

MY LADAKH STORY

UT Ladakh Tourism Video Contest — Terms & Conditions

30-Day Submission Window | 3 Categories | 3 Winners

PURPOSE OF THE CONTEST

The contest is designed to invite residents, travellers, filmmakers and storytellers to document Ladakh through unique individual perspectives. Beyond public participation, it will help UT Ladakh Tourism build a diverse bank of high-quality footage and human stories from landscapes, communities, journeys, wildlife, culture and lesser-known locations across the Union Territory—including places and moments that are difficult for tourism production teams to access or capture regularly. Selected content may subsequently support responsible destination promotion across official tourism communication.

1. Contest Categories

- **Art, Culture & Festivals** — Traditions, festivals, monasteries, art & heritage
- **Food, Cuisines and People** — Local food, culinary traditions, communities & human stories
- **Landscape, Beauty & Adventure** — Landscapes, mountains, trekking, biking, rafting, paragliding and other permitted adventure experiences

2. Prizes & Recognition

Total prize structure: Each category will have 1 winner, making a total of 3 winning positions across the 3 categories.

Prize (per category): iPhone 17 Pro.

Selected Participants: In addition to the 3 winners, entries shortlisted/selected by the jury for official recognition will receive a Recognition Certificate and a Ladakh Tourism gift bag. The number of such selected participants will be determined by the appointed Jury.

3. Contest Timeline

Submission Period	30 calendar days from the official opening date
Last Date	As stated in the official contest announcement/poster
Winner Announcement	Within 15 calendar days after the final submission date, which can be extended under prevailing circumstances.

4. Eligibility

- The contest is open to eligible individuals who comply with the entry requirements announced by UT Ladakh Tourism. Where a participant is below 18 years of age, submission should be made with the consent of a parent/legal guardian.
- Participants may be residents of Ladakh, visitors, travellers, content creators, photographers, filmmakers or other storytellers.
- The participant must have the legal authority to submit the film and all material contained in it.
- Employees directly involved in administering or judging the contest, and their immediate family members, cannot participate in the contest.

5. Entry & Film Requirements

- The primary footage should be shot in the Union Territory of Ladakh and should clearly relate to the category under which it is submitted.
- The submitted film must have a minimum duration of 3 minutes and a maximum duration of 6 minutes. Entries outside this duration range will be rejected.
- The entry should be an original work. Re-edits of older footage, stock-footage compilations, AI-generated substitute footage presented as real Ladakh, or films substantially created from footage not owned/authorised by the participant will be disqualified.
- Basic post-production, colour grading, graphics, subtitles, sound design and music is permitted, provided the participant has the necessary rights and the film does not misrepresent a location, person, culture, wildlife event or experience.
- UT Ladakh Tourism specifies the following technical requirements for every submission (see the detailed table below). Entries not meeting these specifications may be rejected.
- A participant can submit under more than one category; however, the same film should not be entered repeatedly across categories.

Technical Specifications:

Aspect Ratio	16:9 (landscape) or 9:16 (vertical) — both accepted
Resolution	Minimum 1920×1080 (Full HD); 3840×2160 (4K) preferred where possible
File Format	MP4 (H.264/H.265) preferred; MOV also accepted
Max File Size	Up to 1 GB per uploaded file (applies separately to the Final Film, BTS Clip and Proof of Original Creation uploads)
Audio	Minimum 128 kbps stereo, where music/sound design is used
Naming Convention	[CategoryCode]_[ParticipantName]_[FilmTitle].mp4 — e.g. LBA_JohnDoe_MyLadakhStory.mp4 (ACF = Art, Culture & Festivals; FCP = Food, Cuisines & People; LBA = Landscape, Beauty & Adventure)
Upload Method	Official contest submission form (link shared in the official contest announcement)

6. Mandatory Submission Package

Every valid entry must include all of the following:

- Final Film - the completed contest film in the prescribed format and resolution.
- BTS / Making Clip - a short behind-the-scenes video, which may be shot on a mobile phone, showing genuine moments from the shoot/creation process.
- Proof of Original Creation - a short screen recording/video showing portions of the raw footage and the editing timeline/project timeline used to create the submitted film. This is intended to help verify originality and recent creation.
- Entry Details - participant name, contact details, selected category, film title, and a short caption/story describing what was captured.
- Original/Source Files - participants shortlisted by the jury will be required to provide selected original camera files/raw clips or higher-resolution masters for verification and official promotional use.

7. Content Standards & Responsible Filming

- Entries must respect Ladakh's people, monasteries, religious practices, cultural traditions, local communities, wildlife, environment and sensitive locations.
- Participants are responsible for obtaining permissions required for filming at restricted, protected, military/border, archaeological, religious, private or otherwise regulated locations. Participation in the contest does not itself grant filming permission.

- No participant should endanger themselves, another person, wildlife or property for the purpose of creating an entry. Illegal drone use, wildlife disturbance, unsafe adventure activity, trespass, environmental damage or violation of local restrictions will lead to disqualification.
- Films must not contain unlawful, defamatory, hateful, obscene or intentionally misleading content, nor unauthorised commercial advertising that conflicts with the purpose of the contest.
- Where identifiable people are prominently featured, participants should obtain appropriate consent/releases, especially for interviews, performances and private settings.

8. Copyright, Licence & Promotional Rights

- The participant confirms that they own or control the rights necessary to submit the film and related materials.
- The participant retains ownership of their original work. By submitting an entry, the participant grants UT Ladakh Tourism / the Administration of the Union Territory of Ladakh a perpetual, worldwide, royalty-free, non-exclusive, transferable and sublicensable licence to use, reproduce, store, archive, edit, adapt, crop, subtitle, dub, translate, combine, publish, publicly display, communicate, distribute and promote the submitted film and associated submitted material for tourism, destination-promotion, publicity, educational, archival and governmental communication purposes.
- This licence includes use across official social media, websites, digital campaigns, television, cinema, OTT/digital video, presentations, exhibitions, events, print, outdoor media, brochures, visitor centres, trade shows and other marketing/promotional collaterals of UT Ladakh Tourism.
- UT Ladakh Tourism may create shorter edits, compilations, montages, vertical/horizontal adaptations, still frames, thumbnails and other promotional versions while endeavouring to preserve the spirit and integrity of the original work.
- UT Ladakh Tourism may or may not credit the creator; however, absence of a credit in a particular format, edit or media placement will not invalidate the licence granted.
- The participant warrants that UT Ladakh Tourism's authorised use of the submitted material will not infringe third-party copyright, privacy, publicity or other rights. Any third-party music or material must be properly licensed for the intended promotional use.
- Once a video is submitted to the contest, the participant cannot independently use, publish, post or upload that video (or any portion of it) to any media channel, including social media, websites, OTT platforms or any other public or private platform. Complete rights over the submitted video, including all rights of use, publication and distribution, shall vest exclusively with UT Ladakh Tourism/the Department.

9. Jury, Selection & Judging

Jury Panel:

- **Chairman:** Rigzin Gurmet, Kalon - Filmmaker
- Stanzin Dorjay, Gyapa - Filmmaker
- Stanzin Jigmet, Pixel Challenger Films
- Iftikhar Ali - Filmmaker
- Tsering Mutup, Chospa - Filmmaker

Nodal Officer: Rinchen Angmo

Member Secretary: Fesal Iqbal Tantray

- Indicative judging considerations will include originality, storytelling, emotional impact, relevance to the chosen category, visual quality, authenticity, responsible representation of Ladakh, technical execution and usefulness for destination storytelling.
- The jury will request original files or additional proof before confirming a shortlist or winner.
- The jury's decision will be final, subject to verification of eligibility, originality and compliance with the Terms & Conditions.

- UT Ladakh Tourism can withhold or reassign an award where an entry is found to be ineligible, plagiarised, manipulated in a misleading manner or otherwise in breach of the Terms & Conditions.

10. Disqualification

- Late, incomplete, inaccessible or technically corrupted submissions.
- Copyright infringement, plagiarism, use of unauthorised third-party material, fake BTS/proof material or false information.
- Violation of applicable law, local filming restrictions, drone regulations, wildlife/environmental rules or safety requirements.
- Content that materially misrepresents Ladakh, exploits communities, or is considered inappropriate for an official tourism platform.
- Any attempt to manipulate judging, impersonate another creator or submit work without the creator's authority.

11. Prize Administration

- Prizes (iPhones) will be handed over/processed within a reasonable period after verification of the winner's identity, eligibility and any documentation reasonably required by UT Ladakh Tourism.
- Applicable taxes, deductions or statutory requirements, if any, will be handled in accordance with prevailing law.
- If a selected winner cannot be contacted, fails verification or does not provide required documents within the communicated period, UT Ladakh Tourism will select the next eligible entry.
- Recognition certificates and gift bags are non-cash recognition items and are not exchangeable for cash.

12. General Conditions

- Submission of an entry constitutes acceptance of all prescribed Terms & Conditions and the official contest instructions published by UT Ladakh Tourism.
- UT Ladakh Tourism reserves the right to verify entries, amend procedural details, extend or reschedule the contest, or cancel it where circumstances beyond reasonable control make this necessary. Any material change should be communicated through official channels.
- UT Ladakh Tourism is not responsible for failed uploads, broken links, platform outages, loss of data or other technical issues outside its reasonable control.
- Personal information collected for the contest will be used for contest administration, verification, communication, recognition and related official purposes, subject to applicable law and government policy.
- Any matter not specifically covered by these Terms & Conditions will be decided by UT Ladakh Tourism in a fair and reasonable manner consistent with the purpose of the contest and applicable law.
- These Terms & Conditions should be read with the final official contest announcement, submission form and category/technical guidelines issued.