

ECI conducts Mega SVEEP Outreach Events in Howrah- “Chunav Ka Parv, Paschim Bengal Ka Garv”

State-Wide Voter Awareness Campaign intensifies in West Bengal ahead of General Elections to Legislative Assembly, 2026

SVEEP Drive Gains Momentum in Assam, Kerala, Puducherry and Tamil Nadu as well

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1. In view of the ongoing Assembly Elections in Assam, Kerala, Puducherry, Tamil Nadu, and West Bengal, the Election Commission of India, in coordination with the offices of the Chief Electoral Officer (CEO) and District Election Officers (DEOs), has rolled out **state-wide voter awareness activities** in these poll-bound States/UT aimed at celebrating the festival of democracy in a joyful and peaceful environment.
2. As part of these initiatives, a major Systematic Voter Education and Electoral Participation (SVEEP) outreach was **organised in Howrah today**, alongside similar programmes across all districts of West Bengal, to encourage active participation in the democratic process and promote voting in a free, fair, and festive environment.
3. In Howrah district, the event commenced with a **Cyclothon** that witnessed enthusiastic participation from a large number of school and college students, first-time and young voters, along with officials from ECI, the CEO's office, CP, DEO, and other departments. The rally was flagged off at 7:00 AM from the Howrah Bridge Check Post and proceeded via the Rail Museum, before concluded at Ramkrishnapur Ferry Ghat. It was followed by cultural programmes where the importance of voting and the festive spirit of elections were conveyed through folk songs, dance, and drama. Various other SVEEP initiatives were also kick-started, including a voter awareness boat ferry.
4. One of the major attractions of the event was the presence of **Chhota Bheem and Chutki**, popular animation characters, who participated in the event to spread the message of voter awareness, especially among the **young and first-time voters**.
5. The objective of these initiatives is to educate and inform voters about the importance of voting, along with essential details such as how to locate their polling stations and the poll day schedule. The efforts **aim to maximise voter turnout**, particularly among urban voters, women, PwD electors, youth, and first-time voters, while strengthening awareness among citizens and other stakeholders.
6. Special emphasis will be placed on integrating the **rich cultural heritage of West Bengal**, including Kalighat painting, Pattachitra art, Chhau dance, Jatra theatre, and Baul folk traditions, into

voter awareness communication.

7. These initiatives will also highlight recent measures introduced by the Election Commission of India (ECI) to enhance ease of voting and further strengthen the integrity and transparency of the electoral process, including **mobile deposit facilities** outside polling stations, the **ECINET App**, 100% webcasting, improved Voter Information Slips, and other facilitative steps.
8. To encourage first-time and young voters, Electoral Literacy Clubs (ELCs) in colleges and universities across the State will promote voter awareness among students. A **vibrant social media campaign** will be leveraged to inform and motivate youth, using relatable cultural elements of the State.
9. Collaborations with government departments and corporate organisations will further strengthen outreach efforts.
10. These initiatives aim to reinforce **fear-free, inducement-free, and informed participation** of all stakeholders in the electoral process. The SVEEP events are being organised in line with the overarching theme, **“Chunav Ka Parv, Paschim Bengal Ka Garv.”**

PK/GDH/RP

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