

Cyber Awareness



Design

Challenge

CASH PRIZES
WORTH
₹2,00,000

Submission Deadline



15th Nov 2025

ABOUT THE CHALLENGE

As part of DSCI's Cyber Security Awareness Month (CSAM) campaign, Cyber Suraksha Drive to spread awareness on cyber hygiene and online safety, the below design challenge has been conceptualised.

The **Cyber Awareness Design Challenge** aims to leverage the creative potential of design students from leading institutions, graphic designers and content creators across India to develop innovative, impactful, and culturally resonant cyber awareness content.

The challenge will provide young designers and content creators/influencers a national platform to showcase their creativity and ideas, while simultaneously spreading cyber awareness among their social network for larger online safety of citizens.

WHO CAN APPLY?

- Design and Tech Students
- Freelancers and Graphic Designers
- Communication and Media Students
- Content Creators / Influencers

CHALLENGE CATEGORIES

CATEGORY	CONTEST FORMAT	SUBMISSION REQUIREMENT
 Most Engaging Short Video	Animated videos, GIF series and motion graphics	Min. 30 seconds (for animated videos & motion graphics) Any of the following video dimensions 1080×1920 (vertical) 1920×1080 (landscape) 1080×1080 (square) Min. 3 GIFs
 Most Creative Comic Strip	Animated storyboards, Short Comic strip(s), illustrated narratives	Min. 3 page strip (in A4 size in landscape or portrait orientation)
 Most Insightful Poster Series	3–5 Poster series of awareness messages or tips, infographics, wallpaper or screensaver	Min. 3 poster series (poster/infographic size should be 11×17 inches) (for wallpaper/screensaver min. 1920×1080 in 16:9 aspect ratio)
 Most Engaging Reel (Content Creators/ Influencers)	Awareness-oriented reels around any one theme	Min. 60 seconds (video dimension 1080×1920 in 9:16 aspect ratio)

CHALLENGE THEMES

Every participant needs to create design or content assets around these themes. You may either **choose any one of these or multiple** as per your preference.

Social Media Safety

Digital Payment Safety

Email Security

AI Generated Scams

App & Account Security

HOW TO PARTICIPATE?

1. Design or create the awareness content for the category you wish to apply.
2. Post the content on minimum one social media platform to be eligible for this challenge.
Use relevant awareness content in the caption as suitable.
3. Use the challenge hashtag **#DSCICyberDesignChallenge** and tag the official handle of DSCI in your post/reel caption on respective channel.
4. Fill the **submission form** and submit your entry for the respective category/categories under this challenge.
5. To apply for multiple categories, check the submission guidelines.
6. All content must be uploaded on at least one of the below five social media platforms.



@dsci.connect



@dsci.connect



@dscivideo



@DSCI_Connect



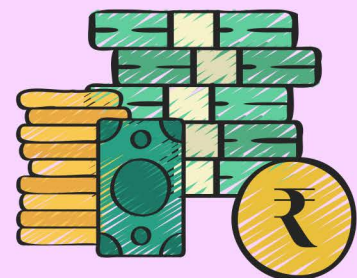
data-security-council-of-india

PRIZE MONEY

Total prize money worth **₹2,00,000** to be won.

The prize per category is **₹50,000**.

Top three participants will be awarded.



Winner
₹25,000
(in each category)



1st Runner-up
₹15,000
(in each category)



2nd Runner-up
₹10,000
(in each category)

In addition to the cash prizes, all winners will receive **Winner Certificates** and complimentary access to DSCI's flagship event – AISS 2025.

All entries (apart from winners) found eligible to be further used by DSCI in its upcoming awareness programs will receive a **Certificate of Achievement and due credit**.

PARTICIPATION GUIDELINES

- The contest is open to all Indian citizens aged 18 years and above.
- Must have social media account to upload and post the designed content.
- Hand-drawn designs can be shared but the submission has to be in digital format.
- Participants must submit original, practical, and relevant ideas aligned with cyber safety and awareness themes.
- You can apply for multiple categories, however content for each category must be shared over a unique social media post.
- To apply for multiple categories, fill the nomination form for each category separately.
- Entries must not contain offensive, discriminatory, or unlawful content.
- AI-assisted tools (for design or animation) may be used, but their use must be clearly disclosed in the submission.
- Plagiarized or AI-generated content without originality will be disqualified.
- Any detection of impersonation, double participation, or other unfair practices will result in disqualification.

WHAT ARE WE LOOKING FOR?

All entries will be reviewed and evaluated by an expert jury panel comprising professionals from the cybersecurity, design, and communication domains. Submissions will be assessed based on:

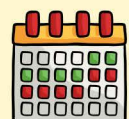
- **Creativity & Innovation:** Originality of concept, visual impact, and storytelling approach.
- **Content Quality & Relevance:** Content alignment with cyber safety and awareness themes; quality and clarity of awareness message.
- **Design Quality:** Aesthetic presentation, visual balance, and overall execution.
- **Impact & Engagement:** Potential to inspire awareness, influence engagement, and reach diverse audiences.
- **Feasibility:** Practical applicability of the creative for awareness campaigns and adaptability across digital or print platforms.

The jury's decision will be final and binding. Selected entries may be refined or adapted, in consultation with the creators, for use in DSCI's official awareness campaigns.

CONTEST DATES

Start Date 17th October 2025

End Date 15th November 2025



TERMS & CONDITIONS

- **Usage Rights:** By submitting content, participants grant DSCI exclusive rights to repurpose and distribute the material for awareness and educational campaigns, with due credit to creators.
- **Disqualification:** Any inappropriate, offensive, or irrelevant content will be disqualified. DSCI reserves the right to remove entries that do not align with the objectives or code of conduct of the challenge.
- Right disclosure of AI usage will not affect scoring. However, non-disclosure may lead to disqualification.
- The organizers are not responsible for late, lost, incomplete, or technical-error submissions. Proof of submission is not proof of receipt.
- DSCI reserves the right to amend, cancel, or modify the terms of the competition anytime during the challenge period.
- By submitting an entry, participants agree to abide by all terms and conditions, including any amendments or updates.

Submission Form

FOR MORE INFO VISIT

www.dsci.in/content/cyber-awareness-design-challenge

CYBER SURAKSHA DRIVE

DSCI observes CSAM awareness campaign every year in sync with global efforts to promote cyber safety and responsible online behavior. Under the theme 'Cyber Suraksha Drive-A Truckload of Information to Stay Safe Online', CSAM 2025 draws symbolic inspiration from the vibrant Indian Truck Art. Beyond its colorful aesthetics, truck art has long carried witty and socially relevant messages that connect people across urban and rural India.

The campaign delivers cyber safety tips in a quirky and relatable way covering key cyber safety areas. We encourage every citizen and organizations to cultivate a culture of cyber hygiene and adopt cyber security best practices.

VISIT CAMPAIGN

www.dsci.in/cyber-security-awareness-month-2025/

