

FICCI CASCADE All India Creator Awards 2026

Original storytelling against smuggling and counterfeiting | Entries open until 1 September 2026

FICCI CASCADE is proud to announce the **FICCI CASCADE All India Creator Awards 2026**, a new initiative under **MASCRADE 2026, Movement Against Smuggled and Counterfeit Trade**, taking place on 17–18 September 2026 in New Delhi.

For over a decade, **FICCI CASCADE** has worked with government ministries, enforcement agencies, customs authorities, border forces, legal experts, consumer organisations and young citizens to strengthen the fight against illicit trade.

For the first time, the **MASCRADE** platform invites India's creator community to be part of this movement.

The Awards call upon creators across India to use **original storytelling and filmmaking** to highlight the real impact of smuggling and counterfeiting on consumers, businesses, employment, public health and the economy, in their own voice, language and creative style.

Who Can Participate

- Creators from across India
- Open to all participants on a merit based basis
- No entry fee

Entry Format

- Submit an original vertical film of **60–90 seconds**
- Content may be created in **Hindi, English, Hinglish or any regional language**
- Each creator can submit a maximum of **two entries**, with each entry based on a different theme

Themes

Choose any one:

- **The Future We Risk**
- **Building Viksit Bharat**
- **The Jobs Behind the Goods**
- **Every Choice Counts**
- **The Hidden Cost of Illicit Trade**
- **Education Today, Opportunities Tomorrow**

Evaluation Criteria

Entries will be evaluated on:

- Impact and clarity of the message
- Storytelling and creative execution
- Factual accuracy
- Originality
- Organic engagement

All submissions should be **original, factually supported and informative**, with a focus on meaningful storytelling rather than sensationalism.

Awards

First Prize: Creator kit worth approximately ₹1.2 lakh

Second Prize: Creator kit worth approximately ₹80,000

Third Prize: Creator kit worth approximately ₹50,000

In addition, **10 selected reels will be featured on FICCI CASCADE's official channels**, giving creators an opportunity to reach a national audience and strengthen their creative portfolio.

For Winning Creators

- Winning creators will be hosted at the **MASCRADE 2026 ceremony in New Delhi**
- Travel, accommodation, meals and local transfers will be covered by the organisers
- **Shri Ram Nath Kovind, Former President of India**, will be the Chief Guest at the ceremony

Judging Weights

- Impact & clarity of message — 20
- Storytelling & craft — 25
- Factual accuracy — 20
- Originality — 10
- Organic engagement — 25

Total — 100

Last Date for Submission

5th September 2026

TERMS & CONDITIONS

- The participant confirms that the submitted video is their original work and does not infringe any third party rights.
- The participant agrees to upload the video on their own Instagram account as per the All India Creators Award 2026 guidelines.

- By submitting the video, the participant grants/assigns to FICCI CASCADE, to the fullest extent permitted under applicable law, the exclusive rights to reproduce, publish, communicate, distribute, edit, adapt, modify, translate, subtitle and otherwise use the submitted video, in whole or in part.
- FICCI CASCADE may use the submitted video or excerpts from it on its social media platforms, websites, digital campaigns, events, publications, presentations, promotional activities and other communication or awareness initiatives.
- The rights granted to FICCI CASCADE are worldwide and for the entire term of copyright, subject to applicable law.
- FICCI CASCADE may edit, crop, resize, subtitle, translate or adapt the video for different platforms and formats.
- No additional royalty, licence fee or payment shall be payable for such use, except for any award or prize expressly communicated as part of the competition.
- The participant is responsible for obtaining all necessary permissions for any third party music, footage, images, performances or other material used in the video.
- By submitting the video, the participant confirms that they have read, understood and agreed to these Terms & Conditions.