

SWARAJ INDIA, WEST BENGAL



ACTIVITY REPORT & ANALYSIS

**Roadshow: Violence Free Elections
31 May 2018**

Moulali Junction

Date: 31.05.2018
Time: 12.25 pm to 02.00 pm
Location: Moulali Junction in Central Kolkata
District: Kolkata
Public Attendance: 300+
Volunteer Attendance: 10+
Leaflet Distribution: 250 approx.
Public Opinion: Curiosity about SI. Mixed Response. After interaction, many agreed with subject
Note: CITU and INTUC gathering took place at the same venue regarding hike in petrol diesel price. Swaraj India's leaflet distributed among them. Press was there to cover *Chakka Jam*

Manicktala

Date: 31.05.2018
Time: 02.35 pm to 04.00 pm
Location: Manicktala in North Kolkata
District: Kolkata
Public Attendance: 100+
Volunteer Attendance: 13+
Leaflet Distribution: 100 approx.
Public Opinion: Curiosity about SI. Mixed Response. After interaction, many agreed with subject
Weather: Due to rain, the event could not be done effectively

Shyambazar Junction

Date: 31.05.2018
Time: 04.25 pm to 05.30 pm
Location: Shyambazar in North Kolkata
District: Kolkata
Public Attendance: 350+
Volunteer Attendance: 15+
Leaflet Distribution: 500 approx.
Public Opinion: Huge positive response. Some mobile numbers collected. Curiosity about SI. After interaction, many agreed with subject

Conclusion:

1. The issue raised received public support and it is possible to build-up public opinion around it. Next phase has to be planned.
2. There is curiosity around a new political formation. This has to be strengthened by constant on-ground activity and social media promotion.
3. Innovative on-ground as well as social media campaigns have to be launched to increase the emotional connect of people to the issue.
4. Creative posters, slogans and professionally supported social media campaign are needed.
5. The content of our speeches need to be more standardized.
6. Flag Stand is required for placing flags on meeting venues.
7. We have to start planning distribution of more publicity material of Swaraj India.
8. Volunteer engagement was very satisfactory. We have to plan to keep-up this interest and participation.
9. Immediate meeting for review and input by volunteers has to be organized at State Office.

Photographs





End of Report