

Report

On

The Reel to Real Impact as part of SAHYOG 3.0

From 13TH Nov 2025

Organized by

Centre for Innovation and Social Transformation (CIST)


In association with

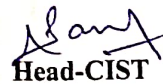
EWB-KGR CET

Submitted by

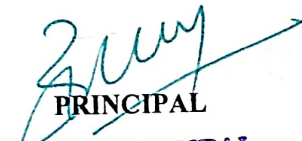
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1. Introduction

The **SDG Showcase – The Reel to Real Impact** was a student-driven initiative aimed at promoting awareness and action towards the **United Nations Sustainable Development Goals (SDGs)** through creative digital storytelling. In today's digitally connected world, short-form visual content has emerged as a powerful medium to communicate ideas, influence perspectives, and inspire change. Recognizing this potential, the SDG Showcase encouraged students to utilize reels as instruments for sustainability advocacy.

The event provided a platform for students to observe real-world social and environmental challenges and translate them into impactful narratives. By combining creativity, technology, and sustainability, the initiative sought to move students beyond theoretical understanding and towards meaningful engagement with global development goals.

2. Objectives

The key objectives of the SDG Showcase were:

- To create awareness among students about the **United Nations Sustainable Development Goals**.
- To encourage critical thinking on **social, environmental, and economic issues** affecting society.
- To promote **creative expression and digital storytelling** as tools for social change.
- To enable students to connect **local realities with global sustainability goals**.
- To foster a sense of **social responsibility and ethical citizenship** among students.
- To empower youth to use digital platforms for **positive impact and sustainability advocacy**.

3. Outcomes

Upon completion of the SDG Showcase, the following outcomes were observed:

- Students demonstrated improved understanding of **SDGs and their real-world relevance**.
- Participants effectively used **digital media to communicate sustainability messages**.
- Enhanced creativity, storytelling, and communication skills among students.
- Increased awareness and sensitivity towards **social and environmental challenges**.
- Identification and recognition of innovative student teams as **SDGs Champions**.
- Strengthened culture of **innovation, sustainability, and social engagement** within the institution.

4. Coordination and Support

The SDG Showcase was coordinated by Mr. B. Mohan, whose vision and leadership were instrumental in conceptualizing and executing the event successfully. The initiative was strongly supported by Team CIST, whose collaborative efforts ensured structured planning, student mentoring, technical facilitation, and smooth execution of the showcase.

Team CIST played a vital role in guiding students to align their creative outputs with SDG themes and ensuring that the reels conveyed clear, impactful, and responsible messages.

5. Overview of the Event

The SDG Showcase witnessed enthusiastic participation from students across disciplines. A total of 35 student-created reels were showcased during the event. Each reel creatively interpreted one or more Sustainable Development Goals, highlighting real-life issues observed in society and the environment.

The showcased reels addressed critical themes such as:

- Environmental conservation and climate action
- Social equality and inclusion
- Education and awareness
- Community well-being and public health
- Responsible consumption and sustainable lifestyles

The event demonstrated how youth perspectives can bring fresh insights into global challenges through creative expression.

6. Concept: “Reel to Real Impact”

The theme “Reel to Real Impact” emphasized the transformation of digital creativity into real-world awareness and action. Students were encouraged to view reels not merely as entertainment but as powerful storytelling tools capable of influencing thought and behavior.

Through this theme, students explored how simple yet meaningful visual narratives can:

- Highlight unnoticed social issues
- Generate empathy and awareness
- Inspire responsible behavior
- Encourage sustainable thinking

7. Student Engagement and Creative Process

Students actively participated in every stage of the creative process, which included:

- Researching and understanding the SDGs
- Observing sustainability challenges in their surroundings
- Developing story concepts with strong messages
- Creating and editing reels using digital tools
- Integrating visuals, music, captions, and transitions for impact

This hands-on approach enhanced experiential learning and allowed students to transform ideas into impactful digital content.

8. Social Relevance and Sustainability Themes

The reels showcased during the event reflected deep social relevance and ethical responsibility. Students effectively captured real-life challenges and proposed awareness-driven solutions through their narratives.

The themes emphasized the importance of collective action and individual responsibility in achieving sustainable development, reinforcing the idea that **small actions can lead to significant impact**.

9. Recognition and Awards

At the conclusion of the SDG Showcase, **three outstanding teams** were recognized as **SDGs Champions** for their exceptional contributions.

Evaluation Criteria Included:

- Strength and clarity of the SDG message
- Creativity and originality
- Real-world relevance
- Effectiveness of storytelling
- Innovation and overall impact

The recognition motivated students to continue engaging with sustainability initiatives and creative advocacy.

10. Role of Digital Media in Sustainability Advocacy

The SDG Showcase highlighted the importance of **digital media as a catalyst for social change**. The initiative demonstrated how short-form videos can effectively communicate complex sustainability issues in a relatable and engaging manner.

By leveraging digital platforms, students became active contributors to sustainability dialogue, reinforcing the role of youth in shaping a more responsible and sustainable future.

11. Institutional Impact

The initiative strengthened the institution's commitment to:

- Innovation-driven and experiential learning
- Integration of SDGs into co-curricular activities
- Community and social engagement
- Youth-led sustainability initiatives

The SDG Showcase stands as a model for embedding global development goals into educational practices.

12. Conclusion

The **SDG Showcase – The Reel to Real Impact** was a successful and impactful initiative that effectively combined **creativity, digital media, and sustainability education**. By empowering students to express SDG narratives through reels, the event transformed digital expression into a tool for real-world awareness and advocacy.

The initiative reaffirmed the role of students as change-makers and highlighted how innovation and storytelling can contribute meaningfully to the achievement of the **United Nations Sustainable Development Goals**. The coordinated efforts of **Mr. B. Mohan and Team CIST** played a pivotal role in making the event a meaningful success.

Photographs with Description:



Expenditure:

Registration Fee	: NIL
Transportation	: NIL
Total	: NIL