

Electoral Literacy Club (ELC) | Deva Matha College

The **Electoral Literacy Club (ELC)** at Deva Matha College is a platform established under the aegis of the Election Commission of India (ECI) to sensitise the student community about their electoral rights and the democratic processes of the nation. Recognising that higher education institutions house the next generation of first-time voters, the ELC serves as a bridge between classroom learning and active civic participation.

Our club operates on the philosophy of "**Learning by Doing**," moving away from traditional lectures to engage students through interactive, hands-on activities that demystify the registration and voting process.

Vision and Objectives

The primary goal of the ELC is to build a culture of electoral participation among students to ensure "No Voter is Left Behind." Our key objectives include:

- **Educating** students on the value of their vote and the importance of ethical, informed, and inducement-free voting.
- **Facilitating** the registration of all eligible students by providing assistance with Form 6 and other electoral requirements via the National Voters' Service Portal (NVSP).
- **Fostering** a sense of civic duty and critical thinking regarding governance and democratic accountability.
- **Disseminating** information regarding the use of Electronic Voting Machines (EVMs) and Voter Verifiable Paper Audit Trails (VVPATs) to enhance transparency and trust.

Core Activities

To achieve these goals, the ELC at Deva Matha College organises a diverse range of programmes throughout the academic year:

- **Voter Registration Desks:** Dedicated camps to assist students in enrolling in the electoral roll and updating existing credentials.

- **Mock Polling Sessions:** Simulated election environments that allow students to experience the step-by-step process of casting a ballot, from identity verification to the ink mark.
 - **Interactive Competitions:** Engaging the student body through debates, elocution, poster-making, and quiz competitions centered on the theme of Indian democracy.
 - **National Voters' Day Celebrations:** Annual observance on 25th January featuring guest lectures, voter pledges, and awareness rallies.
 - **Community Outreach:** Extending literacy initiatives to the local community and marginalised groups to ensure widespread awareness.
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Governance

The club is mentored by a **Nodal Officer** (Faculty Member) and led by **Campus Ambassadors** (Student Representatives). It functions as an inclusive space where students from all disciplines can congregate to discuss the electoral process, analyse manifestos, and understand their role in shaping the future of the country.

"Your Vote is Your Voice. Empower Yourself. Empower the Nation."

Activity Report: 2022–2023

Focus: National Identification & Electoral Roll Integrity

- **Voter ID – Aadhaar Linking Drive (October 2022):** In response to the Election Commission's mandate for de-duplication of electoral rolls, the ELC organised a drive to link EPIC cards with Aadhaar numbers.
 - **Parental Outreach:** A specialized campaign was held on 6 October 2022, specifically to assist parents of students with the linking process.
 - **College Help Desk:** A week-long help desk was established on campus to provide technical support to students and staff.
 - **Inauguration:** The drive was formally inaugurated by officials from the Village Office Election Wing.
- **Annual Voter Enrollment Campaign (December 2022):** A registration drive was conducted from 1 December to 8 December 2022.
 - **Outcome:** The initiative successfully facilitated the enrollment of **92 new voters**.

Activity Report: 2023–2024

Focus: Innovative Awareness & Community Engagement

- **Polling Booth Beautification (September 2023):** As part of the Puthuppally LAC By-election, ELC volunteers undertook the decoration of three polling booths: Booth No. 8 (St. Joseph's LP School, Kongandoor) and Booths No. 3 and 4 (St. Sebastian's HSS, Ayarkunnam).
 - **Eco-Friendly Approach:** The team used sustainable materials like palm leaves, coconut fronds, and paper decorations.
 - **Inclusivity:** The booths were designed to be "mother and child-friendly" to ensure comfortable access for voters with young children.
- **Floral Design (Pookkalam) Competition (Onam 2023):** The club participated in the "Online Athappookalam Competition" organised by SVEEP and the District Administration, Kottayam.
 - **Thematic Art:** Four creative floral carpets featured designs incorporating electoral themes and voting awareness messages.
- **Voter Enrollment Campaign (November 2023):** A two-week campaign (12–26 November) focused on first-year undergraduate students.
 - **Digital Tools:** Volunteers provided training on the **Voter Helpline App** to facilitate self-enrollment.
 - **Outcome:** The drive resulted in the enrollment of **58 first-year students**.
- **National Voters' Day (25 January 2024):** Observed with a quiz competition and an orientation session led by representatives from the Meenachil Taluk Election Wing.

Activity Report: 2024–2025

Focus: Gender Equity & Intellectual Discourse

- **Women's Day Celebrations & #SheVote Campaign (6 March 2025):**
 - **Debate Competition:** The ELC hosted a formal debate on "**Gender Equity in the Voting Process and Democracy**" to discuss barriers to female participation.

- **Wall Poster Initiative:** On the same day, a "**Wall of Democracy**" was established featuring slogans under the **#SheVote Campaign** to encourage young women to exercise their franchise.
 - **Voter Awareness Quiz (13 August 2025):** An inter-departmental quiz was held to test knowledge of the Indian electoral system and promote civic awareness.
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Activity Report: 2025–2026

Focus: Legislative Simulation & Constitutional Education

- **Model Parliament Session (29 January 2026):**
 - **Mentorship:** This landmark session was mentored by **Mr. Libin P. Toms**, Faculty of the Political Science Department, providing students with professional insights into legislative processes.
 - **Simulation:** Students engaged in mock parliamentary proceedings, including Question Hour and bill debates.
 - **Institutional Support:** The college allocated Rs. 2,560 for the competition and provided advanced mentorship for students participating in high-level civic contests.
- **Constitution Day Podcast (26 November 2026):**
 - **Digital Initiative:** To mark **Samvidhan Divas**, the club produced and launched a digital **podcast on the Constitution**.
 - **Topics:** The series covered fundamental rights, duties, and the constitutional framework of Indian elections, continuing the club's tradition of creating multimedia educational content.