Presentation for State Level Training Workshop of Nodal Officers / Master Trainers, Communication plan

Office of The Chief Electoral Officer, Bihar
A Perfect Communication Plan is an essential component of an effective Election Management System.

- It enables micro-management of elections, concurrent tracking and evaluation of issues and mid-course corrections.
- It helps the ‘perception management’ and creates a huge ‘psychological presence’
- It helps the prioritization for intervention.
- It builds confidence.
Communication Plan

• Communication Plan minimizes the response time.
• Enhances Transparency.
• As the free and fair elections is not only an end product but, a process in itself, effective information management energizes the process at every level.
• Piloting during Lok Sabha General elections, 2009 and General Election to Bihar Legislative Assembly, 2010 proved the efficacy of the concept.
What to do

- Identification of Service Providers in the district
- Identification of Communication Network (Telephone, Internet, Wireless etc.)
- Identification of Communication Shadow Zone Areas (Where no network is available)
- Collection of contact numbers (Office, Residence & Mobile), Fax and e-mail address of the following
  - ECI Officials
  - CEO Office
  - District level Officers & Staff
  - RO level Officers & Staff
  - ARO level Officers & Staff
  - BLOs
  - Sector Officers
  - All Polling Personnel
What to do….(Contd.)

– All Police Officers & Staff
– Micro-observers / Micro Expenditure Observers
– Videographers & Digital cameramen
– All Officers & Staff of different Cells
– Observers - their liaison Officers, Drivers, Bodyguards
– Political Parties, Candidates & their Agents
– Electronic & Print Media People
– Collection Centres,
– Dispatch Centres
– Counting Centres
– Control Rooms
– Help Lines
– Strong Rooms & their in-charges
– Private Persons residing nearby Polling Stations
What to do…. (Contd.)

– All Hospitals (PHC, APHC, referral, private Hospitals)
– Civil Surgeon & Other Doctors
– Ambulance services/Drivers
– Fire Brigade
– Important Hotels/Guest Houses
– Cinema Halls/Video Halls
– Airport/Bus Stand/Railway Station
– All Offices of Central Government/PSU/State Government/Local Bodies
– Commandant/Coy. Comdr. – CPF
– Officials of NCC/Scouts/NSS
– Important Educational Institutions
– Printing Press
– Transporters
What to do…..(Contd.)

• Regular Meeting with service providers for uninterrupted network in the district
• Alternative arrangements to be made for communication shadow zones like wireless, walky-talky, runners etc.
• Verification of contact numbers in the Communication Plan by officers of control room/helpline
• Training of all Communication Plan Team members at DEO, RO, ARO level.
• Mock rehearsal/dry run of Communication Plan
• Distribution of Communication Plan database to RO/ARO/ different District Level Cells for its use
Uploading of Database on ECI/CEO, Bihar website

- Uploading of contact numbers of all officials/Nodal Officers/RO/ARO/ERO/AERO/Polling Station level Police officials/BDO/COs/Sector Officers etc. should be uploaded on district’s website.

- Uploading of contact numbers in communication plan on CEO, Bihar website – Online Reporting.

- User Name and password sent vide e-mail to all DEOs for log in and updation of data in RO/ARO/Polling Station level Communication Plan.

- The earlier data entered in the last General Election to Bihar Legislative Assembly, 2010 has been cleared for fresh entry.
OFFICE OF THE
CHIEF ELECTORAL OFFICER, BIHAR
7, Sardar patel marg (Mangles Road), Patna-800015

DEO's Portal
CEO BIHAR
Training
Clickable Map of Bihar
Right To Information
Search in E-Roll
MCC
Teacher Constituency & Graduates Constituency(TCGC)
National Voters Day
SVEEP
Forms
Overseas Electors

ELECTION COMMISSION OF INDIA(ECI)
1. Citizen Services for Officers
2. E-Roll Monitoring
3. Election Monitoring
4. Genesys (for Uploading P01/A01, P02/A02, P03/D03 & Affidavits)

OFFICE OF THE CHIEF ELECTORAL OFFICER(CEO)
1. Software and patch
2. ERMS (Electoral Roll Management System)
3. Latitude/Longitude & Photo of Polling Station
4. Online Reporting
5. Letters
6. TCGC (Teachers Graduates and Constituency Entry Module)
7. Uploading data of BMF at Polling Stations
Office of The
Chief Electoral Officer
BIHAR

Log In
User Name:   
Password:    
Remember me next time.
Log In

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<table>
<thead>
<tr>
<th>Entry Form</th>
<th>General Report</th>
<th>Status Report</th>
<th>Headquarters Report</th>
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<tbody>
<tr>
<td>Fortnightly Report ***</td>
<td></td>
<td></td>
<td>HQ Report</td>
</tr>
<tr>
<td>RTI Yearly Report</td>
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<td></td>
<td>HQ Report</td>
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<tr>
<td>Form 6A Overseas Elector ***</td>
<td></td>
<td></td>
<td>HQ Report</td>
</tr>
<tr>
<td>Claim / Objection (After Draft Publication w.r.t. 01/01/2014)</td>
<td>Report</td>
<td>Report</td>
<td>HQ Report</td>
</tr>
<tr>
<td>FIRST LEVEL CHECKING OF EVM</td>
<td>Report</td>
<td>Report</td>
<td>HQ Report</td>
</tr>
<tr>
<td>Law &amp; Order - II (NEW)</td>
<td>Report</td>
<td>Report</td>
<td>HQ Report</td>
</tr>
<tr>
<td>Flying Squad Annexure - C (NEW)</td>
<td>Report</td>
<td>Report</td>
<td>HQ Report</td>
</tr>
<tr>
<td>Vulnerability (NEW)</td>
<td>Report</td>
<td>Report</td>
<td>HQ Report</td>
</tr>
<tr>
<td>Details of Accused Persons in Electoral Offences</td>
<td>Report</td>
<td>Report</td>
<td>HQ Report</td>
</tr>
<tr>
<td>FORM 3A (Notice of Nomination)</td>
<td>Report</td>
<td>Report</td>
<td>HQ Report</td>
</tr>
<tr>
<td>संबंधित किने गये क्रान्तिकारी निगमित/निरस्त निर्देश की संख्या</td>
<td>Report</td>
<td>Report</td>
<td>HQ Report</td>
</tr>
<tr>
<td>Fugitive Criminals</td>
<td>Report</td>
<td>Report</td>
<td>HQ Report</td>
</tr>
<tr>
<td>Pending Warrants</td>
<td>Report</td>
<td>Report</td>
<td>HQ Report</td>
</tr>
<tr>
<td>List Of Persons Having Security Cover</td>
<td>Report</td>
<td>Report</td>
<td></td>
</tr>
<tr>
<td>District Wise Information For Commission’s Visit</td>
<td>Report</td>
<td>Report</td>
<td></td>
</tr>
<tr>
<td>Communication Plan (NEW)</td>
<td>Report</td>
<td>Report</td>
<td>HQ Report</td>
</tr>
<tr>
<td>Quarterly Report of Budgetary Allotment</td>
<td>Report</td>
<td></td>
<td>HQ Report</td>
</tr>
<tr>
<td>Quarterly Report of Revenue Receipt</td>
<td>Report</td>
<td></td>
<td>HQ Report</td>
</tr>
<tr>
<td>Annexure B</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENTRY FORM</td>
<td>GENERAL REPORT</td>
<td>HEAD QUATER REPORT</td>
<td></td>
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<tr>
<td>District Communication Plan</td>
<td>Report</td>
<td>HQ Report</td>
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<tr>
<td>Polling Station Communication Plan</td>
<td>Report</td>
<td>HQ Report</td>
<td></td>
</tr>
<tr>
<td>RO Communication Team</td>
<td>Report</td>
<td>HQ Report</td>
<td></td>
</tr>
<tr>
<td>ARO Communication Team</td>
<td>Report</td>
<td>HQ Report</td>
<td></td>
</tr>
</tbody>
</table>

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## Office of The Chief Electoral Officer
### BIHAR

### Polling Station Communication Plan

<table>
<thead>
<tr>
<th>District</th>
<th>Ac No and Name</th>
<th>Polling Station No &amp; Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Araria</td>
<td>46 - Narpagunj</td>
<td>001 - Frathimk Vidyalay, Bela</td>
</tr>
</tbody>
</table>

### Nearest Communication Mode

<table>
<thead>
<tr>
<th>Person's Name</th>
<th>STD Code</th>
<th>Mobile No.</th>
<th>Wireless(Y/N)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Nearest Police Station or Police Chowki

<table>
<thead>
<tr>
<th>Name of Police Station</th>
<th>Distance from Polling Station(KM)</th>
<th>STD Code</th>
<th>Phone No.</th>
<th>Mobile No.</th>
</tr>
</thead>
</table>

### Zonal Officer

<table>
<thead>
<tr>
<th>Zone Name</th>
<th>Zone No.</th>
<th>Officer Name</th>
<th>STD Code</th>
<th>Phone No.</th>
<th>Mobile No.</th>
</tr>
</thead>
</table>

### Sector Magistrate

<table>
<thead>
<tr>
<th>Sector No</th>
<th>Officer Name</th>
<th>STD Code</th>
<th>Phone No.</th>
<th>Mobile No.</th>
</tr>
</thead>
</table>

### Any Other Suitable Local Contact Persons / Runners etc

<table>
<thead>
<tr>
<th>Name of person 1</th>
<th>Phone No. with STD Code</th>
<th>Mobile No.</th>
<th>Name of person 2</th>
<th>Phone No. with STD Code</th>
<th>Mobile No.</th>
</tr>
</thead>
</table>

### BLO

<table>
<thead>
<tr>
<th>Name</th>
<th>Designation</th>
<th>Name of Office in which Post</th>
<th>Controlling Office</th>
<th>Block Name</th>
<th>Mobile No.</th>
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</thead>
</table>

### Critical PS

<table>
<thead>
<tr>
<th>Yes/No</th>
<th>PS having vulnerable area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

### Upload | Reset
### Part A

<table>
<thead>
<tr>
<th>SI#</th>
<th>Name</th>
<th>STD Code</th>
<th>Phone No.</th>
<th>Mobile No.</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AJAY KUMAR CHAUDHURY</td>
<td>06453</td>
<td>222001</td>
<td>9431220200</td>
<td>222124</td>
<td><a href="mailto:dm-araria.bihar@nic.in">dm-araria.bihar@nic.in</a></td>
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</tbody>
</table>

### Part B

<table>
<thead>
<tr>
<th>SI#</th>
<th>AC No.</th>
<th>Polling Station No</th>
<th>Member Name of Communication Team</th>
<th>STD Code</th>
<th>Phone No.</th>
<th>Mobile No.</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### ARO Level Communication Team *

<table>
<thead>
<tr>
<th>District</th>
<th>AC No &amp; Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Araria</td>
<td>46 - Narpatganj</td>
</tr>
</tbody>
</table>

#### Part - A

<table>
<thead>
<tr>
<th>Name of ARO</th>
<th>STD Code</th>
<th>Phone No.</th>
<th>Mobile No.</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARSHAD AZIZ</td>
<td>06453</td>
<td>222002</td>
<td>9431010303</td>
<td>222103</td>
<td><a href="mailto:ddc-araria.bih@nic.in">ddc-araria.bih@nic.in</a></td>
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</table>

#### Part - B

<table>
<thead>
<tr>
<th>AC No.</th>
<th>Polling Station No. From</th>
<th>Polling Station No. To</th>
<th>Member Name of Communication Team</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**Upload**  **Reset**
Uploading of Database on ECI/CEO, Bihar website

• SEARCH enabled Database of Polling Station level communication contact points for focused tracking on the poll day will have to be uploaded as done during last Bihar Legislative Assembly General Election, 2010.
• The Plan will operate through a well structured multi-layer Communication Teams (CTs)
  – ARO (Assembly segment level)
  – RO (Parliamentary segment level),
  – DEO (District Level)
  – CEO (State Level)
  – Communication Teams will have clear demarcation of geographical areas and communication-related responsibilities geared to quick crisis resolution and grievance monitoring and information flow.
The Election Commission of India had established a well equipped Control Room for the purpose of running the Communication Plan on the poll days in the last Lok Sabha General Election, 2009.

The Communication Teams at ECI/CEO Head Quarters will track Poll Day events through State Level, District Level, AC level and at the Polling Station level.

OK reports and ‘comfort messages’ will be obtained on pre-identified issues and events.

Significant events at any locations will be monitored in a focused manner.
Uploading of Database on ECI/CEO, Bihar website (... Contd.)

• Every member of the Communication Team at each tier, and the Polling Station level Communication Plan must know all contact numbers and other details of all the persons associated with him in related higher and lower tiers.

• Every body in the Communication Plan setup must be clear as to “WHO IS TO TALK TO WHOM, AND HOW”.

• Communication will be professional, focused, within the ‘time frame’ given for tracking specific mile-stone feed-backs.

• No extra word will be spoken.

• It is not a free-for all, causal communication plan. It is about getting the correct information from the correct location by the correct persons to be passed on to the correct persons in a correct manner in correct time.
Control Rooms at State & District Headquarters

• Well equipped Control rooms were set up at CEO and DEO offices.
• Telephone with 15 hunting lines, fax machines with 6 hunting lines, 9 computers with broadband, ADF scanner etc. were installed in the control room at CEO office during Lok Sabha General Election, 2014.
• Deputation of officials / employees in the control room was done for its operation round the clock.
• District wise different teams consisting of an officer, an assistant and one data entry operator with computer were formed.
• Assembly Constituency-wise Registers were prepared.
Control Rooms at State & District Headquarters

- Election related complaints were received through fax and telephones.
- These were immediately recorded/type in pre-formatted letters on the computers, E-mailed as well as faxed to the districts. The teams with the help of communication plan, talked telephonically with the polling personnel/sector/patrolling/zonal magistrates/ARO/RO as well as the public on/near the concerned booth, to enquire/verify the actual facts.
- Thus all complaints could be attended to and almost disposed off the same day.
Layout for each District/PC/AC in the Control Room

- District / PC/AC
  - Officer
  - Data Entry Operator
  - Supervisor
  - Assistant
    - Computer
    - Printer
    - Incoming Phone
    - Outgoing Phone
    - Registers/ Fixed formats
      - Communication Plan (Hard + Soft Coy)
### Format of Letter/Register

#### Table

<table>
<thead>
<tr>
<th>निर्देशन क्षेत्र का नाम</th>
<th>जिला का नाम</th>
<th>मतदान केन्द्र की संख्या एवं नाम</th>
<th>शिकायतकर्ता का नाम एवं पता</th>
<th>दूरभाष संख्या</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
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</table>

#### Table (continued)

<table>
<thead>
<tr>
<th>शिकायत का विवरण</th>
<th>शिकायत प्राप्ति का समय</th>
<th>इस कार्यालय द्वारा की गई कार्रवाई</th>
<th>प्राप्त प्रतिवेदन</th>
<th>अभाविक</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
</tr>
</tbody>
</table>
The Logistics

- The Team Members of ARO, RO and DEO level Communication Teams should be given adequate
- Training
- Landline phone connections
- Computer with UPS
- Operator
- Internet /Broadband Connection for uploading of data
- Internet connection of different service providers
MOCK-RUNS / MONITORING

OBJECTIVE

To make every person, who is a part of the Communication Plan set-up - at the PS, ARO, DEO, RO, CEO levels –have hands-on awareness, knowledge and practice about his role and responsibilities in the Communication Plan.

Regular monitoring of Communication Plan and entry of the outcome to be recorded in register in prescribed format supplied by CEO Office vide letter no. 4175 dated 08.04.2009.
Precautions

• Keep conversation brief and to-the-point to keep the communication channels free from being jammed and congested.

• Ensure constant contacts with service provider and ensure the networks are in good health.

• Ensure that every person in the hierarchy, who is a part of the Communication Plan, is fully supplied with all the contact numbers and other details of all the related persons above and below him in the Communication Plan hierarchy.

• Try and keep separate phone lines for incoming and outgoing phone calls, where ever possible.
On Poll Day

Poll day Collection of Information about …

• Report on arrival of Polling Parties
• Report on arrival of Patrolling Parties
• Delivery of EVM to Polling Parties
• Conduct of mock-poll and mock-poll certificate
• Presence and absence of polling agents (specially during mock-poll)
• Report on beginning of the Poll
• EVM malfunctioning and replacement-time
• Two hourly report
• 1 PM – RO statutory report
• 5 PM – RO statutory report
• Reports about incidents (Two hourly)
• Final report about incidents/violence and special booths – 5 PM
• Signage put up for special counters at EVM collection centre or not – 6 PM
• 7 AM (Next day of Poll) Statutory report by RO
The Scope

• The efficacy of this Communication Plan actually depends on how many focused calls made by Communication Teams on the poll day at every level.

• It is not about how many calls will be made from ECI/CEO Office but about how many calls are made to polling stations by DEO/RO/ARO teams.

• Except for random verifications, the tracking protocol should be adhered to. But, random contacts from any level to any level is a MUST.
THANKS