

Rules and Regulation for Advertisement Film Contest

- **Subject:** - Gender Equality
- **Eligibility conditions:** - The film should be produced by any Goan Individual or Individuals.
- **language :-** The film can be in Konkani or Marathi or Hindi or English Language with sub titles in English language.
- **Prizes:**

Prizes Short video film contest	Amount
1 st prize	Rs. 20,000/-
2 nd prize	Rs. 15,000/-
3 rd prize	Rs. 10,000/-
Three consolation prizes	@ Rs. 5000/- each

Entry requirements and guidelines:-

- The Ad film must be no longer than 60 seconds (1 minute), including the opening and closing credits. Opening and/or closing credits are however not mandatory.
- The film exceeding the above time limit are liable to be rejected.
- All films must carry English subtitles.
- The ad film may or may not contain dialogues.
- Racial, religious and regional discrimination shall not be portrayed in any part of the film being submitted.
- Ad film containing language that is vulgar, offensive, inappropriate or obscene will not be accepted.
- The format of the film should be in MP4 format(1080p Movies)
- The film should be original work of the participant and shall not infringe on any copyrights or any other rights of the third party.
- The content submitted for selection will be considered as final and no changes will be entertained after submission.
- The content shall be submitted on a CD, DVD or Pen Drive.
- The entry should be submitted by the participant who may be the rights holder of the film or any person authorised to participate in the contest.

- Group participation is allowed however only one person who submits the entry will be considered as the participant and all communications from our end as well as all benefits will accrue only to one such person.
- The last date for submission of ad film is on or before 30th September 2021.
- The ad film to be submitted to the office of State Family Welfare Bureau, Directorate of Health Services Campal Panjim Goa at (Room No. S 31)
- Online submission of entries shall not be considered.
- Once submitted the ad film shall be the property of the organizers.
- The award winning ad films will also be screened in other parts of Goa in Cinema theatres, on TV channels, schools, colleges and other government programmes by the organizers as and when required.
- In connection with the content you submit to us for consideration in the contest, you are authorising to host, cache and store your content and grant a non-exclusive, worldwide, perpetual and royalty free right and license to use and distribute your content online and other channels.
- The ad film shall be judged based on adherence to the theme, Content Originality, Production, Video and Sound Quality.
- The decision of the jury members shall be final and binding and no appeal or correspondence regarding their decision shall be entertained.
- The Department reserves the right to not screen any film(s) for any reason it deems valid.
- For any queries please contact office of the Chief Medical Officer, State Family Welfare Bureau, Campal- Panaji Goa, on 0832-2225976/9921878828/ 8329557669 between 10.00 am to 4.00 p.m.

You may also take note of the following guideline issued by Ministry of Health and Family Welfare, Government of India.

- Do not use terms such as female foeticide or kanyabhrunhatya, these terms stigmatise abortion and imply that it is not to be provided endangering women who seek abortion for legal reasons.
- Avoid use of language that portrays girls as inferior than boys, objects of pity and devalues them.
- Refrain from using terms such as foeticide, kill, murder, brunhatya, paapetc, as they generate emotions of violence and fear and also target access to safe and legal abortion.

- Avoid holding mothers responsible for Gender Biased Sex Selection as often she has very little control over the matter.
- Use simple and direct messages that enhance value of the girl child and address all issues effectively.
- Do not make use of images of foetus being crushed, stabbed and strangled, daggers going through the stomach of the pregnant women, blood being splattered.
- Do not use image of a female foetus speaking from the womb. This tends to ascribe life to the foetus and further the perception of “life being murdered”.
- Do not emphasis on the value of women only as brides. This further reinforces their devaluation in perceiving them only in their roles as brides.
- Be careful in selection of images in IEC. Avoid gory and gruesome images of a foetus or a dagger piercing the womb etc.
- Avoid imagery that reinforces stereotypes of gender inequality where men are the providers and women are only the caregivers.