

ENGLISH

The Bhutan National Commission for UNESCO, MoE, in collaboration with the Department of Culture, MoHCA would like to call out for a 2 minute Video Submission on 'Bhutanese Core Values: *Tha-dam-tshe dang Ley-ju-dre*'. The video call submission is categorized in two:

1. Category 1: Age 12 - 28 School going children
2. Category 2: 19 - 24 college/institute going youth

Please participate to win attractive cash prizes of Nu.30,000 for 1st, Nu. 20, 000 for 2nd and 3rd prize of Nu.10, 000 in both categories. Therefore, all interested children and youth are requested to either visit www.departmentofculture.gov.bt/DoC Facebook page or www.education.gov.bt/OR_sherig/ Bhutan National Commission for UNESCO fb page for detailed information, or, call Mr. Yeshi Lhendup at 77247004 or Ms. Tshering Zangmo T at 17745501.

Call for Video Submission

Category 1: 12 – 18 years old

Category 2: 19 -24 years old

What does *Tha-Dam-Tshig Ley-Ju-Drey* mean to you?

Bhutanese Core Values is based upon the dual fundamental principles of *Tha-Dam-Tshig Ley-Ju-Drey*. The cause of living in harmony with complete peace and happiness between King and its citizens, Spiritual master and disciples, Leaders and subordinates, parents and siblings, Teachers and students and friends is all due to *ley-ju-drey* (the knowledge of the relation of cause and effects of actions) as; peace and happiness is the result of good-deeds and experiencing sorrows and facing troubles are the fruit of bad-deeds or negative actions and *Tha-Dam-Tshig* which is strictly abiding to one's promise or oath thus, not violating the *Ley-Ju-Drey* principle.

Requirement of Video:

- MP4 format
- Video expression format: songs/poem/narration/dance/drama/lozey/
- Dress code: National attire
- Time: 2 minutes
- Language: Dzongkha
- Sound Quality: Audible
- Theme: “*Tha-Dam-tshig, Ley Judrey*”
- Medium of submission: Email at tzangmot@mohca.gov.bt/Eshidup@gmail.com

OR

WhatsApp/Telegram at 17745501/17112038

Cash Prize:

- First prize: Nu.30, 000
- Second Prize: 20, 000
- Third Prize: 10, 000

Timeline:

- Submission: 30 September 2021
- Result Declaration: Oct 17 coinciding with ICH Day

Evaluation Criteria

1. specified time limit
2. Effectiveness of message/impactful/clarity
3. originality/authenticity
4. Creativity
5. Narrative coherence/structure
6. Expression

Call for Video Submission

Theme: “*Tha-Dam-tshig, Ley Judrey*”

Categories:

Category 1: 12 – 18 years old

Category 2: 19 -24 years old

What does *Tha-Dam-Tshig* and *ley-ju-drey* mean to you?

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- Evaluation: 1 to 10 Oct 2021
- Result Declaration: Oct 17 coinciding with ICH Day

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