

## **Jhelum & Tawi Flood Recovery Project** (under Planning, Development & Monitoring Department, Govt. of J&K)

### **SHORT FILM CONTEST**

PROJECT MANAGEMENT UNIT, JHELUM & TAWI FLOOD RECOVERY PROJECT FUNDED BY WORLD BANK IS ORGANIZING A SHORT FILM CONTEST FOR THE PURPOSE OF SENSITIZING THE COMMUNITIES ABOUT THE DISASTER MITIGATION AND MANAGEMENT.



**Theme of the Contest: - Community Preparedness and Disaster Risk Reduction.**

**Categories: -**  
Professional/Amateur

**Prizes:-**  
8 Exciting Prizes in each category

1<sup>st</sup> Prize:- Rs. 60,000 (Professional)  
1<sup>st</sup> Prize:- Rs. 40,000 (Amateur)

#### **About the Contest:-**

1. The entries for short film are invited from the residents of J&K State only.
2. The entry should be in the form of video/short film having duration of not more than 6 minutes; shot on cameras/smartphones/any other digital recorder.
3. The entry should be an original piece of work and must not contain any plagiarized or copy right protected material.
4. Short video(s) can be uploaded on a link provided by JTFRP on its official website [www.jtfrp.in](http://www.jtfrp.in) or can be sent through registered post or delivered in person at the office of Project Management Unit, JTFRP located at Srinagar/Jammu or can be sent on the e-mail ID [jtfrpshortfilmscontest@gmail.com](mailto:jtfrpshortfilmscontest@gmail.com) or on Whatsapp No. 7006277322.
5. The short film can be made in any of the languages (Urdu / English / Kashmiri /Hindi / Dogri / Ladakhi).
6. Submission of short film will start from 5<sup>th</sup> June 2019 and last date for submission of entries will be 5<sup>th</sup> July 2019.
7. The winning entries will be announced on a later date through print/ electronic media /website. 03 winning and 05 consolation prizes shall be given in each category.
8. Certificate of Recognition shall also be provided to all the winners.
9. For more information regarding the details of the contest, registration process and prize money please visit [www.jtfrp.in](http://www.jtfrp.in)  
For any contest related queries please contact on below mentioned No's:  
**9419513156, 9419193424, 9419125803.**

**Sponsored by World Bank**



# **Short Film Contest under World Bank Funded Jhelum Tawi Flood Recovery Project**

## **Introduction**

Awareness and education is the key to reduce loss of life, personal injuries and damages to the assets during disasters either man made or natural. In order to engage, involve and sensitize the community (first responder) about the importance of disaster risk reduction and management, PMU (JTFRP) intends to hold short film contest in the State for sensitization towards various natural as well as manmade disasters

The State of Jammu and Kashmir has witnessed a long history of natural disasters, ranging from catastrophic earthquakes to destructive floods, snow blizzards to avalanches, landslides to wind storms; allowing to its peculiar topography, rugged terrain, extreme weather conditions, and unique geographical and geo-climatic settings. Disasters cannot be prevented but a prepared community can deal with disasters in a better manner.

Under component 5 of the JTFRP, Project Management Unit (JTFRP), Department of Planning, Development and Monitoring (PD&MD), Govt. of J&K intends to hold short documentary/film making contest in the State for better community sensitization and preparedness.

## **Objective**

The objective of the competition is to understand the disasters from the community's perspective and the knowledge of communities to reduce loss of life, injury and property during disasters.

## **Theme for Documentary/Short Film making**

Theme of contest is "Community Preparedness and Disaster Risk Reduction". The short film making contest will be organized around this theme. Some indicative subthemes include:

- Community Preparedness
- Community as first responders

- Enhancing Disaster Resilience
- Traditional Knowledge and Disaster Management
- Providing Sustainability & Disaster Resilient Development
- Traditional Architecture and disaster reduction.

## **Entry Requirements**

1. The competition will be open for the residents of the J&K State only.
2. There would be two categories of participants; Professionals and Amateurs. The participants would have to mention along with their uploaded video shot whether She/He is applying in Professional or Amateur Category.
3. Length of the video should not be more than 06 minutes with voice over carrying a captivating, motivational message that can inspire citizens and decision makers to take actions to build a disaster resilient environment. Documentary/Films longer than 06 minutes will be rejected.
4. The short film can be made in any of the following languages English/Hindi/Urdu/Kashmiri/Dogri/Ladakhi.
5. One organization/Individual can upload only one video.
6. At the time of registration participating individual/ organization shall submit details including name of the participants, Participating Category i.e. Amateur or Professional, title, mobile number, email ID, address and details of any valid ID proof etc. as per Registration Form.
7. The format of the registration form is available on [www.itfrp.in](http://www.itfrp.in).
8. The video should be the original work of the entrant and must not infringe upon copyrights, trademarks, and right of privacy, publicity or any other proprietary rights of a person or entity. Anyone infringing on others' copyright would be disqualified from the competition.
9. The short film must not contain content, material or any element that is unlawful, or otherwise in violation of or contrary to, all applicable national and State laws and regulations.

10. The film should not feature or depict any specific commercial product, processes, and services, religious and political views. It must not be derogatory, offensive, threatening, defamatory or disparaging or contain any content that is inappropriate, indecent, sexual, profane, torturous, slanderous, and discriminatory in any way or one that promotes hatred among communities.
11. Participants can register their details and upload their short films on “Short Film Contest” link given on [www.jtfrp.in](http://www.jtfrp.in) website.

*Or*

Submit their Video/Short film alongwith duly filled in registration form in the form of CD/DVD/Pen Drive/Flash Drive through registered post or in person to Mr. Muhammad Azhar Ishaq, PRO Kashmir, J&K ERA/JTFRP, 2<sup>nd</sup> Floor ERA Complex, Rambagh 190015 Srinagar or Mr. Makarand Mehta PRO Jammu, J&K ERA/JTFRP, 2nd Floor, JKPCC Building, Rail Head Complex, Panama Chowk Jammu 180012 and must reach before 5<sup>th</sup> July, 2019 at 5 PM at Jammu/Srinagar.

*Or*

Upload the video on google drive and send link alongwith registration form to Email Address: [jtfrpshortfilmscontest@gmail.com](mailto:jtfrpshortfilmscontest@gmail.com)

*Or*

Send the video alongwith registration form on WhatsApp no: 7006277322.

Entries submitted through any other mode will not be considered for evaluation.

12. The film can be shot using smart phones, cameras or any other digital recorder.
13. After the announcement of the result of the competition; a prize distribution event will be held at the State level and same will be notified in the print/ electronic media. Moreover separate communication will also be sent to the winners.
14. Participants will make sure that information provided to the PMU (JTFRP) is correct and any incorrect information may lead to the rejection of the entry.
15. The Video/Short films received by Project Management unit (PMU), JTFRP shall be the sole property of the office & PMU JTFRP shall reserve the right to use the video/short film for any official/promotional purposes.

The consent in this regard shall be provided by the participant in the registration form.

16. The contest is not open for employees/staff of J&K ERA & JTFRP.

### **Selection/Evaluation Criteria**

A jury composed of the members of the PMU (JTFRP) and other invited members/experts will review the submitted documentaries/short films. The decision of the jury would be final and binding on all contestants and no clarification would be issued to any participant for any of the decision.

### **The following criteria will be used to evaluate the submissions:**

- Theme relevance.
- General Appeal, interest and inspiration to the community and decision makers.
- Innovativeness.
- Originality (no infringement of copyrights).

### **Award**

03 awards each shall be given in Amateur and Professional categories to the winners. 05 Consolation prizes in each category i.e Professional/Amateur will also be given.

Prize money shall be as under:

S. No	Prize	Professional	Amateur
1.	1 <sup>st</sup>	Rs,60,000/-	Rs,40,000/-
2.	2 <sup>nd</sup>	Rs,50,000/-	Rs,30,000/-
3.	3 <sup>rd</sup>	Rs,40,000/-	Rs,20,000/-
4.	Consolation	Rs,15,000/-	Rs,10,000/-
All winners shall also be given a 'Certificate of Recognition' from the organization.			

## **Event for prize distribution**

Time, Date and venue for holding State Level Prize Distribution function shall be separately announced in print, electronic media and website [www.jtfrp.in](http://www.jtfrp.in) after the declaration of the result of the competition.

## **Timelines**

Short Films can be uploaded on link available on [www.jtfrp.in](http://www.jtfrp.in) or forwarded to email ID [jtfrpshortfilmscontest@gmail.com](mailto:jtfrpshortfilmscontest@gmail.com) or can be sent on Whatsapp Number: 7006277322 or handed over personally or sent through registered post between **June 05, 2019 to July 05, 2019.**

## **For further Enquiries contact:-**

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