



Time allotted

- Reel: 59 seconds
- Long Video: 2 minutes

"Not just lights and stage—this is where Crescendo's journey unfolds."

Event Description

This event is an exciting opportunity for teams to showcase the journey behind their performances at Crescendo 2025 under the theme Bharat Vandan. This event goes beyond the stage, capturing the



unseen efforts, laughter, challenges, and triumphs that celebrate India's diversity and unity.

Teams are encouraged to create an engaging and authentic video that reflects their camaraderie, struggles, and triumphs while preparing for the main event. The best BTS video will not only document the journey but also entertain and inspire others. Let the cameras roll and tell your story beyond the stage!

The logo for the Crescendo 2026 Jaipuria Cultural Fest features a central graphic with icons for a palette, musical notes, a clock, and a smiling face. The word "Crescendo" is written in a colorful, multi-colored font, with "2026" in a smaller font to its right. Below it, "JAIPURIA CULTURAL FEST" is written in a bold, black, sans-serif font.

Crescendo²⁰²⁶
JAIPURIA CULTURAL FEST



Type of participation	Team
Maximum number of participants	Four (minimum one participant from each category mandatory)
Type of Entry	Video

Please note – There will be no zonal entry for this competition. All entries will be considered for finale selection.



General Instructions

- Each team must submit one BTS video capturing rehearsals, interactions, and the creative process.
- Submission must include:
 - A 59-second reel, offering a quick, dynamic snapshot of your behind-the-scenes journey, capturing key moments and highlights.
 - A 2-minute long-form video, providing a more detailed and engaging look into the creative process, showcasing rehearsals, team interactions, challenges, and memorable moments from the preparation phase
- Accepted formats: MP4 or MOV (minimum 720p; 1080p preferred).



- Videos should include elements such as:
 - Script discussions, brainstorming, idea development.
 - Rehearsals, bloopers, candid interactions.
 - Costume and prop preparation.
 - Challenges faced and how they were overcome.
- Only original or royalty-free music may be used (no copyrighted tracks).
- Appropriate language, behaviour, offensive gestures and content must be maintained throughout the video.



- Prohibited Content and disqualification:
 - Excessive editing or scripted moments that reduce authenticity.
 - Any plagiarised or AI-generated content will lead to immediate disqualification



Judgement Criteria

- **Creativity & Storytelling** – How uniquely the video captures and presents the journey behind the performance.
- **Authenticity** – Reflection of genuine teamwork, preparation, and candid behind-the-scenes moments.
- **Theme Relevance** – Clear connection to theme through ideas, expressions, or cultural elements.
- **Engagement & Entertainment** – Ability to hold audience attention with humour, emotion, or inspiration.



- **Technical Quality** – Clarity of visuals and audio, smooth editing, and overall production value.