

SVEEP – SPECIAL INITIATIVES OF BURDWAN DISTRICT

Burdwan district administration has conceived its SVEEP plan with the major objectives of increasing the turnout of electors, greater participation from women and weaker sections of society including differentially abled voters and ethical, transparent and inducement free voting. While contemplating our activities under SVEEP programme, we have taken recourse to some innovative measures besides implementing the traditional methods of mass communication and awareness programme. These activities under SVEEP programme which have already been implemented or are on the verge of implementation are as follows:

SPECIAL ACTIVITIES FOR AWARENESS AMONG DIFFERENTLY ABLED VOTERS:



This year's SVEEP Programme in Burdwan District gives special impetus to the greater and meaningful participation of Differentially Abled electors.

With this in view, SVEEP activity has already been initiated along with



voting machine (EVM) involving deaf and dumb voters/students of Burdwan district at Dr.Sailendranath Mukherjee Mukh-o-bodhir Vidyalaya, Burdwan. A Special Awareness programme was also

arranged here with the help of special interpreters on 09/02/2016 wherein the message of casting votes freely and inducement free was propagated to the Differently abled voters.

With regard to visually challenged electors, similar awareness campaigns will be organized in the district in the run up to the Elections wherein inter alia election hand book in **Braille script** will be provided to the blind voters so as to promote quality voting. Likewise, hands on with EVMs with Braille script is being planned for such electors.



QUEUE MANAGEMENT SYSTEM – A SPECIAL INITIATIVE:

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 Queue at that particular polling stations at any time, on the day of poll during the poll hours, so that an elector can cast his/her vote as per his convenience. The queue information can be retrieved by any voter by sending an SMS in specified format to the system. A special mobile application based on Android platform is also in the works for this project. The scroll of the data of the QMS will be displayed at every Block HQs through Special LED Display Screens throughout the day of poll also.

OTHER MODALITIES FOR MASS AWARENESS:

1. The date of poll and a message related to ethical voting would be displayed prominently in transaction slips / receipts of WBSEDCL, Petrol Pumps, Gas Bills, Telephone Bills and Railway tickets.
2. The nationalized and private banks in the district have been requested to spread the message of ethical voting through ATM transaction slips and to display the same through colorful posters in their respective ATMs.
3. Voters' discount through shopping mall, Inox, restaurants etc. The managers of shopping mall, Inox cinema hall and other cinema halls, restaurants have been requested to give discount to the voters on showing their mark of indelible ink after exercising their voting right in respective electoral constituencies. This token gesture of

voter discount of 2.5% from district administration is a step towards ensuring higher turnout of electors.

4. CMOH Burdwan has been requested to organize a special health camp for the physically challenged persons in every block where a message for higher participation in democracy will be spread by displaying posters and by personal appeal from the health officials.
5. We are contemplating to organize street dramas in a number of constituencies especially in the urban areas, where the turnout of voters was considerably low in the previous elections. These street drama or sensitization camps are considered to be effective method of increasing voters' turnout. The main idea behind this is to educate and create awareness among electors through entertainment.

DEOS' APPEAL LETTER:

DEOs' Appeal letter for ethical voting will be distributed to all voters of the district through BLOs starting from P-7 day. Through this effort, we expect to boost the morale of the voter populace and motivate them to exercise their voting rights freely and fairly.

STICKERS / POSTERS FOR OUTDOOR CAMPAIGN:

An idea of outdoor campaigning which has already been implemented



from our end is spreading the message through stickers on private and public buses. These vehicles move from place to place and eventually spread awareness among the general public regarding ethical, transparent and inducement free voting.