



Amity International Literature Festival
ONLINE EDITION

23rd June - 26th June, 2022



COMPETITION GUIDELINES		
1	Name of Competition	INSTA - AD
2	Concept of Competition	An activity based on marketing wherein the participants will be creating a new product combining the two given products and market it using jingles.
3	Eligibility	<ul style="list-style-type: none">● University Students with a valid ID card.● School Students from 10th standard to 12th standard with a valid school ID card. <p>(**Uploading of valid ID card is mandatory for AILF 3.0 registration)</p>
4	Rules	<p>General Instructions:</p> <ul style="list-style-type: none">● Use of unparliamentary words and distasteful language will lead to disqualification● The Jury's decision will be final. No clarifications regarding judgment will be entertained.● The virtual platform details will be shared on the registered email id. Participants are requested to enter the correct email id in the registration form.● All participants will have to join the platform 20-30 minutes before the commencement of the activity and get themselves registered for their presence (Attendance).● Not abiding by any of the instructions will lead to disqualification.

ACTIVITY SPECIFIC GUIDELINES

Preliminary Round: -

- The participants will have to create a new product using the two given products. Products will be provided **24 hours** prior to the submission date.
- Participants have to come up with a name for the product and market it through Instagram reels.
- The time limit of the reels must not exceed **25 seconds**.
- The participants will be given **12 hours** after their reel is posted on the page to gather maximum reach.
- Judgment will be made based on the originality, creativity, quality of the reels, reach, and clarity.
- All the entries should be mailed at ailf.instaad@gmail.com. The subject of the emails should be the **ACTIVITY NAME**.
- The naming of all documents **should be** in the format: **RegistrationNumber_NameOfParticipant**.
- The **last date** of submission of all entries is **21st June, 2022, 11:59 P.M. IST**.

Round 1:-

- The participants will have to explain the logic behind their product.
- They have to explain how they came up with the name and how the product works in front of the Jury.
- The time limit of the reels must not exceed **25 seconds**.
- Each participant will be given 1 minute to explain.
- Judgment will be made based on the relativity between products and the name they came up with, creativity, and clarity.

Final Round: -

- The shortlisted participants will be given a tune **24 hours** prior to the commencement of the activity.
- The participants have to make a jingle on the same product using the given tune.
- The participants have to present their jingles in front of the Judges and also explain their product.
- The time given to each participant will be **3 minutes**.
- Judgment will be made based on creativity, originality, relevance, expression, and profoundness.

5	Rewards	E-Certificate of Participation for all. E-Certificate of Merit for the Winners.
6	Last Submission Date	21st June, 2022, 11:59 P.M. IST.
7	Event In-charge	Dr. Vinaya Kumari +91- 9630511954
8	Student Coordinators	For any queries feel free to contact the following student volunteers: Dhun Kumar +91 - 9667889674 Rajvi Sharma +91 - 8650500544