SYSTEMATIC VOTERS' EDUCATION AND ELECTORAL PARTICIPATION IN WEST BENGAL: THE STRATEGY, THE PLAN AND A STATUS REPORT
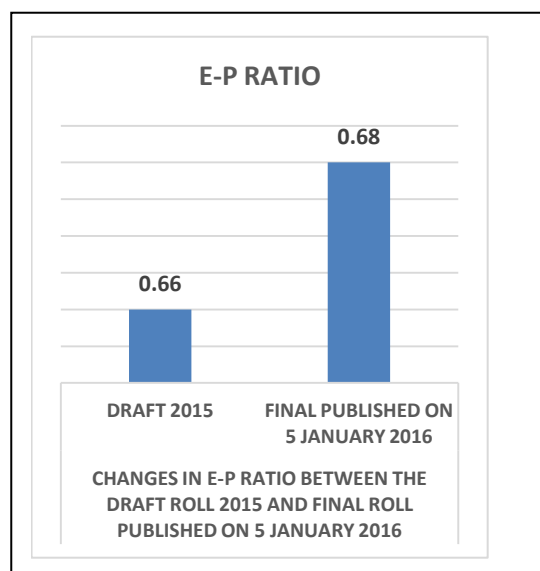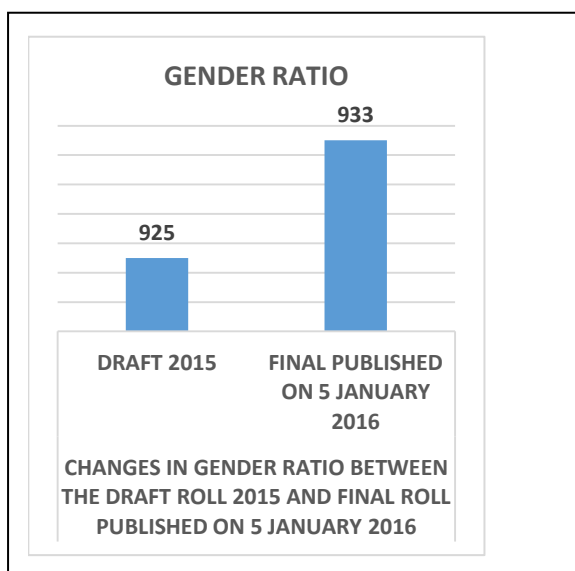
Background

This document has been planned as a compilation of the State SVEEP Plan for the Assembly General Elections 2016 developed by the Office of the Chief Electoral Officer, West Bengal and the District SVEEP Plans developed by the District Election Officers. Since at the time of preparation of this document, we are headlong into implementation of the plan, there are reports on the print and audio visual materials developed so far and also some of the activities initiated on ground. Moreover, any SVEEP Plan for the elections is the culmination of the SVEEP Plan for electoral registration. The final publication of the electoral rolls along with the National Voters' Day having been close precursors to the poll, some glimpses from the SVEEP activities for electoral registration till the National Voters' Day have also been included into the document.
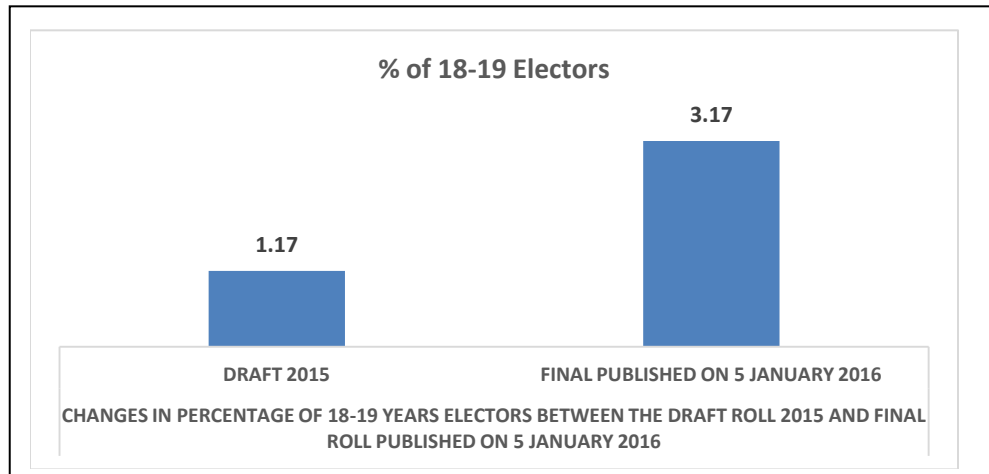
SVEEP focusing on electoral registration

During the period between the draft publication and the final publication of the electoral rolls in 2015-16, which was finally published on 5 January 2016, the SVEEP campaign largely focused on the central theme of increasing Elector-Population (E-P) ratio. The thrust continued till the National Voters' Day on 25 January 2016, after which we shifted our focus to increasing voter turn-out for the ensuing Assembly General Elections. While campaigning for voter registration, we had our special focus on the following special categories of people:

- Women
- Young people and
- Differently-able people

Specific focus on these three groups was largely because of the fact that their presence in the electoral rolls was yet to reach the level of the corresponding others. Gender ratio was loaded in favour of the male electors, presence of electors in18-19 years age bracket was relatively low compared to their projected presence in the population and differently-able people are often socially not encouraged to register their names in the electoral rolls or even to vote. Some of the special outdoor campaign materials prepared during the registration phase are included in the report. The initiative largely succeeded and between the draft publication and final publication of the electoral rolls the following changes in the Gender Ratio, E-P Ratio and 18-19 electors could be seen:

GENDER RATIO

925 — DRAFT 2015
933 — FINAL PUBLISHED ON 5 JANUARY 2016

CHANGES IN GENDER RATIO BETWEEN THE DRAFT ROLL 2015 AND FINAL ROLL PUBLISHED ON 5 JANUARY 2016

E-P RATIO

0.66 — DRAFT 2015
0.68 — FINAL PUBLISHED ON 5 JANUARY 2016

CHANGES IN E-P RATIO BETWEEN THE DRAFT ROLL 2015 AND FINAL ROLL PUBLISHED ON 5 JANUARY 2016

% of 18-19 Electors

1.17 — DRAFT 2015

3.17 — FINAL PUBLISHED ON 5 JANUARY 2016

CHANGES IN PERCENTAGE OF 18-19 YEARS ELECTORS BETWEEN THE DRAFT ROLL 2015 AND FINAL ROLL PUBLISHED ON 5 JANUARY 2016

Between the draft and the final rolls, Gender ratio increased from 925 to 933, E-P ratio from 0.66 to 0.68 and the presence of electors belonging to 18-19 years age group improved to 3.17 percent.

Objectives of the SVEEP Campaign at the present phase

Now that the elections are approaching, the State SVEEP Plan for the Assembly General Elections in West Bengal has been prepared and is in an advanced stage of implementation with the following objectives:

- Increased over-all voter-turn out
- Increased turn out of women voters as well as voters with physical challenges
- Enhancing the quality of voting with a high pitch campaign on ethical voting (voting without fear and by applying one's own mind)
- Building confidence among the electors on the overall presence of the Election Commission of India with substantial improvement in visual presence with appropriate reassuring messages
- Generating awareness on EVM, VVPAT (in VVPAT specific Assembly Constituencies)
- Generating awareness on Expenditure Monitoring measures and presence of different expenditure monitoring teams like FS, SST, Videographers etc.
- Improvement in the overall experience of the voters on the poll day by providing all the basic minimum facilities at the polling stations

The SVEEP Plan for Assembly General Elections 2015 seeks to create new benchmarks in development of voters' education material in all formats - outdoor/ print/ audio/ audio-visual

Preparing the SVEEP Plan for the Elections, a Situation Analysis

Keeping the SVEEP objectives in perspective, we tried to identify the gaps in turn-out starting from the district and going down up to the level of the Polling Stations. The turn-out figures of 2011 and 2006 General Assembly Elections were considered the starting points of Situation Analysis.

Name of the district	% Turn Out in Previous Assembly Election 2006			% Turn Out in Last Assembly Election 2011		
	Male Turnout	Female Turnout	Total Turnout	Male Turnout	Female Turnout	Total Turn Out
Coochbehar	85.58	86.40	85.97	84.80	86.63	85.66
Jalpaiguri	84.44	83.34	83.92	85.00	85.74	85.35
Darjeeling	74.57	74.14	74.36	79.94	79.50	79.72
Uttar Dinajpur	81.15	82.69	81.88	80.39	83.41	81.82
Dakhsin Dinajpur	88.51	88.12	88.33	88.35	88.64	88.49
Malda	81.35	83.01	82.15	79.31	85.43	82.24
Murshidabad	84.93	84.08	84.52	85.08	86.51	85.77
Nadia	88.07	88.18	88.12	86.85	88.57	87.67
North 24 Parganas	83.56	81.67	82.67	85.61	84.25	84.97
South 24 Parganas	82.47	78.28	80.46	85.66	82.28	84.04
Kolkata South	62.91	62.09	62.56	66.47	65.02	65.83
Kolkata North				65.05	65.88	65.40
Howrah	78.58	74.64	76.74	82.29	80.77	81.58
Hooghly	82.58	80.76	81.71	84.17	84.71	84.43
Purbo Medinipur	89.23	90.08	89.65	88.86	91.23	89.99
Paschim Medinipur	86.03	84.89	85.47	87.81	88.58	88.19
Purulia	79.66	75.23	77.50	81.55	80.00	80.81
Bankura	84.63	79.84	82.31	86.88	86.55	86.72
Bardhaman	82.12	78.42	80.37	86.44	85.44	85.97
Birbhum	84.67	80.07	82.43	87.45	85.49	86.71
State Total	82.46	80.80	81.67	84.39	84.53	84.40

Percentage increase in voters' turnout between 2006 and 2011

State Average : 7.96
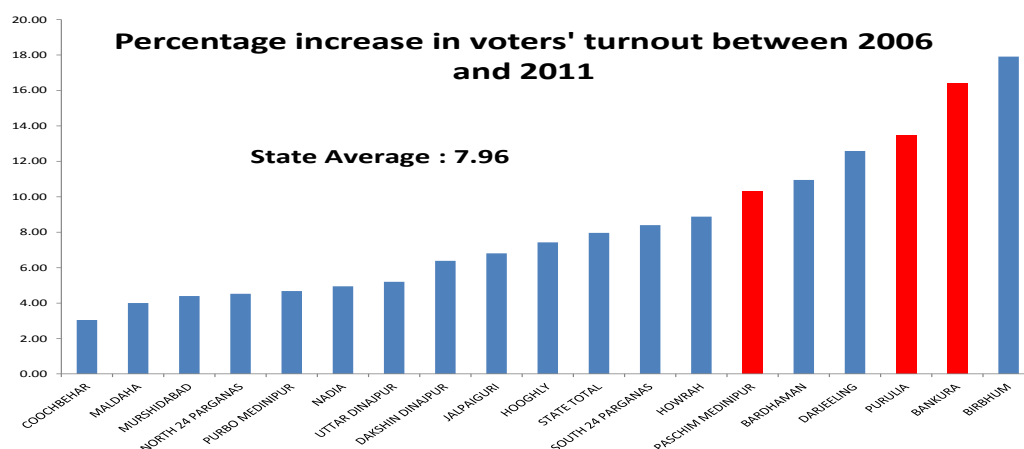
There has been increase in Voters' Turn-Out (VT) in all the districts of the state (except Coochbehar, Uttar Dinajpur and Nadia districts where there is slight decrease) during Assembly Elections, 2011 as compared to the 2006 General Assembly Elections as shown above. The State average rose at 84.40 in 2011 General Assembly Elections. There were 114 ACs in the State where the VT in 2011 was below the State average:

No of ACs below State Average: 114	
Range (% of VTR)	No of ACs
50-60	2
60-70	7
70-80	42
80-84.40	63
Total	114

One may have a look at the district-wise distribution of ACs having VT lower than the State average in the Legislative Assembly Elections, 2011

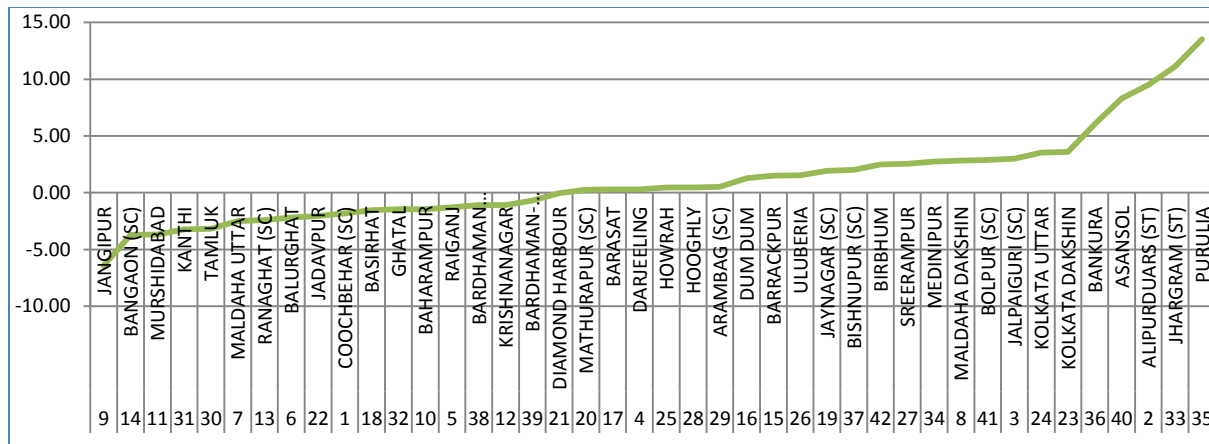| Name of the District	No of ACs having VT below State Average	Total No of ACs in the district	% of ACs in the district having VT below State Average
Coochbehar	4	9	44
Jalpaiguri	4	12	33
Darjeeling	4	6	67
Uttar Dinajpur	4	9	44
Malda	10	12	83
Murshidabad	6	22	27
Nadia	2	17	12
North 24 Parganas	12	33	36
South 24 Parganas	17	31	55
Kolkata South	4	4	100
Kolkata North	7	7	100
Howrah	11	16	69
Hooghly	8	18	44
Purbo Medinipur	0	16	0
Paschim Medinipur	4	19	21
Purulia	8	9	89
Bankura	2	12	17
Bardhaman	7	25	28
Birbhum	0	11	0
Dakshin Dinajpur	0	6	0
Total	114	294	39

The color symbolism attempts to describe the table in a vivid detail. Evidently, there were three districts in the State namely Purbo Medinipur, Birbhum and Dakshin Dinajpur which had no such ACs having VTRs below State average. On the other end of the spectrum, there were seven districts which had a high incidence of low VTR ACs. Interestingly, Kolkata North and Kolkata South districts had 100% 0f low VTR ACs. There was, therefore, scope for improvement of VTR for the remaining ten districts of the state as well.

% of ACs having Voters' Turnout below State Average in the district: 2011 General Assembly Elections
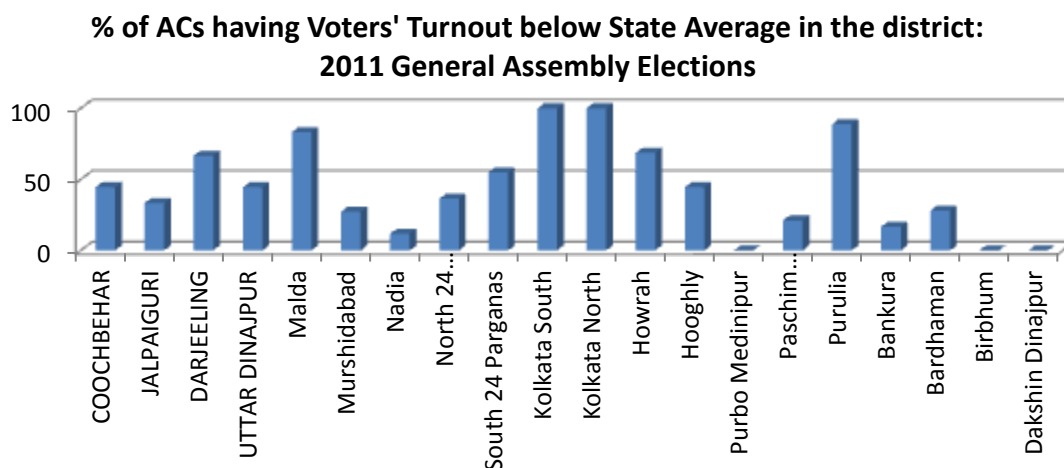
Share of Districts: PS having lowest VT (Bottom 20)	
Dakshin Dinajpur	1
Purulia	2
Kolkata North	4
Kolkata South	4
Hooghly	1
Howraah	1
Bardhaman	1
Birbhum	1
South 24 Parganas	1
North 24 Parganas	1
Murshidabad	1
Darjeeling	2
Total	20

The Lok Sabha Elections, 2014 registered a Voters' Turn-Out percentage of 82.22 compared with the 2009 figures of 81.41 percent and 77.68 in 2004. A *closer look at the turn-out figures, however, would reveal more. Compared with 2009, there has been an increase in turn-out in 12 of 20 districts in the state. In respect of Parliamentary Constituencies (PCs), the increase is registered in 24 out of 42 PCs in the state.*

Percentage variation in VTR in the Parliamentary Constituencies: 2009 & 2014 compared
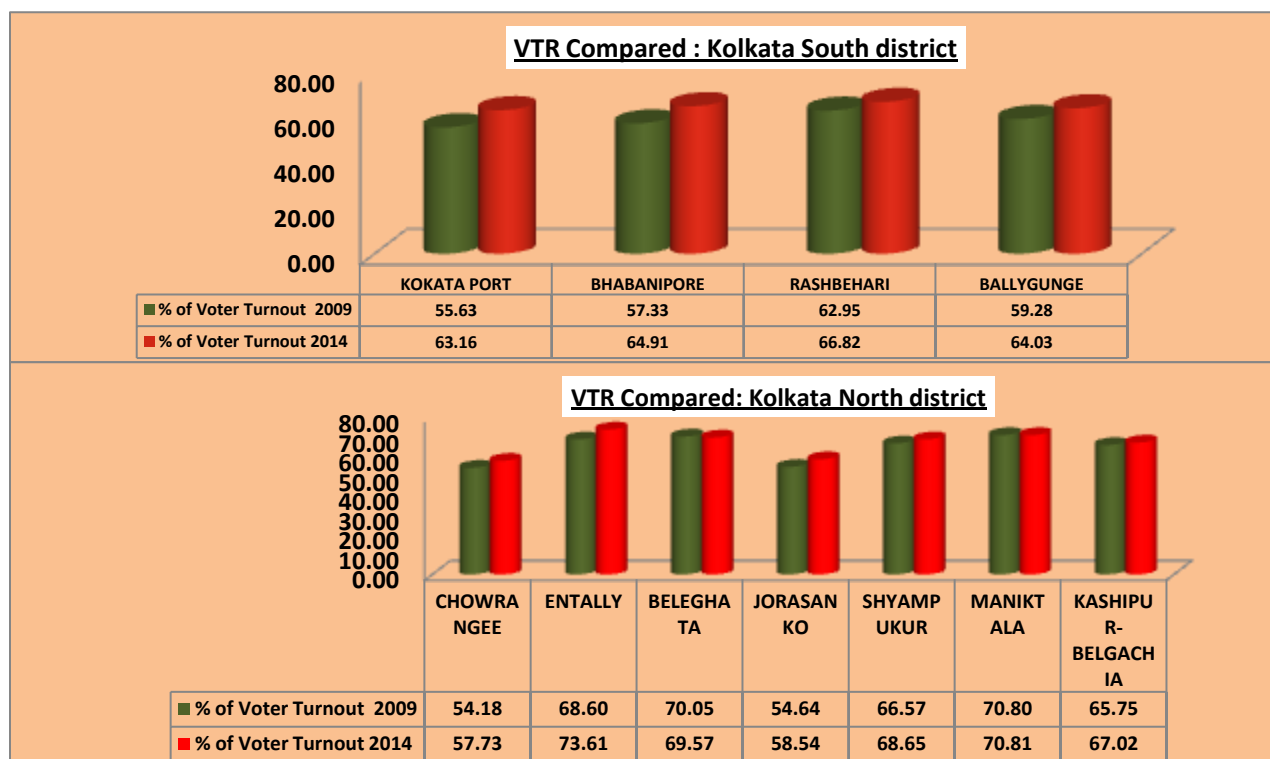
9	14	11	31	30	7	13	6	22	1	18	32	10	5	38	12	39	21	20	17	4	25	28	29	16	15	26	19	37	42	27	34	8	41	3	24	23	36	40	2	33	35

Significantly, the turn-out in 2014 Lok Sabha Elections registered a higher growth in districts where it has been relatively low in 2009.

VTRs compared : Districts having lowest turn-out in 2009 General Elections
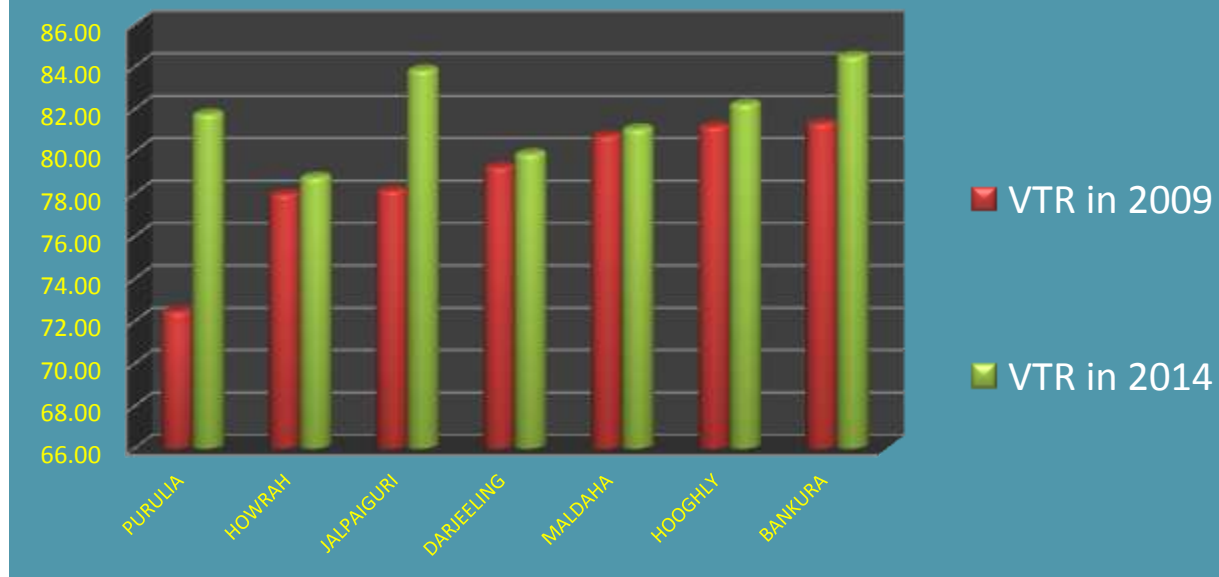
There has been an increase in turn-out in respect of both the electoral districts of Kolkata North and Kolkata South during the last Lok sabha Elections, 2014.

VTR Compared : Kolkata South district

	KOKATA PORT	BHABANIPORE	RASHBEHARI	BALLYGUNGE
■ % of Voter Turnout 2009	55.63	57.33	62.95	59.28
■ % of Voter Turnout 2014	63.16	64.91	66.82	64.03

VTR Compared: Kolkata North district

	CHOWRANGEE	ENTALLY	BELEGHATA	JORASANKO	SHYAMPUKUR	MANIKTALA	KASHIPUR-BELGACHIA
■ % of Voter Turnout 2009	54.18	68.60	70.05	54.64	66.57	70.80	65.75
■ % of Voter Turnout 2014	57.73	73.61	69.57	58.54	68.65	70.81	67.02

A comparative analysis of turn-out in 2014 and 2009 Lok Sabha elections in respect of urban ACs is reproduced below. Evidently, there had been an increase, albeit small, for most of the districts in the state.

Urban ACs : Voters' Turnout		
District Name	**2009**	**2014**
JALPAIGURI	82.00	84.28
DARJEELING	78.48	80.82
MALDA	79.04	81.41
MURSHIDABAD	78.98	81.87
NADIA	87.00	84.01
NORTH 24 PARGANAS	79.81	81.00
SOUTH 24 PARGANAS	77.83	76.81
HOWRAH	75.39	75.43
HOOGHLY	74.40	78.52
PURBO MEDINIPUR	93.01	89.79
PASCHIM MEDINIPUR	72.57	78.86
BURDWAN	75.32	79

It is relevant now to see the comparative figures of the WB LA Elections, 2011 and Lok Sabha Elections, 2014 in terms of turn-out.

Name of District	State Assembly General Election, 2011			Lok Sabha General Election, 2014		
	Male turnout	Female turnout	Total turnout	Male turnout	Female turnout	Total turnout
COOCHBEHAR	800373	732193	1532562	861055	804260	1665315
JALPAIGURI	1021360	940734	1962094	1119796	1064506	2184302
DARJEELING	455308	432276	887584	503918	477756	981674
UTTAR DINAJPUR	649653	608684	1258337	723974	695151	1419125
DAKHSIN DINAJPUR	428079	388878	816957	470840	437047	907887
MALDA	861671	848639	1710310	974982	977915	1952899
MURSHIDABAD	1724692	1632093	3356785	1847265	1819971	3667236
NADIA	1509197	1404625	2913821	1617790	1532732	3150522
NORTH 24 PARGANAS	2717052	2433255	5150947	2963039	2662564	5625606
SOUTH 24 PARGANAS	2732473	2420804	5153280	2952751	2632998	5585749
KOLKATA SOUTH	308542	238603	547145	319498	254422	573920
KOLKATA NORTH	532760	402518	935278	535471	420374	955848
HOWRAH	1383466	1178443	2561756	1465780	1251483	2717266
HOOGHLY	1656532	1531899	3188435	1763181	1621351	3384553
PURBO MEDINIPUR	1446646	1354283	2800917	1551181	1473792	3024982
PASCHIM MEDINIPUR	1671661	1585468	3257164	1789905	1706473	3496390
PURULIA	740024	669819	1409843	827456	759618	1587076
BANKURA	1034614	948835	1983449	1115829	1022610	2138442
BARDHAMAN	2253439	1976968	4230407	2403955	2128014	4531975
BIRBHUM	953101	860356	1813457	1061588	963248	2024836
Total	24880643	22589373	47470528	26869254	24706285	51575603

In terms of percentage turn-out, there is a fall from the 2011 General Elections at the 2014 General Elections from 84.40 to 82.22. Excepting the districts of Purulia, Kolkata North and Darjeeling, all the districts have come out with a lower turn-out. In terms of female turn-out again, the same districts of Darjeeling, Kolkata North and Purulia have experienced a higher growth.

District Name	VTR 2014	VTR 2011
COOCHBEHAR	83.05	85.66
JALPAIGURI	83.84	85.35
DARJEELING	79.89	79.72
UTTAR DINAJPUR	80.17	81.82
DAKHSIN DINAJPUR	85.30	88.49
MALDA	81.07	82.24
MURSHIDABAD	81.65	85.77
NADIA	84.62	87.67
NORTH 24 PARGANAS	82.86	84.97
SOUTH 24 PARGANAS	81.02	84.04
KOLKATA SOUTH	64.68	65.83
KOLKATA NORTH	66.67	65.4
HOWRAH	78.79	81.58
HOOGHLY	82.24	84.43
PURBO MEDINIPUR	86.58	89.99
PASCHIM MEDINIPUR	85.55	88.19
PURULIA	81.77	80.81
BANKURA	84.49	86.72
BARDHAMAN	83.21	85.97
BIRBHUM	85.26	86.51
TOTAL	82.20	84.4

District Name	Female VTR 2014	Female VTR 2011
COOCHBEHAR	83.05	86.63
JALPAIGURI	83.84	85.74
DARJEELING	79.89	79.5
UTTAR DINAJPUR	80.17	83.41
DAKHSIN DINAJPUR	85.30	88.64
MALDA	81.07	85.43
MURSHIDABAD	81.65	86.51
NADIA	84.62	88.57
NORTH 24 PARGANAS	82.86	84.25
SOUTH 24 PARGANAS	81.02	82.28
KOLKATA SOUTH	64.68	65.02
KOLKATA NORTH	66.67	65.88
HOWRAH	78.79	80.77
HOOGHLY	82.24	84.71
PURBO MEDINIPUR	86.58	91.23
PASCHIM MEDINIPUR	85.55	88.58
PURULIA	81.77	80
BANKURA	84.49	86.55
BARDHAMAN	83.21	85.44
BIRBHUM	85.26	85.49
Total	82.20	84.53

In line with the SVEEP objectives of a higher turn-out during the ensuing General Elections, districts will come out with appropriate strategies to increase overall not only turn-out but turn-out of women, youth and persons with disability.

In line with the instructions of the Commission, 15 % of lowest turn-out Polling Stations had been identified quite early, including Polling Stations where women turn-out had been lower. Districts have similarly identified Polling Stations with relatively lower turn-out in the last two General Elections and have identified also reasons of lower turn-out in these Polling Stations. Appropriate strategies are being developed by districts to enhance the turn-out the over-all turn-out of voters, including turn-out of women and young voters.

Implementing Systematic Voters' Education and Electoral Participation Programme for West Bengal Legislative Assembly Elections, 2016 has its own priorities. Within the framework mandated by the Commission, State SVEEP priorities are defined for achieving a substantial growth in Voters' Turnout Ratio (VTR), free and ethical voting and a qualitative improvement in voters' experience of voting which broadly come under the purview of Voters' Welfare. The Commission has laid considerable emphasis on quality aspects of voting, minimizing gaps in voting of women, and socially disadvantaged/marginalized groups. State priorities are shaped within the framework so defined by the Commission and simultaneously it strives to go beyond that, breaking new grounds of participation and innovations.

KAP Survey

KAP Survey was conducted in 4725 households spread across the State understanding reasons of low turn-out in Polling Stations. The insights of the survey were applied in designing strategies for the district SVEEP programmes.

Strengthening the Institutional Set Up

The organizational set-up for SVEEP has to be tuned up down the line to effectively monitor the implementation aspects of SVEEP programme in relation to the WBLA Elections, 2016. Accordingly, following set-up will be drawn up in districts to frame district SVEEP strategies and supervise its implementation:

1. District Election Officer
2. Additional District Magistrates in charge of SVEEP
3. District Nodal Officer (SVEEP)
4. Block level Nodal officer (SVEEP): The Joint Block Development Officers will be the Nodal Officers in charge of SVEEP at the Block levels.

A WhatsAPP Group will be formed comprising officers as noted above. The District SVEEP Committee, already formed, will meet frequently to supervise the progress in implementation of SVEEP programme in the districts.

Campaign Motives

Outdoor Campaign

Static Outdoor Campaign is an integral part of communication strategy. All avenues through which information flows to the citizens should be explored to the full. The basic objective will be making the presence of the Commission visible to all.

A number of motives had been integrated in outdoor campaign strategy. The outdoor campaign would be launched in two phases. In the first phase, campaign would be launched with a view to providing basic information to left-out electors so that they get themselves registered. The scope of campaign would have following components:

1. *Having EPICs is not enough. In order to Vote, One must have one's name in the Electoral Roll*
2. *Knowing electoral details and information about Polling Stations through SMS/Toll Free Numbers/website*
3. *Voters' Helpline Services*

Closer to the Poll, the campaign would have a distinct emphasis on *ethical voting, increasing overall turn out, increasing female turnout and turn-out of youth combating urban apathy in urban and metropolitan areas and EVM/NOTA/VVPAT*. Within the frame of these objectives, there are subtle variations: messages are addressed to the youth, women, young ladies, electors showing rural-urban variations and electors at large motivating them to vote. The campaign material would be specifically designed taking in consideration the target audience it is meant to address. There will also be some which are meant to disseminate important information to the voters.

Informing Voters:

Two distinct prototypes had been developed on two important IT interventions envisaged during present Legislative Assembly Elections namely SAMADHAN and SUVIDHA. They are broadly designed to describe the objectives as well as the processes. Other than these, voters' helpline services had been integrated as in all other formats of outdoor material.

Basic information on electoral registration seeking left-out electors to vote will still continue as part of campaign strategy. Along with Posters and Banners, this may come also in the form of wall writing at the offices of BDO and SDO Offices in the districts.

Motivating Voters:

A major thrust of the campaign would be laid on motivating voters to vote on the day of Poll. This would be, indeed, addressing the entire universe of voters in different segments forming the target audience.

Electronic Media

Electronic media will be optimally utilized to bring home messages of the Commission. This has always been a very important vehicle of mass communication since a large part of household audience is oriented to electronic media in some form or other. Below is captured different modes of communication through electronic media.

Media	Role Expectations
Doordarshan	Scroll through Doordarshan: major news items/date and time of Poll/EVMs and alternate documents /VVPATs
	News events in districts : News lines with a difference
	Development of audio-visual creative spots
	Interactive Discussions: Talk Shows
	Telecast of Audio-Visual spots on commercial basis
	Transmission of programmes in Santali/Nepali languages
	Innovative Programmes like Quiz

All India Radio	Audio Spots to be broadcast
	Development of audio spots
	News items broadcast on a frequently regular basis
	Broadcast of News snippets
	DEOs' appeal to the Voters and interviews
	Interactive Discussions on AIR and Rainbow FM

Other Electronic Media:

Other forms of electronic media include television, radio FMs, mobile networks, and cable television networks. Different roll-activities are envisaged from them in the manner detailed below.

Media	Role Expectations
Electronic Media : Television	A-V Spots in major news channels on commercial basis
	A-V Spots in major entertainment channels on commercial basis
	Integration of theme of election in serials in entertainment channels
	Snippets about the number of dates left of Poll in entertainment/news channels
	Scroll about major news items of Poll
Electronic Media: FM Radios	Audio Spots to be broadcast on commercial basis
	DEOs' appeal and messages to the voters
	Frequent RJ mentions
	Interviews with election functionaries
	Event Sponsoring by Radio FMs in Partnership mode

A lot of work may be done in association with BSNL and other mobile networks. This will address two basic needs of *SMS-ing* during the campaign period, one is transmitting text sms with appeals to vote and reminder SMS on the day of poll. Other mobile networks may also play a useful part in this.

Media	Role Expectations
Campaign in association with BSNL Network	Free SMS to be sent phase wise to the voters before Poll
	Free Voice Callers
	Free Reminder SMS on the day of Poll
Campaign through Mobile Telecom Companies	Free SMS to be sent phase-wise to the Voters
	Free Reminder SMS on the day of Poll
	Sounding of Caller Tune
	Free Whatsapp audio-video messages

Messages may be transmitted effectively through electronic display boards at Railway Junctions and strategic locations in Kolkata and districts. The audio-visual spots may be beamed across to cater to the mobile viewers from a long distance.

Media	Role Expectations
Electronic display of messages	At Metros : KOLKATA/ANSOLE/ SILIGURI/MALDA/BURDWAN
	Road Junctions at District Headquarters through Electronic Scroll
	Bus Terminus at District and SD Headquarters through electronic scroll

Along with the media noted above, there remains a very potent means of communication through cinema and cable networks having a wide reach across the state. Activities have been charted in this regard in the following.

Media	Role Expectations
Campaign through Cable Network	Display of A-V Spots
	Display of static campaign material and dissemination of important district information
	Telecast of DEOs' appeal to Voters and important information
	Interaction of Senior Officials (DEOs/SPs/ADMs/SDMs) on MCC/Law & Order/SVEEP/ Measures taken up in districts to bolster Voters' Confidence/ District Control Room
	Scroll : Advertisement of District /SDM/BDO's Control Rooms and Helpline Numbers
	The film on Voting Procedure
Campaign through PVR/INOX/Cinema Halls	Display of A-V Spots
	Telecast of DEO's appeal to Voters
	The film on Voting Procedure

Content Creation

Content material has been developed primarily at the State level for print / outdoor / electronic media integrating the campaign motives for the General Assembly Elections.

Outdoor Campaign:

For Outdoor campaign, the following campaign motives have been identified:

- ✓ Turn-Out of Voters
- ✓ Turn Out of Women Voters
- ✓ Turn Out of Young Voters
- ✓ Ethical Campaign
- ✓ SAMADHAN
- ✓ SUVIDHA

The State Icon, Ananya, a young girl of 18 years had featured in all outdoor campaign materials as the face of Election Commission. Likewise, all the facilitation tools through Toll Free numbers/SMS/APPs had similarly been integrated in it. One broad and another subsidiary themes run through all the prototypes, as we may see, the first one comes from the State Icon Ananya: *Vote without fear and with discretion* and the sub-theme: *Each Vote Counts*.

Turn-Out Motif for all Voters

Turn-Out Motif for Women Voters:

Women Voters, in particular young women voters, have been one major focus area. Following are some of the prototypes on the theme of women turn-out.

The typical urban apathy in some of the urban voters is captured in another.

The themes on *ethical voting* are explored in elaborate details in following proto-types

SAMADHAN and **SUVIDHA**

 RADIO Campaign:

Similar themes have been introduced in varying modes through creation of radio jingles to be broadcast in All India Radio and Radio FMs.

Thematic Variations of Radio Jingles:

- Ananya the Icon
- Turn-Out of Voters
- Turn-Out of Women Voters
- Turn Out of Young Women Voters
- Turn-out of Youth
- Ethical Campaign :Vote Without Intimidation and Influence
- SAMADHAN, Integrated Online Complaint Management System

Audio-Visual Campaign:

Audio-Visual Campaign is going to be launched in a systematic manner with following thematic mutations:

- *Walk through on Poll Process through 3D animation: Part I*
- *Walk through on Poll Process through 3D animation: Part II*
- *Pencil Art drawing: Votes are in Air*
- *3D animation on Ethical Voting I*
- *3D animation on Ethical Voting II*
- *Graphically designed A-V Spots on Use of EPICs*
- *Graphically designed A-V Spot on Voters' Helpline Services*
- *A-V Spots created by Doordarshan on Turn-out of Voters I*
- *A-V Spots created by Doordarshan on Turn-Out of Voters II*
- *A-V Spots using folk art of Chhau*
- *A-V musical video featuring Pledge taking on Ethical Voting: Young Voters*
- *A-V musical video featuring Pledge taking on Voting: Women Voters*
  - *A-V musical video featuring Pledge taking on Voting: Voters With Disability*

Campaign in Social Media

Vote Ethically

for your Vote Counts."

Social Media Branding: This includes

Introducing CEO, West Bengal on Social Media Platform

Creating and optimizing Social Media Presence of the Election Commission

Social Media Promotional Activity:

> Face book, Twitter, Google +, *Pinterest* and *Youtube* Channels and focusing on voters' awareness

> Monitoring, Networking, Online Reputation Management and Communication of Election Commission's themes on Voters' awareness through social media channels

social Media Platforms to Work On

Most popular social media platform today. Facebook will serve as the flagship platform for promoting the messages & activities of EC

EC Twitter will connect with the voters, media houses, Govt. agencies and reputed public speakers to create awareness

G+ is Google's own Social Network. Activity on G+ will build the authority of EC website on Google and improve Page Rank

EC's YouTube channel creation will host all approved videos (AV documentaries/ music videos/ explainer videos created in animation etc.) of the project.

Pinterest will draw traffic to web pages of Election Commission (WB) helping in inciting popular engagement and acting as a people connect initiative

In addition to maintaining and monitoring of CEO, WB's social media accounts, we have also planned to undertake the following innovative measures to ensure more engagement on social media.

Suggested Innovative Voter Engagement Strategies on social media

- **Voter Selfie Contest** : We will ask voters/ public through social media to upload their selfies showing inked index finger (indicating that they have

voted) We will mention their names on EC's **Facebook** page to draw engagement

- **Hashtag contest:** We will run #ProudToBeAVoter viral tweet campaign to engage public and communities to vote

- **Voter Education/ Explainer Videos:** Explainer videos will be created by us educating voters (old/new) *on how to vote, emergency number in case of grievance, voting etiquettes, first time voter encouragement* etc. The videos will be uploaded and shared across social media channels **(Facebook, Twitter & YouTube)** drawing engagement

- **'Proud to be a Voter Quiz':** This quiz will be conceptualized in such a way as to attract new fans and followers and incite them to participate. Online quizzes will run on **Facebook** every week and on weekend the correct answers along with names of winners will be declared.

Social Media Branding

CEO, West Bengal (Facebook Page)

Suggested Page URL: https://www.facebook.com/ceowestbengal

Facebook page design

CEO, WB (Twitter Profile)

Suggested Profile URL: www.twitter.com/ceowestbengal

Twitter profile design (dummy)

CEO, WB (Google+ Profile)

Suggested Profile URL: www.plus.google.com/+ceowb

Google Plus profile design

Suggested Social Media Activities on Pinterest

Suggested URL: www.pinterest.com/ceowestbengal

Major Activities:

Profile Creation and optimization

Creating pin-boards on topics each addressing prime messages

Building online authority of messages

YouTube Promotion

In **CEO, WB's** Social Media Campaign, we will create a video channel in **YouTube** and will create & promote Explainer animated videos besides uploading and popularizing their existing videos to create public awareness.

Social Media Monitoring (Flowchart)
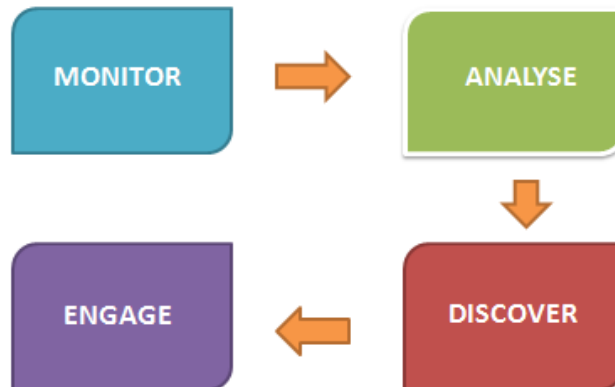
Being a project of huge expanse and scope we estimate a big turnout in terms of response from both local, national and the international online community. Hence, we propose using two of the best social media monitoring and analytic tools available today for Election Commission's Social Media Campaign - **HootSuite Pro** & **Google Analytics**

Benefits to Election Commission (West Bengal) from Social Media Marketing Campaign

❖ Build up voting awareness through social media and the measures adopted by CEO, West Bengal to ensure safe and transparent voting in the forthcoming assembly elections

❖ Act as the 'go-to' platform for up-to-date information about Election Commission (WB) for the public/ voters

❖ Encourage participation and mass awareness of new voters about the various public connect initiatives of CEO, WB by way of social networking

❖ Build online authority of CEO, WB website

❖ Initiate EC's employee participation in social media and WhatsApp thereby acting as a key medium for online communication and involvement among EC (WB) employees about social media which is certainly needed for the district level voting awareness

❖ Developing & maintaining good media relations during the Assembly Elections

WhatsApp Campaign

WhatsApp Group Activities

- CEOWB WhatsApp Group Creation
- Content Updating & Group Messaging
- Videos and Project Information Sharing

Voters' Welfare: Making Poll Experience meaningful for Persons With Disabilities

The Election Commission has issued instructions for making poll experience meaningful, in particular for the old and infirm, women voters and the voters with disabilities. The basic minimum facilities prescribed by the Commission include:

- Provision of Drinking Water
- Ramp
- Adequate Furniture
- Proper lighting
- Help Desk
- Signage and
- Toilet

Over and above the provision of these minimum facilities, a number of initiatives may be taken to address the need-based requirements of voters on the Poll day. However, before we take up specific measures, it is good to take stock of the situation first.

1. Get the updated data on Persons With Disabilities in the Voters' list from the BLO Register or from the database of Social Welfare Department/Sarva Shiksha Mission etc
2. Make a quick assessment of what supports they need, if they need at all, on the Poll day
3. Design interventions to provide these supports within the legal framework of the RP Act, 1951/ Conduct of Election Rules, 1960/ Instructions of the Commission issued in this regard.
4. Get the CSOs/Special Educators involved in the process of decision making.

The interventions may be charted in the different phases of the election process:

1. The Campaign material shall have the component of sign language

2. Districts may design specific campaign strategies by involving Persons With Disabilities in motivating Voters with Disabilities to vote.

3. The Sector Officers / BLOs may be suitably sensitized of their roles to bring Specially Abled Persons to the Polling Stations to vote. Interpersonal communication will go a long way to bring all PWD voters to vote on the Poll day.

4. Initiatives like *Home-to-Booth* facilities completely under the supervision of the election machinery may be taken up

5. Tactile signage at the Polling Stations may be done

6. Use of Braille enabled Form 7A may be distributed to blind persons for enabling them to know about the candidates.

7. A dedicated helpline in the district for Persons With disabilities to facilitate them to know their Polling Stations/Electoral details/facilities available at the Polling Stations.

Partnership Initiatives

Partnership initiatives had been a bulwark of SVEEP strategies during last few Revision programmes as well as the Parliamentary Elections, 2014. As the Plan for WBLA elections is developed, partnership initiatives are further developed to further the cause of citizens' participation by bringing more and more organizations in the fold.

> *In terms of Commission's instructions, Partnerships are developed with State and Non-State actors, eliciting their support in furthering cause of democratic participation of citizens in electoral processes namely electoral registration and elections.*

In the context of the present General Elections, Partnerships will be developed with State Government Departments, Public Broadcasters including All India Radio and Doordarshan, Railways, Airport Authority of India, PSU and Scheduled Banks, DAVP, BSNL and other mobile networks, Cable Television Networks and Cinemas including INOX and PVRs.

Different expectations have been charted from each of these partner organizations and they are classified broadly under following categories such as State Government Departments, Corporations, Ministries/Departments of Government of India, Financial Institutions and other organizations including corporate as per standing instructions of the Commission.

State Government Departments: Following departments have broadly been recognized as Partner Departments of the Election Commission with activities specially expected of them:

School Education Department:

- Pledge to Vote and Vote Ethically
- Signature Campaign in Primary Schools by parents of school children
- Display of Publicity material in the website of the School Education Department
- Display of Students' drawings / other participatory material in the school premises
- Other initiatives of Students within the School premises as designed by the DEOs/ROs

Higher Education Department

- Enrolment of left-out eligible electors studying in educational institutions
- Display of Publicity material in the website of the Higher Education Department
- Display of Publicity / other campaign material related in the institutes of higher education including colleges and universities
- Organizing seminars/workshops in association with the NYKs and NSS organizations who are being separately intimated in this regard.

Youth Affairs Department

- The NSS and NYKs may be optimally utilized for the purpose of election campaign. These organizations may be specifically instructed to organize workshops/seminars/plays in institutes of higher education in the state in close collaboration with the District Election Officers

Information & Cultural Affairs Department

- Booking of all free (non-rented) advertisement space under the control of the Department for the purpose of Campaign from the date of Announcement of Elections in Kolkata and districts.
- Assessment of advertisement space which may be booked for Campaign on the basis of rent in both Kolkata and Districts.
- Mobilizing folk artists in districts for producing songs and plays and presenting them in villages / towns on themes of ethical campaign and turn-out
- Developing of theme-song for WBLA Elections, 2016.

Transport Department

- Outdoor Campaign with stickers on busses
- Tram Branding

- Boat Branding with audio facility : Boats/Lunches through water transport routes in districts like Kolkata/Howrah/North 24-Parganas/Hooghly/Malda
- Using Public and Private Transport mechanisms for Campaign through stickers
- Audio Campaign at Bus Terminus

Public Works Department

- Booking of all free (non-rented) advertisement space under the control of the Department for the purpose of Campaign from the date of Announcement of Elections in Kolkata and districts.

- Optional Utilization of the rentable advertisement space for campaign purpose. The advertisement space so assessed may be made available to District Election Officers at the earliest.

Kolkata Municipal Corporation

- Booking of all free (non-rented) advertisement space in the form of hoardings etc. under the control of the KMC for the purpose of Campaign from the date of Announcement of Elections in Kolkata.
- Utilization to an optimum extent the rentable advertisement space for campaign purpose. The advertisement space so assessed may be made available to DEOs of Kolkata North and Kolkata South districts.

Women, Child and Social Welfare Department

- Utilizing Hoarding/Advertisement space under its disposal for Election Campaign
- Engaging ICDS Workers/SHG members for interpersonal communication with voters as per directions and District SVEEP plans of the DEOs
- Pledge to Vote and Vote Ethically by ICDS/SHG members first. Then they will motivate electors residing within villages to Vote without exception
- Other innovative means

Home (Police) Department

- Utilizing Hoarding/Advertisement space under its disposal at Kiosks on Roads for Election Campaign

- Playing Audio-Spots at Road Junctions
- Audio-Visual Campaign through digital display Boards

Food and Supply Department

- Distribution of DEOs' leaflets through Fair Price Shops
- Distribution of DEOs' leaflets through Petrol Pumps
- Display of Campaign material at Fair Price Shops

Eastern Railway, Kolkata

- Train Branding
- Hoardings at major Railways Stations
- Audio Campaign/Announcements in major Railways Stations.
- Messages through electronic scroll in Railways Stations
- Scroll of information through electronic Time Table Display Board.
- Display of Election related Slogans on the reverse side of train tickets.

Metro Railways, Kolkata

- Train Branding
- Display of audio-visual in INCODA TV
- Display of Outdoor materials in Panels inside Coaches
- Hoarding at major Metro Stations on standees
- Audio Campaign/announcements in major Metro Stations
- Messages through electronic scroll inside Coaches
- Other Initiatives from the Metro Railways furthering the causes of voters' education

Doordarshan, Kolkata

Development of audio-visual creative spots including refurbishing of spots developed during last Lok Sabha Elections

- Audio-Visual Campaign : transmission of audio-visual spots

- Talk Shows

- Wide Programme Coverage in districts

- Telecast of election related Information through News Scrolls

- Telecast of Programmes in different languages like Santhali/Nepali etc.

- Other Initiatives : Quiz/Online Competitions

All India Radio, Kolkata

- Transmission of audio-spots

- Interactive Sessions in different formats such as Youth / Women oriented programmes, Krishikathar Asore / Santhali Programme / Nepali Programme from Kurseong

- Special focus on Youth forums in broadcast

- Broadcast of election related information in snippets

- Wide coverage of District and State News in the broadcast profile

- Any other innovative programme such as Quiz/Competitions etc

Public Sector Banks

- Outdoor Hoardings in Kolkata and Districts

- Display of outdoor material in banks through standy or other means

- Audio-visual telecast of messages through television

- Transmission of WhatsApp messages in A-V format

- Organizing mass-mobilizing events in Kolkata and Districts in Partnership mode.

- Partnership in Model Polling Stations

- Other initiatives: Display of A-V content on screens/website.

Communication Strategies

Outdoor Campaign strategies:

A. <u>Outdoor Campaign</u>:   *for making the presence of the Election Commission conspicuous*

Outdoor Campaign will be taken up on a substantially large scale taking the cue of the Special Continuous Updation programme of Electoral Rolls and the NVD. While the campaign motif for registration in electoral rolls of the left-out voters will still continue, other motives of campaign, now designed for conduct of elections, will supplement it.

SVEEP Objectives	Campaign Motif	Campaign Method	Context
Increasing Overall Turn-Out of Voters	Turn-out of Voters	Hoarding	General : Icon
	Turn-out of Voters	Hoarding	Rural
	Turn-out of Voters	Hoarding	Rural: Icon
	Turn-out of Women Voters	Hoarding	General : Icon
	Turn-Out of Women Voters	Hoarding	Rural
	Turn-Out of Young Women Voters	Hoarding / Posters	Urban
	Turn-Out of Young Voters	Hoarding /Posters	General
SAMADHAN	Online Complaint Management System: Citizens' Interface	Hoarding	General
	Methodology	Poster	General
SUVIDHA	Methodology	Poster : General	General
Ethical Voting	Inducement free Voting	Hoarding	General
	Inducement free Voting: Icon	Hoarding	General
	Inducement free Voting: Icon	Hoarding	General
	Inducement free Voting: Cartoon	Hoarding	General

Strategy:

- Book all the advertisement space available in the districts under the control of the I &CA Department/PWD/Other Government Departments from the date of announcement of elections till the completion of the election process.

- Make plan for booking rented space keeping in view the allocations for outdoor campaign.

Communication Means	Methods	Activity
Outdoor Campaign	**Hoarding /Banners**	Prominent Places: Road Junctions /Markets /Offices of Cities /towns (H/B)
		Collector's Office (H)
		SDM Office (H)
		Block/Municipality Office (H)
		Gram Panchayat Office (H/B)
		Railways Stations/Bus Terminus/Markets/Malls (H)
		Universities /Colleges (H/P)
	Poster	All Polling Stations
		All HS /Secondary Schools/Colleges
	Stickers : Surface Transport	Auto-Rickshaw/TOTO and Public Transport : Bus/Trucks etc
		Audio Campaign at Bus Terminus

		Tram Branding
	Wall Writing On Issues of basic electoral literacy	DM Office/SDO Office/Block Office
	Campaign at Routes of Water Transport	Boats/Launches through water transport routes : Kolkata/Howrah/North 24 Parganas /Hooghly/Malda and other districts

Electronic Media: Electronic media will be optimally utilized to bring home messages of the Election Commission. This has always been a very important vehicle of mass communication since a large part of household audience is oriented to electronic media in some form or other. As such, Electronic Media is going to have a substantial coverage during the present General Assembly Elections, pervading nearly all media of exposure. A major part of this activity will be coordinated at the State level. However, districts will also have their share to play.

A number of *audio-spots* have been developed at the State level, integrating themes of turn-out and ethical voting primarily. Some of them revolve round the character of Ananya, the State Icon who is the face of the Commission during the present Assembly Elections. The same radio spots will be extensively broadcast in All India Radio and Radio FM channels. It is advised to utilize the spots innovatively with the tableau or auto or by other means of campaign. A total of 17 spots have been developed in the vernacular/Hindi/English to penetrate deep into urban electorate in and around Kolkata, Asansole and Siliguri.

Quite a number of *audio-visual spots* have also been developed for telecast through Doordarshan / Private News Channels / Private Entertainment Channels/ Digital Display Board etc. The spots are developed with following motives running underneath:

Campaign Motif	Activity	Campaign method	Context
Voters' Education	Walk Through to the Polling Station	Animation : Icon	Polling Station
	Walk Through on Voters' Slips		
	On Facilitation of Voters		
Ethical Campaign	Ethical Choice	Animation : Icon	On Way to Polling Station
	Inducement free Voting I		
	Inducement free Voting II	Chhau	General
	Inducement free Voting III	Pledging	General
Turn Out	Vote Aschhey	Pencil Art Drawing	General
	Best Use of EPIC	Animation Graphics	General
	My Story	Shoot	General

The Audio-Visual Spots shared from the districts will be extensively used through local cable television networks in the run-up to the elections.

Communication through traditional means:

Following strong tradition of SVEEP activities in districts, communication through traditional means are found to be very effective. Below are described some of these time-tested strategies which will be deployed equally effectively during the present WBLA Elections, 2016.

Tableau:

One tableau will be so deployed that it will roam across the districts for a stretch of 30 days generating awareness among the voters. Along with spreading basic information related to poll such as the date and time of poll, use of EVMs/VVPATs, a number of concurrent activities may be converged at tableaus as they would meander across the towns and villages in the districts.

- EVM Demonstration
- Distribution of leaflets
- Audio-Campaign through audio spots on elections
- Audio-visual creative spots on elections
- EPIC Search facilities and others

The route chart of the tableau should be prepared well in advance in a manner that it touches all identified points of low turn-out areas along with the places of high footfalls. The tableau should be swung into movement immediately after the announcement of elections and it should remain mobile for a sufficiently long time, preferably for a period of 30 days.

Public Announcements:

Public announcements are often found effective coupled with distribution of leaflets sharing important information on elections. It is also a cost-effective communication strategy particularly in rural areas by campaigning through non-motorized vans charting through the labyrinth of rural roads. DEOs will develop the content material of announcements and leaflets.

DEOs' Appeal letters:

We continue with the strategies of the last Lok Sabha Elections of distributing DEOs' Appeal letters to voters in identified Polling Station areas where turn-out had been traditionally low. In fact, DEOs' Appeal letters may best be distributed with newspapers and also during public announcements.

Developing Songs / Plays using traditional folk art forms:

In the State, we have a rich tradition of indigenous campaign material which is culture sensitive and so widely accepted in every nook of the districts. During the last General Elections and also successive Summary Revision Exercises, folk arts like Chhau dance in Purulia, Gambhira in Malda, Baul in districts like Bankura, Nadia, Purbo Medinipur and Bhawaia in Coochbehar had been widely utilized for voters' awareness campaigns. Campaign materials may similarly be developed and utilized for generating awareness during the present elections also.

Using Cable Television networks:

Widely extensive cable television networks run through the districts reaching out to nearly all its villages. Cable television networks should be effectively tapped to reach out to the distant voters in the villages. A number of methods may be adopted such as

- Information dissemination through cable television scrolls
- Telecast of Audio-Visual Spots through cable televisions
- Interactions/ Interviews on strategic issues like MCC/Confidence building etc

Over and above all the communication techniques through traditional means, districts may develop strategies on their own to inform and motivate the voters.

Mass Mobilizing Communication Strategies

At least one mass contact programme should be taken up in the districts in the run-up to the elections to spread the messages of participation loud and clear. Now, this may happen in many forms:

1. Educational Institutions: Seminars and Work-shops may be organized in Colleges, Universities and institutions of higher education to motivate young electors to get registered and vote.

2. Cultural programmes may be organized at district / sub-divisional / block headquarters presenting themes of electoral participation.

3. Pledge taking/ Signature Campaigns are other techniques of mass-contacts.

Interpersonal Contacts

Interpersonal contacts are equally important. Keeping in perspective the twin objectives of turn-out and ethical voting, following communication strategies are prescribed. However, it should be borne in mind that interpersonal contacts should be completed.

Through BLOs:

Voters' Information Slips will contain messages on Appeal for Voting on the reverse side of the voters' information slips. It is to be ensured that Voters' Information Slips are distributed to all the electors in time.

Sector Officers:

We have made an officer accountable at the Block level to supervise implementation of SVEEP at block level. Moreover, the Sector Officers should be apprised of the targets for improvement in Voters' Turn Out in respect of his Polling Stations and should motivate voters whenever they have the opportunity to come in contact with the voters.

Through Field Functionaries:

Field functionaries of departments like P&RD, Women and Child Welfare, Health & Family Welfare, Youth Affairs, and Civil Defense- SHGs, ICDS workers, ASHA workers, Block Youth Affairs and Civil Defense Volunteers- should be mobilized with the objective of reaching out to all the households. *Facilitation:*

Voters' Helpline Services:

A number of facilities shall be operative for facilitation of voters:

Help Line numbers: 1950 is the toll free number in operation since the Summary Revision of Electoral Rolls, 2016. It is widely circulated through website, newspaper advertisements, televisions, Radio FMs and other means of publicity campaign.

Other than the State wide Help Line number, District toll-free Help line numbers are also functional in districts which are being circulated through website, cable televisions, local newspaper advertisements, handbills and other means of publicity campaign in districts.

Search facilities in the website already available will continue to remain functional: wide publicity of search facility shall continue to be an integral part of the publicity campaign.

SMS: SMS will be triggered to reach to the electors with an appeal to come out and vote.

Polling Station Search Facility on GIS platform will continue to remain available at the website: adequate publicity will be made through print, electronic and other media.

All the ingredients of Voters' Helpline Services have been integrated in the campaign material for outdoor display. Moreover, a specific material on facilitation tools for the benefit of voters had been developed as display material for hoardings.

Information on facilitation measures may also be inscribed on walls of Block and Sub-Divisional offices.

	District Helpline up to the Poll Day	DEO	
Facilitation Initiatives in districts	Sub- Divisional Helpline up to the Poll Day	SDO	From the date of announcement to the Poll date
	Whatsapp Number for Citizens at Sub-divisional level		
	Block Helpline up to the Poll Day	BDO	
	Voters' Facilitation Centers at Blocks		

Display of Voters' List and search facility:

Voters' List will be available in digital form at Block Voters' Facilitation Centers (BVFCs)to be set up with search facility so that intending electors can access relevant information from the voters' list.

Similar facilities will be made available at the District and Sub-divisional Facilitation Centers from the Day of Notification till the P-2 day. The facilitation Centers will be set-up in a manner that it is exposed and easily accessible by citizens.

Facility of Voters' Facilitation Centers will be widely circulated.

Issue of EPICs and Duplicate EPICs

- Voters' Facilitation Centers at Sub-divisions and Blocks may be activated to issue EPICs to newly enrolled electors during the period of Continuous Updation.

- With 100% EPIC and PER coverage in the electoral rolls, it is expected that there will be a larger demand for correction of entries in the EPICs in the run-up to the Parliament Elections. Thus, the Block Voters' Facilitation Centers (BVFCs) shall remain activated up to P-5 day to facilitate voters in having their corrected and Duplicate EPICs at the Blocks. Permanent EPIC Centers at sub-divisions will remain operational as usual.

Interactive Voters' Education Modules

Modules will be developed in digital format and will be floated on the web for   information and education of electors.

On Registration in Electoral Rolls:

> Conditions of Electoral Registration
> Where to get registered
> Documents necessary for registration
> What I should do if my name is not enrolled?
> How I can check my names in Voters' slips
> How to fill up Form-6/Form-8

On *Voting*:

A module is being developed in association with the Roopkala Kendra in animation format on the subject of Voting. This is the procedure as well as the essentials of voting explained and seen from the point of view of the voters. The module will be hosted on the website as well as beamed on air on commercial basis in the wake of elections. The animated iconic figure of the State, Ananya, will feature as the protagonist in the modules.

Monitoring and Evaluation:

A strict time-frame will be maintained in monitoring of all aspects of implementation of the SVEEP programme. Following monitoring mechanisms will be put in place.

- State and district Core Committee meeting

- Designating officers at District not below the rank of Additional District Magistrate as Officer in charge of implementation of SVEEP programme in the district. Again, at the district level itself, an officer of the Deputy Collector will function as Nodal Officer steering the SVEEP activities in the district.

- Designating Joint Block Development Officer at Blocks   as Block Nodal Officer (Awareness)

- Creating a Whatsapp group with ADMs-in-charge and Nodal Officers of SVEEP for day-to-day monitoring.

- Video Conferencing with District Nodal Officers of SVEEP and Additional District Magistrates (SVEEP) every week

- Meeting with Partner Agencies in the first week of February and then, as and when necessary.

- Reporting in formats to be uploaded in the web-portal. No Reporting through fax/post. Reporting will be primarily through web-portal and only in exigencies, through e-mail and whatsapp.

Activity Profile

State Level Activity

Campaign Activity	Campaign Mode	From	TO
Static Outdoor	Through I & CA/PWD/CMC and Districts	01.03.2016	Till the Completion of Election Process
Radio Campaign at AIR including regional AIR Centers in the State	Director, All India Radio	01.03.2016	15.05.2016
Radio Campaign: Private Radio FMs	By CEO Office, WB	05.03.2016	20.04.2016
Campaign through Doordarshan	Additional Director, Doordarshan	01.03.2016	15.05.2016
Electronic Media Campaign at Private News Channels	By CEO Office, WB	05.03.2016	20.04.2016
Electronic Media Campaign at Private Entertainment Channels	By CEO Office, WB	05.03.2016	20.04.2016
Campaign through Metro Railways	By CEO Office, WB	05.03.2016	15.05.2016
Volvo/Other Bus Branding/Tram Branding/ Other forms of campaign through Surface Transport including through stickers	Through CSTC/CTC in partnership mode	01.03.2016	15.05.2016

Campaign through Eastern Railways	By CEO Office, WB, in Partnership mode	01.03.2016	15.05.2016
Electronic display board	By CEO Office, WB	01.03.2016	15.05.2016
Mass SMS-ing	By CEO Office, WB	In Partnership Mode, with Private Mobile Networks	Phase-wise to all districts
		Triggering sms through NIC from our Electoral Roll database	Phase-wise to all districts
Cinema Halls	By CEO office : In PVR/INOX/ District /Sub-Divisional/Block headquarters	05.03.2016	20.04.2016

District level Activity

Area of Activity	Activity	From	TO
Content Development	Content Creation	By February	
Static Outdoor Campaign	Production of Campaign material / Hoisting/Pasting/Erecting/ Labour Charges etc	01.01.2016	31.05.2016
	Signage	15.03.2016	
traditional Campaign methods	Public Announcements with distribution of leaflets	01.03.2016	31.05.2016
	Tableau (1@ each district)		
	Play acting		
	Other Means innovated by districts		
Non-traditional Campaign methods	Boat/Launch Branding (Wherever applicable)	01.02.2015	15.03.2015
	Tram / Bus Branding / Stickers on Auto/TOTO		
	Train Branding		

Electronic Media	Electronic Display Board / Electronic Scroll at Railway Stations/ Bus Terminus	01.03.2016	15.05.2016
	Cable Networks		
Mobile Networking	Reminder SMS	On the Day of Poll	
Mass Mobilizing Initiatives	Students' Initiatives based in Universities and Colleges : Seminar/Human Chains/Mass Rally/ Competitions/ Quiz etc	01.02.2016	31.05.2016
	Other Initiatives of Districts involving greater Participation of Citizens	01.03.2016	15.05.2016
Facilitation Initiatives	District Helpline up to the Poll Day	01.03.2016	31.03.2016
Interpersonal Communication	Door to Door Visit by BLOs/ field functionaries	01.03.2016	15.04.2016
	Distribution of Appeal letters		15.04.2016
EVM Demonstration Camps	Intensive Demonstration Camps	01.3.2016	31.03.2016

Documentation:

State Documentation

Conduct of General Elections is a mammoth work entailing substantial mobilization of men and materials. It is also time when people, in whatever capacity they are engaged, are attuned to the call of duty and work together in unison unveiling moments of great discipline, courage and caliber. On the part of the voters for which elections are all about, they also exhibit their unfailing determination to vote surmounting physical barriers and infirmities. Thus, underneath the string of activities, there is always a human story revealing now and then moments of dedication, perseverance and determination. The present documentation work will be carried out side by side with the usual documentation activities of districts under specific directions of the Commission and will never come in conflict with them. The scope of the present documentation project is such that it will work with a different mandate. It will capture the broad outlines of all major activities in districts in different phases of the conduct of elections as per directions of the District Election Officers and District Magistrates. Alongside, it will record all the good innovations and interesting and quirky human stories as well as and when directed by the DEO&DM.

The Work will commence from the date of announcement and will be completed with the Counting process. *The documentation work will encompass all areas of event and process documentation under the control and guidance of the District Election Officers in the run-up to the West Bengal Legislative Assembly Elections, 2016 which will culminate with the Counting Process. The end product of the work will be photographic, audio and audio-visual*

films and documents which will be required to be submitted at the CEO Office within 45 days from the date of Counting.

Milestones	District	Sub_Division	Block
DEOs' Press Briefings	*yes*	*no*	*no*
Nomination	*yes*	*yes*	*no*
MCC	*Glimpses of Major Meetings of Political heavyweights/Major MCC violations/ Works of the Election Machineries in removal of MCC Violations and others as directed by the DEOs*		
Training	*Training of Polling Personnel/Cells*		
EVMs Setting	YES	*yes*	*no*
SVEEP activities	SVEEP ACTIVITIES OF ALL DIMENSIONS IN THE DISTRICT. THERE WILL BE SPECIAL BRIEFING ON THIS AT STATE AND DISTRICT LEVELS		
Material Bagging	*yes*	*yes*	*No*
DC/P-1 day	*yes*	*yes*	*No*
Poll Day	*yes*	*yes*	*yes*
RC	*yes*	*yes*	*No*
Counting	*yes*	*yes*	*No*
SAMADHAN	*Process Documentation at CEO/DEO/RO/BDO level*		
SUVIDHA	*Process Documentation at CEO/DEO/RO/BDO level*		
SUGAM	*Process Documentation at CEO/DEO/RO/BDO level*		
LMSA and other IT applications	*yes*	*yes*	*yes*
Expenditure Surveillance	*Throughout the district*		
Media Monitoring	*State/District level Monitoring*		
Innovations	*At all levels as per directions of the CEO/DEO*		

District Documentation:

Other than the documentation initiative at the State, DEOs will take up documentation work in a systematic manner capturing all important milestones of the conduct of election. Prior planning has to be done with engagement of competent manpower in this regard.

Budget: Total Budgetary estimate for SVEEP Campaign has been fixed at 2120 lakhs.