



## **Kashmir – The Paradise on Earth** **2022 Festival of India Video Contest**

India Association of Charlotte invites entries from **middle school** for a video contest. Entries should address this year's theme – **"Kashmir – The Paradise on Earth"**.

Students should assume they are a reporter for a major tv network (or YouTube channel). As a reporter, they will research and create a video on why Kashmir is called the **Paradise on Earth**. Nature has endowed Kashmir with implausible beauty and is rightly called "Paradise on Earth"

### **FOI 2022 Video Contest Rules**

1. Contest entry should be created by Grade level 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> middle school students.
2. Students can enter as a team of up to **four** members with teacher or parent permission and students from different schools can collaborate as a team, but all members should be in the middle school. One of the students from the group will lead the team as the **group leader**.
3. Prizes for each **student group** are: First place - \$200; Second place - \$125; Third place - \$75. **FOI committee decides how the prizes are distributed**. Teacher led team's prize will go to the sponsoring teacher.
4. Project can be Student led or Teacher led (Prize money will be distributed accordingly). The video will be produced and developed under the **guidance of parent or teacher**.
  - For any questions, please contact Veena\_Hari@yahoo.com by email or by calling 704.763.6071
5. Only one entry is allowed per team and the deadline for submission is July 31, 2022
6. Submission guidelines:
  - Video must be from **two – four minutes** in length. **Please see rubric on next page**.
  - Video resolution needs to be HD resolution or higher.
  - Video **must be an original work** of the contestants.
7. Submission process
  - Create a video and upload your video on YouTube.
    - The title of the video should follow this format: **"Team name\_Video title"**
  - Set the video's private setting to **"unlisted."**
    - When you upload a video on YouTube, by default it is set as a public video, so change it into unlisted. "Unlisted" means that only people who know the link to the video can view it. Any video that is released to the public or set as private will not be considered for the competition.
  - Follow these steps to successfully upload your video onto YouTube:
    - Sign into your YouTube account; Click the Upload button;
    - Select the video which you would like to upload;
    - Add a title (Team name\_Video title) and description;
    - Select unlisted from the YouTube privacy drop down; and Click Publish.

- Each student in the team needs to fill both Registration and Parent Consent Forms.
- Email the YouTube link, the completed Registration and Parent Consent Forms to [kaul.amit@gmail.com](mailto:kaul.amit@gmail.com) by July 31, 2022.

8. Winners will be notified by email by Aug 8th, 2022. The top three entries will be awarded a prize. **Award-winning videos will be published to a FOI Website and social media** to be enjoyed by a broader audience. The winning teams will be **invited** at the Belk Theater on August 27th to receive prizes.
9. Family Members of the **FOI 2022 School Exhibit Committee members** are **NOT ALLOWED** to participate in the contest.

**FOI committee keeps the right to disqualify entries with any inappropriate content or comments**

**Festival of India**  
*School Project Evaluation Scoring Rubric*

Category	9-10 Points	6-8 Points	3-5 Points	1-2 Point
<b>Appearance</b>	The appearance of the project is professional & polished, considering the age group. There are no distracting elements.	The appearance of the project is somewhat professional & polished, considering the age group. There are some distracting elements.	The appearance of the project is somewhat poor. It contains some distracting elements.	The appearance of the project is quite or very poor. It contains some or many distracting elements.
<b>Creativity</b>	Use of materials is highly creative. Selection, scale and juxtaposition of elements are very appropriate.	Use of materials is quite creative. Selection, scale and juxtaposition of elements are somewhat appropriate.	Use of materials is not very creative. Selection, scale and juxtaposition of elements are not quite appropriate.	Use of materials is not creative. Selection, scale and juxtaposition of elements are inappropriate.
<b>Research</b>	The project is exemplary. It is thoroughly researched and highly informative.	The project is superior. It is well researched and informative.	The project is average. It is based on weak research but has some information content.	The project is poor. It shows little evidence of proper research and has little or no information content.
<b>Overall Impression</b>	Project is excellently presented and reflects high levels of creativity, originality, artistic skill and depth of knowledge.	Project is well presented and reflects somewhat high levels of creativity, originality, artistic skill and depth of knowledge.	Project is not very well presented and does not reflect adequate levels of creativity, originality, artistic skill and depth of knowledge.	Project is poorly presented and reflects poor levels of creativity, originality, artistic skill and depth of knowledge.