

**GOVERNMENT OF ASSAM**  
**ELECTION DEPARTMENT :: ASSAM SECRETARIAT**  
**DISPUR:: GUWAHATI**

No. ELE.227/2011/07

Date 08<sup>th</sup> August, 2011.

**REQUEST FOR EXPRESSION OF INTEREST FOR CONDUCT OF AN ENDLINE SURVEY OF IMPACT OF INTERVENTIONS ON KNOWLEDGE, ATTITUDE, BEHAVIOR AND PRACTICES (KABP) OF VOTERS IN ASSAM.**

**EXPRESSION OF INTEREST (EOI)** is invited from Agencies/ Firms/ Organisations experienced in the field of Social Marketing Research/ Conduct of Surveys and with a proven track record for undertaking an Endline Survey.

Evaluate the impact of interventions made by the Election Department on the registered voters in terms of participation in the election/voting process during GE 2011 by collecting data, describing and analyzing achievements of the project's original objective of understanding the KABP of voters in Assam through a quantitative end line survey, touching the following points:

- The actual impact of SVEEP and other interventions made by the Election Department on voters' behavior as evident from GE 2011 in Assam by comparing the base line study with the end line survey.
- The strengths and weaknesses of the SVEEP and other interventions made by the Election Department and whether review of such interventions is necessary or not for the future. If yes, suggestions for sector wise improvement.
- The gap, if any, that exists in perception of the problems relating to KABP of voters and the interventions made by the Election Department and identification of target areas for more focus in future.
- The demographics of participation of various elector segments during polls 2011 including among those who were part of the Base Line Survey and weaker sections and women.

The last date for submission of EOI addressed to the Chief Electoral Officer Assam, 4<sup>th</sup> Floor, C Block, Assam Secretariat, Dispur., Guwahati, Assam -781006 is 4 pm on 24<sup>th</sup> August 2011.

Details relating to the EOI are available on the website <http://ceoassam.nic.in> and on the notice board of the office of the Chief Electoral Officer Assam, Dispur, Guwahati.

**Sd/-**  
**Chief Electoral Officer Assam.**