



Teacher's Guide

Electoral Politics

Part 3

Based on the NCERT Syllabus for Standard IX



JANAAGRAHA CENTRE FOR CITIZENSHIP & DEMOCRACY

Janaagraha's initiative to improve citizen engagement in India's democracy through their civic learning program Developed in collaboration with Young Leaders for Active Citizenship (YLAC)

Electoral Politics | Teacher's Guide (3/4)

Part 3

Class IX

Board – CBSE

Subject – Social Science

Textbook – Democratic Politics- I for class IX (NCERT)

Chapter 4- Electoral Politics

Number of parts – 04

Length – 50-60 minutes (estimated, for a class of 40-45 students)

Note: Teachers may divide the lesson plan into as many periods as they see fit

Section I – What are we going to learn and why is it important?

Learning objectives

Students will:

- Explain the process of campaigning
- Describe the polling and counting process

Learning outcomes

Students will be able to :

- Articulate the importance of the Moral Code of Conduct and the importance of campaigning during the election process.

Key Terms

Election Campaign	Model Code of Conduct	Polling	Polling Booth
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Section II – How are we going to learn?

1. The purpose of campaigning: Designing your own slogan

Time: 15 minutes

Note to the teacher:

- The purpose of this activity is to introduce the idea of ‘campaigning’ to students by comparing it with a relatable example. (How children, like political parties, make promises/complete tasks in order to convince their parents to fulfil their demands)
- Students will look at 2 campaign posters and identify common elements among them.
- Students should be asked to identify the purpose of each element to arrive at the purpose of campaigning.
- Keeping this purpose in mind, students (in pairs) will read the various campaign slogans in the book and develop their own slogan.

Facilitation notes:

- Has there ever been a time when you have really wanted your parents to buy you something or take you somewhere? Like say a movie you’ve been waiting for is about to release, but your exams are right around the corner too. What are some things you say to try to convince your parents?
- (Take responses) Many of us make promises like “I’ll study all day”, “I won’t go out to play all week” to convince our parents. We even try to be helpful and do something nice for our parents in the hope that they will fulfil our demands.
- We need to prove that we are worthy of getting a movie outing. Similarly, politicians too need to prove they worthy of our votes.
- This is why politicians often make promises of doing things for our benefit, they share plans or ideas of how they would improve people’s lives. That is called campaigning.
- Have you seen ads like these around you?
- Do we see political ads like these all year round? (Take responses)
- Yes, of course we do. But in the time leading up to the elections these ads increase. We see many other ways in which political parties campaign for votes. Can you think of any other ways?



(Give prompts to get responses like radio ads, tv ads, posters, door to door campaigns, rallies etc)

- Excellent! These are all ways in which political parties campaign for votes before the election. While parties start preparing for elections months in advance, the official campaigning period lasts 2 weeks, starting from the date of announcement of the final list of candidates and the date of polling or the day the voters cast their vote.
- Let's again take a look at these posters. What are the common elements we see in both? (Expected answers: Party symbol and name, slogan and party leaders) Let's put them down in a table.

Common element	Why is it used?
Party name and symbol	To inform the voter about the symbol to vote for
Slogan	To give a message to the voter about why they should vote for the party
Party leaders	To give voters a leader/leaders they can relate to or remember

- Why do you think these elements are used? Let's discuss this and fill up the table as we go. (Take responses)
- Excellent! There are many slogans that different political parties have used over the years. These slogans are repeated over and over again in the party's campaign activities to give voters a reason to vote for the party.
- Open your books to pg. 66 and read the various successful slogans used by different political parties over the years. You will notice that they are mostly centred around removing or fixing a prevalent problem.
- Now imagine that you and your partner have been hired as campaign advisors for a political party for the next Lok Sabha elections. What slogan would you design for them? Keep in mind the following parameters while designing your party slogan:
The slogan should be:
 - a) Short and easy to remember
 - b) Addressing a common problem/issue.
- You have 5 minutes to do this!
- (After 5 minutes) Let's hear a few slogans. (Take 3-5 responses and give feedback)

2. What is the Model Code of Conduct?

Time: 10 minutes

Note to the teacher: In this activity, students will be given the scenario of a school election. They will play members of the Election Commission and analyse campaign slogans to ensure that they are appropriate. This will act as an introduction to the Model Code of Conduct and its importance.

Facilitation Notes:

- It's election time in the school and campaigning has just begun. You are all members of the school Election Commission and have the responsibility of making sure that the elections run smoothly. When you arrive in school, you see posters with the following slogans:
 1. If you're in Section A, we will fulfil your demands in every way.
 2. Free sweets for everyone, if your vote for us is done
 3. Cleaner classrooms for all, bullies will fall
 4. Extra sports time for the boys, when party ABC is your choice
 5. For all students from 1 to 12, all time support is on the shelf
 6. Vote for us today, to get Rs.20 everyday
 - In our first lesson on electoral politics we studied about what makes India a democracy. Do you remember what that is? (Take responses)
 - That's right! We get to choose our own leaders or representatives. These leaders must represent ALL the people of their area and work for their well-being.
 - Now keeping this in mind, do you think all these slogans are for the benefit of ALL students? Let's read the first one together. (Ask any one student to read the statement)
 - Does this slogan represent the welfare of ALL students? (Take responses)
 - Of course not! It ignores all the students in any other section and any student government working for the benefit of just one part of the student population will not be a democratic one. Therefore, as the schools' election commission we must not allow such campaigning to take place.
 - So, there are 2 key points here- Welfare of the people and welfare of all people. (write the statement on the board as written here)
 - In pairs, read all the slogans. Which slogans will you reject and why? You have 3 minutes to do this!
- (Some possible student responses:
- Slogan 2- As it does not make a promise of welfare but instead offers sweets as a bribe in return for votes.

Slogan 4- As it does not cater to the welfare of all students but only the boys.)

Debrief:

(After discussion of correct responses) To ensure that elections are fair and maintain the democratic nature of this country, elections have some rules too. The election laws in India and the Model Code of Conduct designed by the Election Commission must be followed by all parties or their election can be cancelled by the court.

3. Campaign Violations and MCC

Time: 10 minutes

Note to the teacher:

- The aim of this activity is for students to understand the Model Code of Conduct (MCC) and its application.
- Students should read MCC and Election Law as given in the textbook and then complete the worksheet given below. (printable version in the Appendix)
- In the worksheet, students will read a complaint made to the Election Commission and identify which rule it violates. They must also explain why it is important to follow that particular rule.

Facilitation Notes:

- Let's open our books to Pg. 67 and read. As per election laws- like in the slogans we just read,
- Bribing or threatening voters is banned.
- Government resources cannot be used for election campaigning
- Voters cannot be appealed to in the name of religion or caste
- No more than 25 lakhs should be spent on campaigning per constituency
- Let's continue the situation that you are all members of the Election Commission (EC). In the worksheet given to you, there are 3 complaints regarding MCC violation that have been brought to the EC's attention.
- Read the complaint and explain which rule it violates and why it is important to follow the rule. This is an independent activity, you have 5 minutes to complete the worksheet.

Complaint and Scenario	Which rule does this violate?	Why should this rule be followed?
At a rally, Mr.ABC, made the following remark- "I'm sure that you all appreciate the gifts you		

have been getting over the past week. All I ask in return is that you bring me back to power, so I can continue working for you. There's a lot more where you got these 'gifts' from"		
The Indian railways served tea to passengers in cups with the faces of leaders and slogans of the ruling party made on them. Meanwhile 2 independent candidates in the state were only able to raise enough money to distribute pamphlets in the constituency.		
Two days before voting, a minister was found to be inaugurating a hospital. At the inauguration she said "This is will be extremely beneficial for all the Scheduled Castes of the area. Both this hospital and I are dedicated to serving the XYZ caste and look forward to your support in the elections"		

- (After 5 minutes) Let's discuss the answers. (Take responses to establish the correct answers)

4. Campaign Expenses- Radio show

Time: 15 minutes

Note to the Teacher:

- The purpose of this activity is for students to understand the implication of the MCC related to campaign expenses.
- Students will read an excerpt from a report by Centre for Media Studies that explains how excessive amounts of money was spent on the 2019 elections by parties and candidates.
- In groups, students will be required to simulate a radio show to discuss the report. The detailed instructions are in the worksheet below, one copy of which is to be given to each group.

Facilitation Notes:

- Now that you have understood the importance of the MCC and election laws, let's look at an important aspect on the elections- Money!
- The Centre for Media Studies is an independent research organization that recently came out with a report on election expenditure by parties and candidates.
- In pairs, let's read the passage and then discuss what you think about it. Let's take 2-3 minutes to read.

According to a recent report by Centre for Media Studies- Rs.60,000 crores was spent on election campaigning by parties and candidates. The report also claims that cash and liquor in large quantities was distributed among people to buy their votes. According to the report "Overall, over Rs 120 crore in cash and 12 crore worth of liquor was confiscated. Average expenditure per vote was Rs 2000 or upwards-higher in the state of Andhra Pradesh". The report further said that the way nomination was filed by some candidates with huge rallies, fanfare and procession of cars alone showed excessive expenditure in violation of codes and laws. And yet, nowhere anyone was issued notice or reprimanded. The report goes on to state that, as per seizure report by ECI on May 19, 2019, nearly Rs. 1300 crore worth drugs/narcotics were confiscated in addition to cash (Rs 839 crore), liquor (worth Rs 294 crore), gold/silver (valued around Rs 986 crore) and other freebies/items worth Rs 58 crores; in total cash/items over Rs. 3500 crores were seized.

- (After 2-3 minutes) In your groups, you are to conduct a Radio Show to discuss this report. The topic of the show is "Can a vote be bought?" You may assign the following roles to your group members:

Host	To conduct the show
CMS official	To explain the report
Citizen callers	To express their views on the report and offer solutions to the problem
Candidate of a party contesting the elections	To express his/her views and explain how his/her party is try to ensure that the election process remains free and fair

- The purpose of this activity is to express our own opinions about the amount of expenditure on elections. So, the first thing to do in your respective groups is to discuss what everyone feels about this report.
- You have 5 minutes to discuss the report and 5 minutes to write the script of the show, including the citizens remarks. The best 2 scripts will get to perform the radio show in the next class.
- You may consider addressing some of the questions given in the worksheet:



1. Do you think people would accept money in exchange for their vote? Why or why not?
2. What are the dangers of 'vote buying'?
3. Why don't candidates follow the expenditure limit?
4. What can be done to fix this problem?
5. Where will the money (to buy votes) come from?

(Printable version of the worksheet can be found in the Appendix)

5. Polling and Counting: Discussion

Time: 5-7 minutes

Facilitation Notes:

- What happens once the campaigning period is over? (Take responses)
- Yes! Eligible voters go to cast their vote! This day is usually called 'Election Day'. All those whose name is on the Voter's List goes to their polling booth which is usually a nearby school or government office.
- Do any of you know where your parents or family members cast their vote? Is our school also a polling booth? (Take responses)
- What happens once a candidate reaches the polling booth? (Take responses)
- An election official verifies the voter's details, puts a mark on his/her finger and allows him/her to cast their vote. Why do you think the mark is put? (Take responses)
- Correct! To ensure that no one votes more than once.
- Earlier people would cast their vote on a 'ballot paper' or a piece of paper with the candidate's names and symbols. However, nowadays the vote is cast through an EVM or Electronic Voting Machine which lists all the candidates' names, parties and symbols. One simply has to press the button next to the candidate of our choice.
- An agent of each candidate is present at the polling booth to ensure that the process is run fairly. What do you think happens next? (Take responses)
- Correct! A few days later all the EVMs from a constituency are opened and the votes are counted, and the results are declared. During this process as well, an agent of each candidate is present to make sure that the process is fair.

Section III- Assessment –

Time: 5 minutes

Q.1 You are an officer in-charge of ensuring free and fair elections in an assembly constituency in a state. Describe what should she focus on for each of the following stages of election:

- a) Election campaign
- b) Polling day
- c) Counting day

Answer Key:

a) Election campaign:

- Expenditure spent on the election is within permissible limits.
- All candidates follow the Model Code of Conduct
- No unfair means are used to garner votes.

b) Polling Day:

- No campaigning takes place
- Voters are not intimidated can choose freely
- Voters are carrying necessary documentation to be able to vote
- Only those may vote whose names are in the Voting List
- Candidates do not interfere in the polling process

c) Counting Day:

- Representatives of all candidates are present for the counting
- Counting is conducted in a free and fair manner
- No double counting of votes takes place

Identify the fair and the unfair electoral practices among the following:

- a) A minister inaugurates a new train in his constituency a week before polling day.
- b) A candidate promises that she will get a new train for her constituency if she is elected.

- c) Supporters of a candidate take the voters to a temple and make them take an oath that they will vote for him.
- d) The supporters of a candidate distribute blankets in slums in return for a promise for vote.

Homework

Q.1. Design a campaign poster for your constituency. You can make up your own party name and symbol. The poster must include a slogan that is centered around one crucial issue or problem in your constituency!

Section IV: Closure

Time: 5 minutes

Recap by teacher

In this lesson, we studied about the purpose of campaigning and the MCC which makes sure that the campaigning process is fair. The Model Code of Conduct ensures that

- a) The ruling party does not get any unfair advantages
- b) There is a limit on election spending so that candidates from humble backgrounds do not face a disadvantage.
- c) No candidate bribes or threatens people for their vote
- d) Caste and religion are left out of the election and campaigning process.

Recap by students

Every student should share one fact that they have learnt about any of the following:

- a) Purpose of campaigning
- b) MCC and election law
- c) Polling and counting

As a fact is stated, it should be written on the board. No facts should be repeated.

Section V – Additional Resources

Resources for teachers

1. Article: [Poll Expenditure, 2019 Elections](#)

This report by Centre for Media Studies highlight the issues regarding election expenditure in the 2019 Lok Sabha Elections.

Resources for students

1. Article: [PRS India, Model Code of Conduct](#)

The Article summarises the history of the MCC and its various features.

Section VI – Appendix

1. Purpose of campaigning

Poster Printout – 1 each for the entire class to see or project the poster.





3. Campaign Violations and MCC (one per student)

Complaint and Scenario	Which rule does this violate?	Why should this rule be followed?
At a rally, Mr.ABC, made the following remark- “I’m sure that you all appreciate the gifts you have been getting over the past week. All I ask in return is that you bring me back to power, so I can continue working for you. There’s a lot more where you got these ‘gifts’ from”		

<p>The Indian railways served tea to passengers in cups with the faces of leaders and slogans of the ruling party made on them. Meanwhile 2 independent candidates in the state were only able to raise enough money to distribute pamphlets in the constituency.</p>		
<p>Two days before voting, a minister was found to be inaugurating a hospital. At the inauguration she said “This is will be extremely beneficial for all the Scheduled Castes of the area. Both this hospital and I are dedicated to serving the XYZ caste and look forward to your support in the elections”</p>		

4. Campaign Expenses- Radio Show (2 per group)

According to a recent report by Centre for Media Studies- Rs.60,000 crores was spent on election campaigning by parties and candidates. The report also claims that cash and liquor in large quantities was distributed among people to buy their votes. According to the report “Overall, over Rs 120 crore in cash and 12 crore worth of liquor was confiscated. Average expenditure per vote was Rs 2000 or upwards-higher in the state of Andhra Pradesh”. The report further said that the way nomination was filed by some candidates with huge rallies, fanfare and procession of cars alone showed excessive expenditure in violation of codes and laws. And yet, nowhere anyone was issued notice or reprimanded. The report goes on to state that, as per seizure report by ECI on May 19, 2019, nearly Rs. 1300 crore worth drugs/narcotics were confiscated in addition to cash (Rs 839 crore), liquor (worth Rs 294 crore), gold/silver (valued around Rs 986 crore) and other freebies/items worth Rs 58 crores; in total cash/items over Rs. 3500 crores were seized.

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Host	To conduct the show
CMS official	To explain the report
Citizen callers	To express their views on the report and offer solutions to the problem

Consider the following questions to address through the radio show:

1. Do you think people would accept money in exchange for their vote? Why or why not?
2. What are the dangers of ‘vote buying’?
3. Why don’t candidates follow the expenditure limit?
4. What can be done to fix this problem?

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1. Open the Camera on your phone.
2. Scan the QR code provided.
3. If you are using an iOS phone, tap on the instructions that appear above.

If you are using an Android phone, tap on 'View QR code details'. Click 'Go to Website'

And you are ready to fill up the form!

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