



National Institute of Social Defence

Ministry of Social Justice & Empowerment Government of India

Video Competition

on the theme of

Nasha Mukh Bharat Abhiyaan

The National Institute of Social Defence, Ministry of Social Justice and Empowerment, Government of India, is organising a video competition “*Fight to be Free*”. The video competition will be a part of the Nasha Mukh Bharat Abhiyaan being run by the Ministry of Social Justice and Empowerment in 272 districts across India in order to tackle the issue of substance abuse, or drug abuse in common terms, and sensitize people about the ill-effects of drug (substance) use.

Videos are invited on the topics:

1. Success stories about recovery and fighting against substance abuse
2. Nasha Mukh Bharat Abhiyaan and substance use

The top five videos will receive a cash prize of Rs. 10,000/- each, and the next 10 videos will receive a consolation prize of Rs. 5,000 each. All entries may feature in the future digital and print material by the Ministry of Social Justice and Empowerment or NISD.

We would like maximum participation from all social groups namely:

- Youth
- Women
- Community
- Family/Parents fighting substance abuse

The winning videos will play a motivational role in helping those dealing with substance abuse, and sensitising others towards the menace and harmful effects of drugs.

How to enter the competition:

1. Create an original video clip (between 2-6 minutes) on the following:
 - a) Video depicting 'Success Stories of Recovery and Fighters Against Substance Use'
 - b) Video based on the theme of 'Nasha Mukta Bharat Abhiyan and Substance use'
2. Give a title to the video.
3. Share a google drive link and/or YouTube channel link (with sharing rights to view and download) along with your other details through the online submission form (<https://forms.gle/2FeLTScfJqBbiHXK9>).

Submission deadline: 14th March 2021 at 23:59 (IST).

Entry is free of charge. Submission of entry would mean that the participant agrees to the Competition rules and the Terms and Conditions.

General rules:

- The competition is open to all citizens of India.
- One entrant is allowed to submit maximum one video each on both subject.
- Each entry should be a separate online submission.
- You must have full copyrights to the submitted material, including sound effects and music if used.
- Competition submissions must not include any endorsements of products or services, or any obscene, violent, racist or defamatory content.
- Submissions will not be accepted into the contest if the video spot in the entry features an identifiable individual who has not given their consent to appear or if the image features advertising or trademarks which would otherwise require NISD to obtain permission to use.
- Incomplete entries that do not comply with the above terms and conditions specifications will be disqualified.

Technical requirements

Submissions must meet the following technical requirements:

- All Videos submitted should be original in nature and the concept and idea should not be copied from anywhere else.
- The length of the videos can range from 2-6 minutes. Submissions exceeding 6 minutes may be disqualified.
- The video can be in any regional language. Subtitles in English or Hindi has to be provided in case the video is in regional language.
- All Videos should be in MP4 format.
- The videos can be shot through either camera or mobile phone.
- Title of the video entry should be accompanied with each entry.

Judging criteria

The judges will look for a creative, engaging and inspiring video submission.

Your entry will be judged on:

- Relevance of your entry to the competition topic (i.e. Is it mapped to the chosen theme?)
- Creativity expressed (i.e. How well has the story been narrated or the theme explored?)
- Technical ability (i.e. Does it match the technical criteria mentioned?)
- Persuasiveness of the entry (i.e. Does it convey the message well?)

The organisers and judges reserve the right to remove/disqualify any entries from the competition that they feel may breach any of the Competition rules and/or its Terms and Conditions. The prerogative of rejecting lies with the Judges.

Rewards & Prizes:

- The top 5 videos will be awarded ₹10,000 each.
- The next top 10 videos will receive a consolation prize of ₹ 5,000 each

The top selected entries/videos would also be showcased on websites and platforms of Ministry of Social Justice & Empowerment and the social media pages of the Ministry and the Abhiyaan.

Copyrights and Confidentiality:

The copyright of the materials submitted for this competition remains with respective participants. However, each entrant grants the Ministry and NISD the right to use the submitted materials in its organisational communication crediting the copyright owners.

For any queries :

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