



Trinamoole Nabo Jowar

## Niye Unnayoner Ongikar, Trinamoole Elo Nabo Jowar

### Objective

To usher in a new wave of progress and development at the grassroots by identifying the right set of public representatives through a first-of-its-kind democratic & decentralized process, taking into cognizance the opinion of the people of Bengal.

### Campaign aims to:

- Strengthen the party's resolve to remain connected with the masses through a **Pan State Yatra** by the National General Secretary of AITC, traversing every district of Bengal
- Pioneer the process of **PRI Candidate Selection** at the grassroots by providing people a platform to **voice their opinion** through a **State-Wide Referendum**

### Key Components:

#### 1. Jono Sanjog Yatra

In this campaign, **National General Secretary of AITC, Shri Abhishek Banerjee** will embark upon a two month-long yatra from **Coochbehar to Kakdwip**, starting **25<sup>th</sup> April 2023**. Traversing every district of Bengal, Shri Abhishek Banerjee will interact with the masses and bring the grassroot party members together.



## জন সংযোগ যাত্রা

Over the course of a day, the campaign will consist of a series of activities, including

- A bus yatra through a curated cluster of Panchayats
- Three to four block-level public meetings
- District-level AITC Party Adhiveshan to conduct a referendum
- Community dinner and night stay at the Adhiveshan Camp

## 2. Gram Banglar Motamot

At the **Adhiveshan**, an unprecedented, first-of-its-kind referendum exercise to finalize PRI candidates for the upcoming Panchayat elections.



গ্রামবাংলার  
মতামত

During the Referendum, the party members and influencers from each Gram Panchayat will participate in a secret ballot to recommend the right candidates for the following positions:

- Zilla Parishad Members
- Panchayat Samiti Members
- Gram Panchayat Members

In addition, an online referendum will also be made available to the general public at [www.tnofficial.com](http://www.tnofficial.com) on 25<sup>th</sup> April, 2023 to enable them to participate and voice their opinions.

### Key Numbers:

60  
Days



60  
Adhiveshans



250+  
Public Meetings



30 Lakh+  
Direct Outreach



3500+ Kms  
Distance Covered



3 Lakh+  
Party members



1 Cr+  
Daily Digital Reach



15,000+  
Influencers Engaged



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