



AMITY
UNIVERSITY
— LUCKNOW CAMPUS —

Relive, Rejoice,
and Recharge...

at

AMIPHORIA
2025

5th, 6th & 7th March 2025

Experience the Magic of Amity University's
Annual Cultural Extravaganza

1. Name of the Competition: REEL IT – Instagram Reel Making Competition 2025

2. Event Overview

Brief Event Description and Purpose: Amity School of Communication (ASCO) is hosting REEL IT, an exciting competition as part of Amiphoria 2025. The event offers a creative platform for university and college students to engage with the theme of Amiphoria – **Rejoice. Relive. Recharge**, showcasing their talent in storytelling and visual content creation through Instagram Reels.

3. Organizers

Host Details and Contact Information: Amity School of Communication (ASCO)

- **Faculty Coordinators:**
 - Dr. Alisha Syedain: +91 9891230557
 - Mr. Shivanshu Pathak: +91 8400389002
- **Student Coordinators:**
 - Smriti Singh: +91 7004271682
 - Khushi Gulati: +91 9555576007

4. Eligibility Criteria

Who Can Participate:

- Open to all university and college students with a valid student ID.

5. Event Dates

Key Dates:

- **Registration Deadline:** February 21, 2025
- **Round 1 (Online):** February 21 – March 1, 2025
- **Round 2 (Hybrid):** March 5 – March 6, 2025
- **Grand Finale:** March 7, 2025

6. Registration Process

How to Register and Registration Fees:

- Participation Fee: ₹100 per participant.
- Registration Steps:
 1. Register on the official website.
 2. DM us at **asco_lucknow** on Instagram with a screenshot of your registration.
 3. Create an Instagram reel based on the theme and upload it as a Collaborative Post with **asco_lucknow**.
 4. Reels will be reposted on the official Instagram page.

7. Competition Format

How the Competition Will Be Conducted:

- **Round 1 – Online Competition (February 21 – March 1, 2025):**
 - Participants will create and upload a 30-60 second reel based on the theme **Relive • Rejoice • Recharge**.
 - The Top 20 finalists will be selected for the next round.
- **Round 2 – Hybrid Format (March 5-6, 2025):**
 - The Top 20 finalists will be invited to Amity University, Lucknow, to capture and create fresh reels on-campus during Amiphoria 2025.
 - Reels created during this round will be uploaded online for engagement and final evaluation.
- **Final Round – Grand Finale (March 7, 2025):**
 - Venue: Academic Block 06, ASCO
 - Time: 11:00 AM

- Finalists will showcase their on-campus reels for judging.
- **Submission Deadline:** February 21, 2025 (Late submissions will not be accepted).

8. Judging Criteria

Key Evaluation Parameters:

- Creativity and innovation
- Originality
- Technical quality (visuals and audio)
- Engagement (likes and views)

Note: The judges' decisions will be final and binding.

9. Prizes & Awards

Prizes and Recognitions for Winners:

- Winner: ₹3000
- 1st Runner-Up: ₹1000
- 2nd Runner-Up: ₹1000

10. Rules & Regulations

Participation Guidelines and Restrictions:

- The Instagram reel must be 30 to 60 seconds in duration.
- This is a solo competition; participants may submit only one reel.
- Reels must be original creations. Inspiration is allowed, but plagiarism will result in disqualification.
- Reels can be in Hindi or English.
- Offensive language or content violating religious sentiments or privacy is prohibited and will lead to disqualification.

11. Timeline

Important Dates and Deadlines:

- Registration Deadline: February 21, 2025
- Round 1 (Online): February 21 – March 1, 2025
- Round 2 (Hybrid): March 5 – March 6, 2025

- Grand Finale: March 7, 2025

12. Contact Information

For Inquiries or Support:

- **Faculty Coordinators:**
 - Dr. Alisha Syedain: +91 9891230557
 - Mr. Shivanshu Pathak: +91 8400389002
- **Student Coordinators:**
 - Smriti Singh: +91 7004271682
 - Khushi Gulati: +91 9555576007