

From

Tmt.P.S.Leela Alex, I.A.S.,
District Election Officer and
District Collector,
Vellore District.

To

1. Regional Joint Director,
College Education,
Vellore.
2. The Chief Education Officer,
Vellore.

Rc.No.H2/E-4691129/2026, Date: 30.06.2026.

Sir/Madam,

Sub: Elections – Vellore District – Revival and Strengthening of Electoral Literacy Clubs (ELCs) at Assembly Constituency Level in Educational Institutions – Details Called for – reg.

Ref: Letter from the Chief Electoral Officer and Principal Secretary to Government, No.17841/El-VII/2026-3, Dated:29.06.2026.

Kind attention is invited to the reference cited. In this the Election Commission of India and the Chief Electoral Officer Tamil Nadu, have directed the immediate reactivation, expansion, and strengthening of Electoral Literacy Clubs (ELCs) across all Assembly Constituencies (ACs). This initiative aims to enhance voter awareness, promote ethical voting, and tackle emerging challenges like online misinformation among young citizens.

Accordingly, you are requested to execute the following time-bound directives within your jurisdiction immediately:

1. Mandatory Club Constitution & Verification

- **School Level:** Ensure functional ELCs are established or revived in all government, private, Kendriya Vidyalayas, Sainik Schools, and Navodaya Vidyalayas for students of Classes IX to XII.
- **College Level:** Ensure functional ELCs are revived in all universities, colleges, and higher educational institutions for students aged 18–25 years.
- **Nodal Appointments:** Ensure every institution designates a dedicated Teacher or Professor as the ELC Nodal Coordinator.
- **Campus Ambassadors:** Encourage institutions to appoint student Campus Ambassadors on a rotational basis to manage peer-led awareness activities.

2. Implementation of Activities

You must instruct the institutions to organize ongoing grassroots participative activities, including:

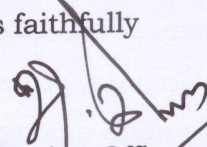
- Interactive awareness sessions on the Constitution of India and voter registration services.
- Practical demonstrations and mock drills using EVMs and VVPAT systems.
- Electoral literacy contents, quizzes, debates, and essay competitions.
- Dedicated sessions focused on digital literacy, fact-checking, and identifying fake news related to elections.

3. Monitoring, Social Media Integration, and Reporting

- You are required to appoint a dedicated **AC-wise ELC Coordinator** at your level to monitor and compile institutional activities.
- Ensure that the clubs integrate their activities with digital outreach platforms and create youth-generated electoral awareness content.
- You must compile and consolidate data from all institutions in your Assembly Constituency into the mandatory reporting format enclosed.

As this office is required to submit a comprehensive district-level implementation plan, activity calendar, and monitoring framework to the CEO office, you are directed to submit your constituency wise **Action Taken Report** along with the completed data format on or before **06.07.2026** without fail.


Yours faithfully


For District Election Officer and
District Collector,
Vellore.

Encl: As above.

Copy to:-

All Electoral Registration Officers,
Vellore District.


30/06/26

Annexure
ELC-Details

Name of the District: Vellore.

S. No	Assembly Constituency Name	School/College Name	Approx no. of total Member across ELCs	Coordinator Name	Social Media Accounts Created for ELCs

A. Suresh
For District Election Officer and
District Collector,
Vellore District.

S. Prasad
30/06/26