SUBMISSION GUIDELINES:

Eligibility Criteria for all participants:

- Any individual who is 16 years and above of age can apply.
- Any individual who is currently studying in an education Institute (may or may not be affiliated with any other body/board) can participate in the Competition
- Students from higher secondary onwards till post-graduation level can apply
- Working professional currently pursuing a diploma or part-time course can participate
- Working professionals from an advertising, creative agency, corporates or marketing, design, content professionals can participate
- You can participate as an individual or in teams of two
- Only a single entry is allowed per person. One person can participate only in one team. Multiple entries from a single person will not be accepted

Submission Format:

- Participants need to make an online submission by emailing the entry to **designbeat@socialbeat.in**
- The entry submitted has to be as per the competition theme defined in the brief mentioned on the website
- Submissions should be made in the English language

Mandatories of Submission:

The solution should be submitted in a pdf format only. The pdf should include

- The problem at hand
- Detailed Proposal that includes the idea, concept, target audience, communication, mockups/creatives/ visuals/models, campaign & execution plan.
- Summary of your process used to arrive at the solution
- Executed mockup of creative assets & moodboards
- Supporting Material (Primary, secondary research + Review of Literature)
- Any videos/gifs can be attached as drive links (with open access) on the pdf

Important Dates:

- Entries open: **23rd Feb 2021**
- Deadline for Submission:**12th March 2021, 7PM**
- Event Date: **20th March 2021**

Receipt of Entries:

- Any entry received post the deadline date will not be considered
- An incomplete entry or an entry that does not meet the submission requirements will be deemed as disqualified.
- All work submitted by the Participants for the Competition, including but not limited to Intellectual Property
- Rights therein, will be owned by the Management. Social Beat & Design Beat hold rights to showcase the work on their digital channels, websites & other digital properties

Judging Criteria:

- New solutions that aren't in use or aren't similar to the ones in use
- Out of the box concepts, innovation
- If it involves technology, it must be viable and have the capability of implementation immediately
- Should be scalable across India - urban and rural regions
- Should be understood by all commuters and facilitators
- Keep in mind the expectations and realities of all stakeholders

Disqualification:

- All mandatory fields of the registration form need to be complete in all respects; else it may be disqualified from participation
- Entries will be accepted in English.
- The work submitted by the Participant must be original and created for this competition only No work which is copied/replicated/influenced/redone by an existing campaign will be permitted to participate
- All work submitted by the Participants for the Competition, including but not limited to Intellectual Property Rights therein, will be owned by the Management

Timelines Disclaimer:

- Reasonable efforts shall be made to adhere to the defined timelines. However, the defined timelines are subject to change based on circumstances that may not be in the Management's control.
- The Management shall not be held accountable/liable for any disruptions/stoppages/interruptions or cancellation of the Competition or its ceremony or any part of its processes by factors beyond its control.

FAQs:

Where do I start?
To start with, kindly download the problem statement and read it thoroughly. Once you are done with the first step, you can start working on your deliverables. In case of any queries, kindly reach out to **designbeat@socialbeat.in**

Can we enter as a Team?
Yes, you can participate in a team of two.

Can I team up with friends across universities/ colleges/agencies?
Yes.

Is there a limit to the number of entries each team can enter?
Yes, an individual/team is required to submit only one entry.

How many entries can I submit?
Entry can be as an individual or a team of 2. Each team can submit only one entry. Multiple entries from individuals will not be accepted.

How will I know if my entry has been shortlisted?
If your entry is shortlisted for the final presentation, you will be notified via an official email and a call from the team.

When will I know if I have won?
All winners will be announced on the Day of the event.

What will I win?
The winning participants will be entitled to win Amazon vouchers worth Rs. 17000/-