



न्याय फ्रेम्स | विधिक सेवा क्लिनिक

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NYAY FRAMES

2nd KIIT Legal Aid Reel Making Competition

Organised By :
KIIT LEGAL SERVICES CLINIC

In Collaboration with :
PROBONO INDIA



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About KIIT

(Deemed to be a University)

Kalinga Institute of Industrial Technology (KIIT), Bhubaneswar, stands today as one of India's youngest and fastest-growing private universities to have earned global recognition. Established in 1992 as an industrial training institute with only 2 faculty members and 12 students, KIIT has transformed into a multi-disciplinary university offering more than 100 academic programs across 23 world-class campuses.





About KIIT

(Deemed to be a University)

With over 30,000 students from all Indian states and more than 50 countries, KIIT provides a truly international learning environment enriched by diversity, innovation, and academic rigor. It offers programs across various disciplines, including engineering, law, management, medicine, social sciences, media, and humanities, fostering a holistic and cross-functional education.

In 2019, KIIT earned the prestigious title of Institution of Eminence (IoE) by the Ministry of Education, Government of India – a distinction held by only a select few institutions in the country. This recognition underscores KIIT's commitment to world-class research, industry collaboration, and global academic partnerships.

The university is also known for its deep-rooted social mission, being part of the KIIT & KISS ecosystem, where academic excellence is integrated with large-scale social outreach and tribal empowerment – a model unique in India.

Through state-of-the-art infrastructure, student-centric governance, or a strong network of global alumni, KIIT continues to push the boundaries of what private higher education in India achieves.



About KIIT

(Deemed to be a University)



To explore more, visit www.kiit.ac.in.



About KSOL

(KIIT School of Law)

KIIT School of Law, Bhubaneswar, is one of India's premier legal institutions, offering a world-class platform for aspiring legal professionals. As a constituent of the Kalinga Institute of Industrial Technology (KIIT) – an Institution of Eminence recognized by the Government of India – KSOL combines academic excellence with real-world engagement.

The School is committed to rigorous scholarship, ethical practice, and the transformative potential of law as a tool for social justice. Our unique curriculum blends contemporary legal theories with practical training, preparing students for diverse careers in litigation, corporate law, public policy, judiciary, academia, and beyond.





About KSOL

(KIIT School of Law)

With five integrated honors programs (B.A. LL.B, B.B.A. LL.B, B.Sc. LL.B), along with LL.M and Ph.D. programs, KIIT School of Law offers holistic legal education that emphasizes procedural skills, interdisciplinary learning, and global legal perspectives.

The institution is equipped with cutting-edge infrastructure, including a modern moot court complex, digital resource centers, and one of the largest law libraries in the country. Faculty members include renowned scholars, practitioners, and retired judges, enriching the academic ecosystem with their expertise and mentorship.

KIIT School of Law stands out for its commitment to public service, social innovation, and professional competence, shaping graduates who are not just lawyers but thought leaders capable of inspiring systemic change.

KIIT School of Law is dedicated to rigorous scholarship and ethical practice, committed to evolving law for social change. Our curriculum and pedagogy emphasize procedural skills and diverse epistemologies, ensuring graduates become competent professionals worthy of public trust.



About KLSC

KIIT Legal Services Clinic

The KIIT Legal Services Clinic (KLSC) is a student-run initiative established under §4(k) of the Legal Services Authorities Act, 1987, functioning under the aegis of KIIT School of Law, Bhubaneswar, Odisha. Guided by the vision of Article 39A of the Constitution of India, the Clinic is committed to ensuring that access to justice is not denied to any individual due to economic or other disabilities. The Legal Services Clinic in KIIT School of Law was inaugurated on 10th November, 2015 by Prof. N.L. Mitra (as the then Chancellor of KIIT), having since then guided KLSC as its Patron-in-Chief.





About KLSC

KIIT Legal Services Clinic

KLSC serves as an institutional embodiment of pro bono service, legal literacy, and social justice. It is composed of a dedicated group of law students and faculty mentors working in tandem to address the legal needs of marginalized and underrepresented communities. The Clinic provides free and competent legal aid, undertakes legal awareness campaigns, promotes Alternative Dispute Resolution mechanisms such as Lok Adalats and mediation, and collaborates with District Legal Services Authorities (DLSA), State Legal Services Authorities (SLSA), and various NGOs and legal institutions.

Beyond outreach, the Clinic functions as a platform for practical legal education, where students are trained in core legal aid skills such as client counseling, drafting, research, and ethical advocacy. With dedicated departments for social media, public relations, logistics, editorial work, and casework liaison, the Clinic ensures professional management of its multifaceted operations.

Through seminars, street plays, workshops, and field visits, KLSC strives to spread legal literacy and foster a culture of responsible legal citizenship.



About ProBono India

ProBono India, established in 2016, is a premier initiative dedicated to promoting legal aid, awareness, and activism across India. With a strong focus on integrating law with social change, it operates through various avenues including legal journalism, research, awareness campaigns, and collaborations with institutions and NGOs. Its initiatives include rolling internship programmes, publication platforms for young legal writers, interviews with grassroots changemakers, and dissemination of innovative legal aid practices worldwide. ProBono India believes that legal empowerment is key to social progress and works to bridge the gap between law and the people.

In collaboration with the KLSC, ProBono India is co-organising the 2nd Legal Aid Reel Making Competition. KLSC, known for its student-led legal aid and literacy efforts, shares ProBono India's vision of accessible justice. This joint initiative aims to encourage students to creatively engage with socio-legal issues through impactful short videos. By combining ProBono India's national reach and expertise with KLSC's grassroots legal activism, the competition promotes digital advocacy and public legal education, inspiring a new generation of socially conscious legal professionals.



About Deadly Law

Official Social Media Partner

DEADLY LAW

“Everything and Anything about Law”

We're excited to have DeadlyLaw as the Official Social Media Partner for Nyay Frames – 2nd KIIT Legal Aid Reel Making Competition, 2025.

A go-to platform for legal news, events, and opportunities, DeadlyLaw brings the legal world closer to students and professionals alike. As our media partner, they'll be covering key updates, highlights, and exclusive content from the competition.



About The Competition

Following the overwhelming success of the 1st Legal Aid Reel Making Competition, which received enthusiastic participation from law students nationwide and showcased their creative advocacy on socio-legal issues, we now present the **NYAY FRAMES – 2nd Legal Aid Reel Making Competition** under the aegis of the Legal Services Clinic, KIIT School of Law.

2nd KIIT Legal Aid Reel Making Competition encourages participants to express their creativity while simultaneously **raising awareness about legal issues through engaging short reels in English, Hindi, and Odia. This linguistic inclusivity aims to foster broader participation and ensure that vital legal information reaches a wider, more diverse audience within and beyond the region, making legal concepts accessible and relatable across different linguistic communities.**

This initiative aims to foster creative expression, raise legal awareness, and provide a platform for students to engage with socio-legal issues through impactful digital media. The competition will continue to emphasise critical legal topics while promoting innovative advocacy and digital storytelling skills.



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Competition Structure

1. Preliminary Submission Round:

Participants are required to create and submit short-form video reels in a vertical format, with a duration ranging between **30 to 120 seconds**, focusing on **pre-determined socio-legal themes**.

2. Permissible Languages:

Submissions may be made in English, Hindi, or Odia, with the objective of promoting inclusivity and enhancing accessibility for a linguistically diverse participant base and to the local community to which KLSC caters.

3. Evaluation Parameters:

Each submission shall be assessed on the basis of **creativity, originality, conceptual clarity, thematic relevance**, and the level of **audience engagement**, which may include metrics such as **likes, shares, views, and comments** across approved digital platforms.

Engagement metrics, including but not limited to 'likes', shall be cumulatively assessed across the platforms Facebook, Instagram, and LinkedIn up to and including 5th September 2025.



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Judging Criteria

Category	Maximum Marks
• Originality & Creativity	15 marks
• Content	15 marks
• Accuracy	15 marks
• Insight & Knowledge	20 marks
• Graphics & Editing	15 marks
Engagement & Appeal (Instagram)* Based on the performance of the top 10 reels shared on the Legal Services Clinic's Instagram for 7 days. Split into: <ul style="list-style-type: none">• 5 marks for Views• 5 marks for Likes• 5 marks for Comments• 5 marks for Shares	20 marks

The evaluation of the submission will be based on a total of 100 marks, distributed across several key criteria. Originality and Creativity, Content, and



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Judging Criteria*

*Total (Views OR Likes OR Comments OR Shares)	Marks (out of 5)
0-20	1
21-40	2
41-60	3
61-80	4
More Than 80	5

- Accuracy are each allotted a maximum of 15 marks. Insight and Knowledge hold a greater weight with a maximum of 20 marks, as do Graphics and Editing with 15 marks.
- Additionally, 20 marks are for Instagram Engagement & Appeal, evaluated on the 7-day performance of the top 10 reels. This category is split into four 5-mark metrics: Views, Likes, Comments, and Shares. For each metric, marks are awarded based on the total count, ranging from 1 mark for 0-20 totals to a maximum of 5 marks for totals exceeding 80.



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Awards and Prize Money

S.No.	Category	Award Amount
1.	Best Content (Overall)	₹3,000
2.	Best Content (English)	₹2,000
3.	Best Content (Hindi)	₹2,000
4.	Best Content (Odia)	₹2,000

- Top 5 Highest-Scoring Reels will be awarded 'Certificate of Merit'
- All Participants will be given 'Certificate of Participation'



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Timeline

28 July 2025



Release of Brochure

16 August 2025



Last Date for Registration

21 August 2025



Last Date for Submitting Entries

5 September 2025



Last Date for Counting Engagement

9 September 2025



Declaration of Results

12 September 2025



Prize Distribution & Closing Ceremony





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Eligibility

- Students pursuing any three-year or five-year integrated courses of the LL.B. degree from any Law School/College/University/Institution recognized by the Bar Council of India (BCI) are eligible to participate. (Students pursuing the LL.M. degree are also eligible to participate).
- Students currently enrolled in classes 11th & 12th having opted for Legal Studies as a subject are also eligible to participate.
- Students from any Year/Semester can form/join a Team and register for participation. Cross-semester participation is allowed, i.e., a Team may consist of students from different semesters/years.
- Cross-college combination is also permitted.

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2nd KIIT Legal Aid Reel Making Competition

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Registration

SCAN TO REGISTER



- Last Date for Registration: 16th August, 2025

[CLICK HERE TO REGISTER](#)





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Themes

1. “Swipe, Like, Sue?” – Law and Social Media

Sub-Themes:

- Defamation through memes and posts
- Consent and sharing private content
- Cyberbullying and its legal consequences
- Fake news & misinformation: Legal remedy
- Influencers & the law: What’s allowed?

2. Undertrial Prisoners

Sub-Themes:

- Bail as a right: When it’s denied
- Impact of long pre-trial detention
- Legal aid for undertrials
- Prison overcrowding due to undertrials
- Justice delayed vs denied

3. Drug Laws & Youth

Sub-Themes:

- NDPS Act: What every student should know
- First-time offenders and rehabilitation
- Legal vs illegal substances: Know the difference
- Peer pressure and the legal price
- Bail and punishment in minor drug cases



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Themes

4. Law Without a Lawyer

Sub-Themes:

- Filing an RTI by yourself
- Representing yourself in small claims court
- Using consumer courts without a lawyer
- Online legal portals and services
- Common legal documents you can draft on your own

5. Online Hate Speech

Sub-Themes:

- Difference between hate speech and free speech
- Laws against religious or caste-based hate
- Reporting online hate speech
- Role of social media platforms
- Hate speech and the impact on real life



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Registration Guidelines

1. Participation in the Competition is strictly subject to successful registration. Only those individuals or teams who have completed the registration process in full shall be deemed eligible to participate.
2. Each team may consist of a maximum of two (2) participants. Solo entries are permitted.
3. Teams comprising participants from different universities (cross-university teams) are permitted and shall be treated at par with other teams for all purposes under these Guidelines.
4. The link to the registration form shall be made available in the official brochure issued by the Organizing Committee.
5. Participants are solely responsible for the accuracy of the details entered in the registration form. These details shall be used for the issuance of participation and merit certificates. The Organizing Committee shall not be held liable for any inaccuracies or errors in this regard.
6. Any change in contact details or team composition (team composition changes will only be accepted upto the last date of registration) must be promptly communicated to the Organizing Committee via official email communication.



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Submission Guidelines

1. The file name for the submission must strictly adhere to the following format:
'TC-XX KIIT National Reel Making Competition', where 'XX' refers to the assigned team code.
2. All submissions must be made in vertical mode (1080x1920), MP4 format, with a minimum resolution of 1080p to ensure clarity and quality.
3. Submissions shall be accepted only through the official link shared to the email ID provided during registration. Submissions through any other medium shall not be entertained.
4. The final date and time for submission is 11:59 PM (IST) on 21st August 2025. No submission will be accepted after the notified deadline. Any reel submitted beyond the stipulated time shall be summarily rejected, and no exceptions or extensions shall be entertained. No requests for extension or reconsideration shall be entertained under any circumstances.



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Format of Submission

1. The reel shall be creative, original, and engaging, and must include video content recorded by the participants themselves. Reels composed entirely of internet-sourced visuals or audio shall not be accepted.
2. All content submitted must be devoid of any material that is infringing, abusive, defamatory, obscene, vulgar, or otherwise unlawful or inappropriate in nature.
3. The medium of communication in the reel shall be restricted to either English or Hindi or Odia.
4. The duration of the reel shall be a minimum of 30 seconds and shall not exceed 120 seconds under any circumstances.
5. The reel shall not disclose or include any identifying details of the participants in any manner. No names, university affiliations, or visual identifiers of participants shall be included in the reel.
6. The reel shall be titled solely as per the sub-theme selected by the team and shall not include any other content in the title.



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Format of Submission

7. The reel shall be of high visual and audio quality. Submissions that do not meet the minimum technical quality standards may be disqualified at the sole discretion of the Organizing Committee.

8. In the event that background music or third-party media is used, the following conditions must be strictly observed:

- The content must be either royalty-free or non-copyrighted; or
- Where copyrighted material is used, due credit and proper attribution must be provided in accordance with applicable copyright laws.



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Disqualification Criteria

Participants or teams may be disqualified from the competition for any of the following reasons, without any requirement for prior notice:

1. Submission after the deadline.
2. Inclusion of plagiarized or copyrighted content without attribution.
3. Inclusion of participant-identifying information in the reel or its title.
4. Non-compliance with the format, language, or technical specifications.
5. Provision of false or misleading information during the registration process.
6. Failure to follow the instructions of the Organizing Committee at any stage of the competition.
7. Inappropriate, offensive, or defamatory content in the reel.



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Technical Support & Queries

- All queries related to registration, payment, submission, or technical difficulties must be addressed to the Organizing Committee through the official email ID mentioned in the brochure.
- Participants are encouraged to seek clarification well in advance of deadlines to avoid last-minute issues.



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Miscellaneous

1. Any instance of copyright infringement shall result in immediate disqualification from the competition.
2. Upon submission, the copyright and all associated intellectual property rights of participants in the reel shall stand irrevocably transferred to KIIT School of Law.
3. By virtue of such transfer, KIIT School of Law shall have the exclusive right to use, reproduce, distribute, exhibit, or otherwise utilise the submitted content in any manner it deems appropriate, without any further notice or compensation to the participants.
4. Participants shall not repost, reproduce, or otherwise utilize the submitted content for personal, commercial, or promotional purposes without obtaining prior written consent from KIIT School of Law.



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Decision Making

The decision of the Organizing Committee shall be final and binding on all participants. All rights pertaining to the competition are reserved by the Legal Services Clinic, KIIT School of Law. The winning entries may be published or disseminated through the official social media platforms of the Clinic at its sole discretion.



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Contact Us



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SCAN TO REGISTER

