

Report for Stereotypes Unchained Event under LBSIM-EBSB

A Meme Creating Competition

In the times of stress and despair due to the global pandemic, Lal Bahadur Shastri Institute of Management, New Delhi under the "Ek Bharat Shreshtha Bharat" initiative by AICTE, organised a meme making competition to motivate the students to do something creative and follow their passion. The college received a positive response in the form of several wonderful and creative memes. The aim of the competition was to promote digital literacy.

The theme was "Stereotypes Unchained" and participants were tasked with making creative memes with a goal of breaking stereotypes prevalent in our country. They were provided with full autonomy to let their imagination and skills flow as long as their entries were not offensive in any way. Each participant put his best efforts forward and delivered an outstanding and groundbreaking meme.

The competition was hosted on D2C platform in the month of September 2020 and a deadline was given to participants to submit their creatives by 17th September 2020.

We are happy to announce that more than 20 people took part in this initiative. All the entries received were both innovative and thought-provoking. The winners were selected on the basis of the meme's content and originality.

After the successful completion of the competition, we have released the top 3 participants. They are namely:

1. Shubham Sharma - NMIMS Hyderabad
2. Neelansh Gupta - Lal Bahadur Shastri Institute of Management, New Delhi
3. Tashneema Waquar - XAHR, Bhubaneswar

LBSIM-EBSB team thank each and every individual who contributed to making this endeavour a massive success and promise to create such ingenious and out of the box events in the future as well.