AYURVEDA SHORT FILM FESTIVAL

Ayurveda on screen

Organiser
WORLD AYURVEDA FOUNDATION
AN INITIATIVE OF VIJNANA BHARATI

Supported by
MINISTRY OF AYUSH
GOVERNMENT OF INDIA

Host State

Prime Sponsor

Institutional Patrons

WHO CC

World Health Organization
South East Asia
AYURVEDA SHORT FILM FESTIVAL

More than any tool, and art-form communicates effectively and aesthetically a deep and serious topic to people from any walk. Here, World Ayurveda Congress unveils the scope of films in spreading the virtues of Ayurveda. The motive of this Ayurveda Film Festival is to create global awareness on the limitless, unparalleled healing power of Ayurveda in bringing people back to health and youthfulness.

CATEGORIES OF FILMS

- **Documentary**
- **Docu-drama**
- **Animation and Fiction films** are invited.

THEME FOR ENTRIES

- Ayurveda for One Health
- Health, Happiness, Ayurveda... forever

CRITERIA FOR JUDGEMENT

1. Concept,
2. Script,
3. Fact base,
4. Appeal,
5. Cinematography,
6. Technology, resources and innovations
7. Public message,
8. Enhancing public involvement,
9. Public awareness about Ayurveda,
10. Entertainment.

GENERAL GUIDELINES

- Films produced January 2019 onwards only will be entertained.
- Entries submitted in earlier/other film festivals will not be accepted.
- Organisers will have rights to screen the film entries as and when required for non-commercial screening or travelling versions of the festival and to participate in other national and international festivals.
- Will have the right to use up to 45 seconds of the film footage for promotional purpose.
- Will not be responsible for any damage or technical error in the film submitted by the participants.
- Will have the rights to reject any entry if found ineligible.
- Reserve the right to change the category of the film without any explanation if the film is not found suitable for the category indicated by the applicant.

ORGANISERS

- The Director is invited to apply and he/she can submit maximum two entries in any category. Separate entry forms are required for each entry.
- Captions and credits must be clear, legible and must be within the safe areas.
- Films produced in languages other than English must be subtitled in English.

9th World Ayurveda Congress, Ayurveda Short Film Festival
The Google drive should be uploaded with the following contents:

1. Copy of the film in mp4 format. The film should be saved as the title of the film.
2. Synopsis of the film in 200 - 250 words in English (in MS doc. In Times New Roman font, size 12). The synopsis should be saved as the title of the film.
3. Script of the film not exceeding 5000 words (for final submission in MS doc file in Times New Roman font, size 12). The script should be saved as the title of the film. Please do not send the hardcopy.
4. Two still photographs of the film. The photographs should be saved as the title of the film (in jpeg format with resolution 300 dpi).
5. One photograph of the director. The photograph should be saved as the name of the director (jpeg format with resolution 300 dpi).
6. Duly filled Synopsis form in MS word and clip of the film for 45 seconds to be attached with the entry form.

For any queries, please reach us at films@ayurworld.org

SELECTION FOR THE FESTIVAL

A Nomination Jury will recommend the films for the festival and the Award Jury will select the films for awards. The decisions of the Jury will be final.

The Ayurveda Short Film Festival will be conducted on 10th and 11th of December during the 9th WAC in an exclusive auditorium which will cater the technical requirements for the screening of the films.

There will be screening and scrutiny of the nominated films for the competitions by the Nomination Jury.

If the award is shared by two or more individuals / organisations, the amount will be equally shared.

How to Participate?

1. Create web account at https://ayurworld.org/wac-manager/film-users-registration. Web account should be created in the name of the director only.
2. After email verification, please login to your dashboard at https://ayurworld.org/wac-manager/login
3. Access “Short Film Submission” module from the Menu navigation, enter the details of the Short film and the Google Drive link of the 45 seconds trailer in mp4 format.
4. Please make sure that the General Access to the Google Drive link of the trailer is set as “Anyone with the link” so that there will be no restriction for viewing the video file.
5. Film director will be able to submit two of his short films through the Short Film Submission module.
6. After Submission, the Short Film will be reviewed by the concerned WAC committee and you will be able to view the result in the Short Film Submission module in your dashboard. Selected films will be intimated through email and sms also.
7. Delegate registration is mandatory for the Director of the selected film to participate in the Ayurveda Short Film Festival competition. You can do online or offline registration by selecting Delegate Registration from the menu navigation in your dashboard.
**IMPORTANT TO NOTE**

- Entry and registration are through online (link provided).
- One applicant (director only) may apply for maximum 2 entries.
- Please mention the following in the subject column in all Email correspondences - Title of the film and subject for emailing.
- Teachers, practitioners, PhD scholars, PG scholars, students, research experts, General Public, NRI, Foreign delegates also can participate in the event. The competition is open to all who register for WAC.

**DURATION**

- Duration for films of any category should be not less than 5 minutes and not exceeding 30 minutes.

---

**IMPORTANT DATES**

- Last date for submission of synopsis along with short clip of 45 seconds: 15th September, 2022
- Last date to submit final copy of the entire film: 15th October 2022

---

**AYURVEDA SHORT FILM FESTIVAL**

The World Ayurveda Congress (WAC) is a platform established by World Ayurveda Foundation to propagate Ayurveda globally in its true sense.

---

**AWARDS – AYURVEDA SAMPADA**

Awards will be given for overall impact in any category.

- The final judgement for the awards will be by the Award Jury.
- The organisers hold all rights to withdraw, modify and cancel the awards in case of any discrepancy and violations of the norms mentioned.

**AWARDS – AYURVEDA SAMPADA**

- **1st prize**
  - Atreya Sampada
  - Prize: ₹50,000-00

- **2nd prize**
  - Agnivesha Sampada
  - Prize: ₹40,000-00

- **3rd prize**
  - Charaka Sampada
  - Prize: ₹25,000-00

- **4th prize**
  - Sushruta Sampada
  - Prize: ₹15,000-00

Jury mention award (only if recommended by jury)

---

**Our Sincere thanks to...**

- **Prime Sponsor**
- **Institutional Patrons**
- **Co-sponsor**
- **Associate Sponsors**
- **General Sponsors**
- **Organisational Partner**
- WHO CC
Committee
Ayurveda Short Film Festival

Chair
Prof. Mamata Bhagwat
Karnataka

Co-Chair
Dr. Nimish Kapoor
Delhi

Convener
Dr. Jasmine Gujarati
Gujarat

Jt-Convener
Dr. Shreyas S
Karnataka

WAC Secretariat
World Ayurveda Foundation
#6, (New 22) Sankey Road, Lower Palace Orchards
Sadhavnagar, Bengaluru, Karnataka
India. Pin 560003
+91 80 42140442
films@ayurworld.org | www.ayurworld.org