



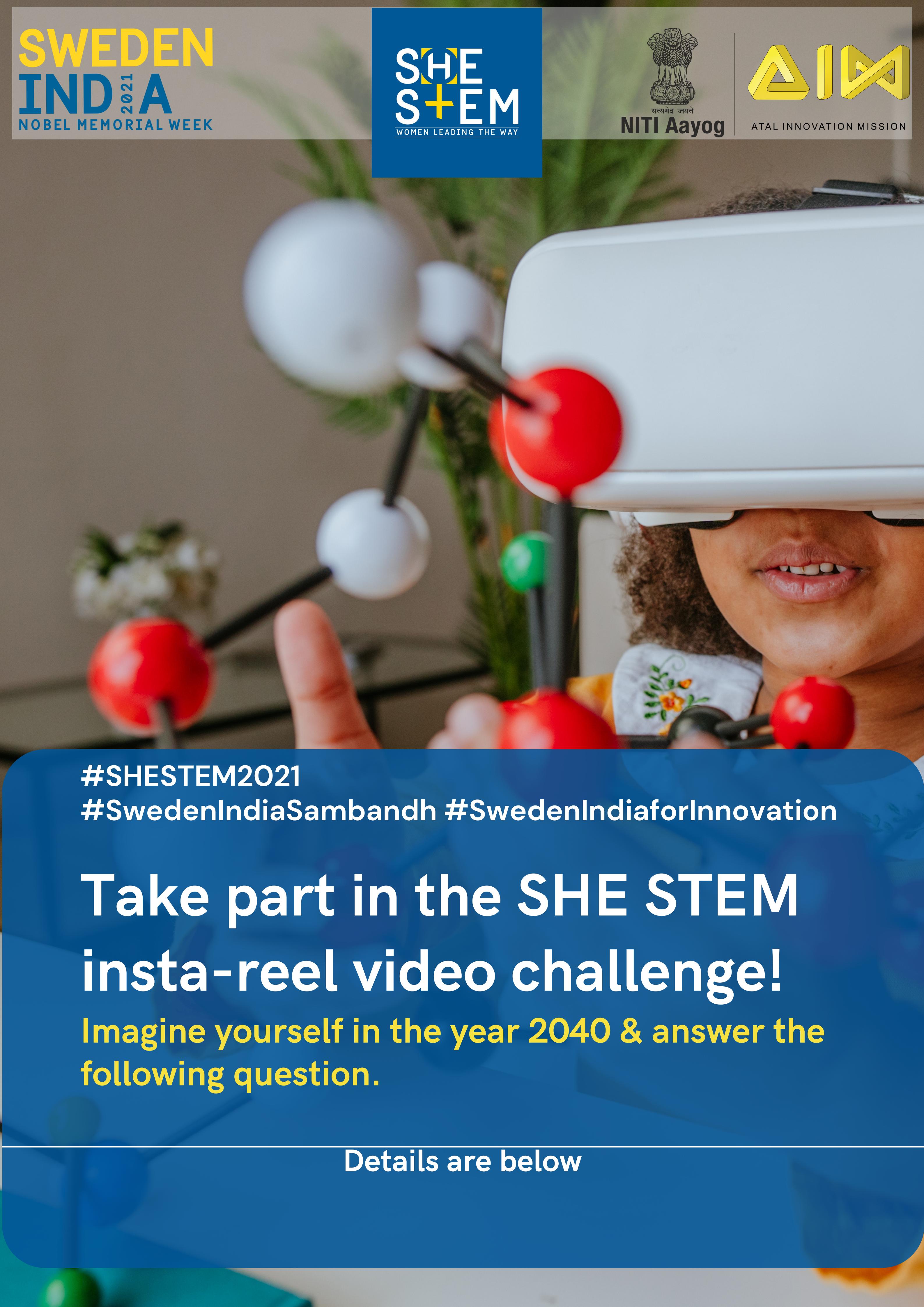
## Participate in AIM & Embassy of Sweden's Insta Reels Challenge

ATAL INNOVATION MISSION (AIM) along with the Embassy of Sweden is organising **SHE STEM** once again this year to **encourage young girls** towards fields of STEM. As a part of this event, AIM is launching a special Instagram challenge for all students, girls and boys from **November 1st to 14th**.

The winner stands to win a **tablet** and other top performers will get exciting coupons and vouchers along with a certificate from the Embassy of Sweden and AIM. The winner will be announced on 6th December, the day of the SHE STEM event.

This challenge is through Instagram for **students above the age of 13 years enrolled in a school**. It aims to encourage students to think of the future and imagine that by 2040 when they are a leader in STEM, how are they making the world a better place.

More details on this challenge is in the attached brochure



#SHESTEM2021  
#SwedenIndiaSambandh #SwedenIndiaforInnovation

**Take part in the SHE STEM  
insta-reel video challenge!**

**Imagine yourself in the year 2040 & answer the  
following question.**

**Details are below**



#SHESTEM2021

#SwedenIndiaSambandh #SwedenIndiaforInnovation

Fast forward to 2040.  
As a STEM leader how are  
you making the world a  
better place through STEM?

## The Details:

1. Record an insta-reel video with your response to question, 'Fast forward to 2040. As a STEM leader how are you making the world a better place through STEM\*?'
2. Start the video with the lines – 'This is 2040, and I am...'  
Example 1: This is 2040 and we are exploring Mars to solve the issue of water ...  
Example 2: This is 2040 and I am a marine biologist who has been selected for the Nobel Prize for solving the global warming challenge...
3. End your reel with three words (as a text) that inspire you and guide your actions.  
Example 1: Persistence, Empathy, Action.  
Example 2: Living my dream.
4. Keep the insta-reel video to a maximum duration of 30 seconds.  
Remember to save the reel as an insta-post.
5. Use the hashtag #SHESTEM2021 #SwedenIndiaSambandh #SwedenIndiaforInnovation
6. Follow and tag the following handles in your post: @swedeninindia @aimtoinnovate @contentpeople.ab
7. Also tag at least five of your friends.
8. She STEM insta-reels challenge will run from November 1, 2021 to November 15, 2021.
9. The organizers of the SHE STEM Insta-reels challenge can use the reels after the competition as well.

**\*Who is a STEM Leader? A leader working in the field of Science/Technology/Engineering/Mathematics**

## **Participation Criteria:**

1. This contest is for the age group 13 to 17 years as on October 30, 2021.
2. You can enter the SHE STEM insta-reels challenge only as an individual.
3. The participant must be enrolled in a school in India.
4. Each participant can make only one entry.
5. Entry can be in English or Hindi.

## **Judging Criteria:**

1. We are looking for a solution that is a combination of a fantastic imagination and ground realities as they may be in 2040.  
The insta-reels will be judged on:
  - Novelty of idea
  - Clarity of thought and articulation
  - Sustainability or climate action angle
2. Each day, one insta-reel will be shortlisted for the finale.
3. At the end of the SHE STEM insta-reels challenge one winner will be selected from the shortlisted 15 reels. The other shortlisted candidates will receive consolation prizes.
4. Lots of prizes to be won, including a Tablet for the winning entry!
5. The winners will be announced and their insta-reel played at the SHE STEM event on December 6, 2021.
6. This competition is part of the annual SHE STEM event to celebrate women in STEM fields. Organised by Office of Science & Innovation, Embassy of Sweden in India with Atal Innovation Mission, SHE STEM will take place on December 6, 2021.