



भारत सरकार
Government of India
विद्युत मंत्रालय
Ministry of Power
केन्द्रीय विद्युत प्राधिकरण
Central Electricity Authority
सोशल मीडिया सेल
Social Media Cell

File no : No-CEA/PR Cell/2021/

Date: 7.02.2022

Subject / विषय: Request for availing the official social media platform of CEA.

It is to bring to your kind notice once again that CEA has been utilizing the social media platforms like Twitter for disseminating information about its important activities for quite a while. The official twitter handle can be accessed @CEA_India.

It may be appreciated that the social media platforms not only provide an effective means for wider and quicker outreach, but their inherent interactive nature also helps in connecting with larger masses in better ways. Therefore, almost every organization is taking this integral part of modern life very seriously and has started utilizing such platforms to the fullest to serve their purpose.

Unfortunately, it has been observed that the benefits of social media platforms are not being availed by CEA effectively as the contents posted hitherto are very limited. It is felt that the Social Media Committee of the organization is completely helpless here in spite of their best efforts as hardly any content is provided to them by any of the division. The contents visible in the tweets are mostly the results of their personal follow up that is understandably not sufficient enough in the absence of active cooperation from others.

It is, therefore, requested that important contents worth sharing on the social media platform may please be provided to the Social Media Committee invariably. Information in the form of write-up, photographs, audio or video clips etc. related to important meetings, seminars, training program, inauguration ceremony, celebration of a day or an occasion, report publication, public pronouncement, updation of technical standards could be some such possible contents. The links of important contents posted on CEA website or any external useful link may also be shared on social media. The content may be e-mailed at cea-smprg@gov.in preferably on the same day of occurrence of such event or at the earliest possible time so that their relevance could not be lost.

Arpita Upadhyay
7/02/2022

(Arpita Upadhyay/अर्पिता उपाध्याय)
Deputy Director & Member(SMC)/
उप निदेशक व सदस्य(अस.अम.सी)

To:

1. PPS to Chairperson,CEA
2. PPS to Members(Hydro/Thermal/GO&D/PS/Planning/E&C), CEA
3. Principal Chief Engineer(I/II),CEA
4. Secretary,CEA
5. All Chief Engineers ,CEA
6. Director (Admin) – with a request to forward it to the chairpersons of all independent committees and teams constituted in CEA for consideration.
7. Director(IT) – for uploading at CEA website
8. All Subordinate Offices of CEA