



NATIONAL YOUTH PROJECT, INDIA

in association with

GANDHIAN SOCIETY, USA

Presents--

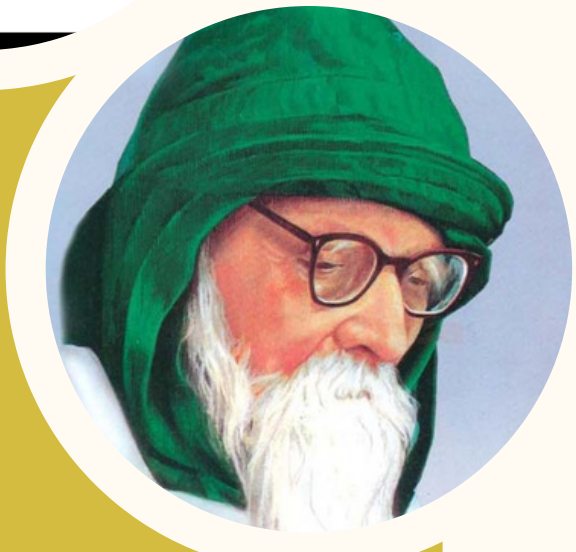
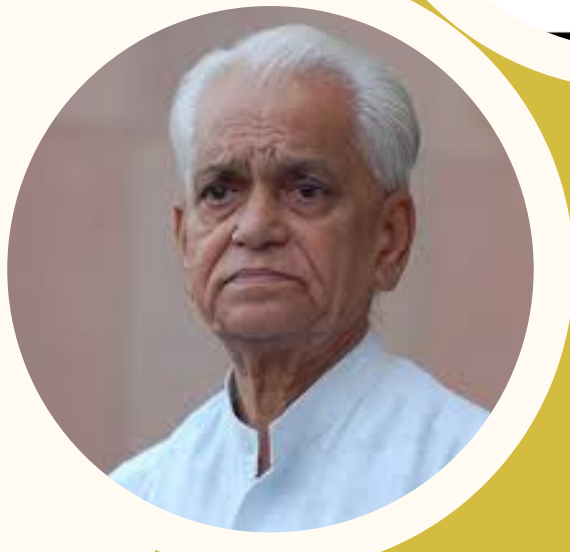


GLOBAL VIDEO SPEECH COMPETITION

"A Preparatory Meeting"

Mahatma Gandhi Seva Ashram, Jaura, Morena.

3rd- 4th September 2024





MESSAGE FROM SHRI BHADRA BUTALA JI, PRESIDENT OF GANDHIAN SOCIETY, USA

Subject: Gandhiji Video Speech Competition - A Global Initiative

Dear National Youth Project team members,

The Gandhian Society, USA and Eternal Gandhi Museum, USA are delighted to announce an international video speech competition in collaboration with the National Youth Project (NYP). This initiative aims to:

- **Showcase global creativity:** We invite participants worldwide to express themselves and pay tribute to Mahatma Gandhi.
- **Honor Gandhi's legacy:** By creating compelling and inspiring videos, participants will reflect on Gandhi's teachings, principles, and contributions to humanity.
- **Promote Gandhian values:** The competition serves as a platform to spread the message of non-violence, peace, truth, and social justice through the power of visual storytelling.

We are excited to offer attractive prizes for the top entries.

We are honored to entrust Mr. Karayil Sukumaran, a dedicated follower of Gandhiji and Dr. Subbarao ji and Trustee of the National Youth Project (NYP), with organizing this unique program. Mr. Sukumaran will spearhead the competition in India, Mahatma Gandhi's birthplace and potentially in other countries as well. Detailed program information and guidelines have already been provided to him.

We believe this competition will be a valuable platform for young people around the world. We encourage your enthusiastic participation and support in making this a success. Please feel free to reach out to Mr. Sukumaran for any questions.

Best regards,

B C BUTALA

Bhadra Butala

The Gandhian Society, USA Eternal Gandhi Museum, USA

AGENDA



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✿ Introduction ✿



The kickoff meeting for the Global Gandhi Video Speech Competition took place at the Mahatma Gandhi Seva Ashram in Jaura, where everyone showered love and respect on the late Dr. Subba Rao, affectionately known as Bhai Ji. The gathering got off to a heartfelt start with a flower-giving tribute, celebrating his unwavering commitment to non-violence and social justice—talk about setting the stage with some serious inspiration!

The purpose of this meeting was to discuss the key aspects of organizing the “Global Gandhi Video Speech Competition,” focusing on logistics, promotion, and evaluation criteria.

Overview of the Competition Objectives:

The Gandhiji Video World Wide Competition honors Mahatma Gandhi’s legacy by inviting global participants to create inspiring videos that embody his teachings. This competition promotes Gandhian values like non-violence, peace, truth, and social justice through visual storytelling, aiming to spark conversations about Gandhi’s impactful ideas to foster lasting peace.

Theme:

This competition is an invitation to journey into the life and spirit of Mahatma Gandhi—a chance to discover the essence of a man who transformed the world with the power of his ideals.

Participants are encouraged to explore the many dimensions of Gandhi ji’s legacy, from his courageous struggles and groundbreaking achievements to his enduring influence that inspires millions.

Uncover the lessons in non-violence and peacebuilding that he championed. Examine his efforts to uplift marginalised communities, his leadership and activism that sparked movements for change, and his deep belief in education as a path to self-improvement. Celebrate his work towards interfaith harmony and religious tolerance—a message as vital now as ever.

WHY VIDEO SPEECH COMPETITION?

It's crucial for young and future generations to understand the true essence of Gandhian philosophy, especially in an era where misinformation can spread easily. Here's a brief overview of Gandhian philosophy that can be used for your video speech competition:

Gandhian Philosophy: A Guide for the Future

1. Truth and Non-Violence (Satya and Ahimsa)

Mahatma Gandhi's core principles were truth and non-violence. He believed that truth is the ultimate reality and that non-violence is the means to discover it. Gandhi's commitment to these principles was unwavering, and he used them as tools to fight against injustice and oppression.

2. Satyagraha:

Satyagraha, meaning "insistence on truth," was Gandhi's method of non-violent resistance. It involved peaceful protests and civil disobedience to bring about social and political change. This approach was instrumental in India's struggle for independence.

3. Sarvodaya:

Sarvodaya, or "universal uplift," is the idea of improving the well-being of all individuals in society. Gandhi envisioned a society where everyone works for the common good, ensuring that the benefits of progress reach the most marginalized.

4. Swadeshi:

Gandhi promoted the concept of Swadeshi, which encourages the use of locally produced goods and self-reliance. This principle was aimed at reducing dependence on foreign products and boosting local economies.

5. Trusteeship:

Gandhi's idea of trusteeship was that wealth should be used for the benefit of society. He believed that those who have wealth should act as trustees, using their resources to help others and promote social welfare.

6. Simple Living:

Gandhi advocated for a simple and sustainable lifestyle. He believed that living simply and minimizing one's needs would lead to a more equitable distribution of resources and a healthier environment.

7. Relevance Today:

Gandhian philosophy remains relevant today as it addresses many contemporary issues such as social justice, environmental sustainability, and ethical governance. By understanding and practicing these principles, young people can contribute to building a more just and peaceful world.

Call to Action

Encourage young people to explore Gandhi's writings and teachings, participate in discussions, and engage in community service. By doing so, they can carry forward the legacy of Gandhian philosophy and apply it to modern challenges.

Creating and sharing video speeches on these topics can help spread awareness and inspire others to learn more about Gandhi's enduring principles. Let's work together to ensure that the true essence of Gandhian philosophy reaches every corner of the world.

INVITE TO COLLABORATE

We invite individuals and organizations to collaborate on an exciting initiative that aims to connect with youth and promote Gandhian values of peace and brotherhood. This project offers an enormous opportunity to engage with schools in small towns and rural India, fostering a deep connection with Gandhian principles. We encourage partnerships with national Gandhian institutes to amplify the message in larger cities. The program will include public debates, video competitions, and reading events, all designed to inspire young people to explore Gandhi's teachings. We plan to engage marginalized communities and caste-based organizations, ensuring diverse participation. Collaborations with technical teams will provide support for video production, while libraries can host reading and recitation competitions at the local level. We will also work with Khadi workers, documentarians, and universities, both nationally and internationally, to promote peace and encourage dialogue. All participating institutions and organizations will receive certificates of appreciation for their contributions.

Submission Guidelines

1. Participants must submit their entries via the designated online platform provided by the organizers.
2. Each participant can submit only one entry.
3. The video must be original and should not infringe upon any copyrights.
4. Submissions should be accompanied by a brief description outlining the concept, inspiration, and message conveyed in the video.
5. Participants must provide accurate credits for any external content used in their videos.
6. Submissions should be in English or Hindi.

Evaluation Process and Judging Criteria

- Organic engagement (5-10 points) Ask Your Relatives and Friends to like share. Award bonus points for unique engagement metrics like comments, discussions, and shares demonstrating deeper engagement beyond views and likes.
- Creativity, originality, and speech clarity (10-50 points) Clarity of message, delivery, and emotional impact
- Connecting Gandhi to other leader Connections to historical and contemporary figures who embody similar values, not just leaders. Special Award points for thoughtful comparisons and analysis of shared ideologies, not just superficial mentions.
- Technical proficiency (1-10 points)
- Future of Gandhian ideology (1-10 points)
- Knowledge of Gandhian philosophy (1-10 points)

FOR YOUR SUPPORT GUIDELINES

- **Platform for Submission:** Participants must upload their video entries to their own YouTube channel and at least one other social media platform (such as Instagram, Facebook, or X). YouTube will serve as the primary submission link, and additional social media links must be provided to boost engagement.
- **Registration Requirement:** All participants must register on the official competition website before submitting their video. This is necessary to track and validate entries.
- **Entry Limit:** Each participant is allowed to submit only one video.
- **Original Content:** Videos must be original and must not infringe upon any copyrights. If you use music or other multimedia elements, ensure they are either non-copyrighted or original content.
- **Introduction:** At the start of the video, introduce yourself by providing your name, age, and location.
- **Description and Citations:** Each submission must be accompanied by a brief written description outlining the concept, inspiration, and key message of the video. This information will be requested on the submission page. Additionally, if any external content is used, participants are required to provide accurate credits and citations.
- **Language:** Videos should be in either English or Hindi.
- **Duration:** The video should be between 5 to 7 minutes long.
- **Visibility and Creativity:** Participants must appear on screen for at least 75% of the video. Feel free to use your creativity for the remaining portions to enhance your message through visuals, graphics, or other creative techniques. Innovative and fresh ideas are highly encouraged!
- **Video Quality:** While videos recorded on any device are accepted, ensure that both the audio and video quality are clear, with sufficient lighting to enhance visibility.
- **Age Limit:** There are no age restrictions—people of all ages are welcome to participate.
- **Engagement:** The more engagement (likes, comments, shares) your video generates, the better your chances in the competition. Share your video widely across social media to maximize its reach.

TIPS FOR PARTICIPANTS

- **Do your research:** Read books or watch documentaries on the life of Mahatma Gandhi and other global peace builders to gain deeper insights.
- **Plan your content:** Write a well-structured script for your video to ensure clarity and flow.
- **Be concise and authentic:** Time your script and speak from the heart, allowing your message to be both impactful and genuine.
- **Optimize your video setting (not Compulsary):** Shoot your video during daylight hours for better lighting, and use landscape mode for a professional appearance.
- **Minimize distractions:** Choose a quiet location to reduce background noise and ensure both the visual and audio quality are clear.
- **Seek feedback:** Review your video with peers and local organizers before posting to refine its quality and effectiveness.
- **Engage your audience:** Involve people and communities by sharing your video and encouraging conversations around the topic.
- **Stay committed:** Write regularly on the subject to maintain momentum and continue learning throughout the process.

If your institution—be it a school, college, or organization—would like to collaborate with us, please reach out at contest@gandhiansociety.org We are open to partnering with individuals, private organizations, and government bodies alike to further this cause.





AWARDS



Sub-topics may include but are not limit to:

Non-violence and peacebuilding

- Truth and integrity
- Social justice and equality
- Sustainable living and environmental consciousness
- Empowerment of marginalised communities
- Leadership and activism
- Education and self-improvement
- Interfaith harmony and religious tolerance
- Gandhi's impact on my life

Awards: & Incentives

The Gandhian Society Video Competition offers an exciting grand prize of USD 6,000 for the winner.

In Indian currency, the competition awards:

- ₹5 lakhs for the first prize.
- ₹3 lakhs for the second prize, and
- ₹2 lakhs for the third prize.

Additionally, there are 52 more prizes to be won, with special awards for individuals collaborating with institutions as well as those working independently.



ROLE & RESPONSIBILITIES

Role of Youth in Promoting Gandhian Values

The youth are the torchbearers of change. They possess the energy, creativity, and passion needed to drive societal transformation. Through this competition, we hope to ignite a spark in young hearts, motivating them to become ambassadors of peace and non-violence. By embracing Gandhian values, they can lead the way in creating a harmonious and inclusive world.

Team Responsibilities

- **Ms. Kavya Pandit**- English and Hindi instruction video, Social Media activity. Need login credentials
- **Mr. Yash**- English brochure with all info needed. List of national and international important days from calendar to promote events on that day. Offline letter for principals, heads of organizations
- **Ms. Monika** - Hindi brochure with all info needed.
- **Ms. Puja**- Communication on social media once active
- **Ms. Anjali** - Manage the database after the activity starts.
- **Mr. Shetul**- Website changes: Hindi instructions, updated guidelines and video. Sample video that will be uploaded on the website needs to be made + watermark added. E-certificate will be sent. Our info packet for offline: Poster, brochure, website link. Influencer list to be made by people taking up responsibility. Reels, stories etc to be posted once website info is updated.

Team Responsibilities

- **Offline events**- Tentatively 100 events- Entire Core Group (10 at least per member)
- **Vijay and Madhu bhai to assign heads**- Core teams to be divided under each state. One head of state to be assigned to lead the group's tasks.
- **Yash/ Vijay bhai**- List of individuals taking responsibilities. Google form.
- Active committee who is ready to solve doubts.
- Discuss and decide the dates + logistics of the video competition that needs to be organized. Will it be open? For specific organizations? Schools? Will we help them shoot their videos?
- Compile list of international organizations to collaborate with.

KEY DISCUSSION

Mr. Kariyal Sukumaran from Kerala: The Global Mahatma Gandhi Video Speech Competition is a unique platform to spread Gandhian values worldwide. Our aim is to inspire the youth to embrace non-violence and truth in their lives. Let's work together to make this campaign a grand success.

Mr. Shetul- Ahamdabad:

Organiser, Gandhian Society India. This campaign is a tribute to Mahatma Gandhi's legacy. We are here to promote his ideals of peace and harmony. Your participation is crucial in spreading these values across the globe.

Dr. Ransing Parmar

NYP India implementing this campaign requires dedication and teamwork. We have laid out a comprehensive plan to ensure smooth execution. Let's all contribute our best efforts to honour Gandhiji's teachings.

Mr. Vijay Bhartiya- Ahamdabad

The technical aspects of this campaign are designed to be user-friendly and accessible. We have integrated various digital tools to facilitate participation.

Mr. Madhusudan Das- Orrisa

Engaging the youth is pivotal for this campaign. We need to connect with them through various channels and encourage their active involvement. Together, we can make a significant impact.

Mr. Gurcharan Singh- Punjab

Institutionalising this campaign is essential for its sustainability. We are working with various institutions to embed Gandhian values in their curricula and activities. Let's institutionalize peace and non-violence.



Mr. L.N. Tyagi- Joura MP

1. Mobilising educational institutions in Madhya Pradesh is our focus. We aim to involve schools and colleges in this campaign to educate students about Gandhiji's principles. Education is the key to change.

Mr. Debasis- West Bengal

1. Civil society plays a crucial role in this campaign: we are collaborating with various civil society organizations to reach a wider audience. Let's work together to promote Gandhian values.

Ms. Vaishnavi- Gwalior

Connecting college youth & cooperate employees to this campaign is vital. We are organizing events and activities in colleges to engage students. Let's inspire the youth to follow Gandhiji's path.

Mr. Prafful Shrivastav- Joura

1. NGOs are the backbone of this campaign: we are partnering with numerous NGOs to ensure widespread participation. Together, we can bring about a positive change.

Mr. Subhash Mavi- Delhi

1. Mobilising social workers in Delhi is our priority. We need their support to reach out to communities and spread Gandhian values. Let's unite for a common cause.

Mr. Mukesh Jha- Bihar

Boosting social media presence in Bihar is essential. We are creating engaging content to attract more participants.

Mr. Tahir- Srinagar

Community mobilisation in Srinagar is crucial. We are working with local leaders to engage the community in this campaign. Let's promote peace and harmony in our region.

Ms. Anjali Rajput- MGSA

1. Social media is a powerful tool for this campaign. We are using various platforms to reach a global audience. Let's use social media to spread Gandhiji's message far and wide.

Ms. Ananya- Joura

Mobilising college girls in Joura is our focus. We are organizing workshops and events to encourage their participation. Let's empower young women to be ambassadors of peace.

Mr. Prabhat Kumar- Bihar

1. Exploring content for this campaign is a creative process. We are developing various formats to convey Gandhiji's teachings effectively. Let's create impactful content.

Ms. Kavya- Mumbai

Speech on Global Gandhi Video Speech Competition. Today, I stand before you to celebrate the timeless legacy of Mahatma Gandhi. His principles of non-violence, truth, and unity are more relevant than ever. As we participate in this Global Gandhi Video Speech Competition, let us remember that each of us has the power to make a difference. By embracing Gandhi's ideals, we can foster a world of peace and harmony. Let us boost this campaign by spreading his message far and wide, inspiring others to join us in this noble cause. Together, we can create a global movement that echoes the values Gandhi stood for.

Mr. Vishwatma- Uttar Pradesh

In today's digital age, media plays a crucial role in shaping public opinion. As we commemorate Mahatma Gandhi's legacy, it is imperative to leverage media platforms to advocate for his vision. Through compelling write-ups, social media campaigns, and engaging content, we can highlight Gandhi's principles of non-violence, equality, and justice. By doing so, we not only honour his memory but also inspire a new generation to uphold these values. Let us use the power of media to amplify Gandhi's message and drive positive change in our society.

Mr. Arupa- Orissa

1. As college students, we are the torchbearers of tomorrow. It is our responsibility to carry forward the legacy of Mahatma Gandhi. By organizing workshops, seminars, and community service projects, we can mobilize our peers to embrace Gandhi's principles of non-violence and social justice. Let us create platforms for dialogue and action, encouraging young minds to contribute to the betterment of society. Together, we can build a future that reflects the values Gandhi cherished.

Dr. Veerpal- Rajasthan

1. Mahatma Gandhi's ideology of non-violence, truth, and self-reliance remains a beacon of hope in today's turbulent world. As a campaigner, my mission is to revive and promote these timeless principles. Through educational programs, public lectures, and grassroots initiatives, we can instil Gandhi's values in our communities. By fostering a culture of peace and empathy, we can address contemporary challenges and pave the way for a just and equitable society. Let us work together to keep Gandhi's spirit alive in our hearts and actions.

Mr. Yash- Delhi

As a social activist, we draw inspiration from Mahatma Gandhi's unwavering commitment to justice and equality. Our group in Delhi is dedicated to addressing social issues through non-violent means, much like Gandhi did. By organizing awareness campaigns, community outreach programs, and collaborative projects, we aim to create a positive impact. Let us unite our efforts and work towards a society where every individual is treated with dignity and respect. Together, we can make Gandhi's dream of a harmonious world a reality.

Acknowledgments

I extend my heartfelt gratitude to the Gandhian Society USA and the National Youth Project India for their unwavering support and collaboration in organizing this event. Their dedication to promoting Gandhian ideals is truly commendable. I also thank all the participants for their enthusiasm and effort. Your contributions are invaluable in keeping Gandhi's legacy alive.

Conclusion

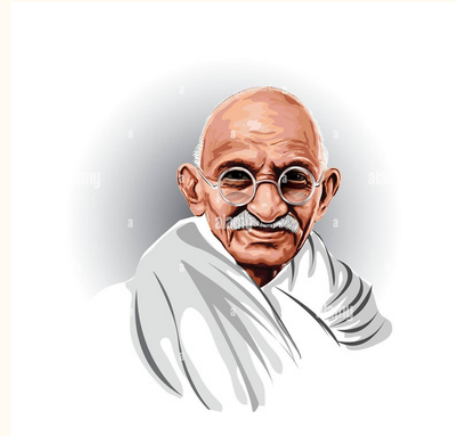
In conclusion, let us remember that the essence of Gandhi's teachings lies in action. It is not enough to merely admire his principles; we must strive to live by them. As we embark on this journey through the Global Gandhi Video Speech Competition, let us pledge to uphold the values of truth, non-violence, and compassion in our daily lives. Together, we can build a world that Gandhi envisioned—a world of peace, justice, and harmony.



HOW TO REGISTER YOURSELF-

Follow Step by Step instructions-

1. Open URL - www.gandhiansociety.org
2. go to the contest button.
3. Godown and click sign up botton.
4. Fullfill the mendatory information in registration form.
5. click on register button.
6. Open Your mail for confirmation.
7. Upload Your 3-5 minute video on your social media account and Share.
8. Copy your social media post link.
9. Paste at the place on url through your registered account.
10. Done your process.



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The Gandhian Society video competition is presenting a grand prize of **USD 6000** to the winner, along with 52 additional prizes. Furthermore, special prizes exist for individuals collaborating with institutions or working independently.

VIDEO SPEECH
MORALE, MAKE A DIFFERENCE AND WIN GRAND PRIZES

Introduction:
The Gandhiji Video World Wide Competition aims to honour the legacy of Mahatma Gandhi by encouraging participants from around the world to create compelling and inspiring videos that reflect his teachings, values and contributions to humankind. This competition consists of...

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Judging Criteria:
Entries will be evaluated based on the following criteria:
1. Organic engagement (5-10 points)
Ask Your Relatives and Friends to like share. Award bonus points for unique engagement metrics like comments, discussions, and shares demonstrating deeper engagement beyond views and likes.
2. Creativity, originality, and speech clarity (10-50 points)
Clarity of message, delivery, and emotional impact
3. Connecting Gandhi to other leader Connections to historical and contemporary figures who embody similar values, not just leaders. Special Award points for thoughtful comparisons and analysis of shared ideologies, not just superficial mentions.
4. Technical proficiency (1-10 points)
5. Future of Gandhian ideology (1-10 points)
6. Knowledge of Gandhian philosophy (1-10 points)
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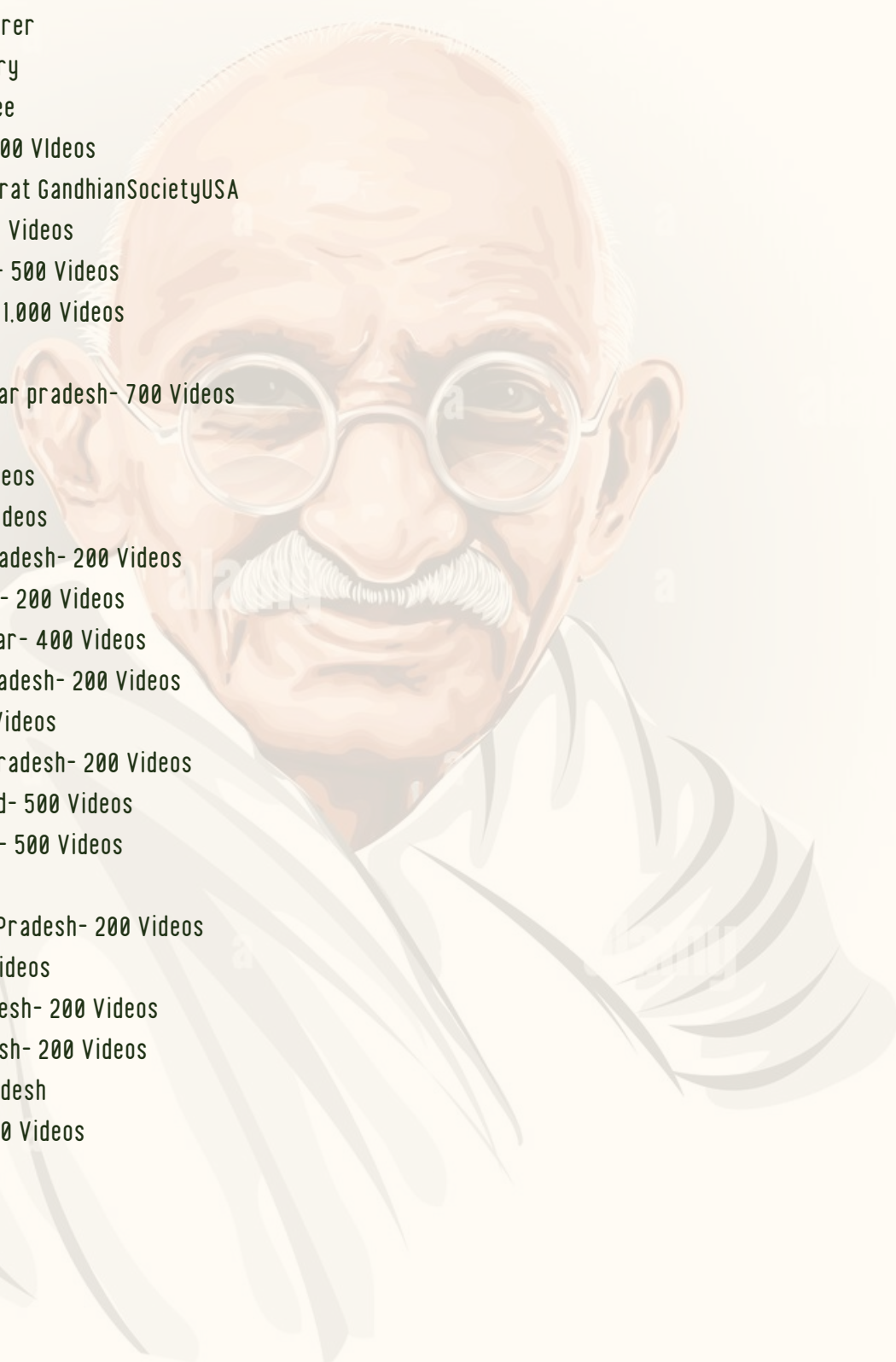
Last Name *

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Gender * Male Female

Participants List-

- Mr.Karayil Sukumaran- Treasurer
- Mr. RanSingh Parmar-Secretary
- Mr. Madhusudhan DasJi-Trustee
- Mr. Vijay Bhartiya- Gujrat- 1,000 Videos
- Mr.Shetul-Organizerfrom- Gujrat GandhianSocietyUSA
- Mr.Prabhat Kumar- Bihar- 500 Videos
- Mr. Mukesh Chadra Jha- Bihar- 500 Videos
- Mr.Gurucharan Singh- Punjab- 1,000 Videos
- Mr. Mayure Khole-MGSA
- Mr.Dwijendra Vishwatma- Uttar pradesh- 700 Videos
- Mr. Som -orissa- 500 Videos
- Ms.PujaDakua- Orissa- 500 Videos
- Ms.ArupaGouda-orissa- 500 Videos
- Mr.ArvindSirkwar- Madhya Pradesh- 200 Videos
- Mr. L.N.Tyagi- Madhya Pradesh- 200 Videos
- Mr.Tahir Ahmad Najar- Srinagar- 400 Videos
- Ms.AnanyaSirkwar-Madhya Pradesh- 200 Videos
- Mr.Subhash Mavai-Delhi- 500 Videos
- Ms.Vaishnavi Gupta- Madhya Pradesh- 200 Videos
- Ms. Monika Marandi- Jharkhand- 500 Videos
- Ms.KavyaPandit- Maharashtra- 500 Videos
- Mr.Debasis Bera-
- Mr.Rabindra Saxsena-Madhya Pradesh- 200 Videos
- Mr. YashDhamija- Delhi- 500 Videos
- Ms.Anjali Rajput- Madhya Pradesh- 200 Videos
- Mr.Sheetal Jain-Madhya pradesh- 200 Videos
- Mr.Kuldeep Tiwari-Madhya Pradesh
- Dr.Veerpal Singh-Rajsthan- 500 Videos



Thank You

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