

Video Contest on AYUSH for students of Mass Communication and AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy) of Government/Non Government Universities recognized by UGC (including Institutions deemed to be Universities) and Colleges

1. Introduction:

1.1 The Ministry of AYUSH was formed on 9th November 2014 to ensure the optimal development and propagation of AYUSH systems of health care. Ministry of AYUSH focused attention for development of Education and Research in Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy.

1.2 In this context, Ministry of AYUSH is planning to conduct a ‘**Video Contest on AYUSH**’ for students of Mass Communication and AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy) of Government/Non-Government Universities recognized by UGC (including Institutions deemed to be Universities) and Colleges affiliated to such universities, to create awareness about the strengthen and rewards of AYUSH Systems. Students are required to make videos capturing the different aspects of AYUSH, like the efforts, significant contributions, best practices, documentaries, awareness, talk shows, education, research, interviews of eminent personalities etc. The videos can be devoted to any one of the AYUSH Systems, or more than one System.

2. Objectives of the contest:

- i. Create and/or increase awareness about AYUSH Systems among the public.
- ii. To provide students a platform to demonstrate their creative potential.
- iii. To support educational institutions in providing practical avenues for audio-visual productions.

3. Who Can apply/compete:

Students of Mass Communication and AYUSH of Government/Non-Government Universities recognized by UGC (including Institutions deemed to be Universities) and Colleges affiliated to such universities can only apply.

4. Process of contest:

The contest is for producing short videos in Hindi or English Only. The length of the video should be 10 minutes, 15 minutes or 30 minutes. The process of contest will be as under:

4.1 Submission of script: Applicants are required to submit script along with concept (maximum 100 words) and duly filled application form forwarded by the Principal of the College. Every page of the script should be signed by the applicant/applicants. All

the entries duly signed and forwarded by the Principal of college/institute and script signed on every page by applicant/applicants will only be considered.

4.2 Short listing /selection based on script and concept: Designated Committee/Committees will shortlist scripts. Applicants of shortlisted scripts will be informed about their shortlisting and accordingly they have to prepare the video based on the script and suggestions given by the Ministry if any.

4.3 Submission of video by the applicants of shortlisted script only: Applicant needs to send the video in PEN Drive alongwith a copy of approved script.

4.4 Screening of videos and announcement of awards: Designated Committee/Committees will finalize the winners.

4.5 Ministry of AYUSH will broadcast all awarded videos on various channels for the benefit of citizens of India and also, broadcast videos of good content and quality which are not selected for any awards. This will not only recognize their efforts but also encourage them for their achievements. All entries and its copyright will be the sole property of the Ministry of AYUSH. Ministry may modify content of videos if required.

5. Terms & Conditions of the contest and Specifications of the video:

A. Terms and Conditions for the 'Video Contest on AYUSH System' is as under:

- i. The '**Video Contest on AYUSH System**' is being organized by the Ministry of AYUSH.
- ii. Entry into the **contest is open for students of Mass Communication and AYUSH** of Government/Non-Government Universities recognized by UGC (including Institutions deemed to be Universities) and Colleges affiliated to such universities, to create awareness about the strengthen and rewards of AYUSH Systems.
- iii. Proof of age and identity will be required.
- iv. All duly forwarded entries must be submitted to Ministry of AYUSH on following address:
**To,
R&I Section
MINISTRY OF AYUSH
AYUSH BHAWAN, B Block,
GPO Complex, INA, NEW DELHI - 110023**
- v. Participant(s) is/are required to ensure that his/her identity is accurate and updated since Ministry of AYUSH would be using this for further communication. This includes details such as **Name, Photo, Email-id, Address and Phone number**. Entries with incomplete profiles will not be considered.
- vi. 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 Ministry of AYUSH.

- vii. 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.
- viii. Participant should send their entry through proper channel. Entry must be duly signed and stamped by Principal of the Institute/College.
- ix. The entry must not contain any provocative, objectionable or inappropriate content.
- x. Once submitted an entry cannot be withdrawn.
- xi. One entrant can participate with multiple entries with different content/video.
- xii. Organisers will not accept any responsibility for entries that are lost, are late or incomplete or have not been transmitted due to any error beyond the organiser's reasonable control. Please note proof of submission of the entry is not proof of receipt of the same.
- xiii. Ministry of AYUSH will broadcast all awarded and good quality videos on various T.V channels for benefit of the public.
- xiv. Prizes for participants:The winners shall be given prize amount which is as under:

For students of AYUSH Colleges:

First Prize	:	INR50,000/-	(1 awards)
Second prize	:	INR25,000/-	(5 awards)
Third prize	:	INR 15,000/-	(5 awards)

For students of Mass Communication Colleges:

First Prize	:	INR50,000/-	(1 awards)
Second prize	:	INR25,000/-	(5 awards)
Third prize	:	INR 15,000/-	(5 awards)

Total Prize	:	INR 5,00,000	(22 awards)
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- xv. The winners will be notified through telephone/mobile and or the email address which they provided along with their submission.
- xvi. The prize money will be transferred through RTGS.
- xvii. If a winner is not contactable within one week from the result announcement, he or she will forfeit the prize.
- xviii. In the event of unforeseen circumstances, organisers reserve the right to amend or withdraw the Contest at any time. For the avoidance of doubt this includes the right to amend these terms and conditions.
- xix. By entering the Contest, the Entrant accepts and agrees to be bound by these Terms and Conditions.
- xx. The Participant shall abide by all the rules and regulations of participating

in the Contest from time to time.

- xxi. Organisers reserve all rights to disqualify or refuse participation to any participant if they deem participation or association of any participant shall be detrimental to the Contest or the Organisers or partners of the Contest. The registrations shall be void if the information received by the Organisers is illegible, incomplete, damaged, false or erroneous.
- xxii. Organisers' decision on the Contest shall be final and binding and no correspondence will be entered into regarding the same.
- xxiii. The participants should provide the following information as part of their entry:
 - a. Participant Name, Email ID, Mobile/Phone No. Participant passport size photo
 - b. Script of video as per detailed in 4.1.
 - c. Self-Attested copy of Photo ID Proof (AADHAR Card/Voter ID/Driving License/ Govt. Bank Passbook any one)
 - d. Self-Attested copy of Address Proof (AADHAR Card/Voter ID/Driving License/Govt. Bank Passbook any one)
 - e. Self-Attested copy of PAN Card
- xxiv. Timelines for submission:
 - a. Receipt of scripts: Till 04:00PM on 25.02.2021.
 - b. Receipt of videos from selected scripts: Within 15 days after communication of shortlisting.

B. Specifications of Video should be as under:

- i. The Video should be of 10 minutes, 15 minutes or 30 minutes in Hindi or English only and must not violate any provision of the Indian Copyright Act, 1957 or the Intellectual Property Rights of any third party.
- ii. A participant need to shoot an original video based on script shortlisted by the Ministry and comments if any. The video may capture the material of AYUSH System such as documentaries, talk shows, significant contributions, best practices, awareness, education, research, interviews of eminent personalities etc. Participant will send video in PEN Drive to Ministry of AYUSH on the above mentioned address (**Section 5.A, Point iv**).
- iii. Ministry of AYUSH may ask for the original and uncompressed video file, if so required, in separate communication.
- iv. All entries would be judged by a Committee constituted by the Ministry of AYUSH. The decision of the Committee would be final.
- v. The Selected entry and its copyright will be the property of the Ministry of AYUSH and any changes deemed fit to improve the same will be undertaken.
- vi. Participant/student may refer websites of Ministry of AYUSH and organizations under it for reference.

Application Form

Please tick the appropriate box:

1. College Type: AYUSH College **Mass Communication College**

2. Participation: Individual **Team Participation**

3. Applicant Details:

Applicant No.-1

1. Name:
2. Email Id:
3. Phone/Mobile No:
4. Address (Residential):
5. Name & Address of college:
6. Name & Address of University:

Signature

Applicant No.-2

1. Name:
2. Email Id:
3. Phone/Mobile No:
4. Address (Residential):
5. Name & Address of college:
6. Name & Address of University:

Signature

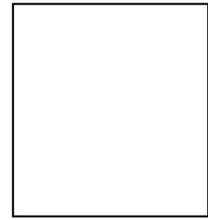
Applicant No.-3

1. Name:
2. Email Id:
3. Phone/Mobile No:
4. Address (Residential):
5. Name & Address of college:
6. Name & Address of University:

Signature

Applicant No.-4

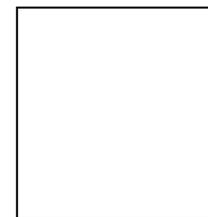
1. Name:
2. Email Id:
3. Phone/Mobile No:
4. Address (Residential):
5. Name & Address of college:
6. Name & Address of University:



Signature

Applicant No.-5

1. Name:
2. Email Id:
3. Phone/Mobile No:
4. Address (Residential):
5. Name & Address of college:
6. Name & Address of University:



signature

4. Concept of Script (within 100 words)

Declaration:

I, ----- Principal of the college/Institute ----- is hereby forwarding this application to Ministry of AYUSH for the Video Contest on AYUSH System-2021

Place:**Signature of Principal of College****Date:****Seal:****Enclosures:**

- i.** Script of the video.
- ii.** Self-Attested copy of Photo ID issued by Government/Institute of applicant/applicants like (AADHAR Card/Voter ID/Driving License/Pan card etc)
- iii.** Self-Attested copy of Address Proof of applicant/applicants (AADHAR Card/Voter ID/Driving License/Govt. Bank Passbook any one)
- iv.** Self-Attested copy of PAN Card of applicant/applicants
- v.** Self-Attested copy of College ID Card of applicant/applicants