



Major Initiatives

General Elections: October, 2016 to February, 2017



**State Election Commission
Maharashtra**

April 2017



State Election Commission, Maharashtra

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https://www.youtube.com/channel/UCBecPYpVQ_1P8-ZqMUIGA1w

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**Shri. J. S. Saharia**State Election Commissioner,
Maharashtra**Shri. Shekhar Channe**

Secretary

And SEC Team**SEC, Maharashtra**

- Established on 26th April, 1994 as per the 73rd & 74th Constitutional Amendment Act - Single Member Commission
- Conducts election to approximately 28,500 Local Bodies under 5 different State Acts
- EVMs since 2004 with multi member setting and detachable memory
- Registration of Political Parties since 2014
- Marker Pen since 2011
- NOTA since 2013

Elects more than
2.5 lakh Representatives
every 5 years

Elections held between Oct 16 & Feb 17

Category	Type of Local Body	Total	Election conducted	Voters (in lakhs)	Seats	Contesting Candidates
Urban	Municipal Corporation	27	10*	195	1268	9208
	Municipal Council	228	291	70	4385	20632
	Nagar Panchayat	130	19	2	323	1231
Rural	Zilla Parishad	34	25	375	1509	7257
	Panchayat Samiti	351	283		2990	12893
	Gram Panchayat	27781	50	1	550	5500
TOTAL		28551		643	11025	56721

(*includes major metros Mumbai, Pune, Thane, Nagpur, Nashik, Pimpri - Chinchwad)





Unique Features - SEC

Particulars	SEC	ECI (CEO Maharashtra)
Conducts Election for	• More than 2.5 Lakh Representatives	• 48 M.P. • 288 M.L.A.
Number & Level of R.O.'s	• More than 20,000 • Deputy Collector to Clerk	• 48 for Parliament & 288 for State Legislature • Collector & Dy. Collector only
Stages of Election (time required)	• 3 stages:- - Delimitation, - Voter List & - Actual Elections (6 months approximately)	• Actual Elections only (2 months)
Single / Multi member constituency	• Multi member - 1 to 5 votes as per the type of the local body	• Single member
Delimitation of constituencies	• Every 5 years	• Once in 30 years by a separate Commission
Number of Acts	• Five different Acts	• Only one Act
Reservation for Women	• 50%	• No reservation
Number of bodies where a voter votes	• Urban voter - 1 body • Rural voter - 3 bodies	• Urban voter - 1 body • Rural voter - 1 body





Challenges before State Election Commission

- Lack of awareness & seriousness both in Public & Government functionaries about local body elections & SEC.
- Low Voter turnout, especially in urban areas.
- Totally different dynamics due to large number of elected representatives and small constituencies.
- Extra care, considering the magnitude of elections and level of RO's.

- Low voting in Urban areas
- Bifurcation of Assembly voter list

Strategies Implemented

- i. Research & Study to understand the 'Dynamics' of grass root elections & modification of processes accordingly.
- ii. Sensitization of Officers at all levels (from CS/DGP at state level to Talati/ Gramsevak at village level)
- iii. Engagement, Participation, & Ownership by Public.
- iv. Use of Computers, Software, Mobile applications and modern technology.





Registration of Political Parties

- i. Preference in symbol allotment to Parties registered with SEC
- ii. Party recognised by ECI but not registered with SEC, may not get reserved symbol.

Deregistration of **220** Parties (out of **357**) for not submitting annual Income Tax Returns and Audited Accounts.

Voter Registration

- Urban Local Bodies actively participated and spent from their own budget in various drives of ECI (e.g. NERP - National Electoral Roll Purification, Summary Revision).

75%
rise

New Voters Registered

1st Jan, 2017: 21.7 lakhs

1st Jan, 2016: 12.18 lakhs

100% Digitization of Nomination Form & Affidavit through software

- 100% Online Nomination & Affidavit
- 5 lakh people visited website to see candidate's affidavit.

Total Forms filled
187135 forms filled online
for 10,475 seats

The screenshot displays the 'CANDIDATE REGISTRATION FORM FOR MUNICIPAL CORPORATION' on the State Election Commission website. The header includes the commission's name, contact details, and the state emblem. A language dropdown is set to 'English'. A green banner indicates that mandatory fields are marked with an asterisk (*). The form fields are as follows:

- Candidate Name:** Surname, First Name, Father/Husband's Name
- Mobile Number:** (Mandatory)
- Email ID:**
- Search Election Program:** (Text input)
- Election Program:** (Dropdown menu, currently showing 'Please Select')
- Year of Election:** (Text input)
- Election Type:** (Text input)
- Local Body:** (Dropdown menu)
- Start Date:** (Text input)
- End Date:** (Text input)
- Division Name:** (Text input)
- District Name:** (Text input)
- Ward Number:** (Dropdown menu)



Analysis of Affidavits of Contesting Candidates

Analysis by ADR

- Analysis from 2015 till date
- Analysed 17 Corporations, 210 Councils, 25 ZPs, 118 PSs, 12 Nagar Panchayats & 8 Gram Panchayats
- Analysed total 40,000 contesting candidates
- Analysis of Criminal background (ordinary & serious cases), Financial background (movable assets, immovable assets & liabilities) & Other details (Education, Age & Gender)
- Analysis published minimum one week prior to polling.

ADR analysed candidates
10 times higher than the
Assembly Elections, 2014

Affidavits of the Candidate: Publicity

• Flex Outside Polling Station -

Displaying the critical details of the Contesting Candidates

Abstract of information given by contesting candidates in their affidavits							
Sr. No	Name of Candidates	Educational Qualification	Total Value of movable assets (candidate, Spouse & dependents)	Total immovable assets (candidate, Spouse & dependents)	Dues/ Liabilities	Criminal background of candidate	
						Pending number of cases in which the punishment can be 2 years or more of imprisonment	No of cases in which convicted & sentenced to punishment of 1 years or more of imprisonment
1	2	3	4	5	6	7	8

• Other measures -

- True Voter mobile app - KYC(Know Your Candidates) (22 lakh views)
- Mahavoter Bot - Cand Info (using AI on Facebook messenger) (1 lakh views)
- Newspaper publicity (as advertisement)
- Dynamic display on Website (5 lakh views)



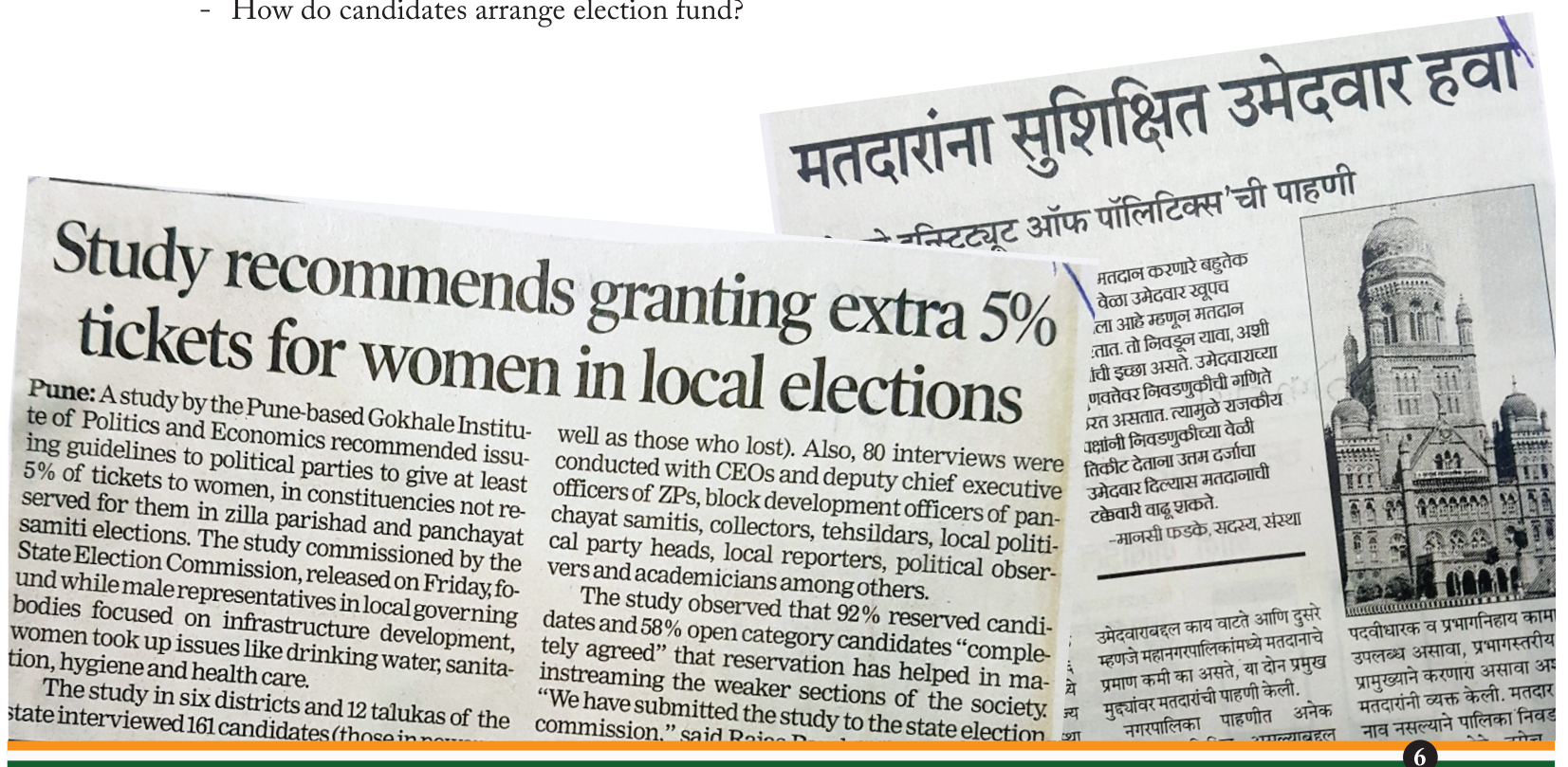
Research, Survey & Analysis of Electoral Process

Research by Gokhale Institute of Politics & Economics, Pune

- i. What type of candidate does the urban voter want?
 - A pre-nomination voter perception survey in 20 Municipal Council Elections in Maharashtra
- ii. How Model is the Model Code of Conduct?
 - A voter perception survey in 20 Municipal Councils in Maharashtra
- iii. Assessment of Expenses in the Municipal Council Elections
- vi. Why people do not Vote in Municipal Corporation Elections?
 - A Voter based Study in Brihanmumbai and Pune Municipal Corporations
- v. A post-poll Voter Perception Survey on Ease of Voting in ZPs and Municipal Corporations of Maharashtra

Research by Mumbai University

- i Motivations & Strategies for contesting Municipal Elections:
 - Motivational factors for candidates for contesting?
 - What difficulties candidates face while completing formalities of nomination form?
 - What strategies are used for election campaigning?
 - How do candidates arrange election fund?





Control on Expenditure

- i. Compulsory for all candidates & political parties to
 - Open separate bank account & make payment as far as possible through cheques
 - to submit full expenditure details within 30/60 days, otherwise liable to be disqualified / deregistered
- ii. Ban on use of Discretionary Grants by elected representatives including Ministers prior to 3 months from date of expiry of local body.

Election Expenses

More than 7 lakh entries filed by 90% of the contesting candidates, through True Voter mobile app.

Women polling station were made with all women staff.



Efforts to make all Polling Stations - Model & Physically challenged friendly, especially in urban areas.



snbp school morwadi yethe matadar rajasathi red carpet ..



Use of Computers & Software

- **Bifurcation of Assembly Voter list into Ward/ Booth wise**
 - handled around 7 crore voters of 240 Assembly constituencies
 - total lists made 23,913
- **Voter Search Engine (facility for voters)**
 - 10 lakh persons searched on website
 - 67 lakh persons searched on True voter mobile app
 - 32 lakh voters searched in Mahavoter Search Engine

Types of List prepared

- Draft Ward List
- Supplementary Ward List
- Final Ward List
- Correction List
- Booth wise List

- **'Certificate of Election'** online through software along with Polling and Counting data.

Local Body No./ Ward Number	SR No.	Voter Name	Gender	Age	EPIC No.	AC Number	Part Number	Serial No. Part	Booth Number	Booth Name	Booth Address
17718	Nayan Dattaram Patti	M	27	344300089	182	1	488	16	8-1	Saraj Kargi Kargi	...



Use of Mobile Application

- **True Voter** – An application for the voters to identify their ward, polling station etc.
- **FAQ** – 2200 frequently asked question and their answers. An application to help people find answer to their routine queries.
- **CoP** – An application to facilitate citizens to complain real time about the violation of MCC to the concerned officers

Usage of True Voter

1.4 crore hits
67 lakh name search
23 lakh KYC search
13 lakh booth navigation
30 lakh booth list download





Engagement, Participation & Ownership by Public

A. Innovative Ideas to involve the voters e.g.

1. **Virtual Classroom & Community Radio**
2. **Social Media:**
 - Facebook live, Q & A and posts (resulting in 8.2 crore impressions)
 - Twitter Blue Room live chat & tweets (resulting in 7.6 crore impressions)
 - Mahavoter Chat Bot (use of Artificial Intelligence) to directly communicate with facebook users (First such experiment in the world)
 - Volunteer program in Mahavoter chat bot.
3. **Missed Call Pledging** that 'I will Vote' on National Voters Day resulting in 10 lakh missed calls on National Voters Day;
4. **Message broadcasting** by mGage India to reach all 8 Crore mobile subscribers in State.
5. **Video bytes** by
 - eminent personalities like Ratan Tata, Anand Mahindra, Harsh Goenka etc and by stars like Raveena Tandon and many famous Marathi actors.
 - SEC, ULBs, Corporate Houses, 4 Production Houses (AIB, Phantom Films, Cordiform Films & Imped films) etc
 - dissemination through Cinema Hall, TV Channels, Youtube and other medium (resulting in as high as 5 lakh views for few videos on social media)
6. **Float on Republic Day** on 26th January, 2017.
7. **Discount by various organisations like**
 - Hotel & Restaurant Association like AAHAR & HRA
 - Taxi operators like Ola, Uber;
 - Malls, Cinemas, Theatres etc.





B. Various **Stakeholders** and **Participants** like

- All Universities (42), its 2500 Colleges & Students;
- **NGO's** like OBD, AGNI, PRAJA etc;
- **Corporate Houses** like Tata, Mahindra, etc and Confederation like CII;
- Banks;
- **Co-oporative Housing Societies**;
- Media Houses like Crayon & Mumbai Live;
- **FM Radio Channels**; Zee Music Company;
- Marathi TV Channels;
- Social Media Houses Facebook and Twitter;
- Press;
- Artificial Intelligence & Bot developers like Gupshup;
- Communication company mGage;



Achievement

• Rise in Voting Percentage

Local Body	2012	2017
Municipal Corporations	48.59%	56.40%
Municipal Councils	65.16%	70%
Zilla Parishads	67.27%	69.02%

• Rise in Voting Percentage

Sr. No.	Municipal Corporation	2012 % of votes	2017 % of votes
1	Brihan Mumbai	44.75	55.53
2	Thane	53.26	58.11
3	Ulhasnagar	42.19	49.60
4	Nashik	57.19	61.60
5	Pune	50.92	55.50
6	Pimpri-Chinchwad	54.84	65.35
7	Solapur	52.36	59.56
	Total Average	48.59	56.40