



MARKET MASTERS (Online Event)

Market masters is a creative product video advertisement event where participants showcase their marketing skills by promoting Agri-based products with innovation and impact.

This event enables students to bring out their idea generation skills and experience in advertisement making, videography, direction, video editing.

TOPIC: Eco inputs for eco farming

RULES AND REGULATIONS:

- One entry per college. Maximum four person per team.
- Maximum duration 1 minute.
- Content must not deviate from the theme.
- Content must contain the products procedure from initial production to final labelling.
- The topic(products) will be allotted to each college after the registration to this event.
- The topic will be sent to the team.
- No plagiarism.
- Minimum video quality 1080p.
- Should be innovative.
- Video must be submitted before deadline via telegram.
- Editing can be done in any software, but it must be devoid of watermark.
- Obscene content political biasedness should be avoided.

Example: <https://youtu.be/Qfozqrom7Bk?si=qgQ2Hdnzi5nNYYxd>

How it should be:

- The video must contain all the process to produce the product (initial raw material process to final labelling).
- The product must contain label in that uses and procedure to use the product should be mentioned.

- No need of person to act in the ads instead of that you can give the background voice.
- The above-mentioned video link is the example of this event.

LAST DATE OF SUBMISSION:17/05/2025

EVALUATION CRITERIA: Each criteria contains 5 marks total 25 marks for this event.

- INNOVATION
- CLARITY OF MESSAGE
- THEME COVERAGE
- TIMING
- EDITING

NOTE: Certificate will be provided for all the registered participants.

