



Election Commission of India

Electoral Literacy Club

Resource Guide for Colleges



Election Commission of India
Nirvachan Sadan, Ashoka Road, New Delhi
Telephone: 91-11-23052205
Fax: 91-11-23052219
www.eci.nic.in / www.ecisveep.nic.in





Election Commission of India

Electoral Literacy Club

Resource Guide for Colleges





INDEX



Published in 2018 by the Election Commission of India
Nirvahcan Sadan, Ashoka Road, New Delhi, 110001

*Text, Photographs and Illustrations
Copyright © Election Commission of India*

1. Introduction	05
2. Objectives	05
3. Members	06
4. Structure	06
5. Nodal Officer & Mentor	06
6. Executive Committee	07
7. Convener	08
8. Term of Office	09
9. Venue	09
10. ELC Sessions	09
11. Activities	09
12. Social Media Presence and Outreach	10
13. Mandatory Rules	10
14. Inclusion of Students with Disabilities	11
15. Activities with Instructions	12
i. The Wall of Democracy	13
ii. Ballot Bistro	06
iii. Young Voters' Festival or Yuva Matdata Mahotsav	18
iv. Special Drive	21
v. Debate/Speech Elocution Competition	22
vi. National Voters' Day Celebration	23
vii. Motivators Invite	24
viii. Featured Stories in the College Magazine	25
ix. Social Media Based Activity	25
16. Proposed Schedule of Activities	26
17. Resources	27



1. Electoral Literacy Clubs -Introduction

Electoral Literacy Clubs are being set up in the country to promote electoral literacy in all age groups of the Indian citizens through engaging and interesting activities and hands-on experience but in an apolitical, neutral and non-partisan manner.

Electoral Literacy Clubs are especially being set up in colleges all across India targeting the new voters, (in the age-group of 18-21 years old) pursuing their graduation.

The club will have all the students from all semesters as its members. The following sections will talk in detail on how the ELC will be set up, who will be its participants, convener, where and how it will be conducted and what activities it will include.

2. Objectives

- I. To educate the targeted populations about voter registration, electoral process and related matters through hands on experience;
- II. To facilitate EVM and VVPAT familiarization and education about the robustness of EVM as well as the integrity of the electoral process using EVMs;
- III. To help the target audience understand the value of their vote and exercise their right to franchise in a confident, comfortable and ethical manner;
- IV. To harness the potential of ELC members for carrying the electoral literacy in communities;
- V. To facilitate voter registration for its eligible members who are not yet registered;



VI. To develop a culture of electoral participation and maximize the informed and ethical voting and follow the principle '*Every vote counts*' and '*No Voter to be Left Behind*'.

3. Members

The club will have students as its members. One can become a member by registering herself/himself at the beginning of the academic year. After registration, one is recognized as a member till the completion of her/his graduation course.

4. Structure

ELC may be named as per the name of the College/ Institute and will be set up and coordinated by the Nodal Officer. It is proposed that 1 ELC be set up per college. However, if need be, chapters of the same can be introduced for different departments/schools within the university. The institution may decide how to proceed as per its convenience.

5. Nodal Officer /Mentor

One or two teachers from the Political Science Department of the college will act as the Nodal Officers for the ELC. They will also act as Mentors for the respective ELC. The teachers with election duty experience should be given preference for this work. Their job content will focus on:

- I. Promoting and supervising Club enrollment.
- II. Supervising the election and formation of the Executive Committee of ELC.
- III. Coordinating between the District Election Officer and the ELC for exchange of resources, information etc.



- IV. Attempt generating new resources and forward the same to the District Election Officer.
- V. Guiding and supervising the development of the calendar of activities for the year by the Executive Council.

Note- *Nodal Officer will be free to engage the Executive Committee Members in the operations of the ELC*

6. Executive Committee

- I. The club would be run by an elected body from amongst the ELC member students with elected representatives from each of the classes.
- II. The committee members can only be students who are already enrolled as voters.
- III. The committee must not include any politically active student. However, students with political affiliations may enroll themselves as common members of the ELC itself.



- IV. The elected representatives shall constitute the Executive Committee of the ELC.
- V. The elected representatives will elect one of the representatives as its Chairman and another as Vice Chairman.
- VI. The Executive Committee, under the guidance, consultation and supervision of the Nodal Officer will be responsible for organizing the activities of the ELC.
- VII. The elected body shall endeavour to generate the culture of electoral participation amongst the ELC members and will have the following role:
 - i. Organizing the Club enrolment
 - ii. Planning activities for the ELC and developing the calendar of activities for the year
 - iii. Framing further guidelines for smooth conduct of ELC activities
 - iv. Supervising the conduct of activities as per the calendar
 - v. Generating ELC resources
 - vi. Facilitating the enrollment of students not registered as voters

7. Convener

Campus Ambassador(s), wherever they are appointed, will act as the Convener(s) of the ELC and will assist the Nodal Officer in discharge of their functions. Where Campus Ambassadors are not appointed, Nodal Officers and the Executive Committee may nominate interested student(s) as Convener(s). The Convener shall be responsible for:

- I. Identifying and involving student members in organizing various ELC activities

- II. Conducting activities under the overall guidance of the Executive Committee and Mentor/ Nodal Officer
- III. Any other task assigned by the Executive Committee and Mentor/Nodal Officer.

8. Term of Office

- I. The Executive Committee and Convener(s) of the Electoral Literacy Club would have a tenure of 1 year extending to 2 years, from the day of assuming charge. The final decision on the term of office will lie with the Nodal Officer.
- II. The representative will have to be registered as a member of the ELC.

9. Venue

The venue for ELC meeting can be one of the classrooms which can be utilized after classes or any venue decided by the Executive Committee. Venue is also subject to change depending on the various activities.

10. ELC Sessions

There shall be activities based sessions. Hours/sessions earmarked for them shall range between a total of 8-10 hours in the academic year. ELC is common for all students of the college.

11. Activities

This Electoral Literacy Guide Book for **Colleges** comprises a detailed description of activities. Executive Committee are at liberty to pick and modify the activities or even create new ones as long as they stay on the lines of voter education. Of these activities, the Wall Magazine Activity will



be a monthly feature to be conducted by the clubs. Ballot Bistro and Special Registration Drive shall be a mandatory activity.

12. Social Media Presence and Outreach

- I. The ELC Executive Committee are expected to post relevant content (event announcements, updates, results, initiatives, current affairs, online/offline contests, registration drives, et al.) regularly on a dedicated Facebook page and group, Youtube Channel (live streaming of events, recorded content and related content) anchored by the Nodal Officer/Mentor (permanent) and the current committee (1 year term).
- II. Additionally, the Executive Committee is expected to maintain and post relevant interactive material regularly on a dedicated Pinterest board and Instagram profile. Best judgement, absolute neutrality and discretion should be observed by the administrators while posting any content on online fora.
- III. Integrate the College/University ELC's Facebook and YouTube profiles with Election Commission of India's Facebook page and official YouTube Channel.

Note: *College and University ELCs are free to leverage other online and social media platforms to broaden their reach Nodal Officer shall ensure non-partisan nature of content shared online.*

13. Mandatory Rules

- I. ELCs shall have no association with any political party or political groups.
- II. None of the ELC activities (Motivators Invite, Ballot

Bistro, other cultural activities) should involve Partisan forces in any form.

- III. As far as participation is concerned, students, regardless of their political affiliations are free to take part in ELC activities.
- IV. It's the duty of the Executive Committee to prepare an Annual Report after the completion of its term. The Annual Report should detail out the activities (online and offline) conducted, duties discharged and results recorded by the ELC over the year. It can be submitted to the concerned DEO through the Nodal Officer.

14. Inclusion of Students with Disabilities

The ELCs will be an inclusive club that must make every attempt to ensure the participation of students with disabilities.

- The Convener shall make efforts to promote inclusion and sensitize other club members about the same.
- The venue for all ELC activities should be on the ground floor of the college building to ensure easy access.
- If a student with hearing impairment is attending the meeting, sign language interpreter should be made available for their convenience (the interpreter may be a companion that the student already has)
- Any activity conducted in the club should not leave behind students with disabilities.
- Students with disabilities will be fairly represented in the club.



15. ACTIVITIES WITH INSTRUCTIONS

Activity: The Wall of Democracy

The idea behind a wall magazine is to create and share electoral literacy information in an interesting, creative and engaging manner and encourage participation from all students.

For this purpose the **wall** in a prominent part of the college would be used. This shall be called the '**Wall of Democracy**'. The wall will display various contents related to electoral literacy which can be pasted or pinned or even painted, if allowed.

College Administration shall allot a wall space or display board in the identified college corridor. Theme of the wall magazine will keep changing every month.

Method

1. The ELC guided by the Executive Committee, will manage the wall magazine. A group of members may work as the core team to manage the wall magazine.
2. Theme of the wall magazine will keep changing every month.
3. The wall magazine shall invite contribution from students of all semesters in the form of articles, essays, poems, sketches, paintings, letters, word games etc on the current theme.
4. The contents within the theme shall be changed weekly or fortnightly depending upon the quantity of contribution from the students.
5. The wall magazines shall also display important announcements regarding major ELC activities being conducted in the month.
6. The wall will be divided into 4 major sections.





Suggested Themes for Wall Magazine

Following are a list of themes for the wall magazine –

1. Democracy: The Government of the People, by the People, for the People
2. My Vote is My Right/The Value of a Vote
3. Inclusive Elections: Every Vote Counts the Same
4. Ethical and Informed Voting
5. Model Code of Conduct
6. Secrecy of Vote
7. Integrity of Electoral Process through use of EVM and VVPAT
8. Knowing Your Candidate
9. National Voters' Day
10. Election Manifestoes
11. Exit and Opinion Polls
12. Social Media and Political Campaigning

<p>Section 1 It will feature a glossary of election related terms and fundamental dicta related to the theme. Dicta must comprise 2-3 short but important statement/pirces of information/facts related to the theme.</p>	<p>Section 2 It will feature contribution by the students on the current theme, which shall be based on various aspects of the election process. These stories shall be developed by the students themselves and depicted in the form of illustration. Alternatively, this section can showcase theme related election stories which can be picked from the <i>Belief in the Ballot</i>.</p>
<p>Section 3 It will invite responses from the audience on theme related questions such as 'are you eligible to vote?', 'are you prepared to vote?', 'how to become a voter?' etc. Space shall be provided for students to respond in the same section.</p>	<p>Section 4 This Section will consist of announcements and descriptions of major activities to be carried out by the ELC. A part of this section will be left blank to give the viewer some space to pose questions. District Contact Centre No. (Election) shall be prominently displayed.</p>

Timeline

The wall magazine will be updated every month with a new theme. The contents on the wall magazine may be changed daily or weekly depending upon the quantity of contribution from the students.



Activity: Ballot Bistro

Reviving the retro culture of coffee house discussions, Ballot Bistro would essentially comprise discussion and brainstorming sessions in the college canteen and cafes, moderated by ELC members on subjects pertaining to youth inclusion, engagement and involvement in the electoral procedure.



Participants: Ballot Bistro is a compulsory activity for all ELC members. Non-ELC members too are free to join the Bistro sessions.

Procedure: After declaring the motion of the day, the house would be opened to all present to come forward, voice his/her views, opinions, stance and perspective on the subject. Although informal in essence, participants of Ballot Bistro are

expected to engage and contribute actively to the happenings of the event. It must be ensured by the ELC that the session is conducted in a mixture of English and the relevant regional language. An entirely on-ground event, ELC members are free to record or, live stream the event on social media channels to ensure a larger reach.

Duration: 2 hours

Possible Themes: ELC members can come up with the themes of the Ballot Bistro discussion on their own or refer to the following list –

- Voter Education : An Undermined Necessity
- Voting should be made Mandatory by the State
- What will make India Vote?
- Inclusion in Elections
- Online Voting: the way forward or opening a potential Pandora's box?
- Should candidates accused of serious offences be disqualified from contesting elections?
- Opinion and Exit polls should be restricted and regulated.
- EVM/VVPAT Awareness
- Knowing what you don't want: NOTA





Activity: Young Voter's Festival or Yuva Matdata Mahotsav

This will be a 1-2 days festive event organized by the ELC members in the odd semester. The students have the choice of making this event open to all city colleges or organize it exclusively for its own college students. The Festival/Mahotsav will bring together members of all college societies to organize an array of events. A few event suggestions are-

Art Contests: Including graffiti, posters, woodcuts/lithography contests, College/University ELCs can leverage Inter/Intra- College Art Contests as an interactive medium to



build awareness and sensitize the youth regarding issues of elections, electoral processes, voting, democracy and politics in general.

Mime Act/Street Plays/Roadshows: Conducted in collaboration with the College/University Dramatics Society

and staged in major youth fests like- Mood Indigo, Antaragni, OASIS, Malhar, Rendezvous etc.

Photography Contests, Film Screenings and Short Film Making Contest: Conducted in collaboration with Photography Society and Film Society of the college/university, movies, documentaries and still images convey vivid messages and help generate awareness and build salience for viewers about the subject under consideration- i.e. electoral processes, elections, democracies, citizens' rights and duties. They act as persuasive instruments, which, if employed effectively could aid in behavior change.

Subjects/Themes of the Short Film Making Contest and the Photography Contest would be declared in advance by the ELC Board in conferment with the general students of the college/university. Similarly, the list of films to be showcased



can be sourced based on recommendations from the student populace of the institution. A follow-up, study and analysis session, post-screening can be convened by the ELC.



Dance/Music competitions: Conducted in collaboration with the dance and music society of the college respectively, the events can invite participation for thematic story telling through dancing and bands can battle out songs motivating the youth to vote.

Alternatively, ELC members can pick the above activities individually, and organize contests for the same separately anytime during the academic year.

Rap and Poetry Slams: Conducted in association with the Literary Society or, Music Society of the college/university, Inter/Intra-College Rap Battles and Poetry Slam contests have been considered as en vogue devices to engage with the youth. As an extension to that, subject matters pertaining to representation, youth as change agents, democracy, elections, politics, franchise, suffrage et al. can best be highlighted via such media. ELCs can hold such contests periodically to engage and build a dialogue with the student populace. Open to being covered online, a special jury can be invited or, a popular voting system can be devised to decide the winner.

Election Quiz: A quiz on election and electoral process can be conducted among the students by the ELC in association with the college Quiz society.

Voters Pledge: A mandatory activity will be the assembly of all young event attendees and taking of the Voters Pledge by the same. The pledge can also be publicized on Social Media Platforms by the ELC members.

Activity: Special Drive

All college students above the age of 18 who are Indian citizens are eligible to vote. It is thus important that all of them register as electors. The ELC members will be entrusted with the responsibility of motivating their peers to register themselves and they will hold a special registration drive for the same.

Procedure

- The ELC members will carry out promotions in the college speaking about the purpose of the special drive.
- They will conduct a session on how to get registered (by filling form 6) and talk about the various documents required.
- The ELC members will contact their constituency's BLO and invite him/her for a special session with the college students.
- On a select day, they will set up a booth distributing form 6 and giving students the opportunity to fill their forms out and submit it to the BLO.
- For students belonging to other cities and states, they can be made aware about National Voters' Service Portal: www.nvsp.in and asked to register themselves online.



Duration: Half day

Timeline: The activity shall be conducted around the time of the summary revision of the respective State.



Activity: Debate/Speech Elocution Competition

Debates and discussions are a great way for conversation to get going amongst the youth. ELC members, through *Ballot Bistros* would have already garnered enough knowledge on the electoral process and subjects related to voter awareness. They will thus take the conversation further by organizing an inter-college competition.

Procedure

- The ELC members along with the executive committee will decide on the format of the competition. It can be a parliamentary debate, a normal debate, a panel discussion or a speech elocution competition.
- Theme for the same shall be decided by the ELC members with the approval of the executive committee. You may refer to the list of themes mentioned in the *Ballot Bistro* activity for ideas.
- All city colleges will be invited for participation. The event shall be properly publicized.
- A two hour event shall be conducted, complete with judges, rewards and certificates.

Timeline: Any time in the even semester.



Activity: National Voters' Day Celebration

The National Voters' Day, celebrated on 25th January of every year, is significant in its purpose to encourage young voters to take part in the electoral process.

As members of the ELC, it is important for this day to be recognized, and its importance highlighted. Thus, ELC members will hold a special assembly/function within the college where all students and faculty members will be invited.

- Students will decorate the venue with posters and other artwork emphasizing the value of voting.
- The District Election Officer or representatives from his/her office maybe invited to this event.
- ELC members will act as anchors to this event. They will plan out a cultural programme around the event which will include stage play, group singing/band performance, dance performance and speech elocution etc by students.
- This special function should also observe the distribution of merchandise like badges, t-shirts, bookmarks etc. to the students.
- Works of ELC members and other students for electoral literacy shall be recognized in the NVD function.
- Participants from *Matdata Mahotsav* too maybe invited and awarded their prizes in the function.



Activity: Motivators Invite

Envisioned as informal interactive meets/sessions with non-partisan personalities and youth icons like activists and social entrepreneurs, Motivators Invite events are expected to delve upon issues of youth and democracy, elections, adult franchise, politics and contemporary world politics. Primarily regarded as instruments of initiating a conversation and dialogue on subjects and issues marked by youth apathy, a Motivators Invite event can be divided into two segments- first, the guest speaker's address on a pre-decided subject and second, an interactive Q&A session with the attendees. ELC members are free to record or, live stream the event via social media handles.

Procedure

The Influencers Invite Event can be either conducted as an exclusive event or included in the NVD celebrations or at the *Matdata Mahotsav*.

Duration: 2 hours

Regular Activity: Featured Stories in the College Magazine

The ELC can collaborate with the Editorial Board in-charge of the College magazine (Annual /Monthly/ Quarterly) to feature stories, anecdotes shared by students on why they place their faith on electoral democracy.

The best stories from colleges in each zone can be compiled to create a 'Belief in the Ballot' series for Young and Future Voters.

Regular Activity: Social Media Based Activities

The ELC in college is expected to have its own dedicated Social Media handles (Facebook, Twitter, Instagram and such).

ELCs will regularly hold activities/contests on this page and also try to reach out to audiences with messages of voter awareness. Some suggested activities are –

- Logo Designing
- Tagline Writing
- Poster Making
- GIF Making
- Blog Writing
- Poll Rapporteurship – ELC members will prepare a short video reporting the proceeding from their nearest polling station if there is an election being held in their constituency and post it on their social media handle.





16. Proposed Schedule of Activities

Sr	Activity	Provisional Timeline
Odd Semester		
1	Election of new ELC Executive Committee	July
2	Ballot Bistro	
3	Freshers' Debate	
4	Rap Battle	August
5	Poetry Slam	
6	Mime Act	
7	Ballot Bistro	September
8	Motivators Invite	
9	Photography Contest	
10	Art Contest	October
11	Motivators Invite	
12	Preparations for National Voters' Day	November
13	Announcement of Short Filmmaking Contest	
14	Wall Magazine & Featured Story in College Magazine	Regular Activity
Even Semester		
15	Celebration of National Voters' Day	January
16	Motivators Invite	February
17	Film Screening	March
18	CEO's visit	April
19	Ballot Bistro	May
20	Registration Drive for 18+ students	Regular Activity
21	Wall Magazine & Featured Story in College Magazine	Regular Activity

17. Resources

1. Belief in Ballot
2. Sentinels of Democracy
3. FAQ & Glossary
4. Handbook for Returning officers
http://eci.nic.in/eci_main/Electorallaws/HandBooks/RO%20HANDBOOK_24022014.pdf
5. www.nvsp.in



Conveners' Notes

Conveners' Notes



Conveners' Notes

Conveners' Notes



Conveners' Notes

Conveners' Notes



Conveners' Notes

Conveners' Notes



Conveners' Notes

Conveners' Notes

