

Government of West Bengal
Home (Constitution & Election) Department,
Election Wing
21, N. S. Road, Kolkata-700001

2845(20)

No. - Home (Elec) /
R 1M-37/2010

Date: 28/12/2010

To
The District Election Officer (all),

Sub.: Observing National Voters' Day (NVD) at district and sub-district levels

Sir,

I would like to communicate the following broad guidelines for preparatory arrangements and actual implementation of NVD at the district and sub-district levels.

1. The programme would be organized at the following locations:
 - a. A district level function is to be attended by the District Magistrate/ DEO and other dignitaries
 - b. A sub-division level function is to be organized / attended by the Sub-divisional Officer and other dignitaries
 - c. A Block level function is to be organized/ attended by the Block Development Officer and other dignitaries
 - d. A Booth level function is to be organized by the BLO. However, instead of separate functions for each individual booth, all Polling Stations within individual premises would be clubbed together and respective BLOs would be requested to work in unison.
2. Media and Communication Cell at the District may please be associated with the programme. The Cell in Charge has already been oriented at the Administrative Training Institute on the activities required to be performed for the NVD. In most of the Districts, the DICOs are associated with the Cell. If not, they may please be inducted to organize the programme, including the pre-NVD intensive campaign.
3. For pre-NVD campaign, the district may please develop a detailed action plan involving the following:
 - a. Local media representatives
 - b. Non-Government Organizations/ Civil Society Organizations
 - c. Organizations working with youth
 - d. Self-help Groups
 - e. Schools and Colleges
 - f. Field functionaries of Health & Family Welfare, Women & Child Development & Social Welfare, School Education, Mass Education Extension Departments
 - g. Performing artists, especially those in traditional media.
4. While developing the action plan, efforts should be made to schedule pre-NVD press briefing by the DM/ DEO wherein the representatives of print and electronic media should be briefed on the philosophy and action plan for the NVD.
5. For two weeks prior to NVD a vigorous multi-media campaign should be mounted. We would be sending some of the templates for posters, banners, flex-boards etc. for reproduction and

use at the district level. A tableau may also be developed which may be displayed at important locations. The same tableau may also be displayed at the Republic Day Parade at the district.

6. On the NVD, the functions at the district, sub-division and block levels should be ceremonial in nature wherein the focus should be on facilitating new voters in the young age-group and also on disseminating the messages for electoral participation.
7. The NVD function at the polling premises level should be more on the following
 - a. Gathering newly eligible and newly registered electors
 - b. Distributing EPIC to those electors
 - c. Discussions on the importance of participation in the electoral process and
 - d. Administering the pledge to the newly enrolled electors and others.

Those whose names have not featured in the finally published electoral rolls (as published on 5 January 2011) and who satisfy all eligibility criteria for registration as elector as on 1 January 2011 should also be given Form-6. Form 8 should be given to those seeking correction to entries into the rolls. However, it might be difficult to receive those forms at the NVD itself. Rather, the intending electors may be told to submit the same to the office of the Electoral Registration Officer (ERO) concerned.

8. Since success of the NVD depends to a great extent on the service delivery aspect, apart from the campaign aspect, utmost care should be taken to ensure that the supply side is appropriately geared up to face the challenge.
9. Regarding funding for the NVD, we would be placing fund to the districts/ DEOs as per the following scale:
 - a. Rs. 10,000.00 for the District level function
 - b. Rs. 5,000.00 for the Sub-divisional level function
 - c. Rs.2,000.00 for the premises level function
 - d. Rs.200.00 for the polling premises level function and
 - e. Rs. 100,000.00 for the intensive campaign per district
10. We strongly believe that under your active leadership the programme would be successful and newly eligible and newly registered voters of your district would be enthused to participate in the electoral process.

Yours faithfully


28.12.2010
Chief Electoral Officer,
West Bengal

No. /1(10) Home (Elec)

Dated,

Copy forwarded to

Shri A. K. Routh, Director General, IEC, Election Commission of India for favour of information.

Chief Electoral Officer,
West Bengal