Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya

(Deemed to be University U/S 3 of the UGC Act, 1956)
Accredited with Grade 'A' by NAAC
(Approved by AICTE)
Enathur, Kanchipuram – 631 561.

Department of Electronics and Instrumentation Engineering

Swabhav Swachhata -Sanskaar Swachhata Short film Contest (Reels/YouTube Shorts)

(Virtual Mode)

05/10/2024

Swabhav Swachhata -Sanskaar Swachhata
Short film Contest
Report

Introduction:

The **Swabhav Swachhata - Sanskaar Swachhata** Short Film Contest was undertaken by the **Department of Electronics and Instrumentation Engineering (EIE)** at **SCSVMV University, Kanchipuram**. The contest aimed to promote awareness of cleanliness and the importance of values through creative expression. Participants were encouraged to make **short films** or **reels** highlighting these themes, contributing to the larger goal of fostering a clean environment and a values-driven society.

Objectives of the Contest:

- To promote **awareness about cleanliness (Swabhav Swachhata)** and instil the values of **cultural and moral cleanliness (Sanskaar Swachhata)** among the student community.
- To provide a platform for students to **express their creativity** and **showcase their skills** in film-making through short films.
- To leverage the reach of social media platforms like **YouTube Shorts** and **Instagram Reels** to spread messages of social importance.
- To encourage students to think critically about their surroundings and inspire **positive behavioural changes** through the medium of storytelling.

Participation and Engagement:

The contest saw enthusiastic participation from students across various departments of the university. Participants showcased their **creative storytelling abilities** through engaging short films that conveyed messages about maintaining **clean surroundings**, **personal hygiene**, and **preserving cultural values**. Many entries were inspired by real-life scenarios, everyday actions, and the importance of individual responsibility in building a better society.

Conclusion:

The **Swabhav Swachhata - Sanskaar Swachhata Short Film Contest** was a successful initiative that combined the power of **social media** with **creative storytelling** to spread important social messages. It provided students with an opportunity to not only showcase their talent but also to contribute to a **cleaner** and **value-driven society**. The contest highlighted the role of youth in fostering **social responsibility** and the importance of using creative platforms to inspire **positive changes** in their communities.

GALLERY

Snippets from Participants short film