

ELABORATION OF TOPICS AND FOCUS

1. CAPITAL MARKET DEVELOPMENT

Detailed Focus:

Examine how capital markets can serve as sustainable alternatives to debt financing for government projects, promoting long-term economic stability.

Key Focus:

- Benefits of equity financing over borrowing.
- Role of capital markets in channelling savings into productive investments.
- Examples from Sri Lanka or other countries where capital markets supported infrastructure or development projects without relying on foreign or short-term debt.

Current Affairs to Integrate

- CSE (Colombo Stock Exchange) Performance: Reference recent stock market trends, new listings, or investor confidence reduction.
- Government Debt Issues: Highlight Sri Lanka's debt restructuring efforts and how capital markets could reduce over-reliance on loans from the IMF or foreign countries.

2. FINANCIAL LITERACY AND INCLUSION

Detailed Focus:

Highlight the importance of financial education in empowering individuals to make informed investment decisions, thereby enhancing market participation.

Key Focus:

- Importance of understanding budgeting, interest rates, savings, and investments.
- Impact of financial literacy on reducing scams, over-indebtedness, and poor financial decisions.
- Highlight initiatives or case studies promoting financial inclusion (e.g., mobile banking, financial education in schools).
- Link to market participation: How awareness leads to broader engagement in financial markets.

Current Affairs to Integrate:

- Digital Banking Expansion: Mention how banks are pushing financial services to rural areas via different digital channels.
- Real Incidents: Reported scams or high-interest loan traps due to low financial literacy (e.g., "loan sharks" or pyramid schemes).

3. FISCAL AND MONETARY POLICY REFORMS

Detailed Focus:

Analyze recent fiscal and monetary policy changes and their implications for economic growth and investor confidence (Highlight tax policy, interest rates, inflation control, and budget spending)

Key Points to Include:

- Explain the purpose of fiscal policies and monetary policies.
- Explore how reforms influence investor confidence, economic growth, and financial market stability.
- Consider how policy uncertainty or consistency affects foreign and local investment.

Current Affairs to Integrate:

- CBSL Interest Rate Decisions (2023-2024): Discuss rate hikes/cuts and their effects on inflation and borrowing.
- Taxation Reforms: Include the impact of tax increases or corporate tax changes on businesses and consumers.
- IMF Programs: Link to Sri Lanka's recent agreements and conditionalities tied to monetary discipline and fiscal responsibility.

4. FINTECH AND EMERGING TRENDS IN FINANCE

Detailed Focus:

Investigation into the influence of global financial innovation such as digital finance, blockchain, and shifts in capital flows on Sri Lanka's financial sector.

Key Points to Include:

- Introduction to FinTech: digital wallets, robo-advisors, AI in finance, etc.
- Blockchain technology and its implications for banking and transparency.
- Digital banking platforms and mobile money services.
- Analyse shifts in capital flows – from traditional banking to peer-to-peer lending, crowdfunding, etc.
- Link to financial accessibility, cost efficiency, and regulatory challenges.

Current Affairs to Integrate:

- Rise of Digital Banking in Sri Lanka
- Global Crypto Trends: Mention how Sri Lankans are cautiously exploring crypto despite CBSL warnings.
- Cybersecurity Issues: Highlight any recent digital frauds or data breaches.

Competition Rules and Regulations

1. Eligibility

- Open exclusively to undergraduate students enrolled in universities in Sri Lanka.
- Each team must consist of 2 to 5 members. All members must belong to the same university.
- There is no limit on the number of teams that may enter from a single university.

2. Registration and Submission

- Teams must register by 30th May 2025. A scanned copy of the duly filled application should be sent to the camfo@mgt.ruh.ac.lk, copying the head of the department of each university. A confirmation email will be sent upon successful registration. (Note: Judging and Evaluation Criteria will be provided after the registration)
- Final video submissions must be sent by 20th June 2025. The submission link will be provided after registration.

3. Video Format

- File type: MP4
- Resolution: Minimum 1920 x 1080 (1080p Full HD)
- Aspect Ratio: 16:9
- Language: English

4. Originality

- Submissions must be original and not previously published.

5. Content Accuracy and Relevance

- All information presented must be factually correct and relevant to the selected topic.

6. Code of Conduct

- Participants must maintain professionalism.
- Any form of misconduct may result in disqualification.
- Organizers' decision is the final.

7. Disqualification

- Submission of plagiarized or previously published content
- Use of unlicensed or copyrighted material
- Submission after the deadline
- Inclusion of offensive, discriminatory, or inappropriate material
- Misrepresentation of student or team credentials
- Breach of competition rules or code of conduct

INTER-UNIVERSITY VIDEO COMPETITION 2025
REGISTRATION FORM

Organized by the Faculty of Management and Finance, University of Ruhuna

Registration Deadline: 30th May 2025

Email to: camfo@mgt.ruh.ac.lk (cc: Head of Department of your university)

1. Name of University:

2. Faculty/Department:

3. Team Details

5.1 Team Leader Information

- Full Name:
- Student ID/Index Number:
- Email Address:
- Contact Number:

5.2 Team Members

No.	Full Name	Student ID	Contact Number	Signature
1				
2				
3				
4				
5				

4. Declaration by Team Leader

I hereby declare that the information provided above is true and correct to the best of my knowledge. I understand and agree to abide by the rules and guidelines set forth by the organizers of the competition.

Signature of Team Leader:.....

Date:

5. Certification by Head of Department

This is to certify that the above-mentioned students are currently registered under the Faculty/Department of this university and are eligible to represent the university at the Inter-University Video Competition 2025.

Name:

Signature & Official Stamp:

Date:

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