

Office of the Chief Electoral Officer West Bengal

13, Strand Road, Kolkata 700001

No. 15/CEO/PN/2026

Dated: 27.03.2026

PRESS NOTE

In compliance with the directives of the Election Commission of India following the announcement of the General Election on 16.03.2026, to ensure free and fair election, the ECI is conducting various measures across all 294 Assembly Constituencies in West Bengal.

Special initiative on SVEEP

Cycle rally - From Awareness to Action: Vote

Democracy thrives when citizens actively participate. With the objective of empowering the next generation of voters, the State-Level SVEEP programme was inaugurated today in Howrah in the presence of several distinguished dignitaries.

The programme was attended by the DG (Media), ECI; Commissioner of Police, Howrah Police Commissionerate; District Election Officer (DEO), Howrah; Deputy Director (Media), ECI; Additional CEO; Deputy CEO, along with many other officials.

As part of the initiative, a cycle rally — *Cyclothon* — carrying the message “From Awareness to Action: Vote” was flagged off by the dignitaries. The rally covered several parts of Howrah town, spreading awareness about the importance of voting.

The event concluded with cultural programmes at the closing venue, where messages on electoral awareness were conveyed through folk songs, dance, and drama.

A large number of school and college students from Electoral Literacy Clubs in Howrah enthusiastically participated in the Cyclothon. Adding to the excitement, participants were joined by *Chhota Bheem* and *Chutki*, two beloved animated characters, who helped engage and inspire young voters.

Unique ‘SVEEP Tram Car Joy Ride to Boost Voter Awareness

In a creative push to enhance electoral participation, the Office of the Chief Electoral Officer (CEO), West Bengal, today inaugurated a unique SVEEP Tram Car Joy Ride at Esplanade, Kolkata. The initiative, part of the Systematic Voters' Education

and Electoral Participation (SVEEP) program, aims to blend the city’s iconic heritage with a vital message of democracy.

The event was graced by the Chief Electoral Officer (CEO) of West Bengal, DG Media (ECI), State Observer, West Bengal, CP Kolkata, DEO Kolkata North, Addl CEO West Bengal, Dy Director ECI (Media) and other senior officials. The specially branded tram car will serve as a moving billboard, traversing the city to encourage citizens—particularly youth and first-time voters—to exercise their right to vote in the upcoming assembly election. Participants were joined by *Chhota Bheem* and *Chutki*, two beloved animated characters. Highlights of the Initiative is as follows:

- Cultural Outreach: Vibrant awareness campaign were organized utilizing folk music performances. Local artists used traditional songs to simplify the voting process and emphasize the importance of every single vote.
- Heritage Connection: By using Kolkata’s historic tram system, the Commission aims to reach voters across diverse neighbour hoods in an eco-friendly and culturally resonant manner.

Enforcement and Seizure

Intensive monitoring has led to significant seizures. Since the announcement of the election, cumulative seizures of cash, liquor, narcotics, precious metals, and other freebies have been executed to curb illegal inducements / misuse of money power in elections.

The cumulative State wise enforcement report regarding itemized summary of seizures is provided in following table.

Seizure of Cash, Liquor, Drugs/Narcotics, Precious Metals & Freebies (As on 27.03.2026)

Sl. No.	Item	Cumulative Seizure (Since 26.02.2026)
1	Cash	₹ 463.70 Lakhs
2	Liquor	1449417.74 Liters / ₹ 3656.94 Lakhs
3	Drugs / Narcotics	3416515.40 gm / ₹ 4357.79 Lakhs
4	Precious Metals	138232.97 gm / ₹ 1754.81 Lakhs
5	Freebies / Other Items	72499685.90 quantity / ₹ 12862.59 Lakhs
	TOTAL VALUE	₹ 23095.83 Lakhs

MODEL CODE OF CONDUCT

Extensive drives for removal of unauthorized political advertisements are ongoing. As per the latest reports, widespread public and private property defacements have been cleared across all districts and the District Election Officers

have certified removal of defacement from all the public properties under their jurisdiction.

Following is the detail of the district wise defacement removal and total cases registered.

**District-wise Status of Enforcement of Model Code of Conduct
(As on 26.03.2026)**

Sl. no	Name of District	Public Property Defacement Removed	Private Property Defacement Removed	Total Cases
1.	Cooch Behar	34241	5820	40061
2.	Alipurduar	8701	3466	12167
3.	Jalpaiguri	9168	899	10067
4.	Kalimpong	685	13	698
5.	Darjeeling	11191	1827	13018
6.	Uttar Dinajpur	19695	1175	20870
7.	Dakshin Dinajpur	19695	2893	21996
8.	Malda	4975	320	5295
9.	Murshidabad	20828	906	26505
10.	Nadia	12570	312	12882
11.	North 24 Parganas	50392	108	50531
12.	South 24 Parganas	39322	596	39998
13.	Kolkata South	11983	0	11983
14.	Kolkata North	31929	0	31966
15.	Howrah	20424	443	20868
16.	Hooghly	49461	1	55195
17.	Purba Medinipur	51665	1008	52673
18.	Paschim Medinipur	38302	3469	42190
19.	Jhargram	7081	50	7143
20.	Purulia	14747	1746	16701
21.	Purba Bardhaman	25777	780	29698
22.	Paschim Bardhaman	79244	11001	93994
23.	Bankura	13556	613	14169
24.	Birbhum	8426	4019	22136
State total		584058	41465	652804

The Commission remains committed to strict compliance to the implementation of MCC in letter and spirit for ensuring a free & fair election.

Sd/-

(Arindam Niyogi)
Additional Chief Electoral Officer
West Bengal