Deepika Daily Newspaper Campaign Month and Diocesan-Level Inauguration
Beloved Reverend Priests, Consecrated Religious, and Lay Apostles in Jesus Christ,

'Deepika', the premier Malayalam daily newspaper of Kerala, has stood as a beacon of vigilance for our Church and society over the past 140 years. At a time when the Syro-Malabar Church is observing the 'Year of Community Empowerment', and keeping in view the historical heritage of the Diocese of Pala—the very roots of the Church and society—as well as its unparalleled contributions to the agricultural and educational sectors, it is the bounden duty of us all to bring Deepika into every single household.

The history of the Diocese of Pala, a symbol of sacrifice and hard work, is eternally inscribed with chapters of faith and social upliftment. Deepika has consistently raised its voice against agricultural crises and for the rights of farmers. In particular, Deepika has played a pivotal role in bringing various issues confronted by farmers in our high-range regions, such as the menace of wild animals and the collapse of rubber prices, to the attention of the administration.

Furthermore, the Diocese of Pala possesses a history defined by its advocacy for universal education and value-based learning. Deepika has perpetually remained at the forefront of accurately presenting these educational advancements and the achievements of the children of the Church to the world. Deepika has adopted robust stances to safeguard the interests of the Christian community on subjects such as minority rights, teacher appointments, EWS reservations, and amendments to the FCRA legislation. Strengthening this media organ, which belongs entirely to the children of the Church, is the responsibility of each and every one of us.

The months of **November and December 2026** are hereby proclaimed as **'Deepika Intensive Campaign Months'** in order to enroll all families as subscribers to Deepika.

The diocesan-level inauguration of the Deepika Campaign Month shall be conducted on **16 November 2026** at the Forane Church, Provithanam.

Principal Directives:

- The election of office-bearers for the **'Deepika Friends Club (DFC)'** must be completed expeditiously in all parishes.
- During the months of November and December, campaigns are to be conducted under the leadership of parish vicars by coordinating DFC office-bearers and other organisational representatives.
- Members of the Diocesan Pastoral Council, church wardens (*kaikkaranmars*), catechism teachers, school and college educators, and family unit (*kudumbakkootayima*) leaders are earnestly requested to set an example by becoming subscribers to Deepika.

It is prayerfully wished that the values of truth and justice upheld by Deepika may become the possession of every single one of our families.
With affectionate love in Christ,
Bishop Joseph Kallarangatt
Bishop of the Diocese of Pala, Bishop's House, Pala, 30.10.2026.