



**REELS**

Making Competition

ON

**WORLD**

*water*

**MONITORING**

**★ DAY ★**



**Calling All Creators!**

- Let's raise awareness about saving water and the judicious use of water
- Make creative reels with a maximum duration of 60 seconds
- Show the world how small actions can make a big difference in conserving our most precious resource.
- Every drop counts! Your reel can inspire change and spread awareness about the judicious use of water. Let's celebrate World Water Monitoring Day by making a difference together!

**Submission Link**



**RULES**



Being Organised by  
Centre of Excellence for Sustainability

**Wed 18 Sep 2024**

Event Name	World Water Monitoring Day
Date	18 Sep to 20 Sep 2024
Venue	Online Mode
Organizer	Centre of Excellence for Sustainability
Participants	All
Number of Participants	25
SDGs Covered	SDG-6, SDG-13, SDG-15
Duration	3 days

### About the Activity

The Reels Making Competition was organized by the Centre of Excellence for Sustainability at Chitkara University to commemorate **World Water Monitoring Day**. The event aimed to raise awareness about water conservation and the sustainable use of water resources through creative digital media. Participants, mostly students, were tasked with creating short, impactful reels that communicated the importance of water conservation and water monitoring. The competition served as a platform to inspire and promote judicious use of water among the younger generation, in line with global sustainability goals. The event was also aligned with the following UN Sustainable Development Goals (SDGs): SDG 6, SDG 13 and SDG 15. The poster invited creators to participate by submitting their reels through a submission link provided via a QR code.



The judges panel comprising of three extremely talented and professional artists of our campus – Mr. Swaranjeet Singh Sidhu (Director, Office of University Communication), Mr. Kunwardeep Singh Sarna (Assistant Director, Office of University Communication) and Ms. Nimisha Kapoor (Junior Executive, Office of University Communication).

### Objective

The primary objective of this competition was to:

- Encourage participants to create engaging and informative reels with a maximum duration of 60 seconds.
- Highlight the importance of small, everyday actions in conserving water, which is one of our most precious natural resources.
- Raise awareness about water monitoring as a tool for conservation.

- Inspire others to join the cause of water conservation by spreading impactful messages through reels.

### **Key Features Promoted:**

- The reels had to emphasize saving water and the wise use of water resources.
- Participants were encouraged to show how small actions can make a big impact on water conservation.
- Creativity and effectiveness in delivering the message were considered critical.

### **Submission and Judging**

Participants were required to submit their reels through a digital platform by scanning the provided QR code. Each submission was reviewed by a panel of judges, who evaluated the reels based on the following criteria:

- **Relevance to the theme:** How well the reel conveyed the message of water conservation and monitoring.
- **Creativity:** The originality of the content and the innovative way in which the message was delivered.
- **Impact:** The emotional or motivational appeal that could inspire change in viewers.
- **Production quality:** The visual and audio quality of the reel, though not as heavily weighted as the content.

### **Conclusion**

The Reels Making Competition was a resounding success, with a wide variety of creative submissions from the student body. The event not only highlighted the urgent need for water conservation but also encouraged students to take action and inspire others to do the same. The use of digital media allowed the message to reach a larger audience beyond the university, amplifying the impact of the competition.

By harnessing the power of creativity and social media, the event helped spread awareness about sustainable water use and monitoring, aligning with the university's commitment to promoting sustainability and environmental responsibility.

YouTube : <https://youtu.be/MRK33rywymA?si=lcSSX-4YaqHNrS2>

