

## 2. 22 going to 72 Campaign:

Similarly, 22 ACs in the state have been identified that had registered less than 72% voters' turnout during Lok Sabha Election -2019. Considering the state average of voters' turnout, i.e. 72.42%, during Lok Sabha Election-2019, targeted interventions will be made in these ACs, so as to enhance voters' turnout to at least 72% in a mission mode called **22 going to 72**. The details of these 22 ACs have been given in **Annexure-II**, for your reference.

### Salient features of 22 going to 72:

- “22 going to 72” campaign to be launched to increase their VTR upto the previous state average i.e. 72%.
- ELCs to be activated for taking electoral literacy to the community, so as to motivate general public to come out in big numbers to vote.
- VAFs to be established and activated in all government offices and industrial organizations in these ACs. Nodal Officers to be appointed in all such establishments to inform and motivate the employees to participate in electoral process. These Nodal Officers will confirm as to how many of their employees have actually voted by seeing indelible ink mark in their fingers on the next day of poll.
- The employees who were actually the electors but did not vote will be asked as to why they did not vote when they were allowed a paid holiday for the specific reason under The Negotiable Instruments Act, 1881.
- Signature walls should be put-up at AC headquarters and at some conspicuous places, 2-3 days prior to date of poll, under the theme “Yes, I Will Vote” to boost enthusiasm of the electors to come out and vote.
- Booth Awareness Groups should be activated to motivate the electors to come out and vote.
- DEOs/EROs to make personal visits to those polling areas of these ACs, that had registered considerably low VTR, for making an appeal to the electors to come out and vote in big numbers.
- Cultural/sports events to be organised in these ACs to carry the messages of voter awareness.
- AC level icons may be appointed in these ACs from amongst local level inspiring apolitical persons.

**Annexure-II****ACs in LSE-2019 where VTR Less Than 70%**

<b>Sr. No.</b>	<b>Name of District</b>	<b>Assembly Constituencies</b>	<b>VTR Less than 70%</b>
1	Chamba	2-Bharmour (ST)	64.53
2	Chamba	4-Dalhousie	69.07
3	Chamba	5-Bhattiyat	66.66
4	Kangra	10-Dehra	68.07
5	Kangra	11-Jaswan-Pragpur	69.70
6	Kangra	13-Jaisinghpur (SC)	63.73
7	Kangra	19-Palampur	69.18
8	Kangra	20-Baijnath (SC)	64.62
9	Kangra	14-Sullah	70.26
10	Lahaul & Spiti	21-Lahaul & Spiti (ST)	63.03
11	Mandi	31-Jogindernagar	67.04
12	Mandi	32-Dharampur	62.74
13	Mandi	35-Sarkaghat	67.14
14	Hamirpur	36-Bhoranj (SC)	69.58
15	Sirmour	59-Shillai	69.69
16	Sirmour	57-Sri Renukaji (SC)	70.13
17	Shimla	60-Chopal	67.07
18	Shimla	61-Theog	67.79
19	Shimla	62-Kasumpti	66.41
20	Shimla	63-Shimla	64.01
21	Shimla	64-Shimla Rural	67.74
22	Shimla	66-Rampur (SC)	69.94