

## **Chikhal Kalo 2025 Reel Competition Guidelines:**

### **1. Creativity & Originality**

Your reel must showcase unique storytelling, innovative visuals, and an authentic representation of Chikhal Kalo.

### **2. Use the Official Hashtag & Tag**

Include **#ChikhalKalo2025Reels** in your caption and tag **@goatourism** on your post for your entry to be considered.

### **3. Submission Link**

Upload your reel to the following Google Drive link:

[https://drive.google.com/drive/u/0/folders/1UyQh8BGAShZTB-KpwOdDfU-0MP\\_\\_OPP\\_x](https://drive.google.com/drive/u/0/folders/1UyQh8BGAShZTB-KpwOdDfU-0MP__OPP_x)

### **4. Mandatory Branding Slide**

Your video should include Chikhal Kalo 2025 branding to qualify.

### **5. Stick to the Theme**

Your reel should capture the **spirit, tradition, and essence of Chikhal Kalo**—from playful moments to cultural elements.

### **6. Production Quality**

Ensure your video has clear visuals, good audio, and smooth transitions. Low-quality entries may be disqualified.

### **7. Usage Rights**

By participating, you grant the **Department of Tourism, Government of Goa**, full rights to use, edit, and promote your video across platforms.

### **8. Submission Deadline & Duration**

Reels must be submitted **on 12th July 2025**. Videos should be **under 60 seconds** in duration.

### **9. Judging Panel**

All entries will be evaluated by an official panel from the **Department of Tourism, Government of Goa**. The decision of the judges will be final.