

**“Deerghayu”**

**AYURFEST 2019**

**AYURVEDA FOR LONGEVITY**

**State Level Ayurveda Youth Festival Delhi- NCR**

**(AS A PART OF 4<sup>TH</sup> AYURVEDA DAY CELEBRATION)**

**TERMS AND CONDITIONS**



**ORGANIZED BY ALL INDIA INSTITUTE OF AYURVEDA, NEW DELHI**



**ARE YOU THAT ALLROUNDER WHO  
TRULY LOVE AYURVEDA?**

**ARE YOU THE ONE WHO THINK, CAN  
TRY IT OUT?**

**IF SO WALK DOWN WITH YOUR TEAM  
TO WIN EXCITING PRIZES**

**AYURFEST 2019 @ AIIA**

**“Deerghayu”**

**15th & 16th oct - 2019**

# ONLINE EVENTS

## **PHOTOGRAPHY COMPETITION**

All India Institute of Ayurveda, New Delhi is organizing a Photography Competition at state level. The theme of the competition is “*Amrita (Tinospora cordifolia) for Longevity*”

Last day of submission is **16<sup>th</sup> October 2019, 5.00 PM**

### **Terms and Conditions to participate in Photography Competition**

1. The photo should be clicked by the participant himself/ herself and it should not have been previously published in any print and digital media.
2. Participant has to send his/ her entry at email address [ayurfest2019@gmail.com](mailto:ayurfest2019@gmail.com)
3. One (01) student can only participate with one photograph in the event.
4. Resolution of image should not be less than 300 dpi and data size of the image should not be less than 5 MB.
5. A Suitable tag line in Hindi or English should be submitted along with photograph.
6. Any Ayurveda student of Delhi NCR can participate in this contest.
7. Participant should also email scanned copy of Latest college bonafide certificate/college ID card.
8. The following particulars are mandatory and must be mailed with the photograph :
  - a. Name
  - b. Father's Name
  - c. Mother's Name
  - d. Age
  - e. Gender
  - f. Name of the college
  - g. Full and complete residential address with Pin Code
  - h. Phone/Mobile Number
  - i. E-mail ID (if Available)
  - j. Date and details of place of which photo clicked
9. An undertaking stating that ‘The photograph submitted is original and no copyright issues are involved’ should be sent along with the entry. In case of any legal dispute related to copyright issue, All India Institute of Ayurveda, New Delhi will not be liable for the same.
10. Participant must mention “**AYURFEST 2019- Photography Competition**” as email subject.



# **SLOGAN COMPETITION**

All India Institute of Ayurveda (AIIA), New Delhi is organizing a Slogan Contest on theme “**Ayurveda for Longevity (दीर्घायु के लिये आयुर्वेद)**”. **Last date of Submission (Online) is 16.10.2019, 5.00 PM.**

## **Terms & Conditions**

1. The contest is open to Ayurveda students of Delhi NCR.
2. Only E-submission is accepted.
3. The Slogan must be original. Plagiarism would not be allowed. Anyone found infringing on other's copyright would be disqualified from the competition. An undertaking stating that 'The slogan submitted is original and no copyright issues are involved' should be sent along with the entry. In case of any legal dispute related to copyright issue, All India Institute of Ayurveda, New Delhi will not be liable for the same. In case of any copy right issues, the participant/applicant will be responsible to settle any legal proceedings arising out of it at his/her end. The AIIA will not be responsible.
4. The Slogan must not contain any provocative, objectionable or inappropriate content.
5. Participant can send only 01 entry.
6. The participant must be the same person, who contributes the Slogan.
7. The Slogan should be a very appealing, crisp line in Hindi or English having minimal words loaded with maximum message.
8. Participants should send the slogan online through email - [ayurfest2019@gmail.com](mailto:ayurfest2019@gmail.com)
9. Entries of participants who fail to furnish complete profile may be rejected.
10. Last date: The submission of Slogan is to be made on or before **5.00 pm** on the **16<sup>th</sup> October, 2019**.
11. All the entries fulfilling the terms and conditions would be assessed for award by a Selection Committee constituted by competent Authority AIIA, New Delhi
12. Entries would be judged on the basis of elements of creativity, originality, composition, simplicity, artistic merit. The decision of the Selection Committee would be final and binding on all the participating contestants and no clarifications would be issued to any participants for any or their decisions.
13. All India Institute of Ayurveda will have the right to use the submitted winning Slogans, whichever way it may consider suitable. The winner will not exercise any right over his/Slogan and shall not use it in any way.
14. Participant should also email scanned copy of Latest college bonafide certificate/college ID card. The following particulars are mandatory and must be mailed with the slogan :
  - a. Name
  - b. Father's Name
  - c. Mother's Name
  - d. Age
  - e. Gender
  - f. Name of the college
  - g. Full and complete residential address with Pin Code
  - h. Phone/Mobile Number
  - i. E-mail ID
16. Participant must mention “**AYURFEST 2019- Slogan Competition**” as email subject

# **MASCOT DESIGN COMPETITION**

As part of 4<sup>th</sup> Ayurveda day celebration, All Institute of Ayurveda (AIIA) is organizing a **Mascot design competition** on theme “**Ayurveda for Longevity**”

Last date of submission: **16.10.2019, 5.00 PM**

## **Characteristics of a mascot:**

1. The mascot can be human or human like, animal (or animal like creature, real or imaginary/fictional. It can also be an exaggerated humanoid figure (for eg. Mr. Clean of Procter & Gamble, used as an all-purpose cleaner). However, the mascot cannot be an inanimate object such a Stethoscope or a thermometer.
2. The mascot should be recognizable so as to provide an emotional connect to the staff, patients and visitors at AIIA and should be able to convey the concept, in this case it should encompass role of Ayurveda in Longevity.
3. A mascot is different from a logo. A logo is a graphic mark, emblem, or symbol used to aid and promotes public recognition. A mascot however is a creature with an independent identity and a nick name.( examples of mascot provided as annexure)

## **INSTRUCTIONS FOR SUBMISSION**

1. The Competition is open to all Ayurveda scholars of Delhi NCR
2. Only E-submission is accepted.
3. The entry must be sent as an attachment by email to the id: [ayurfest2019@gmail.com](mailto:ayurfest2019@gmail.com). The last date of submission through email is **16.10.2019, 5 PM**.
4. An undertaking stating that ‘The photograph submitted is original and no copyright issues are involved’ should be sent along with the entry. In case of any legal dispute related to copyright issue, All India Institute of Ayurveda, New Delhi will not be liable for the same.
5. A colorful mascot is preferred, however black and white entries are also acceptable
6. It can have emblem, symbols or taglines embedded in them bring clarity about what mascot represents.
7. The entrant can take assistance of experts for the technology aspect for the design, however, the design itself should be original
8. Participant is to make sure that his/her entry to AIIA is mailed to correct mail id, since AIIA would be using this for further communication. A separate sheet attached also needs to be scanned that includes details such as name, photo and phone number. Entries without scanned copy of complete enrolment form would not be considered.
9. A brief note on the concept of the mascot chosen, the theme and how it represents the theme Ayurveda for Longevity should be stated. The note may be Hindi or English.
10. Additional points will be awarded if the mascot can have a suitable nick name.
11. The entries must be submitted in JPG/PDF/PNG format only. File should be of high resolution—at least 300 pixels per sq. inch at 100% size. It should occupy nearly 3/4th of an A-4 horizontal sheet.
12. The mascot should be provided in preferably in both front and back profile design but mandatorily from the front.
13. Expressions on face will be accorded additional weightage
14. The submission will be accepted in either Hindi or English languages; however the text should only be caption and not a slogan.
15. Participant should email scanned copy of Latest college bonafide certificate/college ID card. The following particulars are mandatory and must be mailed with the mascot design :

- a. Name
  - b. Father's Name
  - c. Mother's Name
  - d. Age
  - e. Gender
  - f. Name of the college
  - g. Full and complete residential address with Pin Code
  - h. Phone/Mobile Number
  - i. E-mail ID
16. Participant must mention “**AYURFEST 2019- Mascot design Competition**” as email subject.

### **TERMS & CONDITIONS FOR PARTICIPATION**

1. All entries would be the intellectual property of the AIIA and the entrants cannot exercise any right over it. The prize-winning and other entries are meant to be used by AIIA for promotional and display purposes and for any other use as may be deemed appropriate for the initiative.
2. Please note that the entries made must be original and should not violate any provision of the Indian Copyright Act, 1957. Anyone found infringing on others' copyright would be disqualified from the competition. AIIA does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
3. AIIA reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/Technical Parameters/ Evaluation Criteria. However, any changes to the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be intimated on website. It would be the responsibility of the participants to keep themselves informed about any changes in the Terms & Conditions/Technical Parameters/ Evaluation Criteria stated for this Contest.
4. AIIA reserves the right to reject any entry based on its discretion
5. By participating in the Contest, the Participant(s) warrant that:
  - a. They have complied with these Entry conditions
  - b. Their entries are original;
  - c. Their entry does not infringe any Intellectual Property Rights of any third party;

### **EVALUATION CRITERIA**

1. The submissions would be evaluated based on elements of creativity, originality, composition, simplicity.
2. Every entry would be evaluated on its own merit and while the idea explained in greater detail has greater salience, a merely detailed entry would not adversely prejudice another innovative and original idea or entry, but not explained in that greater detail, from being adjudged better.
3. The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants for any or their decisions.
4. Any legal proceedings arising out of the competition/ its entries/winners shall be subject to local jurisdiction of Delhi State.

## Example of Mascots



Vinicius (left), the mascot of the 2016 Summer Olympics, and Tom (right), the mascot of the 2016 Summer Paralympics



Miraitowa (left), the official mascot of the 2020 Summer Olympics, and Someity (right), the official mascot of the 2020 Summer Paralympics

## **POSTER DESIGNING CONTEST**

As a part of 4<sup>th</sup> Ayurveda Day celebration, All India Institute of Ayurveda (AIIA), New Delhi is organizing a Poster Designing contest on theme “**Ayurveda for Longevity**”.

**Last date of submission: 16.10.2019, 5.00 PM**

### **Terms and conditions:**

1. The theme for the poster design is “**Ayurveda for Longevity**”
2. Required dimension for the Poster Width:25.4 cm, 19.05 cm (slide size of powerpoint)
3. Last Date for acceptance of entries is **16.10.2019, 5.00 PM**
4. Ayurveda scholars of Delhi NCR can participate in the competition
5. The poster should be in Hindi or English language
6. Each individual can submit only one design.
7. The poster should be designed in a digital platform in High Resolution format (of over 300 dpi)
8. The Poster design should not violate any provision of the Indian Copyright Act.
9. The Poster should be self certified by each entrant that it is original and there is no plagiarized element in it.
10. The copyright and other intellectual property rights of the shortlisted Poster design would solely remain with AIIA.



# Campus Events

## EXTEMPORE SPEECH COMPETITION (15.10.2019)

1. A Topic List Will Be Displayed 15 Minutes Before Competition
2. Each Team Representative To Pick Up A Random Chit And Speak For Five Minutes.
3. Can Speak In English Or Hindi With Sanskrit
4. Best Speaker Will Be Awarded
5. Duration: 05 minutes

## DEBATE COMPETITION (15.10.2019)

1. Theme: **Ayurveda Dinacharya is relevant in present Era? Yes or No**
2. Each participant can speak for or against the topic
3. Best speaker will be adjudged
4. Duration: 05 minutes (first chance), 02 minutes to counter opponent

## SHLOKA RECITATION COMPETITION (15.10.2019)

1. First 5 chapters of Astanga Hrudayam will be the area to be known by the candidate
2. Any part of the sloka – beginning or end will be asked to chanted after mentioning some part with its interpretation (max time limit fixed – 2 mins each sloka)

## COOKING COMPETITION (16.10.2019)

1. Only dishes prepared in prescribed time in the venue without using fire is considered
2. Judgement on base of taste, nutrition, Ayurveda concept and presentation.
3. All raw materials to be brought by candidate
4. small write up to explain theme not exceeding 50 words

## RANGOLI COMPETITION (16.10.2019)

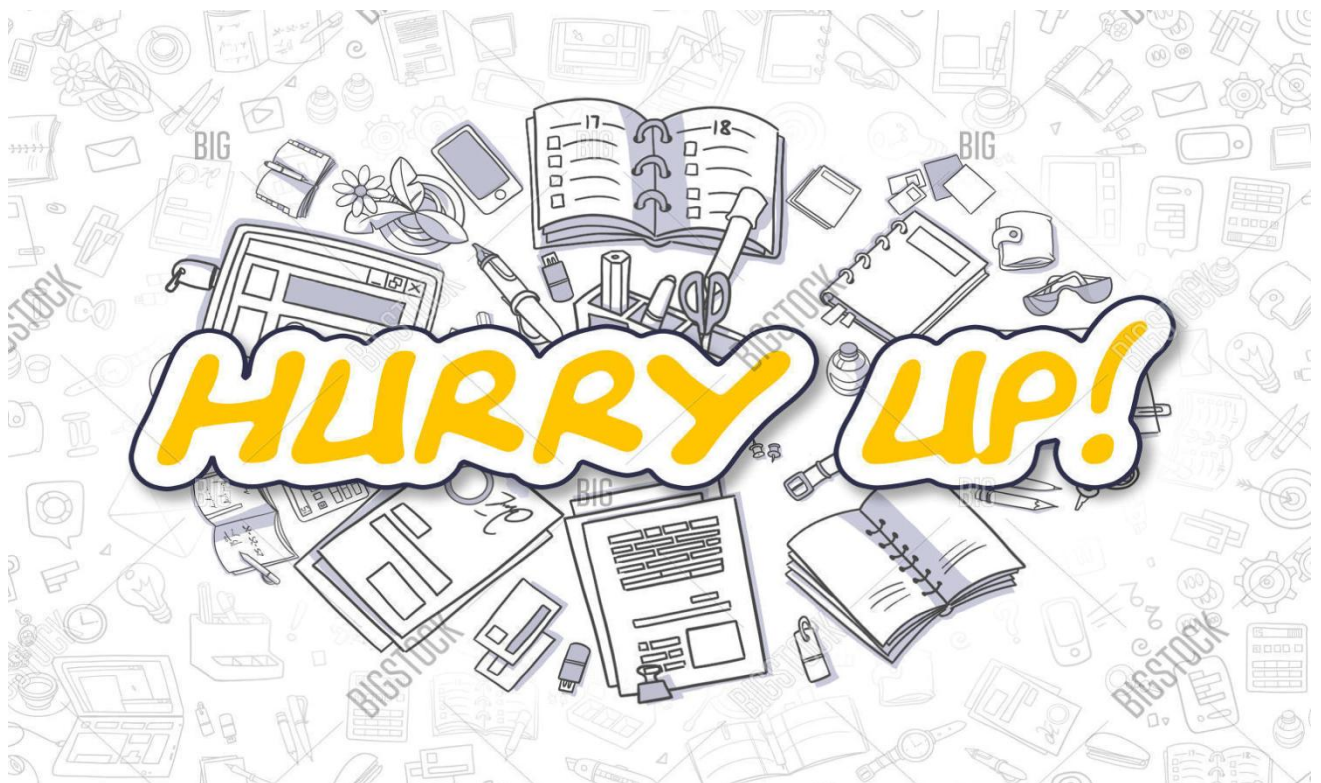
1. Only medicinal herbs, flowers, Choornas, etc to be used
2. Adjudged on base of theme, pattern, and execution in stipulated time in provided space.
3. Can have a small write up to explain theme not exceeding 50 words
4. All raw materials to be brought by the candidate

## AYURVEDA PAINTING COMPETITION (16.10.2019)

1. Theme – Longevity Through Ayurveda
2. Any Type of Colors Can Be Used – Water, Oil, Sketch
3. Pencil Or Charcoal Sketches Are Also Considered
4. Should Complete In The Specific Time Period In Specific Venue With White Canvas (full standard chart paper size)
5. All raw materials to be brought by the candidate

SAVE YOUR DATES

GIVE IT A TRY,  
YOU CAN, BECAUSE YOU LOVE AYURVEDA



ONLINE EVENTS

SEND YOUR ENTRIES TO  
[AYURFEST2019@GMAIL.COM](mailto:AYURFEST2019@GMAIL.COM)

LAST DATE FOR ONLINE COMPETITIONS: 16<sup>TH</sup>  
OCT 2019



**“Deerghayu”**

**AYURFEST 2019**

AYURVEDA FOR LONGEVITY

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