



# SHORT VIDEO MAKING COMPETITION

Start Date for Submission

**15 October, 2023**

Last Date for Submission

**31 October, 2023**

**1ST PRIZE  
1000**

**2ND PRIZE  
700**

**3RD PRIZE  
500**

For registration, please visit the link below or Scan QR Code

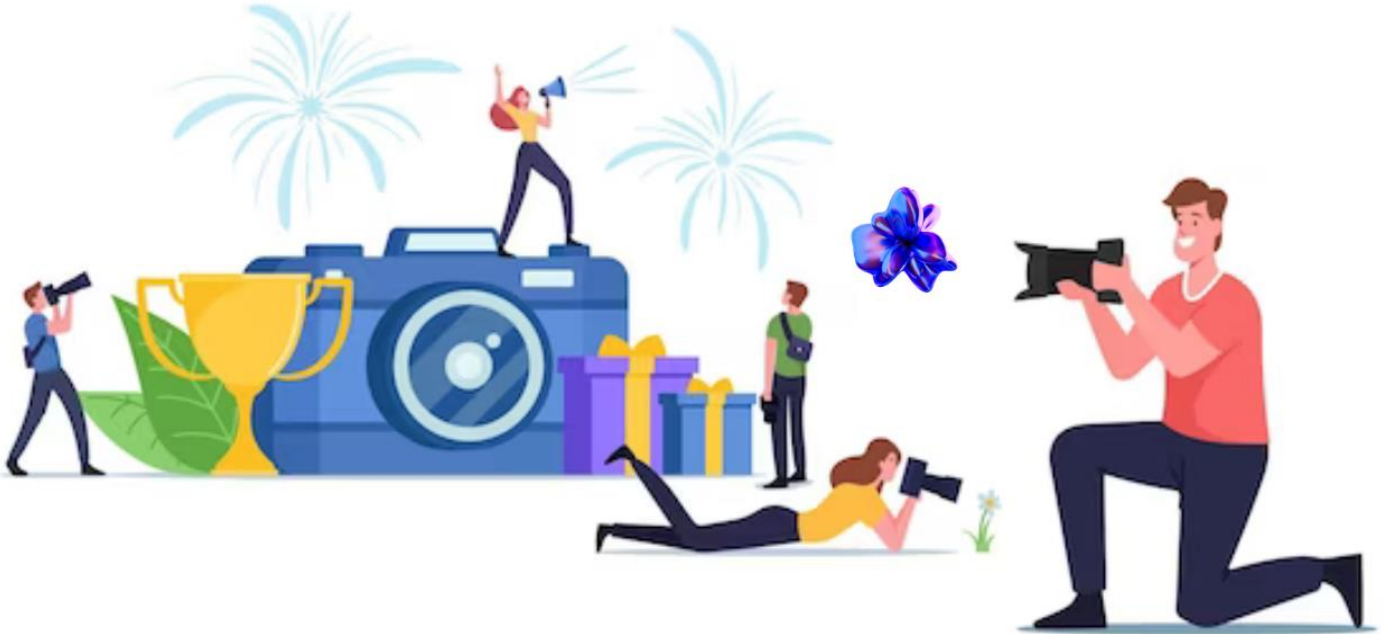
<https://forms.gle/ZJk5FiCz9YWpqPj49>



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Theme:

**Har Din Har Kisi Ke Liye Ayurveda**



**CCRAS- CENTRAL AYURVEDA RESEARCH INSTITUTE**

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**Central Ayurveda Research Institute, Bengaluru**  
**Central Council of Research in Ayurvedic Sciences (CCRAS)**  
**Ministry of Ayush, Govt. of India**

**Ayurveda Day Celebrations 2023**  
**Short Video Making Competitions 2023**

**Introduction**

Ministry of AYUSH (MoA), Government of India on the occasion of Ayurveda Day, 2023 is organizing a short video Making competition. The competition is open to all citizens/Indian Nationals above the age of 18 years.

**About Ayurveda Day**

Ministry of AYUSH, Government of India celebrates Ayurveda Day every year on the occasion of Dhanwantari Jayanti (Dhanteras) since 2016. This year it will be celebrated on 10<sup>th</sup> November 2023. This year Ministry of Ayush intends to explore potential of Ayurveda in promoting wellbeing of not only human being but also the wellbeing of environment, plants animals etc. in addition to wellbeing of people. The theme chosen is “Ayurveda for One Health”. The theme is in alignment with the theme of India’s G20 Presidency ‘Vasudhaiva Kutumbakam’, and the focal theme for Ayurveda day-2023 has been decided as ‘Ayurveda for One Health’ with Tag line ‘Ayurveda for everyone on every day’ i.e., ‘Har din har kisi ke liye Ayurveda’ focusing on human-animal-plant-environment interface.

**Themes**

Videos should be in consonance with the main theme of this year’s Ayurveda Day i.e. “Ayurveda for One Health” with tag line of ‘Ayurveda for everyone on every day’ or हर दिन हर किसी के लिए आयुर्वेद or ‘Har Din Har Kisi Ke Liye Ayurveda’

**Category themes for Video Competition-**

1. Success stories of common people through Ayurveda treatment
2. Ayurveda in my kitchen/diet
3. Ayurveda in my Vatika/herbal garden/farm
4. Use of Ayurveda in daily life

**Video duration** - The total duration should not be more than **02 minutes or 120 seconds**.

**Language** - The content of the submitted video can be either in Hindi, English or Kannada.

**Method of participation-** The participants have to make the videos and then post those on their social media accounts (YouTube, Facebook, Twitter, Instagram, Koo etc.). The URL link of the same video should be shared through Google Form (link attached in this brochure) created by the institute. The participant has to submit other required details through Google Form along with URL link of the posted video.

**Reward** - Top 3 winners for each theme will be awarded with prize as per the discretion of independent judges

- 1<sup>st</sup> Prize: Rs. 1,000/-
- 2<sup>nd</sup> Prize: Rs. 700/-
- 3<sup>rd</sup> Prize: Rs. 500/-

### Timeline –

- Start date for submission: 15<sup>th</sup> October 2023
- Last date for submission: 31<sup>st</sup> October 2023
- Date of announcement of winners- 10<sup>th</sup> November 2023 (on Ayurveda Day)

Link to Google Form- <https://forms.gle/ZJk5FiCz9YWpqPj49>

QR Code-



### Terms and Conditions

1. This contest is open only for Indian Citizens.
2. Participation can either be in the form of individual participation or Team participation
3. Each team to have a maximum of 5 participants.
4. The participants have to make duration short videos (duration not more than **02 minutes or 120 seconds**) as per the theme of Ayurveda Day.
5. The participants have to post the videos on their social media accounts (YouTube, Facebook, Twitter, Instagram, Koo etc.). The link of the same video should be shared through Google Form created by the institute.
6. The participant has to submit required details through Google Form along with URL link of the posted video.
7. The video can be in any of the following languages: **Hindi or English or Kannada.**
8. The content of the Short Video should be suitable for Universal viewing. Video must not contain any provocative, objectionable or inappropriate content since the short video is intended for viewing by all age groups. Any politically inclined or offensive content/violation of community standards, will not be entertained and will be treated as an offense under Cyber Law
9. Entry Forms with incorrect/inadequate/illegible/ambiguous/incomplete particulars will not be considered. Organizers reserve the right to accept or refuse any video without assigning any reason whatsoever.
10. Once a video is submitted for selection, it will be considered as final and no changes will be entertained after submission.
11. Participant shall make sure that his/her personal profile is accurate and updated on social media accounts since Ministry of AYUSH (MoA)/CARI Bengaluru will be using this for further communication. Entries with incomplete profiles will not be entertained nor considered.
12. Competition entries will not be returned. Therefore, maintain a copy of your entries.
13. Videos can be shot on a Mobile camera also. Please ensure the videos shot, are in good quality in **ratio 16:9 in Horizontal format**. Videos shot using vertical formats will not be accepted.

14. The video needs to be uploaded on social media should be UNLISTED.
15. Captions and credits, if any, must be in legible font and colour and must be within the acceptable areas.
16. Storyboards, scripts as word or PDF documents or pictures will not be accepted as entries.
17. Participants will be asked for identification of proofs, if deemed as winners.
18. If the participant does not meet the eligibility requirement or is subject to any other entry restriction, the participants will not be adjudged as the winner and will not be entitled to any prize in any circumstance.
19. All communications between the Organizers and team leader will be done through the registered email only. This will be the only form of communication and no other form of communication will be entertained.
20. The entries received a prize for Short Video, will be the intellectual property of the Ministry of AYUSH (MoA)/CARI Bengaluru and the winner cannot exercise any right over it, after acceptance of the prize.
21. The prize-winning Short Video is meant to be used by the Ministry of AYUSH (MoA)/CARI Bengaluru for promotional and display purposes and also for any other use as may be deemed appropriate for the initiative by Ministry of AYUSH (MoA)/CARI Bengaluru and not for any commercial purpose.
22. The submissions should be of original works and no plagiarism will be entertained/considered for evaluation. The participant shall indemnify Ministry of AYUSH (MoA)/CARI Bengaluru for any issue arising out of plagiarism and the participant concerned shall be personally liable for the same.
23. Anyone found infringing on others copyright, would be disqualified from the Contest. Ministry of AYUSH (MoA)/CARI Bengaluru does not hold any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
24. Ministry of AYUSH (MoA)/ CARI Bengaluru reserve the right to cancel or amend all or any part of the Contest and/or the Terms & Conditions/Evaluation Criteria. However, any changes to the Terms & Conditions/Evaluation Criteria, or cancellation of the Contest, will be updated/posted on contest page on the webiste of CARI Bengaluru ([www.cari.gov.in](http://www.cari.gov.in)). Participants are responsible to keep themselves informed of any changes in the Terms & Conditions/ Evaluation criteria stated for this Contest
25. The Participant(s) represent(s) and warrant(s) that he/she will comply with all the applicable Indian laws. The Participant(s) shall not disclose and/or use any information, if doing so is in violation of any obligation against confidentiality.
26. Ministry of AYUSH (MoA)/CARI Bengaluru reserves the right to reject any entry of the participant without assigning any reason.
27. Ministry of AYUSH (MoA)/CARI Bengaluru accepts no responsibility for any damage, loss or injury of any kind suffered by any participants in entering the Contest, including as a result of any participant winning or not winning any prize.

28. Ministry of AYUSH (MoA)/CARI Bengaluru will not be held responsible, if the participants are not able to upload their entries through Google Form before the last date & time of submission for any reason whatsoever.
29. Entries must be made by or before the closing date and time and in the manner set out in the Contest's Terms and Conditions. Failure to do so, will result in disqualification.
30. Multiple submissions of entries by the same participant in one theme will not be considered. However, a participant may send entries in multiple themes.
31. The Contestant shall be responsible for any and all taxes payable on the prize money received.
32. In the event any of the contestant choose not to receive the prize money the prize money shall be forfeited and dealt by Ministry of AYUSH (MoA)/CARI Bengaluru at their discretion.
33. The courts of Delhi alone shall have exclusive jurisdiction to deal with and decide any dispute whatsoever arising out of this Contest.
34. Employees of Ministry of AYUSH (MoA)/CARI Bengaluru and their immediate family members including spouse, children, parents and parents-in-law are not eligible to participate in this contest.
35. The Panel of Jury will assess all the qualified entries received for award.
36. The decision of the Panel of Jury will be final and binding on all the Contestants and no clarifications in this regard will be issued to any participants for any of their decisions.
37. In case of any dispute arising out of the Contest/its entries/winners, Ministry of AYUSH (MoA)/CARI Bengaluru decision will be final and binding on the contestants and no Correspondence will be entertained.
38. Entries shall be evaluated for deciding about the prize(s) by the jury based on the content, video's Quality and appropriateness to the theme.
39. Ministry of AYUSH (MoA)/CARI Bengaluru reserves its right to rationalize the prize(s), in case the entries do not conform to the Quality and appropriateness to the themes. The decision of Ministry of AYUSH (MoA)/CARI Bengaluru with regard to this, will be final and binding on the contestants.
40. Results will be declared on the website of CARI Bengaluru ([www.cari.gov.in](http://www.cari.gov.in))