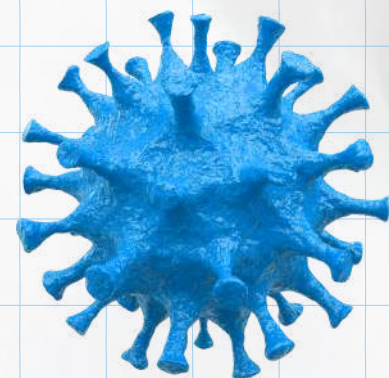




ONE MINUTE , ONE MESSAGE



Let's Fight AMR (Antimicrobial Resistance) Reel challenge



HAND BOOK

Join the World AMR Awareness Week campaign!

We're inviting young advocates to create short video 'reels' to raise awareness and promote responsible antibiotic use among peers and the public.

Promote awareness and understanding of AMR among youth and the general public.

Encourage creative and science-based communication on AMR through engaging video content.

Generate a repository of youth-created digital content for future AMR campaigns and educational initiatives.

This competition supports global and national AMR action plans, aligning with WAAW 2025's urgent theme:

"Act Now: Protect Our Present, Secure Our Future."

It's a critical reminder that AMR demands immediate, coordinated action.

What is Antimicrobial Resistance (AMR) ?

AMR: The Silent Pandemic

Antimicrobial Resistance (AMR) is a ticking time bomb and one of the most pressing global health challenges of our time. The misuse and overuse of antibiotics in humans, animals, and agriculture have led to the emergence of drug-resistant pathogens, threatening the effectiveness of lifesaving treatments.

The World Health Organization (WHO) has declared AMR as a top ten global public health threat, requiring a multi-sectoral and multi-level response. Despite growing scientific and policy-level attention, public awareness of AMR remains low, particularly among young people and vulnerable communities. Engaging young people in AMR advocacy is critical not only because they are future health care providers, scientists, and decision-makers but also because they are powerful communicators in the digital age.

What is AMR?

AMR occurs when microbes (bacteria, viruses, fungi, parasites) evolve to resist the drugs designed to kill them, rendering medicines ineffective. This natural process is drastically accelerated by our actions, especially the overuse and misuse of antimicrobials.

Why it matters now ?

Antimicrobial Resistance (AMR) is escalating into a global health emergency. In 2021 alone, it caused 1.14 million deaths worldwide and 267,000 deaths in India, with one life lost every two minutes. Without urgent intervention, AMR could claim up to 8.2 million lives annually by 2050, threatening the safety of common infections, surgeries, and childbirth.

India's challenge

India has high levels of AMR that will impact our population, driven by widespread over-the-counter antibiotic sales, incomplete treatments, inadequate sanitation, and extensive use in animal husbandry and agriculture. This accelerates the emergence of highly resistant pathogens, complicating common infection treatment.

Learn more from trusted sources

For reliable information on Antimicrobial Resistance, refer to these authoritative resources:

[WHO: Antimicrobial Resistance Fact Sheet](#)

[National Action Plan on AMR – India](#)

THEME AND TOPICS

Act now: Protect our present, secure our future

Here's the larger theme driving World AMR Awareness Week 2025 - let it spark your creativity!

These are the topics you can choose from to focus your creative message

1

Smart use of antibiotics

Highlight the importance of taking antibiotics only when prescribed, completing the full course, and never sharing medicines. Show how responsible use protects everyone.

2

Prevent Infections, Prevent Resistance

Focus on hygiene practices, vaccination, and infection prevention as powerful tools to reduce the need for antibiotics in the first place.

3

AMR and our environment

Explore how antibiotic pollution in water and soil accelerates resistance. Connect environmental health to human health.

4

One Health, One Future

Illustrate the interconnection between human, animal, and environmental health. Show how resistance in one affects all.

RULES AND GUIDELINES

Who can join this challenge?

18-28

Age Range

Young adults ready to make an impact

1-3

Team Size

Enter individually or as a team
Only one entry will be considered

We're looking for

- **Students** from colleges, and universities across India
- **Campus media creators** with a passion for health communication
- **Youth outreach coordinators** keen to amplify public health messages
- **Anyone aged 18-28** with creativity and commitment to making a difference

Whether you're a seasoned content creator or trying video storytelling for the first time, we want to see your unique perspective!

Reel requirements

1

Duration & format

Create a reel of **maximum 1 minute** in vertical format (**9:16 aspect ratio**) optimised for Instagram Reels, YouTube Shorts, and other mobile platforms.

2

Language options

Present your message in **English or Hindi** to ensure accessibility across India. Clear audio and subtitles are encouraged for maximum reach.

3

Originality requirements

Your submission must be **100% original work**. No AI-generated content, stock footage presented as your own, or third-party materials without proper rights. Authenticity matters.

4

Content standards

Ensure your reel is **non-political, non-discriminatory, and uses copyright-free music/assets**. Focus on accurate health messaging.

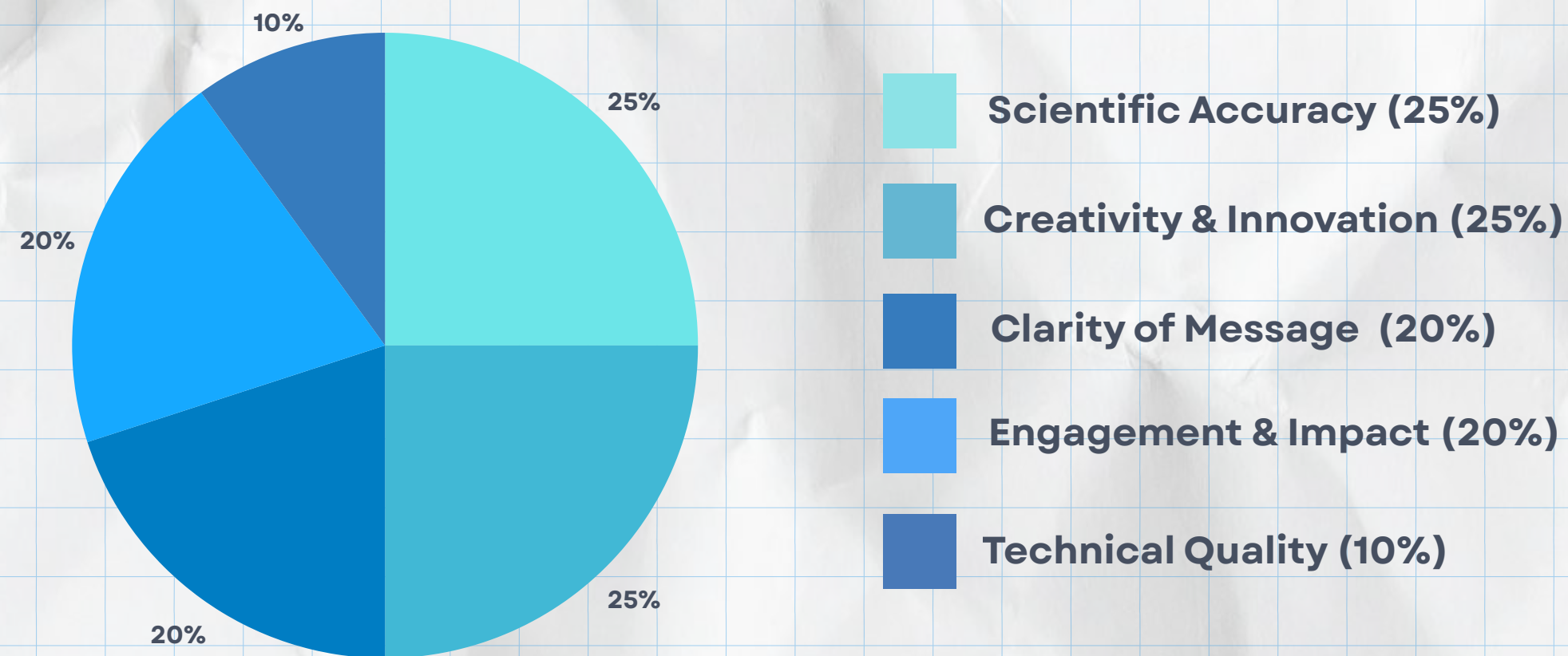
5

How to submit

Upload your reel and complete the entry form via our **official Google Form**. You'll receive a confirmation email once your submission is successfully recorded.

Judgement criteria

A distinguished panel of experts from AMR research, health communication, and youth leadership will evaluate every submission. Here's what they'll be looking for:



Get your facts right accuracy builds trust and credibility with your audience.

Think outside the box surprise us with fresh storytelling approaches and innovative visual techniques.

Keep it clear even the most creative reel must communicate a focused, actionable message.

AWARDS AND RECOGNITION

Your impact deserves to be celebrated

1

 **Winner**

₹50,000

- Certificate of excellence
- Featured across all partner social media platforms
- Spotlight during World AMR Awareness Week events
- Media coverage and interview opportunities

2

 **Runner Up**

₹30,000

- Certificate of Achievement
- Social media feature across partner channels
- Recognition during WAAW showcase

3

 **Second Runner Up**

₹20,000

- Certificate of Recognition
- Feature on competition website and social channels
- Inclusion in WAAW digital exhibition

Beyond the top three

All the Participants will receive Certificates of Appreciation and **Winning Reels** will be showcased during World AMR Awareness Week. All winning content will be amplified through our partner network, reaching thousands of viewers and positioning you as a youth health advocate and **participation certificates** for all the contestants.

Your reel could inspire behavioural change, influence policy discussions, and demonstrate the power of creative communication in public health. That impact is invaluable.

TIMELINE

17 October 2025

Competition launch

Registration opens and submissions begin.
Start brainstorming your creative concept!

13-18 November 2025

Jury review complete

Expert panel completes evaluation of all
submissions and selects winners.

12 November 2025

Submission deadline

Final date to submit your reel via the Google
Form. Late entries will not be considered.

18-24 November 2025

Results & showcase

Winners announced during World AMR
Awareness Week. Top 10 reels featured across
partner platforms.

Before you submit

- Ensure your reel is **original, non-AI generated content**
- By submitting, you grant organisers rights to use your reel for educational and advocacy purposes
- Copyright and intellectual property rights transfer to organisers upon submission
- Only a single entry, whether by an individual or a team, will be considered.
- Only entries meeting all guidelines will be eligible for evaluation

Any Questions?

Reach out to our team we're here to support your creative journey!

Get in touch with us

chri.org.in

info@chri.org.in

amrcompt2025@gmail.com

***This is your opportunity to be part of a movement
that transcends borders and generations,
One minute of your creativity could spark a
lifetime of awareness.***

LAST DATE TO SUBMIT
YOUR ENTRIES

12th NOV 2025

#WorldAMRAwarenessWeek
#AMRReelChallenge
#LetsFightAMR
#WAAW #AMR
#AntimicrobialResistance



SCAN THE QR
TO REGISTER