

		2. Increasing Voters Turn-out	Campaigning through hoarding/ poster etc.- General: Icon.	After Press Release	Till the Election is over
		3. Outdoor campaign	Poster/ hoarding/Gen.Icon/Tabl eau	After Press Release	Till the Election is over
		4. Electronic display of messages	<ul style="list-style-type: none"> <li>• Display of voting messages at District Collectorate and Sub-Divisional HQ through Electronic Scroll</li> </ul>	After Press Release	Till the Election is over
5	Media	1. Campaigning through Cable Network	<ul style="list-style-type: none"> <li>• Display of A-V Spots</li> <li>• Telecast of DEO's appeal to Voters and important information</li> <li>• Scroll: Advertisement of Dist./SDM/BD O's control rooms and helpline nos.</li> <li>• The film on voting procedure</li> </ul>	After Press Release	Till the Election is over
		2. Campaigning through PVR/Cinema Hall	<ul style="list-style-type: none"> <li>• Display of A-V spots</li> <li>• DEO's appeal to Voters and important information</li> <li>• The film on voting procedure</li> </ul>	After Press Release	Till the Election is over
6	Samadhan and Suvidha	Online Complaint Management System: Citizen's Interface	<ul style="list-style-type: none"> <li>• Hoarding</li> </ul>	After Press Release	Till the Election is over

**GOVERNMENT OF WEST BENGAL**  
**Office of the District Magistrate and District Election Officer, Nadia**  
District Election Section, Nadia.

Memo. No. 686 /Elec.

Dated: 04, March, 2016

From: The District Magistrate &  
District Election Officer  
Nadia.

To: The Jt. Chief Electoral Officer, W.B  
Office of the Chief Electoral Officer  
21, N.S Road, Kolkata - 700 001.

Sub: SVEEP Communication and Activation Plan of Nadia District.

Sir,

Enclosed please find the SVEEP Communication and Activation Plan of Nadia District for your kind favour of information and necessary action. Detail Reports booklet with documentation regarding SVEEP Plan will be sent on 08.03.2016.

Yours faithfully,

  
Addl., District Magistrate, (Elec.)  
Nadia.

## Election to the West Bengal Legislative Assembly

### SVEEP Communication and Activation Plan of Nadia District:

Sl No.	Theme	Sub-Theme	Activity	Start date	End date
1	Registration	Why Register	Print/Electronic Media Insertions, Press Brief and Press release, Interpersonal Communications, Web-based media insertions	06.01.2016	Nominations of Election
		Where & When			
		How to Register			
2	Voting	Why Vote	Static Outdoor Media/ Dynamic Outdoor Media/ Mobile based communication Methods/ Interpersonal Communication	After Press Release	P-2 day
		How to Vote			
		Necessity of EPIC			
		Do's and Don'ts			
		Inducement free voting	Static Outdoor Media/ Dynamic Outdoor Media/ Mobile based communication Methods/ Interpersonal Communication	After Press Release	P-2 day
		Informed voting			
		NOTA			
		Voter' Slips	Interpersonal Communication through BLOs	After Press Release	7 days prior to conduct of polls
3	Electoral Education	Electoral System	Web based Communication methods/ communication through theatres/Street Play	After Press Release	Before conduct of Polls
		Secrecy of Voting	Web based Communication methods/ communication through theatres/ Street Play	After Press Release	Before conduct of Polls
4	Special initiatives	1. Awareness	<ul style="list-style-type: none"> <li>• Competition among the High School at Block Level on motto: Late us make our Polling Stations better and beautiful</li> <li>• Dedicated Election Portal of the District</li> <li>• District Mobile App. (E- Traverse)</li> </ul>	After Press Release	Till the Election is over