**India International Institute of Democracy and Election Management**

**Election Commission of India**

**Course Title: Capacity Development in Voter Education**

**Objective:** To build a capacity of participants on voter education for creating accurate and inclusive voter registers and achieving higher participation in elections.

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| Name of the Course | Topics | Duration |
| Capacity Development in Voter Education | 1. What, why and when Voter Education?  2. Principles of Voter Education  3. Voter Education – Indian Experience  4. Inclusive Voter Education  5. Determining Stakeholders Needs  6. Voter knowledge attitudes and perceptions surveys – The Indian experience  7. Steps to Voter Information Programme  8. Voter Education Media  9. Targeted and Innovative Voter Education – Indian experience (NVD, YUVA, Social media)  10. Monitoring and evaluation  11. Preparing a voter education exercise | 5 days including field study trip(s) |

**Topics and Sub-themes:**

* What, why and when voter education?
* Principles of Voter Education – International principles that should be used when developing or measuring voter education programmes. It will also focus on the importance of identifying and reaching out to all stakeholders in the electoral process.
* Case studies - Indian Experience and experiences shared by participants.
* Inclusive voter education – barriers certain categories of people face when they seek to access electoral process, the importance of addressing access issues in developing voter education programs, and the role effective voter education can play in preventing or alleviating access issues. Targeted approach for engaging women, physically handicapped, LGBT and minorities.
* Determining Stakeholders Needs – identifying the different education needs of all stakeholders in the electoral process – An important step in designing an effective voter education programme.
* Voter knowledge attitudes and perceptions surveys – The Indian experience – How ECI uses these surveys to plan its voter education programmes.
* Steps to Voter Information Programme – steps involved in planning an effective voter education programme. Effective communication strategies and implementation plans for increasing the effectiveness of the voter education programme.
* Voter Education Media – identifying and utilising different types of media in a voter education campaign, implementing effective media campaigns, and use of the social media.
* Targeted and Innovative Voter Education – Indian experience (NVD, YUVA, Social media) – understanding the three targeted and innovative voter education activities of the Election Commission of India
* Monitoring and evaluation – effective monitoring and evaluation (M&E) strategy for a voter education programme.
* Exercise - Preparing a voter education exercise by using creativity and knowledge for voter education to prepare a targeted voter education campaign

**Important Information:**

* The course is for junior to mid-level Election officials with good working knowledge of English.
* Nominees should either be working or be expected to work in voter education in their EMBs.