



Islamic University of Science &... · 24 May

All the students of IUST are informed that they can participate in this campaign till 29 May. Send your reels for [#nashamuktabhiyaan](#).

Issued by Dean of Students and Coordinator Social Media IUST.



Information & PR, J&K @diprjk · 23 May



Last Few Days Left to Participate!

Don't miss the opportunity to be part of the Reel Making Competition under Nasha Mukta Jammu & Kashmir Abhiyan....

Nasha Mukta Jammu & Kashmir Abhiyaan

ONE REEL CAN CHANGE A LIFE

REEL MAKING COMPETITION

Create. Inspire. Say NO To Drugs.

ELIGIBILITY	THEMES	DURATION & FORMAT	DATES
1. 14-18 years 2. Above 18 years	1. Say No to Drugs 2. Healthy Lifestyle 3. Youth Empowerment	1. Reel duration must be 15-30 seconds only. 2. Video must be in vertical format (9:16). 3. File format should be MP4.	29 th April 2026 to 29 th May 2026

SCAN TO PARTICIPATE
UPLOAD YOUR REEL AND BE THE CHANGE!

PRIZES

1 st Prize	2 nd Prize	3 rd Prize
₹10,000	₹7,500	₹5,000

(For each category)

Department of Information & Public Relations, J&K

@informatprjk | Information & PR, J&K | @diprjk | @dipr_jk

Terms & Conditions

1. Competition Duration

The competition shall remain open from 29th April 2026 to 29th May 2026.

2. Eligibility

- Open to residents of Jammu & Kashmir.
- Two categories: 14-18 years and Above 18 years.
- Only individual participation is allowed.

3. Themes

- Entries must focus on awareness against drug abuse.
- Say No to Drugs,
- Healthy Lifestyle,
- Youth Empowerment.

4. Duration & Format

- Reel duration must be 15-30 seconds only.
- Video must be in vertical format (9:16).
- File format should be MP4.

5. Social Media & Submission Guidelines

Participants must upload their reel on Instagram, Facebook, X, or YouTube in public mode and submit the link via the official Google Form, <https://forms.gle/3t6VteebFu46927>. Only one entry per participant is allowed.

6. Mandatory Hashtags

Must include following hashtags in the caption: #NashaMuktaJammuKashmirAbhiyan #NashaMuktaJ&K #NashaMuktaAbhiyan #CBHIJK

7. Content Guidelines

- Content must be original, relevant, and non-offensive.
- Plagiarism will lead to disqualification.
- Copyright violations are prohibited.

8. Judging Criteria

- Creativity and originality
- Clarity and impact of the message
- Social media engagement (likes, shares, comments)
- Technical quality (editing, audio, visuals)

9. Prizes (for each category)

- First Prize: ₹10,000
- Second Prize: ₹7,500
- Third Prize: ₹5,000

10. Rights & Usage

DIPR, J&K reserves the right to use submitted entries for awareness purposes with due credit.

11. Disqualification

Entries not adhering to guidelines or submitted after deadline will not be considered.

12. General Conditions

The decision of DIPR, J&K shall be final and binding. Participation implies acceptance of all terms.