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**Press Release**

**“USE CMRL - SAVE YOUR MONEY & TIME”**

**CREATIVE DESIGN COMPETITION FOR COLLEGE STUDENTS**

CMRL is excited to announce its upcoming Creative Design Competition, providing a platform for college students to showcase their creativity while promoting the theme of **"USE CMRL - Save Your Money & Time"**.

The objective behind the competition is to empower college students to learn about CMRL services and to encourage their creative expression. This initiative is a step towards enhancing CMRL's brand awareness among the student community.

This is an open competition, and the registration will be through an online form. The submission form for the creative content will be shared with the selected participants. The registration period for the competition is between **January 23, 2024, and February 22, 2024**, with the following specifications.

- **Eligibility:** Open to all regular undergraduate and postgraduate students in Chennai only.
- **Theme:** "USE CMRL - Save Your Money & Time"
- **Formats:** Videos, animations, AVs, or GIFs (30-60 seconds)
- **Prizes:** 1st: Rs. 15,000, 2nd: Rs. 10,000, 3rd: Rs. 5,000
- **Registration:** Starts from January 23, 2024, and ends in February 22, 2024. Register online at <https://forms.gle/oa3qyGG3kmW2vHn16> or scan the QR code on the CMRL website.
- **Pre-submission Workshop:** Feb 29th, 2024 (details on CMRL website)
- **Submission Deadline:** March 31st, 2024
- **Winners Announced:** April 14th, 2024.

For further details, contact [Imc@cmrl.in](mailto:Imc@cmrl.in) (queries with the subject “Creative Design Competition for Students” only can be accepted, and a reply will be sent).

**Issued By: Joint Director / Public Relations Officer  
CMRL, Chennai – 600 035.**