

Standard Operating Procedures for Social Media Competition for students of Colleges and Universities.

Jal Jeevan Mission (JJM) was launched with the aim to enable every rural household to have access to potable water through a Functional Household Tap Connection (FHTC) by 2024. It is envisaged that, each household will have at least 55 Litres per capita per day (LPCD) of prescribed quality (as per BIS 10500:2012) on regular and long-term basis.

The Mission's decentralized, demand-driven, community managed implementation system calls for a 'sense of ownership' among the local community. It aims to develop responsible and responsive leadership at the grass root level, create an environment of trust and bring in transparency leading to better implementation and long-term sustainability and proper operation and maintenance of water supply systems.

To achieve this vision, efforts are being made to re-orient both Beneficiaries and the Public Health Engineering Department along with the other stakeholders involved in the process. This Mission offers a platform to generate the future leadership in water sector through such capacity building / change management programmes etc.

Therefore, a sense of ownership needs to be instilled among the beneficiaries as they are at the centre of this mission. This requires the current programme implementation structure to expand its role from infrastructure development

to a larger 'utility-based' approach, with a strategic shift in focus towards 'service delivery'.

In order to promote the outcome envisioned by the Mission in Assam, various outreach programmes have been opted from time to time by the Mission Directorate involving people from various stratas of the society ranging from beneficiaries, Self Help Groups, to students, through various programs.

In this regard, Mission Directorate, Jal Jeevan Mission, Assam envisages to involve beneficiaries and public in general, to take up the role of opinion leaders though their work influence the entire society.

In keeping with the interests of the targeted audience, the potential participants of this competition may be encouraged to participate in localised short videos in social media and/or photography contests, which are themed on various aspects of water. The aim of this initiative is

- i) Use the digital knowhow and talents of the potential participants to spread awareness among the beneficiaries and other target groups.
- ii) Enable students participating in the competition to display their skill sets
- iii) Use the medium to develop knowledge of the potential participants in water sector
- iv) Prepare and enable the potential participants to act as “opinion leaders” for water responsible society.
- v) To ensure a water responsible society in the long run.

It is envisage that all concerned DPMU / District / Divisions may conduct the activity locally to ensure involvement of students of the local College / Colleges

enrolled in Diploma, Graduation, Post-Graduation or any other course of similar nature and category.

The details of the activity are enumerated below for better clarity of implementation and for ease of administrative process.

Scope of work:

The Intention of this competition is not just to source photographs and videos but is also to discover stories on water, water responsibility which may have otherwise been ignored as a regular activity but could potentially become a trigger for change towards a water responsible society. Images, and videos that speak volumes of the commitment or the happiness of the beneficiary, the implementing agencies etc., that may drive conceivable positive behaviour in the society is envisaged through this endeavour.

Details of Activity:

- The respective districts may organise a competition of short videos in social media and/or photography competition. The activity can be designed locally to suit the taste, and requirements of the districts or divisions.
 - The Competition announced on 9th of June 2023 and entries will be accepted till the 31st of July 2023.
 - The district level winners will be announced on 5th of August 2023 in the district Social Media Handles, which will be amplified by the state handles.
 - The Winners will be awarded at the Independence Day Celebration (15th August 2023) organised at the District.

- The District level prize money for the Photography Competition
 - 1st prize Rs. 10,000
 - 2nd prize Rs. 7000
 - 3rd prize Rs. 5000
- The District level prize money for the Reels & Shorts Competition
 - 1st prize Rs. 10,000
 - 2nd prize Rs. 7000
 - 3rd prize Rs. 5000
- The first prize winner from every the district qualifies to state level competition
- For the State-Level Competition, a jury will select the best three entries in both Photography and Reels & Shorts competition and announce the awards through the State Social Media Handles of JJM on 2nd of October 2023
- The State-level prize money for the Photography Competition
 - 1st prize Rs. 50,000
 - 2nd prize Rs. 30,000
 - 3rd prize Rs. 20,000
- The State-level prize money for the Reels & Shorts Competition
 - 1st prize Rs. 50,000
 - 2nd prize Rs. 30,000
 - 3rd prize Rs. 20,000
- In the case of Photography Competition, the Competition will allow participants to participate by tagging their images to Jal Jeevan Mission Assam page in social media platforms like Instagram, Facebook, Twitter, or Youtube along with the relevant hashtags

(#JJMAssam, #JJMAssamPhotoContest & #JJMAssamReelsContest).

- In the case for Short Videos (Reels/Shorts), the participants require to upload the videos in Instagram Reels, Facebook Stories/Reels, Youtube Shorts, or Twitter by tagging their videos to Jal Jeevan Mission Page along with using the relevant hashtags (**#JJMAssam, #JJMAssamPhotoContest & #JJMAssamReelsContest**)..
- The Participant must ensure that the duration of the videos does not exceed 50 seconds.
- Videos must conform to the themes issued by the office of the Mission Director Jal Jeevan Mission.
- The Participant may also submit their entries the social Media platforms with the hashtags mentioned below.
- **The Competitors must upload the reels and images in the social media platforms with the hashtag #JJMAssam, #JJMAssamPhotoContest & #JJMAssamReelsContest**
- The social media team will centrally upload the relevant images and reels/shorts in the following url (<https://jjmassam.in/photography-reel/>) along with the link of the post in Social Media where they have uploaded the entry in the designated location for the DPMU to access them for judging purposes.
- **Districts may login to the following URL <https://jjmassam.in/photography-reel/admin> to access district wise images and reels.**
 - ★ **The Login for district will be JJMdistrictname (i.e. for Dibrugarh district the login will be JJMdibrugarh)**
 - ★ **the password will be JJM#123**

- The DPMU under the leadership of the ADC (JJM) or the Asst. Commissioner will organise the activity in association with PHED Divisions.
- The DPMU to set-up a committee to judge the entries received as per the guidelines laid down for the judges, in this standard operating procedure.
- The District or DPMU may finalize a prize comprising a trophy or certificate, and along with the Prize money.
- In case of districts organizing photography competition, the competition entries may be displayed in an exhibition on 15th of August district celebrations where the participants may also be invited to take part in the exhibition.
- In case of Reels and short video competition, the competition entries may be displayed as screen shots at the same exhibition along with a QRcode that will allow the visitors to scan the QRcode and view the short/reel.
- The Competition may be promoted locally in the educational institutions.
 - The Concerned District IEC/ISA coordinators may meet the College Principal and apprise him/her of the initiative and seek support to involve the College's Students' Council.
 - With due permission services of the College's Students' Council may be sought to promote the competition, through posters and Social Media Posts.
- A Standard Design for Poster and Social Media post will be shared with every district to promote the competition.
- Social Media handles of the districts, belonging to the district administration, DIPR and JJM may be used to promote the same.
- A standee may be placed at every DC office promoting the competition.

- A one-time financial assistance will be allocated to the DPMUs to conduct the entire activity.

Themes:

A list of themes have been documented from which the districts may select any two or three themes based on which the competition may be organised to ensure highest numbers of participation. The documented themes are as follows:

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

General Terms and Conditions:

- Upload the picture with a caption and tag Jal Jeevan Mission Assam & mention your district name.
- Like & Follow us on Facebook, Instagram & Twitter to participate in the contest.
- Use hashtags #JJMAssam, #JJMAssamPhotoContest & #JJMAssamReelsContest.
- Like, share the post & tag 3 of your friends.
- No watermark is allowed on the photographs.
- Open to participants from Assam only.

Modalities:

The details of the activity may be decided by the respective DPMUs, however the following pointers may be kept in mind to ensure fairness in judgement of the entries as well as quality of the entries.

- The Competition will be open to participants of all age groups
- **For Photography competition**
 - Participants may enter multiple entries up not exceeding 5 photographs for the competition.
 - The photograph can be submitted in both Landscape as well as Portrait mode.
 - The original photograph must not be larger than 10MB.
 - Photographs must be in JPEG format.
 - The photograph must be original and no watermark of any kind should be on the photograph.
 - Participants must submit only colour photographs taken up to a year before the start of the competition. Manipulation of the Photograph that distorts the reality of the images will not be allowed. Basic enhancements such as sharpening, contrast adjustment, or simple cropping will only be allowed.
 - Every submitted photograph must be submitted with a unique title and a befitting description, giving a background of the activity in the social media platforms.
- **For Reels and Shorts Competition**
 - The Reels and Shorts can be documentaries, short films, animations or experimental art forms formats.

- The duration of the reels or shorts must not exceed 50 seconds
- The Reels and Shorts can be in any language of the state.
- All content used in reels/shorts competition must be either owned or licensed. If any copyrighted material is used in the film, the participant must have the permission. For visuals accessed from open source, due credits of the source may be displayed.
- Upto 5 entries from the same participant will be accepted
- The Reels and Shorts must be original and no watermark of any kind should be on the film.
- Films with Adult content explicit or suggestive of any kind will not be entertained and would lead to direct disqualification

Judging

- A panel of Judges comprising of the following members must be set-up at the district level.
 - 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)

- The result of the competition will depend on the cumulative marking of all the judges on the entries. The entries with the highest marks will be declared as winner.
- In case of a tie or in case of diverse opinions, a meeting of the judges may be called to finalise the winners among the top highest mark grossing entry.
- The panel of Judges for the state level selection will comprise of the following members.
 - The Committee headed by the MD, JJM or Designated representative
 - Chief Engineer or designated Representative
 - Addl. Chief Engineer
 - Deputy Mission Director or Assistant Mission Director
 - Representative from Directorate of Information and Public Relation
 - State Project Specialist – IEC
 - State Project Specialist – M&E

Template for Grading of Photographs & Reels

- While judging the entries, the following pointers may be kept in consideration.
 - The highest mark to be earned is 100
- The entries may be marked in the following considerations
 - 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
- 10% Marks may be allotted on the relevance to JJM

Judgement

- The Entry selected by the panel of judges and their decision will be final. No correspondence pertaining to the selection process and decision will be entertained. The process is confidential.
- The Panel should reserve the right to disqualify any entry that is deemed inappropriate or does not conform to stated contest rules.
- The judging panel will also reserve the right not to award the prizes if the entries submitted do not meet the requirements.
- The winners of the competition will be declared simultaneously in the respective social media platforms of the District Administration, DIPR and Jal Jeevan Mission. The winners may also be informed via email and over the phone provided during entry.
- If no response is received from the winner after 21 working days, a new winner will be selected and the previous winner will forfeit all rights to the prize.

Exhibition

- An exhibition/Screening has to be organised to display the entries on 15th August celebration to be organised by the district
- The competition entries may be displayed at the same exhibition along with a QRcode that will allow the visitors to scan the QRcode and view the image.
- In case of the Reels/Shorts competition, a screenshot of the competition entries may be displayed at the same exhibition along with a QRcode that will allow the visitors to scan the QRcode and view the reel/short.

- All winning participants will be invited to the Exhibition/Screening
- The Mission/Department will not provide TA/DA for participation at the said exhibitions.

Terms and Conditions

- The organizer reserves the right to change or replace the competition prizes and /or modify the rules and regulations of the competition as and when necessary, without prior notice.
- Every Winner must submit the original photograph, short *video* to the Mission whenever requested within the financial year 2023-24.
- While the organizer will exercise due care during the collection, selection and storage of the entries submitted, it shall not be held liable for any loss, theft or destruction of the entries.
- Upon making a submission, the entrant shall agree to the terms and conditions of the competition and grant Jal Jeevan Mission and Public Health Engineering Department, Assam, worldwide, non-exclusive, royalty free, licensable right and license to use, publish, reproduce, display, perform, adapt, create derivative works, distribute, have distributed, print, in whole or in part, in any form, in all media forms now or hereafter known, to promote the Mission or the Department, or for editorial or educative use.
- Entries that portray or otherwise include inappropriate and/or offensive content, deemed to be contrary to the law, religious, cultural & moral traditions and practices of India, are strictly prohibited and will be immediately discarded. The participant who submits any such photos may be permanently banned, from participating in any future contests.