



Hooghly-Chinsurah Municipality

Mahendra Mitra Road, Pipulpati, PO & Dist. – Hooghly, West Bengal
Tel.: (033) 2680-2899/2319, Telefax.: (033) 2680-6092 , 9903520638
Website:- www.hcm.net.in & E-mail id :- hooghch@yahoo.com



MODEL INFORMATION, EDUCATION & COMMUNICATION (IEC) PLAN

1. Executive Summary & Objective

- o **Objective:** To drive public awareness, promote citizen participation, and facilitate smooth self-enumeration/civic coverage across all 30 wards of the Hooghly-Chinsurah Municipality (HCM).
- o **Target Audience:** All residents, business owners, local institutions, students, and community leaders within the municipality boundaries.
- o **Campaign Duration:** July 28, 2026 – September 14, 2026

2. Proposed IEC Activity Matrix

Sl	Activity	Venue	Timeline	Responsible Department / Agency
1	Banners & Posters Display	20 Banners: Municipality Gate, District Hospital, Railway Station, Bus Stand, Market Areas Posters: Distributed across all 30 Wards, Govt. Offices, Schools	28.07.2026 – 15.08.2026	Hooghly Chinsurah Municipality
2	Mobile Publicity & Announcements	2 Mobile Vans equipped with public address systems covering all 30 Wards (2 hours daily announcement)	01.08.2026 – 10.08.2026	HCM Health Dept.
3	Leaflet & Brochure Distribution	3,000 Door-to-Door Leaflets distributed via Councillors, Enumerators, Ration Shops, and Markets	01.08.2026 – 14.09.2026	ICDS Workers & Nirmal Sathi
4	Awareness Camps	Targeted interactive sessions in 5 Schools, and 5 Key Govt. Offices and Clubs within HCM jurisdiction	02.08.2026 – 08.08.2026	Education & Youth Dept.
5	Street Plays (Nukkad Natak)	10 Key High-Footfall Locations: Chowk Bazar, G.T. Road, Imambara, Bandel, etc.	03.08.2026 – 12.08.2026	Cultural Team & Local SHGs
6	Social Media & WhatsApp Outreach	Daily posts, awareness reels, and status updates via official HCM Facebook Page & Ward WhatsApp Groups	01.08.2026 – 14.09.2026	IT Cell, HCM
7	Municipal Help Desk	Dedicated physical Help Desk for assisting citizens with Self-Enumeration and queries	01.08.2026 – 15.08.2026	Certificate Section

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Executive Officer
Hooghly Chinsurah Municipality

Memo No:- 2401/7

Date: 25/07/26

Copy Forwarded to :

- 1) The DPLO & O.C. Census, Office of the District Magistrate, Hooghly
- 2) The D.I. of Secondary Education, Hooghly Chinsurah with a request to arrange for Awareness Camps at Different Schools under your jurisdiction.
- 3) The SWM Expert, Hooghly Chinsurah Municipality with a request to arrange for Mobile Publicity & Announcements
- 4) The Manger NULM, Hooghly Chinsurah Municipality with a request to arrange for **Leaflet distribution among SHGs.**
- 5) The MYO, Hooghly Chinsurah Municipality with a request to arrange for Awareness Camps at different Clubs within HCM jurisdiction
- 6) The CDPO, Hooghly Chinsurah Municipality with a request to arrange for Leaflet & Brochure Distribution
- 7) The IT Co Ordinator, Hooghly Chinsurah Municipality with a request to arrange for publicity through social media & WhatsApp Outreach

24/7/26

Executive Officer
Hooghly Chinsurah Municipality

**Charge Officer &
Executive Officer
Hooghly-Chinsurah Municipality**