



OFFICE OF THE PRINCIPAL

# SARADACHARANDEYCOLLEGE

(Affiliated to Assam University)

Vill & P.O. Kalinagar, Dist.: Hailakandi,  
Assam-788801 ESTD.: 1992



Date: 05-07-2023

## NOTICE

All the students are directed to participate "Jal Jeevan Mission Photograph & Reels Competition" on the following themes mentioned below & to upload the same to their own social media Accounts like Facebook, Twitter, Instagram & Youtube etc. using the following hastags on or before 20<sup>th</sup> July, 2023.

#JJM Assam.

#JJM ASSAM Photo Contest.

# JJM Assam Reels Contest.


Participants must mention their name college name & District. Selected Reels/Photographs will be awarded by the concerned authority. After uploading (Reels/Photographs), the students are instructed to take a screenshot of the same and sent to the college email id. - [jjmscdc@gmail.com](mailto:jjmscdc@gmail.com) by mentioning their name, class and contact no.

### Themes of Reels & Photographs competition: -

- Potable Drinking Water/Tap water.
- Potable Water & Emotions.
- Value of Water.
- Water Conservation.
- Community Ownership of Jal Jeevan Mission.
- Water Quality.

### Enclosed: -

1. Details of Reels & Photography competition.

  
05-07-2023  
Principal(i/c)

Sarada Charan Dey College, Kalinagar  
Principal (i/c)  
Sarada Charan Dey College  
P.O. - Kalinagar, Dist. - Hailakandi  
Pin - 788801



June 26, 2023

# **Jal Jeevan Mission**

*Photography & Reels Competition and Social Media Initiative of JJM Assam*

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# *Reels & Photography Competition*



## *Reels & Photography Competition – Objective*

- *A sense of ownership needs to be instilled among the beneficiaries as they are at the centre of this mission.*
- *This Mission offers a platform, to generate future leadership in water sector through capacity building / change management programmes etc.*
- *In keeping with the interests of the targeted audience, competition has been planned encourage participation of local youth through short videos & photography in social media*



# *Reels & Photography Competition - Themes*

- *Potable Drinking Water/Tap water*
- *Potable Water & Emotions*
- *Value of Water*
- *Water Conservation*
- *Community Ownership of Jal Jeevan Mission*
- *Water Quality*



# Reels & Photography Competition – Submissions

- Participant can upload the photograph / reels -videos from his/her own social media platform
- Use the following hashtags
  - #JIMAssam
  - #JIMAssamPhotoContest
  - #JIMAssamReelsContest
- Participant must mention their Name & District and College where applicable

- Facebook



- Twitter



- Instagram







- Youtube









# Reels & Photography Competition - Platforms

- All Social Media Platforms
- Facebook 
- Twitter 
- Instagram 
- Youtube 



# Reels & Photography Competition – Submissions

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  - #JIMAssam
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- Facebook 
- Twitter 
- Instagram 
- Youtube 



# Reels & Photography Competition – Sorting and Judging

- State Social Media Team to sort the images and reels
- Images and Reels of each districts to placed at respective links centrally
- Panel to access entries from the districts at <https://jimassam.in/photography-reel/admin>
  - Login – JJM(districtname) i.e JJMdibrugarh
  - Password – JJM#123
- District to set-up a judging panel as per SOP
  - The Committee may be headed by the ADC (JJM) or Asst. Commissioner (JJM)
  - District Information and Public Relation Officer (DIPRO)
  - Officials designated from the district PHED office
  - One Field Expert (Journalist, local eminent photographers or films makers)
  - An Educationist (In case of College, a senior faculty active in Art, Theatre etc. may be selected. In case of a College or University where Mass Communication Department is available a faculty from the same may be invited to be part of the committee)



## *Reels & Photography Competition – Marking considerations*

*While judging the entries, the following pointers may be kept in consideration.*

- *The highest mark to be earned is 100*
- *40% Marks on visual appeal of the image/reel (Framing, colours, emotion of the subject etc.)*
- *30% Marks may be allotted for adherence to the relevance of the theme*
- *20% Marks may be allotted on the caption / backstory*
- *10% Marks may be allotted on the relevance to JJM*