

**No.H.11033/1/2021-DC(KZL)**  
**OFFICE OF THE DISTRICT ELECTION OFFICER**  
**KHAWZAWL DISTRICT : KHAWZAWL**

*Khawzawl, the 23<sup>rd</sup> August, 2021*

To,

The Joint Chief Electoral Officer,  
Mizoram, Aizawl

**Subject: Preparation of SVEEP Strategic Communication Roadmap  
(2021 - 2024) Document: Regarding**


*Reference: No.H.12013/1/2020-CEO/SVEEP dated 19.08.2021*

Sir,

With reference to the subject and your letter no. cited above, I have the honour to submit herewith inputs and suggestions for the National SVEEP Strategic Communication Roadmap (2021-2024) in respect of Khawzawl District as per the prescribed template (enclosed) for favour of your information and necessary action.

*Enclosed: As stated*

Yours faithfully,

  
( C.C. LALCHHUANGKIMA )  
District Election Officer  
Khawzawl District, Khawzawl

**Template – 1: Engagement of different Departments by DEO/DNO**

| <b>Sl. No.</b> | <b>Department/ Division</b>  | <b>Nodal Action Unit</b>                         | <b>Action 1</b>   | <b>Action 2</b>  |
|----------------|------------------------------|--|---|--|
| 1              | Education – Higher Secondary | District Education Officer, Khawzawl District    | Organizing monthly Debates & Discussions among the students in connection with Electoral Registration, casting of votes and electoral participation |  |
| 2              | DIPR                         | DIPRO, Champhai                                  | Quarterly publication of Circulars regarding Voters Education and Electoral Participation.  | Ensuring wide publicity of SVEEP activities in the District.                   |
| 3              | Banking, Finance             | SBI, Khawzawl Branch                             | Display of SVEEP posters in prominent locations in and around the branch's building   | Display of Forms 6, 7, 8 and 8A in prominent locations in and around the bank. |
| 4              | Electricity                  | Executive Engineer, P&E, Khawzawl Power Division | Periodic (monthly or quarterly) inclusion of SVEEP-related messages in Electric bills distributed to every household                                |  |
| 5              | NRLM/MzSRLM/ SHGs            | Cluster Co-ordinator MzSRLM                      | Election related awareness campaigns through Cluster Co-ordinators under MzSRLM in BDO, Khawzawl RD Block's office                                  |  |

## **Template -2: Expectation of key stakeholders**

Expectations from “First time voters who have turned 18”

| <b>Sl. No.</b> | <b>Name</b>       | <b>Age</b> | <b>Gender</b> | <b>Expectation</b>   |
|----------------|-------------------|------------|---------------|--|
| 1              | Zodintluanga      | 18         | M             | More awareness campaigns at school and colleges in the District.                                     |
| 2              | Vanlalruatfeli    | 18         | F             | Clean and well-maintained Polling stations and polling booths  |
| 3              | Lalhriatpuii      | 18         | F             | More awareness campaign organized at Booth levels regarding Mobile apps                              |
| 4              | Zothanpuii        | 18         | F             | More information regarding Enrollment process. Eg. Supporting documents required, which form to use. |
| 5              | Joshua Zothanpuia | 18         | M             | Electoral processes that are inclusive of women and other vulnerable sections of society             |

Expectations from “Urban Youth”

| <b>Sl. No.</b> | <b>Name</b>   | <b>Age</b> | <b>Gender</b> | <b>Expectation</b>   |
|----------------|---------------|------------|---------------|--|
| 1              | Lalchawimawii | 28         | F             | Polling Stations that are accessible by every voter segment including PwDs   |
| 2              | Lalsiamkima   | 25         | M             | More effective use of the unique Public Address system available in the State i.e. Tlangau for improving awareness on Electoral Processes. |

**Template – 3: Content Analysis of IEC/Communication materials developed, adapted and disseminated**

| <b>Sl. No.</b> | <b>Media Type</b> | <b>Material Type</b>                | <b>Language</b> | <b>Year of production</b> | <b>Primary Target Audience segment</b> | <b>Key message/ Tagline</b>  | <b>Developed / Issued by</b> | <b>Whether received from ECI/ SVEEP</b> |
|----------------|-------------------|-------------------------------------|-----------------|---------------------------|--|--|------------------------------|---|
| 1              | Print             | Bookmarks                           | Mizo            | 2021                      | Youth                                  | Electoral registration, my right, my responsibility                                | DEO                          | Yes                                     |
| 2              | Video             | Message by local celebrities/ ICONS | Mizo            | 2021                      | All                                    | Information on Mobile Apps, Voter Helpline and significance of National Voters Day | DEO                          | Yes                                     |
| 3              | Print             | Poster/ Banner                      | Mizo            | 2021                      | All                                    | Significance of National Voters' Day   | DEO                          | Yes                                     |
| 4              | Outdoor           | Mini-Marathon                       | NA              | 2021                      | Youth, Women                           | Healthy voter, Healthy vote  | DEO                          | Yes                                     |
| 5              | Social            | Slogan Writing Competition          | Mizo, English   | 2020                      | Youth                                  | Importance of Electoral Registration   | DEO                          | Yes                                     |

**Template – 4: List of activities proposed at different levels**

| <b>Level of Action</b> | <b>Person(s) responsible</b> | <b>Pre-Election Days</b>   | <b>Election Days</b>   | <b>Post-Election Days</b> |
|------------------------|------------------------------|--|--|---------------------------|
| Booth                  | BLO                          | Appeal message for Electoral Registration through Public Address system (Tlangau) that is available in every locality of the District.   | Appeal message for casting of votes through Public Address system (Tlangau) that is available in every locality of the District. |                           |
| District               | DEO                          | <ul style="list-style-type: none"> <li>- Distribution of Bookmarks with SVEEP-related messages targeting especially to the youth (colleges and higher secondary schools)</li> <li>- Electoral Registration campaign tour, visiting remote areas in the District with appeal messages to rural youth and other key stakeholders.</li> </ul> |  |                           |