

TRANSLATION

CIRCULAR

Ref No: 26 Ch. TCL 30

SUBJECT: COMMUNITY EMPOWERMENT THROUGH SUBSCRIPTION TO DEEPIKA

Beloved Reverend Priests, Consecrated Religious, and Lay Missionaries in Jesus Christ,

The loss of a voice for a community is a tragedy far greater than an individual losing their voice. As *Deepika* serves as the voice of our community, it is the bounden duty of every one of us to fortify *Deepika*, thereby nurturing a new generation equipped with clear vision and principled thinking. For the past 140 years, *Deepika*—the first Malayalam daily newspaper in Kerala—has been fulfilling a distinct media mission across print, online, and social media platforms. As the Syro-Malabar Church observes the '**Year of Community Empowerment**', the primary action plan is to ensure that *Deepika* reaches every household. To this end, it is earnestly requested that members of the Archeparchial Pastoral Council, Forane and Parish Councils, *Kaikkarans* (Trustees), catechists, school and college teachers, leaders of family units (*Kudumbakootayma*), and office-bearers of various pious associations lead by example by mandatorily subscribing to *Deepika*.

Deepika has consistently stood at the forefront of every struggle faced by the Christian community and society at large, including minority rights, agricultural crises (particularly in Kuttanad and the high-range regions), the Liberation Struggle (*Vimochana Samaram*), the Freedom Movement, and universal education. In recent times, it has also succeeded in forcefully highlighting issues such as human-wildlife conflict, teacher appointments, Economically Weaker Sections (EWS) reservation, and FCRA legislative amendments. Renowned for its exceptional editorials and uncompromising stances on truth, *Deepika* belongs entirely to the children of the Church. Therefore, ceasing all unwarranted criticisms, we must wholeheartedly embrace and support this newspaper.

In order to enroll every family as a subscriber of *Deepika*, the months of **October and November 2026** are hereby declared as the '**Deepika Intensive Campaign Months**'. Prior to this, in September, the election of office-bearers for the 'Deepika Friends Club' (DFC) must be conducted in all parishes. Subsequently, in October, house-to-house campaigning must be undertaken under the leadership of the Parish Priests and the DFC. Whilst extending our sincere appreciation to all subscribers, campaigners, and distributors of *Deepika*, we pray that the noble values upheld by *Deepika* become an integral part of our families.

Yours lovingly in Christ,

+ **Mar Thomas Tharayil**

Metropolitan Archbishop of Changanacherry

N.B.: *This circular shall be solemnly read out in all churches on **Sunday, 20 September 2026**, during the Holy Qurbana immediately following the Homily.*