

India is a nation bestowed upon with a beautiful geographical heritage, traditional and cultural heritage and culinary variety that is every traveller's dream. Keeping in view the same, the **Ministry of Tourism is organising its first-ever 'Videography Contest'** virtually, based on the following tourism products/themes, to let the travelling enthusiasts and Videographers showcase the essence of India through their lens

Tourism Products/Themes of the Contest:

- UNESCO World Heritage sites
- Adventure Tourism
- Indian Cuisines
- Rural Tourism
- Wildlife Tourism

• **Entries can be submitted on one or more themes by individual participants**

Participation Guidelines :

- Mentioning the theme along with video submission is compulsory
- A participant may submit maximum upto 5 videos (not exceeding one video for each theme)
- The video must be of high resolution
- The video should not exceed 1 minute duration
- The content of the video should be the original creation of the owner

Mode of Submission :

- All entries must be submitted on **incredibleindia.socialmedia@gmail.com**
- Entries submitted through any other mode will not be accepted for evaluation

Evaluation Criteria :

- All the entries received would be assessed by Ministry of Tourism for award
- Entries would be judged on the basis of following parameters :
 - Creativity
 - Authenticity
 - Originality
 - Composition
 - Technical excellence
 - Visual impact
 - Communication of the chosen theme
- The decision of the Ministry would be final and binding on all the participants and no clarifications would be issued to any participant for any decision
- The entries exceeding 1 minute duration shall stand disqualified

Important Dates for Submission :

- Date of commencement : **24th December 2021**
- Contest closes on : **18th January 2022**

Please share your entries before the last date

Awards and Recognition :

- Videos of first three (03) winners from each theme to be featured on the Social Media handles of the Ministry of Tourism
- A 2N/3D accommodation at an exciting tourist destination to be arranged by concerned Regional India Tourism Office to the first winner from each theme
- Participation certificates to be awarded to all the participants by Ministry of Tourism
- Incredible India branded souvenirs viz. t-shirts/caps etc. to be provided to first three (03) winners from each theme by concerned Regional India Tourism Offices.