%
Total	3	1	2	6
	50.0%	16.7%	33.3%	100.0%
	100.0%	100.0%	100.0%	100.0%

#### Emergence of Candidature ship

The data pertaining to the support received for potential candidates revealed that in 50% of the cases independent candidates were supported by political parties and in an equal percentage of the cases the candidates contested as party representatives. In Kollam district 33.3% were independent candidates with support from political parties and 66.7% contested as party representatives. In Kasargode district, 66.7% were independent candidates with support from political parties and 33.3% had contested as party representatives. (Refer Table No.26)

**Table No. 26 Emergence of Candidatureship**

District	How candidature emerged		Total
	Supported by Political party	Contested as Party Representative	
Kollam	1	2	3
	33.3%	66.7%	100.0%
Kasarkode	2	1	3
	66.7%	33.3%	100.0%
Total	3	3	6
	50.0%	50.0%	100.0%
	100.0%	100.0%	100.0%

#### Usefulness of PEVAC During Election Campaign

The data pertaining to the usefulness of PEVAC programme showed that for 66.7% of the potential candidates in Kollam and 33.3% of the candidates in Kasargode district, it was useful in educating the

voters on voting procedures and rights. For 33.3% of the respondents in Kollam District and 66.7% of the respondents in Kasargode district it was useful in creating a platform to discuss with voters on local issues and election manifesto and in creating increased rapport with local people and CBOs. For 66.7% of the potential candidates in Kollam District, it was useful in helping with updating voters list. (Refer Table No.27)

**Table No. 27 Usefulness of PEVAC During Election Campaign**

Usefulness of PEVAC During Election Campaign	Districts	
	Kollam N=3	Kasargode N=3
Educating Voters on Voting Procedures and Rights	2 66.7%	1 33.3%
Created Platform to Discuss with the Voters on Local Issues and the Election Manifesto	1 33.3%	2 66.7%
Participated in Updating the voters List	2 66.7%	0
Increased Rapport with Local People and CBOs	1 33.3%	2 66.7%

### Election Result

The data pertaining to the candidate's performance in the election showed that 66.7% had won the election and 33.3% had lost. In Kollam district, while 33.3% of the respondents won the election, 66.7% lost. In Kasargode district all the respondents had won the election.

### 2.2.2.3 Effectiveness as per Media

Media has a significant and vibrant role in educating the people on election process. Realizing the fact, information on PEVAC programmes was provided to both print and visual media to publish and telecast these. As a part of the present study, a probe was undertaken to the extent to which media participated in the campaign and how effective were their efforts in influencing the people. From the formal and informal discussions with the media persons of various districts, it was found that print media gave a wider publicity on the campaign and on various aspects of election process and allied matters compared to the visual -audio media.

Leading print medias viz. Malayala Manorama, Mathrubhoomi, Janmadesam, Rashtra Deepika, Janmabhoomi, Madhyamam, Deepika, The Hindu and the Indian Express had published articles on election process of PEVAC given to them by SAHAYI and other CSOs. Manorama, had taken special efforts to give publicity to the various PEVAC programs organized at different pockets of various districts. Subsequently awareness programmes, Kalajatha, and meet the candidate programme did receive a great importance in the media and thereby sending waves of information to the community members of various locations.

Visual/Audio media's participation however, was not very high. Nonetheless, in the intensive districts viz. Kollam and Kozhikkode visual media too had participated to a great extent through telecasting the Kalajadha and interviews with key persons. In the extensive districts the coverage of the programme by

visual media was nominal. Better linkages with the visual media of the various districts could bridge the lacunae in this regard.

Duration of the programmes telecasted varied from 2 mts to 45mts. Interviews with Director Sahayi, telecasting of Kalajatha, state level inauguration of the programme and few shots of the orientation programme were the major programmes telecasted in the visual media. Similarly in the print media, write-ups on the programme, articles on election process, were published several times during the campaign period. The frequency of such publications varied from once to 10 times.

Better orientation to the media persons and a strong network with them could enhance the frequency and duration of the programme coverage of PEVAC. Such efforts will no doubt better the knowledge and thereby prompt them to exercise their supreme right effectively.

According to the media persons, the programmes had a positive response from the viewers/readers. They were of the opinion that though these programs were well intended they did not receive the due prominence/coverage in neither of the media. Hence, the media should be oriented properly in advance, so that they would make every effort to give a wider coverage/publicity to the programmes whereby they would contribute their share to the success of the efforts to educate the people on election process and allied matters.

The mode of linkage by the media to the PEVAC were in the form of covering the programmes of PEVAC directly, publishing prepared write ups, telecasting CD produced by Sahayi on election matter, Telecasting interviews produced by Shahayi on election matters, Telecasting interviews with the Key persons of PEVAC programmes. Publishing prepared write-ups was the prime contribution by media. The other linkages were only to the minimum

They were unanimous in voicing the requirement of similar activities in future. However, it was suggested that street plays, Kalajatha padayathras and such other mass moving programmes will have better power in educating than mere orientation and awareness classes. Telecasting of these wayside programmes through the media will have an imprinting effect on the minds of the common people.

Hence, in future a strong linkage and enhanced wayside programs will effect better change through better publicity and education through the media.

### **2.3 SWOT ANALYSIS**

A vision to future always relates to the past and present. Accordingly, a better conduct of PEVAC in future depends greatly on the past/present conduct of these programmes. Hence, a SWOT analysis highlighting the strengths, weaknesses (gaps), opportunities and threats of Sahayi in conducting these programmes had been carried out. The analysis portrays the 'strength', which needs to be promoted, weaknesses/ gaps that need to be bridged, opportunities that required to be tapped and threats against which vigilance to be kept. This would serve the planners of these programmes to take into consideration all these aspects prior to modifying or taking steps to strengthen the programme so as to impart the education on election process and allied matters extensively and thereby make the democratic process a great success by encouraging maximum people to participate in the process. SWOT analysis of the programme has been therefore carried out with reference to the capacity of Sahayi to carry out these programmes.

## Strengths

- Network with CSOs of various districts (international, national and local)
- Expert hands on Election process and allied matters
- Know how of the easy system of operation
- Availability of the input to a great extent
- Infrastructure for the promotion of the programs
- Linkage with and visual media
- IEC material preparation and distribution

## Weaknesses

- Inadequate number of persons to monitor the overall implementation of the various programme.
- Lack of sufficient staff to enforce the CSOs to impart the PEVAC training
- Lack of strong network with CSOs in various districts
- Failure in making the programme massive by way of making it a talk among the people just like the propaganda conducted for family planning and pulse polio, even in the intensive districts
- Time and man power constraints on the part of Nodal agency in implementing the PEVAC activities well in advance in all the extensive districts.
- Insufficient participation from the community.
- Low publicity and media coverage of the programme by the CSOs
- Time constraint in conducting the programmes
- Post election classes on good governance should be organized

## Opportunities

- Develop a strong network and linkage with media both print and visual
- Encourage maximum number of CSOs to be participants in the PEVAC
- Prepare a variety of programs that have better appealing to the public
- Enhancing linkages with clubs, kudumbasree and SHGs of the respective areas
- Promote publicity to PEVAC for facilitating better participation in the elected process.

## Threats

- Lack of due interest from the CSOs and other corners of the various districts
- Insufficiency of funds in conducting the various programmes
- Political separatism favouritism

## 2.4 Suggestions by the Respondents

Witnesses of either of the programmes – awareness classes/Kalajatha, recognizing the importance of the subject has indeed come forward with a number of suggestions to make the programme more effective and fruitful. This section highlights the prominent suggestions voiced by the common man, to

which a thought could be given in the planning and implementation of the PEVAC programmes in future. The section has been divided into two sub- sections – the first spells out the suggestions of the voters and the second that of the key personnel viz. potential candidates, CSOs and media persons.

### **Voters**

The suggestions of the voters have a greater say as all PEVAC programmes are ultimately addressed to the enhancement of their knowledge on election process and allied matters. The suggestions put forward by them can be grouped as suggestions relating to:

- The presentation of the programmes
- The timing/duration of the programmes
- Ensuring maximum participation

The presentation of the programmes

The suggestions in this regard are as follows:

- Language used in the Kalajatha at the Kannada Speaking belt should be more in line with their local language.
- The orientation classes must be elaborate and should be handled by different persons
- More street programmes should be conducted
- Programmes should be concentrated on village level or panchayat level
- Presentation/implementation of the programmes should concentrate more on the interior areas

The Timing/Duration of the Programmes

- PEVAC must be organized well in advance to the elections
- Duration of the programmes should be enhanced/extended
- Kalajatha should be presented at appropriate timings i.e. at a time when people are in the junction. Preferable timing of the programme will be morning and evening hours
- The programme should be organized preferably on public holidays

Ensuring Maximum Participation

- Efforts should be made to link the programmes with the local youth club
- Kudumbasree/SHG units could be made use of at the maximum possible extent to increase the participation level
- More publicity through visual and print media could enhance the participation and coverage of the programmes



- The programmes should be conducted at ward/panchayat level with the active participation of the members
- Prior information should be given to the community regarding the programmes and the location where the programmes are being planned
- The participation of all candidates should be ensured in 'meet the candidate' programme
- Linkages with religious organizations would enhance the participation and the net output of the programme

### **Miscellaneous**

- Extend the conduct of the programme to more locations
- The programme should be more of a massive type
- Special classes should be imparted to the candidates on their duties
- Enhance the frequency of the conduct of these programmes every year

### **Key Personnel**

In order to have an in-depth and enhanced understanding of the impact and thereby to better its conduct in future, informal and formal discussions were held with Key Personnel viz. representatives of CSOs, potential candidates, and media personnel. The suggestions that emerged out from the interactions are scripted below separately under the heads, suggestions by CSOs, Potential Candidates and Media Persons.

#### **Civil Society Organizations**

Civil Society Organizations of each district have played a vital role in the implementation of the PEVAC programmes. Hence their suggestions assume paramount importance. Major suggestions voiced by them were:

- Find out more organizations/groups with whom tie-ups and collaborations can be worked out
- Organize Padayatras and other innovative modes of campaign
- Start the programmes much earlier
- Time period for organizing the programme should be increased
- Concentrate more at village/panchayat level
- Coverage of the programme should be expanded
- Select volunteers from the community and orient them to spread the message
- CSOs should be made to focus more on the updating of the voters list
- Post election classes/orientation should also be organized

## Potential Candidates

- Publicity regarding the programmes should be enhanced
- The programmes should be concentrated at the ward level
- The participation of women in Kudumbasree and SHGs should be ensured
- Information regarding the organization of the programmes should be communicated much earlier
- Set up committees in each ward to create awareness on election process and allied matters
- Orientation classes should include more people
- The coverage of the programme should be widened
- Innovative programmes in the form of Padayatras, street plays etc. should be adopted
- Include detailed classes on bogus votes in the content of the campaign

## Media Persons

- Increase the standard of the programmes
- More participation should be ensured from the candidates and people during the meet the candidate programme
- Information regarding the programme should be communicated well in advance

## Chapter III

### FINDINGS & RECOMMENDATIONS

Democracy attains its fullest meaning only when maximum number of people exercises their adult franchise in a free and fair manner. Elections in the past however, highlighted a comparative low participation in exercising the franchise and a number of complaints on electoral offences, bogus and non-rejection votes etc. PEVAC has been conceived at this juncture to trumpet against this scenario and thereby to ensure maximum participation in elections. It is the second consecutive time that Sahayi –an organization (NGO) committed to strengthening the LSGIs have come forward with the strong support of PRIA New Delhi, to conscientise people on election process and allied matters.

PEVAC-2005 aimed at making people aware about the importance of their participation in elections (as voters/candidates), how to participate (delimitation of constituencies, nomination procedures, registration as voters) how to become eligible for voting (inclusion of name in voter's list) how to actually cast their vote (ballot papers, timing and place of voting) and who should they vote for (worthiness of candidates).

The present study was undertaken to analyze the effectiveness of the programmes in enhancing the voters/candidates knowledge and motivation whereby increase their participation in election process.

#### **Major objectives of the study were:**

- 1) To gain insight into the voters awareness regarding
  - Increased participations of women, dalits and under privileges in the electoral process
  - Decrease in incidents of non-rejection of votes

- Promotion of free and fair elections
- Reduction of bogus votes cast.

- 2) To find out the perceptions of various categories of people regarding PEVAC activities
- 3) To identify the popular methods/activities carried out for sensitization and mobilizations.
- 4) To assess the IEC materials produced and the mode of distribution.
- 5) To identify the various linkages established with NGOs, govt. departments, agencies etc.
- 6) To suggest appropriate steps to make the PEVAC programme more effective and efficient.

A sample of 5 districts -2 intensive districts and 3 extensive districts –were selected for the study. From each of the selected districts, representatives from voters, potential candidates, CSOs and media were interviewed to gather relevant information. A total of 365 voters (275 from intensive + 90 from extensive) and 35 key personnel (10 CSOs, 15 PCs, and 10 media persons) were contacted and information pertaining to the study was collected using interview schedule and guide.

### 3.1 Findings

To have a comprehensive picture on the effectiveness of the PEVAC programme, data was gathered both from the voters and the key personnel viz. Potential Candidates, CSO and Media. The highlights/findings from the data are scripted below under two major captions a) According to voters & b) according to key personnel.

#### **Voters**

##### **Age:**

- o 56% and 48% of the voters in Intensive and extensive districts respectively, covered by the PEVAC programs were in the age group of 20-40.
- o 37% and 50% of the middle aged i.e. 40-60 age group from intensive and extensive district participated in the PEVAC Programme
- o The elderly were covered only nominally in both areas of operation.
- o Coverage of Youth (20-40) by the PEVAC was slightly higher in the rural areas of intensive districts than extensive districts.
- o 55% of youth from intensive and 52% from extensive districts were covered by the PEVAC.
- o A marked difference in urban youth coverage was seen in intensive and extensive districts.
- o While 62.7% of youth were covered in the urban area of intensive districts, it was only 40% in extensive districts.
- o The middle aged were covered comparatively higher in the rural (48%) and urban (53%) areas of extensive districts than intensive districts (42.5% in rural and 24% in urban)

##### **Sex**

- o A High participation by women was noted in the extensive and intensive districts.

- o 66.9% and 81% of women took part in the PEVAC organized intensive and extensive districts respectively.
- o Male participation was comparatively higher in intensive districts (33.1%) than extensive districts (18.9%)
- o Women participation both from rural and urban was comparatively higher in the extensive districts (78.3% & 86.7%) than intensive districts (68 & 64%).

### **Marital Status**

- o 87.8% and 83.6% of the voters in intensive and extensive districts were nominal.
- o The unmarried were comparatively higher in the intensive districts (15.6%) than extensive districts (8.9%)
- o Irrespective of intensive or extensive districts, the participation of married people was higher in relation to the unmarried.

### **Religion**

- o While Hindus dominated in the intensive districts (62.5%), it was Christians who took part greatly (50%) in the extensive districts
- o Participation of Muslims was comparatively lower both in the intensive (9.8%) and extensive districts (4.4%).

### **Category**

- o 86.5% and 95.6% of those who gained information from PEVAC belonged to general category.
- o Only 12.7% and 4.4% of the SCs in intensive and extensive districts respectively, were covered by the PEVAC
- o Scheduled Tribe covered by PEVAC was only .7%
- o SCs covered by PEVAC were mostly in the rural areas. 14.5% and 6.7% of the people in rural areas took part in the programme.

### **Education**

- o 66% and 56.6% of the respondents in intensive and extensive districts had only SSLC or below SSLC level education.
- o Illiterates were comparatively higher in intensive districts with 4.4% as against 2.2% in extensive districts.
- o Low participation was recorded from those who had post graduation both in intensive (2.9%) and extensive districts (1.1%)
- o 7.6% and 16.7% of the respondents of intensive and extensive districts had graduation
- o Similar trend as penned above was noted in the urban and rural areas of intensive and extensive districts.

### **Occupation**

- o 17.1% and 1.1% of the them were daily wage labourers

- o The unemployed were 39.6% and 43.3% in the intensive and extensive districts respectively.
- o 12% and 46.7% of the respondents depended on casual labour from their livelihood.
- o Employment in govt. and private services were comparatively low with 9.5% and 6.9% in intensive and 2.2% each in the extensive districts.

### **Participation in the PEVAC**

- o Maximum participation in Kalajatha was reported from rural (52.3%) and urban (20%) areas of the intensive districts
- o In the extensive districts 66.6% of the respondents from rural and 33.3% from urban had taken part in orientation classes.
- o Participation in Meet the candidate programme was comparatively higher in the extensive districts (17.7% in rural + 5.5% in Urban) than intensive districts (10.9% in Urban and .3% in rural)
- o In the intensive districts, participation in Kalajatha was seconded by orientation classes with 48.7% in rural and 13% in urban areas.
- o 'Voters list updation' was comparatively higher in the intensive districts with 40.18% and 6.18% in rural & urban areas and 5.5% in rural & 3.3% in urban areas of extensive districts.

### **Programme most appealing**

- o 56.7% of the respondents in intensive districts judged 'Kalajatha' as the best programme
- o Orientation classes followed with 41.5%. Only .7% suggested 'meet the candidate programme' as the best.
- o Both in urban and rural areas, Kalajatha was rated as the first choice.
- o 62.7% and 54.5% of the people in urban and rural areas rated Kalajatha as the best.
- o Orientation classes were rated as second by 34.7% and 43.5% of the respondents in urban and rural areas of intensive districts.
- o Cent percent of participants in urban and 93.3% in rural had stated orientation programme as the best programme. Kalajatha and 'Meet the candidate programme' were reported by 3.3% and 1.1% of the respondents
- o Variation in judging relied on the participation level of the PEVAC programme.

### **Areas touched upon**

- o 'Voting for the right candidate', 'voters rights in election process' 'importance of exercising franchise', and 'voter's list updation', were the topics covered in various programmes.
- o Depending on the time, the degree of input given varied greatly.
- o 47.27%, 46.5%, 45.4% and 45.09% of the people in rural area of intensive districts stated 'voting for the right candidate' 'voters rights in election process', 'importance of exercising franchise' and 'voter's list updation' as the areas touched upon.
- o The corresponding figures in the urban areas were 18.1% 16.7% 13.8% and 11.6% each.
- o 62.2% and 57.7% of the rural people in extensive districts mentioned 'voting for the right candidate', and 'voters right in election process' as the prominent topics touched upon by the PEVAC programmes.
- o 'Importance of exercising franchise' and 'voters list' update was touched upon according to 45.5% and 40% of respondents in rural areas of extensive districts.
- o According to 31.1% and 30% of the urban people of the extensive districts 'voting for the right candidate' and 'voters rights in election process' were the major topics covered.

### **Usefulness of the Programme**

- o 98% and 100% of the people in intensive and extensive districts were able to understand the importance of their rights and exercise it effectively
- o Irrespective of rural urban difference, except a minute percentage of 1.8%, all the others had benefited from the programme.

### **Usefulness in terms of Enhanced Understanding**

- o 58.18% and 24.7% of the people in rural and urban areas of the intensive districts stated better understanding on voting procedure.
- o 45.8% and 43.6% of the rural people in Intensive districts gained enhanced knowledge in eligibility for contesting elections and procedures related to entrustment of voters list respectively.
- o The corresponding figures in urban areas were 11.6% and 7.6% each.
- o 62.2% and 61.1% in rural areas and 28.8% and 30% in urban areas had an increased knowledge on 'voters rights and responsibilities' and the 'voting procedure' respectively.
- o The least information received was on the topic 'electoral offence and corrupt practices'.

### **Usefulness in terms of Enhanced Motivation**

- o 37.8% and 15.6% of the respondents from rural and urban areas of intensive districts had stated the positive impact of PEVAC programme in motivating them to exercise their franchise.
- o 55.5% and 30% of voters from rural and urban areas of extensive districts too affirmed the usefulness in relation to enhanced motivation.
- o 52.7% and 51% of voters from the rural areas of intensive and extensive districts had acknowledged the contribution of PEVAC in motivating others to cast their votes.
- o Similarly, 14% and 30% of people had been motivated to exercise their right to vote.

### **Key Personnel**

#### **Legal entity of CSOs**

- o Cent percent of the CSOs in the intensive districts were charitable trusts
- o In the extensive districts, 50% were charitable organizations and the remaining 50% charitable trusts

#### **Area of Operation**

- o In the intensive districts, 50% of the CSOs operated at district level and the other half at the state level.
- o Within the extensive districts, 75% operated at district level, and 25% at the State level.

#### **Previous Experience In Activities To Strengthen LSGIs**

- o 50% of the organization in the intensive districts had undertaken programmes on LSGIs before participating in Sahayi's PEVAC.
- o 66.7% from extensive districts had prior experience in undertaking activities related to strengthening of LSGIs

#### **Emergence of Interest to join Sahayi's PEVAC**

- o 25% in the intensive districts joined the PEVAC due to the motivation geared from attending orientation programme, 25% because they had associated with Sahayi in various other activities and 50% due to both the above-mentioned reasons.
- o In the extensive districts, 33.3% joined PEVAC as a result of the motivation gained from attending orientation programme, 50% because they had worked along with Sahayi in other programmes and 16.7% because of both the above-mentioned reasons.

## **b. Effectiveness and impact of PEVAC**

### **Programmes of PEVAC Participated**

- o Irrespective of intensive & Extensive variation cent percent of the CSOs participated in Meetings/Discussions and Awareness generation on election process.
- o 100% of CSOs in intensive districts participated in Kalajatha only 50% in the extensive district of Trivandrum Participated .
- o Only 50% of the CSOs in Kollam, Kasargode, Trivandrum and Ernakulam organized 'meet the candidate programme'. It should be noted that none of the CSOs in Wayanad took part in this programme.
- o While cent percent of the CSOs in Kollam and Wayanad helped with voters list updating/election' only 50% in Kasargode, Trivandrum and Ernakulam participated in this activity.

### **Usefulness of the PEVAC programmes**

- o 100% of the CSOs opined that the programmes were useful.

### **Enhanced Understanding on Topics**

- o Cent percentage of CSOs in Kollam, Trivandrum and Wayanad and 50% in Kasargode and Ernakulam gained better understanding on 'updatation of voters list'.
- o 100% of the CSOs gained enhanced understanding on 'voters rights and responsibilities'.
- o All the CSOs in Kollam, Trivandrum, Wayanad & Ernakulam and 50% in Kasargode gained enhanced understanding on 'Election procedure', 'Enrolment in Electoral roll', 'electoral offences and corrupt practices' and 'processes and procedures in contesting'.

### **Increased Motivation to carry out activities**

- o Cent percent of the CSOs were motivated to: Disseminate PEVAC information, organize PEVAC in their area of operation and to motivate others to caste their votes.
- o All the CSOs under the study had promoted potential candidates to contest elections.

### **Contents of Awareness Programme**

- o 25% each of the CSOs in the intensive districts opined that the contents of the programme were of great importance, created mass participation and that it was comprehensive. However, 25% felt that the contents needed to be enriched.
- o Within the extensive districts, 50% said that 'needed topics' were covered. 33.3% said that it was informative and 17% refrained from giving an answer.

### **Dissemination of Awareness in area of Operation**

- o 100% of the CSOs had disseminated awareness on PEVAC in their respective area of operation.

### **Ways of Disseminating Awareness**

- o Cent percent of the CSOs had organized orientation classes on election process and corrupt practices and also disseminated IEC materials on PEVAC.
- o 100% of the CSOs in Kasargode and Trivandrum and 50% in Kollam, Wayanad and Ernakulam promoted potential candidates to file nominations
- o While 50% of the CSOs in Kollam, Kasargode, Trivandrum and Ernakulam organized 'Meet that candidate programme', none of the CSOs in Wayanad carried out this activity.
- o 100% of the CSOs in Kollam and Wayanad and 50% in Kasargode, Trivandrum and Ernakulam mobilized the community with regard to 'voters list updatation'.

## Coverage of PEVAC

- o 50% CSOs in the intensive districts operated at district level and 25% each at Panchayath and Block level.
- o In the extensive districts, 66.7% of the organizations spread the message of PEVAC at block level and 33.3% at district level.

## Increase in voting percentage of women

- o Irrespective of area variation all CSOs in intensive districts said that the voting percentage of women had increased.
- o In the extensive district, 83.3% gave a positive response when asked if there was an increase in voting percentage of women.

## IEC Material on PEVAC and their usefulness

- o 100% of the CSOs had received IEC materials on PEVAC

### Usefulness of IEC Materials

- o 100% of the CSOs said that it had helped in disseminating information on election process.
- o 100% of the CSOs in Kollam, Trivandrum, and Wayanad and 50% in Kasargode and Ernakulam said that the IEC materials gave them inputs to conduct orientation classes on PEVAC
- o Almost all CSOs stated the assistance of materials in providing guidance to leaders in filing their nominations and better understanding on corrupt practices in election.

## Effect of PEVAC

- o New leadership emerged in the area of operation of 100% of the CSOs in Kasargode and Ernakulam and 50% of the CSOs in Kollam, Trivandrum and Wayanad.
- o Increased community participation was reported in 100% of the CSOs in Trivandrum and Wayanad and in 50% of the CSOs in the other 3 districts.
- o 100% of the CSOs in Kollam and Trivandrum and 50% in the other 3 districts reported that the PEVAC programs helped to create awareness regarding the importance of exercising franchise
- o Decrease in incidence of non-rejection of votes/bogus votes was reported by cent percent of CSOs in Kollam and Trivandrum and 50% in Kasargode and Ernakulam. However, such a positive response was not reported from Wyanad.
- o 100% of the CSOs in Kollam Trivandrum and Wayanad and 50% in Kasargode and Ernakulam reported decrease in electoral offences/malpractices.
- o 100% of the CSOs in Kollam, Wayanad and Ernakulam and 50% in Kasargode and Trivandrum opined that PEVAC helped people in 'choosing the right candidate'.

## Potential Candidates

### Age

- o Half of the potential candidates were in the age group of 41-50.
- o 33.3% belonged to 30-40 age category
- o Above 50 age group was only 16.7%.
- o In Kollam district an equal distribution of 33.3% each was reported in the above three age categories.



o Kasargode district had 66.7% pc belonging for 41-50 age followed by 33.3% in 31-40 age group.

### **Sex**

o 66.7% of potential candidates were females and 33.3% males

o Kollam had cent percent females

o Kasargode district had 66.7% males and 33.3% females

### **Marital Status**

o Cent percent of the PCs were married

### **Religion**

o 83.3% of Potential Candidates belonged to Hindu religion

o Christians followed with 16.7%

o Kollam district had cent percent from Hindu religion.

### **Category**

o 83.3% belonged to general category and the rest were of Scheduled

### **Caste**

o 16.7% belonged to the SC category

### **Education**

o Half of the PCs had only pre-degree education

o 33.3% had SSLC Programmes in which they participated

o 33.3% of PCs in Kasargode district had attended the ward limitation programme.

o None from Kollam had taken part in this programme

o 33.3% PCs in Kollam and 66.7% in Kasargode had attended the orientation programme on voters list updation

o Awareness generation on election process was attended by all the PCs.

o 66.7% of PCs in Kollam participated in the leadership training

o None from Kasargode participated in the same.

o Meet the candidate programme was attended by cent percent of the PCs from Kollam

o Where as only 33.3% PCs from Kasargode participated

## Usefulness of the Programmes

- o Cent percent of the PCs had benefited from the PEVAC programs in terms of enhanced understanding on voters/candidates rights and responsibilities.
- o 66.7% PCs in Kollam and cent percent in Kasargode gained better knowledge an election procedure.
- o PEVAC had motivated 66.7% of PCs in Kollam and 33.3% in Kasargode district to contest in election.
- o The Prgorammes had also enhanced their motivation to ensure free and fair elections and dissemination of PEVAC information.

## Action Initiated

- o 16.7% of the PCs contested in elections
- o 33.3% mobilized the community and conducted classes on elections procedures
- o 50% did not initiate any activity

## Emergence of Candidature ship

- o 50% of independent candidates were supported by political parties
- o The remaining half contested as party candidates
- o In Kollam 33.3% were independent candidates with the support of political parties.
- o 66.7% contested as party candidates
- o 66.7% of candidates in Kasarogde were independents supported by political parities.
- o 33.3% as party candidates.

## Usefulness of Campaigns

- o 33.3% in Kollam and 66.7% in Kasargode stated that PEVAC created a platform to discuss with voters on local issues and election manifesto and in ensuring support of CBOs.
  - o For 66.7% it helped in updating voters list.
  - o Majority of the PCs reported that PEVAC was useful in educating voters on voting procedures.
- Election Result
- o 66.7% of candidates had won the election

## Media

- o All leading papers of Kerala had given coverage on the programs of

## PEVAC

- o Audio/Visual medium usage was comparatively lower in the extensive districts
- o Better linkages could make the programme massive
- o Duration of the programme telecasted varied from 2mts to 45mts.
- o Interview with Director of SAHAYI scenes from Kalajatha state level inaugurate of the programme and a few slots of the orientation programme were the major programme on the screen
- o Cent percent of the media persons stated the positive impact of the programme
- o They also opined that the programme did not receive the needed coverage
- o According to majority of the media persons publishing the prepared write up was the prime contribution made by them.
- o Other linkages in the form of directly telecasting was very much limited.
- o They unanimously voiced the need for similar programs in future.

## 3.2 Recommendations

The following recommendations were drawn from the interactions with the respondents through interviews and formal and informal discussions. The recommendations which aim at enhancing the success of PEVAC programmes in the state are scripted under the heads:

- o Coverage of the programme
- o Content/presentation
- o Duration/Timing
- o Mode/Methods
- o IEC Materials
- o Networking and
- o Miscellaneous

### Coverage of the programme

- o The programme should be conducted at ward/panchayath level
- o More concentration should be given to the remotest villages
- o SC/ST populated areas should be given special attention
- o The organization of programmes must be of massive type rather than mere sparks here and there
- o CSOs in various districts should be encouraged and to a certain extent compelled to conduct the PEVAC programmes intensively
- o Wide publicity should be given to the PEVAC programmes

### Content/presentation

- o Language used in the Kalajatha at the Kannada Speaking belt should be more in line with their local language
- o Detailed information should be imparted on various topics
- o Steps should be taken to make the voter's list perfect.
- o More than mere classes, concrete assistance should be provided for updating voters list, filing nominations etc.
- o Intense focus on voter's list updation in future PEVAC with the support of local CSOs and CBOs
- o Special concentration/in-depth classes should be given on topic like bogus votes and non-rejection of votes
- o Post election classes should be organized
- o Increases focus should be given to colleges/academic institutions
- o Select and form a group of volunteers at ward level and train them in PEVAC

### Duration/Timing

- o PEVAC programmes should be organized well in advance of the elections
- o The communities/local people where the programmes are planned should be informed much earlier
- o The duration of the programmes, especially that of the orientation classes, should be increased, thereby giving required time for each topic
- o Kalajatha should be presented in various locations at appropriate timings (time when people come together)

## Mode/Methods

- o More appealing modes like street plays, Padayatras, marathon races, public meetings etc. should be organized
- o Screen short films on PEVAC in public places and in remote locations
- o Organize seminars of political party leaders and impart training
- o Pressurize political parties to shun violence and unfair methods

## IEC Materials

- o More leaflets and IEC materials should be produced and distributed
- o Notices imprinting the highlights of various topics should be extensively distributed
- o Posters, advertisements on the screen etc. should be widely used

## Networking

- o Enhance the linkages with clubs, Kudumbasree, SHGs and other grass root level organizations in the conduct of the programme
- o CSOs should strengthen the network with the visual and print media of various districts in order to ensure better publicity to the programmes
- o Promote liaisoning with religious organizations and thereby enhance the voter's understanding on election process and the motivation to exercise their franchise
- o Ensure tie-ups with more CSOs/Organizations
- o Form a permanent platform of CSOs and provide training round the year on various processes that should be undertaken to strengthen LSGIs
- o Give incentives/awards to CSOs that show exemplary result in PEVAC

## Miscellaneous

- o The frequency of the conduct of these programmes should be enhanced
- o Special classes should be imparted to the candidates regarding their duties
- o Monitoring of the conduct of programmes by various CSOs in different districts will ensure better conduct

In spite of the lacunae/limitations, the efforts made by SAHAYI in strengthening LSGIs by educating the voters, were applauded by those who had participated in the PEVAC activities. Undoubtedly, these milestones are not only in the history of SAHAYI but that of Kerala too. Hence, the efforts must continue to attain its objective to the full with a better and strong collaboration and networking with various organizations/groups of various districts. Let the sparks spread and become a flame in the next elections

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## APPENDICES

### STUDY ON ASSESSING IMPACT OF PEVAC IN KERALA

#### INTERVIEW SCHEDULE FOR VOTERS

Investigator	Date of Interview
District	Block
G. Panchayat / Municipality	Ward No
Socio Economic Profile	
Name of the Respondent	
Age of the Respondent	
Sex	
Marital Status	
Religion	
Category	SC/ST/GEN
Education	
Present occupation	
<b>Effectiveness &amp; Impact of PEVAC</b>	
<p>What are the PEVAC programme of Sahayi that you participated?</p> <p>1.Awareness Generation on election process (TOT / Half day consultative meeting / one day orientation / )</p> <p>2. Kalajatha</p> <p>3.Meet the candidate</p> <p>4. Voter's list enrollment/deletion</p>	
<p>Which of the programme you liked at most in PEVAC</p> <p>1.Awareness Generation on election process ( Half day / one day orientation / )</p> <p>2. Kalajatha</p> <p>3.Any other</p>	

<p>What were the areas touched upon in the Programme?</p> <ol style="list-style-type: none"> <li>1. Voter's list updation</li> <li>2. Importance of exercising franchise</li> <li>3. Voter's rights and the election process</li> </ol>	
<p>Has the programme in any way helped you to understand your right to vote and exercise it effectively?</p>	<p>1. Yes 2. No</p>
<p>If yes, in what way</p> <p>a. Enhanced understanding on</p> <ol style="list-style-type: none"> <li>1. Procedures related to enrollment in voter's list</li> <li>2. Voter's rights and responsibilities</li> <li>3. Voting procedure</li> <li>4. Eligibility for contesting elections</li> <li>5. Electoral offences and corrupt practices</li> </ol> <p>b. Increased motivation</p> <ol style="list-style-type: none"> <li>1. Casting vote</li> <li>2. Motivating others to cast their votes</li> <li>3. Others</li> </ol>	
<p><b>Suggestions/Perceptions</b></p>	
<p>Your opinions regarding the effectiveness of PEVAC conducted by Sahayi</p>	
<p>Do you think similar initiatives on PEVAC required in the forthcoming elections in LSG</p>	
<p>If Yes, what are Your Suggestions for improving PEVAC in the forthcoming elections</p>	

## STUDY ON ASSESSING IMPACT OF PEVAC IN KERALA

### INTERVIEW GUIDE FOR POTENTIAL CANDIDATES

	Investigator	Date of Interview
	District	Block
	G. Panchayat / Municipality	Ward No
<b>I</b>	Socio Economic Profile	
1.	Name of the Respondent	
2.	Age of the Respondent	
3.	Sex	
4.	Marital Status	
5.	Religion	
6.	Category	Sc / St / Gen
7.	Education	
8.	Present occupation	
9.	Previous affiliation in social organization	<ol style="list-style-type: none"> <li>1. Kudmbashree NHG</li> <li>2. SHG member formed by CSO</li> <li>3. PalliSabha</li> <li>4. Anganwadis worker</li> <li>5. Mahilamandal</li> <li>6. KSLM</li> <li>7. Any other</li> </ol>
10.	Previous affiliation in political organization	<ol style="list-style-type: none"> <li>1. LDF</li> <li>2. UDF</li> <li>3. BJP</li> <li>4. Muslim league</li> <li>5. Independent</li> </ol>

II	Effectiveness & Impact of PEVAC
11.	<p>What are the PEVAC programme of Sahayi that you participated</p> <ol style="list-style-type: none"> <li>1. Received details regarding Ward delimitation</li> <li>2. Voter's list updation</li> <li>3. Awareness Generation on election process ( / Half day / one day orientation / )</li> <li>4 Leadership training</li> <li>5. Kalajatha</li> <li>6. Meet the candidate Programme.</li> </ol>
17.	<p>Were these programmes useful to you?</p>
12.	<p>if yes, state in what ways?</p> <p>a. Enhanced understanding on</p> <ol style="list-style-type: none"> <li>1. voter's and candidates rights and responsibilities</li> <li>2. Election procedure</li> <li>3. Importance of updating electoral roll</li> <li>4. Electoral offences and corrupt practices</li> <li>5. Procedure on filing nomination without further difficulties</li> <li>6. Strategizing election campaign with out any corrupt practice</li> </ol> <p>b. Increased motivation</p> <ol style="list-style-type: none"> <li>4. In mobilizing the community for voter's list updation</li> <li>5. Disseminating PEVAC information</li> <li>6. Contesting election</li> <li>7. Participating in PEVAC programme</li> <li>8. Ensuring free and fair election</li> </ol> <p>c. What actions did you initiate?</p>
13.	<p>How was your candidature emerged in this election?</p> <ol style="list-style-type: none"> <li>1. Contested independently</li> <li>2. Supported by the political party</li> <li>3. Contested as party representative</li> </ol>



14.	How PEVAC was useful to you during your election campaign <ol style="list-style-type: none"> <li>1. Educating the voter's on voting procedures and rights</li> <li>2. Created platform to discussion with the voter's on local issues and the election manifesto</li> <li>3. Participated in updating the voter's list</li> <li>4. Increased rapport with the local people and CBOs</li> </ol>
15.	Have you won the election <span style="float: right;">Yes/No</span>
III.	<b>Suggestions/Perceptions</b>
16.	Your opinions regarding the effectiveness of PEVAC of Sahayi
17.	Do you think similar initiatives on PEVAC required in the forthcoming elections in LSG
18.	If Yes, what are Your Suggestions for improving PEVAC in the forthcoming elections

## STUDY ON ASSESSING IMPACT OF PEVAC IN KERALA

### INTERVIEW GUIDE FOR CIVIL SOCIETY ORGANISATION LEADERS

Investigator	Date of Interview	
District	Block	
G. Panchayat / Municipality		
Socio Economic		
Name of the respondent		
Name and address of the organization		
Your position in the organization		
Legal entity	(Charitable organization/ charitable trust/..)	
Area of operation & Name of the operational	Village/ Panchayath / Block / district/state	
Major activities (Specify)	Community organization / awareness generation /women empowerment /Local Self Governance issues Others	
Have you undertaken any programme on strengthening Local Self Governance before participating in Sahayi's PEVAC (2005)	Yes / No	
If Yes Specify the activity		

Indicate how your interest emerged on PEVAC	<ol style="list-style-type: none"> <li>1. Attending Orientation programme of Sahayi</li> <li>2. IEC materials of Sahayi</li> <li>3. Others</li> </ol>		
<b>II</b>	<b>Effectiveness &amp; Impact of PEVAC</b>		
27.	<p>What are the PEVAC programme of Sahayi that you participated?</p> <ol style="list-style-type: none"> <li>1. Meetings/Discussions             <ol style="list-style-type: none"> <li>2. Awareness Generation on election process (TOT / Half day consultative meeting / one day orientation / )</li> </ol> </li> <li>3. Kalajatha</li> <li>4. Meet the candidate</li> <li>5. Voter's list updation /deletion</li> </ol>		
28.	<table border="1" style="width: 100%;"> <tr> <td style="width: 70%;">Were these programme useful to you?</td> <td style="width: 30%;">Yes/No</td> </tr> </table>	Were these programme useful to you?	Yes/No
Were these programme useful to you?	Yes/No		
29.	<p>If yes, state in what ways?</p> <p>a. Enhanced understanding on</p> <ol style="list-style-type: none"> <li>1. Updation of Voter's list</li> <li>2. Voter's rights and responsibilities</li> <li>3. Election procedure</li> <li>4. Enrollment in electoral roll</li> <li>5. Electoral offences and corrupt practices</li> <li>6. Process and Procedures</li> </ol> <p>in contesting b. Increased motivation on</p> <ol style="list-style-type: none"> <li>9. Casting vote</li> <li>10. Motivating others for Casting Votes</li> <li>11. Disseminating PEVAC information</li> <li>12. Promoting potential candidates to contest election</li> <li>13. Organizing PEVAC in the area of operation</li> </ol>		
30.	<p>What is your remarks regarding the inputs (content) given during the awareness programme</p>		
31.	<table border="1" style="width: 100%;"> <tr> <td style="width: 70%;">Did you disseminate the awareness input to others in your area of operation</td> <td style="width: 30%;">1. Yes 2. No</td> </tr> </table>	Did you disseminate the awareness input to others in your area of operation	1. Yes 2. No
Did you disseminate the awareness input to others in your area of operation	1. Yes 2. No		

32.	<p>If yes, in what way?</p> <ol style="list-style-type: none"> <li>1. Organizing Orientation classes on election process and corrupt practices</li> <li>2. Promoting potential candidates to file the nomination</li> <li>3. Organizing Meet the candidates programme</li> <li>4. Dissemination of IEC materials on PEVAVC</li> <li>5. Community mobilization on Voter's list updation</li> </ol>	
33.	<p>Coverage of PEVAC in your area operation</p> <ol style="list-style-type: none"> <li>1. Ward</li> <li>2. Panchayath</li> <li>3. Block</li> <li>4. District</li> <li>5. State</li> </ol>	
34.	State whether you agree or disagree with the following	
35.	<p>PEVAC has helped In increasing the voting percentage of Women in the area</p>	1. Agree 2. Disagree
36.	Have you received any IEC material on PEVAC	Yes/No
37.	<p>If yes, how was it useful</p> <ol style="list-style-type: none"> <li>1. Supported to disseminate information on election process</li> <li>2. Provided input to take orientation classes on PEVAC</li> <li>3. Provided guidance to the leaders in filing nomination</li> <li>4. Ensured better understanding on the corrupt practices in election.</li> </ol>	
38.	<p>What effect could bring through PEVAC</p> <ol style="list-style-type: none"> <li>1. New leadership emerged from the area of operation (No of candidates contested... ..elected...)</li> <li>2. Increased community participation in Updating and crosschecking voter's list</li> <li>3. Understanding the importance of exercising the franchise</li> <li>4. Decrease in incidence of non rejection of votes/ bogus votes</li> <li>5. Low incidence of electoral offences/malpractices</li> <li>6. In making the right choice</li> </ol>	

III.	Suggestions/Perceptions
39.	Your opinions regarding the effectiveness of PEVAC of Sahayi
40.	Do you think similar initiatives on PEVAC required in the forthcoming elections in LSG
41.	If Yes, what are Your Suggestions for improving PEVAC in the forthcoming elections
42.	How do you plan to sustain the linkages made through PEVAC in strengthening LSGIs <ol style="list-style-type: none"><li data-bbox="280 663 1378 696">1. Joining in the post PEVAC camping on Orienting the new elected representative</li><li data-bbox="280 712 1273 745">2. Supporting the Elected Representative for strengthening their capacities</li><li data-bbox="280 761 1098 795">3. Capacitating the voters in raising the local issues in the GS</li><li data-bbox="280 810 608 844">4. Any others (Specify.)</li></ol>

**STUDY ON ASSESSING IMPACT OF PEVAC IN KERALA**  
**INTERVIEW GUIDE FOR MEDIA PERSONNELS**

	Investigator	Date of Interview
	District	Block
<b>I</b>	<b>Please to which category you belong to</b>	
	News Paper	
	Doordarshan	
	Asianet	
	Soorya	
	Kairali	
	Local Channel	
<b>II</b>	<b>Effectiveness &amp; Impact of PEVAC</b>	
43.	Specify the programmes related to PEVAC for which publicity was given through your media?	
44.	Specify the duration and number of times that these programme were telecasted/published on PEVAC	
45.	Can you explain the response of the viewers/readers of the programme related to PEVAC	
46.	The source of getting the programme related to PEVAC 1. By directly observing/covering the Sahayi's programme 2. Publishing the prepared write-ups/articles/news on PEVAC 3. Telecasting/airing Sahayi produced CD and IEC materials on PEVAC 4. Others (specify)	
<b>III.</b>	<b>Suggestions/Perceptions</b>	
5.	Your opinions regarding the effectiveness of PEVAC of Sahayi	
6.	Do you think similar initiatives on PEVAC required in the forthcoming elections in LSG	
7.	If Yes, what are Your Suggestions for improving PEVAC in the forthcoming elections	

## ASSESSING IMPACT OF PEVAC IN KERALA

### GUIDELINES FOR FOCUS GROUP DISCUSSION

District: Block: Ward: Venue: Date of discussion:  
Name of the facilitator:

Number of participants attended the FGD:

Effectiveness & Impact of PEVAC

1. Which were the programmes of PEVAC you participated ?
2. What were the benefits of the PEVAC programmes of Sahayi
3. Who benefited most from the PEVAC programmes of Sahayi and In what way?
  - Women
  - Dalits
  - Underprivileged
4. There was a low percentage of voting rate. According to you what are the reasons for the same
5. Your opinions regarding the effectiveness of PEVAC of Sahayi
6. Do you think similar initiatives on PEVAC required in the forthcoming elections in LSG
7. If Yes, what are Your Suggestions for improving PEVAC in the forthcoming elections

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