

# **Jharkhand Tourism Story Telling Contest** **Visit to an Unknown City: Destination Storytelling 2020**

*Everyone has a story, which may be inspirational, serious,  
funny, or simply captivating.*  
*Likewise, places also have stories, all waiting to be told.*

**Unveil the explorer in you!!!**

**#Johar #Jharkhand #TouristInYou #Natureshiddenjewel #StayHomeStaySafe**

*Greetings!!!*

Jharkhand Tourism Development Corporation, Government of Jharkhand *in collaboration with IHM, Ranchi* is hosting an online story telling contest for all the adventure and travel enthusiasts

Great stories move us. They have the power to tap into our emotions and inspire a sense of wanderlust. Stories have the potential to take us from the glow of our various screens to places across the world. In the travel and tourism context, it's not hard to imagine the positive impact of good storytelling: after all, memorable travel experiences are all about stories - stories of the local communities and their cultural traditions, stories told by the expert local guides, and stories about the travelers themselves that become part of the travel experiences.

- **The participation will be absolutely free of cost /no entry fee.**
- **Last date of participation is 23.06.2020 up to 1700 hrs.**

## **❖ Participation rules and guidelines**

- Like and follow @ jharkhandtourism (instagram) @ VisitJharkhand (facebook) @VisitJharkhand (twitter) and @IHMRanchi on Facebook and Instagram before participating.
- Participants may send in their entries for the unwritten cultural and historical tales about the designated places of Jharkhand or unexplored destinations of Jharkhand
- One participant may send multiple videos of stories.
- Anyone who is interested in participating may send in their entries to e-mail :jharkhandtourismcontest@gmail.com
- The entry must contain a beautiful picture/s of the destination, one video of less than a minute, mobile number, Instagram id and Facebook id, and email id.

## **❖ Video guidelines**

- The participant must shoot the video keeping the front view, ensuring their introduction before starting the story of the Destination of Jharkhand only.
- The time span of the video must be a minute only.
- The video may be shot in either Hindi or English language.

❖ **How to submit:**

1. Send your video to email id: [jharkhandtourismcontest@gmail.com](mailto:jharkhandtourismcontest@gmail.com)
2. The videos submitted will be uploaded on Jharkhand Tourism's Instagram and Facebook pages and links will be shared with all for promotion and sharing.

❖ **Evaluation criteria:**

The participants will be evaluated on the basis of following criteria's:

**A. Jury**

1. Creativity
2. Depth in Story
3. Real history of a particular tourist place along with pictures.
4. Information about the destination
5. Myths, life stories, agriculture, folk arts, rituals – all will be studied

**B. Social Reach**

1. Maximum number of likes & comments for their videos on our social handles.

Both the parameters will have equal weightage.

**The winners will be announced on or before 30.06.2020**

**Winners of the online contest will be *recognized and rewarded as per following categories:***

1. **1<sup>st</sup> Prize: Rs.5100.00 (Rupees Five Thousand One Hundred only)**
2. **2<sup>nd</sup> Prize: Rs.2100.00 (Rupees Two Thousand One Hundred only)**
3. **3<sup>rd</sup> Prize: Rs.1100.00(Rupees One Thousand One Hundred only)**

The Winners (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>) will also be given a voucher by Jharkhand Tourism to avail a 2 nights 3days stay package with family (upto one couple and 2 kids) valid for one year from the date of issue in one of the properties of JTDC located across the state of Jharkhand (booking confirmation subject to availability and season at respective location).

For clarifications or details please visit us at <https://jharkhandtourism.gov.in/> or call IHM Ranchi @ 9162336888/9162724666