

No.B.13012/1/2025-DTE(SW)
GOVERNMENT OF MIZORAM
DIRECTORATE OF SOCIAL WELFARE
AIZAWL : MIZORAM

Dated Aizawl, the 19th June, 2026

CIRCULAR

Reels Making Competition in observance of World Elder Abuse Awareness Day, 2026

In observance of World Elder Abuse Awareness Day (WEAAD), 2026, the Directorate of Social Welfare, Government of Mizoram, is organizing a Reels Making Competition with the objective of promoting awareness on the prevention of elder abuse and encouraging respect, care and dignity for older persons. The competition shall be conducted under the following categories:

1. College Category – Open to students of Colleges within Aizawl City.
2. University Category – Open to students of Universities/ Postgraduate Institutions within Aizawl City.
3. Youth Fellowship Category – Open to Youth Fellowships/Youth Organizations of all Christian denominations within Aizawl City.

Participation shall be on a class/council/department basis only. Individual or friend group entries shall not be accepted.

The following prizes shall be awarded separately for each category:

Position	Prize Amount
1st Prize	₹30,000/-
2nd Prize	₹20,000/-
3rd Prize	₹10,000/-

A Consolation Prize of ₹2,000/- per team shall be awarded to the eligible entries recommended by the Screening Committee on a first come first served basis.

Detailed guidelines, eligibility criteria, technical specifications, submission procedures, timelines and other updates relating to the competition shall be available on the Directorate's official website <https://socialwelfare.mizoram.gov.in/category/circulars-and-orders> and Instagram page at: https://www.instagram.com/sw_mizoram/


(SUSHIL SINGH, IAS)
Director
Social Welfare
Aizawl : Mizoram

Memo.No.B.13012/1/2025-DTE(SW)

:

Dated Aizawl the 19th June, 2026

Copy to:

1. Sr. PA to the Director, Social Welfare for kind information

2. Registrar, Mizoram University / ICFAI University Mizoram for information and wide circulation.
3. The Director, Higher & Technical Education for kind information
4. The President, College Principal Council for kind information
5. All Principals of Colleges within Aizawl City for information and wide circulation
6. All concerned heads of Churches/Youth Fellowship bodies within Aizawl City for information and necessary action. ✓
7. Media & I.T Cell, Directorate of Social Welfare for uploading in official website and Instagram page.
8. For File.



Director
Social Welfare
Aizawl : Mizoram

REELS MAKING COMPETITION RULES & GUIDELINES

Categories

Educational Institutions Category

Open to recognized Departments and Class/Semester of Colleges and Universities within Aizawl City.

Youth Fellowship Category

Open to Youth Fellowships/Youth Departments of Churches within Aizawl City.

Reel Specifications

1. The reel shall be in Mizo language.
2. Duration shall not exceed one (1) minute.
3. The reel shall clearly display:
 - o Title/Topic of the Reel;
 - o Directorate of Social Welfare
4. Reel orientation shall be portrait mode (9:16).
5. Video quality should preferably be 720p (Minimum).
6. Accepted file formats:
 - o MP4
 - o MOV

Theme

Any topic related to World Elder Abuse Awareness Day

Content Requirements

1. The reel must be original.
2. The message should promote awareness and positive attitudes towards older persons.
3. The content must be family-friendly and suitable for public viewing.
4. Participants shall refrain from using copyrighted music, audio, video clips, photographs, graphics or other copyrighted materials without authorization.
5. Entries using copyrighted music or materials without proper permission shall not be considered for the 1st, 2nd or 3rd Prize.
6. Participants are encouraged to use original music, royalty-free music, voice-over narration or natural sound.

Prizes

	College Level	Post-Graduate Level	Youth Fellowship Category
	Rs. 30,000	Rs. 30,000	Rs. 30,000
	Rs. 20,000	Rs. 20,000	Rs. 20,000
	Rs. 10,000	Rs. 10,000	Rs. 10,000

Consolation Prize

₹2,000 per team recommended by the Screening Committee on a first come first served basis

Submission

Last date for submission: **15th July 2026**

Submission Link: <https://forms.gle/Rr47aB3JidFGSUYA8>

Applicants experiencing any issues may contact the Directorate of Social Welfare during office hours for necessary assistance and clarification.

Public Voting and Final Evaluation

After preliminary screening, the Top 10 entries from each category shall be uploaded to the official Instagram page of the Directorate of Social Welfare **@SW_Mizoram** for public voting.

The final result shall be determined based on:

- Public Voting (Instagram Likes) – 30%
- Judges' Evaluation – 70%

The period for public voting shall be announced on the Directorate's official social media platforms.

Any attempt to artificially manipulate public voting may result in disqualification at the discretion of the Organising Committee.

The decision of the Judging Committee and Organising Committee shall be final and binding.