

Short Video Competition – Rules/Regulations and Submission Guidelines

Faculty of Indigenous Medicine (FIM), University of Colombo

World Ayurveda Day - 29th October 2024 - “Ayurveda for Modern World with Sustainability”

1. Eligibility criteria

- The theme of the competition is "Ayurveda for Modern World with Sustainability"
- Participants are required to submit a 3-5 minute video presenting role of Ayurveda in promoting health, wellness, and sustainability, aligned with the theme of World Ayurveda Day 2024
- Participants should be undergraduates of the Faculty of Indigenous Medicine.

2. Video Format (Technical Specifications)

- Duration: 3-5 minutes
- Video Resolution: 1080p
- Frame rate: 25 fps
- Language: English or Sinhala
- Submissions can include animations, interviews, creative storytelling, demonstrations, or a combination of these elements
- Videos must be submitted in MP4 format with a minimum resolution of 720p
- Bit Rate: 8 Mbps
- Video codec: H.264
- Audio: 48000 Hz (192 kbps)
- Audio Codec: AAC
- File Format: MP4

3. Submission Process and Guidelines

- Participants will submit their videos via the following Google Drive portal on or before **29th September 2024**: Google Drive Link - https://drive.google.com/drive/folders/1pHSIkVXcANmbgQowm9Mim8g-tTqHAUhZ?usp=drive_link
- Each submission must include a title and a brief description of the concept (max 200 words)

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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 **29th October 2024** at the World Ayurveda Day event hosted by FIM

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