

Government of India
Ministry of Rural Development
[Department of Land Resources]

2nd Floor, Shivaji Stadium Annexe,
Connaught Place, New Delhi

Dated: 11.11.2025

To,
The CEO, SLNA
for WDC-PMKSY 2.0
In all States and UTs of J&K and Ladakh

Subject: Launch of "Social Media Competition" on Watershed Development - reg.

Sir/ Madam,

I am directed to refer to the subject cited above and to enclose herewith the detailed guidelines, processes, and modalities pertaining to the Social Media Competition on Watershed Development.

2. In this regard, all States/Union Territories are requested to give wide publicity to this initiative, particularly among youth groups, educational institutions (schools, colleges, and universities), and other interested individuals and organizations. The objective is to raise awareness about Watershed Development works, enhance their visibility among the general public, and help transform the initiative into a mass movement.
3. It is further requested that appropriate directions, notifications, and/or advertisements may be issued at the earliest to invite participation, keeping in view the closing dates for submission of creative entries (such as videos, reels, short films, etc.).
4. The entries will be evaluated at State Level.
5. This issues with the approval of the Competent Authority.

Yours faithfully,



(S.K.M. Guite)

Deputy Advisor(Forestry)

Copy to:

1. PSO to Secretary, DoLR
2. PS to Additional Secretary, DoLR
3. PPS to Joint Secretary(WM), DoLR
4. Sr. Addl. Commissioner(WD)/ Deputy Secretary(SAK)/ Deputy Secretary(VN), DoLR

Guidelines for Social Media Competition related to Watershed Development

To promote Janbhagidari in Watershed Development Works, Department of Land Resources, Ministry of Rural Development, GoI, in coordination with State & UT Governments is organizing “**Watershed Mahotsav**”. As part of the Mahotsav, following activities are being undertaken :

1. Lokarpan of completed watershed works.
2. Bhumi Poojan for New Work.
3. Award to winning projects of Janbhagidari 2025.
4. Shramdaan& Other Watershed works through Janbhagidari.
5. Social Media Competition.

To enhance public awareness and to promote Watershed Development Works, a “**Social Media Competition**” is being organised. Individuals are invited to participate in this Social Media Competition on Reels and Photographs related to Watershed Development works such as Water Harvesting Structures and Horticulture / Agroforestry plantation under **Watershed Development Component – Pradhan Mantri Krishi Sinchayee Yojana (WDC–PMKSY)** and **any other central/state government watershed development related schemes.**

Winner Categories and Prizes :

| S.No. | Category | Prize Amount |
|-------|------------|-------------------------|
| 1 | Reel | ₹ 50,000 to each Winner |
| 2 | Photograph | ₹ 1,000 to each Winner |

State-wise of number of Winners :

| Group | State | No of Winners per State | |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Reels | Photographs |
| A | Maharashtra, Rajasthan, Madhya Pradesh, Gujarat, Andhra Pradesh, Uttar Pradesh, Chhattisgarh, Tamil Nadu, Karnataka, and Odisha (10 States) | <p>Total 5 Reels per State :</p> <p>(i) <u>Two (02) reels</u> related to Water harvesting structures created under WDC-PMKSY 1.0 & 2.0.</p> <p>(ii) <u>Two (02) reels</u> related to water harvesting structure created under any other Centre/State Watershed Development Scheme.</p> <p>(iii) <u>One (01) reel</u> related to Agroforestry/Horticulture Plantation under WDC-PMKSY 1.0 & 2.0.</p> | <p>100 Photographs per State :</p> <p>(i) 75 Photographs related to water harvesting structures created & Agro-forestry/ Horticultural Plantation under WDC-PMKSY 1.0 & 2.0.</p> <p>(ii) 25 Photographs related to water harvesting structures created under any other Centre/ State Watershed Development Scheme.</p> |
| B | Assam, Arunachal Pradesh, Meghalaya, Bihar, Telangana, Jharkhand, Mizoram, Himachal Pradesh, West Bengal, Uttarakhand Nagaland, Tripura, Kerala, Sikkim, J&K, Haryana, Punjab, Ladakh, Goa, and Manipur (18 States & 2 UTs) | <p>Total 4 Reels per State :</p> <p>(i) <u>Two (02) reels</u> related to Water harvesting structures created under WDC-PMKSY 1.0 & 2.0.</p> <p>(ii) <u>One (01) reels</u> related to water harvesting structure created under any other Centre/State Watershed Development Scheme.</p> <p>(iii) <u>One (01) reel</u> related to Agroforestry/Horticulture/ Plantation under WDC-PMKSY 1.0 & 2.0.</p> | <p>50 Photographs per State :</p> <p>(i) 35 Photographs related to water harvesting structures created & Agro-forestry/ Horticultural Plantation under WDC-PMKSY 1.0 & 2.0.</p> <p>(ii) 15 Photographs related to water harvesting structures created under any other Centre/ State Watershed Development Scheme.</p> |

How to Participate :

1. Any interested individual can prepare short videos/reels (30–60 seconds) or photographs depicting Water Harvesting Structures (Check Dam, Anicut, Cement Nallah Bund, Stop Dam, Farm/ Community/Village Pond, Gabion Structures, Gully Plug, Earthen Nallah Bund, Loose Boulders, Trenches) developed or Horticulture/ Agro forestry activities under WDC–PMKSY 1.0 & 2.0 and Water harvesting structures created under any other Watershed Central/ State Government Scheme & their benefits for community.
2. Entries shall be submitted online after the participants post their content on social media , between **12th November to 31st December 2025.**
3. Participants have to use **hashtag “#WDC-PMKSY-Watershed Mahotsav 2025”** with the post on social media.
4. Participants will next have to register/enroll on site/portal <https://wdcpmksy.dolr.gov.in/registerMahotsav> for participation. Link of the content posted on social media platform will be also submitted on registration portal.
5. Participants will get a confirmation mail regarding successful registration.
6. After completion of competition duration, by **31st January 2026, 6.00 PM**, Participants have to submit screen shot of reach (View) and engagements (Comments & Likes).
7. Detailed information about Water Harvesting Structures developed under IWMP/ WDC-PMKSY 1 and WDC–PMKSY 2, will be available on the website <https://wdcpmksy.dolr.gov.in>
8. Please ensure official hashtag is used and official handle is tagged.

Selection Procedure : The winners of the Social Media Competition will be selected on the basis of the following criteria:

| S.No. | Criteria | Weightage | Description |
|-------|----------------------------|-----------|--------------------------------------------------------------------------------------|
| 1 | Reach (Views) | 45 % | Number of views generated. |
| 2 | Engagement | 25 % | Number of likes, shares, and comments. |
| 3 | Relevance to Theme | 10 % | Reflects the theme of watershed development works undertaken under the WDC projects. |
| 5 | Creativity & Originality | 10 % | Innovative ideas, unique perspectives, and storytelling. |
| 6 | Visual & Technical Quality | 10 % | Good composition, clarity, and lighting. Stable visuals and clear sound (for reels). |

Other Terms & Conditions :

1. Participant will be responsible for any violation of any Act, rule , regulation, guidelines etc.
2. Winning entries once submitted (Reels/Photographs) to the designated portal, will have the copyright of the DoLR and may be utilized by DoLR and or State Department for any publicity, educational etc. purposes.
3. An Individual participant can get Maximum 01 award for reels and 1award for photographs.
4. Obscene or offensive contentwill not be considered for competition.
5. Location and or beneficiaries should be authentic, Creatives depicting false locations/ beneficiaries are not eligible.
6. One individual can submit more than one entry for both (Reels & Photograph) category.
7. Only organically generated views and engagement on reels will be eligible. Any artificially boosted reels will automatically be rejected, at any stage of the competition.
8. Government officials related to implementing department of WDC-PMKSY, will not be considered eligible for the competition.
