



## **DRISHTIKON**

### *Poster Making Competition*

#### **Rules & Regulations:**

1. Drishtikon is a single person, single submission event
2. The poster can be handmade or a digital one using software like Adobe Photoshop
3. **The overall theme around the poster should be:**
  1. *Create a propelling poster to promote confidence in Covid-19 vaccine and reduce hesitancy about the same*
  2. *Create a poster inspiring masses to stay positive during Covid times. You are free to either portray something positive about the entire Covid phase or use emotional elements to drive masses to follow Covid protocols*
4. Participants need to register on following link with all the relevant details required:  
<http://bit.ly/NHMEEvents>
5. **Only registered people will be allowed to participate**
6. Entries must be the original work of the entrant and must not infringe third-party rights
7. The content of the poster should be appropriate for public and thus have no vulgarity. Obscenity (at the discretion of the judges) of any kind is not allowed and will lead to immediate disqualification
8. Plagiarism is strictly prohibited
9. Social Media promotion carries 30% weightage in overall score
10. No use of stock images allowed
11. The jury's decision shall be considered final and any argument against it shall not be entertained
12. If selected, the copyright of the poster will rest with National Health Mission, and team Manifest-Varchasva

#### **Submission:**

1. Poster should be based on one of the themes communicated above
2. The last date for submission of the poster is 17th February 2021
3. The poster has to be sent to [theatre@iiml-manfestvarchasva.com](mailto:theatre@iiml-manfestvarchasva.com) with the subject line 'Drishtikon'. File name: 'MV2020-21\_Drishtikon\_<participant name>'

#### **Judging Criteria:**

1. Visual Attributes
2. Content
3. Uniqueness
4. Overall Impact
5. Promotions (Social Media likes, shares and comments)