



**DEPARTMENT OF KAUMARABHRITYA,
ALL INDIA INSTITUTE OF AYURVEDA, NEW DELHI**

ESSAY WRITING COMPETITION

World Breastfeeding Week (WBW) is a global campaign to raise awareness and galvanise action on themes related to breastfeeding. Department of Kaumarabhritya, All India Institute of Ayurveda (AIIA), New Delhi is Celebrating World Breastfeeding Week (WBW) from 1st -7th August 2021. On this occasion, an essay writing competition has been organized for AIIA PG and PhD Scholars.

Essay Topic

Category	Topic of the Essay
Hindi	मातुरेव पिबेत् स्तन्यं तत् परम् हि देहवृद्धये
English	Ayurveda Research Perspective in Stanya Vijnana

Terms and Conditions

1. The competition is **ONLY** open for scholars for All India Institute of Ayurveda, New Delhi (PG and PhD).
2. All entries must be submitted online on <https://forms.gle/WEQWn8L3zG21B5aU8>
3. Entries submitted through any other medium/mode would not be considered for evaluation.
4. Last date of submission will be **09.08.2021 (5:00 PM)**
5. Results will be declared on **15.08.2021**
6. Word Limits of Essay: The essay should be within **5000**-word limit excluding references. All the essays will be compiled and will be published in a E-souvenir book.
7. For English category - Font: Times New Roman, Font size 12, Line Spacing 1.15 should be used. For Hindi category – Font: Mangal, Line Spacing 1.15 should be used.
8. Vancouver style of Referencing should be used.
9. A participant can send one entry only. In case it is found that any participant has submitted more than one entry, all the entries will be considered as invalid. However, Scholars may submit separate essays in Hindi and English category.
10. The entry should be original. Copied entries will not be considered under the contest. The participant must be the same person who has written the write-up and plagiarism would not be accepted.
11. Mention of the author's name/emails, etc. anywhere in the body of the essay will lead to disqualification.
12. Entry must be submitted in clear, readable and downloadable **PDF format** only.
13. Participants are to make sure that their Name, Designation, Address, email, mobile no. details is accurate and updated since AIIA would be using this for further communication.
14. **AWARDS:** The entries from each category received will be reviewed by a Committee constituted by Competent Authority, AIIA, New Delhi -110076. The announcement of awardees will be done with cash prizes as per the following details;

a. Hindi Category

Position	Cash Prize
First	Rs. 3000/-
Second	Rs. 2000/-
Third	Rs. 1000/-

b. English Category

Position	Cash Prize
First	Rs. 3000/-
Second	Rs. 2000/-
Third	Rs. 1000/-

15. No requests relating to claims of re-evaluation of the entries will be considered.
16. The decision of the committee will be final and binding to all the entries.
17. At any stage of evaluation, if an entry is found to violate the guidelines, the entry will be removed from evaluation process without giving any intimation.
18. Criteria of Evaluation: The write-ups will be evaluated on the basis of the following criteria:
 - a. Central Theme – contextual (20%)
 - b. Coherence and organization in structure (20%)
 - c. Creativity (40%)
 - d. Clarity in language expression and Style (20%)