



KURUKSHETRA UNIVERSITY, KURUKSHETRA

(Established by the State Legislature Act XII of 1956)

("A++" Grade, NAAC Accredited)

in collaboration with

KURUKSHETRA DEVELOPMENT BOARD

Invites you to

'THE GITA INSIGHTS CHALLENGE'

A Talent Search Competition on Srimad Bhagwad Gita

(for students of Kurukshetra University & Affiliated Colleges)

Hosted by

INSTITUTE OF LAW, K.U.K.



Scan for further details & registration

TWO - LEVEL COMPETITION

- 1). Social Media Engagement
- 2). Interactive Session

SCHEDULE OF COMPETITION

Opening of Registration & Submission of Video- 8th November, 2024
Closing date for Registration & Submission of Video - 18th November, 2024 (11:59 PM)
Evaluation and Result Declaration of Round 1 - 22nd November, 2024
Final Round & Result declaration- 26th November, 2024

Contact No. 94165-65355, 77103-78456, 93068-24180, 82210-57476

Email: sbgic.igm@kuk.ac.in

ABOUT INSTITUTE OF LAW



The Institute of law is housed in its own building on the university campus, the foundation stone of which was laid down by the Hon'ble Mr. Justice Dr. A.S. Anand, the then Chief Justice of India. The Institute of Law, Kurukshetra University Kurukshetra, has the unique distinction of being the first law school in Haryana to start a five- year integrated B.A.LL.B (Hons.) Programme in 2001 and LLM (SFS) 2-Year degree course from 2024. It has now entered its 24th year of imparting excellence in legal education. The Institute provides excellent platform for the study of law in a dynamic environment. It has been ranked the seventeenth best law institute in India by India Today– Nielsen Survey in 2018. Set up in the holy city of Kurukshetra the Institute of law aims to develop in the students social and scientific research skills so as to enhance in them a sense of responsibility to serve the society as professionals. The curriculum of the Institute is designed to inculcate in the students' professional skills of advocacy. The skills so imparted here are integrated

with conceptual and theoretical foundations of a vast range of legal and social science streams taught by a dedicated team of teachers pursuing academic excellence.

ABOUT THE COMPETITION

This is an initiative of Kurukshetra Development Board and Kurukshetra University Kurukshetra to find talent on Srimad Bhagwad Gita.

In today's digital era, videos have become a popular platform for young people to express their creativity on social media. The competition is organized with the goal of giving students an opportunity to explore their creative potential while also raising awareness about the importance of 'Srimad Bhagwad Gita'. Showcase your creativity and spiritual insights through an engaging Video on the 'Srimad Bhagwad Gita'. This competition offers a unique opportunity to blend subject connectivity with modern digital platforms and the timeless wisdom of 'Srimad Bhagwad Gita'.

COMPETITION GUIDELINES

1. The event has two levels:
 - I. Social Media Engagement
 - II. Interactive Session
2. The competition is open for participation to all the regular students (UG/PG/Diploma/Certificate) and Research Scholars of university teaching departments of Kurukshetra University and affiliated colleges. Research scholars pursuing their course work, or pursuing their Ph.D are also eligible to participate.
3. Every participant will prepare a video selecting a verse or verses from Srimad Bhagwad Gita and relate it with their own subject/discipline in which they are enrolled and will explain the applicability. Submissions of Interdisciplinary nature are also allowed. It is mandatory to display 'the provided backdrop' in the beginning and the end of video prepared by participants (flyer itself is a backdrop). MP4/MKV/MOV are the only video formats acceptable.
4. The participants will also demonstrate or explain the verse and its applicability in the subject during the video of 3-5 minutes. Preparation of content, shooting of video, its editing etc. shall be done by the participant.
5. The nomination of the participants will be duly recommended by their department/ Institute / College along-with an undertaking by the participant that the video submitted for the competition is his/her original work.
6. Video will be uploaded after the approval of screening committee. Videos will be evaluated in terms of the content, presentation, technical quality and engagement (views, likes, shares, comments, etc.) and selected participants will qualify for Level II of the competition. The maximum number of participants who qualify for Level II will be 25.
7. From the shortlisted participants of the Level-I, a team of experts will have an interaction round. This round will evaluate the understanding of the participant of Srimad Bhagwad Gita in light of his/her own domain of study. This interaction will comprise of a general discussion on the *Shaloka(s)* or its context and a few questions to judge how much the participant(s) knows about the topic. The methodology of this round will be a dialogue and will not be probing in nature.
8. A panel of three judges from different fields will evaluate the submissions at Levels I & II. The panel will be nominated by the Hon'ble Vice Chancellor. Decisions of the judges will be final and binding for all the participants. Winners will be given the prizes during the International Gita Conference 2024 being organized on 5-7 December, 2024.
9. The criteria for final evaluation, is proposed as
 - Level-1**
 - a) Content of video- 30%
 - b) Presentation of Video- 20%
 - c) Technical Quality- 10%
 - d) Engagement (views, likes, shares, comments)- 10%
 - Level-2**
 - e) Interactive Session- 30%
10. Prizes

ATTRACTIVE PRIZES

1st Prize ₹1,00,000/-

2nd Prize ₹51,000/-

3rd Prize ₹21,000/-

Consolation Prize (Five) ₹11,000/- each

*Certificate of Participation to all Participants



*Certificate of Participation will be given to all the participants.

SCHEDULE OF COMPETITION

8th November, 2024	Opening of Registration & Submission of Video
18th November, 2024	Closing of Registration & Submission of video for the Challenge, till 11:59 PM sharply.
22nd November, 2024	Evaluation and Result Declaration of First Round
26th November, 2024	Interactive Session & Final Result Declaration

REGISTRATION LINK:

Participants are required to register and submit video on the following link from 8th Nov. 2024 to 18th Nov., 2024:-



<https://forms.gle/N2BkvGWIWjgofHSS6>

ORGANIZERS

Patron- **Prof. Somnath Sachdeva**, Hon'ble Vice-Chancellor, K.U.K.

Prof. Tejinder Sharma, Director, International Gita Conference 2024

Prof. Vanita Dhingra, Deputy Director, International Gita Conference 2024

Prof. Vivek Chawla, Organising Secretary, International Gita Conference 2024

ORGANIZING COMMITTEE of 'The Gita Insights Challenge' A talent search competition on Srimad Bhagwad Gita

Convener- **Prof. (Dr.) Sushila Devi Chauhan**, Director, Institute of Law, K.U.K.,

Co- Convener- **Dr. Ramesh Sirohi**- Deputy Director, Institute of Law, K.U.K.

Member- **Dr. Monika**, Asstt. Professor, Institute of Law, K.U.K.

Member- **Dr. Jatin Kalon**, Asstt. Professor, Institute of Law, K.U.K.

Member- **Dr. Pooja**, Asstt. Professor, Department of Law, K.U.K.

STUDENT ORGANIZERS

Dixcy, B.A. LLB 5th Year, Institute of Law, K.U.K.

Preeti Chahal, B.A. LLB 5th Year, Institute of Law, K.U.K.

Suraj, B.A. LLB 4th Year, Institute of Law, K.U.K.

Siya Dhingra, B.A. LLB 3rd Year, Institute of Law, K.U.K.

Himanshi, B.A. LLB 2nd Year, Institute of Law, K.U.K.

Priyanka (Research Scholar), Department of Social Work, K.U.K.

Mayank, LLB 2nd Year, Department of Law, K.U.K.

Pooja, LLB 1st Year, Department of Law, K.U.K.

Harshwardhan B.A. LLB 4th Year, Institute of Law, K.U.K.

Rajkumar, Diploma in Indology, Department of Sanskrit, K.U.K.

Anshul Mehta, B.A. LLB 5th Year, Institute of Law, K.U.K.

If you have any query or need further assistance, please contact the organizing team.

Contact Nos. 94165-65355, 96546-01857, 93062-00016, 88180-56800, 77103-78456, 82210-57476, 80536-55451

Get ready to dive deep into the wisdom of 'Srimad Bhagwad Gita' and showcase your talent for a chance to win exciting prizes!