



MEGHALAYA BASIN DEVELOPMENT AUTHORITY (MBDA)

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GUIDELINES FOR PARTICIPATION IN THE VIDEO MAKING COMPETITION

Background

Littering is a major problem in public places in the state of Meghalaya and this issue is increasing day by day with growing population and rising tourist footfall in the state. A key reason for this current predicament is the lack of awareness amongst the people and visiting tourists on the importance of public cleanliness and the steps they can take to prevent littering and keep public places neat and clean. In light of these challenges, this competition has been organised to spread awareness and to transform the current state of affairs of the state. The aim is to combat the menace of littering in the state, especially that of non-biodegradable waste.

This competition challenges each participant to create a short but powerful video that will sensitise, inform and inspire people to change, and also promote a green, and clean Meghalaya.

The Competition is organized as part of the 2018 World Environment Day celebration with the theme "Beat Plastic Pollution".

Eligibility

- The participant(s) should be residents of Meghalaya
- Participants can be individuals or groups

Guidelines

- One Participant/Group can submit only one video clipping.
- The videos can be: live action, animation or in any other types the participants wishes to portray / visualise.
- The participants can use their own imagination, creativity and equipments for making the videos.
- The videos should be 3 minutes or less but should not exceed 3 minutes. (The intention is to rapidly share relevant videos with a strong message in social media for educational purposes)
- The videos can be documented in any language but must display English sub-titles.
- The resolution must be 320p or higher
- The videos will be judged based on the creativity and the message it reflects and not on the quality or technicality.
- The video clippings will be screened in front of a panel of judges empanelled by the organisers.
- The decision of the judges will be final and no objections will be entertained.
- Application must be sent by CD/DVD or Pendrive, in MP4 format, along with Name, Age, Address, Contact details and a short written summary of the video to -

- *Meghalaya Basin Development Authority*
C/o Meghalaya State Housing Financing Cooperative Society Ltd.
Upper Nongrim Hills
Shillong 793003, Meghalaya

Alternatively, participant may also send their videos, in no more than 10 mb size, MP4 format, via WhatsApp, along with Name, Age, Address, Contact details and a short written summary of the video to - 95792 75285

Prize

- a. 1st prize : ₹ 30,000
- b. 2nd prize : ₹ 20,000
- c. 3rd prize : ₹ 10,000
- d. Two Best Young Participants: ₹ 5,000 each.

Last date of Submission

10th May, 2018

Other Information

The videos, once submitted to MBDA will become the properties of MBDA and all rights to the videos will belong to MBDA. MBDA will reserve the right to use, alter, extract or disseminate any or all parts of said videos as it deems fit. MBDA will however, give credit for such videos or parts used, to the original creator(s).