



The Indian Council for  
Cultural Relations

DDG (SP.) / ICCR/C&S/2022-23/33

Email Message

**From: - ICCR, New Delhi**

**To: - Indian Missions /Posts abroad**

**Rpt: - Secretary (East) / Secretary (West) / Secretary (ER)/ Secretary (CPV & OIA) / JS (EAMO) / DS MOS (ML) / Director (FSO) /Director, ICCs abroad**

HOM /HOP from Deputy Director General (SP)

**Subject: - Video / Film making contest for Indian Diaspora and Foreign Alumni organized by ICCR in collaboration with Routes2Roots.**

Indian Council for Cultural Relations (I.C.C.R) will be organizing Video / Film making competition in collaboration with Routes2Roots, which is a non-profit Non Governmental Organization. The objective behind organizing this competition is to connect with Indian Diaspora living abroad, and with foreign students and alumni who are presently studying in India or have studied earlier. The competition is proposed to be organized in various themes & sub-themes as mentioned below for different age groups;

(i) Indian Diaspora

Theme	Age Group	No. of Prizes
My roots, My ancestral	i) 18-25 years;	3 prizes in each age group and Theme
Away from India: What do I miss the most?	ii) 26-50 years;	
Vasudhaiva Kutumbakam: World as my family.	iii) Above 50 years	

(ii) Foreign Alumni of India


Theme	Age Group	No. of Prizes
Learning in India, Learning from India	i) 18-35 years	3 prizes in each age group and Theme
India: My home away from home	ii) 36-50 years;	
Indian Culture: Imprints on my mind	iii) Above 50 years	

2. Interested participants have to upload their videos on link <https://www.routes2roots.com/ICCR-film-making> . The competition commences on **May 09<sup>th</sup>, 2022** and closes on **July 25<sup>th</sup>, 2022**. The entries sent by participants will be adjudged by jury members selected by ICCR. Best entries in each categories, themes and sub-themes will be awarded prize money as follows, First Prizes - \$ 500, Second Prize - \$ 300 Third Prize -\$ 200 (or in INR equivalents).

3. Detailed guidelines and procedures of the competition are attached for reference. Missions are requested to ensure wider publicity for the competition on their social media handles, website, press releases etc.

4. This issue with approval of DG, ICCR.

Warm Regards,



Sumati Vasudev  
Deputy Director General (SP)  
May 06<sup>th</sup>, 2022

Enclosed as above

## **International Competition of Film-making on India for Indian Diaspora and Foreign Alumni of India**

### **1. Introduction –**

The Indian Council for Cultural Relations (ICCR) is an international organization of the Ministry of External Affairs, Government of India, established in the year 1950 to promote and propagate Indian culture abroad through various activities in fields of culture and education. Major activities of the ICCR include, exchange in the fields of performing and visual arts, administering Indian Cultural Centre's abroad, running Chairs of Indian Studies at the Universities abroad, organizing international cultural festivals, seminars and conferences, providing scholarships to foreign nationals to study in India etc. All these activities are organized with the sole objective to enhance people-to-people contact through the medium of culture and education. ICCR has a strong connect with people of Indian origin living abroad and foreign students who studied in India and contributing for the development of their respective countries. Friends of India, such as Indian Diaspora and foreign students have always been sharing their experience with India in a much cherished way. ICCR reckons them as our ambassadors of goodwill in their countries.

In recognition of this unique association of Indian diaspora and foreign students with India and its culture, in general and with ICCR in particular, ICCR has taken the initiative of organizing an International Film Competition on India for Indian diaspora and Foreign Alumni of India in collaboration with Routes 2 Roots.

### **2. Organizers –**

Indian Council for Cultural Relations  
Azad Bhavan, Indraprastha Estate,  
New Delhi – 110 002 (India)

### **3. Coordinator –**

Mr. \_Rakesh Gupta,  
Routes 2 Roots,  
G-2, Max Towers,  
Sector 16 B,  
Gautam Budh Nagar,  
NOIDA-201301  
E-mail: [rgupta@routes2roots.com](mailto:rgupta@routes2roots.com)

**4. Participants –**

- i) **Indian Diaspora** – Persons of Indian Origin holding PIO/OCI Card, Indian citizens living abroad bearing Indian Passport/NRI.
- ii) **Foreign Alumni of India** – Persons who studied/studying in India with ICCR Scholarships or on self-finance basis

**5. Themes – Indian Diaspora -**

- i) My roots, My ancestral
- ii) Away from India: What do I miss the most?
- iii) Vasudhaiva Kutumbakam: World as my family

**6. Themes – Foreign Alumni of India**

- i) Learning in India, Learning from India
- ii) India: My home away from home
- iii) Indian Culture: Imprints on my mind

**7. Age Groups –**

- i) Indian Diaspora – 18-25; 26-50; Above 50 years
- ii) Foreign Alumni of India – 18-35; 36-50; Above 50 years

The crucial date for determining minimum and maximum age limit is 1 January 2022

**8. Registration –**

Interested participants may register in their respective categories/themes at ICCR Online International Film-making Competition on India at newly created portal. Participants shall not submit more than one entry for any theme(s). However, the participant can register for different themes. For each theme, the participant is required to register separately.

**9. Entry Guidelines –**

- i) All entries must be in digital video produced by the applicant himself/herself
- ii) Each entry must focus on the selected theme
- iii) Participant videos must be entered online at the created portal.

## 10. Guidelines on video content –

- i) Introductory details not exceeding 10-15 sec may be provided by the participant before starting the video (name, country, age etc), If so desired by them.
- ii) It is recommended that video should be made in landscape orientation
- iii) Participants are required to make a video on the selected theme of duration not more than 3 minutes, including a short message/description on the selected theme of the video
- iv) Video shall not exceed the time limit. If video is longer than the prescribed time limit, the entry shall be liable to be void.
- v) Video shall be produced by the Participant himself/herself
- vi) Language of Video shall preferably be in English and if the language is other than English, the sub-titles in English must be added in the video.

## 11. Competition Timelines –

Videos can be uploaded starting 9th May 2022 from 1000 Hrs. (Indian Standard Time) onwards till 25<sup>th</sup> July 2022 1800 Hrs. (Indian Standard Time). In order to participate in this competition, all video submission as per the above-mentioned guidelines must be received by this deadline. Winners will be contacted by ICCR. Stay tuned on Competition Portal [www.routes2roots.com/iccr-film-making](http://www.routes2roots.com/iccr-film-making) for further details related to communication and receiving awards.

## 12. Short-listed Videos –

Organizers will reach out to the participants asking to provide clarifications related to categories and demographic details, if necessary.

## 13. Award Categories and Prizes –

- i) The competition will be organized in two categories (3 themes in each category) as detailed below:

### A) Indian Diaspora – Participants can choose any one of the three themes

Theme	Age Group	No. of Prizes
My roots, My ancestral	i) 18-25 years; ii) 26-50 years; iii) Above 50 years	3 prizes in each age group and Theme
Away from India: What do I miss the most?		
Vasudhaiva Kutumbakam: World as my family.		

**B) Foreign Alumni of India – Participants can choose any one of the three themes**

Theme	Age Group	No. of Prizes
Learning in India, Learning from India	i) 18-35 years	3 prizes in each age group and Theme
India: My home away from home	ii) 36-50 years;	
Indian Culture: Imprints on my mind	iii) Above 50 years	

- ii) The winners will be announced within the aforementioned two categories in three age groups/themes of these two categories.

**14. Prize Amount –**

First Prize -	\$ 500
Second Prize -	\$ 300
Third Prize -	\$ 200

- ii) In case of the participants within India, the prize amount will be disbursed in equivalent Indian rupees.

**15. Judging Process –**

Judging will be carried out in two stages viz., short-listing process and final evaluation. Entries will be short-listed based on the video guidelines by Screening Committee and winners will be selected from the short list by a Jury consisting of prominent experts.

**16. Confidentiality –**

Personal information will be kept confidential. The announcements will be reveal only the identities of the winners of the competition, with information such as name, age, gender, category of award and city. Consent of participants for use of their videos by the organizers for promotion activities in future is inherent and included in their act of submission of their entries in this competition.

**17. Other terms and conditions –**

- i) The videos uploaded should strictly conform to these guidelines.
- ii) Visuals/words which are erroneous and misleading, and which may provoke communal obscurantist, anti-scientific and anti-national attitudes will make the entry liable to be disqualified.
- iii) The display of obscene acts and exposures that deem to be indecent will be disqualified.
- iv) The participant will be disqualified from the competition if it is found that he/she is trying to influence any member of the jury by way of writing letters, sending e-

mails, making telephone calls, approaching in person or any other similar activity in this regard.

- v) Any participant found to give a false declaration of age is bound to be disqualified.
- vi) The decisions of the Screening Committee and the Jury shall be final and binding on all participants. The Jury may seek clarifications on any aspect (including age) of an entry from the participant, and if the same is not furnished within the given time, the entry could be disqualified.
- vii) Video provided by the participants will be deemed confidential and only used for competition or any other promotional purposes by the Organizers. Participants shall understand that their consent for use of their videos by the organizers for any promotional activities in future is inherent and included in their act of submission of their entries to this competition.
- viii) Organizers reserve their right to accept/reject any entry without assigning any reason whatsoever.
- ix) Any legal disputes arising out of the competition will be settled by the Committee formed by the ICCR, Not in any courts of Delhi or Others.
- x) The cost of the making the video is to be borne by the participant and NO reimbursement for the same will be made by the organizers.
- xi) Participants submitting the videos for the competition are solely responsible for copyright regulations, if any. Their undertaking that the video does not infringe on any copyrights or intellectual property rights is inherent and included in their act of submission of entries to this competition.

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