

**Smt. Chandaben Mohanbhai Patel Institute of Computer Applications, CHARUSAT,
Changa**

Ignite - 2026



Name of the Event: InstaVerse

Tagline: Create, Captivate, and Go Viral!

About the Event:

Participant has to do innovative post on given theme on Instagram.

Theme: Create an engaging Instagram advertisement for an innovative agentic AI device that can autonomously sense, decide, and act to simplify everyday life. (Having unique form factor).

Team Size: Individual

Event Rules:

- Participant needs to post the content (Single Image Post/ Carousel / Reel) with following hashtags #cmpicacharusat, #cmpicaignite, #charusat.
- Content of submitted post will be evaluated by the coordinators. If it is not suitable then coordinators have rights not to consider the post.
- The content can be created by participant in advance but the participant can post the content on Instagram in between 23 January, 2026 (12:00 am) to 23 January, 2026 (2:00 pm).
- Participant has to report at the desk of Instagram Influencer on the campus on the day of Ignite 2026 at 2:00 pm.

Evaluation Criteria:

- Any post before and after the mentioned date will not be considered.
- Number of likes on the post will be counted and verified.
- Post having maximum likes and Post with best content and design will be considered as winners of the event.