



# THE DAILY LEADERSHIP VIDEO CHALLENGE

## THE PLOT

We have handpicked the best of the Ted and TedX talks in the field of leadership and effective communication. Watch the posted talk and write a summary, insight, observation, or reaction to the video (between 50-100 words) within 24 hours to win daily and cumulative cash prizes. You can also reply to the response by other participants. At the end of each day, our moderator team will review and rate the comments.

[TINYURL.COM/VIDEO-CHALLENGE](https://tinyurl.com/video-challenge)



## EVALUATION CRITERIA AND PRIZES

The evaluation will be based on the thoughtfulness and quality of the post. Upto 5 participants with the highest cumulative score\* at the end of the challenge will win a cash prize of **INR 5000 each**. In addition, there will be lottery-based cash prizes every day for participants!

## RULES OF THE GAME

1. The challenge will run from March 18 - 30.
2. We will post a new Youtube video link at 8:00 PM every day.
3. You will have 24 hours to respond to the video of the day.
4. Use the “like” or “wow” button on Facebook to boost the posts of other participants. These peer ratings will be combined with moderator star ratings (weighted average) to calculate the cumulative score toward the end of the challenge.
5. This challenge is open to the entire student body (graduates and undergraduates).
6. The decision of the moderator team will be final and binding.