**VIT CHENNAI** — Vellore Institute of Technology (Deemed to be University under section 3 of UGC Act, 1956)

**VIT-BIS FEST 2025**
*A National Fest organized by*
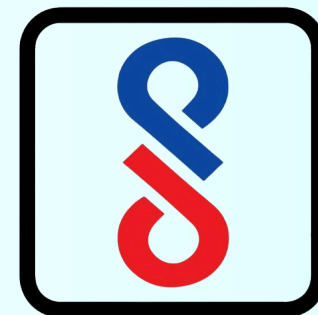**VIT SENSE STANDARDS CLUB,**
**SCHOOL OF ELECTRONICS ENGINEERING**
IN ASSOCIATION WITH
**BUREAU OF INDIAN STANDARDS**
*CHENNAI BRANCH OFFICE*
**BIS-ELECTRONICS AND IT DIVISION COUNCIL(LITDC)**

OFFICE OF STUDENT WELFARE — VIT CHENNAI

मानक: पथप्रदर्शक: Bureau of Indian Standards

**CLUB ID:** *SC-11151*

# Reel Revolution

## CREATE A REEL OF UPTO 60 SECONDS ON (any one):

- **Significance of BIS Standards, BIS CARE App, Consumers, BIS certification, product safety, and consumer rights**.

**TEAM OF 2-3**
**TEAM NAME: UPTO 4 WORDS**
**LANGUAGE: ENGLISH**
*(With Local language expressions)*

**TOP SELECTED REELS TO BE SCREENED DURING VIT BIS FEST 2025 AND IN WEBSITE**

**CERTIFICATES FROM BIS FOR TEAM MEMBERS OF TOP 30 REELS**
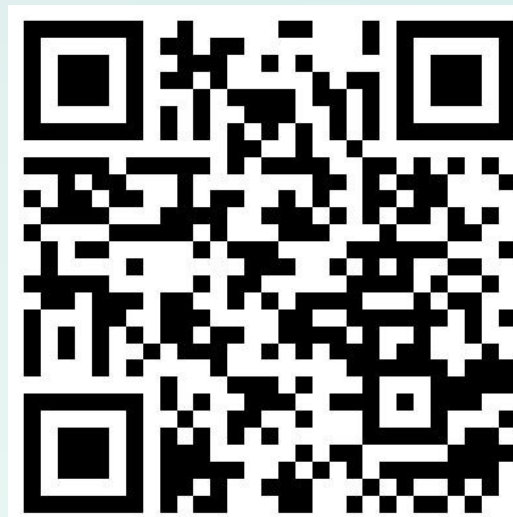
**Register @**
https://vitchennaievents.com/conf1/
-> VIT BIS FEST 2025
-> Reels Revolution

**Upload your Reel @**
https://forms.gle/Ut1bo6ZLSAa1xXjz8
or scan the QR code:

*Win Exciting Prizes!!!*

**HOST REELS IN INSTAGRAM, FACEBOOK AND YOUTUBE AND GET MORE LIKES, SHARES AND COMMENTS**

## DEADLINE: 07-03-2025

### STUDENT COORDINATORS:

- *Mr Pradeep Kumar (8248539383)*
- *Ms Shreya S (9941666666)*

### FACULTY COORDINATORS:

- *Dr Richards Joe Stanislaus (richards.stanislaus@vit.ac.in)*
- *Dr Priyanka Das (priyanka.das@vit.ac.in)*

# VIT-BIS FEST 2025
## Reel Revolution

**Note: Registration (Free) in https://vitchennaievents.com/conf1/ is mandatory.**

**AIM:** Students will be able to create short, engaging video reels that highlight the significance of BIS Standards, the BIS CARE App, Consumers, BIS certification, product safety, and consumer rights. These reels will be shared across social media platforms to raise awareness in an innovative and visually appealing manner. This event encourages students to use digital media creatively to spread the message of quality assurance effectively.

**Topics:** Create a reel of up to 60 seconds on any of the following:
**BIS Standards**
**BIS CARE App**
**Consumers**

<u>**General instructions and information**</u>:
1. **Length of reel: Up to** 60 seconds (Best prizes will be determined based on innovative/intelligent content delivery with optimum usage of time)
2. **Team size:** 2-3 members per team
3. **Team name:** Upto 4 words
4. **Language:** English (may also contain colloquial words of native languages as expressions)
5. A minimum of 2 members should be active in the reel.
6. **Grading criterion:**
50% based on likes, comments, and reshares in Instagram, Facebook, and YouTube.
50% based on Judges (Clarity in Content delivery, Innovative methods, Effective Time usage, Video quality, Relevance to electronics/physics/engineering)
7. **07-March-2025** is the deadline to share the reel's video at **https://forms.gle/Ut1bo6ZLSAa1xXjz8.**
8. **Promote the reels** as the count of Likes, shares, and comments **as of 07-March-2025** will be considered for judging the 50% grades.
9. Team members of the Top 30 Reels to receive certificates.
10. Utmost care is needed while preparing contents, and please don't discuss topics unrelated to BIS standards, such as personal opinions, non-engineering subjects, or controversial matters.