



# IAPSM YLNC 2025 Goa



## Ad-VOCACY

*Theme: "Health Tech for All"*

Unleash your creativity and showcase how "Health Tech for All" can transform lives! Create a powerful 60-75 second Instagram Reel that highlights how young people are using digital tools to improve health and wellness.

### ELIGIBILITY

- Open to delegates less than 40 years of age
- Participants may register individually or in teams (2 to 5 members).
- Only 1 entry per team is allowed.
- Only team members who have registered for the Conclave will be entitled to e-certificates and/ or prizes.

### AD FORMAT AND SUBMISSION

- Video Ad as an Instagram Reel.
- Duration: 60 seconds - 75 seconds (strictly enforced)
- Language: English or Hindi or both.

### MESSAGE

- Ads should promote accurate, ethical, and evidence-based health messages.
- Avoid fear-mongering, stigmatization, or misinformation.
- Refrain from content that may hurt cultural or religious sentiments.

### ORIGINALITY

- All content must be original and unpublished.
- Plagiarism will lead to immediate disqualification.

### SUBMISSION FORMAT

- Participants should submit the Ad in the form of a reel which they should post on their Instagram Profile and collaborate with the YLNC 2025 Instagram page @iapsm\_ylnc\_goa\_2025
- Participants will be given an Entry no. after registering for the Competition which should feature in the caption of the reel.
- Caption: Ad\_EntryNumber\_YLNC2025

### JUDGING CRITERIA

- Creativity & Originality, Message Clarity, Relevance to Theme, Technical Execution, Overall Impact.

### GENERAL RULES

- One entry per participant/team.
- Judges' decision will be final and binding.
- Organisers reserve the right to disqualify any entry that violates the rules.



### PRIZES

- First Prize: ₹5000/-
- Second Prize: ₹3000/-
- Third Prize: ₹2000/-



### REGISTRATION

Scan the QR code or Click on the link to register

<https://forms.gle/EPYDoyu57iYpw7VD6>

Contact :



iapsm\_ylnc\_goa\_2025



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IAPSM YLNC Goa 2025



goaylnc2025@gmail.com

For Registration and more Details : <https://gmcgoa.edu.in/conclave2025-home/>