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AN INITIATIVE OF VIJNANA BHARATI



DIGITAL HEALTH | AN AYURVEDA PERSPECTIVE

# AYURVEDA SHORT FILM FESTIVAL



10TH WORLD AYURVEDA CONGRESS  
12-15, DECEMBER, 2024, FRI, DEHRADUN

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More than any tool, or 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.

# AYURVEDA SHORT FILM FESTIVAL

## GENERAL GUIDELINES FOR APPLICANTS IN ALL CATEGORIES:

Only films produced from January 2023 onwards will be considered.

Entries submitted in earlier/ other film festivals will not be

accepted. Registration for WAC is mandatory (No separate entry fees for ASFF)

The applicant (director) can submit maximum two entries in a suitable category. Separate entry forms are required for

each entry. Films produced in languages other than English must be sub-titled in English.

Captions and credits must be clear, legible and must be within the safe areas.



## CATEGORIES OF FILMS

🎬 DOCUMENTARY

🎬 DOCU-DRAMA

🎬 ANIMATION

🎬 FICTION FILMS

## THEME FOR ENTRIES

🎬 Digital Health  
An Ayurveda  
Perspective

🎬 Ayurveda  
and Artificial  
Intelligence

🎬 Ayurveda &  
Wellness

## CRITERIA FOR JUDGEMENT

- Concept
- Script
- Fact Base
- Appeal
- Cinematography
- Technology, Resources and Innovations
- Public Message
- Enhancing Public Involvement
- Public Awareness about Ayurveda
- Entertainment

## ORGANISERS

🎬 Will have non-exclusive 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 in non-competitive categories.

🎬 Will have the right to use up to 45 seconds of the film footage for promotional purpose; Will not be responsible if the film could not be accessed for watching/ downloading.

🎬 Reserve the right to reject any entry if found ineligible.

🎬 Can change the category of the film without any explanation if the film is not found suitable for the category indicated by the applicant.



## HOW TO REGISTER AND SUBMIT FILM?



Create web account at :

<https://ayurworld.org/wac-manager/filmusers>

Registration Web account should be created in the name of the director only.

After email verification, please login to your dashboard at :

<https://ayurworld.org/wac-manager/login>

To submit your short film, navigate to the 'Short Film Submission'. Enter the required details about the film and provide the Google Drive link to the complete film.

Ensure that the Google Drive link to the trailer is set to 'Anyone with the link' under General Access, allowing unrestricted viewing of the video file.

The film director can submit up to two short films through the Short Film Submission module.

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.

Delegate registration is mandatory for the director of the selected film to participate in the Ayurveda Short Film Festival competition. It can be done online or offline by selecting 'Delegate Registration' from the menu in your dashboard.

## HOW TO PARTICIPATE?

- Please read carefully the terms & conditions of the festival before filling the form.
- Please fill separate entry form for each film.
- After the successful submission of your online application form, confirmation email, will be sent to the film director's email id. If the director of the film does not receive the confirmation email it would imply that the form has not been submitted successfully. In this case, please inform us through Email.

- Pen drive containing:
  - Copy of the film in mp4 format. The film should be saved as the title of the film.
  - The synopsis of the film should be written in 250-300 words in English and saved under the title of the film.
  - Script of the film should be saved as the title of the film. Please do not send the hardcopy of the script.
  - Still photographs of the film should be saved as the title of the film (in jpeg format with 300 dpi resolution).

- Before filling the form please keep ready soft copies of
- Photograph of the Director (jpeg format with resolution 300 dpi and saved as the director's name)
- 2 still photographs of the film (jpeg format with resolution 300 dpi and saved as the title of the film)
- Duly Filled Synopsis form in MS word (in prescribed format only)
- Certificate from the Principal/ Director/HOD/ Head of the academy/ institute if involved
- Printout of the registration form and response page should be carried along by the participant.



- One photograph of the director should be saved as the name of the director (jpeg format with 300 dpi resolution).
- Hard copy of the English synopsis in the prescribed format.
- Certificate from the Principal/Director/ HOD (Only for the students or the institutional employees)

# AYURVEDA SHORT FILM FESTIVAL

## SELECTION OF THE FILM

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 Film Festival will be conducted (tentatively on 13th and/or 14th of December during the WAC. In exclusive auditorium, 16 hours.
- The nominated films for the competition will undergo screening and evaluation by the nomination jury. However, there will be no pre-congress workshops or

public screenings for the event. A separate YouTube channel may be created for public projections at a later time.

- One representative from the crew of each nominated film in the competitive categories will be allowed to attend. However, travel allowances will not be provided. Participants may opt for accommodation, available with registration for the 10th WAC, subject to availability.

- If the award is shared by two or more individuals / organisations, the amount will be equally shared.
- Organisers reserve the right to modify the rules and conditions including number and amount of awards.



### DURATION

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



### IMPORTANT DATE

Last date for submission of synopsis along with the entire film- **15th October 2024.**

## AWARDS

Awards will be given for overall impact in any category. The final judgement for the awards will be made by the Award Jury.

The organisers hold all rights to withdraw, modify and cancel the awards in case of any discrepancy and violation of the norms mentioned.



Any  
Category  
**1st prize**  
Atreya  
Sampada  
**₹50,000-00**



Any  
Category  
**2nd prize**  
Agnivesha  
Sampada  
**₹40,000-00**



Any  
Category  
**3rd prize**  
Charaka  
Sampada  
**₹25,000-00**



Any  
Category  
**4th prize**  
Vagbhata  
Sampada  
**₹15,000-00**

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Bringing Ayurveda to Life

Jury mention award  
(only if recommended by jury)





WORLD  
AYURVEDA  
FOUNDATION

AN INITIATIVE OF VIJNANA BHARATI

**Committee**  
**Ayurveda Short Film Festival**

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**WAC Secretariat**

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