



# ESPERANZA 3.0

CONNECT.CREATE.CAPTIVATE

## COMPETITIONS

WITH RULES & REGULATIONS

CONTAINS ALL DETAILS REGARDING  
ESPERANZA 3.0

# MEDIA PITCH DECK- WHERE IDEAS FLOURISH

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**About The Event :** Media pitch deck is a platform where students share their media startup ideas.

**Aim :** The event is to effectively present and showcase a compelling and persuasive business idea with the collaboration of media and business together. It's the start of a startup idea.

**Rules of procedure:**

1. The participants must create a pitch deck for the media startup in the form of ppt sharing their idea on the following startup areas: Television channel, Advertising Agency, Web TV, Social media Agency, Public Relations Firm, Production House.

**2. The content must include :**

Name of the company

Introduction

Problem statement

Solution

Usp

Revenue model

Team

Submit a video file as well

3. Maximum of two participants in one team.

4. Participants will be given a maximum of 5 minutes to pitch their ideas.

5. The pitch deck ideas should be created by the participants itself, and must not be plagiarized. The name of the startup must not be an existing one.

6. The only language allowed while pitching is English.

7. Judging will be based on the originality, creativity, and relevance to the product.

8. The judges' decision will be final. No correspondence pertaining to the selection process and decisions will be entertained.

9. Participants must create a 1 min overview video introducing the start up by the team leader of the group.

**10. All Submissions online latest by 25th September, 11:59 P.M with the following details**

Name of the participant.

Email ID (used for registration).

Institute name.

Phone number.

# REEL CONTEST- LIGHTS, CAMERA, REEL!

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**Theme :** Recreating movie themes/social theme

**About the Event :** Reels are brief, inventive, and amusing videos that depend on their subject matter which may even be aesthetic. Reels allow one to engage with the community, exchange original thoughts and concepts, educate others, entertain audiences, and even uncover new ideas.

**Aim :** To test the ability of individuals such as creativity, originality, talent and also the aesthetic sense, so one can beautifully portray it in various ways depending on individual caliber.

## **Rules of Procedure :**

1. The reel must be an original creation. Plagiarized content will lead to disqualification.
2. The content of the reel should be decent (vulgar, abusive or instigative content shall be disqualified immediately). It should not hurt the religious or social sentiments of any individual or group.
3. The video should not exceed 60 seconds.
4. The creator should be present in the video.
5. As per reel format, the video should be made vertically and not horizontally.
6. Language allowed to use in the reels are English, Hindi, Bengali & Nepali
7. It must not be posted on any social media platform.
8. Judging will be based on originality, creativity and relevance to the theme.
9. The Judges' decision will be final. No correspondence pertaining to the selection process and decisions will be entertained.

**10. All Submissions online latest by 25th September, 11:59 P.M with the following details**

Name of the participant.

Email ID (used for registration).

Institute name.

Phone number.

# SHORT FILM CONTEST-MINI MOVIES,MIGHTY STORIES!

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**Theme :** Fiction & Non-Fiction

**About the Event :** A short film is an audio-visual production that calls for creative and theme based videos within the given time frame.

**Aim :** This event tests the creativity and visualization of the participants, alongside the interpretation, execution and presentation of the genre.

**Rules of Procedure:**

1. Maximum number of Participants in a team shall be strictly 5 (all the participants of a team should be from the same college, however might be from different departments). A person can be part of only one film or team.
2. Maximum Duration of the short film will be 10 mins. And minimum is 5 minutes
3. The languages entertained shall be English, Hindi, Bengali and Nepali (in case of languages other than English, subtitles are to be put in English Language).
4. It is to be strictly understood that participants are prohibited to use any accessories/costumes/identification marks that lead to the recognition or defamation of any institution (that exists currently).
5. Creativity and visualization is fully encouraged and supported.
6. The content of the film should be decent (vulgar, abusive or instigative content shall be disqualified immediately). It should not hurt the religious or social sentiments of any individual or group.
7. The short film must be original and no watermark of any kind should be on the film.
8. The film must be of 1920X1080 File format of the video file will be "mov' and should be sent as a drive link on the given email id (latest by 21st April 11:59 PM). The participants must also carry a copy of the file in a pendrive.
9. **All Submissions online latest by 25th September, 11:59 P.M with the following details**  
Name of the participant.  
Email ID (used for registration).  
Institute name.  
Phone number
10. In case of any controversy on a matter not mentioned in the above regulations, the Organizer's word shall be final and binding.
11. Judging will be based on originality, creativity and relevance to the theme.
12. The Judges' decision will be final. No correspondence pertaining to the selection process and decisions will be entertained.

# VLOGGING VOICES- SHARE YOUR WORLD!

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**Theme :** Food vlogging and Travel vlog.

**About the Event :** Vlogs are brief, inventive, and amusing videos that depending on their subject matter, may even be aesthetic. Vlogs allow one to engage with the community, exchange original thoughts and concepts, educate others, entertain audiences, and even uncover new ideas.

**Aim:** To test the ability of individuals such as creativity, originality, talent and also the aesthetic sense so one can beautifully portray it in various ways depending on individual ability.

## **Rules of Procedure:**

1. The vlog must be an original creation. Plagiarized content will lead to disqualification.
2. The content should be decent (vulgar, abusive or instigative content shall be disqualified immediately). It should not hurt the religious or social sentiments of any individual or group.
3. The video should be maximum 5 minutes and minimum 3 minutes.
4. The creator should be present in the video.
5. As per video format, it should be made horizontally.
6. **All Submissions online latest by 25th September, 11:59 P.M with the following details**  
Name of the participant.  
Email ID (used for registration).  
Institute name.  
Phone number
7. Language allowed to use in the reels are English, Hindi, Bengali & Nepali
8. It must not be posted on any social media platform.
9. Judging will be based on originality, creativity and relevance to the theme.
10. The Judges' decision will be final. No correspondence pertaining to the selection process and decisions will be entertained.

# FOCUS FUSION- BLENDING ART AND PHOTOGRAPHY

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**Theme :** Urban exploration, Street photography, Lighting, Emotions, Nature and wildlife, Motion.

**About the Event :** Photography is the art, science, and practice of capturing images using a camera or other light-sensitive device. It is a visual medium that allows people to preserve moments, experiences, and scenes in the form of still images.

**Aim:** Photography competition is an excellent way to expand beyond one's comfort zone and improve their craft. This event aims to test the creativity, concept and skills of the participants in the field of photography and also their understanding of the theme as per the category.

## **Rules of Procedure:**

1. Participants must click the photographs relating to the theme
2. The photographs should be original.
3. The Photos needs to be submitted both in soft copy (jpg or JPEG).
4. **10.All Submissions online latest by 25th September, 11:59 P.M with the following details** Failing to submit the soft Copy on time will lead to disqualification.
5. The participants need to mention their name, name of the institution, Phone number, the category (camera) and the camera setting (ISO, Aperture and shutter speed) while submitting the soft copy.
6. Each Image should have a caption. The caption should be written below the photograph of the soft copy (white space). The caption should not be more than two lines.
7. The photos should not be edited, it will lead to disqualification. (Only minor adjustments allowed).
8. Judging will be based on originality, creativity and relevance to the theme.
9. The Judges' decision will be final. No correspondence pertaining to the selection process and decisions will be entertained.

# PODCASTING CONTEST- SPEAK YOUR MIND.

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**Theme :** Tell your personal story.

**About the Event :** This event is a great way to learn about podcasting technology and content creation ideas. It's a networking opportunity for individuals.

**Aim:** This event aims to develop the confidence, creativity and communication skills of the individuals.

## **Rules of Procedure:**

1. The podcast must be an original creation. Plagiarism will lead to disqualification.
2. The vocabulary used in the content should be decent (vulgar, abusive or instigative content shall be disqualified immediately). It should not hurt the religious or social sentiments of any individual or group.
3. The audio should be a maximum of 3 minutes.
4. The voice must be properly audible.
5. Should be made and submitted in mp3 audio format.
6. **All Submissions online latest by 25th September, 11:59 P.M with the following details**  
Name of the participant.  
Email ID (used for registration).  
Institute name.  
Phone number
7. Language allowed to use in the reels are English, Hindi, Bengali & Nepali.
8. Judging will be based on originality, creativity and relevance to the theme.
9. The Judges' decision will be final. No correspondence pertaining to the selection process and decisions will be entertained.

# VIRTUAL VISIONS- DIGI ART CONTEST

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**Theme :** Design your best memory.

**About the event :** Digital art is any artwork that draws upon digital technology as an essential part of its creative process. It encompasses a wide range of techniques from digital drawings, paintings and illustrations.

**Aim:** This event aims to develop creativity and showcase it in the form of an illustration.

## **Rules of Procedure:**

- 1.Ensure the artwork is original and not plagiarized.
- 2.Format to submit the file must be in .png, jpeg.
- 3.Maximum file size should be 1060\* 1080.
- 4.The art work should be decent (vulgar or instigating content shall be disqualified immediately).It should not hurt the religious or social sentiments of any individual or group.
- 5.**All Submissions online latest by 25th September, 11:59 P.M with the following details**  
Name of the participant.  
Email ID (used for registration).  
Institute name.  
Phone number
- 6.Judging will be based on originality, creativity and relevance to the theme.
- 7.The Judges' decision will be final. No correspondence pertaining to the selection process and decisions will be entertained.