

MIZORAM LOK SABHA ELECTIONS – 2014



SYSTEMATIC VOTER'S EDUCATION AND ELECTORAL PARTICIPATION (SVEEP)

STATE LEVEL ACTION PLAN

CHIEF ELECTORAL OFFICER MIZORAM MIZORAM AT A GLANCE

Mizoram is a mountainous state nestling in the southern tip of the north – east region of India. Flanked on the west by Bangladesh and on the east and south by Myanmar. The state has a 722 km long International Boundary and the Tropic of Cancer runs through the heart of it. Mizoram borders the sister states of Assam and Manipur in the North and Tripura in the North –west.

Mizoram has the most variegated hilly terrain and the hills are steep and are separated by rivers flowing either to the north or south directions. So that mountain ranges run in the north –south direction and the verdant hillsides are sporadically interspersed with bare rock-faces and spectacular precipices. A land of exotic beauty where the lofty peaks and hills are shrouded in a mystique cloak of pale-blue hazes and a store house of natural beauty with its endless variety of landscapes and are rich in flora and fauna. Mizoram has a moderate and pleasant climate, tolerably in warm summer and not so cold in winter and with its moderate and enjoyable weather throughout the year. It

rains heavily from May to August and the annual average rainfall is about 208cms.

Mizos are primarily cultivators and Agriculture is the main occupation of the Mizos who practice jhum or shifting cultivation. Majority of the peoples are engaged in jhum cultivation till today. The government has now introduced new and modernized system of cultivation with the intention of weaning the people over to permanent cultivation. The hill-top towns and villages with houses on stilts are unique and fascinating to visitors. Most of the Mizos are Christian and are greatly influenced by the western lifestyle and Mizos are hospitable, carefree and freedom loving people, they still cling to their rich cultural heritage and traditional values and peoples are passionately drawn to dances and songs. They have no status or class distinction irrespective of sex, status or religion. They are fond of good things in life a. They have a strong community feeling with living in a close-nit traditional society.

The capital of Mizoram is Aizawl, and it is situated at about 1,132 meters above sea level. Aizawl is an ideal destination for people looking for fresh environment and the feel of nature. The population of Aizawl is 2,91,822 as per 2011 Census. Mizoram is divided into 8 Districts and 3 Autonomous District Councils. Mizoram is linked with the rest of the country by air, rail and road transport, the National Highway No. 54 linked Silchar in Assam to Tuipang in the southernmost District of the State. Rail Link to the State has been established at Bairabi, a few kilometers away from Kolasib town. Aizawl is air-linked by daily services of Air India and Jet Airways from Kolkata and Guwahati. Mizoram State Transport bus runs interstate services to Silchar in Assam and Shillong in Meghalaya. Apart from this, private agencies like Capital Travel, Maxicab etc. operate daily between Aizawl and Guwahati via different routes

FACTS ABOUT THE STATE OF MIZORAM

Total Area	:	21,081 Sq.km
Total Population	:	10,91,014(As per 2011 census)
Male	:	5,52,339
Female	:	5,38,675
Sex Ratio	:	975 females per 1000 males
Density of Population	:	52 per Sq.km
Literacy Rate	:	91.6%
Number of District	:	8
No. of Civil Sub-Division	:	23
No. of RD Block	:	26
No. of Police Station	:	38
No. of Police Outpost	:	13
No. of Police Check Post	:	10
Number of A/C	:	40
Number of seats in LS	:	1

Number of seats in RS : 1
 EP Ratio : 60.04
 No. of Autonomous District Council : 3

DISTRICT-WISE POPULATION AND VOTERS

Sl. No.	Name of District	Total Population	Male	Female	Total Voters	Male	Female
1	2	3	4	5	6	7	8
01	Mamit	85,757	44,567	41,190	57,033	29,065	27,968
02	Kolasib	83,054	42,456	40,598	51,130	25,305	25,825
03	Aizawl	404,054	201,072	202,982	257,947	123,586	134,361
04	Champhai	125,370	63,299	62,071	77,282	38,429	38,853
05	Serchhip	64,875	32,824	32,051	44,871	22,115	22,756
06	Lunglei	154,094	79,252	74,842	94,379	47,202	47,177
07	Lawngtlai	117,444	60,379	57,065	70,526	34,930	35,596
08	Saiha	56,366	28,490	27,876	33,704	16,495	17,209
	Mizoram	1,091,014	552,339	538,675	686872	337127	349745

District Wise MLA Election 2013 Voters Turnout

Sl. No	Name of District	Elector General Service &	Voters Turnout EVM only	Voters Turnout Postal Ballot	Final Voters Turnout (EVM + PB)	Final Turnout Percentage
1	Mamit	57142	42195	7361	49556	86.72
2	Kolasib	51621	41108	2031	43139	83.57
3	Aizawl	259749	209040	3783	212823	81.93
4	Champhai	78095	63339	853	64192	82.20
5	Serchhip	45198	38039	645	38684	85.59
6	Lunglei	94736	80080	2019	82099	86.66
7	Lawngtlai	70563	57412	771	58183	82.46
8	Saiha	33754	27129	410	27539	81.59
	Grand Total	690858	558342	17873	576215	83.41%

District Wise MP Election 2009 Voters Turnout.

Sl.	Name of District	Elector General &	Voters Turnout	Total Percentage
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No		Service	EVM only	
1	Mamit	51018	23504	46.07
2	Kolasib	47157	21428	45.44
3	Aizawl	230104	110704	48.11
4	Champhai	72834	38545	52.92
5	Serchhip	41916	22195	52.95
6	Lunglei	91045	49400	54.26
7	Lawngtlai	63001	36063	57.24
8	Saiha	32299	17157	53.12
	Grand Total	629374	318996	51.26

FINDING OF THE BASELINE SURVEY OF VOTERS' KNOWLEDGE, ATTITUDE, BEHAVIOUR, BELIEF AND PRACTICES (KABBP) IN MIZORAM.

Need and Scope of the Study:

The purpose of this baseline survey is to understand the communication needs of all the different sections of the society, most notably the voters and the influencers, such as the family members, community and religious leaders, civil society groups, media etc. The study also covered the youth, teachers, students – all sections of the society.

The main objective of the research is to provide inputs for an effective campaign strategy by understanding the realities and perceptions of the voters. Research will be used to assess thought, opinion and feelings of the electorates and it has specific and limited goals as defined by the Commission in the predetermined questionnaires.

Coverage:

The survey research was conducted in the state of Mizoram during March and April, 2013. Out of 40 Assembly Constituencies in the state, 21 Assembly Constituencies were covered, with the average of 10 respondents per each constituency, making the total respondents of about 210 voters/ electors.

The 21 Assembly Constituencies covered under the survey research are as follows: Chalfilh, Tuivawl, Tawi, Tuikum, Aizawl – North – I, Aizawl – North – II, Aizawl – North – III, Aizawl East – I, Aizawl East –II, Aizawl South – I, Aizawl South – II, Aizawl West – I, Aizawl West – II, Aizawl West – III, Kolasib, Champhai N, Champhai South, Serchhip, Mamit and Lawngtlai West constituencies . It also covers six administrative districts of Mizoram out of the total eight districts, namely Aizawl, Kolasib, Mamit, Serchhip, Lunglei and Lawngtlai.

ANALYSIS AND COMMENTS OF THE BASELINE SURVEY.

General Information:

- 1) The baseline survey was carried out across the length and breadth of the state, covering the urban, semi-urban and rural voters.
- 2) Further the survey covers equally all age groups of the voters from 18 years up to the 60+ years, having good mixed of the male and female, as well as the married and unmarried voters.
- 3) As literacy rate in the state is very high, the average educational qualification of the respondents is higher secondary and above with 15 of them possessing post graduate degrees.
- 4) Economically as well as socially, the survey had a good variety of respondents. The fact that over 95% of the m have ration card shows that they are well settled and that the PDS in Mizoram is quite good and in a healthy state.

Voters' Registration:

Of the 210 respondents, only 2 of them do not possess the Voters' card; but that is also due to the fact that they have lost them. This it self is a good indicator that the people of the state are very much aware of the issue and this also reflects the efficiency of the system and the Government machinery in the process.

KNOWLEDGE, ATTITUDE, BEHAVIOUR, BELIEF AND PRACTICES.

Knowledge about Electoral Process:

- 1) 100% of the respondents are aware about the voter's list and that most of them have come to know about their enrolment through the official channel. Further, the names of most of the respondents are written correctly.
- 2) Regarding the knowledge about the minimum age of enrolment as a voter and the minimum age for enrolment, awareness of the respondents on the issue is excellent, even though a few of them got the qualifying date for enrolment wrong.
- 3) There are still a few eligible voters who are yet to register in the voters list, indicating that we still have rooms for improvement.

- 4) As far as the EPIC is concerned, awareness is very high. However, judging from the response of the 48 respondents, it would greatly help if the procedure could be made easier in the future.
- 5) BLOs seem to have done their job well and are quite popular amongst the voters, which is an encouraging sign.
- 6) Voter Centers (Matdar Sahayata Kendra) are not functioning in the State: so the respondents are ignorant of this fact and its functions.

Attitude about Democracy and Elections.

- 1) To the people of Mizoram, democracy means power to the people where one enjoys the freedom of expression through free and fair elections.
- 2) The Election seems to reflect the people's choice.
- 3) As for bringing reforms in the electoral process, the people are evenly divided: but a majority of them seem to think that excessive use of money in elections is one of the causes for corruption in politics.

Behavior of Voters:

- 1) While over 90% of them casted their votes in the last Assembly Election, over 15% of them did not do the same in the 2009 Parliamentary Election due to a variety of reasons.
- 2) A big majority of the respondents feel very convenient to vote in the election and they voted because they feel it is their duty as a rightful citizen.

STATE LEVEL CORE GROUP:

In compliance with Para 1.1.3 of the Compendium of Instruction on Systematic Voters Education and Electoral Participation (SVEEP) issued by the Election Commission of India, a State Level Core Group is constituted with the following composition:

1. Chairman –Shri. Ashwani Kumar IAS, Chief Electoral Officer Mizoram.

2. Members –
 - i. Shri. Lallianchhunga Pachuau, Associate Professor, Mizoram University.
 - ii. President, Higher Secondary School Lecturer Association (HISSLAM).
 - iii. General Secretary, Central Young Mizo Association (CYMA).
 - iv. General Secretary, Mizo Zirlai Pawl (MZP).
 - v. General Secretary, Mizoram People Forum (MPF).
 - vi. General Secretary, Mizoram Hmeichhe Insuihkhawm Pawl (MHIP).

3. Member Secretary – H. Dolianbuai, Asst. CEO & State Level Nodal Officer (SVEEP).

ACTION PLAN

The SVEEP Action Plan consists of two components.

- A. SVEEP initiatives by State Cell**
- B. SVEEP activities at District Level directed and monitored by State Cell.**

A) SVEEP INITIATIVES BY STATE CELL.

i. Involvement of other Departments with field functionaries for SVEEP Activities.

A meeting of the Head of Departments of the following departments were called to ensure personnel of those departments proactively participate in SVEEP Campaign.

- a. Rural Development
- b. Transport Department
- c. Social Welfare
- d. Public Carrier Vehicles Owner Association (ACBOA, MOA, TOA)
- e. Health and Family Welfare.
- f. Labour and Employment Department
- g. Higher and Technical Education Department
- h. Education Department

ii. Involvement of Various Agencies in SVEEP Campaign.

A meeting of partners in SVEEP Campaign was held to give impetus to the initiative activities to be taken with the following Agencies.

- a. Doordarshan Kendra (DDK)
- b. All India Radio (AIR).
- c. Press Information Bureau.
- d. Directorate of Advertising & Visual Publicity (DAVP)
- e. Local Cable Network.

iii. Selection of Partnership in SVEEP Campaign.

The following non- government, non- political organizations are selected for SVEEP partnership.

- a. Mizoram Journalists Association (MJA)
- b. Young Mizo Association. (YMA)
- c. Mizo Hmeichhe Insuihkhawm Pawl (MHIP).
- d. Mizo Zirlai Pawl (MZP)
- e. Mizoram People Forum (MPF)

iv. Broadcasting of jingles by All India Radio and FM channels.

All India Radio has been regularly broadcasting electoral promo jingles on daily basis.

v. Release of Advertisement in print media.

Print media has been extensively used publicized electoral information, voter education and motivational advertisement.

vi. Production of Video Clips for TV promos which are telecast in local cable network and Doordarshan.

Video clip was prepared for awareness campaign in SVEEP activities which are telecasted in various local cable networks and Doordarshan.

vii. Commissioning of Toll Free Helpline 1950.

A Toll Free Helpline for getting information, assistance and awareness has been commissioned. Any person can dial the number for getting information of lodging complains, providing information on Electoral matters etc.

viii. Organization of Panel Group Discussion.

Panel Group Discussion was organized in regard to Election participation inviting local popular artists, footballers, preachers etc. and group discussion will be telecast in DDK and Local Cable TV.

ix. *Organisation of Panel Discussion / Talk Show.*

Talk Show will be organized inviting imminent citizens, famous writers & statesmen as panel members and SVEEP partners from various agencies are invited to participate in the discussions. The topic for this Talk Show is to participate in the election process and importance of casting of vote with prevention of illegal election expenditure.

x. *Appointment of State Election Icons.*

Two local TV presenters - Miss Ruby Lalhriatpuii (DDK) and Miss Zikpuii (Cable TV) are identified as State Election Icons. They were utilized for the awareness campaigns in the election matters.

xi. *Utilization of Social Network.*

Facebook Group site is created and closely monitored and this site is utilized for SVEEP Campaign and other election matters. Bulk SMSs and voice messages are provided to explore the feasibility of pushing motivational SMS to the subscribers.

xii. *Mass Communication Activities.*

- a. Hoarding on Highways, streets & important junctions.
- b. Display of posters, pamphlets etc.
- c. Signing of Pledge by parents of school & college students.
- d. Awareness Programmes in Schools & Colleges.
- e. Awareness Campaigns for civil CSO like YMA, MPF, MHIP.

B) SVEEP ACTIVITIES AT DISTRICT LEVELS

Sl No	Activity	Status
1	Formation of District Level Core SVEEP Committees.	District Core SVEEP Committee was formed in all Districts.
2	Educating the SVEEP Committee on SVEEP concept, strategy and activities.	SVEEP Manual & instructions are sent to all Districts.
3	Appointment of District SVEEP Nodal Officer	Appointed by the DEOs respectively.
4	Appointment of Campus Ambassador	55 Campus Ambassadors from different Colleges and Higher Secondary Schools have been appointed by the DEOs.
5	Formulation of District SVEEP Plan.	SVEEP Action Plans finalized for the Districts.

DISTRICT SVEEP ACTION PLANS

District	Assembly Constituency	Situation analysis Gaps identified	Target Population	Objective	Activity	Responsibility
Mamit	AC-1 : Hachhek	Low voter participation M – 64.9 % F – 66.98 %	All	Increase participation through motivation	a) Door to door campaign from health functionaries b) Publicity through cable TV	Health Dept. Education Dept. Dept. of Information
	AC – 3 : Mamit	Low EP ratio M – 57.7 F – 57.8	Young eligible voters Excluded groups	Voter registration	a) Intense registration campaign for 10 days b) Door to door campaign from health functionaries	AERO & Dist. Election staff Health Dept. Education Dept.

	All Acs	m- 73.39 % F- 73.87 %		Voter education, Ethical Voting, motivation	<ul style="list-style-type: none"> a) Display of posters and hoardings. b) Publicity through cable TV c) Handbill campaign d) Campaign through Social Audit machinery e) Posters on transport vehicles f) Pledge letters to parents of school children. g) Appeal letters 	<p>Dept. of Information</p> <p>Dept. of RD</p> <p>Dept. of Transport</p> <p>Dept. of education.</p> <p>Dept. of Health</p>
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District	Assembly Constituency	Situation analysis Gaps identified	Target Population	Objective	Activity	Responsibility
KOLASIB	Ac – 4: Tuirial AC 5: Kolasib AC-6 : Serlui	Lower than average male voter turnout M- 78% F – 83 %	Focus on male voters	Increase male voter participation through motivation. Voter education Ethical voting	<ul style="list-style-type: none"> a) Display of posters and hoardings b) Publicity through cable TV c) Handbill campaign d) Campaign through Social Audit machinery e) Posters on transport vehicles f) Pledge letters to parents of school children g) Appeal letters from DCs h) Organizing youth conference essay competition etc, in schools and colleges. i) Toll free helpline 	<p>Dept. of Information</p> <p>Dept. of RD</p> <p>Dept. of Transport</p> <p>Dept. of education.</p> <p>Dept. of Health</p>

District	Assembly Constituency	Situation analysis Gaps identified	Target Population	Objective	Activity	Responsibility
Aizawl	Ac- 10 Aizawl North-I Ac- 13 Aizawl East – I Ac – 14 Aizawl East- II AC-15 AizawlWest – I AC- 16 Aizawl West – II AC – 17	Low EP ratio	Young eligible voters Excluded groups	Voter registration	a) Intense registration for 10 days b) Door to door campaign from health functionaries c) Publicity through cable TV d) Handbill campaign	AERO & Dist. Election staff Health Dept. Education Dept. Dept of information RD Dept.
	AC – 14 Aizawl East – II	Low voting % M- 70.3 % F-78.6%	All	Increase participation through motivation	a) Door to door campaign from ULB/Voluntary organisations b) Publicity through cable TV	ULB Education Dept. Dept. of Information
	All Acs	Low male voting % M-77.3% F-80.86	All	Increase male voter participation through motivation. Voter education ethical voting	a) Display of posters and haordings b) Publicity through cable TV c) Handbill campaign d) Campaign	Dept. of Information Dept. of RD Dept. of Transport Dept. of education. Dept. of Health

District	Assembly Constituency	Situation analysis Gaps identified	Target Population	Objective	Activity	Responsibility
CHAMPHAI	Ac- 24 Champhai South	Low male voting % M-77.8 % F-80.2 % Low EP Ratio	Young eligible voters Excluded groups	Voter registration	a) Intense registration campaign for 10 days b) Door to door campaign from health functionaries/voluntary Organisations c) Publicity through cable TV	AERO & Dist. Election staff Health Dept. Education Dept. Dept of information

	AC-23 Champhai North AC-25 East Tuipui	Low EP ratio	Young eligible voters Excluded groups	Voter registr ation	a) Intense registration campaign for 10 days	AERO & Dist. Election staff Health Dept.
	All ACs			Voter Educa tion, Ethica l voting , motiv ation	a) Display of posters and haordings b) Publicity through cable TV c) Handbill campaign d) Campaign through Social Audit machinery e) Posters on transport vehicles f) Pledge letters to parents of school children g) Appeal letters from	Dept. of Informati on Dept. of RD Dept. of Transpor t Dept. of educati on. Dept. of Health

District	Assembly Constituency	Situation analysis Gaps identified	Target Population	Objective	Activity	Responsibility
SERCHHIP	AC-26 Serchhip	Low male EP ratio M- 55.9 % F- 61.9%	Young eligible voters Excluded groups	Voter registration	a) Intense registration campaign for 10 days	AERO & Dist. Election staff Health Dept.
	All ACs		All	Voter Education, Ethical voting, motivation	a) Display of posters and haordings b) Publicity through cable TV c) Handbill campaign d) Campaign through Social Audit machinery e) Posters on transport vehicles f) Pledge letters to parents of school children g) Appeal letters from DCs h) Organizing youth conference essay competition etc, in schools and colleges. i) Toll free helpline	Dept. of Information Dept. of RD Dept. of Transport Dept. of education. Dept. of Health

District	Assembly Constituency	Situation analysis Gaps identified	Target Population	Objective	Activity	Responsibility
LUNGLEI	Ac-31: Lunglei East AC-32: Lunglei West AC-33 Lunglei South	Low male voter turnout Low EP ratio	Young eligible voters Excluded groups	Voter registration, increase male voter participation through motivation	<ul style="list-style-type: none"> a) Intense registration campaign for 10 days b) Door to door campaign from health functionaries/voluntary Organizations c) Publicity through cable TV d) Handbill campaign 	AERO & Dist. Election staff Health Dept. Education Dept. Dept of information RD Dept.

	Ac-34: Thorang	Low EP ratio M-48.4 F-47.9	Young eligible voters Excluded groups	Voter registration	a) Inten se regis trati on cam paig n for 10 days	AERO & Dist. Election staff Health Dept.
	AC-35 West Tuipui	M-50.1 F- 45.9				

	All ACs		All	Voter Education, Ethical voting, motivation	<ul style="list-style-type: none"> a) Display of posters and handouts b) Publicity through cable TV c) Handbill campaign d) Campaign through Social Audit machinery e) Posters on transport vehicles f) Pledge letters to parents 	Dept. of Information Dept. of RD Dept. of Transport Dept. of education. Dept. of Health
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District	Assembly Constituency	Situation analysis Gaps identified	Target Population	Objective	Activity	Responsibility
Lawngtlai	AC-38 Lawngtlai East	Low participation M-75.4% F-78.19 % Low EP ratio M-36.7 F-40.5	Young eligible voters Excluded groups	Voter registration, increase male voter participation through motivation	a) Intense registration campaign for 10 days b) Door to door campaign from health functionaries/voluntary Organisations c) Publicity through cable TV d) Handbill campaign	AERO & Dist. Election staff Health Dept. Education Dept. Dept of information RD Dept
	AC-36 Tuichawng	Low EP ratio M-56.2 F-59.2	Young eligible voters Excluded groups	Voter registration	a) Intense registration campaign for 10 days	AERO & Dist. Election staff Health Dept.
	All ACs		All	Voter Education, Ethical voting, motivation	a) Display of posters and hoardings b) Publicity through cable TV c) Handbill campaign d) Campaign through Social Audit machinery e) Posters on transport vehicles f) Pledge letters to parents of school children g) Appeal letters from DCs h) Organizing youth conference essay competition etc, in schools and colleges. i) Toll free helpline	Dept. of Information Dept. of RD Dept. of Transport Dept. of education. Dept. of Health

District	Assembly Constituency	Situation analysis Gaps identified	Target Population	Objective	Activity	Responsibility
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Saiha	AC-39: Saiha AC-40: Palak	Low voter turnout Low EP ratio	Young eligible voters Excluded groups	Voter registration, increase male voter participation through motivation	<ul style="list-style-type: none"> a) Intense registration campaign for 10 days b) Door to door campaign from health functionaries/voluntary Organisations c) Publicity through cable TV d) Handbill campaign e) Campaign through Social Audit machinery f) Posters on transport vehicles g) Pledge letters to parents of school children h) Appeal letters from DCs i) Organizing youth conference essay competition etc, in schools and colleges. j) Toll free helpline 	AERO & Dist. Election staff Health Dept. Education Dept. Dept of information RD Dept.
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PROPOSED EXPENDITURE FOR SVEEP PLAN.

Sl. No.	ACTION	NUMBERS	LOCATION	DATE/PERIOD	CONTENT	EXPENDITURE ESTIMATED
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1	Hoarding/Banner	40	Detailed locations are identified and enclosed in page 16	After announcement of Election till Completion	Importance of Vote Casting	120000
2	Poster	5000	Bus, Maxi Cab, Taxi, etc.	After announcement of Election till Completion.	Awareness on Election Registration & Casting of Votes	50000
3	Radio Talk Show/ Playing Jingles	50	AIR	From the month of mid February till election day	Awareness on Election Registration & Casting of Votes	20000
4	TV TalkShow	4	DDK, LPS & Zonet Cable TV.	From the month of till Election Day	Election Expenditure, registration & casting of Votes	60000
5	Airing Video Clip	45 Days x 3	DDK & 2 Local Cable Network.	From March till the Election day	Awareness on Election Registration & Casting of Votes	200000
6	Panel discussion (Inviting Local Artist, Entertainers, etc)	10	DDK & 2 Local Cable Network	10 times during the month of March and April	Awareness on Election Registration & Casting of Votes	80000
7	TV Scroll	45	DDK + 2 Local TV & Film	During the month of March and April	Awareness on Election Registration & Casting of Votes	50000
8	Display of Banner in the Youth Conference and Women Conference	3	Place and Location of the venue of Conference	During the month of February, March and April	Awareness on Election Registration & Casting of Votes	30000
9	Awareness Programme in School and College	30	College and HSS at different places in Mizoram	From mid February till the election day	Awareness on Election Registration & Casting of Votes	150000
10	Awareness Campaign for NGO like YMA/MHIP	15	All District Hqrs.	Mid February- March	Importance of Casting of Vote	100000

11	Preparation of Pledge for School to be signed by Parents	30000	All District Hqrs.	Starting from Mid February to April	Awareness on Election Registration & Casting of Votes	10000 0
12	Display processsion by School Children	3	State Capital	Starting from Mid February	Awareness on Election Registration & Casting of Votes	40000
13	Marathon	1	Aizawl	Starting from Mid March	Awareness on Election Registration & Casting of Votes	20000
14	Football	4	District Hqrs	Starting from Mid February	Awareness on Election Registration & Casting of Votes	40000
15	Icons	2	Aizawl	Starting during February till election day	Awareness on Election Registration & Casting of Votes	40000
16	Song Composition and Singing Contest	8	Aizawl	February and March	Awareness on Election Registration & Casting of Votes	60000
17	Awareness Campaign with Civil Service Organisation (CSO)	8	State Hqrs & All District Hqrs	February and March	Awareness on Election Registration & Casting of Votes	16000 0
18	Facebook Campaign	9	Facebook, etc.	February to April	Awareness on Election Registration & Casting of Votes	30000
Grand Total -						14500 00

PROPOSED LOCATIONS/PLACES FOR HOARDING/ BANNER

1. AIZAWL DISTRICT.

- a) Aibawk village at junction point.

- b) Selling village crossroad.
- c) Prayer place on way to NH 45 near Zemabawk.
- d) Airport/ Lengpui zero point.
- e) Hmuifang tlang.
- f) Treasury Square, Aizawl
- g) Sikulpuikawn, Aizawl

2. MAMIT DISTRICT

- a) Charkawn at Mamit town.
- b) Junction point near Public Field Mamit.
- c) Rawpuichip village at Public place/ground.
- d) Prayer spot near Mamit town.

3. KOLASIB DISTRICT

- a) Diakkawn at Kolasib town.
- b) Market shed at Kawnpui village.
- c) Junction point at Bilkhawthlir.

4. CHAMPHAI DISTRICT

- a) Cross road at Khawzawl town.
- b) Market shed at Champhai town.
- c) Junction point at Dungtlang village.

5. SERCHHIP DISTRICT

- a) Bazar place at Serchhip.
- b) Sailiamkawn at Serchhip.
- c) Junction road at Thenzawl town.
- d) Cross Road between Thenzawl and Serchhip.

6. LUNGLEI DISTRICT

- a) Overbridge at Lunglei town.
- b) Hrangchalkawn.
- c) Phairuankai
- d) Tawipui 'S'

7. LAWNGTLAI DISTRICT

- a) Areopagi Lawngtlai town.
- b) Waiting shed at Border Area of Lawngtlai District.
- c) Chawngte junction point.
- d) Tawipui Junction Point

8. SAIHA DISTRICT

- a) Vety kawn Saiha
- b) Zero point
- c) Bazar kawn.
- d) Kawlchaw kai

***GREATER PARTICIPATION FOR A
STRONGER DEMOCRACY***