

District Plan for SVEEP-2016

Burdwan District Administration has prepared a detail plan to perform SVEEP activities throughout the district, started on and from 01/01/2016 which will be continued until the election process will be over .The primary agendas of SVEEP activity of their district are

- Enrollment of eligible electors
- Education of electors systematically
- Ethical voting by every elector.

To achieve then, the SVEEP cell of Burdwan district has prepared a details plan to aware every portion of the electors, including the newly enrolled electors, oppressed class of people, third gender voters and also adopted different means for differently abled population of their district .To admire them the SVEEP activity has been differentiated in two broad heads. One is to generate awareness for enrollment of the otherwise eligible population and secondly to systematically aware this electors regarding exercise of democratic right ethically.



Strategy:

All the advertisement space available in the districts under the control of the I & CA Department/PWD/Other Government Departments will be booked on & from the date of announcement of election till the completion of the election process.

Communication Means	Methods	Activity
Outdoor Campaign	Hoarding /Banners	Burdwan DM Office,
		SDO Office(Durgapur,Asansol,Kalna Katwa)
		Block Office(31 nos.)
		Burdwan University
		277 Gram Panchayat Offices
		All Line Department Offices at (Sub-Division/Block
		Road Junctions/Burdwan Railways Stn.
		Markets in 6(six) Municipal Areas
	Poster	At all 31 BDO offices and GP offices.
	Stickers	Public Transport : Private Buses and Govt. Buses like SBSTC buses.

Electronic Media:

Talk Show has been telecasted by Alpha Channel Electronic media on 14/01/2016 utilized to bring home messages of the Election Commission. Electronic Media is going to have a substantial coverage throughout Burdwan District during the present General Assembly Elections.

Use of Media for SVEEP Activity

SI No.	Campaign	Activity done	Coming Programmes
1	Campaign through cable network	To interaction with ADM(Elec.) and O/C ,SVEEP Scroll displayed from 01/02/2016	Campaigning to be display from 7 th March, 2016 to P-days
2	Campaign through Sanskriti Metro/ Cinema Hall		CD/DVD to be played at cinema hall showing message of DEO and process of voting will be displayed.

Communication through traditional means

Tableau:

Five tableaux have been deployed to roam across the districts for a stretch of 10 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 tableaux 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 other
- Playing edutainment videos at ECI
- Conducted signature campaign at university/college/UIP



The route chart of the tableau was 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. These will again be deployed immediately after announcement of poll.

Exhibition of tableau on the occasion of Republic Day 26/01/2016 at Burdwan Police line field showing.



DEOs' Appeal letters:

We will 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 will reach voters through BLOs throughout the district. We are going to reach almost every voters through this methods, which will hopefully boast the motto of electors.



Developing Songs / Plays using traditional folk art forms:

In the District of Burdwan we have a rich tradition of indigenous campaign material which is culture sensitive and so widely accepted in every nook of the districts. So folk arts may be widely utilized for voters' awareness campaigns. Campaign materials may similarly be developed and utilized for generating awareness during the present elections also. Folk artist will perform their song at Rural area on & from 15 March 2016 to 15th April, 2016 and also street play will perform at town area like Burdwan, Durgapur and Asansol. There songs for coming election and street play regarding free and fair election as well as to strengthen democracy will be performed to propagate the message of ethical voting.

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 television's
- Interactions/ Interviews on strategic issues like MCC/Confidence building etc

In this field we have already started playing scrolls and very shortly the telecast of audio visual spots will be started.

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 will be organized in Colleges, Universities and institutions of higher education to motivate young electors to get registered and to create public opinion for ethical voting
2. Cultural programmes will be organized at district / sub-divisional / block headquarters presenting themes of electoral participation.
3. Pledge taking/ Signature Campaigns are other techniques of mass-contacts.

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.

There should be sustained initiatives by the field functionaries in the run-up to the Poll to motivate electors to vote. DEOs will develop suitable strategies for such mobilization activities depending upon ground realities.

Confidence Building knowing Electors:

To achieve the goal of a free and fair election, electors are to be motivated to cast vote ethically, i.e to reflect his own opinion. To create this ambience and also to build confidence among voters, this identified,

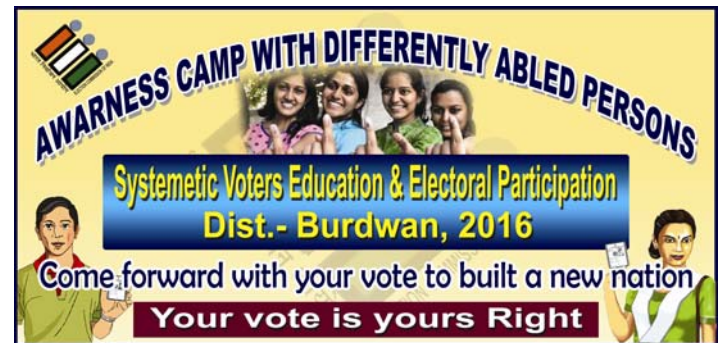


vulnerable hamlets and pockets will be utilized in a different means. Returning officer and concerned Block Dev. Officers will send the sector officer and police officers jointly to visit there as part of SVEEP activity, they will interact with the electors and try to solve any problem regarding election process. Sum important phone nos. like returning officer, BDOs, sector officers, police station and officer in charge, complaint and help line no. of district will be permanently displayed.

Special activities to aware physically challenged voters:

SVEEP activity already initiated along with voting machine(EVM) involving differently challenged deaf and dumb voters/students of Burdwan district at Dr.Sailendranath Mukherjee Mukh-o-bodhir Vidyalaya,Burdwan. Awareness programme arranged with the help of the interpreter on 09/02/2016

To achieve this, visually challenged persons will be educated regarding the Brail script, inscribed on the EVM, going to be used in the assembly election 2016 and also to provide them election hand book to promote enrollment and equality voting in Brail script.



Mass awareness through other organization:

1. **Message spread by Electricity, Gas, Petrol, Rail, bank:** WBSEDCL, Rail, and the all dealers of Gas and petroleum will be requested to display the date of poll and message related to ethical voting through their transaction slip.

All the nationalized and private banks will be requested to spread the above message through ATM transaction slip and display the same through some colorful posters in their respective ATMs.

2. **Voters' discount through shopping mall, inox, restaurant etc:** All the managers of shopping mall, inox and other cinema halls, restaurant will be requested to give discount to the voters on showing their mark of indelible ink on the polling day in respective electoral constituencies. This token gesture of voter discount of 2.5% from district administration is a step towards higher turnout from newly enrolled electors.
3. **Steps for higher participation from differently able persons:** CMOH Burdwan will be requested to organize a special health camp for the physically challenged persons in every block where message for higher participation in democracy will be spread by displaying posters and by personal appeal from the health officials.

Queue Management System:

This is a special drive conceptualized by our district administration embracing the advantage of information technology. Through this system an elector can easily apprise of his name of polling station and number of persons standing in that particular polling station so that an elector can cast his/her vote conveniently.

Supervision and Monitoring:

Strict Supervision and Monitoring will be exercised over the just and proper implementation of the programme by the SVEEP Nodal Officer & Additional District Magistrate (SVEEP).



Conclusion:

SVEEP is an instrument for raising voice of democracy ensuring voters' education, awareness generation, confidence building which will eventually result in higher turnout at polling station, inducement free and transparent voting. Casting vote wisely and in a free and transparent manner is essential for stronger democracy which is the coronary stone for building a strong nation. District administration is committed whole heartedly to ensure a free and transparent election and in this regard district administration's endeavor to use every available opportunity under SVEEP is commendable.