



Hon'ble
Prime Minister, India
Shri Narendra Modi



Hon'ble
Chief Minister, UP
Shri Yogi Adityanath

GLOBAL DESIGN COMPETITION

FOR

**Murals, Abstract Art and Sculptures along
major roads in Ayodhya**

For more details log on to www.ayodhyacontest.com

**1st
Prize**

different for
3 categories

**INR 2,00,000
+
Certificate**

**2nd
Prize**

different for
3 categories

**INR 75,000
+
Certificate**

**3rd
Prize**

different for
3 categories

**INR 51,000
+
Certificate**

Last Date To Participate

★★ 5 May 2023 ★★

Scan To Participate



3 Special Mentions (Common for 3 categories)

INR 20,000 Each + Certificate

Global Design Competition for Murals, Abstract Art and Sculptures along Ram Path, Bhakti Path, Janambhoomi Path, Dharam Path and major Arterial roads in Ayodhya, Uttar Pradesh

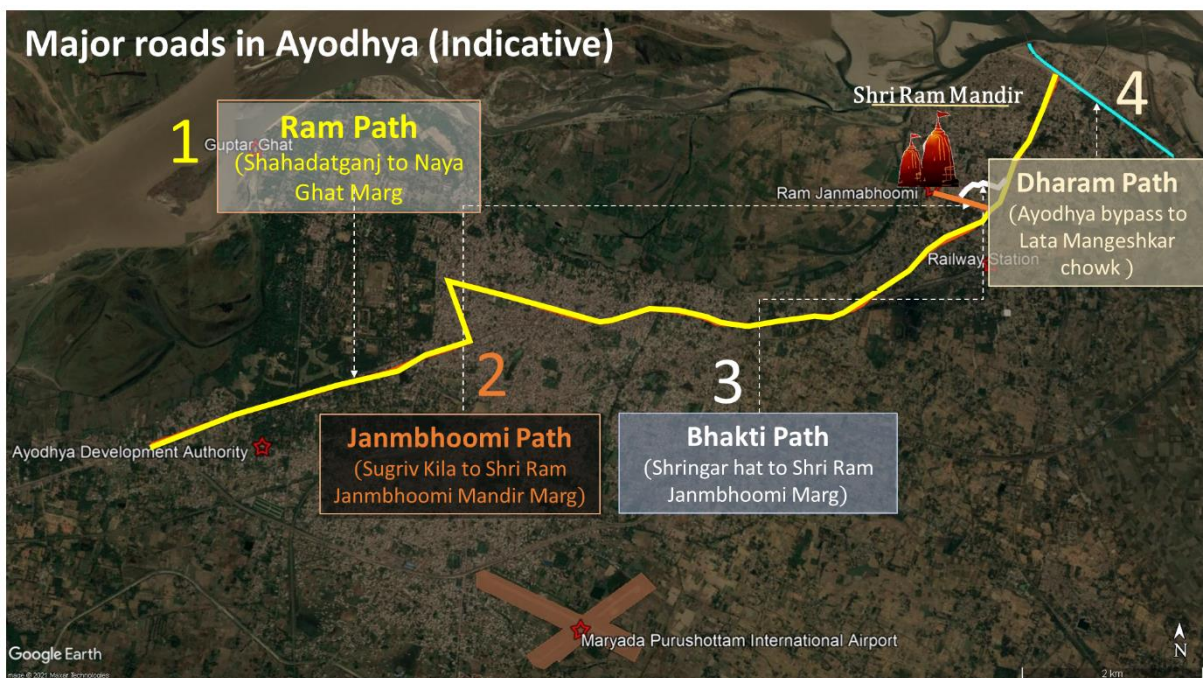
Context

We are pleased to announce a competition for designing murals and sculptures along four major roads of Ayodhya, with the aim of promoting tourism and showcasing the rich cultural heritage of the city. The murals and sculptures will be based on the theme of abstract portrayal of Ramayana and relevant traditional and Vedic designs.

The Competition

The potential of Ayodhya to be on global religious map is evident. Completion of Shri Ram Janmabhoomi Temple will change the economy of Ayodhya by creating new opportunities for people, particularly in tourism and allied sectors. With the development of Shri Ram Janmabhoomi Temple, it is anticipated that the city will spearhead to a global tourism platform. Many projects, initiatives, and programs spread across 08 themes such as Aesthetic Ayodhya, Clean Ayodhya, Efficient Ayodhya, Accessible Ayodhya, Healthy Ayodhya, Experiential Ayodhya, Modern Ayodhya and Cultural Ayodhya have been undertaken.

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 Ram Path, Bhakti Path, Janambhoomi Path, Dharam path and other major arterial roads 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

Ram Janam Bhoomi Path, Bhakti Path, Ram Path and Dharam Path are major roads of Ayodhya. There will be major movement of pilgrims and tourists along these routes. Through the design competition,

ADA strives to create a distinctive, iconic, and awe-inspiring artistic expression that will provide an exhilarating experience to those passing by, elevating their mood and leaving a lasting impression. The design should include components depicting Ramayana, Life of Shri Ram and history of Ayodhya.

It is also expected to portray the culture, ethos, and identity of Ayodhya and harmony between the great past and future ambitions of Ayodhya with innovative design, material selection, textures, colors etc. through murals and sculptures which will be placed/ installed along the streets. The design should be combined with modern / innovative styles of architecture. The designs should be inspired by the Ramayana and other relevant traditional designs, but should also be abstract in nature, incorporating modern artistic techniques and styles.

The murals and sculptures should be designed to be visible to pedestrians and motorists. The designs should be durable, low maintenance, and made from materials that are environmentally friendly. The sculptures should not be human figurines instead it should be abstract concept that should fit in the defined theme.

The façade elements where the Abstract Art, Murals will be installed are presently plain patches of several buildings, boundary walls and other types of construction elements which are either fully constructed or are under implementation along the major roads of Ayodhya. The minimum road width is 12 m. and for boundary walls concepts designs as per running length can be considered. For more clarity, please refer the image library. The murals are supposed to be 3D art form and the submission of the designs should also include the material and resources required to execute the design if selected.

The winning designs will be implemented along the major roads of 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.

S.no	Road Name	Width Range (in Meters)
1	Ram Janam Bhoomi Path	30 and 24
2	Ram Path	41, 30 and 20
3	Bhakti Path	13
4	Dharam Path	61 and 46

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. Participants can also form a team of maximum of 03 members.

Awards

The Award will be based on three categories with 3 prizes in each category and 1 prize in common –

- 1- Murals
- 2- Abstract Art
- 3- Sculptures

Sr. No.	Rank	Prize Money (INR)
1	First Prize (different for 3 categories)	INR 2,00,000 + Certificate
2	Second Prize (different for 3 categories)	INR 75,000 + Certificate
3	Third Prize (different for 3 categories)	INR 51,000 + Certificate
4	3 Special Mentions (common for 3 categories)	INR 20,000 each + Certificate

Note: TDS deduction will be applicable at the source on the prize money.

Important Dates

S. No.	Event	Date
1	Launch Event	15/04/2023
2	Registration closing date	05/05/2023
3	Submission closing date	05/05/2023

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

- Applicants are required to come up with innovative ideas/themes in their designs with respect to the location, surroundings, and compliance with envisioned development for the city.
- Submission should be in A3 (29.7 Cm x 42.0 Cm) format up to a maximum of 3 sheets.
 - Sheet 1: Concept with relevance to location
 - Sheet 2: Detailed designs - plan, section, elevation, sketches, 3D illustrations
 - Sheet 3: Miscellaneous
- Document should be submitted in PDF format only with maximum size of 5 MB.
- Each participant / team can submit ONLY one per entry per category.
- 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:

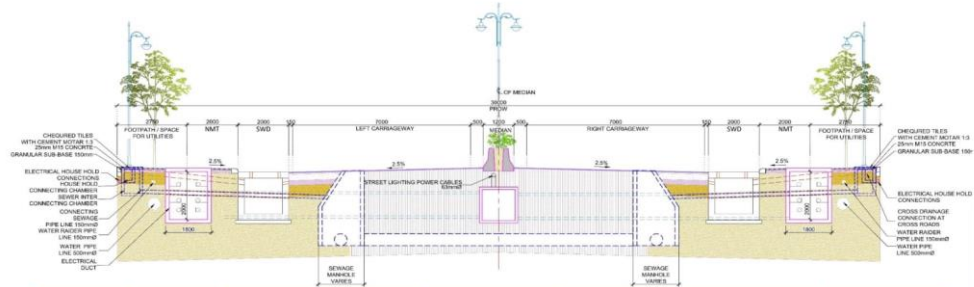
- The design must be original. Plagiarism of any nature will not be allowed, the winning design should not be in violation of copyright Acts in the country of origin or the Indian Copyright Act, 1957 or the Intellectual Property Rights of any third party.
- By agreeing to submit, an applicant hereby: 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.

Annexure 1 Cross-Sections

Road Section of Rampath

30m TCS – Ayodhya Main Road (As per DPR)

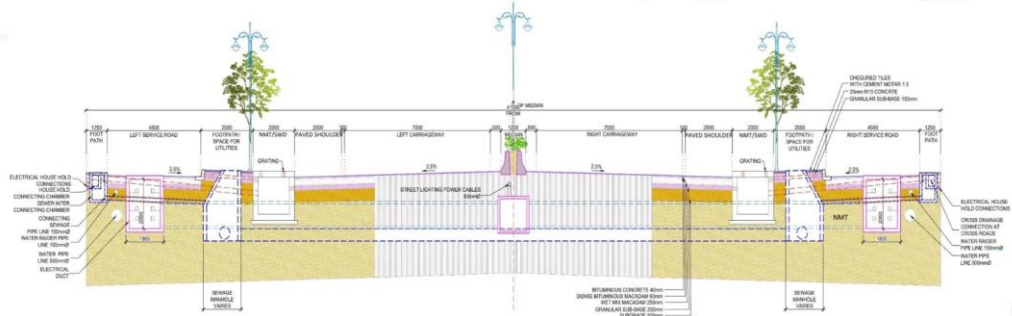


From	To	Length (m)	Median width (m)	CW width (m)	NMT (m)	Footpath (m)	PROW (m)
0+000	1+300	1300	1.2m	9.65m	2.0m	2.75m	30



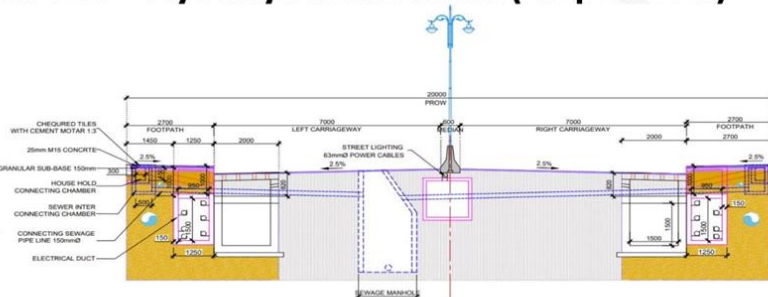
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41m TCS – Ayodhya Main Road (As per DPR)



TCS – 2 (Hanuman Garhi cantonment Area to Rebaganj)										
From	To	Length (m)	Median width (m)	CW width (m)	NMT (m)	Separator (m)	Service Road (m)	Footpath (m)	PROW (m)	
1+300	3+000	1700	1.2	9.65	2.0	2.5	4.5	1.25	41	

24m TCS – Ayodhya Main Road (As per DPR)



TCS - 20m PROW

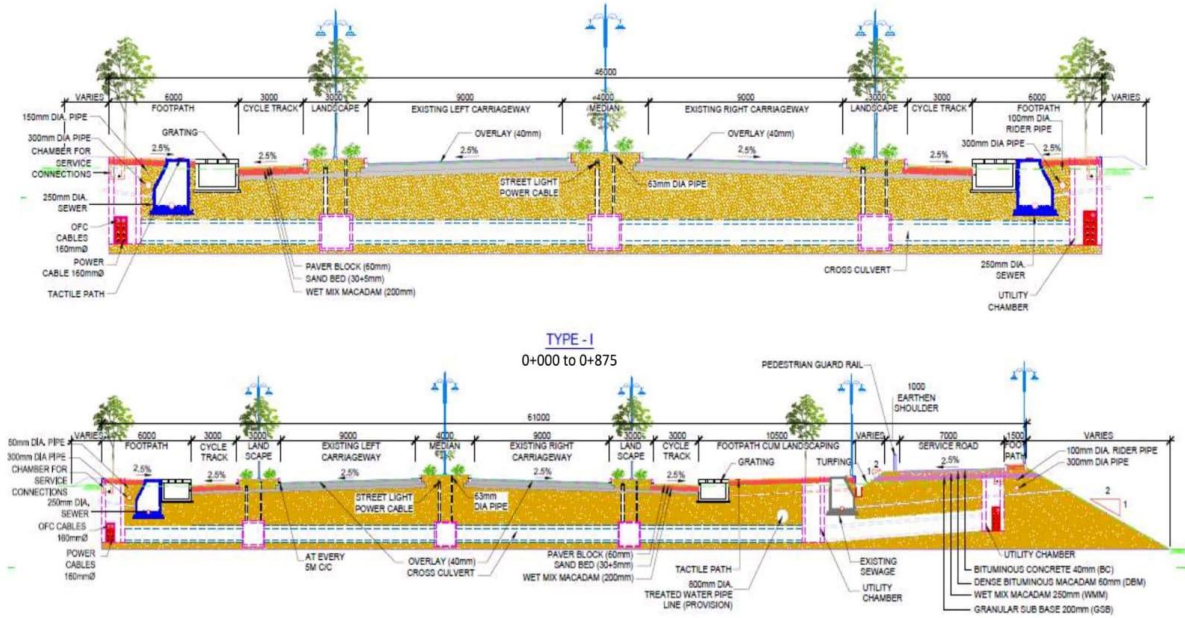
TCS – 3A						
From	To	Length (m)	Median width (m)	CW width (m)	Footpath (m)	PROW (m)
3+000	12+940	9940	0.6	14	2.7	20



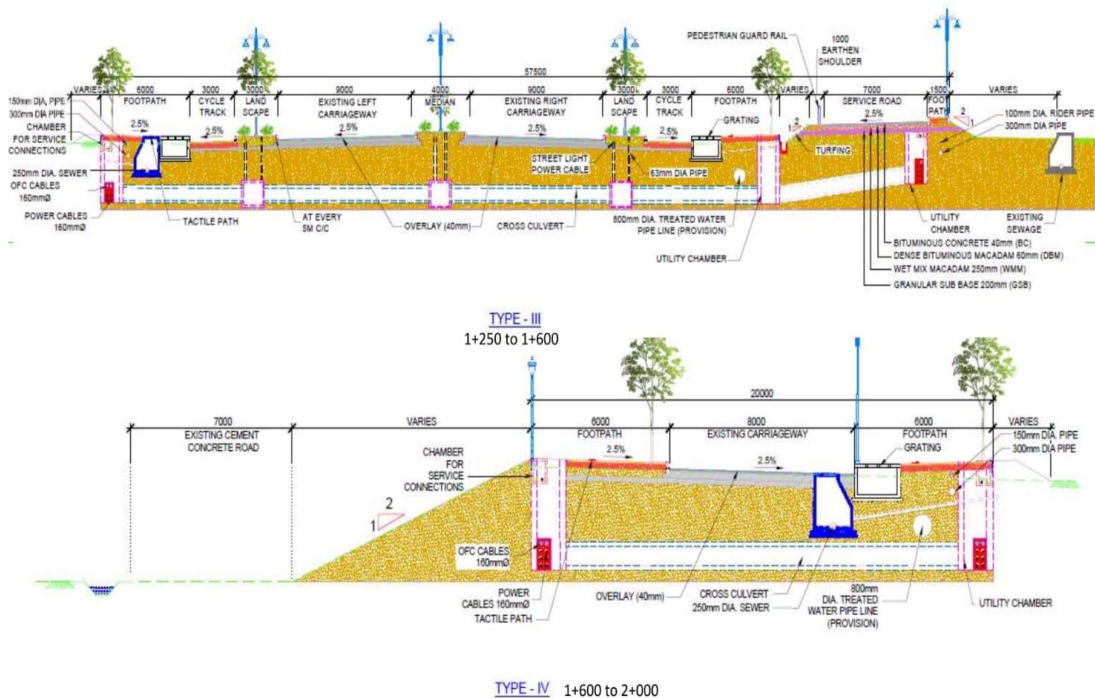
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Road Section of Dharm Path

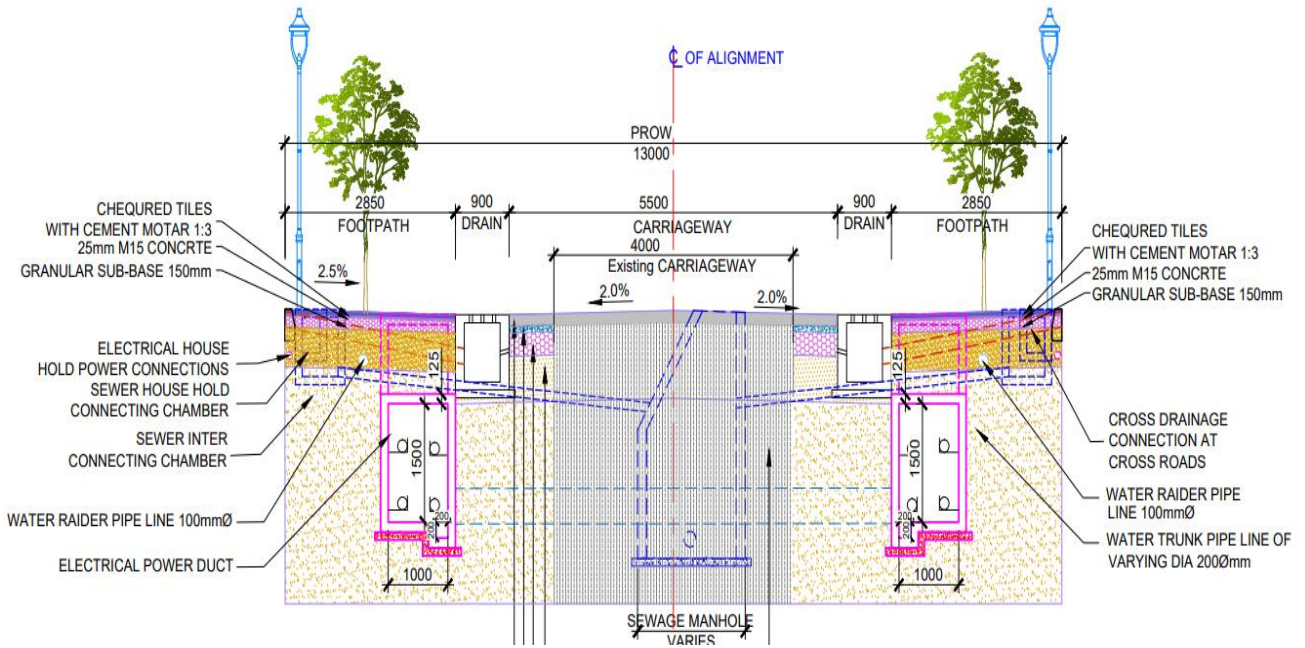
Proposed TCS I & II – Dharm Path



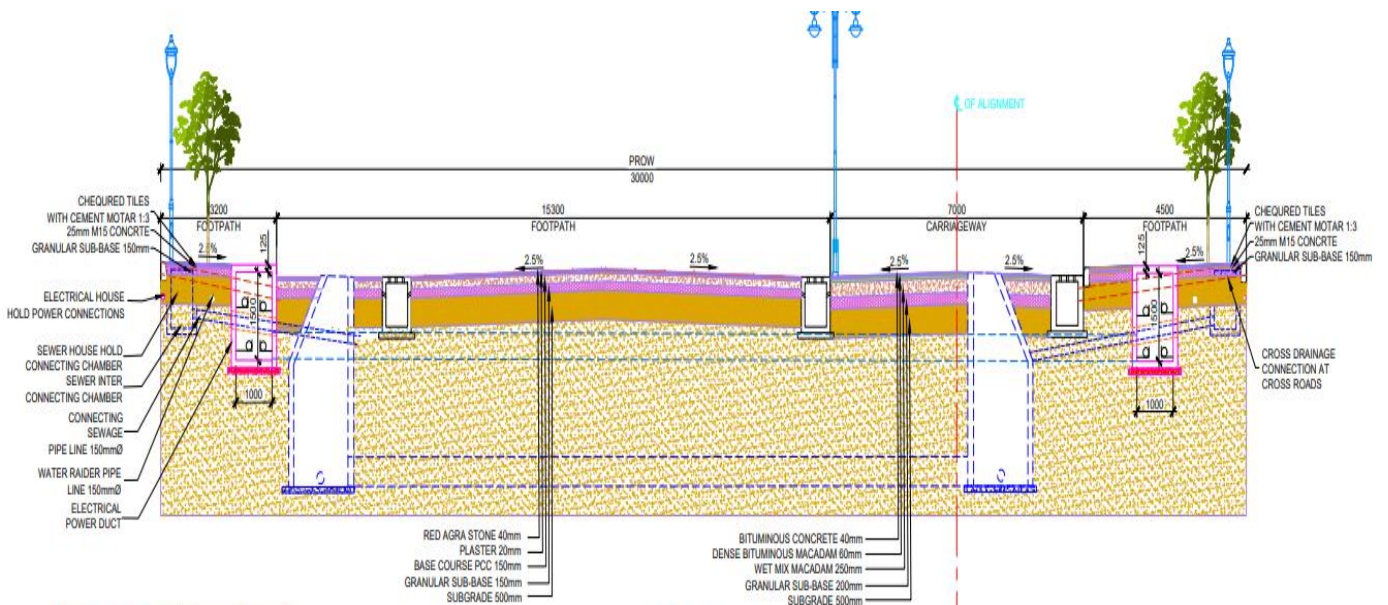
Proposed TCS III & IV – Dharm Path



Road Section of Bhakti Path



Road Section of Ram Janam Bhoomi Path

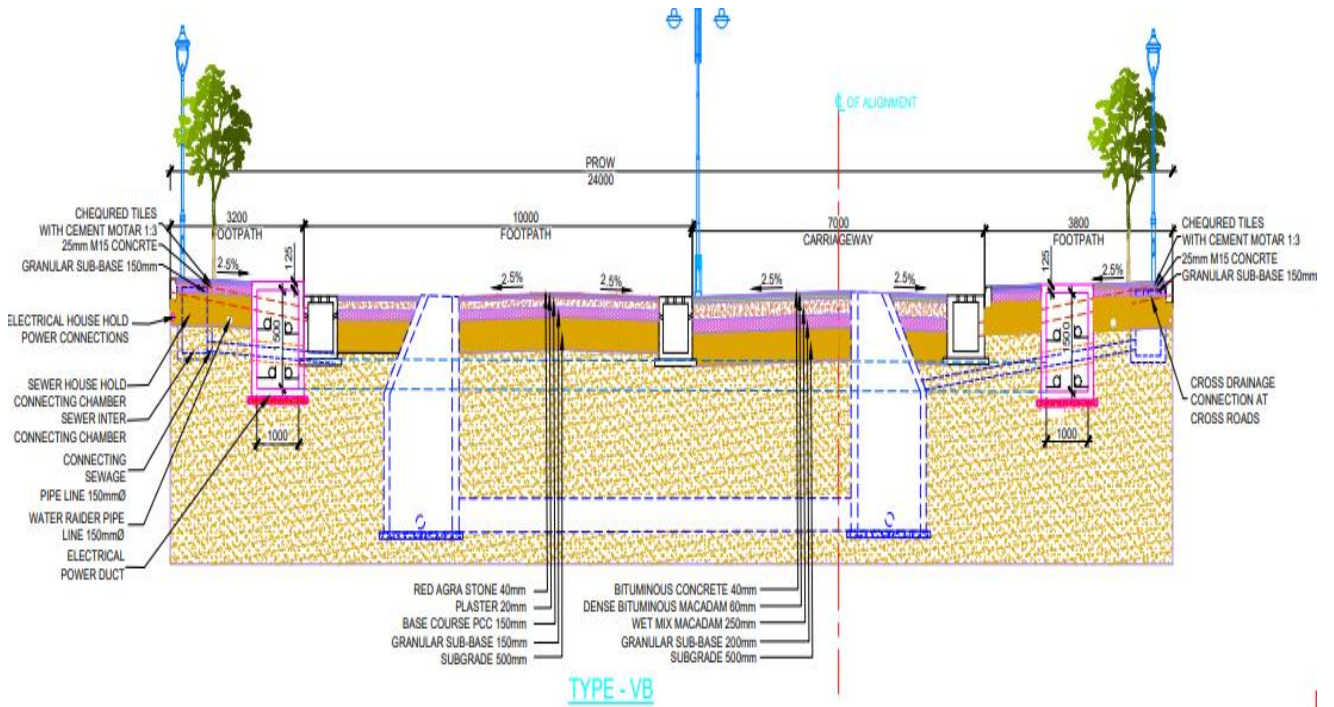


TCS SCHEDULE			
FROM	TO	TCS TYPE	LENGTH
0	300	VA	300
300	420	VARIES FROM VA TO VB	120
420	1500	VB	1080

TYPE - VA



Type - A



Type - B