

**MADRAS CHRISTIAN COLLEGE(AUTONOMOUS)**

**East Tambaram, Chennai - 600 059**

**Affiliated to University of Madras**



**ELECTORAL LITERACY CLUB (ELC)**

**Course Structure Proposed for 1 Credit Under Part V- Extension Activities**

*(For the UG students joining from the academic year 2025- 2026 Onwards)*

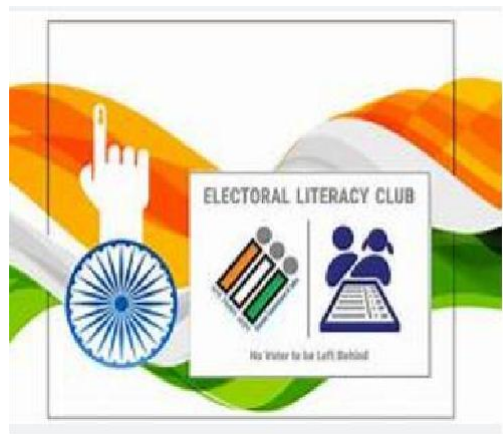
The student must attend 120 hours of programs/ events/activities organized by the Electoral Literacy Club (ELC) in the I & II years of his/ her UG programme to obtain one credit for the Part V Extension Activities.

The student must complete 30 hours (in addition to 120 hrs) of program/events/activities (optional) organized by the Electoral Literacy Club (ELC), in the third year of his/her UG Programme to obtain the leadership certificate for **Part – V** Extension Activities.

## **ELECTORAL LITERACY CLUB (ELC)**

An Electoral Literacy Club (ELC) is a dynamic platform that engages students through interactive activities and hands-on experiences, helping them understand their electoral rights and the voter registration and voting process. ELCs are also established in colleges and rural communities, fostering a stimulating learning environment. Through engaging activities and games, these clubs encourage critical thinking and curiosity among students. The Election Commission of India aims to nurture a culture of active electoral participation among young and future voters through ELCs. UGC has signed a MoU with the Election Commission of India specifically for voter education and electoral literacy. NAAC requires details on the presence of the Electoral Literacy Club (ELC) and programmes organized related to electoral-related issues.

### **LOGO**



### **VISION**

To cultivate an informed and empowered electorate by promoting active civic engagement, ensuring that every citizen understands their voting rights, the electoral process, and the importance of free and fair elections in a thriving democracy.

### **MISSION**

To foster a community of informed and engaged educators who passionately advocate for electoral literacy, active citizenship, and democratic values. Through comprehensive education, experiential learning, and collaborative initiatives, we empower our student members with the knowledge, skills, and commitment to drive positive change in their classrooms and communities.

## OBJECTIVES OF ELECTORAL LITERACY CLUB (ELC)

1. To educate the targeted populations about voter registration, the electoral process, and related matters through hands-on experience.
2. Facilitate familiarization with EVMs and VVPATs and education about their robustness and the integrity of the electoral process.
3. To help the target audience understand the value of their vote and exercise their right to franchise in a confident, comfortable, and ethical manner.
4. To harness the potential of ELC members for carrying electoral literacy in communities.
5. To facilitate voter registration for its eligible members who are not yet registered.
6. To develop a culture of electoral participation and maximize informed and ethical voting and follow the principle 'Every vote counts' and 'No Voter to be Left Behind'.

## ACTIVITIES OF AN ELECTORAL LITERACY CLUB (ELC)

### *Awareness*

- Guest Lectures
- The Wall of Democracy- ஜனநாயகத்தின் சுவர்
- Ballot Bistro- வாக்கு பிஸ்ட்ரோ
- Young Voters' Festival or Yuva Matdata Mahotsav or இளம் வாக்காளர் விழா
- Debate
- Speech Elocution Competition
- National Voter's Day Celebration-25<sup>th</sup> January
- Invite Motivators
- Featured Stories in College Magazine
- Social Media-Based Activity. vākkāḷar - வாக்காளர்
- Film Screening
- Art Contest
- Mime Act
- Poetry Slam
- Photography Contest
- Street Plays
- Quiz
- Making Posters
- Essay Writing
- Pledge taking ceremony- 25<sup>th</sup> January
- Special Drive
- ELC-Diary

***Community Engagement Events.***

- Conducting Mock Elections.
- Electoral Registration Drives.
- Voter Awareness Drives.

**COURSE COORDINATORS:**

- ELC Coordinator
- ELC Co-Coordinator 1 (Aided)
- ELC Co-Coordinator 2 (SFS)

**STUDENT INTAKE:** Maximum 25 students every academic year.

**COURSE FRAMEWORK**

Credits	1	
Hours	Mandatory for credit– 120 hours during I & II year Mandatory For Leadership Certificate – 30 hours during III year (120 hrs+30 hrs)	
Category	Part V	Extension Activities
Years	I <sup>st</sup> & II <sup>nd</sup> years UG Students III <sup>rd</sup> year UG – Leadership (optional)	
Year of Implementation	2025 – 2026 onwards	
Course Objectives	<ul style="list-style-type: none"><li>● To help students understand the ‘Right to Vote’ and its significance for a democratic country.</li><li>● To develop critical thinking among students on issues related to election rights, democracies and its processes.</li><li>● To educate the students about enrolment, and other electoral processes like EVM/VVPAT.</li><li>● To train the students to create awareness on electoral participation and maximize the ethical voting and follow the principle ‘Every vote counts’ and ‘No voters to be left behind’ among various communities.</li><li>● To develop in students a sense of social and civic responsibility.</li></ul>	

Course Outcome	On successful completion of the course, the student will achieve PO8 of the UG programme outcome.
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Year	Activities	Hours
I	<ul style="list-style-type: none"> <li>• Orientation on ELC (Vision, Objectives etc).</li> <li>• Expert Talks, Guest Lectures for providing Electoral Literacy.</li> <li>• Electoral Registration Drives.</li> <li>• Voter Awareness Drives.</li> </ul> <p><b>Activities are mentioned in the ELC resource guide published:</b></p> <ul style="list-style-type: none"> <li>• The Wall of Democracy- ஜனநாயகத்தின் சுவர்</li> <li>• Ballot Bistro- வாக்கு பிஸ்ட்ரம்</li> <li>• Young Voters' Festival or Yuva Matdata Mahotsav or இளம் வாக்காளர் விழா</li> <li>• Special Drive- Walk</li> <li>• Debate</li> <li>• Speech Elocution Competition</li> <li>• National Voter's Day Celebration</li> <li>• Motivators Invite</li> <li>• Featured Stories in College Magazine</li> <li>• Social Media Based Activity</li> </ul>	60 Hrs
II	<ul style="list-style-type: none"> <li>• Training for Interaction &amp; awareness creation in various communities (higher secondary classes in schools, colleges, public places).</li> <li>• Pledge taking and observing other important days.</li> <li>• Community Engagement and Participatory Development.</li> <li>• Conducting Mock Elections.</li> <li>• Visit to Tambaram Taluk Office &amp; Interactions with Electoral Registration officer and Assistant Electoral Officer of Tambaram Taluk.</li> </ul>	60 Hrs
III	<p><b>Leadership Role</b></p> <ul style="list-style-type: none"> <li>• Collaborating with Local Government Bodies and villagers.</li> <li>• Planning, Organising &amp; Implementing programmes of the club</li> <li>• Monitoring and Evaluating the impact of activities conducted.</li> </ul>	30 Hrs (optional for getting leadership certificate)

	<ul style="list-style-type: none"> <li>● Report Writing for the events organised.</li> <li>● Newsletter –“<b>Suffrage</b>” the right to vote in political elections *</li> </ul>	
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\*Optional and leadership certificates will be given on completion of III year's activities

Upon completion of 120 hours within the stipulated period, the student will be awarded one credit and grade. It is mandatory to fulfill the required number of hours.