

**Vigyapan**



**Team OPTiMa**

# **What?**

**OptiMA -**The Operations and Marketing Club of IIT Kanpur presents **Vigyapan – Video Ad Making Competition** under **Prabandhan'15** - The Annual Management Fest of IIT Kanpur

# **Where**

Online event. Please check our FB page for Questions, Results and all relevant details <https://www.facebook.com/Prabandhan.MBA.IITK?ref=bookmarks>.

We shall post the same in our Twitter account also: <https://twitter.com/prabandhan2015>

# **When?**

# REGISTRATION STARTS: 22nd August

# REGISTRATION ENDS: 1st September

# SUBMISSION OF VIDEOS: 23:59:59, 12th September

# ONLINE PROMOTION BEGINS: 13th September

# ONLINE PROMOTION ENDS: 23rd September

# DECLARATION OF RESULTS: 26th September

# **Who?**

This is open to all MBA students across the country.

# **How?**

# Participants must register in teams of 3-4 members, all belonging to the same institute. They need to prepare a 90 second video based on the theme given above. The video needs to be uploaded on YouTube and the link should be mailed to the organizers by the given deadline. Participants have to send a short write-up explaining the message along with the YouTube link. The video will then be shared on the Facebook page of the organizers. The participants must promote their video through Facebook.

**POINTS BREAKDOWN**:

• 60% - Content of Video

• 30% - Likes and Shares

• 10% - Write-up

**Rules and Format:**

* If the video is not in English/Hindi, it should be subtitled in English.
* A short description should be attached when you send the video to the organizers after uploading it on YouTube.
* If you choose to use statistics in your video, provide the source of your statistics in the description that you send along with the video.
* An individual cannot be part of more than one team.
* The video should be submitted before the given deadline at **prabandhan.mbaiitk@gmail.com**
* The subject of the mail and file should be named as **Member1Name\_Campus.**
* Multiple registration is not allowed. One participate can be a part of one team only.
* THE FOLLOWING WILL LEAD TO DISQUALIFICATION, IF THE VIDEO:
  + Has plagiarized content.
  + Has controversial, vulgar or offensive content.
  + Does not adhere to deadlines for registration and submission.
* **Prizes:**
  + Winner – 4000 (2K + 2K)
  + 1st Runner up – 3500 (1.5K + 2K)
  + 2nd Runner up –3000 (1K+ 2K)
* FOR ANY QUERIES, CONTACT:
  + Ganesh Shaji (Mob. - 9447865589)
  + Nikhil P K (Mob. – 7275527697)