



MADRAS AGRICULTURAL STUDENTS' UNION

TNAU, COIMBATORE – 641 003

MASU Reels COMPETITION 2026

CREATE. INSPIRE. CELEBRATE OUR LEGACY.



A platform for TNAU students to showcase creativity and knowledge through short, impactful and **professional** reels.



ELIGIBILITY

- Open to **any** TNAU student.
- Each team shall consist of three (3) students.
- Each team may submit only one reel.
- Submit your reel through the Google Form on or before **13 August 2026**.



THEMES

Choose any one theme:



History and Genesis of the Madras Agricultural Students' Union (MASU)



Legacy of the Madras Agricultural Journal (MAJ)



Contributions of MASU and MAJ to agricultural education, research, and society



The official content and reference text for the selected theme will be provided by the organisers.



CONTENT GUIDELINES

- ✓ Reel must be professional, academic, informative and factually accurate.
- ✓ English is highly recommended as the medium of narration and text.
- ✓ Reel must be shot only within the premises of TNAU.
- ✓ Do not access restricted areas or exceed permitted limits.
- ✓ Content must uphold the dignity, reputation and values of TNAU, MASU and MAJ.
- ✓ Use of objectionable, misleading, promotional, political, commercial or offensive content is strictly prohibited.



TECHNICAL REQUIREMENTS



Vertical
(9:16)
format



Duration:
60-90
seconds



Use high-
quality
visuals and
clear audio



Ensure proper
spelling, grammar
and professional
presentation



EVALUATION CRITERIA



Accuracy of
content



Creativity &
storytelling



Visual quality
& editing



Professional
presentation



Overall impact
& adherence
to theme



GENERAL INSTRUCTIONS

- ✓ The submitted reel must be the original work of the participants.
- ✓ Any form of plagiarism or copyright infringement will result in disqualification.
- ✓ The decision of the organising committee shall be final and binding.
- ✓ By submitting the reel, participants grant MASU the right to publish, display and use the reel for academic and promotional purposes with due acknowledgement.

AWARDS



The prize winners will be honoured during the MASU Independence Day Celebration.

BEST REEL WILL BE FEATURED IN MASU SOCIAL MEDIA PAGES!



**SUBMIT YOUR REEL
THROUGH GOOGLE FORM**



**EXCITING PRIZES
AWAIT WINNERS!**



**LET'S CELEBRATE THE LEGACY
OF MASU & MAJ TOGETHER!**