

# Frequently Asked Questions (FAQs)- SEBI Arth Yatra Contest 2025

## 1. What is the SEBI Arth Yatra Contest 2025?

It is a nationwide creative expression contest launched by SEBI in collaboration with NISM to encourage citizens to create short videos (30–60 seconds) or static posts on investor awareness themes.

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## 2. Why has SEBI launched this contest?

The contest is part of SEBI's mandate to promote **investor education and awareness**. It aims to encourage creativity in communicating responsible investing, investor-friendly initiatives, and scam awareness.

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## 3. Who can participate in the contest?

Any **Indian citizen** can participate. There are no age restrictions and no entry fees.

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## 4. What are the contest categories?

- **Short Video/Reel** (30–60 seconds)
- **Static Post**

Participants may submit entries in one or both categories.

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## 5. What are the themes of the contest?

- **Invest Responsibly, Prosper Wisely**
- **Investor-Friendly Initiatives**
- **Bust the Scam**

To know more about these themes, refer to the concept paper.

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## 6. Can I submit entries on all three themes?

Yes. Participants may submit one or more entries across one or multiple themes.

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### 7. How do I submit my entry?

1. Upload your content on your **public social media handle** (X, Instagram, or YouTube).
  2. Tag SEBI (@sebi\_india on X, @sebi\_india\_official on Instagram and @SEBI\_India\_Official on YouTube) and NISM official handles (@NISM\_Official on X, @nism\_official on Instagram and @NISMAcademy on Youtube).
  3. Use the hashtag **#SEBIArthYatraContest2025**.
  4. Add the mandatory disclaimer: *"This is an entry for the contest and views are personal. This has not been approved or verified by SEBI."*
  5. Fill the **Submission Form** on the SEBI Investor Website (<https://investor.sebi.gov.in/events.html>).
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### 8. Can I submit multiple entries?

Yes. A participant can submit **more than one entry** (short video or static post) across different platforms.

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### 9. What social media platforms are allowed?

Only **X (formerly Twitter), Instagram, and YouTube** are permitted.

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### 10. What languages are accepted?

Entries may be created in **multiple Indian languages**, including Hindi, English, Odia, Marathi, Bengali, Gujarati, Tamil, Telugu, Kannada, Urdu, Malayalam, Punjabi and Assamese.

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### 11. Do I need a public profile to participate?

Yes. Your **social media profile must be public** so likes, views, and engagement can be verified.

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### 12. What formats can be used in the content?

- **Short Video:** Text, icons, visuals, animation, voiceover, music, memes, sounds, human acting.
  - **Static Post:** Text, icons, stock images, graphics, illustrations.
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### 13. What are the judging criteria?

- **Qualitative:** Relevance to theme, creativity, clarity, appropriateness, appeal.
  - **Quantitative:**
    - Short Video → Must have **at least 10,000 views**.
    - Static Post → Must have **at least 5,000 likes**.
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### 14. What prizes are being awarded?

For each segment (video/post) and each language category:

- 1st Prize: ₹2,00,000
  - 2nd Prize: ₹1,00,000
  - 3rd Prize: ₹50,000
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### 15. How many winners will there be in total?

Since prizes are awarded **separately for each language and each category**, there will be **multiple winners** across India.

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### 16. What are the contest dates?

- **Opening Date:** 25 August 2025
  - **Closing Date:** 25 September 2025
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### 17. Do I need to register before posting my entry?

No. First, upload your entry on social media with the required tags/hashtags/disclaimer. Then, fill the **Submission Form** on the SEBI Investor Website.

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### 18. Can I participate if I don't have many followers?

Yes, but to qualify for prizes, your video must get **10,000+ views** or your static post must get **5,000+ likes**.

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### 19. What if my entry does not meet the view/like requirement?

Your entry will still be part of the contest but **will not be considered for prizes**.

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### 20. What type of content is not allowed?

- Copied or plagiarized material.
  - Misleading, false, or offensive content.
  - Personal branding, or logos.
  - Content violating copyrights or hurting religious or regional sentiments.
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### 21. Who owns the rights to my submission?

By submitting an entry, participants hereby grant SEBI full rights, including ownership, to use, reproduce, modify, publish, distribute, and display the content in any format or medium, as deemed fit by SEBI. No consent, credit, or compensation shall be required in such case.

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### 22. Can SEBI reject or disqualify entries?

Yes. SEBI may disqualify entries for plagiarism, rule violations, offensive/misleading content, or failure to meet contest guidelines.

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### 23. How will winners be announced?

Results will be declared on the **SEBI Investor Website** and SEBI/NISM social media handles.

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### 24. What documents are required if I win?

Winners must submit **identity proof** (e.g., masked Aadhaar or driving license) to claim their prize.

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### 25. Where can I get more details or clarifications?

Visit the **SEBI Investor Website** – <https://investor.sebi.gov.in/events.html> for updates, guidelines, and submission forms.

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