

Election Urgent

**OFFICE OF THE COLLECTOR AND DISTRICT ELECTION OFFICER;
CUTTACK**

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No. III-55/2024/5811/Elec./ dtd. The 06th September, 2024

To

The DI & PRO, Cuttack.

Sub: Request for engagement of new voters through Social Media Contest.

Sir,

With reference to the subject cited above, I would like to inform you that this year the Commission has decided to carry out Special Summary Revision-2025 with a special focus on maximum enrollment of the young voters. Therefore to create awareness among the young voters, the Chief Electoral Officer, Odisha has launched a social media contest to engage the youth.

The participants will create a video clip / reel of 30-40 seconds duration that motivates other youngsters to register as voters and to reiterate the importance of every vote through creative expression (A sample text is enclosed). The video clip / reel has to be uploaded on X / Instagram / Facebook and use the following tags.

X : @CuttackDM, @OdishaCeo

Instagram : @dm_cuttack, @Odishaceo

Facebook : Cuttack Administration, Ceoodisha

alongwith #VoterRegistration #YoungVoters #OdishaCEO #BeTheChange
#ReelCompetition #SSR2025

A committee for evaluation of the said contest has been formed, which will select the top 3 reel / video clips on every Friday and be awarded by the administration. The contest period is **from 06th September 2024 to 29th November 2024**.

Hence, you are requested to take the necessary steps for media coverage of the above social media contest through print media and electronic media.

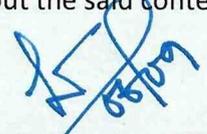
This may be treated as **MOST URGENT**.

Yours faithfully,


**Collector & District Election Officer,
Cuttack**

Memo No. 5812 /Elec./ Dated 06th September, 2024

Copy submitted to the DeGM, Cuttack to float the details about the said contest on the social media platform/webpage of the district administration.


**Collector & District Election Officer,
Cuttack**