



Deccan Education Society's
Brihan Maharashtra College of Commerce
(Autonomous), Pune



12 | एक
Years तप

RULE SHEET
2021



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Deccan Education Society's
Brihan Maharashtra College of Commerce (Autonomous)
PUNE



GENERAL RULES

1. The event will be organized virtually.
2. Multiple entries for the same event are not allowed.
3. Registration fee is {₹70 for individual and ₹110 for group entries}.
4. The registrations and submissions will end on 15th September and 20th September respectively.
5. Entry once submitted cannot be revoked under any circumstances. The registration and submission can be done at a different time.
6. Payment should be done during the form filling process.
7. No other transactions have to be done at any level of the competition.
8. Participants have to take pictures of themselves along with their art work in the specified events, as the same may be later called upon for authenticity purposes.
9. Video should be uploaded in google drive and link of the same should be shared (max limit—250 mb)
10. Participants have to submit their Id proof showing their age, occupation, etc (if called upon)
11. Age Category:
 - 15 - 26 years
 - Above 26 years for **Dance, singing, Fashion show, Business Plan**
12. People residing outside India above age 26 years are not allowed.
13. Participants not abiding by the time limit will be disqualified.
14. Proper decency must be maintained with respect to content and language.
15. Participants will be held responsible for any copyright issues or offensive content.
16. Organizers reserve the right to submissions of the participants.
17. Organizers reserve the right to take any decision related to the event.
18. The decision of the judges will be final and binding.
19. For technical queries contact:
 - Vishwajeet More: + 91 8623825000
 - Vardhan Rode: +91 9284856050



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CLICKATHON
(Photography)

Themes:

- Travel (यात्रा)
- Beauty in the Mundane (सांसारिक नीरस दिनचर्या में सुंदरता)

Rules:

1. Only genuine photographs clicked by the participants themselves will be accepted.
2. Only basic editing tools present in the camera can be used.
3. One photo per category will be permitted.
4. All photos must be original works, taken by participants. The photo must not violate the copyright or privacy rights of any entity or individual.
5. Soft-copy is to be mailed to astitvaclicks@gmail.com with subject line 'clickathon_astitva_2021'
6. The participant is required to mention 'name_theme' in the mail.
7. Caption of the photograph must also be included in the mail.
8. Age limit :15-26 years

Contact:

- Gayatri: +91 7447780503
- Anuja: +91 7798954065

DRISHTIKON
(30 SEC Film)

Themes:

- Navras (नवरस)
- Learnings from nature (प्रकृति से सीख)
- Family (परिवार)

Rules:

1. Solo and Duet event.
2. Duration of the film should not exceed 30 seconds and the film can be shot on any medium.
3. Offensive/obscene content is not allowed.
4. The film shot must be original, and the participants are themselves responsible if any copy right issue rises.
5. Participants are required to submit their films at bmccastitvashortfilm@gmail.com
6. While submitting the film participants are required to mention their name, theme and caption if any.
7. Age Limit – 15 - 26 years.

Contact:

- Bhushan: +91 7888129169
- Sahil: +91 8329916868



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MANDALA
(Doodling and Mandala)

Themes:

- Mandala (मंडाला आर्ट)
- Madhubani Doodling Art (मधुबानी डूडल आर्ट)
- Doodling on any aspect of Indian Heritage (भारतीय संस्कृति एवं विरासत पर डूडल आर्ट)

Rules:

1. A4 sized paper.
2. Any colour paper can be used.
3. Black and white/ colour doodles allowed.
4. Age limit 15-26 years.
5. Participants have to send the soft-copy on bmccastitvadoodling@gmail.com titled as 'name-theme'.

Note:

- The participant has to take a selfie or photo with the art work as it can be asked by the organisers for authenticity purposes.
- The photo has to be of the entry given and no excuses will be entertained.
- The participant should be clearly visible in the photo.
- The photo will be called upon and you don't have to submit it along with the soft-copy.

Contact:

- Tanishka: +91 8605995455
- Shreya: +91 9322119686



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SWARALANKAR
(Singing)

Themes:

- Celebrating 100 years of Bhimsen Joshi (भीमसेन जोशी (100 वर्ष उत्सव))
- Sugam Sangeet (Non Filmy Songs) (सुगम संगीत)

Rules:

1. Both solo and duet participation is allowed.
2. Two accompanists are allowed for playing instruments. (Excluding Participants)
3. Participants have to send the video on astitvasinging@gmail.com titled as 'name_theme'
4. Maximum time limit for the video is 3 minutes.
5. Electronic tanpura and tabla are allowed.
6. The participants must be dressed appropriately and maintain discipline and decorum during the event.
7. Age Limit 15 - 26 years
Above 26 years

Contact:

- Sakshi: +91 7020922915
- Sai: +91 9284433761

VADYALANKAR
(Instrumental)

Themes:

Performance based on any Raag or Taal on any instrument.

(प्रदर्शन किसी भी राग या ताल पर आधारित)

Rules:

1. Both Solo and Group participation is allowed.
2. Maximum 4 members for group entries.
3. Participants have to send the video on astitvainstrumental@gmail.com
4. Two accompanists will be allowed (Excluding Participants)
5. Use of electronic Tanpura, Tabla is allowed and Tracks are allowed.
6. All instruments, Indian and western is permitted, but the rag or tal must be maintained.
7. The participant must be dressed appropriately and should maintain discipline during the event.
8. Age limit – 15 - 26 years.

Contact:

- Ruturaj: +91 8975738633
- Abhimanyu: +91 7735159278



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[bmcc_astitva](https://www.instagram.com/bmcc_astitva)



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VENTURA **(Business Plan)**

An event wherein a business idea will be presented to a panel of judges by the participants and the winner will be decided for a hypothetical funding by the scores provided by the judges.

(व्यापार प्रतिस्पर्धा जिसमें प्रतिभागियों द्वारा व्यापार विचार पेश किया जाएगा)

Rules:

1. Participant shall submit a video of themselves presenting the business idea.
2. The video should not exceed 10 minutes and PPT of the presentation is compulsory.
3. The business idea will be judged under the following criteria- The profit margin of the business/service
 - Profit making strategy
 - Comparison to the current business standards
 - Future Growth possibility of the business
 - Sustainability of the business
 - Marketing techniques and expansion plan
 - Quality of the sales pitch
4. Solo entries are also accepted and the maximum number of participants for group entries will be 4.
5. Age categories – 15 - 26 years and Above 26 years
6. The entries to be submitted on astitvabusiness@gmail.com titled as 'name_age_business name'

Contact:

- Akanksha: +91 8669220742
- Siddharth: +91 9834048332

QUIZZATHON **(Quiz)**

Theme:

Bharat Ratna (भारत रत्न)

Rules:

1. It is an individual event and the age limit – 15 - 26 years.
2. Rounds will be conducted in a slot of 25 participants each.
3. The scope of the quiz will extend to the knowledge of Bharat Ratna as a whole.
4. The participants will be responsible for any kind of connectivity issue on his/her end.
5. The participants will get 15 sec to answer each question.
6. The participant will be given a link through which he/she can begin the quiz at the specified time.

Contact:

- Radhika: +91 9834066209
- Parul: +91 7763932082



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MUKHAVATA
(Face painting)

Themes:

- Myth and Truth (कल्पना और सच्चाई)
- Endangered Animals (लुप्तप्राय जानवर)
- Culture in states of India (भारत के राज्यों की संस्कृतियाँ)

Rules:

1. It is an individual event and age limit: - 15 - 26 years.
2. Participants can do it on themselves or can arrange their own volunteer to showcase.
3. Do not paint below the chin.
4. One soft copy should be mailed on bmccastitvafacepainting@gmail.com
5. Editing of the soft copy is strictly prohibited (if found, can lead to disqualification)
6. No obscene/offensive content allowed.
7. Age limit: - 15 - 26 years.

Note

- The participant has to take a selfie or photo with the artwork as it can be asked by the organisers for authenticity purposes.
- The photo has to be of the entry given and no excuses will be entertained.
- The participant should be clearly visible in the photo.
- The photo will be called upon and you don't have to submit it along with the soft-copy.

Contact:

- Antra: +91 8530742262
- Khushi: +91 9340299437



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NRITYALANKAR
(Dance)

Theme:

Expressions (अभिव्यक्ति)

Mythological Stories (पौराणिक कहानियां)

Rules:

1. Dance forms- Indian Classical, Indian Folk
2. Individual and Group event.
3. Maximum 4 participants allowed for group.
4. Time limit is 3 minutes (for both individual and group).
5. The participant has to submit their dance video on bmccastitvadance@gmail.com
6. The dance video should be titled as 'dance2021_ theme_ participant name_ song name'.
7. Full length video should be taken which shows the foot work clearly.
8. Upload the video on google drive and sharing the link by giving access TO ALL.
9. Only fusion songs are allowed.
10. Editing of video is allowed
11. Decency is to be maintained through performance and attires (including the song selection)
12. Any inappropriate or indecent content will lead to disqualification.
13. No Bollywood songs.
14. Age Limit -15-26 years

Above 26 years

Contact:

- Vidhi: +91 8208390262
- Yashna: +91 7744906508



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RANGANUBHAV

(Painting)

Themes:

- Glimpses of Wari (वारी के दृश्य)
- Indian villages (people, culture or surroundings) – (भारतीय गाव)
- Monsoon (बारिश का मौसम)

Rules:

1. Paper Size- A3 or A4
2. This is an individual event and age limit is 15 - 26 years.
3. Participants should send their entries on bmccastitvapainting@gmail.com titled as Name_Theme_Size (HXW and in inches).
Eg. IshaKhanna_Monsoon (8*10_275)
4. For Painting any medium except Canvas can be used.

Digital Painting

Rules:

1. 2D and 3D work is eligible..
2. Each file must be in a JPEG format and submitted on bmccastitvapainting@gmail.com
3. The sizing and labelling of your images is very important. Label your image files in the following manner: Digital_name_themes_size (HxW and in inches). Eg. Digital_priya_glimpses of wari_8x10_275

Note:

- The participant has to take a selfie or photo with the artwork as it can be asked by the organisers for authenticity purposes.
- The photo has to be of the entry given and no excuses will be entertained.
- The participant should be clearly visible in the photo.
- The photo will be called upon and you don't have to submit it along with the soft-copy.

Contact:

- Narayani: +91 8983234568
- Sakshi: +91 7798930141



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REKHATAN
(Sketching)

Themes:

- Social Reformers (समाज सुधारक)
- UNESCO world heritage sites in India (भारत में मौजूद UNESCO वर्ल्ड हेरिटेज साइट्स)

Rules:

1. Paper size: A3 or A4
2. This is an individual event and age limit is 15 - 26 years
3. Participants should send their entries on bmccastitvasketching@gmail.com titled as Name_Theme_Size (HXW and in inches). Eg: Asha Tripathi_Social reformers_(8*10_275)
4. Only sketching pencils are allowed.
5. Colour pencils, charcoal, markers are not allowed.

Digital Sketching

Rules:

1. 2D and 3D work is eligible.
2. Each file must be in a jpeg format and should be submitted on bmccastitvasketching@gmail.com
3. The sizing and labelling of your images is very important. Label your image files in the following manner: Digital_Name_theme_Size (HXW and in inches). Here is an Example:
Digital_asha_social reformers_(8x10_275).

Note:

- The participant has to take a selfie or photo with the artwork as it can be asked by the organisers for authenticity purposes.
- The photo has to be of the entry given and no excuses will be entertained.
- The participant should be clearly visible in the photo.
- The photo will be called upon and you don't have to submit it along with the soft-copy.

Contact:

- Narayani: +91 8983234568
- Sakshi: +91 7798930141



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PANACHE
(Fashion Show)

Theme:

Promoting Indian Heritage through textiles.

(टेक्सटाइल के माध्यम से भारतीय विरासत को बढ़ावा देना)

Rules:

1. Individual and duo event.
2. Participants can wear Indian traditional dresses only, it can be any regional attire as well.
3. Participants are expected to explain about the textile/textile art of their dress and its significance. For example the embroidery or fabric.
4. Use of Snapchat filters or any kind of filters is strictly prohibited.
5. Participants have to send the video on astitvabmccfashionshow@gmail.com
6. Inappropriate, vulgar, controversial content will be disqualified.
7. Proper decency to be maintained.
8. Time limit will be 1 min 30 sec.
9. The entry must be titled as 'panache_name_age'
10. Age Limit -15 - 26 years

Above 26 years

Contact :

- Madhu: +91 9096213315
- Shriprasad: +91 7066347722

QUIZZATHON
(Quiz)

Theme:

Bharat Ratna (भारत रत्न)

Rules:

1. It is an individual event.
2. Rounds will be conducted in a slot of 25 participants each.
3. The scope of the quiz will extend to the knowledge of Bharat Ratna as a whole.
4. The participants will be responsible for any kind of connectivity issue on his/her end.
5. The participants will get 15 sec to answer each question.
6. The participant will be given a link through which he/she can begin the quiz at the specified time.
7. Age limit – 15 - 26 years.

Contact:

- Radhika: +91 9834066209
- Parul: +91 7763932082



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VACHANUBHAV
(Elocution)

Rules:

1. Age limit: 15 to 26 years.
2. It would be an individual event.
3. The speech can be in English/Hindi/Marathi.
4. The participant should not put forth any controversial, offensive, racist, politically and religiously sensitive content.
5. The competition can be held in two levels if needed. Participants will be informed about the same.
6. Participants will be notified about the topic 3 days in advance of the live event.
7. The content in the speech must be self-written.
8. During the live event, the participants should keep their video on.
9. The participants should join the meeting 15 minutes before the actual initiation.
10. The participant will not deliver the speech for more than 5 minutes. The warning bell would ring after 4 minutes.
11. In case there is network issue, and the participant leaves the meeting, he would be waited for 1 minute; if he doesn't show up, he would be given a chance at the end again.
12. Astitva Organisers' discretion is final and binding and cannot be contested.

Contact:

- Reva: +91 7720037940
- Rishi: +91 9022149174



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SHABDALANKAAR
(Creative Writing)

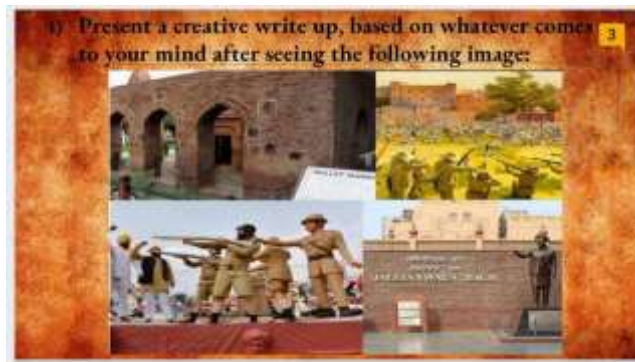
Themes:

1. The tragic incident of the - JALLIANWALA BAGH MASSACRE:

A. Present a creative write up, beginning with the following line:

'The thought of what happened on 13th April 1919, sends a shiver down my spine even today. Having been a part of a movement, where many lost their lives, I continue to get flashbacks

B. Present a creative write up, based on whatever comes to your mind after seeing the following image:



2. The Mighty Fort of The Marathas- SHANIWARWADA:

A. Present a creative write up, beginning with the following line:

'Lying on the couch, watching Bajirao Mastani, I was flabbergasted, when I got to know about the overriding incidents that the fort of Shaniwar Wada has witnessed in the past and continues to witness in the present.....'

B. Present a creative write up, based on whatever comes to your mind after seeing the following image:



NOTE:

For part "A"

- Your Write-Up must begin with the above line only.
- Any Modifications in the line given will lead to negative marking for that participant.



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हिन्दी :

Theme 1- जालियांवाला बाग का हादसा

A) १३ अगस्त का केवल खयाल आते ही मेरे रॉन्गटे उठ जाते हैं। एक ऐसे आंदोलन का हिस्सा होना, मेरे लिए कोई आम बात नहीं थी और आज भी कई बार मैं उन अतीत की स्मृतियों में खो जाती हूँ.....।

B) चित्र लेखन

Theme 2: मराठा राज्य का बुलंद किला - शनिवार वाडा

A) बाजीराव मस्तानी का रोमांचक चलचित्र देखते वक्त, मैं यह जानकर मंत्र मुग्ध हो गई की इस किले ने.....।

B) चित्र लेखन

मराठी :

Theme 1- जालियनवाला बागेतील हादसा

A) 13 ऑगस्ट, हा दिवस आठवला की आजही अंगाला शाहारे येतात. एका अशा आंदोलनाचा भाग होणे काही सोपे नव्हते. आजही कितीदा त्या दिवसाच्या आठवणीत मी स्वतःला हरवून बसते.....

B) चित्र लेखन

Theme 2: मराठा राज्य चा बुलंद किल्ला - शनिवार वाडा

A) बाजीराव मस्तानीचा सिनेमा पाहत असताना त्याबद्दल एक माहिती ऐकताच माझ्या पायाखालची जमीन सरकली.....

B) चित्र लेखन



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Rules:

1. The maximum word limit for the article is approximately 350-400 words. Anything more than that will not be accepted.
2. The article can be in English/Hindi/Marathi and must be typed and submitted on the email id provided.
3. Use of inappropriate language and anything which may hurt religious or personal sentiments, will lead to the disqualification of that participant.
4. Plagiarism of any sort will lead to the direct elimination of that contestant.
5. The article must be typed in MS Word and submitted in pdf format only. No illustrations of any sort to be presented along the work either.
6. The topics for the competition will be disclosed 2 days prior and participants should make sure to submit their entries on the same day before 9 pm. If a participant is unable to do so due to some unforeseen circumstances, he/she must inform the moderators prior, failing which they will be disqualified.
7. Age Limit – 15 - 26 years.
8. Students should include the following details while submission-
 - A. full name
 - B. theme
 - C. contact no. and e-mail id
 - D. college name
 - E. Submit the write-up on bmccastitvawrites@gmail.com

Contact:

- Chahat: +91 7499620298
- Harsha: +91 9225926583

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SAMWAD SATRA
(Group Discussion)

Themes:

Ancient Indian Civilization (प्राचीन भारतीय सभ्यता)

Rules:

1. The participants are supposed to turn on their camera and Mic throughout the event.
2. Medium of discussion will only be in English.
3. Participants are expected to have a strong internet connection and to sit in a quiet environment (so it won't disturb the event).
4. Participants are requested to have decency in language.
5. Participants are expected to not make any personal comments about anyone and not to hurt anyone's cultural or religious sentiments.
6. It is also expected to avoid making statements on anyone's caste, creed, race, gender or Place of origin, etc.
7. Participants are advised to not interrupt while someone other is speaking.
8. In case the participant loses internet connection during his/her turn of speaking, the panel will wait for the next 1 minute. The participant will solely be responsible for any internet issues after the consideration of 1 minute.
9. Age Limit 15 - 26 years.

Contact:

- Satej Desale: +91 9421851953
- Sarth Dhaigude: +91 7887727370



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SANCHEPADIKA
(Treasure Hunt)

Themes:

Indian mythology (Mahabharata) (महाभारत)

Rules:

1. It is a team event where the participants must have a team of two people.
2. The event will test participants' skills to solve riddles, brainstorming and situation handling.
3. The event would be conducted in three levels: level 1 (aarambh), level 2 (dvitiya) and level 3 (anth).
4. Participants should ensure they have a good internet connection and if there are any connectivity issue then the organizers won't consider that as grounds for re-evaluation.
5. Age Limit: 15 - 26 years.

Contact:

- Shubham Sharma: +91 7385552034
- Harsh Choradia: +91 8955200940



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SHAD-RASA
(Food Branding)

Short video on any Indian traditional food item

(इस प्रतियोगिता में भाग लेने वाले सभी प्रतियोगियों से भारतीय पारंपरिक खाद्यपदार्थ पर आधारित एक छोटा जानकारीपूर्ण विडिओ अपेक्षित है)

Rules:

1. Solo event.
2. Duration of video should not exceed 2 minutes.
3. Only Indian traditional food item should be selected.
4. Language- Hindi or English.
5. Participants are responsible for copyright issues. All the content should be original and authentic.
6. No offensive/controversial content (related to geographical indication) should be included.
7. Participants are required to mention the following in their video
 - email- Name, Age, Food item
8. Age Limit 15 - 26 years.
9. Participants have to send the video on bmccastitvafoodbranding@gmail.com

Contact:

- Aditi: +91 8788128265
- Shravani: +91 9130053319



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