

1. What do you need to do

- Create and share one creative post (any ONE of the following)
- 1. A short video (reel/tiktok-style/max 1-2 minutes)
- 2. A photo with a strong caption

2. What Your Post Should Include

ATTENTION

- Challenging a gender stereotype
- Your skill or experience
- A message of inspiration
- A designed Scene: Be creative in setting your scene using TVET-related tools or environments. For example, you may film in a workshop or training area, or use tools related to your trade. These are only examples, feel free to design your own innovative setting.

3. How to Participate

- 1. Post your content on your public social media account
- 2. Use the hashtag - #SBreak the Stereotype, Build Your Skill
- 3. Tag
 - - Your Institute
 - - BEST Project
 - - DWPSD
 - - RENEW
- Keep your post public until the competition ends and aim for as many likes, shares, and comments as possible. The three videos with the highest engagement will win a prize.

4. Prizes

- First Prize: A Smartphone
- Second Prize: A vacuum cleaner
- Third Prize: A rice cooker
- All participants: Certificate

Note: By participating, students agree to allow institutes and partners to repost content for awareness purposes.

5. Important Note

1. Content must be respectful, inclusive, and non-discriminatory
2. No offensive language or imagery

6. Judging Criteria

Criteria	Description	Weight/Marks
Relevance to Theme	Clearly challenges gender or occupational stereotypes in TVET	
Engagement	Number of likes, shares, comments (combined) -	
Total		

7. Selection Process

- GEDI committee will shortlist the top entries based on their content quality
- Final scores will combine judging panel scores and social media engagement