

WRITATHON-2018

(ccras.writathon2018@gmail.com)

A writing marathon (extending upto 29th of October, 2018 is being organized with the following objectives:

1. Bringing talented young writers under one roof to develop intriguing content around brand AYUSH.
2. To develop content based on rich knowledge available within AYUSH systems for the benefit of general public.
3. Attracting writers toward AYUSH stories and encourage them to enrich these stories for the interest and benefit of general readers.
4. Creation of content complementing AYUSH success/motivational stories.
5. Explore the unimagined/hidden aspects of the multifaceted phenomenon of AYUSH.

The Idea:

Organizing an event for young writers to produce relevant content based on AYUSH systems that may be used to develop publication with an objective to promote AYUSH systems. The **theme is “Role of Ayurveda for Public Health: Scope and Challenges”** for this purpose. The event is named as ***Writathon-2018***.

Execution Strategy:

The Event has been created online for talented young writers based in the Journalism and Mass Communication departments of Delhi based colleges/institutions. A separate email ccras.writathon2018@gmail.com has been created for this purpose. An advertisement for the event has been communicated to the Journalism and Mass Communication Departments of Delhi NCR based colleges/institutions for wider participation of the students. The principals/heads of these institutions have been requested to put up the advertisements on the notice boards of their respective departments/institutes for wider participation.

Terms and Conditions:

- The competition is open to students of Delhi based colleges.
- Competition will close at 17:00 hrs. on Friday, 29th October, 2018.
- To enter the competition, please write between 600 and 1000 words on **“Role of Ayurveda in Public Health: Scope and Challenges”** and submit it only by email to ccras.writathon2018@gmail.com.
- Only one entry per person is allowed. More than one entry from one entrant will lead to disqualification. Entries will not be accepted in bulk or on behalf of someone else. Joint submissions will not be accepted.
- Only typed text will be accepted in double space and in 12 point font size of *Times New Roman* font in MS Word .doc or .docx file format.
- Only original unpublished articles in English, on the above theme in the given format would be considered.
- By submitting your entry for this competition, you agree and warrant that **(a)** your entry has not been published before; **(b)** your entry is entirely your own original work; and **(c)** nothing in your entry is defamatory, private or an infringement of copyright or other intellectual property right or in any way a breach of another’s rights.

- The organizers shall not be responsible for contacting or forwarding prizes to entrants who provide unclear or incomplete information or for entries lost, misdirected, delayed or destroyed.
- Any entry in breach of this clause will be disqualified from participating in and winning the competition.
- Winner will be selected from the entries received in accordance with these terms and conditions based on the following criteria: writing skills, originality, creativity, relevance to the theme, and utility value of the write-up for the general public.
- The Editorial Committee of the competition will read and shortlist the entries received in accordance with these terms.
- Winners will be announced on the eve of Ayurveda Day, i.e. 4th November, 2018 on the website of CCRAS i.e. www.ccras.nic.in.
- All entrants retain copyright in their entry. However, the entrants grant the organizers a non-exclusive license to publish their entry, in whole or in part, in print or online.
- The organizers reserve the right to alter the prizes, these terms and conditions or cancel the competition. No alternatives to prizes will be provided. If the entries are not of sufficiently high quality the organizers may extend the closing date (in which case it may also be necessary to alter the prize). Entries will not be returned.
- All disputes pertaining to Writathon, 2018 shall fall within the jurisdiction of Delhi only.
- By entering the competition you agree to be bound by all terms and conditions.

About the competition at a glance:

The competition is being organised by the Central Council for Research in Ayurvedic Sciences (CCRAS), an apex body of the Ministry of AYUSH for the formulation, coordination, development and promotion of research on scientific lines in Ayurveda. The competition aims to offer an opportunity for budding writers to showcase their writing skills and win amazing cash prizes as under:

Prizes:

1st Prize:	Rs.15,000/- (1 award)
2nd Prize:	Rs.10,000/- (2 awards)
3rd Prize:	Rs.5,000/- (10 awards)
Consolation Prize:	Rs.2,000/- (10 awards)

Theme of the competition:

“Role of Ayurveda in Public Health: Scope and Challenges”

Deadline:

Competition closes at 17:00 hrs. on Friday, 29th October, 2018.

Entry Submission:

600 to 1000 word article on the above theme can be submitted only by e-mail to ccras.writathon2018@gmail.com.

Guidelines and instructions:

- The competition is open to students of Delhi based colleges
- Only one entry per person is allowed
- Entries received after the due date shall not be considered
- Entrants must go through the aforesaid detailed terms and conditions available on www.ccras.nic.in and send in their entries only if they agree and adhere to the same.