

ELECTORAL LITERACY CLUB

MALWA CENTRAL COLLEGE OF EDUCATION FOR WOMEN, LUDHIANA

India is the world's largest democracy with a federal structure of governance. The officials at federal, state and local levels are elected by way of a systematic, free and fair election process. The Election Commission of India is the nodal authority, established under the Constitution of India, responsible for conducting elections in India. The Election Commission of India (ECI) has realized the importance of electoral participation and literacy to the young prospective voters of our country. With this vision in mind, the ECI initiated a national programme in 2010 titled Systematic Voters' Education and Electoral Participation (SVEEP) in its Phase I and II. In Phase III of SVEEP, ECI target to mainstreaming of electoral literacy among the young and future voters through the curricular, co-curricular and extracurricular interventions at the school, college and the university level including well designed coverage to the voter populations of that age group not covered under the formal educational system.

In pursuance of this, ECI has decided to establish Electoral Literacy Clubs (ELC) in educational institutions for strengthening the culture of electoral participation among young and future voters. Electoral Literacy Club of Malwa Central College of Education for Women, Civil Lines, Ludhiana endeavours to achieve these national targets. Under the guidance of College Principal and a dedicated team of consisting of teachers as Nodal Officer and two Coordinators along with student members club organizes various activities like poster making, slogan writing, debate, discussion, poem concerning to the theme of democracy and other related areas to create responsible future citizens of the country.

Objective

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

- To develop a culture of electoral participation and maximize informed and ethical voting and follow the principles 'Every vote counts' and 'No Voter to be Left Behind'.
- To enhance their participation in the voting system.
- To ensure smooth implementation/ execution of our voting and related activities.
- To cultivate a culture of elector engagement, especially among young people, guided by the principle of “**No Vote To Be Left Behind**”.