

Voter Education Strategy Constituent Assembly Election



Comprehensive Action Plan

May 2013



Empowered Lives
Resilient Nations

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INTRODUCTION

Background

ECN has set the date for Constituent Assembly Elections in November 2013. The support provided to ECN by the ESP team of advisers consequently moves to a pre-electoral/operational focus. After analyses of ECN strategy and other documents regarding civil society and voters, Public Outreach needs assessment and recommendations done by civil society groups in different forums, and after consultation with ECN counterparts, ESP has identified different areas of support in order to reinforce the Public Outreach Strategy Plan for the upcoming CA Election and address general gaps in the overall Public Outreach strategy. This conceptual framework aims at providing complementary support.

ECN-EEIC Civic Education and Public Outreach campaign targets all Nepali citizens providing them with the knowledge and information they need to actively participate in electoral events, namely the upcoming election, and fosters a sense of trust in ECN and the electoral process. The campaign contributes actively to create a vibrant civil society that engages actively in democracy development and understands and supports the leading role of ECN in electoral administration.

In terms of its implementation, it is important that ECN Public outreach campaigns are:

a) Universal – information must reach all and promote inclusiveness and social fairness through specific actions that will address women and disabled and through any specific measures that will help bring on board other minority groups. The Public outreach campaign should target all the Nepali regardless of their particular origin and ethnicity, and support the strengthening of social tissue by identifying and mobilizing people around the same objective.

b) Clear – ECN objectives and mission should be made clear to all. All voter education messages should be concise, provide clarification about the process and not be contradictory. It is ECN’s role to put light over electoral process and its regulations, not to confuse the public. Better communication among ECN staff and offices is important to ensure that ECN is reaching its audience with “one voice”. With media, civil society and other stakeholders. ECN should also ensure that the same messages reach everyone, everywhere with “one voice”.

c) Neutral – there are different ways of ensuring impartiality: either by being apolitical or having all the political spectrum interests represented. Like many other Electoral Management Bodies, ECN has all political interests represented in its constitution. ECN main function though is to provide a service to the public, to all voters; ECN is not to take sides but to ensure impartiality in dealing with political parties and that all political parties have an equal opportunity to engage in the process and peacefully compete with others. ECN’s duty towards the voters is to be neutral and transparent in administrating and implementing electoral processes.

ECN-EEIC have the objective of carrying out the Constituent Assembly election in a free, fair, and transparent environment by ensuring wider and informed participation of the voters in the election and by providing basic information on the election process and its technical and legal aspects to the voters representing all areas, class and

communities and especially to those from marginalized community through various means.

The 2013 Voter Education program aims to follow the end of the registration process and prepare the 2013 CA Election by providing basic information on the electoral process and its technical and legal aspects to all voters. The Voter education campaign should follow these different steps:

1. Assess the current situation on civic and voter education, voters participation in last CA election, percentage of invalid vote casted, the effectiveness/result of last voter and civic education program.
2. Develop, produce and disseminate electoral materials.
3. Publicize materials through electronic and print media.
4. Carry out trainings at various levels to develop the efficiency of relevant human resources.
5. Deploy volunteers to carry out interactive programs directly with the electorate.
6. Collaborate with various stakeholders as needed while carrying out the programs.
7. Monitor and evaluate the program effectively.

The main key objectives of the civic-voter education campaign will be:

- To encourage the last millions of potential voters to register.
- To educate the voters on why to vote and the importance of democracy.
- To educate the voters on how to use the Electronic Voting Machine –if its use is implemented- by conducting a large number of mock elections in the 75 districts
- To send 15 millions Nepalese to vote
- To decrease invalid votes

From June till November 2013, Public Outreach campaign needs to engage the public and accompany the electoral cycle, in terms of stimulating civil society in engaging with electoral affairs, foster electoral knowledge by define the role of Constituent Assembly, disseminate messages in media, and promote the understanding of broad democratic principles and culture by citizens.

CHALLENGES

One of the challenges the democratic process is facing in Nepal is that while voters understand the principle of electing their representatives, they are tired of not seeing any concrete results since 2008. Nepalese do not necessarily fully understand that democracy needs active citizens, independent media and vibrant civil society that can perform the role of a watchdog. To be an active citizen only on Election Day is not enough, only continuous active participation of citizens in the democratic life of the country is needed.

Along with the political confusion, low rate of literacy, lack of security and expectations of stakeholders, ECN will face another challenge: the delay in decision making and the short period of time to organize a rigorous voter education campaign for the 2013 CA Elections.

Also, contingency costs may be incurred in connection with changing security and climatic conditions. Additional amount of VE materials may be needed. Strikes and similar other security problems may escalate transportation costs.

This public outreach campaign strategy aims to reduce any poor conceptualization and planning, inadequate coordination among implementing initiatives and lack of monitoring and evaluation.

GENERAL OBJECTIVES

- ✓ To provide voters with timely and accurate official electoral information that encourages and facilitates their participation in the Constituent Assembly (CA) election.
- ✓ To promote ECN as a legitimate electoral management body, solely responsible for implementing credible elections, by making clear its mandate and mission, with a duty to be impartial, neutral, independent, and professional.
- ✓ To provide external sources and electoral stakeholders, particularly political parties and civil society organizations (CSOs) with timely and accurate information on the electoral process and address their questions and concerns.
- ✓ To enable voters to participate actively in the political life of the country. Provide citizens with knowledge, skills, information and motivation regarding the electoral process and possible ways of engagement.
- ✓ To insert EEIC-ECN's work into the broader peace building and democracy building efforts. The campaign should contribute to the establishment of an environment of dialogue and peaceful competition.

STRATEGY

- ✓ Direct Outreach: improve different public outreach outlets, social media platforms and printed informational material.
- ✓ Public Information campaign: develop tools, mechanisms and messages that will support the establishment of longer-term relations with stakeholders.
- ✓ Local projects: Use the Nepalese culture and traditions to develop electoral activities for specific target-groups.
- ✓ Coordination with other stakeholders (donors, NGOs, civil society).

I- Voter Education campaign's programs

Several materials related to voter education including electronic, press and others will be prepared and used targeting voters of various linguistic background, area and communities.

These materials will mainly disseminate the following messages:

- Constituent Assembly Election (CAE) is an important step in the peace and reconciliation process in Nepal.
- All-inclusive voters' participation in the electoral process is very important for the credibility of the CAE.
- Voter eligibility criteria, polling center and polling procedure.
- When, where and how to vote (Ballot Box or Electronic Voting Machine).
- Electoral system.
- Secrecy of the vote is the essential element of free and fair elections.
- ECN is the sole legitimate body to organize and oversee all electoral activities and processes in Nepal.

COMPONENTS OF THE OUTREACH CAMPAIGN

The campaign should target different segments of the Nepalese society and include motivational and informational aspects enabling citizens to participate. The focus on opinion and community leaders is of primary importance due to their multiplier effect. Special attention should be given to the disabled groups. On this specific topic, activities will be designed for the election period.

- a) Liaison to Stakeholders
 - Civil Society
 - Youth
 - Women
 - People with Disabilities
 - Electoral Observation
 - Political Parties
 - General Public
- b) Enhancement of Media Coverage
- c) Promotion of Cultural Events
- d) Material Development

There are two sub-concepts included in this strategy paper:

- a) Referring to initiatives related to people with disabilities and inclusiveness and aiming to have a longer-term approach to this subject.
- b) Aiming to deal with everything regarding cultural & artistic events ensuring continuity and the "branding" of ECN awareness rising.

For last, the activities listed have an informational and/or promotional purpose, in order to address both the need for information and motivation of voters to participate in the forthcoming election process and create momentum around the election.

A- Target groups

1) CIVIL SOCIETY

a. Events

-National Civil Society Organization (CSO) network: Two-day workshop for CSO's at EEIC, training on "Civic & Voter Education" and collection of data for database. EEIC will organize two days workshop for a group of 10-20 civil society organizations covering the 75 districts. Program aims at standardizing CSO's capacity to implement civic and voter education campaign, namely for election period, using ECN messages and materials. A database of CSOs contacts and focal points can be compiled during these workshops to be used posteriorly as mailing list and network for information and material dissemination and constituting the first step of an ECN-CSO-CVE network. And kick-starting a closer relationship between ECN and civil society during the electoral process

b. Messages

- Let's strengthen stability in our country over the peaceful election!

2) YOUTH- FIRST TIME VOTERS

a. Events

ECN organize a Youth event at the University with Youth CSO having experience in political related events led by youth. The Conference will include in the agenda voter information/education session, namely on the role of the Electoral Commission, as well as related to non-violence (aiming at the period before the election).

ECN will sponsor Youth focus event by launching Small Grant Funds for Youth CSO to encourage the population to be part of the election process and vote.

ECN will design a TV PSA aired on TV Channels and Youtube with well-known youngsters such as Binod Das, Saddhikshya Shrestha, Dayahang Rai, Saurav Jyoti and Pushpa Basnyet

b. Messages

- The Future of the Nation lies on youth
- Youth, you are Nepal future. Be a part of it!
- Vote 2013 Youth^[L]_[SEP] Our vote is our voice
- Vote 2013^[L]_[SEP] Youth Participate in democracy
- Youth, your vote will decide your future!

3)-COMMUNITY LEADERS

a. Events

ECN organizes a Community Leaders Conference with as well Faith-based-organizations. Community event can be instrumental also in passing information to voters.

b. Messages

- You need peace to create stability in your nation, Thank you for your votes!

- Collaborate and participate to a democratic Nepal, vote!
- Let us strengthen stability in our nation through peaceful elections.
- Be a part of it!
- Your vote determines your future. Be a part of it!

4)- WOMEN

a. Events

- Facilitate and support meetings of the ECN Gender Work-group and Women NGOs.
- Produce with ECN-ESP Gender unit election materials targeting women (voter education).
- Prepare a showcase of gender materials for elections for general use/gender focused governance called “Election & Gender” briefing.
- Prepare briefings for a variety of stakeholders with support of ECN- Public Outreach Advisor.
- Interaction with women organizations, sister organizations of political parties, NGOS, civil societies at national, regional and local levels.
- Involve Women Characters for PSA – Women from different sectors such as: Bhavani Rana, Anuradha Koirala, Angur Baba Joshi, Lily Thapa, Jhamak Ghimire, Dil Maya, Chari Maya Tamang etc

b. Messages

- Women, use your right: vote!
- Women, take part in the democratic building of your country: vote!
- Women: help to build a better future for your country: vote!
- Women: your contribution is very important for the Nation’s development: vote!
- Women: your vote is your choice!
- Women’s voices make change! Vote!
- Women: your vote has value
- Women: let your voice be heard

5)- OPINION LEADERS

a. Events

- Identification of Opinion Leaders/Trusted trendsetter’s pool and creation of document/instrument for women, youth, disabled, minorities, etc– set of recommendations that can be followed/implemented by POD campaign; - Pictorial guide distributed through children in schools together with briefings for teachers and mothers (produced by ECN gender group).
- TV adverts and posters that will highlight benefits of human rights and non-violent participation in Election for both women and men and incentivizing them to the importance of women participation in elections
- Engagement of Opinion Leaders in election opening event.

b. Messages

- A real leader leads his people to the ballot boxes. Get involved in the 2013 CA Election!
- Your vote determines your future!
- You must vote in the village where you registered!
- Don't forget to bring electoral card updated!
- Help to build a better future!

6)-PERSONS WITH DISABILITIES: deaf, blind, invalids

a. Events

- Creation of one PSA's and TV Spot targeting disabled.
- Production of TV Spot and PSA encouraging the involvement of disabled in the Registration/Election process.
- Inclusion of Sign language in all ECN adverts.
- Add to every ECN TV Spot a window with sign language translation.
- Development of materials to support polling staff interacting with disabled:
 - = A poster to each Polling Station with rights of people with disability to be distributed with polling kits (Polling Station kit Disabled Poster)
 - = Pictorial guides to easy communication in braille
- Creation of Pictorial guide for deaf voters on Voting Process/ Democracy: the electoral process from A to Z. Picturing disabled and addressing main identified obstacles, explaining the process in detail and indicating possible ways of support (ex. Call Center)
- Creation of Disability & Election Info Pack –sensitization of general public & info for disabled (to be used also in Facebook and Website)
- Include disability info pack on briefing pack to Call Center.
- Training of specific people to deal with disability and inclusiveness enquiries at the Call Center level.
- Accessibility: Check with Logistic-Operation the possibility of Construction of Access mobile ramps (for targeted polling stations) and creation of "Enable Express Lanes-EEL" in all Polling Stations, which will be design on posters. Different locations with a higher incidence of disabled voters should be identified for building of mobile ramps. All polling stations should create Enable Express Lanes (EEL) – an open corridor at the polling stations to where disabled and other less able can be diverted to access quickly the stations. This corridor should be clearly identified. Polling procedures should refer to it and voters information on this topic disseminated.
- Website: inclusion of disability link containing model programs, groundbreaking research for disabilities, articles, links and resources. Content to be developed and

researched by team of volunteers at ECN, supported by Public Outreach team and advisor.

- Training on Electoral Observation/ Electoral Monitoring Group – support inclusion of people with disabilities in the training of national networks that can monitor implementation of electoral process.

- Creation of ECN Speaking Books/CD's/braille: the electoral Process from A-Z to be distributed with pictorial guide.

b. Messages

I care for my well being, I care for my country, I vote.

7)- OBSERVATION GROUPS

a. Events

- National electoral observer networks: a space for briefings on voter education/information messages and materials for observers, included in the observation training provided by the domestic networks. The idea is to encourage domestic electoral observers networks to engage also in voter education activities while providing them with the tools and information to carry out voter education in two different moments: registration and pre-election.

b. Messages

- We believe in free and fair election, we vote and observe

8)- POLITICAL PARTIES

a. Events

- Creation of informational civic and voter education poster to give to political parties for mass dissemination.

- Political Parties Round table – setting the pace for the forthcoming election and make them sign a code of conduct. The roundtable can include topics such as Campaign Ethics, limiting factors to Campaign: violations of code of conduct; legal framework: recommendations to overcome shortcomings, awareness raising by political parties; why register political parties; democracy and the right to contest; registration & certification of applications; international standards.

- Design an Information Pack for Political Parties with Fact-sheets; timelines; code of conduct; international standards; voter information & awareness raising promotional material.

b. Messages

- Strengthen Unity in Nepal: vote!
- Build democracy in your nation: vote!
- Develop your future Nation: vote!

9)- GENERAL PUBLIC

a. Events

- ECN will organize voter education and cultural event through music & art that targets voters in general but particularly young people and those related to artistic production. Cultural shows, School contests, Street Dramas, etc...
- ECN song contest
- Creation of a song contest in order to choose one song for the election period. This activity can have follow-ups with the organization of a concert for opening election campaign and production of songs for other crosscutting themes.
- Flash mob: it consists in a group of musicians walking anonymously into a crowded area, like a market, a bus stop, in the bus, etc. and suddenly and unexpectedly start playing, surprising by passers and allowing a moment of pure enjoyment and start word-of-mouth.
- Election November 2013 voter education opening event – concert downtown/University or a dance event.
- “ One Voice for Elections art competition & exhibition”
- Thematic Art competition and exhibition pre-polling, with themes relating to elections, peace & participation.

b. Messages

- Create stability in your Nation: vote!

B- Main activities

1)- Development and adoption of the material

ECN-EEIC with the support of ESP Graphic Design Unit will develop and produce the materials. Several Non-Governmental Organizations involved in the Voter Education will develop such materials and produce them upon the permission of the Commission. Audio materials comprising of jingles, dialogue oriented slogans, radio programs, radio drama and folk songs in various languages will be developed by ECN-EEIC.

The development and adoption of the materials is also to be segmented in order to match the target group of the specific location or region, for instance, printing the message will be ineffective where major population is illiterate.

Creation of EEIC Newsletter (email, website, Facebook¹).

The newsletter should provide an account of the institutions last events and involvements and have contributions of different stakeholders. It can be sent out via email, but also linked to Facebook and the website.

- EEIC Information Points: promotional materials & information

EEIC goes to the street. A few information points/information tents can be put in public spaces like Ministries (Culture, Education, Youth, Women, etc), Universities and markets, in an effort to reach to the public. These places can, besides providing information useful to the voter, contain promotional materials for distribution.

- Leaflet for general public with the answers to these following questions:

Where you have to vote?^{[L][SEP]}

What kind of document do you need to bring for vote?

What time you go to vote?

How many times you will vote?^{[L][SEP]}

What is election?

What is Democracy?^{[L][SEP]}

What is Constituent Assembly election?^{[L][SEP]}

Who is the member of the Constituent Assembly?^{[L][SEP]}

What is the role of the Constituent Assembly?

^{[L][SEP]}Who will be able to vote?^{[L][SEP]}

When will you go to vote?^{[L][SEP]}

Why do you go to vote?

- Fact-sheets for Communication Section and dissemination through journalist, Ministries, CSO's, about these topics:

- a. Electoral laws & regulations
- b. ECN
- c. Electoral System
- d. Constituent Assembly
- e. Electoral Process in general
- f. Political Parties & Registration
- g. Political Parties Law
- h. The role of Observers
- i. Women
- j. Youth
- k. Persons with disabilities
- l. Registration Process
- m. Polling process
- n. EEIC
- o. Complaints & Appeals
- p. Other topics

¹ <https://www.facebook.com/BulaRahaHaiPak>, for CVE materials of Pakistan election - the campaign is brilliant, you may want to give a closer look to the gender materials developed by the Electoral team.

Fact-sheets can be disseminated through the mass media, stakeholders, etc. They should be disseminated in soft version and hard copies. This material is useful both for Training & Procedures and Public Outreach purposes, and will satisfy the needs of a group of voters/population that needs a bit more than voter education messages.

- Production of promotional material: bags, t-shirts, caps, pens, other.

Nothing has been produced recently in terms of promotional materials. National staff says ECN needs to create some materials and “make people know and like them”.

- Showcase of Public Outreach material

A Public Outreach material and message kit should be created to dissemination through media and other stakeholders, enabling demonstration and easy distribution for CSOs.

- Create or purchase case suitable for carry all promotional material with ECN logo.

- Pictorial Guide: the electoral process from A-Z: Elaboration of pictorial guide to elections. Picturing women and addressing main identified obstacles, explaining the process in detail and indicating possible ways of support (ex. Call Center)

- Audio-visual materials comprising of jingle and musical themes will be developed. Posters, handbook, FAQs, billboard, flipcharts, print materials in 17 languages and newspaper messages will be developed by the Commission.

The Commission will endorse different types of video materials on Voters Education produced by other various organizations.

Audio materials to be produced by the Commission²

Jingle – (Nepali language)

Jingle – (Translated into 3 different languages)

Dialogue-oriented – (Nepali language)

Dialogue-oriented - (translated into 17 different languages)

Radio program – (Nepali language)

Radio Drama – (Nepali language)

Folk song – (Nepali language)

Audiovisual materials to be produced by the Commission

Jingle – (Nepali language)

Jingle – (Translated into Maithili, Bhojpuri and Tharu languages)

Introductory Music: (Nepali language)

Print materials to be produced by the Commission

Poster – (Nepali language)

Poster – (Translated into 16 different languages)

Voters Education Hand Book – (Nepali language)

Voters Education Hand Book – (Translated into 16 different languages)

FAQs – (Nepali language)

² According ECN, EEIC needs to produce the same number of material as during the 2007 CA Election

FAQs – (Translated into 5 different languages)

Flip chart –copies

Leaflets –copies

All the materials used in the programs will be used only after the permission of the Commission.

2)- Production of the materials

a. Audio Materials

Different audio materials calling the voters to participate in the election, informing them on the polling procedure, providing general information on the establishment of Constituent Assembly, its main functions and importance, informing the voters about the time and date of poll through jingles, dialogue-oriented slogan, radio program, radio drama and folk songs in different languages will be developed by the Commission and EEIC.

Besides the Commission, various Non Governmental Organizations will develop and use jingles, dialogue-oriented slogans and songs, on the permission of the Commission.

b. Audio visual materials

Different audio visual materials will be produced and used by the Commission with the main messages about time and date of the poll, importance of election; appeal to participate in the election through jingle and the main theme based music of the commission.

Other various organizations will develop audio-visual materials in seven different languages- Nepali, Maithili, Limbu, Tamang, Gurung, Newari, Magar and used them on the permission of the Commission and EEIC.

c. Print Materials

Different types of print materials related to Voter Education will be print comprising of posters, Voters Education hand book, FAQ, Flip chart, appeals in various languages.

The flipchart will comprise of the general information on voting, election system, confidentiality of vote, polling process, polling materials, code of conduct, supervision will be used as the main material by the Voters Education Volunteers to disseminate the message.

The voter education volunteers would disseminate the message while conducting interaction programs with the voters.

3) - Publication of the messages in newspapers

Following the policy to use all forms of media for the Voters Education, messages related to voters' education will be published in all forms and sizes of Dailies, Weeklies, quarterlies, bi- monthly and monthly papers published both from the center as well as from other parts of the country including those published in different languages.

	Publication of the message			Amount paid Nepali Rupees
	Type	Number	Frequency of publishing the message	
1.	Daily	16	119	296,152/-
2.	Weekly	124	339	463,740/-
3.	Quarterly	4	6	8,000/-
4.	Monthly	24	26	26,000/-
5.	Bi monthly	1	1	500/-
6.	Special Issue	9	8	16,000/-
7.	Souvenir and Calendar	6	7	32,000/-
Total		184	506	842,392/-

N.B: Prices are from 2007 and need to be double-checked

4)- Dissemination of the promotional materials.

With the objective to support a creative environment for the election and develop awareness on Constituent Assembly Election, promotional materials like bags, T-shirts and caps with, 'Constituent Assembly Election, 2013, Election Commission Nepal' written on them will be distributed to the representatives of the political parties, officials involved in the election, election observers and concerned stakeholders.

5)- Broadcast of television materials

Upon the consultation with the television institutions, ECN-EEIC will make an arrangement to broadcast the television materials with the electoral messages. With more than ten TV channels in Nepal, ECN needs to choose the TV Channel, programs and time that will have a more impact of the diffusion of ECN messages

	Name of the television	Frequency of broadcast			Budget in Nepali rupees
		In News	In other programs	Total	
1.	Nepal Television	333	160	493	2, 840,820/-
2.	Kantipur Television	370	156	526	1,509,680/-
3.	Image Channel	481	37	518	804,843/-
4.	Avenues	518	33	551	649,185/-
5.	Sagarmatha Television	629	0	629	585,340/-
6.	Channel Nepal	259	74	333	292,670/-

	Total				6682538/-
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6)- Broadcast of radio materials

An arrangement needs to be made to broadcast official radio materials after discussing the budget with the Radio Broadcast Service Committee.

For broadcasting the materials outside Kathmandu Valley, arrangements need to be made to broadcast the materials through the umbrella association of FM radios such as 'Broadcasting Association of Nepal', "Federation of Community Radio", and "Kathmandu Valley Broadcasters Forum".³

Radio program targeting different groups and categories. (Talk show)

Radio program – Ujyaalo Network – works with 85- 91 FMS all around country.

Radio Kantipur – Is popular in the eastern part of Nepal. (Popular program : Headliners)

Radio Kantipur- (Popular program: Hello mithila- Popular in Terai belt and Deuda program popular in the Western Region.

Radio Nepal – National Radio

- Production (spots + jingles + dramas + educational programme)
- Broadcasting for 2 months (1 National+ 5 Reg.+ 65 FM stations)
- Prime time : 1 min. spots + jingles)
- Normal time: 1 min. spots + jingles)
- Regional Stations
- FM Stations KTM valley (Prime time+ Normal time)
- FM stations Outside Valley
- Educational Programme

7)-Dissemination of Print Materials

The dissemination of posters, handbooks and appeals in all the VDCs and Municipalities will be carried out through the Voters Education Volunteers. Direct dissemination of the materials like FAQs, posters, handbooks, flip charts will be done from the center, regional resource center and District Election Office.

From KTM Valley:

- 6 major daily
- Others 18 daily
- 154 Weekly
- 6 fortnightly
- 36 monthly

From district Level

- 55 daily
- 160 weekly
- 5 by weekly
- 11 fortnightly -
- Newspaper ads occasional publications

³ In 2007, for broadcasting the materials in this phase, all the three umbrellas association had to a total of NPR 10,69,429.

8)- SMS

There are 17 million mobile users in Nepal. And the cost of one SMS is around Rs 1.30.

There are 6 SMS providers.

- NTC
- Ncell
- UTL
- Hello Nepal
- Smart Tell
- STM

ECN needs to send a request letter to Information Ministry of Information to request one of the operators to send SMS to the potential voters.

II- Voter Education Campaign's implementation

EEIC-ECN needs to build a solid Voter-Civic Education Unit responsible for the setting up, implementation, monitoring and evaluation of the Voter-Civic Education Program.

The Unit should include a committee of official member. A Civic Education Committee should be set up under the coordination of the Election Commissioner in order to conduct, control, direct and supervise the Civic Education awareness Program in all Nepal.

EEIC should coordinate the Civic Education Unit and invite members from ECN Secretary, Election Commissioners, Secretary of the Ministry of Information and Communication, Secretary of the Ministry of Local Development, Secretary of the Ministry of Education and Sports, Secretary of the Ministry of Home Affairs, Secretary of the Ministry of IT, Science and Technology, Ministry of Women Affairs and Ministry of Social welfare.

A- Committees

1)- Central Voters' Education Committee

A Voter's Education Committee needs to be set up and coordinated by the ECN-EEIC in order to conduct, control, direct and supervise the Voter' Education Program. ⁴

2)- Voters' Education Unit

A Voters' Education Unit is established with the EEIC under the coordination of Under Secretary of the Department of Voters' List for the regular operation and activities related to Voter's Education.

This unit within EEIC is responsible for the setting up, implementation, monitoring and evaluation of the Voters' Education Program.

⁴ See the composition in Annex

3)- Voters' Education Regional Support Committee

For the support, coordination and facilitation to run the program at regional level the Voters' Education Regional Support Committee would be set up in the regional resource centers of the Commission in 5 places:

- Biratnagar,
- Kathmandu,
- Pokhara,
- Nepalgunj,
- Dhangadhi

The committee needs to segment the potential voters based on age, language, literacy rate, genre, and social class. For instance, if the voters of particular region are more illiterate then we need to focus on Door-to-Door campaign rather than newspaper.

4)- Voters' Education District Support Committee

A Voters' Education District support Committee will be set up as follows to support, coordinate and facilitate the program at district level:

- a. Chief District Officer: Coordinator
- b. Local Development Officer: Member
- c. District Education Officer: Member
- d. Women Development Officer: Member
- e. District Chairperson of Federation of Nepali Journalists: Member
- f. District Election Officer: Member Secretary

5)- District Election Office

The 75 District Election Offices that operate as the permanent structure of the Commission will provide the responsibilities to conduct the Voters' Education Program. A total of 75 Voters' Education Focal Points will be assigned at the rate of one from each district election office.

To carry out the Voters' Education Program, altogether 8640 human resources⁵ will be deployed all over the country out of which 8,400 will be deployed as Voters' Education Volunteers and 240 will be deployed as supervisors.

6)- Management of Human Resources for the Voters Education Program

a. Voters' Education Volunteers

There is a need to deploy Voters Education Volunteers in large numbers. After series of consultations internally and with the stakeholders, the Commission reached the conclusion that the school teachers working in the local community schools would be the best human resources which have the capacity to transfer the subject matter to

⁵According to ECN, EEIC needs to hire the same number of staff as during the 2007 CA Election

the voters in a comprehensive way as they were the ones who have good knowledge of local language, culture and the context and can easily comprehend the subject in a shorter time. The criteria for the selection of the Voters Education Volunteers are then included in the Voters' Education Implementation Guidelines accordingly.

For instance, in 2008 8523 Voter Education Volunteers worked for 2 months in the 3915 VDCs. They were local, fluent in local language and working in team of one male / one female. They were conducted direct outreach activities such as:

- Face to face sessions with voters group
- VE Materials distribution (Card, posters, brochures)
- Briefings
- Community mobilization

b. Facilitators- Social mobilizers

The VDC secretary from each VDCs and the Ward Secretary from each wards of the Municipality will appoint facilitators for the VDCs and Municipalities respectively. They will be appointed to support the District Election Office to obtain report on the condition of implementation as well as for coordination, support and facilitation of the program at local level. There will be 4,721⁶ such facilitators.

c. Supervisors

The District Election Officer will appoint a Voter Education Supervisor for each constituency for the effective coordination and supervision of the election programs carried out in the respective constituency. The Supervisors will be required to coordinate on a regular basis the voter education activities in their respective areas and report to the District Election Office. If required, the District Election Office may seek external support to carry out this activity.

There will be 240 such supervisors appointed in both first and second phase of the programs with one for each constituency.

B- Training of the Human Resources

The Cascade trainings of the human resources to be hired in the Voter Education program will be carried out in the three following phases:

- MTOT at HQ (weekly meeting)
 - TOT at 5 region (meeting every two weeks)
 - VE training at DHQ (8373+858) (meeting once a week)
- In 2008, the Total outreach budget was \$1,359,710 (Rs. 9,38,19,990)

1)-Master Training of the Trainers (MTOT)

In order to prepare the resource person for the regional level of the Training of Trainers, the Master Training of the Trainers will carry out in Kathmandu for three days. The training will be provided to the Under Secretary and 15 officials and also

⁶ According ECN, EEIC needs to hire the same number of staff as during the 2007 CA Election

to 5 officers working in different agencies. Additional 10 people representing non-governmental sector, professional institutions and civil society organizations involved in Voters Education will be also included in the training.

2)- Training of the Trainers (ToT)

A three days training program will be conducted in Biratnagar of the Eastern region, Dhulikhel-Central region, Pokhara-Western region, Nepalgunj-Mid-Western region and Dhangadhi-Far western region at the same time for preparing resource person to train the Voters Education Volunteers at the district level. Altogether 330 people will participate to the Training of Trainers.

3)- Voters Education Volunteer Training

The 8,400 volunteers will be deployed for the Voter Education Program, a –two-day training program will be conducted at all the district headquarters under the management of District Election Office. District Election Office will coordinate the training with the professional organizations and representative organization at the district level. It will include additional 10% people including 50% Women who have at least passed School level certificate.

C- Coordination of the program

The Voter Education Committee will carry out necessary coordination with different stakeholders in terms of management of the human resources and development of materials to create appropriate environment for the success of the program. The Voter Education District and Regional Support Committees will coordinate with various stakeholders within their mandates. During the implementation of the program, the District Election Office will also coordinate with the concerned stakeholders through interaction and discussion. The Voters Education Volunteers will be also directed to coordinate with other stakeholders working in the field of voter education.

D- Monitoring and Evaluation of the program

To face the challenges and to have a successful electoral process, ECN should implement a strong Monitoring and Evaluation of the Voter Education Campaign.

- Facilitators will supervise the Voters Education Volunteers
- Supervisors will oversee the Facilitators
- District Election Officers will supervise the Supervisors.

A regular monitoring of the program will made by assigning the supervisors and facilitators to report at District Election Office every Sunday.

Similarly, the District Election Office will report to Voters Education Unit once a week.

Also, the Voters Education Committee Technical subcommittee and the Voters Education Unit will be authorized to carry out field visits to look into the implementation of the program and to inform the Commission through the unit.

District support Committees and District Election Office will carry out the monitoring and supervision and will report to ECN-EEIC on the weekly basis.

Program Monitoring and Evaluation:

A periodic assessment of civic and voter awareness through focus groups and surveys and the use of a common activity tracking instrument are two mechanisms that can be used to assist message development and program monitoring without aggravating institutional sensitivities, and program evaluation sessions with all partners can also be held periodically.

For that, ECN could:

- Conduct a survey of Civic and Voter Awareness in order to maintain a constant cycle of grassroots involvement in message development, testing and monitoring and evaluation.
- Interview the stakeholders on the Voter Education Tools such as pamphlets, discussion questions and radio messages on electoral topics
- Organize Funding Workshops for interested civil society organizations to receive feedbacks from essential information on civic and voter education initiatives.

Then, on the long term, ECN could:

- Establish State and Regional Consortia to incorporate local organizations with the proven ability to reach target groups and that can ensure effective partnership with local authorities and other key local actors. Each consortium could develop a team of civic engagement officers to serve as trainers and resource persons to local groups and to monitor civic and voter education activities.
- Program Monitoring and Development to track activities and collect information about the number and types of voters reached so that routine assessments can determine where gaps in programming may exist.
- Identify Civic Spaces Network to provide the much sought-after locations where citizens can access information on the electoral process and could serve as civic education information outposts in hard to reach areas.

At the end of civic education workshops, ECN could pass around evaluation forms asking these questions:

- Were the objectives clear and were they achieved?
- Did you understand the presentations?
- Did you have adequate opportunity to ask questions and/or contribute to discussions?
- Would you come again to a workshop organized by this organization?

An event that is designed to affect attitudes can be measured by questioning people at the beginning and again at the end, using questions designed to reveal attitudes,

though not simply by asking “How has your attitude changed?” If an objective is to encourage people to respond to the opportunity to have input into an electoral process, this can be measured.

Tests of recognition should be carried out ideally before the event and again after some time has passed: for example, it is hoped that more people will have heard of the constitution or the concept of federalism than had before the event.

Testing for knowledge is much more difficult. Asking whether people feel they have a better understanding elicits an attitude and not a measure of knowledge. People who already have some knowledge may be able to judge whether they now have more. It is far harder in the case of those who know nothing about the issue at the beginning.

There are many creative means for evaluating results. For example, more or different things may be learned about participants’ reactions by having a space where people can write their reactions (e.g., a wall papered with plain paper with pens provided; a pile of shapes on which people can write).

Finally, ECN should emphasize that such challenges are discussed not with a view to discouraging stakeholders from carrying out this task, but rather to stress that ambitious civic education objectives can be hard to achieve.

This task in particular requires careful consideration of what are realistic objectives and how to achieve them with the time and resources available.

ECN may not have the time or skill to do this, and as a result they may need to set up arrangements under which they only oversee this task rather than implement it themselves, provided of course that the task is allocated to competent partners, and that their performance is subject to ongoing critical monitoring and evaluation.

Expected Output and Outcome

Output

- 7.14 million pieces of printed materials distributed.
- 8523 VEV are mobilized in all VDCs and Municipalities.
- 17.6 million voters are informed and educated on CA Electoral Process.

Outcome

- Increased understanding on electoral process enables voters for informed choice.
- Informed and educated electoral choice contributes to the overall credibility and legitimacy of the electoral process and system.

Measurable indicators

- Voter turnout increases by 5% compared to the 2008 election.
- Percentage of invalid vote decreases from 2.8 to 2%

Annex 1 Directives and booklets

Different documents on the following various subjects related to Constituent Assembly Member Election will be prepared.

	Subject	Approval Date ECN-EEIC
1.	Frequently Asked Questions (FAQs) about Constituent Assembly, Member Election (Nepali, Newari, Maithali, Abadhi, Bhojpuri, Eastern Tharu languages)	
2.	District Electoral Security Management Information Booklet	
3.	District Contact, Information Collection and Monitoring Booklet	
4.	Monitoring Directives	
5.	Constituent Assembly Member Election Directives	
6.	Voters' Education Program Implementation Directives	
7.	Voter Education Handbook (Nepali, Abadhi, Gurung, Magar, Bhojpuri, Eastern Tharu, Newari, Rai-Bantawa, Western Tharu, Urdu, Doteli, Limbu, Magarkham, Sherpa, Maithali, Ranatharu, Tamang languages)	
8.	Voters' Training Directives	
9.	Polling Officer Guide Book	
10.	Information Booklet for Candidates to First Past the Post Electoral System	
11.	Constituent Assembly Member Election Method and Process	
12.	Constituent Assembly Member Election Directives (Provision related to candidates to Proportional Electoral System)	
13.	Constituent Assembly Member Election	
14.	Electoral Materials Packing Directives	
15.	Election related (Complaints and Action) Performance Directives	
16.	Constituent Assembly Member Election Monitoring related Orders	
17.	Constituent Assembly Member Election Vote Counting Directives	
18.	Electoral Management and Implementation Resource Book	
19.	Proportional Election Candidate Nomination and Selection Process related Procedures	
20.	Information Booklet for Political Parties	
21.	Observation Directives	
22.	Code of conduct Booklet	
23.	Electoral Constituencies Description/Information Booklet based on the reports of Electoral Boundaries Delimitation Commission and Electoral Constituencies Revision Commission	

Annex 2: Voter Education Materials

The Commission had decided to carry out the Voter Education Program all across the country in order to make the CA election much more participatory, effective and credible.

To conduct the voter Education Program, ECN-EEIC needs to design and print these followings material:

1. Voters Education Handbook (Nepali)
2. Voters Education Handbook in different languages
3. Poster A in Nepali (Lets take part in the CA Election)
4. Poster B (Formulation of CA)
5. Poster C (Polling Procedure)
6. Poster D (Polling procedure)
7. Poster E (Why CA?)
8. Resource Book for Voters Education Volunteers
9. Reference book for Voters Education Volunteers
10. Flip Chart
11. Sticker
12. Leaflet
13. Bags
14. FAQs related to CA Election
15. Various Report forms

Some documents will be translated in 16 languages-dialects:

- a. Awadhi
- b. Gurung
- c. Magar
- d. Bhojpuri
- e. Eastern Tharu
- f. Newar
- g. Rai Bantawa
- h. Western Tharu
- i. Urdu
- j. Doteli
- k. Limbu
- l. Magarkham
- m. Sherpa
- n. Maithili
- o. Rana tharu
- p. Tamang

Annex 3: Term of Reference for the Voter Education Committee

Voters' Education Committee

A seven-member Voter's Education Committee need to be set up and coordinated by the ECN-EEIC in order to conduct, control, direct and supervise the Voter' Education Program. The committee comprises:

- a. Election Commission Member
- b. Secretary, Election Commission Member
- c. Secretary, Ministry of Information and Communication Member
- d. Secretary, Ministry of Local Development Member
- e. Secretary, Ministry of Education and Sports Member
- f. Under-Secretary, Election Commission (responsible for voter's education) Member
- g. Joint-Secretary, Election Commission (responsible for voter's education) Member

Under the provision that the Committee can form sub committees and task force on the basis of workload, a voter's education Technical Sub committee need to be formed

Voter education Unit

The unit comprises of one Under-Secretary, one Section Officer, two Civil servants and one Computer Operator. One Under Secretary and technical staff related to Graphic Designing from other agencies can be employed on periodic basis temporarily in the unit.

The activities of the regional committee need to be reported to the Unit at the Central level.

Voters' Education Regional Support Committee

The Committee comprises:

- a. Regional Administrator: Coordinator
- b. Regional Education Director or a representative officer: Member
- c. Chief District Officer of the district of the resource center: Member
- d. Local Development Officer of the district of the resource center: Member
- e. Representative appointed by Federation of Nepali Journalists (FNJ): Member
- f. Head of Regional Resource Center: Member Secretary

The coordinator, upon the need, could call maximum of three people in the meeting, which would also represent the non-governmental sector that could support the work of Voters' Education Program.

Selection of volunteers

- Selection Criteria

The Commission set up the selection criteria of the Voter Education Volunteers as follows keeping under consideration the principle of inclusion and effective implementation of the program:

- a. There must be at least 50% women among those appointed as volunteers in each Village Development Committee (VDC) or the wards of the Municipality.
- b. The volunteers must be able to give their full time in order to fulfill the duties for the Voters' Education Program.
- c. The teachers of primary levels should be selected from the community schools in each Village Development Committee (VDC) or wards of the municipality on the basis of seniority and pro-activeness as per the records of the District Education Office.
- d. If the teacher of primary level is not available in the concerned VDC or ward of the Municipality, the lower secondary teachers should be selected on the basis of seniority.
- e. If female teacher is not available, the volunteers should be selected from women development workers, women health workers and primary education volunteers.
- f. If the volunteers are not available, the volunteers should be selected from among other support staffs working or permanently residing in the VDC or Wards of the Municipality.
- g. If the volunteer is not available, the Voters' Education District Support Committee shall select the volunteer amongst the teachers.
- h. The person selected as the Voters Education Volunteer should not be in any position with the Teachers' Union, Union, Forum, Council, or be the Head Master of any school.
- i. S/he should be the resident of the concerned VDC and be aware of its local language and culture.

Voter Ed Organogram

