



**Embassy of India  
Abu Dhabi**

**Celebrating the 74<sup>th</sup> Independence Day – 15 August 2020  
Participate by uploading Painting/Video through social media**

India celebrates its Independence Day every year on 15 August with great enthusiasm and fervor and various cultural and social programmes have been organized in the past years by the Embassy in collaborations with various Indian schools and social associations in the UAE for celebrating the Independence Day in a befitting manner. This year, due to the ongoing COVID-19 pandemic and resulting social distancing and personal hygiene norms in place, it would be difficult to organize various cultural and social programmes for celebrating the 74<sup>th</sup> Independence Day.

To facilitate the participation of our vibrant community in the UAE in the celebrations of Independence Day despite the restricted scenario due to the COVID-19 pandemic, the Embassy is planning online celebrations during the run up to the Independence Day 2020 by sharing paintings on patriotic theme or by sharing videos of singing/recital/dance on a patriotic song/poem in Hindi or English. The Embassy seeks active participation of students of various Indian schools and the members of our community in the UAE in this online celebration of our Independence Day. The paintings/videos could be uploaded between 01-15 August 2020 using Twitter, Facebook or Instagram (handles of parents/guardians can be used in case the participant is below 18 years of age or do not have account on social media). Best paintings and videos will be re-tweeted/shared using the official social media handles of the Embassy and appreciation certificates will be issued by the Embassy to some of these participants.

The guidelines for joining the online celebrations by sharing paintings/videos are as follows :

**I) Social media platforms to be used :** Facebook, Instagram or Twitter.

**II) Content of the Painting/Video :** Paintings should be on patriotic themes. The videos could be of singing or dancing on a patriotic song or recital of a poem on patriotic theme. The language of the song/poem could be either Hindi or English (with or without light background music). The audio should be clear with background music(if any) not louder than the voice of participant.

**III) Format of painting/video :** The uploaded painting should be bright and clearly visible and can be made using any available colors/paper/material. The video should be bright and ideally be shot using a tripod or fixed device preferably with aspect ratio of 16:9 (landscape mode). Duration of the video should be between 100 – 300 seconds. If a social media platforms do not allow uploading of videos of duration of more than say 120 seconds, link of the video on you-tube or other platforms could be shared.

#### IV) Format of uploading details of participants :

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Title of painting/song/poem/dance

Name of the participant (City of residence in the UAE)

#### V) Compulsory Hash-tags to be used :

#IndependenceDayofIndia2020 #AatmanirbharBharat #JaiHind

#### VI) Organizations to be tagged :

Embassy of India, Abu Dhabi (@IndembAbuDhabi on Twitter, @IndiaInUAE on Facebook and @india\_in\_uae on Instagram)

Ministry of External Affairs, Government of India, New Delhi (@IndianDiplomacy on Twitter, @MEAINDIA on Facebook and @meaindia on Instagram)

#### VII) Example of submission of the entries on Twitter :

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Patriotic song : "Aye Watan Watan Mere Aabad Rahe Tu"

By : Arun Mohammed (Al Ain)

Link of Video : <https://www.yu.tub/aBcD.....>

#IndependenceDayofIndia2020 #AatmanirbharBharat #JaiHind

@IndembAbuDhabi @IndianDiplomacy

**VIII) Other guidelines :** The participants are requested to not share their email ID, Mobile Numbers and other sensitive personal information on the social media as the same could be misused. The consent of participants for sharing of their videos by the Embassy of India, Abu Dhabi on its official social media platforms is inherent and included in their act of submission of their entries. Visuals/words which are erroneous and misleading, and which may provoke communal, obscurantist, anti-scientific and anti-national attitudes must be strictly avoided. The person/ persons in the video should be adequately clothed. The display of obscene acts and exposures that deem to be indecent must be strictly avoided. Participants submitting the paintings/videos for this online programme are solely responsible for copyright regulations, if any. Their undertaking that the paintings/videos don't infringe on any copyrights or intellectual property rights is inherent and included in their act of submission of their entries.

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30 July 2020

Abu Dhabi