

ALL INDIA INSTITUTE OF AYURVEDA, NEW DELHI

SHORT FILM MAKING COMPETITION

Introduction

Director, All India Institute of Ayurveda (AIIA), New Delhi invites Ayurveda Students/Faculty/Medical Officers/Research Officers/Pvt. Practitioners across India to participate in short film making Competition on theme “**Self-care measures for health promotion and immune boosting according to Ayurveda**”. In this regard, it is imperative to mention that, in the wake of COVID-19 Pandemic, Ministry of AYUSH has released an advisory for public health recommending self-care guidelines for preventive health measures and boosting immunity with special reference to respiratory health which are supported by classical Ayurveda literature and scientific publications. The link of the Advisory is as follows:-

<http://ayush.gov.in/sites/default/files/Immunity%20Boosting%20-%20%20AYUSH%20Advisory.pdf>

Participants should strictly adhere to the above mentioned advisory released by ministry of AYUSH while making short film.

Objective of the competition

The main objective of this competition is to release short films which can create awareness among the public and highlight the research evidence of Ayurveda in preventive health and enhancing immunity as mentioned in the Advisory Released by the Ministry of AYUSH.

Participant Categories

Category	Description
A	Ayurveda UG Students
B	Ayurveda PG/PhD students
C	Ayurveda Research Officer
D	Ayurveda Medical Officer (Govt)
E	Ayurveda Pvt. Practitioner
F	Faculty Members

Interested can participate in any of the above mentioned categories as per their eligibility. Participants cannot participate in more than one category.

Terms and Conditions

1. Ayurveda Students/Faculty/Medical Officers/Research Officers/Pvt. Practitioners across India can participate in this short film making Competition
2. The work should be original and should not infringe the intellectual property rights or any other rights of any person/ organization.
3. Multiple entries by a person and Group entries are not allowed.
4. The video can be shot using smartphones, cameras or any other digital recorder. Animation films, mobile films and films of any other genre produced with broadcast quality can be submitted in this contest.
5. The duration of the video should be **3 to 5 minutes'** duration.
6. The participants have the liberty to edit their footage and include voiceovers, background music, sub-titles, special effects, animations etc.
7. Any music/Image/animation etc used must not violate the copyright of any third party.
8. Videos of Full HD quality (1080p) in MP4 format are to be uploaded on **YouTube** and the link can be shared on entry form. Detailed instructions are described below in a separate section.
9. Participants are required to submit their videos in **English/Hindi** language only.
10. All entries should be accompanied with a brief line (max 500 characters) mentioning the concept note of their prepared video.
11. The entries may be used by All India Institute of Ayurveda, New Delhi for promotional and display purposes and also for health awareness purpose with due recognition.
12. By submitting your videos, you accept that you are the copyright owner of the work and that you agree to our terms and conditions.
13. The video must not be derogatory, offensive, threatening, defamatory, or disparaging, or contain any content that is inappropriate, indecent, sexual, profane, tortuous, slanderous, discriminatory in any way, or one that promotes hatred or harm against any group or person, or otherwise does not comply with the theme and spirit of the Contest.
14. All personal information, such as your name, telephone number and email address etc., is collected solely for the purposes of administering this contest and shall not be used for any other purpose without your consent. By providing this information, your consent to it being used by All India Institute of Ayurveda, New Delhi for the stated purposes.

15. Participant(s) is/are required to ensure that his/her identity is accurate and updated since All India Institute of Ayurveda would be using this for further communication. This includes details such as Name, Father's/Husband's Name, Date of Birth, Address, Email-id, and Phone Number. Entries with incomplete profiles will not be considered.
16. Participant may participate in the contest as a team; however, team member may not be more than five. Please note that first member will be considered as the main participant and he/she will be contacted for any communication by All India Institute of Ayurveda, New Delhi
17. In case of team participation, all participants will get individual certificate and the prize money will be equally divided into the members of the team.
18. Once submitted an entry cannot be withdrawn
19. All India Institute of Ayurveda will not accept any responsibility for entries that are lost, are late or incomplete or have been transmitted due to any error beyond the organizer's reasonable control. Please note proof of submission of the entry is not proof of receipt of the same.
20. The winner will be notified through telephone/mobile and or the email address which they provided along with their submission.
21. In the event of unforeseen circumstances, organizers reserve the right to amend or withdraw the contest at any time.
22. The participant shall abide by all the rules and regulations of participating in the contest from time to time.
23. Organizers decision of the contest shall be final and binding and no correspondence will be entered into regarding the same.
24. All submitted entries and its copyright will be the property of All India institute of Ayurveda, New Delhi and any changes deemed fit to improve the same will be undertaken.

Submission of Entries

1. The entry submission starts from 13th April 2020
2. The last date for submission of entries is 20th April 2020

Evaluation Criteria:

1. All the entries received within the due date will be placed before a Selection Committee for final selection. The Competition judge's decision will be final and no correspondence or discussion will be entered into regarding the judging process or any outcomes reached.

2. The video will be evaluated based on the Originality, Informational content, Visual Impact, Technical execution and Overall Impression

Prizes

Prizes will be awarded separately in A, B, C, D, E, & F Category.

- 1st prize - 15,000/-
- 2nd prize - 10,000/-
- 3rd prize - 5,000/-

Apart from this Memento and certificate will also be awarded.

Instructions to upload film and entry submission:

1. Please upload your film on **YouTube**.
2. Visit AIIA official website www.aiia.gov.in
3. Click on **Short film making contest Entry form** (https://docs.google.com/forms/d/e/1FAIpQLScFrEcGcXO4VJlgS9nTvnA1_C_VNLeWfEIOZrPer4dmt2YPQ/viewform) or scan the following QR code



4. Fill all the information in Entry form and copy paste your **YouTube Link** in the space provided.
5. Click the submit button.