



CAMPUS AMBASSADOR RULEBOOK

★ Responsibilities of a CA

- **REGISTRATION:** CONVINCE PARTICIPANTS FROM YOUR COLLEGE TO REGISTER IN ANWESHA THROUGH YOUR REFERRAL ID.
- **SOCIAL MEDIA:** SHARE POSTS RELATED TO ANWESHA IN SOCIAL MEDIA PLATFORMS LIKE FACEBOOK, WHATSAPP, INSTAGRAM.
- **PARTICIPATION:** GATHERING PARTICIPANTS AND ENSURING THEIR INVOLVEMENT IN THE FEST.

★ Perks of a CA

- **GUARANTEED CERTIFICATION FROM IIT PATNA.**
- **A CHANCE TO CLICK A SELFIE WITH THE WELL-RENOWNED CELEBRITIES THAT GRACE THE EVENTS OF ANWESHA.**
- **RECEIVE VARIOUS GOODIES WHICH INCLUDE ANWESHA T-SHIRTS, BANDS AMONG MANY OTHERS.**



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★ Judging criteria

- OFFLINE REGISTRATION FROM REFERRAL ID 70 points
- ONLINE REGISTRATION FROM REFERRAL ID 30 points
- UPDATING PROFILE PHOTO/ COVER PHOTO OF FACEBOOK WITH ANWESHA FRAME WITH #ANWESHA2K19 CAPTION 70 points.
- GIVING CONTACTS OF REQUIRED SECRETARIES AND HEAD OF YOUR COLLEGE 50 points
- MAILING DETAILS OF FEST ON COLLEGE WEBMAIL 40 points
- SHARING POSTS OF ANWESHA IN COLLEGE GROUPS 40 points
- SHARING POSTS OF ANWESHA WITH #ANWESHA2K19 CAPTION 20 points
- PUTTING UP STATUSES AND STORIES OF ANWESHA POSTS IN FACEBOOK, INSTAGRAM AND WHATSAPP 20 points
- TAGGING 3 FRIENDS OR MORE IN THE POSTS OF ANWESHA 10 points

**** ANY OTHER SORT OF PROMOTION WILL BE JUDGED AND BE MARKED ON THE DISCRETION OF THE COORDINATORS.**

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