

SVEEP OVERVIEW

A. LIST OF MAJOR ACTIVITIES PLANNED FOR SVEEP FOR VOTER REGISTRATION

Sl. No.	ACTIVITY	OBJECTIVE / TARGET GROUP	MATERIAL/MEDIUM USED	COST OF ACTIVITY	SOURCE OF FUNDS	AREA OF COVERAGE	DATES / DURATION
1	Hoarding	18+ Eligible Voter	Printing	150000/-	SVEEP anticipated allotment	Entire District	04/01/16-26/01/16
2	Flex	18+ Eligible Voter	Printing	150000/-			
3	Sticker	18+ Eligible Voter	Printing	16000/-			
4	Tableau	18+ Eligible Voter	Road Show	30000/-	NVD anticipated fund		
5	Edutainment	18+ Eligible Voter	Projector & Giant Screen	12000/-			
6	Special Enrollment Camp for continuous updating	18+ Eligible Voter	Awareness	15000/-			



Flex of National Icon of ECI



Foot Ball in SVEEP Program

B. LIST OF MAJOR ACTIVITIES PLANNED FOR SVEEP FOR VOTER TURNOUT

Sl. No.	ACTIVITY	OBJECTIVE / TARGET GROUP	MATERIAL/MEDIUM USED	COST OF ACTIVITY	SOURCE OF FUNDS	AREA OF COVERAGE	DATES / DURATION
1	Flex	All Eligible Voter	Printing	150000/-	SVEEP anticipated allotment	Entire District	25.01.16 till P-1 day
2	Hoarding	All Eligible Voter					
3	Sticker	All Eligible Voter					
4	Tableau	All Eligible Voter	Road Show	27000/-			
5	T.V. Talk show	Eligible voters includes deaf & dumb voters	Cable Television	7000/-			
6	With special interpreter for deaf & dumb	Eligible voters includes deaf & dumb voters	Blind school and NGOs				
7	Motivation camp for blind voter with Brail Printing Paper	Eligible voters includes specially blind voters	Blind school and NGOs	76000/-			

C. LIST OF MAJOR ACTIVITIES PLANNED FOR SVEEP FOR ETHICAL VOTING

Sl. No .	ACTIVITY	OBJECTIVE / TARGET GROUP	MATERIAL/MEDIUM USED	COST OF ACTIVITY	SOURCE OF FUNDS	AREA OF COVERAGE	DATES / DURATION
1	Propagation of DEOs massage	All Eligible Voter	Post card and leaflets	500000/-	SVEEP anticipated allotment	Entire District	25.01.16 till P-1 day
2	Debate & slogan writing in college	Youths groups	College campus awareness	20000/-			
3	Talk Show		TV/Cinema hall	30000/-			
4	Democracy Board	Youth & New Voters	Green board	20000/-			
5	Face book interaction with voters	Young & New Voters	Social media	5000/-			

D. LIST OF MAJOR ACTIVITIES PLANNED FOR SVEEP FOR LOW TURNOUT PS

Sl. No.	ACTIVITY	OBJECTIVE / TARGET GROUP	MATERIAL/MEDIUM USED	COST OF ACTIVITY	SOURCE OF FUNDS	AREA OF COVERAGE	DATES / DURATION
1	Special awareness generation camp at booth level involving AWW & SHG MEMBERS	women	Discussion	600000/-	SVEEP anticipated allotment	Entire District	25.01.16 till P-1 day
2	Camp for differently abled voters	1) Deaf and Dumb Voters	Special interpreter for signed language	30000/-			25.01.16 till P
	Camp specially for Blinds	2) Blind Voters	Brail Script	30000/-			25.01.16 till P

E. LIST OF MAJOR ACTIVITIES PLANNED FOR SVEEP FOR EXCLUDED COMMUNITIES

Sl. No.	ACTIVITY	OBJECTIVE / TARGET GROUP	MATERIAL/MEDIUM USED	COST OF ACTIVITY	SOURCE OF FUNDS	AREA OF COVERAGE	DATES / DURATION
1.	Camp for specially abled	1. Deaf & Dumb 2. Blind	Special camps	30000/-	SVEEP anticipated allotment	Enters Voters	After rev two weeks Before poll day
2.	Camp for third gender	3. Third gender voter	Special camps	30000/-			

F. LIST OF MAJOR ACTIVITIES PLANNED FOR SVEEP FOR EVM INFORMATION

Sl. No.	ACTIVITY	OBJECTIVE / TARGET GROUP	MATERIAL/MEDIUM USED	COST OF ACTIVITY	SOURCE OF FUNDS	AREA OF COVERAGE	DATES / DURATION
1	Show of Model P.S as tableau	All Eligible Voter	Road show	30,000/-	SVEEP anticipated allotment	Entire Voters	Two weeks before poll day
2.	Display of EVM in place visited by public in large like Bazar,, MGNREGS work site etc.	New Voters	Specially educated human resource	20,000/-	SVEEP anticipated allotment		

G. LIST OF VISIBLE LARGE EVENT/S PLANNED FOR SVEEP IN THE LAST WEEK BEFORE POLL DAY

Sl. No.	ACTIVITY	OBJECTIVE / TARGET GROUP	MATERIAL/MEDIUM USED	COST OF ACTIVITY	SOURCE OF FUNDS	AREA OF COVERAGE	DATES / DURATION
1	Street Drama show	All Eligible Vote	Group theatre	50,000/-	SVEEP anticipated allotment	Town areas of Burdwan District	15 days prior to poll day
2.	Arrangement of debate and slogan writing in colleges/universities and colleges of technology	New voters	Human resources	70,000/-		Colleges, Universities, Engineering & Medical colleges	15 days prior to poll day



Hosting of Balloons on NVD



Playing of Video Message of CEC on NVD

H. LIST OF MAJOR ACTIVITIES PLANNED FOR NVD

Sl. No.	ACTIVITY	OBJECTIVE / TARGET GROUP	MATERIAL/MEDIUM USED	COST OF ACTIVITY	SOURCE OF FUNDS	AREA OF COVERAGE	DATES / DURATION
1.	Walk for democracy of Roads	All voters	Flex/Banners	80,000/-	Anticipated fund for NVD	All polling stations at District	25/11/2016
2.	Hosting of Hot air Balloons		Play cards & Balloons				
3.	Felicitation of Best ERO		---				
4.	Felicitation of Beat BLOs		---				
5.	Felicitation of new voters		----				



Best BLO Award



Youth Encouragement on NVD

I. LIST OF PARTNERS

S. NO.	NAME OF PARTNER	TYPE OF PARTNER ¹	NATURE OF PARTNERSHIP & SUPPORT RECEIVED
1	Alpha Channel	Media	Free at cost propagation of messages of CEO & DEOs at their channel. Subsidized talk shows arrangement
2	Merchant Association	Encouragement of new generation voter	Discount of P day by showing indelible ink mark by voters at shopping complex.
3	Local Cinema Halls	Media	Publication of IEC material in free of cost

