

**The Students Coordination Committee,
The Institute of Cost Accountants of India- WIRC**

Launches

 **A Video Contest**



SCAN ME

Theme:

#ConceptIn100Seconds

Explain any CMA concept in 100 seconds or less.

"Simplify, Speak & Shine!"



Record



Upload



Share

**Contest Launch:
14th November, 2025**

**Last Date for Submission:
14th February, 2026**

**Results Announcement:
28th February, 2026**

With Regards



**CMA Mihir
Narayan Vyas**
Chairman,
ICMAI-WIRC



CMA Nanty Shah
Vice Chairman &
Chairman Students
Coordination
Committee
ICMAI-WIRC



**CMA Chaitanya
Mohrir**
Secretary,
ICMAI-WIRC



**CMA Arindam
Goswami**
Treasurer,
ICMAI-WIRC



About the Contest:

The Students Coordination Committee, WIRC of ICMAI launches **#ConceptIn100Seconds** – an engaging video contest for CMA students. Participants are invited to explain any CMA concept in 100 seconds or less, combining clarity, creativity, and confidence. This initiative encourages students to showcase their understanding of key topics while improving their communication and presentation skills.



Contest Objective:

- Enhance conceptual clarity among CMA students.
- Encourage **creative and digital presentation** of academic learning.
- **Recognize and reward** knowledge-sharing in innovative ways.



Key Dates:

- Contest Launch: **14th November, 2025**
- Last Date for Submission: **14th February, 2026**
- Results Announcement: **28th February, 2026**



Eligibility:

- Open to all registered students of The Institute of Cost Accountants of India (**Foundation, Intermediate, and Final**).
- Entries must be original and self-created.

Theme:

Explain one CMA concept in 100 seconds or less.

Examples include:

- What is Marginal Costing?
- Input Tax Credit under GST
- Cost Audit – Why it matters?
- ABC Costing Simplified
- Time Value of Money Explained

Students may choose any relevant concept from the CMA syllabus.

Guidelines for Participation:

1. **Duration:** Maximum 100 seconds.
2. **Language:** English or Hindi (bilingual allowed).
3. **Format:** Vertical (portrait) video preferred.
4. **Style:** Speak clearly, use visuals or slides if desired.
5. **File Format:** MP4 preferred.
6. **File Name:** FullName_RegistrationNo_Centre.
7. **Submission:** Upload video on Drive/YouTube and submit link via Google Form.
8. **Video Must be self-created and not AI-generated.**



Awards & Recognition:

Top 3 Winners:

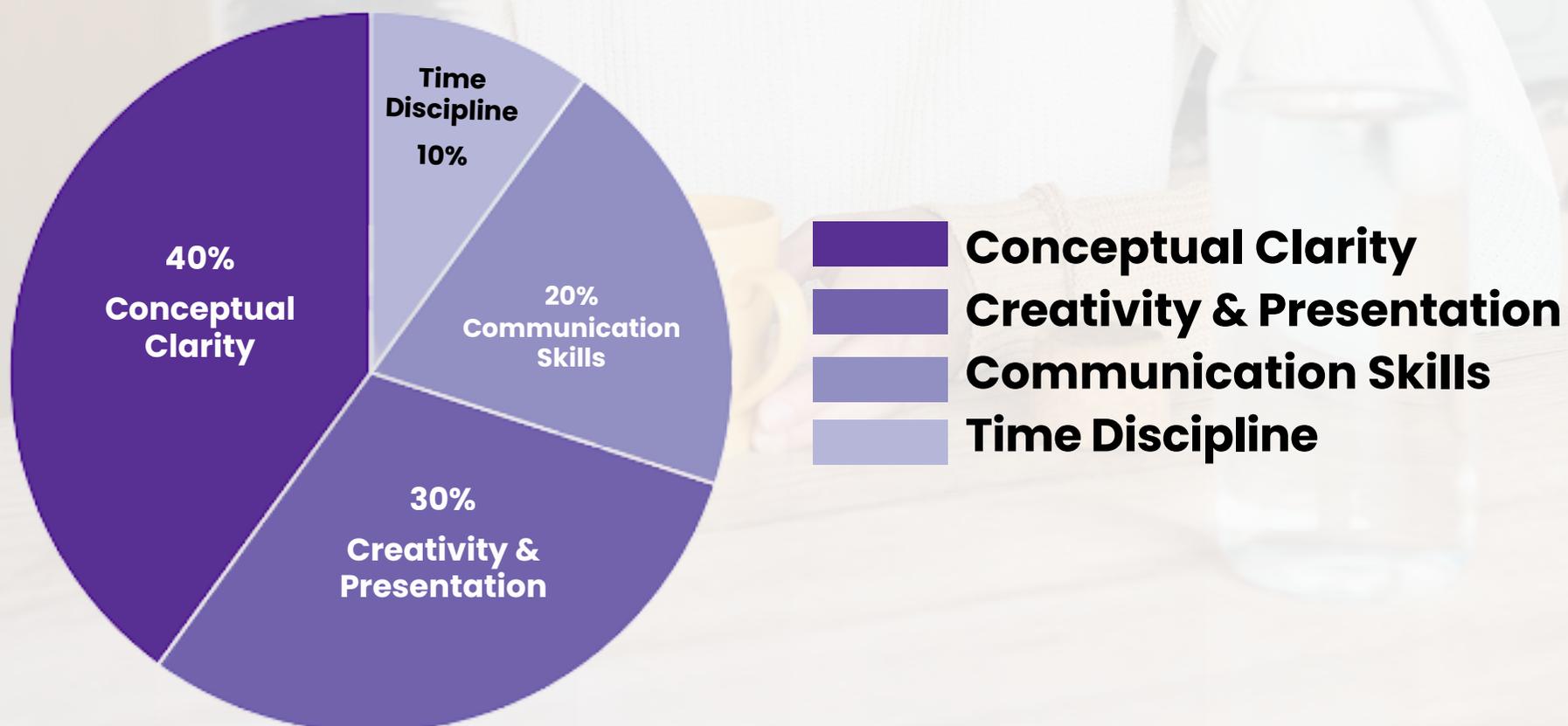
- Certificate of Achievement from WIRC of ICMAI.
- Name featured in e-Vidyarthi
- Prize from WIRC
- Invitation to #SRCC26

All Participants:

- Receive Digital Certificate of Participation.
- Feature on WIRC social media handles.



Judging Criteria:



JUDGED BY PENAL OF EXPERTS.

How to Participate:

- A.** Record your 100-second video.
- B.** Upload it on **Drive/YouTube**.
- C.** Fill the Google Form or give link through mail titled “**contest entry: ConceptIn100Seconds**”
- D.** **Submit before the deadline.**

“**If you can't explain it simply,
you don't understand it well enough.**”

– Albert Einstein

**“Behind every successful Business Decision,
there is always a CMA”**