

Global Design Competition for Theme-based design work on life of Lord Shri Ram

Introduction:

The forthcoming inauguration of the magnificent temple of Lord Shri Ram in Ayodhya marks a historic event in the cultural and religious heritage of India. As this momentous occasion approaches, the Uttar Pradesh government is dedicated to enhancing the overall aesthetic appeal of the Ram Janam Bhoomi Path, the primary entry road leading to the Shri Ram temple. To achieve this, a Global Design Competition has been launched, inviting talented architects and designers from around the world to contribute their creative expressions in the form of sketches, drawings, and designs that celebrate the life and character of Lord Shri Ram.

In line with this and the vision of **Hon. Prime Minister, India, and the Hon. Chief Minister of Uttar Pradesh** for Ayodhya to manifest the finest of Indian traditions and best of India's new-age infrastructure with an emphasize on extensive participation of the youth, Ayodhya Development Authority (ADA), has planned to maximize the participation especially from the youth, through a **Global Design Competition for design work on life of Lord Shri Ram in Ayodhya**. With this contest, Ayodhya Development Authority invites creative and innovative minds across the globe to participate in the development in Ayodhya.

Competition Theme

The central theme of this competition is the life of Lord Shri Ram. Specifically, participants are encouraged to create designs that capture key episodes, teachings, and characteristics of Lord Shri Ram's life. However, architects and designers may also submit designs based on any other theme that aligns with the spirit of the competition.

The winning designs will be implemented along Ram Janam Bhoomi Path and Ram Path in Ayodhya, and will be seen by millions of tourists and pilgrims from around the world. The artists and designers behind the winning designs will be recognized and celebrated for their contributions to the cultural heritage of Ayodhya.

Specification-

- a. The designs should be appropriate to be implemented on a surface of size 20 foot (width) x 9 foot (height).
- b. The designs can be in the form of computer aided graphic illustrations and sketches.
- c. There are a total 70 concepts about which the submissions are invited. The candidates may provide designs based on any other theme too however, it shall be in

the spirit of the purpose of this competition.

Eligibility for Applicants

The challenge is open to creative and innovative students / young professionals / firms/ consultants/ Organizations / Individuals/ Companies etc. from the field of architecture, design, planning, engineering, urban design, landscape design, or any other related field.

Awards

The selected entries will be given an appreciation certificate and awarded with a price money of INR 20,000/- for each concept.

Important Dates

S. No.	Event	Date
1	Launch Event	07/09/2023
2	Registration closing date	09/09/2023
3	Submission closing date	15/09/2023

How to Apply

- There is no entry fee for participating in the competition.
- The entrants must complete the online registrations on the competition portal.
- Participants are required to submit updated, accurate information along with their entries: including name, contact information, proof of age, nationality, and identity.
- The participant should make sure that his / her contact information provided along with the entry is accurate and updated for further communication. Entries with incomplete profiles would not be considered.

Submission requirements

- Submission should be in A3 (29.7 Cm x 42.0 Cm) format.
- Document should be submitted in PDF format only with maximum size of 5 MB.
- The sheets should be legible and readable. The design should not be imprinted or watermarked.
- In case of any copyright issues, the participant/applicant will be responsible to settle any legal proceedings arising out of it at his/her end. Ayodhya Development Authority will not be responsible.
- The sheet must not include ANY INFORMATION (Name, Organization, School, etc.) that may reveal participant's identity.

Selection Process:

- All entries received by the stipulated date and found in order, shall be evaluated by a Selection Committee, constituted for the purpose. The Committee will shortlist the entries and will decide the winner if an entry is found suitable.
- The decision of the Selection Committee would be final and binding on all the

contestants and no clarifications would be issued to any participants or on any decision of the Selection Committee.

- Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Uttar Pradesh State only. Expenses incurred for this purpose will be borne by the parties themselves.
- Entries would be judged based on elements of creativity, technical excellence, visual impact and how well they communicate the theme.

Rules:

- The design must be original. Plagiarism of any nature will not be allowed, the winning design should not be in violation of copyright Acts in the country of origin or the Indian Copyright Act, 1957 or the Intellectual Property Rights of any third party.
- By agreeing to submit, an applicant hereby warrants that he or she is the original designer/creator of the Design. Further, that the Design submitted by the applicant or any constituent part of it is not the intellectual property of any third party. The applicant also understands that in case the submitted Design is found to be the intellectual property of any third party, his/her application will be stand rejected, and the Ayodhya Development Authority (ADA) will not be responsible for any infringement whatsoever. Also, ADA will not indemnify any claim by a third party in connection with infringement of Intellectual Property Rights related to Design submitted by an applicant.
- In case of any copyright issues, the participant/applicant will be responsible to settle any legal proceedings arising out of it at his/her end. Ayodhya Development Authority will not be responsible
- All entries are governed by the provisions of Emblems and Names (Prevention of improper use) Act, 1950 and any violation of the said Act will result in disqualification.
- The design must not contain any provocative, objectionable, or inappropriate content.
- The onus will be on the participant/applicant to prove that he/she is the only authorized representative to send the entry for the Award Scheme. In case of the selection of the design for an award, it will be given to the participant/applicant only. Ayodhya Development Authority will, in no way, be responsible for any dispute, legal or otherwise, arising out of it.
- Payment to the winner will be made through electronic mode for which the necessary bank details will be taken after the declaration of winner of the contest.
- The responsibility to comply with the Submission of entries, Competition Technical Criteria and Selection Process fully lies with the participant(s) and Ayodhya Development Authority shall not be answerable to any dispute raised by a third party.
- The winner will be declared through email. Ayodhya Development Authority may announce the winner name on its social media pages and may also upload details on the official website of the Authority.
- All winners shall be required to provide the original open source file of the design. The winning designs would be the intellectual property of the Ayodhya

Development Authority and the winner shall not exercise any right over it. Ayodhya Development Authority will have unfettered right to modify the prize-winning design / entry or add/delete any info/design feature in any form to it. The winner will not exercise any right over their design and shall not use it in any way.

- The winning design is meant to be used by Ayodhya Development Authority for promotional and display purposes, information, education, and communication materials and also for any other use as may be deemed appropriate.
- There will be no notification to participants of rejected entries.
- Ayodhya Development Authority reserves the right to cancel or amend all or any part of this Contest and/ or Terms and Conditions/ Technical Parameters/ Evaluation Criteria. However, any changes to the Terms and Conditions/ Technical Parameters/Evaluation Criteria, or the cancellation of the Contest, will be updated/ posted on the platform through which initial communication of contest is made. It would be the responsibility of the participant to keep themselves informed of any changes in the Terms and Conditions/Technical Parameters/ Evaluation Criteria stated for this Contest.