



## *Pakistan Financial Literacy Week 2025*

### *Video Competition*

**Theme:** Financial Literacy through Collaboration and Innovation (مالی شمولیت: باہمی تعاون اور جدت کے ساتھ)

**Topic:** Financial Literacy in One Minute

**Deadline:** March 31, 2025

**Format:** Short Film, reels, role-play video, animation video, whiteboard or sketch video, or others.

**Submission:**

- Upload your video to Google Drive.
- Share the link via email to [video.competition@sbp.org.pk](mailto:video.competition@sbp.org.pk)
- Ensure the link is set to "Anyone with the link" for easy access.
- Include your name, CNIC, contact number, organization/institution, occupation, and full address in the email body, along with a brief profile and picture.
- Test the link in an incognito window before sending.

**Evaluation:**

- An independent jury will judge videos based on:
  - Creativity and Originality
  - Theme Interpretation
  - Message Clarity
- Top three winners will receive shields and certificates, mailed to their provided address.

**Terms:**

- Submissions must be original and free of copyright issues.
- SBP retains full ownership and usage rights of all submitted videos.
- For inquiries, contact [video.competition@sbp.org.pk](mailto:video.competition@sbp.org.pk)