

GOVERNMENT OF PUDUCHERRY  
DEPARTMENT OF PERSONNEL & ADMINISTRATIVE REFORMS  
(PERSONNEL WING)

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No.A.49014/2/2022/DPAR/SS-I(3)

Puducherry, dated: 06.03.2024

**CIRCULAR**

Sub: Social Media Reels Competition conducted by Elections  
Department, Puducherry – Reg.

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The Elections Department is conducting a Social Media Reels Competition on  
Election Themes to impart Voter Awareness among public.

2. All the HODs/ Heads of Offices are, therefore, requested to host the  
guidelines for the said competition (enclosed) in their Department's Website to  
ensure wider participation in the competition.

/ BY ORDER OF THE CHIEF SECRETARY /



(V. JAISANKAR)

UNDER SECRETARY TO GOVERNMENT

To

1. The Commissioner-cum-Secretaries/ Secretaries to Government, Puducherry.
2. The Secretary to Lieutenant Governor, Puducherry.
3. All Secretariat Departments/ Heads of Departments/ Offices.
4. The Collector, Puducherry/ Karaikal.
5. The Regional Administrator, Mahe/ Yanam.
6. The Deputy Secretary to Govt. (Estt.), Chief Secretariat, Puducherry.
7. All Public Sector Undertakings/ Corporations/ Boards/ Autonomous Bodies.



**GOVERNMENT OF PUDUCHERRY  
ELECTIONS DEPARTMENT**

**GUIDELINES FOR THE REELS COMPETITION ON VOTER AWARENESS**

**1. GENERAL INFORMATION**

The objective of Reels Competition is to impart electoral awareness to the public and to increase voter turnout in the U.T. of Puducherry.

**2. THEME FOR REELS (Not exhaustive)**

- தேர்தல் திருவிழா தேசத்தின் பெருவிழா
- Election Season is National Honour
- Excitement of First Time Voters
- Awareness by Group of College/ School Students
- Accessible and Inclusive Elections ( Persons with Disability(PwDs), Transgender, Marginalized Groups)
- Popularising ICT Apps of Election Commission of India
- Desh ka Garv
- ChunavKaParv
- Tackling Misinformation (மெய்ப்பொருள் காண்பதறிவு)
- Any creative election oriented content

**3. TERMS AND CONDITIONS**

- Reel should be for a maximum of 1 min.
- It should not create any enmity among groups.
- It should not contain any abusive/unparliamentary words.
- It should be apolitical in nature (should not be party or candidate centric).
- Reel shall be hosted on the participant's social media handles **only after obtaining the Elections Department's permission.**
- Non-selected participants should not host the reel/content without the Elections Department's permission.
- The participants should submit their Social Media ID and the link of the hosted video/reel.
- The Copyrights of the Video/Reel will be with Elections Department.

- The Elections Department reserves the right to raise complaint to the Social Media platforms for any sensitive content hosted in the name of this Department.
- All selected reels for hosting should compulsorily use the following hashtags:
  - # CEOPuducherry
  - # GELS2024
  - # DeshkaGarv
  - # ChunavKaParv
  - # MyVoteMyPride
- The Social Media handles of the Election Department shall be tagged in the social posts.
  - Twitter - CEO, Puducherry
  - Facebook - CEOPuducherry
  - Instagram - ceopuducherry
  - Youtube - Elections Department Puducherry

#### 4. REGISTRATION

Participants can register in the below mentioned Google Form Link on or before 07.03.2024.

[https://docs.google.com/forms/d/17Xrl3W4lgITKupzMpEEnXI\\_AFrtuVrKg0SAGj0oUou4/edit](https://docs.google.com/forms/d/17Xrl3W4lgITKupzMpEEnXI_AFrtuVrKg0SAGj0oUou4/edit)

#### 5. PRIZE FOR THE BEST REEL/VIDEO WILL BE ON THE FOLLOWING PARAMETERS

- Maximum Likes / Shares / Impressions on Social Media Platforms.
- Number Of Times the Reel/Video shared as Whatsapp Status
- Creativity.

#### 6. PRIZE MONEY

- First Prize - Rs. 25,000
- Second Prize - Rs. 15,000
- Third Prize - Rs. 10,000

(The selected participants will be chosen for Internship opportunities in the Elections Department)