



REEL MAKING CONTEST GUIDELINES

Event Name:

- REEL RUSH

Event Details:

- **Mode:** Online Submissions
- **Venue:** Online Platform
- **Entry Fee:** INR 50 per reel.

Description:

NIT Uttarakhand invites you to its thrilling Reel Making Competition, where creativity meets storytelling in the most captivating way. This event challenges participants to showcase their cinematic flair and innovative ideas by creating short, impactful reels. Whether it's about campus life, trending themes, or a burst of artistic expression, this competition celebrates the power of short-form content to engage and inspire.

THEME: College Life

Genre:

1. Tragedy
2. Comedy
3. Irony/Hypocrisy
4. Thriller/Suspense
5. Social issues

Condition: Prefer containing ongoing trend.



Prize Pool : 5K

PARTICIPATION GUIDELINES

Registration:

- Participants need to register themselves before the deadline mentioned on the official website or communication channels.
- Participants are required to share the reel title along with their respective links.

Eligibility:

- To be eligible for participation, individuals must be registered online.
- All participants must provide valid identification proof.

Guidelines:

Content:

- Original content only—plagiarism is strictly prohibited.
- Content should not contain offensive or inappropriate language, visuals, or music.
- Use copyright-free music or original audio created by participants or give proper credits to the owner.

Format:

- Reels should be within the time frame of 60 seconds.
- Reels must be uploaded to Instagram, Facebook or YouTube Shorts.
- A maximum of 25 Hashtags and a Caption of max 60 words should be submitted along with the video.
- Submit the reel link via the registration form by the specified deadline.

Ownership:

- By participating, entrants grant NIT Uttarakhand the right to use their submissions for promotional purposes.

JUDGING CRITERIA

Reels will be evaluated on the following criteria:



1. **Creativity and Innovation**
2. **Relevance to the Theme**
3. **Storytelling**
4. **Editing Skills**
5. **Audience Engagement**

Each judge will rate participants, and scores will be averaged for the final result.

EVENT RULES

1. Late submissions will not be accepted.
 2. Participants are responsible for ensuring their submissions comply with all copyright and content regulations.
 3. The decision of the judges will be final and binding.
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AN IMPORTANT NOTE:

- The organizers reserve the right to modify the rules or guidelines at any time. Any such changes will be communicated to the participants promptly.
 - Decisions made by the judging panel will be final and binding on all teams. No appeals or queries regarding the judgment will be entertained.
 - Prize pool is subjected to the number of participants and on the discretion of the organising committee.
 - Teams are responsible for ensuring their submission complies with the guidelines.
 - **Cliffesto'25** reserves the right to disqualify any team at any stage for non-compliance with the rules or misconduct.
 - For any queries or clarifications, participants are encouraged to contact the **Cliffesto'25** organizing team.
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Contact Details of Event Head:

Name- Gugulothu Gowthamith



Phone Number- +91 9154039281

Email- bt22cse019@nituk.ac.in

राष्ट्रीय प्रौद्योगिकी संस्थान,
उत्तराखण्ड
National Institute of Technology,
Uttarakhand

