



No Voter to be Left Behind



मुख्य निर्वाचन अधिकारी राजस्थान



क्रमांक: एफ.4(3)(3)स्वीप/निर्वा./College ELC MoU/2025/2497 जयपुर, दिनांक: 11-6-2026

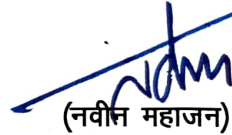
परिपत्र

ECI Directions for Revival & Strengthening of ELCs in Rajasthan

राज्य के समस्त राजकीय एवं निजी, आवासीय एवं गैर आवासीय विश्वविद्यालयों, महाविद्यालयों एवं माध्यमिक/ उच्च माध्यमिक विद्यालयों (केंद्रीय विद्यालय, सैनिक विद्यालय एवं नवोदय विद्यालय सहित) में अध्ययनरत भावी, युवा एवं नव मतदाताओं में निर्वाचन साक्षरता एवं मतदाता जागरूकता का प्रभावी उद्बोधन किये जाने के उद्देश्य से निर्वाचन साक्षरता क्लब (ईएलसी) के सुदृढीकरण एवं तदनुसार ईएलसी गतिविधियों के सफल संचालन एवं प्रभावी पर्यवेक्षण हेतु इस कार्यालय द्वारा जारी कॉलेज ईएलसी SoP, दिनांक 04.05.2026 एवं दिनांक 25.08.2025 को निर्वाचन विभाग तथा स्कूल शिक्षा एवं भाषा विभाग द्वारा संयुक्त रूप से निष्पादित MoU तथा जारी क्रमिक दिशा-निर्देशों के अनुक्रम में इस परिपत्र के साथ संलग्न भारत निर्वाचन आयोग के पत्र दिनांक 05 जून, 2026 का संदर्भ लेते हैं।

ECI के उक्त पत्र में राज्य में निर्वाचन साक्षरता क्लब (कॉलेज एवं स्कूल) के पुनर्जागरण एवं सुदृढीकरण तथा ELCs के Digital & Social Media Integration इत्यादि हेतु 'Annexure - A' के अनुसार निर्धारित ईएलसी प्रावधान एवं दिशा-निर्देश समस्त स्तर पर अग्रिम आवश्यक अनुपालनात्मक कार्यवाही निर्धारित समयावधि में सुनिश्चित किये जाने हेतु प्रसारित किये जाते हैं।

संलग्नक— उपरोक्तानुसार।


(नवीन महाजन)

मुख्य निर्वाचन अधिकारी
एवं पदेन प्रमुख शासन सचिव,
निर्वाचन विभाग-राजस्थान।

क्रमांक: एफ.4(3)(3)स्वीप/निर्वा./College ELC MoU/2025/2497 जयपुर, दिनांक: 11-6-2026

प्रतिलिपि: सूचनार्थ एवं आवश्यक अग्रिम/ अनुपालनात्मक कार्यवाही हेतु—

1. निजी सचिव, अति० शासन सचिव, उच्च एवं तकनीकी शिक्षा विभाग, राजस्थान।
2. निजी सचिव, अति० शासन सचिव, स्कूल शिक्षा, राजस्थान, जयपुर।
3. निजी सचिव, मुख्य निर्वाचन अधिकारी, राजस्थान, जयपुर।
4. निजी सचिव, आयुक्त - कॉलेज शिक्षा, राजस्थान।
5. निजी सचिव, राज्य परियोजना निदेशक, समग्र शिक्षा, रास्कूलशिप-जयपुर।
6. निजी सचिव, निदेशक, माध्यमिक शिक्षा, राजस्थान, बीकानेर।
7. स्वीप प्रभारी अधिकारी, निर्वाचन विभाग - जयपुर।
8. संयुक्त मुख्य निर्वाचन अधिकारी-IT, निर्वाचन विभाग, जयपुर।
(उक्त परिपत्र को विभागीय वेबसाइट की स्वीप - ईएलसी रिपोर्टिंग में अपलोड कराने हेतु)।
9. मीडिया नोडल अधिकारी एवं सोशल मीडिया नोडल अधिकारी, निर्वाचन विभाग को भारत निर्वाचन आयोग द्वारा प्रदत्त निर्देशों की पालनार्थ।
10. विभागाध्यक्ष/ कार्यालयाध्यक्ष - समस्त ELC स्टैकहोल्डर विभाग/ कार्यालय, राजस्थान।
11. जिला निर्वाचन अधिकारी (कलक्टर), समस्त जिले, राजस्थान।
12. जिला स्वीप नोडल अधिकारी (CEO-ZP), समस्त जिले, राजस्थान।
13. मुख्य जिला शिक्षा अधिकारी एवं पदेन जिला स्कूल ईएलसी नोडल अधिकारी, समस्त जिले।
14. जिला स्वीप कोऑर्डिनेटर, समस्त जिले।

15. निर्वाचक रजिस्ट्रीकरण अधिकारी (पदेन AC स्तरीय कॉलेज ईएलसी नोडल अधिकारी), समस्त।
16. राज्य/ संभाग/ जिला/ उच्च शिक्षा संस्थान स्तरीय कॉलेज ईएलसी नोडल अधिकारी), समस्त।
17. मुख्य ब्लॉक शिक्षा अधिकारी एवं पदेन ब्लॉक स्कूल ईएलसी नोडल अधिकारी, समस्त ब्लॉक।
18. संस्थाप्रधान/ ईएलसी प्रभारी, समस्त विश्वविद्यालय, महाविद्यालय एवं विद्यालय, राजस्थान।
19. BLO/ Supervisor, समस्त।
20. रक्षित पत्रावली।


संयुक्त मुख्य निर्वाचन अधिकारी
राजस्थान, जयपुर

Election Commission India

**Directions for revival and strengthening of Electoral Literacy Clubs
at Assembly Constituency Level in Educational Institutions**

(Refer to ECI Letter, Dated 05.06.2026)

ECI have directed us to take necessary steps for re-activation/ revival and expansion/ strengthening of Electoral Literacy Clubs across all Assembly Constituencies by implementing the ELC Program (*initially launched in 2018 with the objective of promoting electoral awareness and fostering informed, ethical and participative engagement in the democratic process among students and young voters*) in collaboration with Government Schools, Kendriya Vidyalayas, Sainik Schools, Navodaya Vidyalayas, Universities & Colleges and other Higher Educational Institutions. **Hence, the ECI have decided to revive and strengthen the ELC Framework with renewed focus on youth engagement, electoral awareness and democratic participation thereof; keeping in view of rapidly evolving information ecosystem, characterized by the increasing influence of social media platforms, digital communication channels and emerging challenges relating to misinformation and disinformation**

Objective of the strengthened ELC framework is to create a generation of informed, aware and responsible future & young voters as well promoting democratic participation in the elections and countering misinformation within the community.

Accordingly, **District/ AC/ Educational Institution level tasks** assigned by the ECI are as under: -

Sl. No.	Task assigned by the ECI
i.	Constitution of ELCs • Establish/ revive ELCs in all eligible educational institutions within each Assembly Constituency. • Ensure participation of students from Classes IX to XII at school level and students aged 18-25 years at college level. • Designate an ELC Coordinator/nodal (Teacher/ Professor) in each institution. • Encourage appointment of Campus Ambassadors on a rotational basis to facilitate peer led engagement.
ii.	Electoral Literacy and Awareness Activities • Awareness sessions on the Constitution of India, democratic values and electoral processes. • Familiarisation with the role and responsibilities of the Election commission of India. • Basic understanding of preparation and updation of Electoral rolls • Awareness regarding voter registration procedures and voter services. • Information on Special Intensive Revision (SIR) and other electoral roll-related activities. • Demonstrations and awareness programmes o EVMs and VVPATs. • Orientation on polling procedures, voting process and counting process; • Quizzes, debates, mock polls, essay competitions and other participatory activities.

	Programmes promoting ethical and informed voting activities aimed at identifying and countering misinformation and fake news related elections.
iii.	Digital and Social Media Integration - Integrate ELC activities with social media and digital outreach platforms for wider youth participation. - Encourage creation of youth-generated electoral awareness content under institutional guidance. - Promote digital literacy, fact-checking skills and responsible use of social media. - Share innovative ELC activities through official district and State social media channels and ECINET, wherever feasible.
iv.	District and Assembly Constituency Level Coordination - District Election Officers shall monitor and coordinate ELC activities across the district by appointing ELC Coordinator at AC level. - A structured mechanism may be established for reporting and sharing best practices from Assembly Constituencies.
v.	Recognition and Incentivisation - Certificates of participation may be issued to active ELC members. - Recognition may be provided to outstanding ELCs, demonstrating significant/ innovative electoral literacy initiatives.
Note	Keeping in view of: '<u>School ELC MoU, dated 25.08.2025</u>', - Letter no. '<u>1201, dated 10.03.2025</u>, regarding District/ AC/ Institution level ELC Officials' roles and responsibilities, '<u>College ELC SoP, dated 04.05.2026 &</u> <u>Other consequent Communications of ECI/ CEO-RJ office (Already issued/ To be issued by Media/ Social Media/ SVEEP Cell)</u> <u>A detailed district & AC level implementation plan</u> - "containing ELC Activity Calendar, monitoring framework thereof in terms of <u>revival and strengthening of college & school ELCs alongwith Digital & Social Media Integration of ELCs and Programmes promoting ethical and informed voting activities aimed at identifying and countering misinformation and fake news related elections</u> may be prepared in accordance with directions, given in ECI letter, dated 05.06.2026 and shared with CEO Office. <i>Further, the consecutive monthly reports, other requisite timely information and Best Practices & Success Stories also may be shared to State Office on the prescribed format (Digitally/ Through Correspondence, as applicable) within stipulated time period without fail.</i> <i>The same may be given top priority.</i>



Secretariat of the Election Commission of India

Nirvachan Sadan, Ashoka Road, New Delhi-110001

By Speed post/ Email

No. 491/ELC/2026/Communication

Dated: 5th June, 2026

To,

The Chief Electoral Officer
Of all States/U.Ts

Subject: Revival and Strengthening of Electoral Literacy Clubs (ELCs) at Assembly Constituency Level in Educational Institutions- reg.

Madam/Sir,

The Election Commission of India launched the Electoral Literacy Clubs (ELC) programme in 2018 with the objective of promoting electoral awareness and fostering informed, ethical and participative engagement in the democratic process among students and young voters.

2. In view of the rapidly evolving information ecosystem, characterized by the increasing influence of social media platforms, digital communication channels and emerging challenges relating to misinformation and disinformation, it has been decided to revive and strengthen the Electoral Literacy Club framework with renewed focus on youth engagement, electoral awareness and democratic participation.

3. Accordingly, all Chief Electoral Officers are requested to take necessary steps for reactivation and expansion of Electoral Literacy Clubs across all Assembly Constituencies in their respective States/UTs. The programme may be implemented in collaboration with Government Schools, Private Schools, Kendriya Vidyalayas, Sainik Schools, Navodaya Vidyalayas, Universities & Colleges and other Higher Educational Institutions.

4. The following actions may be undertaken:

i. Constitution of ELCs

o Establish/revive ELCs in all eligible educational institutions within each Assembly Constituency.

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DSD SUBP.

8/6/26

- Ensure participation of students from Classes IX to XII at school level and students aged 18-25 years at college level.
- Designate an ELC Coordinator/nodal(Teacher/Professor) in each institution.
- Encourage appointment of Campus Ambassadors on a rotational basis to facilitate peer-led engagement.

ii. Electoral Literacy and Awareness Activities

ELC activities may include:

- Awareness sessions on the Constitution of India, democratic values and electoral processes.
- Familiarisation with the role and responsibilities of the Election Commission of India.
- Basic understanding of preparation and updation of Electoral Rolls.
- Awareness regarding voter registration procedures and voter services.
- Information on Special Intensive Revision (SIR) and other electoral roll-related activities.
- Demonstrations and awareness programmes on EVMs and VVPATs.
- Orientation on polling procedures, voting process and counting process.
- Quizzes, debates, mock polls, essay competitions and other participatory activities.
- Programmes promoting ethical and informed voting.
- Activities aimed at identifying and countering misinformation and fake news related to elections.

iii. Digital and Social Media Integration

- Integrate ELC activities with social media and digital outreach platforms for wider youth participation.
- Encourage creation of youth-generated electoral awareness content under institutional guidance.
- Promote digital literacy, fact-checking skills and responsible use of social media.
- Share innovative ELC activities through official district and State social media channels and ECINET, wherever feasible.

iv. District and Assembly Constituency-Level Coordination

- District Election Officers shall monitor and coordinate ELC activities across the district by appointing ELC coordinator at AC level.
- A structured mechanism may be established for reporting and sharing best practices from Assembly Constituencies.

v. CEO level coordination

- A nodal officer(preferably Media Nodal officer/Social Media Nodal Officer) may be appointed to coordinate overall ELC activities in the State /UT.
- ELC Nodal officer at CEO office to seek and coordinate activities of ELCs with all the ACs and send monthly report to media division of ECI (reporting format will be communicated shortly)

vi. Recognition and Incentivisation

- Certificates of participation may be issued to active ELC members.
 - Recognition may be provided to outstanding ELCs demonstrating significant/innovative electoral literacy initiatives.
5. The objective of the strengthened ELC framework is to create a generation of informed, aware and responsible future voters, while also developing youth ambassadors capable of promoting democratic participation and countering misinformation within their communities.
6. A detailed implementation plan, activity calendar and monitoring framework may be prepared by the CEO offices and shared with the Commission within a stipulated timeframe.
7. Reactivation and Establishment of eligible ELCs at AC level to start immediately.
8. The ELC Nodal Officers in all CEO Offices are requested to furnish the current status of active Electoral Literacy Clubs (ELCs) in their respective States/UTs by 11th June, in the format *annexed* below.
9. This may be accorded priority and necessary action may kindly be taken accordingly.

Yours sincerely,


P. Pawan
(Deputy Director)

Assembly Constituency-wise ELC Details

Sl No.	Assembly constituency name	No. Of ELCs at School level	No. Of ELCs at College level	Approx.no. of total Members across ELCs	AC wise coordinator name (NA if not yet appointed)	Social Media Accounts Created for all ELCs (Yes/No)
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