

Office of the Chief Electoral Officer West Bengal

13, Strand Road, Kolkata 700001

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PRESS NOTE

Voters are Ambassadors of Democracy ECI Officials Lead Mega SVEEP Awareness

To enhance voter turnout and democratic participation, the Office of the District Election Officer (DEO), Kolkata South, organized a high-profile Systematic Voters' Education and Electoral Participation (SVEEP) programme today at Women's Christian College, Kolkata.

The event, aimed at inspiring young voters and the general public, saw the participation of senior officials including Sri Randhir Kumar, IAS (DEO, Kolkata South), Sri Apurva Kumar Singh (Deputy Director, Media, ECI), and Sri Arindam Niyogi (Additional CEO) besides others.

New Innovations: Mobile Deposits & Webcasting

Highlighting the evolution of election management, Sri Apurva Kumar Singh gave a synoptic speech on the major first for the state: the Mobile Deposit Facility, which will debut in this election cycle. He also emphasized the role of Webcasting in ensuring transparency. "College students are the true ambassadors of the ECI," Sri Singh stated, urging youth to utilize social media and the state's rich cultural heritage to amplify the message of voting. He defined the SVEEP mission through three pillars: Objective, Goal, and Outcome.

The Six Parameters of Integrity

Sri Arindam Niyogi, Additional CEO, reaffirmed that the Commission is strictly adhering to six critical parameters this year to ensure the polls remain:

- Violence-free
- Intimidation-free
- Inducement-free

- Free of 'Chappa' (proxy voting)
- Free of Booth
- Free of Source Jamming

A Call to Action for Every Voter

DEO Kolkata South, Sri Randhir Kumar, reminded the audience that democracy's roots trace back to Vaishali, Bihar, and that every single vote serves as a deciding factor. "Our motto is a Free and Fair poll. I urge every citizen to utilize the various election-related apps provided by the ECI to stay informed and empowered," he noted.

Highlights of the Programme

- **SVEEP Document Unveiled:** A new resource document was officially released to guide awareness efforts across the districts.
- **Voices of the Youth:** State and National essay competition winner Suchismita Chakraborty and student Souvik Dhar shared their perspectives on the importance of electoral engagement.
- **Grassroots Recognition:** Booth Level Officer (BLO) Sri Suman Gupta expressed his gratitude for the opportunity to contribute to the Special Intensive Revision (SIR) process.
- **The Pledge:** The event concluded with a collective oath taken by all attendees to cast their votes without fear or favour, fostering a festive yet responsible atmosphere for the upcoming polls.

District Nodal Officer, Kolkata South, delivered the vote of thanks, celebrating the successful collaboration between the administration, educators, and the student community.

Sd/-

(Arindam Niyogi)
Additional Chief Electoral Officer
West Bengal