



# #BeTheWaveMaker CHALLENGE



KERALA  
TECHNOLOGY  
EXPO

FEB 29 - MAR 02  
📍 KOZHIKODE

KTX Global Wave 2024 is a flagship event by CITI 2.0, which serves as the epicenter for Connections, Collaborations, and Business Growth in the thriving technological landscape of Kozhikode.

## What is #BeTheWaveMaker Challenge?

Beyond the familiar, Malabar holds a treasure trove of unknown stories, fresh perspectives, and unexplored ideas. This contest is your platform to illuminate these hidden gems and share them with a wider audience. We see each entry as a brushstroke, an opportunity to paint Malabar's vibrant portrait - its skills, talents, cultural depth, and infrastructural might laid bare. This contest is your opportunity to showcase Malabar's true potential for everybody to witness

## WHO CAN PARTICIPATE?

Any individuals, groups or companies can participate in this contest.

## WHAT SHOULD I/ WE DO?

Contents can be **photos, videos, music** or even **creative articles** such as blog posts, stories, poems etc.

## WHAT CAN BE THE SUBJECTS?

The content can be anything related to Malabar. It can be about:

**HOSPITALITY**  
**ARTS HISTORY INFRASTRUCTURE**  
**DRONE VIDEOS DIGITAL ART FOOD**  
**INNOVATION TECHNOLOGY**  
**SHOWCASING SKILLS STREET PHOTOGRAPHY**  
**SPORTS**  
**PORTRAIT CULTURE**  
**TOURISM TRANSFORMATION LANDSCAPE**

And more...  
We leave it to  
your creativity.

## HOW CAN I/ WE PARTICIPATE?

The participant(s) may upload it on their personal or company profiles/ handles using the hashtag **#BeTheWaveMaker** and tag KTX profile. Make sure to:

- Add KTX logo in the creative.
- Follow KTX Global Wave 2024 on all social media profiles.



\*\*In case of articles, mail it to [marketing@ktx.global](mailto:marketing@ktx.global)

**CLICK  
HERE**

to download  
KTX logo.

## WHAT DO I/ WE GET?

Get your submission selected as the **“Entry of the week”** and be featured by KTX Global Wave 2024 on our social media handles tagging you as the winner for the week, **every Saturday**. Multiple entries are allowed.

Be the lucky one among the featured creators to be selected for **“The Wave Maker” award** and be recognised for your contributions at the KTX Global Wave 2024 stage.

For inquiries regarding the contest, please contact **9947550800**

## WHEN DOES THE CONTEST END?

Contest period

**JAN 15** TO **FEB 25**



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