

Innovation in Technology Used

We have used various available social networking and broadcasting application for voter awareness and maximum voter participation. Our election related activities were published by using various popular IT applications for the viewing of general public and political parties.

1) **Facebook** : Facebook is very popular these days among the youth, so targeting the youth we have created a Facebook page by the name of “Goalpara District Administration, Assam” to share day to day activities during election preparation to generate maximum awareness and interest about election among voters. Through this page we have shared all election related Videos, Images and various updates to spread voter awareness. The main objective of using this social networking app was to extent voter awareness among the new generation. The following is a snapshot of our Facebook page which can be accessed with the link <https://www.facebook.com/goalpara.gov.in> .

2) **YouTube** : One of the best online video sharing application is YouTube, so we have also created YouTube account to upload all election related videos so that anyone can access it from anywhere. Moreover managing videos in YouTube is very easy and we can access it anytime from anywhere.

Types of videos we have uploaded are :

- a) EVM Trainings among voters around the district.
- b) Street plays to promotion voter awareness.
- c) Various functions, competitions & motivational talks for voter awareness.
- d) Rallies and camps for voter awareness.
- e) Programs among school and college going students to create interest about election.
- f) Other Election related videos to promote transparency and fair election.

3) **SMS for Awareness:** As almost 8 out of ten families have mobile phones these days, we have also used the SMS system to convey our messages to the general public. Under the aegis of SVEEP, Aircel in collaboration with DEO Goalpara has started sending SMSs from 17-04-2014 to its local customers urging them to cast their vote.

4) **Webcasting (YouTube Live Event)** : AS per the guidelines of ECI Webcast of poll process was also done for various polling stations across the district. The webcasting was successfully done by using **YouTube Live Event** service and using BSNL broadband and WiMax services.

The live events are available on YouTube and can be accessed by visiting the following link http://www.youtube.com/channel/UCuhy7biL7X_maTBgBL5UwWg/videos.

5) **Bulk SMS Service** : We have also used the help of bulk SMS service so that we can communicate & deliver urgent message to all officers easily. It was very helpful to convey messages, reminders etc. especially to all polling personals, sector and zonal officers and micro observers. We were able to keep

in touch with all the polling personals deployed in various locations across the district with this bulk SMS service.

Model Code of Conduct

The model code of conduct cell was constituted on 5th March 2014, soon after the announcement of Parliamentary Election 2014 by the Election Commission of India. The cell started functioning under the Chief Executive officer, Goalpara as its incharge, Extra Assistant Commissioner, Goalpara as assisting officer along with 5 working staff, working in magistracy branch, DC's office, Goalpara, Assam.

With an objective to keep vigil over the entire district, the following seven decentralized MCC sub cells were formed police station wise, under the active leadership of the respective circle officers and Block Development Officers along with their office staff.

Name of Police Station	In Charge officer
Rongjuli & Dhupdhara PS	Circle Officer, Rongjuli
Dudhnoi PS	Circle Officer, Dudhnoi
Krishnai PS	Circle Officer, Matia
Matia & Mornoi PS	Block Development Officer, Matia
Goalpara & Agia PS	Circle Officer, Balijana
Baguan PS/Goalpara RPS	Block Development Officer, Balijana
Lakhipur PS	Circle Officer, Lakhipur

Eight number of videographers were engaged, one in the centre and other seven in the mentioned zones to record the happenings, so that immediate action could be geared up in the troubled zones.

The govt. officers and the political parties in particular and public in general were made aware about the model code of conduct. Various meetings were held propagating fair play and strict observance of the model code of conduct. Hoardings, posters, banners etc. of particular political parties or party in power were removed immediately, and strict instructions were passed on to the political parties to abide by laws. The penal code provisions relating to the violation of model code were widely circulated through newspapers, electric media, banners and handouts etc. the guidelines to be observed during the entire election process were passed on to the member of political parties and general public.

The main cell was housed in the DC's office, Goalpara. It was well equipped with 24x7 call centre to receive calls, attend to complaints and take action. Proper registers were maintained to track the unlawful events and properly check them from escalating further.

In order to facilitate the process of obtaining permissions for holding public meetings, rallies, processions etc. a single window was installed so as to avoid chaos and delay in granting permission. DSP Goalpara was made the Permission cell incharge. Officials from transport department were engaged to take care of vehicle related permissions. All the necessary IT support were installed along with FAX and Xerox machines etc. While granting permission impartiality was maintained so that the sentiments were not hurt. Religious institutions, educational institutions were strictly protected from electioneering process.

Series of meetings and training sessions were also held to ensure proper knowledge and communication between MCC cell, Govt Officials, Political Parties, Photo and Videography team etc.

- Meeting on 5th March 2014, with all the Govt officials.
- Meeting on 5th March 2014, with all the Political parties.
- Meeting on 12th March 2014 with MCC cell and other concerned.

All the parties were given fair chance to conduct their meeting and rallies. Careful attention was paid not to hurt community sentiments, party sentiments which could aggravate situations. Complaints were immediately registered without any biasness and adhered to immediately. The MCC team worked in coordination with the flying squad and the video surveillance team of the Expenditure cell. The footage covered by the videographers were scrutinized by the video viewing team who in turn sent their remarks to the MCC cell to take necessary action. All these teams worked in unison and harmony to maintain discipline throughout the entire election process.

Reports of MCC violations were daily updated in the dashboard of Election Monitoring Website.

Engaged Videographers were properly trained to capture footage on MCC violation. And immediate action were taken for such violations with proof for further action.





It's noteworthy that the entire election process went smoothly without any ethnic clash or clash between the political parties, no violent incident was recorded in spite of the district being sensitive in various aspects no FIR was lodged. Petty complaints were registered which were solved immediately. It is further reported that the poll percentage was also remarkably higher in comparison to earlier years. At best we can say that it was a success story.

APPEAL

As per Section 171 B of Indian Penal Code, any person giving or accepting any gratification in cash or kind during election process, with a view to inducing the person to exercise his electoral right is punishable with imprisonment up to one year or with fine or with both.

Further, as per Section 171 C of Indian Penal Code, any person who threatens any candidate or elector, or any other person, with injury of any kind, is punishable with imprisonment up to one year or with fine or both.

Flying Squads have been formed to register cases against both the giver and the taker of bribe and for taking action against those who are engaged in threat and intimidation of electors. All the Citizens of Goalpara District are hereby requested to refrain from taking any bribe and in case, anybody offers any bribe or is having knowledge about the bribe or cases of threat/intimidation of electors, then he should inform on the Telephone No. 03663243043 of the 24 x 7 Complaint Monitoring Cell of the district, set up for receiving the complaints.

Sd/-
**Deputy Commissioner &
District Election Officer,
Goalpara.**

EO / Bonti Talukdar
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Parties apprised of Model Code of Conduct in Goalpara

CORRESPONDENT

GOALPARA, March 12- A meeting with the members of leading political parties to apprise them of the Model Code of Conduct was organised at the DC's conference hall here at the Deputy Commissioner's office on Tuesday.

Presiding over the meeting, the District Election Officer (DEO), also the Deputy Commissioner Preetom Saikia while appealing to all the members of political parties to strictly adhere to the rules as laid down under the Model Code of Conduct (MCC) said that various cells for managing the election in a free and fair manner have been formed in the district to oversee the implementation of the MCC and restrict electoral malpractices during the elections. He also informed about the formation of Media Certification & Monitoring Committee (MCMC) to monitor and check paid news in both the print as well as the electronic medium in the district and urged all the political parties to place before the MCMC, the advertisements by individual contesting candidates for pre-view and scrutiny. Moreover, the DEO also requested all the people to deposit their licensed weapons with the concerned local police stations.

Meanwhile, the CEO, Zila Parishad Abbu NI Hussein Bora who is in charge of the Model Code of Conduct (MCC) Cell said that the MCC is a set of rules of 'Do's and Don'ts' which should be adopted by the political parties to ensure smooth conduct of free and fair polls. He also said that the MCC is a set of norms which was mutually evolved by all the political parties after deliberations and enforced by the Election Commission of India (ECI) so that no contesting candidates are at a disadvantageous position during the time of elections. He also apprised them of the don'ts and informed all the members of the political parties that all their election-related activities will be monitored by various cells and follow-up actions will be taken immediately in case of MCC violation and also the matter will be taken up with the appropriate authorities.

Among others who also spoke on the occasion were ADCs Vivekananda Choudhury and Ajit Narayan Hazarika, election officer Biswajeet Goswami, and representatives of various political parties. A powerpoint presentation on the Model Code of Conduct was given in the meeting by EAC Bhonti Talukdar.

EP / Bonti Talukdar
15/3/14