

Plan Document of the National Voters' Day, 2014

National Voters' Day (NVD) is one of the biggest annual events from the perspective of implementing SVEEP programme in the country. This year, it is poised between two landmark activities namely, Summary Revision of Electoral Rolls and conduct of elections slated to be held in 2014. Accordingly, NVD programme for the year 2014 provides an opportunity to consolidate the learnings of the Summary Revision and yet looks forward to enhance democratic participation in the ensuing Parliament Elections. The Election Commission of India (ECI) has issued comprehensive instructions for implementation of SVEEP activities in relation to NVD and enhanced electoral participation in General Elections to Lok Sabha, 2014. In light of these guidelines, the State Action Plan for celebration of National Voters' Day (NVD) is prepared.

Chapter I: Organizing

The State SVEEP Core Committee already set up will be re-organized with following members,

- Chief Electoral Officer, West Bengal
- Joint Chief Electoral Officer I, West Bengal
- OSD and Joint Secretary, CEO Office, West Bengal
- Commissioner, MGNREGs, Panchayat and Rural Development Department
- Joint Secretary, School Education Department
- Joint Secretary, Higher Education Department
- Director, Information and Cultural Affairs Department and
- Assistant Chief Electoral Officer (SVEEP)

The District Core Committee will be chaired by the District Election Officer and will be comprised of following members,

- Additional District Magistrate (Election)
- Additional District Magistrate (Zilla Parishad)
- Project Director, DRDC
- District OC Election
- District Nodal Officer (SVEEP)
- District Inspector of Schools (Primary)
- District Inspector of Schools (Secondary)
- DPO (ICDS)
- District Information and Cultural Affairs (DICO)
- Any Officer as deemed necessary by the District Election Officer.

It is proposed that Superintendent of Police of respective districts may be invited as special invitee member of the committee. The scope of involvement of the Police should be harnessed as far as practicable. The district Core Committee should meet frequently and convene the first meeting as per the timeline.

The district Nodal Officer of SVEEP will continue to function as co-coordinating officer in respect of celebration of National Voters' Day in the districts along with District OC Election.

The timelines of activities, including training, to be maintained strictly in the run up to the celebration are noted below,

NO	Tier	Activity	Time line
1	State	Preparation of the State NVD Plan,2014	20.11.13
2	State	First Meeting of the State Core Committee of the SVEEP	26.11.13
3	State	Video Conferencing with District Election Officers	27.11.13
4	State	Workshop with District OC Elections and Nodal Officers of SVEEP on NVD	30.11.13
5	State	Meeting with Doordarshan and All India Radio	02.12.13
6	State	Meeting with Media Organizations (Print and Electronic)	02.12.13
7	State	Meeting with Partner Departments of the Government	03.12.13
8	State	Meeting with Partner PSU Organizations and Banks	05.12.13
Preparation of District NVD Plans, 2014			
9	District	Preparation of District NVD Plans, 2014	28.11.13
10	District	First Meeting of the District Core Committee of the SVEEP	02.12.13
11	District	Orientation Meeting on NVD with SDOs/EROs/OC Elections/BDOs	05.12.13
12	District	Meeting with District Officials of Partnering Departments	08.12.13
13	District	Meeting with PSU Banks and other PSU organizations at districts on NVD	10.12.13
14	Sub Division	Orientation Meeting on NVD with AEROs/Supervisors of Blocks in presence of the EROs	12.12.13
15	Block	Training on NVD of BLOs	14.12.13
16	Block	Meeting with Heads of Educational Institutions for participation of students in NVD competitions in presence of EROs	15.12.13
Meeting and Orientation of Representatives of Recognized Political Parties on National Voters' Day			
17	State	Meeting and Orientation of Representatives of Recognized Political Parties on National Voters' Day	10.12.13
18	District	Meeting and Orientation of Representatives of Recognized Political Parties on National Voters' Day	12.12.13
19	Sub-Division	Meeting and Orientation of Representatives of Recognized Political Parties on National Voters' Day	14.12.13
20	Block	Meeting and Orientation of Representatives of Recognized Political Parties on National Voters' Day	16.12.13
Press Conference with Media representatives on NVD			
21	State	Press Conference with Media representatives on NVD	10.12.13
22	District	Press Conference with Media representatives on NVD	12.12.13
23	Sub-Division	Press Conference with Media representatives on NVD	14.12.13

Chapter II: NVD Competitions

Competitions will be held in a structured and cascaded manner originating from block level and culminating at the district level. The underlying principle of holding competition has been to inform and motivate the youth in understanding democratic traditions of our

country and thus, by taking part in it, become its proud stakeholders. In the table below is enumerated the activities as part of competitions to be taken up during the NVD competition, 2014.

The Schedule of NVD Competition

Date of Competition	Level of Competition	Description of the competition	Age limit of competition	Remarks
25.01. 2014	Block	Quiz Competitions	15-20 years	The <i>Quiz Competition</i> will be held on the day of NVD as part of NVD celebrations. There will not be any representation from Blocks to Districts. Along with students, any two persons having requisite age may team up and participate. The first three teams will be awarded on the same day. The question banks available with the district may be suitably utilized. EROs and AEROs may also customize and add to the available question bank. The question banks should be prepared well in advance.

Competition at the District level

Date of Competition	Level of Competition	Description of the competition	Age limit of competition	Remarks
25.01. 2014	District	Poster Painting Competition	15-20 years	Theme: <i>Our Vote is Our Voice.</i> Full-size chart paper will be provided to the participants. Students, along with persons having requisite age, may participate. Wide participation in the event is to be ensured.
		Slogan writing Competition	15-20 years	Theme: <i>Let Us Vote/Let Us Build Our Nation.</i> An A-4 size paper will be provided to the participants. The word-limit is 20. A time limit of 15 minutes may be fixed for the competition.

Competition at the State level

Date of Competition	Level of Competition	Description of the competition	Age limit of competition	Remarks
25.01.2014	State	On-line Quiz Competition	18 years and above: Must be an elector	Will be a web-cum-mobile application. Anybody who is an elector may get registered with his EPIC no, name, mobile no and e-mail id. The screened participants will participate in the State level competition on the day of NVD celebration.
		Photography Competition	20 years and above	Will be organized on in the form of a photo-gallery which will be inaugurated before NVD celebrations start. The photos displayed at the state and the posters prepared in the districts will become part of an exhibition

Online Quiz Competitions(State level)

- In the **online quiz competition**, an elector may access and thereafter answer a module of questions on issues like elections, EPICs, Electoral Roll Management, democracy and electoral participation. An elector will be allowed to participate only once against his own EPIC number by answering one of the modules available before him. The system will record the scores obtained by individual participants.
- The opportunity of participating in the competition will remain available for a period of seven (7) days only. The participants, screened from the on-line quiz competition on the basis of scores obtained by them, will participate in the on-stage Quiz Competition on the day of the National Voters’ Day celebrations at the State. The first three winning participants will be felicitated.

Photography Competitions (State level)

- Photography Competitions will be held only at the State level on 25.01.2014. It will be organized in a manner that intending competitors will be required to physically submit their photographs latest by 17.01.14 at the office of the Chief Electoral Officer, WB. It may also be submitted at the office of the District Election Officers (DEOs) in the districts. In such cases, DEOs will arrange to send them to the CEO Office, under proper receipt latest by 20.01.14.
- Since there are a number of photography clubs/associations functional at the districts, it will be necessary to inform them well in advance so that they avail the opportunity of participating in the photography competitions.

- Conditions of participation in Photography Competitions should be followed scrupulously. Any photograph that may depict, overtly or covertly, any incident of political violence, political rivalry and even an incident of political content should be barred from taking part in the competition. No political message shall be professed through the photographs, neither should it depict an incident that may incite political rivalry and enmity or arouse any communal feelings.
- There are three standard sizes of the photographs in which they will be required to be submitted namely, 8”X10”, 8”X12” and 9”X16”
- Photographs will be displayed in an exhibition gallery on 25.01.14 before they are examined by a Selection Committee on 25.01.2014 at the venue of the State level celebration. The first three selected candidates will be felicitated on the occasion.
- The photographs (including their soft versions) will be the sole property of the Office of the CEO. WB for further use and reolocation.

Other Conditions of Photography Competitions

- *Photographs must be in digital format. Only print submissions will be accepted for entry into this Contest. The candidates will however be required to submit both the soft and hard versions of the photographs.*
- *The photograph need not be taken with a digital camera; scans of negatives, transparencies or photographic prints are acceptable. All digital files must be 5 megabytes or smaller, must be in JPEG or .jpg format, and must be at least 1,600 pixels wide (if a horizontal image) or 1,600 pixels tall (if a vertical image).*
- *Photographs may not previously have won an award in any Photography Contest*
- *Photographs will be accepted as long as they do not constitute copyright infringement or fraud*
- *The photograph, in its entirety, must be a single work of original material taken by the Contest entrant. By entering the Contest, entrant represents, acknowledges and warrants that the submitted photograph is an original work created solely by the entrant, that the photograph does not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim or interest in the photograph.*
- *Only one photograph may be submitted by a person for participation in the competition.*

In a special initiative, this year it is proposed that there will be a competition among the High schools at Block level. Here, under the aegis of the school authorities, the Schools would volunteer to participate in their efforts to make their schools-which are future Polling Stations also- more elector-friendly. The motto of the programme is ***Let Us Make Our Polling Stations Better and Beautiful***. The programme will be inaugurated on the National Voters' Day and will continue till the Parliament elections are over. In a participatory mode, the students, who would volunteer, would come forward and take up such activities as putting signage, displaying slogans and paintings made by the students on the walls, and the like. There may be quite a number of innovative activities, other than those listed above, on the part of students. On the day of Poll and days previous to it, they may play a constructive role and emerge as ***Booth Level Volunteers*** (BLVs).

Chapter III: Mobilization Activities on the National Voters' Day

Following activities have been designed for celebration on the National Voters' Day.

At Polling Premises level: A substantial mobilization of electors will take place to make democratic participation vibrant at the most elemental level. Field level functionaries from the departments of Health, Panchayats and Rural Development, Women and Child Welfare will remain present and also motivate women electors to proceed to the Polling Stations for NVD celebrations.

At the Polling Station, there will be ***common participation*** by women in any one or two of the following activities, namely,

- ✓ Lighting up of candles with one stick of flame;
- ✓ Competition with conch: how long it may be played;
- ✓ Singing competitions conventionally called *antashakshari*

These activities will, of course, will be interspersed with the assigned activities at the Polling Stations.

Run For Democracy at BLOCKs:

There will be a ***Marathon Run*** by the electors of the Block. Young electors including personnel drawn from the Police Force of the local Police Stations will run in the name of democracy. The run will be charted through a pre-determined road touching upon Polling Stations as much as possible. It should commence a little early so that there is room for celebrations to start. Each of the participants will be felicitated and will be awarded with a *Certificate of Participation*.

Immediately after the ***Run for democracy***, a ***Human Chain*** will be formed at the Blocks with wide participation from people. The activity of forming ***Human Chain*** should be designed in meticulous detail so that there is a visible impact of this activity. It may be ensured that the Human Chain may traverse through some Polling Stations but should finally dissolve at the Block.

At Districts

At districts, a rally will be organized having spontaneous participation of people from all walks of life. However, it is expected that students, professionals, young and newly enrolled electors, SHG members, ASHA and ICDS workers, participants, members from partner departments and organizations, staff members of offices will walk for democracy along with District Election Officer, Additional District Magistrate (Election), EROs and other officials of the district. The rally will be accompanied before it with a tableau displaying messages on NVD. The rally will culminate at the Venue where NVD celebrations take place.

Chapter IV: NVDCelebration

On 25 th Day of January, the enthusiasm and excitement reach its height. We plan to celebrate the day with commensurate glee and gravity. The celebration will take place at each of the following tiers, namely Polling Premises, Block Development Office, District and the State with defined activities throughout the day.

At Polling Premises

The first pre-requisite of planning is that the NVD-Celebration must take place at all Polling Premises without deviation. EROs should ensure that preparatory arrangements, adequate advertisements and mobilization have been made sufficiently in advance and not later than 18.01.14.

The purpose of celebration at Polling Premises level is to strengthen democracy at the grass roots levels. Experience, on the other hand, reveals that there is enough need and scope for mobilization of electors at this very elemental level. It is envisaged that this time, field functionaries drawn from partnering departments will remain present at the Polling Station Locations (PSL) on the day of NVD celebration. They will, in turn, mobilize electors to participate in the celebration.

ICDS Workers	ASHA workers	ANM workers
Literacy Workers	Peons of Post Offices	MGNREG Supervisors

In terms of Commission's instructions to involve representatives of political parties, in addition to other stakeholders, it is decided that BLAs will be involved in NVD celebrations to a large extent. It will be good if they take part in discussions and give suggestions on issues like welfare measures at Polling Stations and reasons of low Voters' Turn out Ratio (VTR) on the white chart paper that will be spread out vertically on the Notice Board of the School. Others, in particular school children, may be encouraged to write their names and draw, as they like, on it regarding their appreciations about National Voters' Day.

Reading of Pledges and ***distribution of EPICs*** are mandated for NVD celebration at all levels. BLOs will take special care to ensure that EPICs generated in respect of their

Polling Stations are available with them immediately after Final Publication of Electoral Rolls on 06.01.14 and also distributed to newly enrolled electors by 25.01.14. NVD is traditionally a befitting occasion to felicitate the 18-19 age first time electors to be awarded with EPICs. Following checks will, therefore, be exercised on this count by the Electoral Registration Officers (EROs).

- EPICs will be made available to BLOs not later than 08.1.14;
- All EPICs will have to be distributed to electors excepting the first-time 18-19 age electors who will be handed over EPICs on 25.01.14;
- AEROs/BLOs will check in relation with electoral rolls whether there are any incorrect entries in the EPICs of the electors. If it so happens, the errors must be corrected and corrected EPICs will be handed over by 25.01.14. In no way, incorrect EPICs will be handed over to the electors on the day of NVD or in the run-up to it.

BLOs will read over pledges to all who remain present at the Polling Station. Reading of Pledge will be followed by ***BLOs' Speech*** on the occasion which will be a structured presentation detailing points, among others,

- Gender Gap of the Polling Station;
- Number of prospective electors enrolled out of those identified;
- Number of 18-19 age electors enrolled during the present campaign;
- Voters' Turn out Ratio (VTR) of the identified Polling Station;

The BLOs' Speech will end with an appeal to Vote in the upcoming Parliamentary Election, 2014. Persons present at the occasion may make a universal declaration that they will not only vote themselves but will ensure voting behavior of all enrolled electors within the Polling Station jurisdiction.

The programme will see its logical conclusion with a small function felicitating the student with an award for best drawing on the Teachers' Day as part of SRER, 14 SVEEP campaign.

At Block

Pledges will be read over by EROs/BDOs to all present on the occasion.

As in Polling Stations, ***EPICs will be distributed*** to all newly enrolled electors at the Blocks. A mechanism should be in place before hand to ensure that

only error-free EPICs are distributed to electors. EROs and BDOs should ensure that EPICs are correct in entries in reference to the electoral rolls before they are handed over to the electors.

Best BLOs will be felicitated for outstanding performance in executing functions assigned to them during Pre-Revision and Revision Activity. District Election Officers may develop yardsticks to measure performance of BLOs separately in their districts. It is only suggested that their performance may be measured in terms of following indicators,

- *Confirmation of duplicate entries, and consequent activities in their deletion from electoral roll;*
- *Identification of prospective electors and distribution to them of relevant forms for inclusion, objections and corrections in electoral rolls;*
- *Distribution of Electors' Information Slips (EIS) to electors;*
- *Correction of entries in electoral rolls during Pre-Revision activity;*
- *Efforts in bridging gender gap identification of 18-19 age prospective electors in the concerned part of the electoral roll;*
- *Efforts in making concerned part of the electoral roll compliant to 100% EPIC and PER coverage,*
- *Efforts in identification of groups and communities who were not registered in the electoral rolls prior to Revision activity;*
- *Performance in terms of implementing different Voters' Education programmes and SVEEP activities by mobilizing people during SRER, 2014.*

EROs along with BDOs will select the five (5) best BLOs of the Assembly constituencies under guidance of the District Election Officers.

Award giving to the best BLOs will be followed with the ***speech of the Electoral Registration Officer/Block Development Officer***. The Speech of the ERO/BDO will be a structured one reflecting on following points, among others,

- Gender Gap of the electors in the concerned part;
- Number of prospective electors enrolled out of those identified;
- Number of 18-19 age electors enrolled during the present campaign;
- Identification of duplicate entries and their deletion;
- Voters' Turn out Ratio (VTR) of the AC segment;
- No of Polling Stations with low Voters' Turn out Ratio;

- Possible ways and means to increase Voters' Turn out Ratio in the Block.

The programme will conclude with a small cultural function that will include a number of activities, namely distribution of award to the student having drawn the best drawing on the Teachers' Day as part of SVEEP activity during SRER, 14, award giving to participants who have ranked in the NVD competitions and felicitation of 18-19 age electors. As goodwill gesture, we may felicitate the youngest woman and senior most electors of the Blocks on the occasion. All who have participated in the NVD competition will be awarded a *Certificate of Participation* signed by the District Election Officer.

At District

The District Election Officer will **read over Pledges** to all who would be present at the occasion. It is being planned that the pledges will be read at a particular time, at 12:00 hrs, across the districts. Along with Polling Stations, Blocks and district headquarters, it is decided that pledges will be taken by the students of all secondary and higher secondary schools, and colleges, alongside staff belonging to Government and semi-Government Offices including local semi-government offices. Preparatory arrangements by handing over sufficient copies of the Pledges in both Bengali and English should be made before hand.

EPICs will be distributed to newly enrolled electors from the District Election Officer, ADM (Election), and other district level functionaries. Since the Commission attaches very high importance on distribution of error-free EPICs on the day of NVD, all newly enrolled electors should get error-free EPICs by 25.01.14. District OC Election will take particular care on this.

The districts may make **a PowerPoint presentation** on major electoral activities of the district featuring also achievements in the fields of electoral roll management, EPIC and PER coverage, SVEEP activities taken up during SRER, 14 and others before the audience present on the occasion. This will be a prelude to the **Speech of the District Election Officer**, reflecting broadly the success stories as well as areas of future improvements. It is desired that the speech of the District Election Officer should have a distinct focus on **Voters' Turn-Out Ratio (VTR)** experienced during the general and bye-elections held in the district. Keeping in perspective **Commission's resolve to increase Voters' Turn-Out Ratio by 10-15% over and above the VTR in the last Parliamentary Elections** in the states in the ensuing Parliament Elections, the District Election Officer may touch upon the different initiatives to be taken upon by the districts in this regard.

BLOs would be in general felicitated at the Blocks in presence of EROs. However, it may be so synchronized that some BLOs may be felicitated at the district headquarters as a token. Awards will be distributed to the rank-holders of the NVD competition. All the participants of the District level NVD competition will be awarded a *Certificate of Participation* by the District Election Officer and other officials present on the occasion.

Chapter V: NVD Activities on the Republic Day Celebration

Continuing with the tradition of previous years, a tableau will be presented during Republic Day celebrations on the 26th Day of January. A friendly cricket match, self-styled as *Nirvachan Premiere League* (NPL) may be organized between DEO and SP XI on one side and Voters XI on the other. Partnering departments and organizations should also be motivated to remain involved with the programme.

Chapter VI: Communication

Information-Motivation-Facilitation (IMF) Strategies

Objective Setting:

The communication strategies will be designed to realize five specific objectives in the run-up to the celebration of National Voters' Day.

1. To spread awareness on the **National Voters' Day**.
2. To motivate electors to vote and take part in nation-building. The basic objective is to utilize the platform of NVD by campaigning in a systematic manner to increase the **Voters' Turn out Ratio (VTR)** over and above the VTR experienced in the last Assembly elections. Within the overall objective of increasing **Voters' Turnout Ratio** by 10-15%, there will be a concurrent activity on Voters' Education by spreading awareness on poll mechanism, ethical voting, rights and duties of electors, and their welfare on the day of Poll.
3. To popularize among the masses the idea of **None Of The Above** (NOTA) options now available to the electors in casting franchise through pressing the last key of the Electronic Voting Machines (EVMs).
4. To **facilitate** electors and thereby, build **stakeholder ship** about **electoral rolls** in them. The underlying concept is this that the electors have an important stake in their electoral rolls. Therefore, the electors, as citizens of the country, have a share of responsibility to make the rolls clean and error-free.

STRATEGIES

Familiarizing National Voters' Day

KABBP Survey Reports suggest that there is considerable scope of augmenting awareness about National Voters' Day among the population, in particular the youth of the society. Following initiatives are, therefore, proposed.

1. *Messages of National Voters' Day* will be displayed on the reverse page of the Electors' Information Slips (EIS) to be distributed to all the electors immediately after Final Publication of Electoral Rolls, 2014.
2. *In the rural areas in particular*, announcements and distributing leaflets regarding NVD will be resorted to in a substantial way. This is a traditional practice of IEC when announcements and distribution of leaflets go in tandem reaching to villagers at remotest villages.
3. *At every Polling Station Location (PSL)*, a Poster of adequate size and shape will be displayed showing messages on NVD. The messages will be crisp and specific and will primarily reflect on the activities to be taken up during NVD. Banners should be displayed at Block, Sub-division and district offices. The model design and content will be provided from the CEO Office.
4. *There will be wall writing in permanent ink* only at the block premises displaying messages of electoral registration, ethical voting, appeal to electors to come out and Vote.
5. *As a part of orientation of representatives of recognized political parties*, BLAs of the Polling Stations will be given understanding on NVD at Block level in a formal way. They will be motivated to reach to every elector of Polling Station. BLAs should be motivated to induce electors to take part in NVD celebration.
6. *There will be campaigning through print and electronic media* along with Radio FM channels in a selective and systematic manner so that the impact is targeted and culture specific. DEOs may campaign by means of cable scrolls in the run-up to NVD celebration.
7. *Audio-visual spots featuring National Icons* should be displayed through cable networks and cinemas at the districts by taking the help of District Information and Culture Affairs (DICOs). It is proposed that one two-minute audio-visual spot will be developed at CEO Office on NVD which will be telecast through diverse communication networks across the State in the run-up to the NVD celebrations. DEOs may also develop audio-visual spots on NVD on similar lines and get it spread across the length of the district.
8. *In terms of Commission's instructions, there will be communication means* through internet insertions, caller tunes , sms etc.
9. *Alternate communication methods* will include campaigning through water transport, at metro stations and railway junctions.
10. *It is probable to tap non-conventional communication methods* which are both impactful and cost effective. District Election Officers may explore possibilities of reaching out through them also.
11. In the corporation, metropolitan and commissionerate areas, campaign material on NVD may be displayed on *digital giant screens*.

12. The display boards at the disposal of the Information and Cultural Affairs Department of the Government of West Bengal should be optimally utilized both at the state and districts.

Information delivery regarding **None of the Above (NOTA)** options on EVM

A number of delivery mechanisms will be put to implementation, namely,

- Information regarding NOTA will be publicized on the reverse side of the Electors' Information Slips (EIS) to be distributed to all electors at the time of Final Publication of Electoral Rolls due on 06.01.2014.
- There will be a second cycle of information sharing at the time of distributing Voters' Information Slips (VIS) again before the elections addressed to all electors of the state.
- A considerable emphasis will be laid on orientation of electors at villages/wards level through announcements and distribution of illustrated leaflets containing information regarding NOTA in clear, unambiguous terms.
- There will be an intensive campaigning at village/ward levels by demonstrating dummy EVMs with NOTA options visibly displayed on the EVM ballot papers at rural haats/bazaars/urban conglomerations etc. This will be done as far as possible by field level functionaries available at the blocks. For corporation/ municipal areas, independent IEC plans may be developed.
- BLOs will be adequately trained so that they may also share necessary information with electors as and when necessary.
- There will be use also of conventional methods of IEC utilizing print and electronic media, radio FM channels and messaging in cable networks through scrolls.
- There will be a series of Press Conferences starting with the Office of the CEO, WB and cascading down to DEOs and SDOs.

Increasing Awareness about Poll mechanism and Welfare of Electors

- A module will be developed elucidating different stages of the poll process. This will be telecast broadly through available communication media, namely cable networks, cinema halls, clubs and others.
- NYK and NSS volunteers of the districts will be specially deployed for making adequate publicity to this under the guidance of the DICO/SDICO and the District OC Election and District Nodal Officer of the SVEEP.
- A special competition will be held at district on the occasion of the NVD taking nominations of teams from the blocks that would simulate a situation of mock poll on stage. The best winning team will be rewarded at the district.

- Communication methods should be so designed that they are target-specific.
- The focus is on interpersonal contacts and communications.
- While model audio visual clips will be provided from the Office of the CEO, WB, districts may innovate and practise. Districts may share best designs and practices among themselves.
- The different fairs organized in the months of December-January in the districts should be suitably utilized for the purpose of IEC.
- As a unique communication method, it is planned that a drop box would be kept for a period starting from 06.01.14 to 25.01.14 eliciting views and suggestions primarily on two counts, one, cleansing of roll by putting across corrections necessary, duplicate entries of other electors and suggestions of voters' welfare.

Chapter VII:Partnerships

Building partnerships is the edifice of collaborative efforts in making voters' education an agenda for all. It unleashes a number of benefits over the time. It builds stakeholder ship in the partner organizations. Secondly, it promotes participation and thereby increases the strength of our support-mechanisms. Thirdly, it often fills the gaps where government machinery may not reach by taking recourse to a number of innovative yet effective practices. Finally, it shares the financial cost of organizing programmes of public awareness and voters' education- one of the focus areas of Commission's directions on supply side control over expenditure.

We build partnerships with Government Departments, PSUs and other organizations with the noted objectives in view. In consonance with Commission's directions, we intend to push through partnerships from the State to the district and sub-district levels. An illustrative table showing the mosaic of activities expected from partner departments and organizations is described.

Sl No	Name of the Partner Department	Proposed Activity
1	School Education Department	NVD Celebrations: Pledge reading universally all educational institutions. Participating in Polling Station, Block and District level celebrations. NVD Competitions: Poster Writing , Quiz
2		NVD Competitions: Poster Writing, Quiz. Participation in

	Higher Education Department and Department of Technical Education	<p>district specific competition on <i>Poll Day</i></p> <p>Launching Campaign '<i>Let Us Develop Our Polling Stations/ Let us Vote</i>' in High Schools and Colleges : Felicitation of Students as <i>Enlightened Electors</i></p> <p>NVD Celebrations: Pledge reading universally in all educational institutions. Organizing Celebration Events at institutions on National Voters' Day.</p> <p>Representation of institutions in celebrations at Blocks, district headquarters and the state.</p>
3	Department of Panchayat and Rural Development	Involving SHG members of SGSY groups in different activities on National Voters' Day. Mobilizing women electors in rallies and celebration activities.
4	Department of Women and Child Development	Involving ICDS workers in mobilization of women electors of concerned polling stations and taking part in celebration activities.
5	Department of Health	Involving ASHA workers in mobilization of women and taking part in celebration activities.
6	Department of Information and Cultural Affairs	<p>Media management,</p> <p>Providing space for advertisements on NVD at state, districts and sub-district levels,</p> <p>Providing expertise in content development</p> <p>Utilizing available media networks and channels in voters' education.</p> <p>Taking part in organizing events on <i>National Voters' Day</i></p>
7	Department of Food and Supplies	<i>Sankalpa Patras</i> to be circulated and being signed returned through the mechanism of Fair Price Shops.
8	Department of Youth	Involving Block Youth officers in mobilizing young voters in NVD celebrations
9	Department of Civil Defence	Involving Civil Defence Volunteers in mobilizing young voters in NVD celebrations
10	Department of Home (Police)	Taking part in rallies and other mass mobilization activities on National Voters' Day
11	Song and Drama Division	Preparation of audio-visual spots, songs, anthems on NVD

Other Organizations

Sl No	Name of the Partner Organization	Proposed Activity
1	PSU Banks	Campaigning on NVD and Voters' Turn Out through Out door and electronic media Partners for celebration activity
2	NSS, NYK and Civil Societies	Voters' Education on NVD by developing messages, street dramas, interpersonal contacts.
3	All India Radio and Doordarshan	Voters' Education on NVD by developing media insertions, talk shows etc

- ✓ In order to make partnership initiatives effective, orientation meetings should be taken up starting from the state level and cascading down to the sub-division and block level. The outcome should also be brought into regular monitoring and persuasion.
- ✓ In terms of Commission's existing instructions, it is seen that during the ensuing months of December, January and February a number of departments organizes melas/fairs at district and sub-divisional headquarters. Opportunities like these may be suitably utilized for IEC in order to increase Voters' Turn out Ratio (VTR) and spreading messages on NVD.
- ✓ Form-6/7/8/8A may be kept at the outlet offices of the Partnering Departments.
- ✓ Partnering Departments should play a dynamic role in organizing and implementing activities taken up by districts on NVD.

Chapter VIII: DOCUMENTATION

The districts will submit their district documents on NVD latest by 10.02.14.

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