

5. VOLUNTEER PARTICIPATION IN CHELAKKARA BYELECTION 2024

The ELC members actively volunteered during the Chelakkara Legislative Assembly Constituency Byelection held on 13th November 2024.

- By assisting in various capacities, the students demonstrated their civic responsibility and gained valuable practical experience in electoral processes.

6. SOCIAL MEDIA FOR POSITIVE CHANGE (INSTAGRAM ACCOUNT)

By understanding the influence of Instagram on the students and youth, the Electoral Literacy Club of Sree Keralavarma College started an Instagram Account (electoral_club_skvc) to spread voter awareness. Through this medium, the club shares important news related to the Election which is published by the Chief Election Commissioner of India and CEO Office Kerala, and special activities of ELC members of the College.



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ELECTORAL LITERACY CLUB SREE KERALAVARMA COLLEGE, THRISSUR WORK REPORT 2024-25

ABOUT THE ELECTORAL LITERACY CLUB

Electoral Literacy Club in Sree Keralavarma College came into function on 07/03/23. The Club was officially inaugurated by Shri. Jayakrishnan V. M IAS, Assistant Collector of Thrissur. The inaugural function was chaired by Shri. V. A Narayana Menon, Principal in Charge. Smt. Jyothi M. C, Deputy Collector (Election) delivered the keynote address. Thereafter, Shri. Bharath Dersan R, Section Assistant, District Election Office Thrissur has made a detailed presentation on Electoral Literacy and ELC activities.

The Electoral Literacy Club of Sree Keralavarma College has worked by the letter and spirit of the Club as envisioned by the Election Commission of India. Within one year of its opening, the Club has performed notable innovative practices and gained much attention from the Public and Election authorities. The Club is selected as best literacy club at the Thrissur District level in 2023-24. Students are highly benefited by participating in the activities of the Election Commission. Through their learning-by-doing approach, they understood the workings of the Election process and its benefits. Through their activities, thousands of students in the college, teachers, nonteaching staff, and the public near the premises of the College are more aware of the importance of elections in general and activities of the Election Commission of India in Particular. This report resembles the facts. Special thanks to the Deputy Collector in charge of Election and their wing for supporting and encouraging the Club in activities.

The Electoral Literacy Club (ELC) of Sree Kerala Varma College, Thrissur, has undertaken various impactful initiatives during the year 2024-25. Our activities aimed to enhance electoral literacy and encourage active participation in the democratic process, particularly among youth. Below is a detailed account of our major activities:



1. NATIONAL VOTERS' DAY 2024 - FLASH MOB PERFORMANCE

On 25th January 2024, ELC members performed a flash mob at the Civil Station, Thrissur, as part of the National Voters' Day celebrations. The flash mob emphasized the importance of voting and was set to the theme song of the Election Commission of India (ECI), "Mein Bharat Hoon". This invited performance received significant media attention and was highly appreciated by the public. The Chief Electoral Officer (CEO) of Kerala recognized the efforts of the ELC by sharing the video on their official Instagram and Facebook pages (Scan the QR code at the bottom of this page to view the video).



2. VOTE VANDI CAMPAIGN

In connection with the 2024 General Election, the ELC played a key role in organizing the Vote Vandi Campaign to promote voter awareness among youth.

- The District level campaign was officially flagged off by Smt. Jyothi M. C., Deputy Collector in charge of Elections, on 23rd January 2024, from Sree Keralavarma College, Thrissur.
- The event saw the participation of over 100 students who were familiarized with the functioning of Electronic Voting Machine (EVMs) and Voter Verifiable Paper Audit Trail (VVPAT) system.
- ELC members also performed a flash mob during the event to highlight the importance of voting.
- The campaign gained further momentum with the active involvement of the NSS Units of the college, making it a grand success.
- Shri Rohit Nadakumar, Nodal Officer for the Systematic Voter's Education and Electoral Participation (SVEEP) program, delivered the keynote address, while V.A. Narayana Menon presided over the function.

Following this, the members were invited to perform at the District Headquarters on National Voters' Day 2024.



Scan the QR to watch the The Flashmob



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3. WALL OF DEMOCRACY PAINTING COMPETITION

As part of voter education efforts, the District Election Wing organized the 'Wall of Democracy' Painting Competition at the Civil Station premises.

- **Gopika Nandana**, a First-Year PG Political Science student and an active ELC member, won **First Prize** among 27 participants, showcasing her artistic skills to inspire voter awareness.



4. VOTE IS POWER (VIP) SOCIAL MEDIA CAMPAIGN

In connection with the General Election 2024, the ELC launched an innovative social media campaign titled "Vote is Power".

- Drawing inspiration from the popular Malayalam novel "Ram C/o Anandhi", the campaign creatively redesigned the cover page, replacing the characters with caricatures of students.
- The campaign message encouraged students, teachers, and the public to share the redesigned cover as their social media status, creating widespread awareness about the power of voting.
- The campaign was highly successful and received an overwhelming response.
- The cover was redesigned by Aadhiseshan, ELC member of Sree Keralavarma College

