



**Central Council for Research in Siddha
(CCRS),
Ministry of AYUSH,
Govt. of India**



AYUSH for Immunity Campaign

FaceBook Poster Contest

A campaign on “AYUSH for Immunity” launched by the Ministry of AYUSH was rolled out during a webinar featuring participation of more than 50 thousand people. The webinar was streamed by the Ministry of AYUSH on its new digital communication platform AYUSH Virtual Convention Centre (AVCC).

Through this campaign “AYUSH for Immunity”, Ministry of AYUSH aims to bring Public health awareness about AYUSH based solutions in enhancing immunity for prevention of diseases.

As a part of “AYUSH for Immunity” campaign, a Facebook “poster” contest is to be conducted to publicize the benefits of Siddha system of medicine to the general public.

Theme for Poster contest:

❖ Food is Medicine; Medicine is Food / உணவே மருந்து; மருந்தே உணவு

Rules and Regulations:

- By participation, the contestant agrees to the terms and conditions of the contest and consent that the Poster submitted may be used by Ministry of AYUSH/CCRS for promotion/education/ or in any other form considered appropriate on social media or any other channel.
- Full name and Contact Email address must be provided. Any entry without the above information will not be considered for evaluation. Participants can provide their contact number (optional).
- The contest is open to the students from 9th standard to Post Graduate level.
- There is no entry fee.
- The contest is open from 23rd September to 11th October, 2020
- The Poster can be designed in Tamil, English, Hindi, Malayalam, Kannada or Telugu.
- The posters that are original, innovative with crispy, concise, impressive message on the specified theme will be considered for Prize awards.
- Plagiarism will be resulting in disqualification.

- Participants must refrain from the use of offensive or inappropriate language/contents.
- Multiple entries are not allowed in the contest.
- Submission after the last date will not be accepted.
- The participants are required to like the Ministry of AYUSH and Siddha facebook page, Ministry of AYUSH and CCRS twitter handle.
- CCRS will shortlist 3 winners - for I, II & III prize awards. The names of the winners will be declared in the AYUSH Siddha Facebook page. Winners will be intimated through email only.
- E-certificates will be provided to all the participants
- Procedure for Evaluation of the entries:
 - On basis of Content Quality, Eligible entries will be shortlisted for the final round.
 - The final list of Prize Winners will be selected by Jury.
- The organizer's decision is final and reserves the right to modify, withdraw the contest or make changes in the terms and conditions without any prior notice.
- Prize winners will be required to furnish 'proof of identity' and school / college certificate stating that the contest entry is authentic.

Last Date for Submission: **11.10.2020 (Sunday)**

Cash Prizes:

Ist Prize - Rs. 3000/-

IInd Prize - Rs. 2000/-

IIIrd Prize - Rs. 1000/-

For receiving E-certificates, Email address must be provided.

How to Submit:

The designed poster must be submitted in **JPEG format** along with the Full Name, Standard / Year of UG / PG Degree and email address.