

#75ReelsforCelebratingIndia

A Youth Engagement Program to Celebrate Positivity and Patriotism to Promote Culture

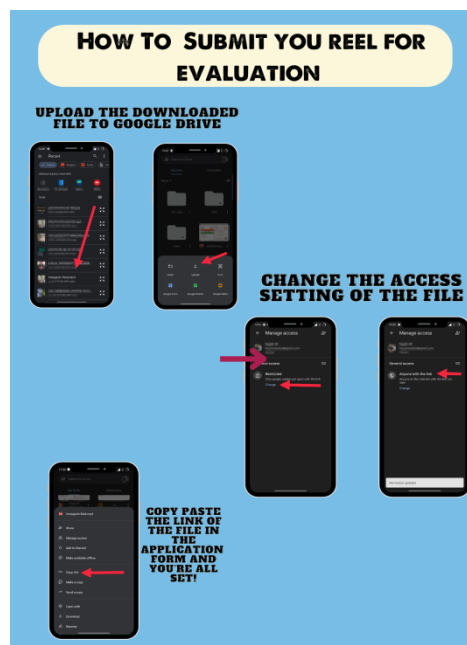
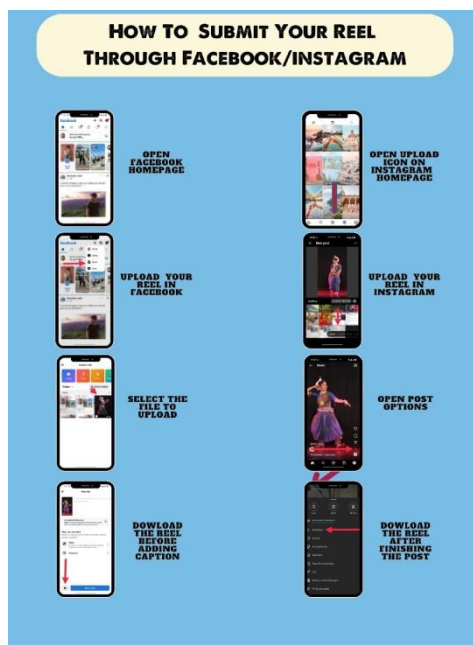
To honour 75 years of India's independence as well as the illustrious history of its people, culture, and accomplishments, TERI is implementing a program titled, **#75ReelsforCelebratingIndia**. The program envisages a Reel- making competition along with hosting a National Youth Forum. The program is being implemented in partnership with Ministry of Culture, Government of India, under the umbrella of Azadi Ka Amrit Mahotsav. The program aims to provide a learning environment for young people while also recognizing India's distinctive culture through inspirational messages and the display of patriotism in a variety of forms. This program will act as a discussion forum for issues related to creating the India of one's dreams, maximizing India's potential, and positively influencing India's changing environment.

We are inviting youth in India who fall into the age category of 15 – 29 years to take part in the **Reel-making competition**. The theme of the competition is “**One Country, Many Cultures.**” The objective of this competition is to explore youth creativity and honour the glorious history of India's people, culture, and accomplishments. Reels have surely become a means for the younger generation to exhibit their creativity and bring in the best trends on social media in this digital era and an effective way to reach a wider audience. According to recent statistics, reels get 22% more engagement than traditional videos. Through the repository of reels, a collection of 75 reels will be featured during the National Youth Forum that will take place in Delhi on the eve of ‘**Constitution Day**’ i.e. **November 21, 2023**.

Guidelines for Reel-making competition:

1. Each participant is required to submit **one short video/ reel** with a maximum of **90-second** duration. The theme of the competition is ‘*One Country, Many Cultures.*’
2. Entries can be submitted in the age category of **15 - 29 years**.
3. Only **one entry** per participant will be accepted.
4. Each participant must post and share reels latest by **15 October 2023**, by tagging TERI ([Facebook](#), [Instagram](#)) and Ministry of Culture ([Facebook](#), [Instagram](#)) and using the hashtags- #AzadiKaAmritMahotsav, #AKAM, #75, #TERI
5. A reel should capture nation's magnificent history of 75 years of independence and capturing an India of dreams, realising India's potential, and constructively contributing to India's growing landscape.
6. Every submission needs to upload and submit reel with 2 links:
 - ✓ Instagram/ Facebook link
 - ✓ Google drive link
7. The length of the reel should not exceed 90 seconds and should not be less than 30 seconds.

8. The choice of music in the reel should not involve any explicit remark or recite any demeaning remarks, failure to do so will result in disqualification.
9. Link of the reel (Instagram/ Facebook and Google Drive) is to be provided by the participant in the application form.



10. The following criteria would be used to judge the entries:
 - ✓ Quality of the reel
 - ✓ Creativity
 - ✓ Plagiarism
 - ✓ Outreach- when uploaded on Instagram/ Facebook, maximum no. of reach will be counted
 - ✓ Originality
 - ✓ Message clarity
 - ✓ Overall impact
11. Participant should submit an original reel that conveys his / her understanding of the theme. The reel should convey hopeful and meaningful messages and should be devoid of doomsday prophecies.
12. All information presented in the reel must be cited, giving credit to the original source. Plagiarism of any kind will result in disqualification. Obscene, provocative, or otherwise objectionable content will not be considered.
13. By entering the competition, participant represents, acknowledges and warrants that the submitted reel and description is original work created solely by the participant and that no other party has any right, title, claim or interest in the reel or the description.
14. By entering the competition, all participants grant permission to the organizer to store their reels in the original or updated form, without any notification,

permission, fee or any other form of compensation. Reels will be credited to the participants.

15. All expenses incurred during shooting process will have to be borne by the participants.
16. Last date to submit and share your reel for the competition is **15 October 2023**.
17. Please go through the competition details on the website link- <http://bit.ly/3P3MtGh> and submit the entry [here](#).
18. Winners will get monetary awards, certificates, and the opportunity to attend the National Youth Forum along with a felicitation that will take place in Delhi on **November 21, 2023, on the eve of 'Constitution Day'**.
19. Shortlisted 75 reels glorifying India will be showcased on the day of the Forum which will have representatives under the banner of *Azadi Ka Amrit Mahotsav* from Ministry of Culture, Government of India and top 5 reels will be submitted to the Ministry.
20. These 75 reels that have been shortlisted will also be promoted on TERI's website and social media accounts.
21. Jury decision will be final.

For further queries, please write to us at tericelebratingindia@gmail.com