

Activities conducted by the Electoral Literacy Club



Seminar on Civic Sense

The Electoral Literacy Club at St. Joseph College of Communication recently organized an enlightening awareness program titled 'Seminar on Civic Sense.' The event aimed to educate students about the importance of civic sense and their role in the democratic process. Mr Sajjan Alex, a distinguished faculty member from St Peter's HSS, Kurumpanadom was the resource person. The heart of the seminar was the Sharing Session conducted by Lovelyamma Varghese, the Booth Level Officer (BLO) from Madappally. She shared practical experiences and knowledge, shedding light on the electoral process and the responsibilities of citizens in ensuring a vibrant democracy.

Poster Design Competition with the theme "Voting: My Right, My Duty."

St. Joseph College of Communication (SJCC) organized a poster design competition as an initiative of their Electoral Literacy Club (ELC). The competition aimed to encourage students to actively engage with the theme "Voting: My Right, My Duty." Participants were instructed to create A3-sized posters that visually communicated the importance of voting as both a right and a responsibility.

Live Demonstration of Voting Procedure

The initiative, spearheaded by the college's Electoral Literacy Club, aimed to empower students with the knowledge and confidence to participate actively in the democratic process. The program featured a live demonstration of the voting procedure, meticulously arranged for the benefit of first-time voters. Ms Nissa Susan, Head of the Department of Media Studies, along with Mr Biljith and Ms Veena, played a pivotal role in guiding the students through the steps involved in casting a vote. The demonstration likely included a breakdown of the various stages, from entering the polling booth to marking the ballot paper and depositing it securely in the voting machine.

Voter Registration Manual: A Handbook for Voters Registration

A key achievement of the Club is the publication of a comprehensive handbook titled "Voter Registration Manual: A Handbook for Voters Registration." This handbook serves as a valuable resource for students navigating the voter registration process for the first time. It provides clear and concise information on eligibility criteria, registration procedures, and important deadlines. The handbook also explains the voting process in detail, including different types of elections, polling station procedures, and voting etiquette.

The College has printed copies of the "Voter Registration Manual" and made them readily available in the library for reference. This ensures that students have easy access to the information whenever needed. The ELC also supplied the pdf copies of the handbook to the students. The handbook serves not only as a reference guide but also as a potential tool for wider outreach. Students can share the handbook with their families and communities, helping to increase overall electoral literacy.

Voter Awareness Programmes through MVTV

Media Village Television (MVTV), a YouTube channel owned by SJCC and operated by students has produced and broadcasted videos specifically designed to educate viewers on the voting process, their rights and responsibilities as voters, and the importance of informed participation in elections.

Voter Awareness Programmes through 90.8 Radio Media Village

90.8 Radio Media Village is a community FM Radio owned by St Joseph College of Communication and licensed by the Ministry of Information and Broadcasting, Government of India. This platform served as a crucial tool for disseminating information related to voter registration through engaging on-air programs. The broadcasts reached a wide audience, raising awareness about the importance of registering to vote and the process involved.

Voter Awareness Videos in association with the Local Government

In response to a request from the Kottayam District Collector, Smt. V Vigneshwari, IAS, a group of ELC members were selected to create a video on voter awareness. Mr. Abin, a faculty member at SJCC, served as the coordinator for this project. The ELC members, under Mr. Abin's guidance, brainstormed and developed a creative concept for the video. The video's objective was to encourage people from all walks of life to participate in the electoral process. The videos were submitted to the office of the district collector after their completion.

Peer Group Influence by the College Union

The College Union has emerged as a key partner in amplifying the ELC's efforts. By capitalizing on the power of peer group influence, the Union can extend the reach of these initiatives to a broader segment of the student body. This approach fosters a more engaging environment for learning about the electoral process, fostering a sense of ownership and responsibility among students. This collaborative effort between the ELC and the College Union is instrumental in cultivating a well-informed and active electorate within the student community.

Intensive Campaigns through Social Media

St. Joseph College of Communication has been actively promoting voter registration through its Electoral Literacy Club. Social media platforms were utilized to reach a wider audience and disseminate information about voter registration deadlines and procedures. The ELC members designed several posters and circulated them through their social media platforms.