



#AadhaarStars

आधार की कहानी,  
बच्चों की जुबानी

## Aadhaar Stars Social Media Contest

If you have enrolled your child for Aadhaar, he/she can be a role model for everyone.

Send us a video of your child\* making an appeal to every grown up and children to get their Aadhaar enrolment done, while also talking about various benefits of Aadhaar. Let your child inspire everyone and become an Aadhaar Star.

If your child has his/her Aadhaar, here is what you have to do

<https://goo.gl/rrDH4z>

**April 8, 2017 till May 15, 2017**

\*Children up to 15 years of age are eligible to participate in the contest.



Aadhaar Stars Social Media Contest  
Official Rules, Regulations And Disclaimers

### CONTENT OF VIDEO

Record and submit a video (maximum of 30 seconds) in which your child may speak about the need to enroll for Aadhaar, various benefits of Aadhaar or how Aadhaar has been of use to someone they know.

### REFERENCE VIDEO/TOPIC

Click the link to see sample videos

<https://goo.gl/rrDH4z>

For the topics on which the child may speak, refer to <https://goo.gl/sMZujM>

### RESTRICTIONS

Your entry shall not contain any content that:

- is derogatory of any ethnic, racial, gender, religious or unnecessarily violent, profane, or pornographic.
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activity that may appear unsafe or dangerous.
- is obscene or offensive; endorses any form of hate or hate group.
- appears to duplicate any other submitted Entries.
- defames, misrepresents or contains disparaging remarks about other people, companies, or organizations.
- contains materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission.

### ORIGINALITY

Entry must be an original work of the participant.

### MODE OF SUBMISSION

Parent or guardian can send their videos through:

**Email:**

[media.division@uidai.net.in](mailto:media.division@uidai.net.in)

(Links to uploaded videos via file sharing sites like WeTransfer, etc. can also be sent to this email ID)

**A private message on:**

our official Facebook account

<https://www.facebook.com/AadhaarOfficial/>

**Our Twitter handle**

@UIDAI <https://twitter.com/UIDAI>



## AGREEMENT OF SUBMISSION

By submitting your Entry, you agree that your Entry conforms to Official Rules, given in this document. UIDAI may disqualify your Entry for any reason, including if it determines, in its sole discretion that your Entry fails to conform to these Official Rules in any way or otherwise contains unacceptable content.

By submitting an Entry, participant or his/her parent or guardian hereby grants permission for the Entry to be used, posted, or shared on public platforms including digital and other conventional media.

## JUDGING

- (i) After the last date, all eligible entries, received during the Contest Period, will be evaluated by a panel of judges.
- (ii) A maximum of 70 top videos will be short-listed, based on the following criteria (weighted equally):
  - (a) Message(s) being communicated through the Video
  - (b) Creativity
  - (c) Level of entertainment
- (iii) Once video selection is completed, the Finalists will be contacted through email or phone by **June 1, 2017**.

If you have not been contacted by this date, you may assume that your video has not been short-listed. Depending on the number of submissions, entries not chosen in one month may be eligible for the following month.

UIDAI reserves the right to amend the contest and its terms and conditions without any prior notice.

## FINALIST/WINNER NOTIFICATION

The decision of UIDAI will be final on all matters relating to this Contest. Winners will be notified by telephone or email and may be required to complete a Declaration, or provide a Certificate of relationship (Birth Certificate, etc.) with the participant.



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## PRIZE MONEY

First 20 best videos will be awarded a cash prize of **Rs.5,000/-** and the next 50 videos will get a prize of **Rs.1,000/-**. Prize money will be sent to Aadhaar-linked bank account only. Winners will need to provide their Aadhaar number and Aadhaar-linked bank account via a private message on Facebook/Twitter or email to [media.division@uidai.net.in](mailto:media.division@uidai.net.in)

Parents/Guardian may send their Aadhaar number and Aadhaar-linked bank account if the Child does not have a bank account.

