

FOUR EVENTS · ONE CAMPAIGN FOR MENTAL WELL-BEING

Mental Health Awareness Campaign 2026

The Competitions

Details of each event is described in the respective posters

INSTITUTE-NOMINATED — your institute selects one student per category

1 Poster Making



Entry via institute nomination only

A hand-drawn **A3 poster** on a mental-health theme, made live at the grand final.

School · Classes 8–12

College · Degree & PG

2 Elocution & Extempore



Entry via institute nomination only

A spoken address on mental well-being, delivered live — **up to 4 minutes**.

School · Elocution

College · Extempore

OPEN SUBMISSION — any student, Classes 8–PG, at institutes in Kollam & Thiruvananthapuram, direct online submission

3 Reel Making



Direct entry — no nomination needed

A short reel with a mental-health message — **up to 60 seconds**, submitted online.

Individuals or groups

Unlimited entries per institute

4 Short Film



Direct entry — no nomination needed

A short film on mental well-being — **up to 5 minutes**, new work only, submitted online.

Individuals or groups

Unlimited entries per institute

NOMINATIONS & SUBMISSIONS CLOSE

by 9 October 2026

Reel and Short Film:
students submit online.

Poster and Elocution & Extempore:
institutes nominate one student each.

GRAND FINAL & AWARD CEREMONY

16 October 2026

Auditorium, Government Medical College, Kollam



Exciting prizes await — cash awards, certificates & mementoes for the winners.

Scan & Register · Nominate · Get in Touch



Scan or visit the website

<https://icmrswpkeralam.in>

Poster / Elocution & Extempore — via institute coordinator
| Reel / Short Film — register online

Contact Us

Subin K · 90 20 88 57 56

Nithin Lalachan · 82 81 61 06 50

icmrgmckollam@gmail.com

Poster Making

A competition on mental well-being. Part of the ICMR Student Wellbeing Project's Mental Health Awareness Campaign 2026.

School · Classes 8–12

College · Degree & PG

64 project institutes · Kollam & Thiruvananthapuram

Institute round

THEME

Any theme on mental health, chosen by the institute.

Grand final

The topic is announced at the competition.

1 In your institute

Your institute runs its own round in the School or College category (topic: any theme on mental health) and picks **one student per category** to represent the institute at the grand final. Only one entry per category is nominated.

2 Live grand final

The selected students create their posters **live at the venue**, judged separately for school and college. A3 chart paper and all materials are provided at the venue. Participants should not carry any paper, materials or ready-made artwork.

NOMINATIONS CLOSE BY **9 October 2026**

GOOD TO KNOW

- ◆ A3 size, hand-drawn on paper.
- ◆ Content must promote help-seeking and positive mental wellbeing.
- ◆ No copying or reproducing existing designs.
- ◆ Entirely the student's own work.
- ◆ No printed, templated, digital or AI-generated artwork.
- ◆ The judging panel's decision is final.

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Elocution & Extempore

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School · Elocution

College · Extempore

64 project institutes · Kollam & Thiruvananthapuram

FOR SCHOOLS · CLASSES 8–12

Elocution

Deliver a prepared speech on a mental-health topic. 2 topics shared ahead — 1 chosen live on the day.

FOR COLLEGES · DEGREE & PG

Extempore

Speak spontaneously on a mental-health topic. Topic given on the day — think on your feet.

1 In your institute

Your institute holds its own round on a mental-health topic chosen by the institute, and picks **one student per category** to represent the institute.

2 Live grand final

The selected students perform **live** at the concluding ceremony, judged separately for school and college. Delivery time **up to 4 minutes**.

NOMINATIONS CLOSE BY **9 October 2026**

GOOD TO KNOW

- ◆ Language: **Malayalam**.
- ◆ Keep to the **4-minute** delivery limit.
- ◆ One student per category nominated per institute.
- ◆ No reading from prepared notes at the final.
- ◆ Respectful language and content only.
- ◆ The judging panel's decision is final.

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Reel Making

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School · Classes 8–12

College · Degree & PG

Kollam & Thiruvananthapuram · Individual or group

THEME

Break the Silence — Mental Health Matters

Visit the website for sub-themes & full rules

Up to **60 seconds** · any creative format · new work only

1 Make your reel

Any student from Classes 8 to PG in Kollam or Thiruvananthapuram can enter, individually or as a group. Create a short reel on mental well-being — skit, storytelling, POV, animation or dialogue. Under **60 seconds**.

2 Submit online

Register and upload your reel on the campaign website by the closing date. Multiple entries allowed. Top six selected — three from school, three from college.

SUBMISSIONS CLOSE BY **9 October 2026**

GOOD TO KNOW

- ◆ Maximum **60 seconds**.
- ◆ Content must promote help-seeking and positive mental wellbeing.
- ◆ Submit with your Institute ID Card.
- ◆ Original work made for this competition only.
- ◆ No copyrighted or inappropriate material.
- ◆ Not published on any public platform before.

GRAND FINAL & AWARD CEREMONY

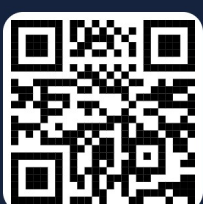
16 October 2026

Auditorium, Government Medical College, Kollam



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Short Film

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School · Classes 8–12

College · Degree & PG

Kollam & Thiruvananthapuram · Individual or group

THEME

Hope and Resilience

Visit the website for sub-themes & full rules

Up to **5 minutes** · new work made for this competition

1 Make your film

Any student from Classes 8 to PG in Kollam or Thiruvananthapuram can enter, individually or as a group. Tell a story about mental well-being through fiction, drama, animation or documentary. Under **5 minutes**.

2 Submit online

Register and upload your film on the campaign website by the closing date. Multiple entries allowed. Winners selected separately for school and college.

SUBMISSIONS CLOSE BY **9 October 2026**

GOOD TO KNOW

- ◆ Maximum **5 minutes**.
- ◆ Content must promote help-seeking and positive mental wellbeing.
- ◆ Submit with your Institute ID Card.
- ◆ New work made for this competition only · no re-submissions.
- ◆ Respect copyright and get any needed permissions.
- ◆ Not published on any public platform before.

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