



प्रधानमंत्री सहज बिजली हर घर योजना

## **Electrification - The Foundation Block of Nation Building** **(A short film contest on rural and urban household electrification)**

### **I. Objective of the Video making Contest**

**SAUBHAGYA** is a newly launched scheme with the objective of achieving universal household electrification by providing last mile connectivity to all household in rural and urban areas by March 2019. For more information on the scheme, please visit [www.saubhagya.gov.in](http://www.saubhagya.gov.in).

A short film making contest is being organized for Indian nationals to create awareness about the scheme and to involve the general public as ambassadors of the program. The entries of the contest may also be used by us on various platforms and advertisement campaigns.

### **II. Categories of the videos**

1. Role of Electrification in Nation Building
2. Real life stories of impact of Electrification on Women Empowerment
3. Real life stories of impact of Electrification on Entrepreneurship
4. Real life stories of impact of Electrification on Healthcare Improvement
5. Real life stories of impact of Electrification on Education Improvement
6. Real life stories of impact of Electrification on Agriculture

### **III. Terms and Conditions**

1. The competition is open to Indian citizens only.
2. The work should be original and should not infringe the intellectual property rights or any other rights of any person/ organization.
3. The video can be shot using smartphones, cameras or any other digital recorder. Animation films, mobile films and films of any other genre produced with broadcast quality can be submitted in this contest.
4. The duration of video should be of **maximum 3 minutes**.
5. The participants have the liberty to edit their footage and include voiceovers, background music, sub-titles, special effects, animations etc.
6. Videos of Full HD quality (1080p) in MP4 format (maximum file size 300 MB) are to be uploaded directly on [www.saubhagya.gov.in](http://www.saubhagya.gov.in). The videos can also be shared using Google Drive/ Microsoft One drive or Drop box and the link can be shared on entry form.
7. Participants are required to submit their videos in English/Hindi or any Regional language. Videos in regional languages should include English/Hindi subtitles.
8. The entries may be used by Rural Electrification Corporation Ltd. and Ministry of Power, Government of India for promotional and display purposes and also for any other use as may be deemed appropriate.

9. The video must not be derogatory, offensive, threatening, defamatory, or disparaging, or contain any content that is inappropriate, indecent, sexual, profane, tortuous, slanderous, discriminatory in any way, or one that promotes hatred or harm against any group or person, or otherwise does not comply with the theme and spirit of the Contest.
10. All personal information, such as your name, telephone number and email address etc., is collected solely for the purposes of administering this contest and shall not be used for any other purpose without your consent. By providing this information, your consent to it being used by REC Limited, and their affiliates, for the stated purposes.

#### **IV. Submission of Entries**

1. The entry submission starts from **10<sup>th</sup> January, 2018**
2. The last date for submission of entries is **15<sup>th</sup> February, 2018**

#### **V. Evaluation Criteria**

1. All the entries received within the due date will be placed before a Selection Committee for final selection. The Competition judge's decision will be final and no correspondence or discussion will be entered into regarding the judging process or any outcomes reached.
2. The video will be evaluated based on the Originality, Informational content, Visual Impact, Technical execution and Overall Impression

#### **VI. Prizes**

- 1<sup>st</sup> prize – Rs. 1,00,000 /- (In each category)**
- 2<sup>nd</sup> prize – Rs. 50,000 /- (In each category)**
- 3<sup>rd</sup> prize – Rs. 30,000 /- (In each category)**
- 20 consolation prizes of Rs. 10,000 /- each**

**For more information about the scheme, you may visit [www.saubhagya.gov.in](http://www.saubhagya.gov.in)**

For any further queries, kindly email us at [saubhagya.goi@gmail.com](mailto:saubhagya.goi@gmail.com) Kindly note the queries received up to 2 days before closing date of the contest will only be replied.