

Strengthen the Proficient

Eligibility:

Participants must be enrolled in a college (autonomous or affiliated) or University within India—pursuing a professional course (eg. MBA, Medicine, Engineering, IT, Law, Architecture, Event Management, Media, Mass Communication, Fashion, Public Relations, Hospitality, Chartered Accountancy, Company Secretary...any others recognized under UGC) . A college/university Identity Card (latest) would be required to ascertain the status of a student for participation. The speech may be delivered in English or Hindi languages or Hinglish.

Levels:

The KMA Awards for Public Speaking is based on two levels of competition—preliminary evaluation and final contest. The Preliminary Evaluation will be done by Members of Organizing Committee based on the Participation Form duly filled and submitted, and videos sent. The Final Contest shall be judged by experienced and expert Jury Members from academia and industry.

Topic:

The speech should relate to the topic, '*Ethics, Principles, Values...Ideal or Real?*'

Style of Speech:

The participants are expected to influence the audience with *persuasive speech* through their ideas, arguments and enthusiasm. These speeches aim to influence and change the opinions of the audience due to the participants' **research-based** conviction. Since times immemorial the said topic has been much debated, and younger generation is more inclined towards believing that 'what is ideal cannot be real'—let the views flow in any direction on KMA platform! The speech may be interspersed with profession-specific cases and examples. The persuasion should be positive, not negative or insulting towards other industry/profession.

Duration:

Speeches shall not be less than three minutes and not more than five minutes in length.

Coaching:

If required, hand holding and coaching shall be provided to participating students on February 2019 (will be communicated by the KMA Team).

Timelines:

- The Participation Form of respective Group needs to be filled by interested participants (a) online or (b) in hardcopy, asap (Jan 7 onwards) to enable the Organizing Committee with the screening process.
- The short videos to be sent by WhatsApp or email to 98285 72465 or admin@kumarmemorialawards.com during Jan 2019, for selection of candidates for Final Competition.
- Discussion/ coaching/ handholding will be scheduled by KMA Team in February 2019.
- Final Contest and Awards Ceremony to be held on March 5th, 2019.

Judging:

- In all Groups, a Panel of Jury comprising 3 eminent personalities shall be assessing the speeches, with the Chief Jury to cast the ballot only if a tie occurs.
- Each judge shall be provided with a copy of the Judging Criteria.
- All judges shall evaluate all contestants competing in the contest.
- The Panel's decision shall be final and binding.

Nitty Gritty:

- Contestants shall not identify their school, or state in the context of their speech.
- Contestants shall be respectful of other contestants at all times and shall conduct themselves in a disciplined manner.
- Statements which might be construed as slanderous, embarrassing, or containing gender, age, cultural, or racial stereotypes are unsuitable for the competition.
- The Organizers shall have the right to use the photographs or videos of speeches delivered for various media/ websites.

