

OFFICE OF CHIEF ELECTORAL OFFICER, PUDUCHERRY
General Elections to the Puducherry Legislative Assembly – 2026 (GEPLA 2026)

Guidelines for the Reels Competition on Voter Awareness

1. Objective of the Competition

The Reels Competition is organized by the O/o Chief Electoral Officer, Puducherry, with the following objectives:

- To increase voter turnout in the Union Territory of Puducherry by encouraging greater citizen participation in the democratic process.
 - To promote ethical and responsible voting, emphasizing the importance of informed decision-making and the value of every vote.
 - To tackle misinformation and disinformation related to elections by encouraging citizens to verify information before sharing and to rely on credible sources.
 - To promote “Meiporul 2.0”, a myth-busting initiative of the Office of the Chief Electoral Officer, Puducherry, aimed at spreading verified and accurate information related to elections. A concept video explaining Meiporul 2.0 will be made available on the official website and YouTube channel of the Elections Department for reference.
 - To encourage the spirit of elections as a festival of democracy, highlighting the excitement and pride associated with voting, particularly among first-time voters.
 - To promote sustainable and environmentally responsible elections, including practices such as walking or cycling to polling stations and supporting clean and eco-friendly campaigning.
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2. Themes for Reels

Participants may create reels based on any of the following themes:

1. Meiporul 2.0 – Truth in the Information Age

Promote the importance of verified information during elections and discourage the spread of rumours, misinformation, and disinformation. Encourage citizens to fact-check information and rely on credible sources before sharing.

2. Proud to be a First Time Voter

Highlight the enthusiasm and pride of first-time voters participating in elections and demonstrate how every vote contributes to shaping the nation’s future.

3. Inclusive Elections – Every Voice Matters

Show how elections are accessible to all citizens, including Persons with Disabilities (PwDs), senior citizens, transgender and marginalised communities. Emphasize equality, accessibility, and participation without barriers.

4. Sustainable Elections – Green Democracy

Promote environmentally responsible election practices such as walking or cycling to polling stations, minimizing plastic usage, maintaining cleanliness around polling stations, and supporting clean campaigning.

5. 2026 Puducherry Elections – A Festival of Democracy – (தேர்தல் திருவிழா புதுச்சேரியின் பெருவிழா)

Capture the festive spirit and enthusiasm surrounding the General Elections to the Puducherry Legislative Assembly 2026, showcasing the pride, participation, and excitement of voters.

3. Terms and Conditions

- The reel should have a maximum duration of one minute.
 - The content should not promote hatred or create enmity among communities or groups.
 - The reel should not contain abusive or unparliamentary language.
 - The content must be apolitical in nature and should not promote or criticize any political party or candidate.
 - The videos should be uploaded in the Google Drive link provided by the Department.
 - The videos will be shortlisted by the Department and the shortlisted reels should be uploaded by the participant in collaboration with the CEO Puducherry's Instagram page.
 - Participants whose entries are not selected should not publish or circulate the reel without prior permission of the Department
 - The copyright of the selected/best videos will vest with the Elections Department, Puducherry.
 - The Department reserves the right to raise complaints with social media platforms regarding any sensitive or inappropriate content posted in the name of the Department.
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4. Registration

Participants can register and submit their reels through the Google Form link provided by the Department on or before 19.03.2026.

5. Selection Criteria

The winners of the competition will be selected based on the following criteria:

- Relevance to the theme
- Accuracy of information and quality of content
- Creativity and storytelling
- Engagement on Instagram such as likes and shares

All selected reels hosted on social media must compulsorily include the following hashtags:

#CEOPuducherry

#GEPLA2026

#ChunavKaParvPuducherryKaGarv

#தேர்தல் திருவிழா புதுச்சேரியின் பெருவிழா

#MyVoteMyPride

#Meiporul2.0

#PuducherryInclusiveElections

Participants must also tag the official social media handles of the Elections Department:

- Twitter (X): CEO Puducherry
 - Facebook: CEOPuducherry
 - Instagram: ceopuducherry
 - YouTube: Elections Department Puducherry
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6. Prize Money

1. First Prize – ₹25,000
2. Second Prize – ₹15,000
3. Third Prize – ₹10,000
4. Consolation Prize - ₹5,000


12/3/2024
(M.KANDASAMY)

Dy. CHIEF ELECTORAL OFFICER