

KHAZANA MAHAL

P R E S E N T S



REEL
महोत्सव

आओ महोत्सव बनायें, रील बनायें



Your Complete Guide to Create Amazing
Content & Win Big!



Dear Creator,

We are very excited to welcome you to Khazana Content Fest!

You have been selected among the top content creators of Jaipur who will make Jaipur Wax Museum and Khazana Mahal viral on social media with your creativity.

This guide will help you every step of the way, from museum visits to Reel posting. Read it carefully and enjoy the entire event journey!



AFTER SELECTION

Step by Step Guide

1. Visit the Museum

Visit on any day between 15 December 2025 - 30 December 2025 . Bring your Aadhar card.

1. Show Your Entry Pass

Show your Aadhar card & Social media page at the museum entrance. Entry is **FREE!**

1. Create Content


Explore the museum and shoot creative photos/videos. Staff will be available for help.

1. Edit Your Reel

Edit your best reel. Use your full creativity!

1. Post It!

Post your reel with the mandatory hashtags and Collabrate with **@khazanamahaljpr** before 30 December 2025.



KHAZANA MAHAL

(Gemstone Museum)

- About Khazana Mahal

Khazana Mahal is an engaging museum in Jaipur that showcases the dazzling universe of gemstones, minerals, and jewellery in a vivid and interactive way. Housed inside a beautifully revived heritage haveli, it leads visitors on a remarkable “Journey of a Stone” - following its path from hidden geological origins to its transformation into exceptional handcrafted jewellery.

Displaying a curated collection of over 2,000 rare gems, crystals, meteorites, vintage ornaments, and artistic exhibits, Khazana Mahal blends learning, culture, and aesthetic charm. Every gallery reveals the scientific, cultural, and creative story behind gemstones, providing an enriching and unforgettable experience for both casual visitors and passionate admirers.



Key Attractions

Cultural Exhibits :

- Ghoomar Dance Display : Rajasthan's famous folk dance
- Kalbelia Dance Section : Snake charmer community dance
- Kathputli (Puppet Show) : Traditional Rajasthani puppets
- Traditional Pottery : Blue pottery displays

Special Attractions:

- Infinity Room : Mirror illusion room (Instagram favorite!)
- Salman Khan's Kalingi Crown : From Bollywood movie
- Ram Setu Piece : Piece from mythological Ram Setu
- Vedic Ornaments Section : Ancient Indian jewelry

Gemstone Collection:

- Diamonds : Rare diamond collection
- Rubies : Manik collection
- Emeralds : Panna showcase
- Sapphires : Neelam varieties
- Semi-precious stones : Turquoise, Amethyst, Topaz

Traditional Rajasthani Jewelry:

- Kundan Meena jewelry
 - Thewa art pieces
 - Jadau ornaments
 - Traditional necklaces (Haar, Rani Haar)
 - Royal crowns and tiaras
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Best Shooting Spots - Khazana Mahal



Infinity
Room



Diamond
Display



Traditional
Jewelry Section



Folk
Dance



Kathputli
Corner



BIG RING



Kalingi Crown



Ram Setu
Section

Photography Tips - Khazana Mahal

- Infinity Room: Slow-motion shots look the best.
- Jewelry sections: Take close-up shots with a bokeh effect.
- Cultural displays: Use wide-angle shots to capture the setup.
- Lighting: Shoot near LED lights for a sparkle effect.

CONTENT GUIDELINES

Technical Requirements

- **Duration:** 15-90 seconds (Recommended: 30-60 seconds)
- **Orientation:** Vertical (9:16 ratio) - MANDATORY
- **Quality:** Minimum 1080p resolution
- **Audio:** Trending audio OR original content
- **Format:** Instagram Reel / Facebook Reel / Youtube Shorts.

Creative Guidelines

- **Be Original :** Apni unique style dikhayen, copy mat karo
- **Show Creativity :** Different angles, transitions, effects use karo
- **Tell a Story :** Ek clear narrative rakho (beginning-middle-end)
- **Educational Element :** Museum ke baare mein kuch interesting batao
- **Entertainment Value :** Audience ko engage rakhna hai
- **Quality over Quantity :** Ek best reel focus hai, not multiple average ones

Content Ideas

Dance/Performance:

- Dance performances with museum backdrop
 - Ghoomar/Kalbelia dance in traditional section
 - Trending dance challenges at museum
 - Couple dance reels (if coming with partner)
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Fashion/Lifestyle:

- Jewelry styling with Khazana Mahal displays.
- Traditional vs Modern fashion comparison.

Educational/Informative:

- "Hidden gems of Khazana Mahal"
- Gemstone types explained
- Rajasthani culture showcase



Mandatory Requirements

- Collabrate with @khazanamahaljpr
his tag must be present either in the caption or in the reel description.

Hashtag Requirements

- #KhazanaMahalReelMahotsav
- #InfluencerContest
- #JaipurHeritage
- #ContentCreators
- #BangkokTrip
- #ReelContest2024
- #KhazanaContentFest
- #JaipurWaxMuseum
- #KhazanaMahal
- #JaipurDiaries

Caption Requirements

- It is compulsory to include this line in the caption:
Participating in Khazana Content Fest
at Khazana Mahal.



JUDGING CRITERIA

Your reel will be judged on 5 parameters.
Out of a total of 100 points:

Parameter	Points	Considerations
• Creativity & Originality	20	<ul style="list-style-type: none">• Unique concept• Original idea (not copied)• Innovative approach• Fresh perspective
• Content Quality	20	<ul style="list-style-type: none">• Video quality (clarity, lighting)• Audio quality• Editing skills• Overall production value
• Engagement	30	<ul style="list-style-type: none">• Views count• Likes count• Comments count• Shares count
• Brand Alignment	20	<ul style="list-style-type: none">• How well the museum is showcased.• Positive representation• Key attractions highlight• Location promotion

• Caption & Storytelling	10	<ul style="list-style-type: none"> • Caption quality • Story flow • Narrative clarity • Message delivery
TOTAL	100	Best of Luck!

PRO TIPS TO SCORE HIGH:

- **Creativity (20 points):** Think different! Don't do what everyone else is doing.
- **Quality (20 points):** Good lighting, stable shots, clear audio crucial hai
- **Engagement (30 points):** Post karte hi apne audience ko engage karo ask them to like, comment, share
- **Brand (20 points):** Clearly show the museum's name and its attractions.
- **Caption (10 points):** Write a catchy caption with proper hashtags.

IMPORTANT NOTE -

If any participant seriously violates museum rules (damage, misbehavior, etc.), their entry will be disqualified and legal action may be taken.

DO'S AND DON'TS



DO'S

- Be Respectful
- Follow Rules
- Be Creative
- Stable Shots
- Multiple Takes

DON'TS

- Don't Touch Exhibits
- Don't Damage Property
- Don't Use Offensive Language
- Don't Copy
- Don't Use Copyright Music

MUSEUM FACILITIES



Available Facilities:

- Free WiFi
- Charging Points
- Clean Restrooms
- Parking
- Staff Assistance
- Seating Area
- Refreshments
- Props

What to Bring:

- Digital Pass
- Valid ID Proof
- Mobile Phone
- Power Bank (recommended)

DEVICE CHARGING

- Use charging sessions wisely (use charging points only when necessary, don't occupy them longer than required).
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OTHER DETAILS

EVENT COORDINATOR

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📍 LOCATION

Khazana Mahal
33A, Indrapuri, Parasrampuri, Jaipur,
Rajasthan 302002

