

### Video Competition – Rules/Regulations and Submission Guidelines

#### 1. Eligibility criteria

- The theme of the competition is “**Ayurveda for People & Planet**”
- Participants are required to submit a 3–5-minute short videos, documentaries or informative videos showcasing how they incorporate Ayurvedic practices into their daily routines, Ayurveda’s history, principles, and modern relevance, aligned with the theme of World Ayurveda Day 2025
- Participants should be BAMS undergraduates of the Faculty of Indigenous Medicine, UOC

#### 2. Video Format (Technical Specifications)

- |  |                              |
|--|------------------------------|
| ○ Duration: 3-5 minutes  | ○ Bit Rate: 8 Mbps           |
| ○ Video Resolution: 1080p or 720p  | ○ Video codec: H.264         |
| ○ Language: English or Sinhala   | ○ Audio: 48000 Hz (192 kbps) |
| ○ Videos must be submitted in MP4 format with a minimum resolution of 720p | ○ Audio Codec: AAC           |
|  | ○ File Format: MP4           |
|  | ○ Frame rate: 25 fps         |

#### 3. Submission Process and Guidelines

- Participants will submit their videos via the following Google Drive portal on or before **16<sup>th</sup> September 2025**: Google Drive Link -  
<https://docs.google.com/forms/d/e/1FAIpQLSdcLgwKCjkn4kXWDHxrtP6cQPijfyb8tBqOFi-XUIMYQZajSg/viewform?usp=header>
- Each submission must include a title of their video

#### Copyright Disclaimer

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#### 4. Evaluation Criteria

- **Content** (40%): Relevance to the theme, accuracy of information, adherence to Ayurvedic principles
- **Creativity** (30%): Originality, uniqueness, and innovative presentation methods
- **Visual Quality** (20%): Clarity, technical quality, and overall production value
- **Impact** (10%): Audience engagement, message clarity, and overall effectiveness

#### 5. **Announcement of Winners** -Winners will be announced on **23<sup>rd</sup> September 2025** at the World Ayurveda Day at Auditorium, Faculty of Graduate Studies, University of Colombo

#### **Event Coordinators:**

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