

बिहार स्टेट पावर ट्रांसमिशन कम्पनी लिमिटेड



Bihar State Power Transmission Company Limited

(निबंधित कार्यालय:-विद्युत भवन, बेली रोड, पटना)

(Regd. Office: Vidyut Bhawan, Bailey Road, Patna)

CIN-U74110BR2012SGC018889

Website: www.bsptcl.bih.inc.in

DEPARTMENT OF HR & ADMINISTRATION

पत्रांक:- _____/

पटना, दिनांक:- _____/

T-V/Misc-1543/2020

प्रेषक,

शशिकान्त कुमार,
अवर सचिव।

सेवा में,

महाप्रबंधक-सह-मुख्य अभियंता,
सभी संचरण जोन।
विद्युत अधीक्षण अभियंता,
सभी संचरण अंचल।
विद्युत कार्यपालक अभियंता,
सभी संचरण प्रमंडल।

E-mail

विषय:-

Digital Promotion and Social Media plan for Lineman Diwas-2025 on March 4th, 2025 के संबंध में।

महाशय,

निदेशानुसार, उपर्युक्त विषयक मुख्य विद्युत निरीक्षणालय एवं मुख्य अभियंता, मुख्य विद्युत निरीक्षणालय प्रभार, केन्द्रीय विद्युत प्राधिकरण, विद्युत मंत्रालय, भारत सरकार के पत्रांक-CEI/1/1/2025/185 दिनांक-13.02.2025 की प्रति अनुलग्नक सहित आपके अग्रतर कार्रवाई हेतु संलग्न है।

अनु०-तथैव।

विश्वासभाजन,

ह०/-

(शशिकान्त कुमार)

अवर सचिव

ज्ञापांक:-567.....

पटना, दिनांक:-28/02/2025.....

प्रतिलिपि:- डाटा बेस एडमिनिस्ट्रेटर, बिहार स्टेट पावर ट्रांसमिशन कम्पनी लिमिटेड को सूचनार्थ एवं आवश्यक कार्रवाई हेतु प्रेषित।

2. उनसे अनुरोध है कि इस पत्र को कंपनी के **Website** पर अपलोड करवाने की कृपा की जाय।

(शशिकान्त कुमार)

अवर सचिव

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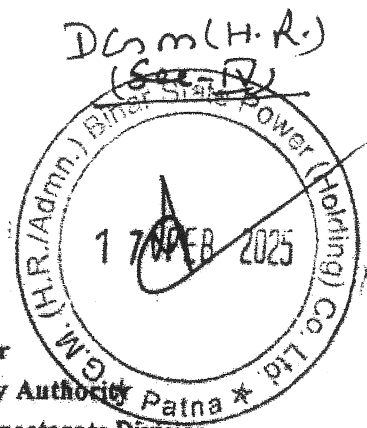
EC/1/1/2025/185 Dated 13 Feb, 2025

MD/MDs of / Trans
MD/Jaith/ Gen.
Gm (HR) - H

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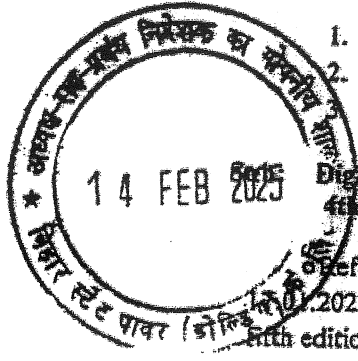
भारत सरकार/Govt. of India
विद्युत मंत्रालय/Ministry of Power
केन्द्रीय विद्युत प्राधिकरण/Central Electricity Authority
मुख्य विद्युत निरीक्षणालय प्रभाग/Chief Electrical Inspectorate Division



To,

1. CMDs/MDs of DISCOMs
2. CMDs/MDs of GENCOs
- CMDs/MDs of Transmission Licencees

D.S. Sec IV



Digital Promotion and Social Media plan for Lineman Diwas 2025 on March 4th, 2025-regarding.

Reference is invited to the previous communications vide dated 13.01.2025 and 17.01.2025 by the Central Electricity Authority (CEA) regarding the celebration of the fifth edition of 'Lineman Diwas' on March 4th, 2025, in the National Capital. The event is being organised by CEA with the support of Tata Power Delhi Distribution Limited and other DISCOMs/GENCOs/Transmission Utilities.

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17/2/25

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16/08/7M(HR)
18/02/25

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3/02/2525

To create awareness and amplify the idea of Lineman Diwas and the critical role of Linemen in ensuring uninterrupted power supply across the country, a Digital promotion plan has been put together which can be successfully implemented with your help and support.

As social media is a very effective medium for propagating messages, a special Tool Kit has been prepared with creatives to be deployed on the official Social Media handles and Websites of the DISCOMs/GENCOs/Transmission Utilities. Respective utilities can make changes in the written content in their native language in the creative templates. This will help amplify the initiative and reach a broader audience.

The Social Media toolkit can be downloaded from this link:

https://drive.google.com/file/d/1kBjnZYoRRQV7NHBQWI3x2FEf4sxYaBG/view?usp=drive_link

The detailed Digital Promotion Plan along with the Social Media Tool Kit has been attached as Annexure.

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17/2/25

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For necessary information and support, it is requested to kindly contact the following:

1. Mr. John Edwin, (9910082270), john.edwin@tatapower-ddl.com
2. Mr. Imran Ahmed, (9650911515), TPDDL, i.ahmed@tatapower-ddl.com

We look forward to your kind cooperation and participation in the event.

Yours faithfully,


(Rishika Sharan)

Chief Electrical Inspectorate &
Chief Engineer

Copy for information to:

1. SA to Chairperson, CEA
2. SA to Member (Power Systems), CEA

Annexure

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S. No.	Platform	Digital promotion plan	Support required	Date
1	Social Media	Cover Images - Facebook, LinkedIn, YouTube, X	To be uploaded on Official SM pages	10 th Feb '25
2		Video Message of the Chairman, CEA (will be posted by Tata Power-DDL)	To be Reposted by <u>DISCOMs/TRANSCO/GENCOs</u>	10 th Feb '25
3		Message of Senior Leadership	Video byte from MD/CEO of your Organisation announcing the celebration of Lineman Diwas on March 4 th , 2025	Can be posted between 12 th Feb '25 - 15 th Feb '25
4		Start #ThankALineman Series	- To post small Video bytes of people (Common Mass & Consumers) thanking linemen for their efforts, hard work, dedication in providing uninterrupted power supply. - Use #ThankALineman while posting on SM - Tag Tata Power-DDL & other <u>DISCOMs/TRANSCO/GENCOs</u> (as many as the character limit permits).	13 th Feb '25 Onwards
5		Video bytes of Family of Lineman	Video msg of Family members of a lineman sharing their pride for the selfless service by the lineman (#ThankALineman) - Use #ThankALineman while posting on SM. -Tag Tata Power-DDL & other <u>DISCOMs/TRANSCO/GENCOs</u> (as many as the character limit permits).	14 th Feb '25 onwards
6		Lineman Stories	- Static posts of Linemen sharing their work experiences (project/incident/challenge) and talking about the Dignity of work that he feels about his job.	To be posted from 15 th Feb '25 onwards till Feb 26 th



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			- The template for the post is included in the Social Media Tool kit.	
7		5-day Countdown Begins	To be posted on official SM handles	27 th , 28 th Feb, March 1 st , 2 nd & 3 rd March '25
8		Video Message of Lineman	Video bytes of linemen sharing their excitement and feeling about the upcoming Lineman Diwas (#ThankALineman)	March 3 rd '25
9	Website	Web Banner	To be deployed on company's website	15 th Feb'25
10	Mobile App	Banner	To be deployed on company's App	15 th Feb'25

Note: Organisations can make changes in the suggested dates/frequency of the Social Media posts according to their existing SM content calendar.

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