



SHORT FILM CHALLENGE 2026–27

Creator Guide – everything you need to make, post and submit your film

“One App. Every Property Story.”

OPENS	LAST DATE	PRIZE	LANGUAGES
15 Oct 2026	25 Dec 2026	Rs. 10,000 × 4	Telugu · Kannada · Tamil

Official website: www.dharaniindia.com

1. Welcome, Creator!

Dharani India is inviting content creators to tell short, powerful property stories. If you love storytelling, this challenge gives you a real brief, a public stage, cash prizes and a chance to work with a growing brand.

This guide explains everything in simple steps: **what to make, how to make it, how to post it, how to submit it, and how you can win.** Read it once from start to finish. Then use the checklist in Section 14 before you post.

The challenge at a glance

Topic	Details
What you make	One short film about the Dharani India Real Estate App
Film length	18–45 seconds (±10 seconds allowed)
Where you post	Instagram Reels and/or YouTube Shorts
Language	Telugu, Kannada or Tamil
Categories	4 categories – each has its own winner. You can enter one or more.
Prize	Rs. 10,000 per category (total prize pool Rs. 40,000) + digital certificate
Dates	Opens 15 Oct 2026 • Last date 25 Dec 2026 • Winners announced 1 Feb 2027
Website	www.dharaniindia.com (download the category-wise document here)

What is inside this guide

Sections 2–4: About Dharani India, how the challenge works, the four categories. **5–7:** Video rules, logo rules, Instagram and YouTube guidelines. **8–10:** Safe content, story blueprint, language tips. **11–15:** Submission, timeline, judging and prizes, checklist, FAQ.

2. About Dharani India

Dharani India is a real estate marketplace platform. It connects **buyers, sellers and agents** across India and the global NRI community, all through one app – the **Dharani India Real Estate App**.

Our line is “**One App. Every Property Story.**” Every property journey has a human story inside it: a family looking for a plot, an owner waiting for a genuine buyer, an agent trying to grow a business. Your film tells one of these stories in under a minute.

Who uses Dharani India?

User	What they want	What Dharani India gives them
Buyer	To find the right property without fear or confusion	A trusted, transparent search and the confidence to decide
Seller	To sell quickly to serious people	Easy listing, direct access to genuine buyers, no unnecessary intermediaries
Connector (agent or agency)	To grow their business and earn income	Zero-cost listings of unlimited properties anywhere in India, direct calls from buyers, open buyer requirements, referral income and collaboration with local agents
NRI	To buy, sell or connect back home from anywhere	One app that works for the global NRI community

Important: use the right name

The platform name is **Dharani India** (two words). It is a private real estate app. It is **not** the Telangana Government’s “Dharani” land-records portal. Do not say or suggest that Dharani India is a government service, and do not use any government logo or official in your film.

3. How the Challenge Works

Five simple steps from idea to prize. The official Dharani India handle, the challenge hashtag and the submission form will be shared at campaign launch on **15 October 2026**.

1	Choose your category Pick one or more of the four categories (Section 4). Each category has its own winner.
2	Plan and shoot your film Download the category-wise document from www.dharaniindia.com . Make an 18–45 second film in Telugu, Kannada or Tamil.
3	Publish it publicly Post on Instagram Reels and/or YouTube Shorts. Show the Dharani India logo in the first 3 seconds and last 5 seconds. Tag the official handle and the challenge hashtag.
4	Submit your entry Send your post link, a raw watermark-free copy of the video and your category number (1, 2, 3 or 4) through the official submission form.
5	Wait for the results Judging is from 16–31 January 2027. Winners are announced on 1 February 2027.

4. The Four Categories

Every film needs a **hero**, a **problem**, a **turning point** (where Dharani India helps) and a **happy ending**. Below is what each category asks for, with story ideas to get you started. The ideas are only examples – your own original idea is always welcome.

CATEGORY 1 Buyer's Prospect	
Your hero	A property buyer – a young couple, a first-time buyer, a father planning for his family, or an NRI who wants to buy back home.
The story to tell	The journey of searching for a property, the trust and transparency Dharani India brings, and the moment of finding the right property with confidence .
Show these moments	• The stress or confusion of searching • The moment the hero opens the Dharani India app • The relief and joy of a confident decision

Story ideas	• “The Worried Father” – A father keeps doubting every plot he sees. Dharani India gives him clarity, and he stands on his family’s future land with a smile. • “NRI Calling Home” – A son abroad wants to buy in his hometown, but is nervous about doing it from far away. The app lets him decide with confidence. • “Wasted Weekends” – A couple is tired of weekend property visits that lead nowhere. One app changes their search.
Avoid	Promising profit, returns or price rise. Showing the buyer as foolish or the search as hopeless without showing the solution.

CATEGORY 2

Seller’s Prospect

Your hero	A property seller – a plot owner, a family selling inherited land, or anyone who needs a genuine buyer.
The story to tell	The ease of listing, direct access to genuine buyers , and a sale process free of unnecessary intermediaries .
Show these moments	• The long wait or the time-wasting calls • The simple act of listing on the app • A genuine buyer reaching the seller directly
Story ideas	• “The Long Wait” – An owner has waited months for a serious buyer. After listing on Dharani India, a genuine buyer calls directly. • “Grandmother’s Land” – A grandson lists the family land from his phone in minutes while his grandmother watches in surprise. • “One Phone, One Listing” – A light, funny take on how complicated selling used to feel, and how simple it is now.
Avoid	Mocking or insulting agents or any group of people. Keep the message positive: the app makes selling easier, it does not attack anyone.

CATEGORY 3

Connector’s Prospect (Self-Placement – Agent/Agency)

Your hero	An agent or an agency. This category tells the story from the connector’s own point of view.
The story to tell	How an agent or agency uses Dharani India to list properties at zero cost, receive direct calls from buyers, find leads, earn income and collaborate with other agents.

What the app offers connectors (show these)	• List unlimited properties: plots, flats, villas, independent houses, agricultural land and development land – anywhere in India. • Zero cost: Your Listings, Your Leads, Your Income. • Receive direct calls from interested buyers. • Refer properties to buyers and earn income. • Refer clients to sellers and earn income. • Collaborate with local agents, anywhere.
“Leads – for all”: turn enquiries into earning opportunities	Buyers across India and overseas post their specific property requirements on Dharani India. These requirements are open to all users, so anyone can connect with the buyer, fulfil the requirement and earn income. • Genuine buyer requirements, posted directly on the platform. • Agents may submit requirements for their own clients. • Match the right property and move to closure. • Instant, direct communication through call or WhatsApp. • Connect. Collaborate. Close. Earn Income.
Show these moments	• The old struggle: limited reach, scattered notes and missed enquiries • Listing properties on Dharani India at zero cost, then a direct call from a buyer • Finding an open buyer requirement, matching the right property and closing over call or WhatsApp • Referring a property or a client, collaborating with an agent in another city, and earning income
Story ideas	• “Zero Cost, My Listings” – A small-town agent lists plots, flats and land from his phone at zero cost. A buyer calls him directly. • “Leads for All” – An agent sees a buyer's requirement on the app, matches the right property, connects on WhatsApp and closes the deal. • “Friends Across Cities” – Two agents in two different cities collaborate. One refers a client, the other has the property. Both earn. • “From Notebook to App” – An agent juggles diaries and sticky notes, then finds all his leads and listings in one app.
Avoid	Promising a fixed income, a fixed amount per deal, a fixed number of clients or “guaranteed” earnings. You may say agents can earn income, but do not quote any figure. Use only the features listed above.

CATEGORY 4

Buy, Sell, Connect (Integrated Story)

Your hero	Three people in one film: a buyer , a seller and a connector . Their paths meet inside Dharani India.
The story to tell	One cohesive short film that brings the buyer, seller and connector experiences together and shows Dharani India as a complete real estate ecosystem .

How to fit it in 45 seconds	Use a relay: about 10 seconds for the seller, 10 for the connector, 10 for the buyer, then a joint ending where all three come together. Keep the logo moments in the first 3 and last 5 seconds.
Story ideas	• “The Key Handover” – A key passes from seller to agent to buyer, and every hand uses the same app. • “Three Phones, One App” – Three people in three places, three screens, one property story that ends in one handshake.
Avoid	Too many characters or too many scenes. If the story feels rushed, simplify it.

5. Video Rules in Plain English

These rules come from the official brief. The right-hand column explains what each rule means for you.

Rule	Official requirement	What it means for you
Orientation	9:16 (vertical) or 16:9 (horizontal)	Shoot vertical (phone held upright). Instagram Reels and YouTube Shorts are built for vertical video. See the note below on horizontal films.
Duration	18–45 seconds (±10 seconds)	Aim for 18–45 seconds . A small extra margin of 10 seconds is allowed, but shorter and tighter films work best on Reels and Shorts.
Language	Telugu, Kannada or Tamil	Your spoken words and on-screen text should be in one of these three languages.
Platforms	Instagram Reels and/or YouTube Shorts	Post on one platform or both. Your post must be public .
Branding	App name/logo clearly visible in the first 3 seconds and the last 5 seconds	Show the logo early and again at the end. See Section 6.
Tagging	Official handle and challenge hashtag tagged in the post	Put both in your caption (Instagram) or description (YouTube).
Originality	Original creative work; only royalty-free or duly licensed music/audio	Make the film yourself. Do not use popular film songs or any music you do not have rights to use.

Please note: horizontal (16:9) films

The challenge accepts 16:9, but the platforms treat it differently. **YouTube only classifies a video as a Short if it is vertical or square.** A 16:9 video is published as a normal YouTube video, not a Short. On Instagram, a horizontal film appears small inside a vertical Reels screen with black bars. For the best reach and the best viewing experience, **choose 9:16**.

Recommended export settings (not mandatory)

- **Size:** 1080 × 1920 pixels (9:16)
- **File type:** MP4 (H.264)
- **Speed:** 30 frames per second
- **Sound:** clear voice, with music kept lower than the voice
- **Captions:** on-screen text in the film's language, large enough to read on a small phone

6. Logo and Branding Rules

Viewers decide in the first few seconds whether to keep watching. This is why Dharani India must appear **right at the start** and be remembered **at the end**.

The 3-second and 5-second rule

FIRST 3 SECONDS Logo + hook	YOUR STORY Problem → Turning point (Dharani India) → Happy ending	LAST 5 SECONDS Logo + “Download the app”
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How to show the logo correctly

- **Use only the official Dharani India logo and app name.** Get it from www.dharaniindia.com or from the organisers at launch. Do not redraw it, change its colours, stretch it or add effects.
- **Make it easy to read on a phone.** Use a clear background so the logo does not blend in. Keep it on the screen for the full 3 seconds at the start and the full 5 seconds at the end.
- **Keep it inside the safe zone.** The Reels and Shorts screens place buttons, captions and your account name over the edges of the video. If your logo sits at the very top or bottom, it may be hidden (see Section 7).
- **Say the name out loud or show it in text.** “Dharani India” should be clear to both viewers who listen and viewers who watch on mute.
- **Show the app on screen.** A short, real screen recording of the app on a phone helps viewers understand what to download. Hide personal notifications, phone numbers and private information before you record.
- **Do not show other brands.** No competitor logos, apps or websites in your film.

7. Think Like Instagram and YouTube

Reels and Shorts have their own rules and their own habits. Films that follow them are more likely to be seen, recommended and enjoyed. Platform rules can change, so check the latest guidelines inside each app before you post.

Six golden rules for both platforms

- **Be original.** Make your own film. Do not copy or re-upload someone else's video.
- **Be honest.** No fake claims, fake testimonials or misleading titles and captions.

- **Be safe.** Follow each platform's Community Guidelines. No hate, harassment, dangerous or adult content.
- **Be clear about your connection.** If a brand is linked to your post, say so (see "Disclosure" below).
- **Use licensed audio.** Only royalty-free, licensed or your own original sound.
- **Respect privacy.** Do not show a person's face, home, documents or phone number without permission.

Instagram Reels and YouTube Shorts side by side

Topic	Instagram Reels	YouTube Shorts
Format	Vertical 9:16, 1080 × 1920 pixels.	Vertical (9:16) or square video. Horizontal videos are not Shorts.
Safe zone (where to put the logo and text)	Keep important text and logos away from the edges: roughly the top 14%, the bottom 35% and 6% on each side. Instagram places your account name, audio name, caption and buttons there.	Keep important content in the centre. Shorts show buttons on the right side and the title and channel name at the bottom.
Audio	Music from Instagram's in-app library is usually licensed only for personal use on the app, and business accounts are restricted. Dharani India may reuse winning films, so use royalty-free, licensed or original audio .	Use the YouTube Audio Library, royalty-free music you have a licence for, or your own sound. Copyrighted music can be claimed, muted or blocked.
Watermarks and re-uploads	Instagram prefers original content. Videos with another app's watermark may get lower reach. Export a clean video.	Upload an original file. Re-uploaded or repetitive content can be limited.
Caption / description	Write a short hook in the first line. Add the official handle and the challenge hashtag. Use a few relevant hashtags only.	Write a clear, honest title and description. Add the official handle and the challenge hashtag. Do not use misleading titles.
Disclosure of brand links	Use the "Paid partnership" label where available, and/or a clear label such as #ad or #collab.	Use the "Includes paid promotion" setting in YouTube Studio where it applies, and/or a clear disclosure line.
AI-made or edited visuals	Label realistic AI-generated content if you use it.	YouTube asks creators to disclose realistic altered or synthetic content. Clearly unrealistic or animated content normally does not need it.
Visibility	Use a public account.	Set the video to Public . Do not leave it Private or Unlisted.

Disclosure: why and how

If you receive anything of value from a brand (money, free products, prizes or a promised collaboration), the platforms, the Advertising Standards Council of India (ASCI) influencer guidelines and the Government of India's endorsement guidelines expect you to say so clearly. Put the label **at the start of your caption or description** where people can see it. Dharani India will confirm the exact disclosure wording at launch.

Make your film work like a Reel or a Short

Tip	Why it works
Hook in the first 3 seconds (together with the logo)	Viewers swipe fast. A question, a problem or a surprising moment keeps them watching.
Add captions	Many people watch without sound. Captions in Telugu, Kannada or Tamil also help regional viewers.
One idea only	In 18–45 seconds you can tell one story well, not three stories badly.
Show a face and an emotion early	People connect with people. Relief, worry, pride and joy get reactions.
End with a clear action	"Download Dharani India" with the logo gives viewers a next step.
Ask a simple question in the caption	For example: "Which property story is your story?" This invites real comments.
Make a good cover frame	Your first frame or cover should be clear, bright and readable on a small screen.

Never buy engagement

Do not buy views, likes, comments, followers or shares, and do not use engagement groups or bots. Both platforms ban fake engagement, and entries must follow platform community guidelines. Your film is judged on real responses.

8. Safe and Honest Content

Property is a big decision in anyone's life. Your film must be responsible. The official terms say entries must **avoid misleading claims about property investment or returns**.

✓ DO	✗ DO NOT
• Tell a believable, human story. • Use fictional properties and characters, or real ones only with written permission. • Get permission from everyone who appears clearly in your film. • Show the app honestly, as it really works. • Use simple, natural, respectful language. • Use music and sound you have the right to use. • Disclose your brand connection.	• Promise profit, returns, price rise, fixed earnings or “double your money”. • Use words like “guaranteed” or “no risk”. • Show fake testimonials, fake deals, fake documents or fake RERA numbers. • Show real people’s property papers, ID cards, phone numbers or addresses. • Show children without a parent’s or guardian’s permission. • Insult competitors, agents or any community, caste, religion or region. • Use government logos, officials or the name of any government portal. • Use film clips, film songs or other people’s videos.

If you show a real project

If you name or show a real property project, make sure the project is real and that any required registration details, such as the RERA registration number, are shown correctly. The simplest and safest choice is to create a **fictional property** for your story.

9. Story Blueprint: A Simple Plan for a 30-Second Film

Not sure how to start? Use this structure. Adjust the timing for a shorter (18-second) or longer (45-second) film.

Time	What happens	Tip
0–3 sec	Hook + logo. Show the hero in a problem moment and the Dharani India logo.	Start with emotion or a question, not a long introduction.
3–12 sec	The problem. Show the struggle clearly: confusion, waiting or a messy process.	Keep it to one problem for one hero.
12–22 sec	The turning point. The hero opens Dharani India. Show the app on screen.	Show the real benefit for your category (Section 4).
22–25 sec	The happy ending. Show relief, joy or success.	A real smile or reaction is worth more than a long speech.
25–30 sec	Logo + call to action. The logo stays for the last 5 seconds with “Download Dharani India”.	Keep text inside the safe zone.

Hook ideas (adapt them into Telugu, Kannada or Tamil)

- **Buyer:** “Why does buying a plot feel scarier than it should?”
- **Seller:** “Your land has been ‘for sale’ for how many months?”
- **Connector:** “Your best leads are hiding in your notebook.” or “Every buyer’s requirement is an earning opportunity.”
- **Integrated:** “Three people. One property. One app.”

Simple shooting tips

- **Light:** shoot in daylight or near a window. Avoid dark rooms.
- **Sound:** record in a quiet place with the phone close to the speaker. Good sound matters as much as good video.
- **Steadiness:** hold the phone with both hands or use a small stand.
- **Framing:** hold the phone upright and keep faces and logos in the centre.
- **App screen:** record the app using your phone’s screen recorder. Hide private information first.
- **Check before you post:** watch your film on a phone with the sound off. Can you still understand the story?

10. Language and Regional Authenticity

Dharani India wants your film to feel like it belongs to your community. “Regional Authenticity” is part of judging.

- **Choose the language you think and speak in.** Your film must be in Telugu, Kannada or Tamil.
- **Write the way people really talk.** Natural, everyday spoken language is better than stiff word-for-word translation from English or Hindi.
- **Use local flavour.** Local places, food, clothing, festivals, humour and everyday habits make a film feel real.
- **Check your spelling.** Read your on-screen captions twice, in your own script.
- **Be respectful.** No jokes that hurt any language group, region or community.

11. How to Submit Your Entry

1	Publish your film Post it on Instagram Reels and/or YouTube Shorts. The post must stay public for the whole campaign . Do not delete it or make it private.
2	Complete your caption Include the official Dharani India handle, the challenge hashtag and your disclosure label. Use the template below.
3	Get your raw video ready Export a clean copy of the film: the final video exactly as it came out of your editing app, with no platform watermark and no other app's logo on it.
4	Open the official submission form The form details will be shared at campaign launch on 15 October 2026.
5	Send your entry Paste your post link, upload the raw watermark-free video and write your category number (1, 2, 3 or 4) .
6	Keep proof Save a screenshot of your post and your submission confirmation.

Entering more than one category

You can enter more than one category. Make a **separate film and a separate submission for each category**. Only **one entry per category** will be considered for judging.

Caption template

[Disclosure label – e.g. #ad / Paid partnership]

[One catchy line in Telugu / Kannada / Tamil]

Watch how Dharani India helps [a buyer / a seller / an agent / everyone]. One App. Every Property Story.

Download: www.dharaniindia.com

[Official Dharani India handle] [Challenge hashtag]

The official handle and challenge hashtag will be announced at launch. Replace the square brackets with the real details.

12. Campaign Timeline

Milestone	Date	What you do
Campaign opens	15 October 2026	Official handle, hashtag, submission form and full terms are shared. Start planning and shooting.
Submission window	15 October – 25 December 2026	Publish your film and submit your entry before the last date.
Judging period	16 – 31 January 2027	Judges review entries. Keep your post public.
Winners announced	1 February 2027	Winners are announced and featured by Dharani India.

13. Judging, Prizes and Terms

How your film is judged

All five criteria below are used. The brief does not give a points split, so treat each one as important.

Criterion	What judges look for	How you can score well
Storytelling & Creativity	Original idea and emotional connection	One clear idea, one hero, a beginning, middle and end. Make the viewer feel something.
Brand Representation	An authentic and accurate picture of Dharani India's offerings	Show the real benefit for your category. Use the correct name and logo. No exaggeration.
Engagement Performance	Likes, comments, shares and saves relative to reach	Strong hook, strong ending, a question in your caption. Because this is measured relative to reach , what matters is how strongly the people who see your film respond. No fake engagement.
Technical Quality	Clarity, pacing and the specified video format	Sharp video, clean sound, steady shots, readable text, right length, logo timing followed.
Regional Authenticity	Cultural and linguistic relevance for your chosen language	Natural spoken language, local setting and details, correct spelling.

Prizes

Category	Prize
1 – Buyer's Prospect	Rs. 10,000
2 – Seller's Prospect	Rs. 10,000
3 – Connector's Prospect (Agent/Agency)	Rs. 10,000
4 – Buy, Sell, Connect (Integrated)	Rs. 10,000
Total prize pool	Rs. 40,000

All winners will be featured on Dharani India's official social media channels and website, and will receive a **digital certificate of recognition**.

Why take part?

- **More visibility:** winning and shortlisted entries are showcased across Dharani India's official platforms.
- **Business opportunities:** outstanding entries may be considered for future paid collaborations with Dharani India.
- **Portfolio and confidence:** a real-world brief that strengthens your storytelling and production skills.
- **Regional recognition:** a chance for Telugu, Kannada and Tamil creators to represent their language communities.
- **Collaboration:** an opportunity for a 1-year brand promotion with Dharani India.

Terms and conditions (summary in simple words)

- **Who can join:** creators based in India and NRI communities served by Dharani India.
- **Reuse of your film:** by submitting, you give Dharani India the right to reuse **winning and shortlisted** content for marketing for **12 months**, with credit to you.
- **Follow the rules:** entries must follow platform community guidelines and must not make misleading claims about property investment or returns.
- **Disqualification:** Dharani India may disqualify an entry that breaks the rules on originality, branding or submission.
- **Full terms:** the complete terms and conditions will be published at campaign launch. Please read them before you submit.

14. Final Checklist

Before you shoot

☐	I have chosen my category (1, 2, 3 or 4) and read its section.
☐	I downloaded the category-wise document from www.dharaniindia.com .
☐	I have the official Dharani India logo (not a redrawn or edited one).
☐	My film will be in Telugu, Kannada or Tamil.

- ☐ My story has one hero, one problem and one happy ending.

Before you post

- ☐ Vertical 9:16 (recommended), 18–45 seconds, clean MP4 export.
- ☐ Logo is clear in the **first 3 seconds** and the **last 5 seconds**, inside the safe zone.
- ☐ Music and sound are royalty-free, licensed or original.
- ☐ No promise of profit or returns. No fake claims.
- ☐ Everyone on screen gave permission. No private documents or phone numbers are visible.
- ☐ On-screen text is readable and spelled correctly.
- ☐ Caption has the official handle, the challenge hashtag and a disclosure label.
- ☐ The post is set to **Public**.

Before you submit

- ☐ I copied my post link and tested it.
- ☐ My raw, watermark-free video file is ready.
- ☐ I wrote my category number (1, 2, 3 or 4) in the form.
- ☐ I have a separate entry for each category I am joining.
- ☐ I am submitting before **25 December 2026**.

15. Frequently Asked Questions

Question	Answer
Do I need a minimum number of followers?	The brief does not mention a minimum follower count. Full details will be published at launch.
Can I enter more than one category?	Yes. Make a separate film and submission for each. Only one entry per category is considered.
Can I post on both Instagram and YouTube?	The brief allows Instagram Reels and/or YouTube Shorts. Check the submission form at launch for how to give your link.
My film is 50 seconds. Is that allowed?	The brief allows 18–45 seconds with a 10-second margin. Try to stay within 18–45 seconds for the best result.

Question	Answer
Can I use a trending song?	Only royalty-free or duly licensed audio is allowed. Popular film songs and in-app trending sounds may not be safe because Dharani India can reuse winning films. Use royalty-free or original sound.
Can I use real properties or real people?	Only with permission. A fictional story is the safest option.
Can I use AI tools?	Entries must be original creative work. If you use realistic AI-generated visuals or voices, follow each platform's disclosure rules and confirm with the organisers before you use them in your entry.
When will I know the result?	Judging runs from 16 to 31 January 2027. Winners are announced on 1 February 2027.

Ready to tell your property story?

"One App. Every Property Story."

Download the category-wise document and watch for launch details on 15 October 2026:

www.dharaniindia.com