

Reel Making Competition on Cyber Awareness & Mental Wellbeing



Prizes

1st : ₹10,000

2nd : ₹5,000

3rd : ₹2,500

Calling on all content creators to participate



Scan QR for Registration
and Other Details



cawach@msubaroda.ac.in

Last Date for Submission
15th February 2026



Reel Making Competition

Rules & Regulations

Theme: *Cyber Awareness & Mental Wellbeing*

1. Eligibility

- The competition is **open to all content creators** of any institute.
 - **The person registering for the event will be considered as the individual participant.** In case of a team entry, **only one representative should complete the registration on behalf of the team.**
 - Each participant is allowed to submit **only one reel.**
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2. Reel Specifications

- **Duration:** Minimum **1 minute** and maximum **3 minutes.**
 - **Format:** Vertical video (9:16 ratio) suitable for Instagram Reels.
 - **Resolution:** Minimum **720p**, preferably **1080p.**
 - **Language:** English, Gujarati, or Hindi (subtitles are encouraged).
 - **Original Content Only** – copied or AI-generated voice/video without disclosure is not allowed.
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3. Theme Guidelines

The reel must clearly relate to **at least one** of the following:

- Cyber safety & digital hygiene
- Online frauds, phishing, OTP scams, fake profiles
- Responsible social media use
- Cyber bullying & online harassment
- Mental wellbeing in the digital age
- Screen addiction, digital stress, or work-life balance

⚠️ Content must be **informative, awareness-oriented, and socially responsible.**

4. Content Restrictions

- No **offensive, defamatory, political, religious, or promotional** content.
 - No depiction of **violence, abuse, substance use, or explicit material.**
 - No violation of **copyrights** (music, visuals, clips).
 - Use of background music should be **copyright-free** or from Instagram's free library.
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5. Submission Process

- Participants must submit their reel by **scanning the QR code** provided on the poster.
- Along with the reel, participants must submit:
 - Name of participant
 - Institute/ Faculty / Department
 - Contact details (Mobile Number & Email ID)
 - Short description of the reel (max 150 words)

 **Last Date for Submission: 15th February 2026**

6. Evaluation Criteria

Reels will be judged based on:

- Relevance to the theme
- Creativity & originality
- Message clarity & social impact
- Technical quality (audio/video)
- Overall presentation

The decision of the **judging committee shall be final and binding.**

7. Prizes

- 🏆 **1st Prize: ₹10,000**
 - 🥈 **2nd Prize: ₹5,000**
 - 🥉 **3rd Prize: ₹2,500**
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8. Usage Rights

- Submitted reels may be used by the **University / Cawach Kendra, KCG** for:
 - Awareness campaigns
 - Social media promotion
 - Educational purposes
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9. Disqualification

Entries may be disqualified if:

- Submitted after the deadline
 - Found plagiarized or misleading
 - Violating any rule or ethical guideline
 - Incomplete or incorrect submission details
 - The same reel/content is received through multiple registrations; in such cases, *all related entries will be disqualified.*
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10. Results & Prize Disbursement

- The **results will be declared** on the **official website of The Maharaja Sayajirao University of Baroda** and/or through the **official social media pages of the University.**
 - After declaration of results, **bank account details will be collected only from the three prize winners.**
 - **Prize money will be transferred strictly via NEFT.**
 - The **bank account must belong to the registered participant only.**
👉 *No change of participant or bank account holder will be permitted under any circumstances.*
 - **Prize money will be transferred within 60 days** from the date of declaration of results, subject to completion of necessary formalities.
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11. Contact Information

For any queries, please contact:

✉️ cawach@msubaroda.ac.in