



## KERALA AGRICULTURAL UNIVERSITY

### Call For Entries: Reel Making Contest South Indian Regional Agricultural Fair 2025–26



#### Lights, Camera, Agriculture & Reel! ✨💡

Step into the spotlight — Submit your reel & win a cash prize! 💰🏆

### KAU Reel Making Contest

In connection with the upcoming **South Indian Regional Agricultural Fair 2025-26**, Kerala Agricultural University (KAU) invites passionate and creative minds residing in Kerala to capture the essence of **smart technologies and traditional wisdom** to build resilient, sustainable farming systems in a visually appealing, message -centric reel format.

**Theme: Agri-Next**

**Smart, Resilient & Sustainable Farming**

**We invite you to join the challenge and let your reel do the talking!**

### Contests & Rewards

Category	Award	Key Requirements
Reel Making Contest	₹ 10,000 Cash Prize Appreciation Certificates for all shortlisted valid entries	Reel duration: 50 seconds (minimum) to 120 seconds (maximum) Reel size: up to 100 MB Format: Portrait/ Landscape Language: Malayalam with English subtitles or English with Malayalam subtitles File format: MP4 preferable

**Submission deadline : 09<sup>th</sup> February, 2026; 11:50 PM.**

**Submission to : [contest.kau@gmail.com](mailto:contest.kau@gmail.com)**

# The South Indian Regional Agricultural Fair, 2025-26- A Prelude

Organised by **Kerala Agricultural University**, in collaboration with the **Ministry of Agriculture & Farmers Welfare, Government of India**, and the **Government of Kerala**, this mega event aspires to serve as the premier agricultural platform in Southern India. It seeks to bring together farmers, extension personnel, input dealers, non-governmental organisations, and students from across **Andhra Pradesh, Karnataka, Telangana, Tamil Nadu, Kerala, Lakshadweep, and Puducherry**.

By harmonising cutting-edge agri-technologies with sustainable resource management strategies, the Fair aims to empower smallholder farmers through precision-based tools and climate-resilient agricultural practices.

The event will showcase a wide spectrum of innovations; ranging from micro-mechanisation to digital agricultural solutions envisioned to transform farming into a future-ready and economically viable enterprise.

Key highlights of the programme include live demonstrations of modern farm implements and technology-driven practices, competitions, interactive scientist–farmer sessions focusing on direct problem-solving, invited lectures by eminent experts on recent agricultural advancements, field visits to high-tech demonstration plots, and an exhibition-cum-sale of quality seeds, tools, and advanced agricultural technologies.

## About KAU Reel Making Contest

The Reel Making Contest is part of the upcoming South Indian Regional Agricultural Fair, 2025-26.

This initiative aims at encouraging creative minds to capture the essence of the theme of the Fair with originality, creativity, and impact-because every reel has the power to inspire.

If you have a message to share, a story to tell, or a perspective that deserves attention, with a focused objective of empowering smallholder farmers through precision-based tools and climate-resilient agricultural practices, this is your moment to shine.

## Theme: Agri-Next: Smart, Resilient & Sustainable Farming

### Competition Rules:

1. Any individual residing in Kerala is eligible to participate in the competition and there is no entry fee, and age limit
2. Participants can choose to work individually or in teams.
3. Only one entry is allowed per individual/ team.
4. Participants should submit a Reel pertaining to the theme '**Agri-Next: Smart, Resilient & Sustainable farming**'.

5. The participant must be the same person/ team who has conceptualized the tagline. Plagiarism of any nature would not be allowed.
6. All content submitted must be original, created by the participant, and free from plagiarism or copyright infringement.
7. KAU does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
8. If the content includes facts or data, they must be accurate and verifiable.
9. All submissions must be free from third-party intellectual property violations.
10. Participants are expected to maintain ethical standards in creating and presenting content.
11. Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Kerala only
12. The responsibility to comply with the guidelines and other conditions lies entirely with the participant(s) and the KAU shall not be answerable to any dispute raised by a third party.
13. By registering for participation in the Contest, the Participant(s) warrant that:
  - i. They have complied with the terms and conditions
  - ii. Their conceptualized Reel is original
  - iii. Their entry does not infringe any Intellectual Property Rights of any third party
  - iv. Any current employer and/or learning institution that the participant is employed by or enrolled with would have no claim on the tagline submitted.
14. Entries must be made by the closing date and time and in the manner set out in the terms and conditions for the contest. Failure to do so will result in disqualification.
15. KAU will not be held responsible, if the participants are not able to send their entries before the last date and time of submission for any reason whatsoever.
16. Based on its discretion, KAU reserves the right to reject any proposal.
17. KAU reserves the right not to award a prize if, in the opinion of the panel of judges, it does not receive eligible and qualified entries.
18. The participant should make sure that his/ her details such as name, complete postal address, email ID and phone number etc. are correct. Entries with incomplete required details would not be considered.
19. The results of the contest would be declared on KAU website
20. The winner as well as the creator/s of all shortlisted valid entries will also be informed through email address that she/he has provided along with her/his submission.
21. The tentative date of declaration of the result for the contest is **13<sup>th</sup> February, 2026**.
22. The Reel proposed should be submitted via email to [contest.kau@gmail.com](mailto:contest.kau@gmail.com) by **09<sup>th</sup> February, 2026; 11:50 PM**.

**23. Disqualification:**

- i. Any proof of plagiarism, imitation, replication, etc shall lead to disqualification.
- ii. Incomplete or non-compliant entries may be disqualified at the discretion of KAU.
- iii. Use of offensive, discriminatory, false, or misleading content will result in immediate disqualification.
- iv. Any violation of the contest rules or misrepresentation may lead to cancellation of entry and withdrawal of awards, as may be decided or as the case may be.
- v. KAU shall not use the disqualified entries for any purpose and KAU shall have no intellectual rights over the same.

#### **24. Intellectual Property Rights (IPR):**

- i. By submitting an entry, participants hereby grant KAU full rights, including ownership, to use, reproduce, modify, publish, distribute, and display the content in any format or medium, for educational, promotional, or institutional purposes, etc.
- ii. There would be no constraint on KAU to adopt the winning entry as well as all shortlisted valid entries.
- iii. Such entries may still be used by KAU for educational, training, or promotional purposes, etc., without any financial compensation. No consent, credit, or compensation shall be required for such use.
- iv. Participants agree not to submit the same or substantially similar content to any other competition or platform.
- v. Awarded winning entry as well as all shortlisted valid entries will become the intellectual property of KAU.

#### **25. Intellectual Property Clause of Winners:**

- i. The Winner and creators of all shortlisted valid entries acknowledge and admit that, upon acceptance of the award, all intellectual property rights of the submitted content will be transferred to KAU.
- ii. KAU shall hold exclusive rights to use, adapt, or disseminate the winning entry as well as all shortlisted valid entries for any purpose as it may deem fit and proper, without limitation or without the consent of the participants and mention of without credit to the winners.

#### **26. Amendments and Cancellations:**

- i. KAU reserves the right to modify the contest rules, timeline, evaluation criteria, if deemed necessary.
- ii. KAU reserves the right to cancel or amend all or any part of this Contest and/ or the Terms & Conditions. However, any changes in the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be updated/ posted on the KAU's website.

#### **27. Disclaimer**

- i. Participants of the contest hereby irrevocably accept all the aforesaid terms and conditions.

### **Technical Parameters:**

1. Reel duration: 50 seconds (min) to 120 seconds (max)
2. Reel size: Up to 100 MB
3. Format: Portrait or Landscape
4. Language: Malayalam with English subtitles or English with Malayalam subtitles
5. File format: MP4 preferred
6. Submissions must be in digital format or text that can be easily replicated on websites, mobile apps, social media posts, printed banners and so on.

7. The Reel must not contain any provocative, objectionable or inappropriate content.
8. Entries should not be submitted in compressed or self-extracting formats and should be of high resolution.
9. It must be easy to use, handle, resize, and manipulate for all reproduction purposes. It should be visually appealing on both large and small scales.
10. Along with the Reel, each contestant must send a short description of the logo and the idea behind it.

## **Judging Criteria:**

1. The submitted Reels will be scrutinised and finalization of the awardee will be done by a committee constituted by KAU.
2. Entries will be assessed on the following parameters
  - i. Creativity and originality
  - ii. Relevance to the theme
  - iii. Impact
  - iv. Clarity and consistency
3. The Final winner will be declared based on the following criteria:
  - i. Relevance and Alignment to the theme of the programme
  - ii. Creativity and Innovation of thought
  - iii. Originality, simplicity, artistic merit, visual impact and how well they communicate the specified theme.
4. The decision of the committee would be final. No clarifications would be issued to any participants about the decision of the committee. No requests relating to claims of revaluation of the entries will be considered.

**Note:** The winning contestant will be awarded a cash prize of INR 10,000/-  
Appreciation Certificates will be awarded for all shortlisted valid entries.

**KAU reserves the right to cancel or amend the present Notice without defraying any cost incurred by any party in the preparation or submission of a logo proposal**

Any queries may be directed to: The Chairman ('Competition/ Prize & Certificate Committee'),  
Regional Agricultural Fair 2025-26, KAU at [contest.kau@gmail.com](mailto:contest.kau@gmail.com)

Vellanikkara

Chairman ('Competition / Prize & Certificate Committee')

19/01/2026

South Indian Regional Agricultural Fair, 2025-26

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