

*National Level Student Competition*

**SOAR**

*Spread The Indian Craft And Textile Story*

Department of fashion Design, Chitkara Design School, Chitkara University brings you the most exciting National Level Competition of this year, SOAR -The Reel Making & Poster Design Competition", with the theme "**Indian Craft and Textile Story**".

The competition aims to promote Indian Crafts, traditional heritage, and textiles, and explore the creative side of students from all disciplines. In this digital era, Instagram Reels have undoubtedly become a medium of expression for the younger generation to exhibit their creativity in the trendiest way. Additionally, infographic posters have traditionally been an effective way to communicate ideas, spread awareness and create impact on society. SOAR brings these two together and invites entries in these formats based on three broad ideas:-

- › *The story and people behind the craft technique.*
- › *Identifying an authentic craft technique.*
- › *The design language of the craft technique.*

#### **SUBMISSION FORMAT: CATEGORY 1 : REELS**

- **Duration: 30 – 60 Seconds**
- **Post on Instagram with the below mentioned hashtags and copy the link to the reel in your google form google form link**

#### **CATEGORY 2 : INFOGRAPHIC POSTER:**

- **Size: A3 in Portrait or landscape.**
- **File size: Maximum 3 MB Minimum 1 MB.**
- **File Format: Scan as PDF, attach it to google form link.**

## **DETAILS OF SUBMISSION:**

**The participants must share reel links and poster to google form link on or before July 28th, 2023, 5:00 PM.**

**Any Reel or poster received after July 28th, 2023, 5:00 PM, will not be considered for the Competition.**

## **TIMELINE:**

- **4th July** : Calls for Submissions.
- **28th July** : Last day of accepting entries.
- **1st August** : Selected reels and posters will be posted on the Social Media channels of Chitkara Design School.
- **8th August** : Announcement of Winners.

## **PRIZES:**

- **The top 3 winners in both categories will get prize money worth INR 11,000, INR 5,000 and INR 3,000 respectively.**
- **Select entries will receive a certificate of participation.**

## **Terms & Condition:**

- ☞ All the Bonafide students from any University, college, school or institute across India can participate.
- ☞ Each participant can submit maximum of 3 entries for each category.
- ☞ Each participant can choose to submit either Reel or Poster or both.
- ☞ Chitkara University reserves the right to publish Reels and poster in any online media without consulting the maker.
- ☞ The decision of the Judging panel will be final.
- ☞ We reserve the right to bar Entries for containing any infringing, threatening, misleading, false, abusive, harassing, defamatory, obscene, vulgar, inflammatory, scandalous, pornographic or profane content.
- ☞ Each Participant agrees and acknowledges that Chitkara University can receive their registration data by participating in the Competition. All personal information will be used as per privacy policy.
- ☞ The Submission may not infringe any third party's intellectual property rights or infringe any third party's privacy rights.
- ☞ The Submission must not contain any third-party work, including any musical recording or composition, unless (1) you have a license to use such work in the Submission from the owners/licensors; (2) such work is in the public domain.
- ☞ You must not breach any contractual obligation in submitting your Submission. You must provide any licenses, permissions, or releases to Contest Parties upon request. Failure to provide such documentation or comply with any of the foregoing requirements may result in the disqualification of your Submission.
- ☞ The English subtitles are required for non English Reels.



**Google form link**

**#ChitkaraSOAR2023**  
**#SOARxChitkara2023**  
**#SOARwithChitkara**  
**#SOARFashionCompetition2023**



**INSTITUTION'S  
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**ORGANISED BY DEPARTMENT OF FASHION DESIGN**