

“Ad Film and Reel making competition on Consumer Rights and Responsibilities”

— Ad Film and Reel Making Competition —

RULES & REGULATIONS

1. SHORT TITLE

These Regulations may be called the **“Ad Film and Reel making competition on Consumer Rights and Responsibilities”** Regulations.

2. AIMS AND OBJECTIVES

The aim of the **“Ad Film and Reel making competition on Consumer Rights and Responsibilities”** organized by the Department of Civil Supplies and Consumer Affairs, Government of Goa to engage general public to showcase their creativity while spread awareness about consumer rights and responsibilities.

3. Section and Category

State Level Competition (Goa Section)

The Section will have two category viz. – “Ad Film and Reel making”

4. ELIGIBILITY CONDITIONS

The Following Conditions must be fulfilled by all entrants for all entries

(a) **“Ad Film and Reel making competition on Consumer Rights and Responsibilities”** - The Ad Film/Reel could be a silent film or be in any Indian language or an English language Ad Film/Reel, being produced by **Goan producers/Production Houses, Goan Individuals, Social & Educational Institutions and Students studying in educational institutions in Goa and Directed by a Goan Director** only. The technicians and artist of the film also should be Goan residents. **(Government Photo ID / Address proof to be submitted.)**

(b) ALL Ad Film/Reel, Other than English Ad Film/Reel, MUST CARRY ENGLISH SUBTITLES.

(c) Competition will be announced through website and other media.

The theme of the Ad Film/Reel competition is as follows State Level (Goa Section) **“Consumer Rights and Responsibilities”**.

(d) The participating groups will have to submit the final Ad Film/Reel along with Ad Film/Reel submission form on or before the last date of submission.

(e) The teams (with the list of probable artists actors and technicians) will register themselves with organizers by filling in the **Registration form**. Last date of registration will be **14.04.2025. (Registration is mandatory)**

- (f) **Ad Film/Reel Submission form** will be free of cost - and should be submitted on or before **05.05.2025**.
- (g) The artists (actors as well as technicians) will be a part of ONLY ONE team.
- (h) The Ad Film/Reel should be shot with full HD (1080p) resolution (even mobile cameras with full HD resolution can be used)
- (i) The Ad Film should be minimum 1 minute to maximum 2 minutes and the reel should be maximum 30 sec.
- (j) The submission of the film to be made on pen drive or DVD with either MOV or MP4 format.
- (k) All rights of the screening will be with the Department of Civil Supplies and Consumer Affairs, Government of Goa for the Ad Film/Reel submitted.

5. A maximum of one entry would be allowed.

6. Disqualification:

- a) In case of program originally made for television, entries sent in telecast format with commercial breaks, advertisements, channel logos/IDs etc.
- b) Dubbed or revised versions.
- c) Non-English Ad Film/Reel, if NOT subtitled in English. (Filmmakers may please ensure that subtitles are clear and readable. Subtitles should not merge with visuals/background. It would help jury understand the right context and help evaluate the Ad Film/Reel better. All spoken words should be sub-titled).
- d) Entries received in sub-standard digital quality.
- e) An applicant would be disqualified automatically for consideration of his/her entry if it is found that he/she is influencing any member of the jury.

7. PROCEDURE FOR ENTERING AD FILM/REEL

- a. The Producer(s) and / or right holder (s) may register by filling the Registration form latest by **14.04.2025** and submitting the same to the Office of the Entertainment Society of Goa. This form is available on the following website www.esg.co.in under section **“Ad Film and Reel making competition on Consumer Rights and Responsibilities”**.
- b. Each **submission of Ad Film / Reel** shall be accompanied by the material detailed below:
 - 1. Acceptable formats are either MOV or MP4 format. The submission of the Ad Film/Reel should be made on pendrive or DVD
 - 2. Ad Film/Reel Submission form should accompany Ad Film/Reel Submission - Synopsis(precise and not exceeding fifty words) of the Ad

Film/Reel, Director & Producer's profile, Director's note in English and details of cast and crew and other details should be duly filled to be submitted along with the submission of Ad Film/Reel.

3. The Competition will commence on **01.04.2025**.
4. Registration for the competition should be done latest by **14.04.2025**.
5. Ad Film/Reel Submission should be done latest by **05.05.2025**.
6. Applications received after the last date and time may be rejected without any reference to the applicant.

8. Registration forms and all entries must be sent to the following address:

“Ad Film and Reel making competition on Consumer Rights and Responsibilities”

The Entertainment Society of Goa

Maquinez Palace, D. B.. Marg, Campal, Panaji Goa - 403507

Tele. 0832-2428111

E Mail: info@esg.co.in

9. In case any of the requirements mentioned in this part of the Regulations are not complied with by the applicant, the entry is liable to be rejected summarily.

10. SELECTION OF FILMS

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The Selection Committee will comprise of not more than 3 to 5 Member Jury.

- a. The decision of the juries shall be final and binding and no appeal or correspondence regarding their decision shall be entertained.
- b. Listed below are the Categories and Awards.
- c. If the jury decides on a joint winner, both winners shall be felicitated accordingly.

11. ARBITRATION

Should any dispute or difference arises between the Producer and the Entertainment Society of Goa, the same shall be referred to the Secretary Information and Publicity, Government of Goa, whose decision in the matter shall be final and binding on both the parties. The Arbitration Clause will not apply on the decision of Juries, which will be final and binding on all.

12. An Affidavit shall be furnished by the applicant on a stamp paper of the value of Rs. 100/- along with the Film submission and other related forms.

13. Details of the Awards:

Sr No.	State Level Short Film Award Categories	Awards		
		1st Prize	2nd Prize	3rd Prize
1	Best Ad Film	50,000/-	30,000/-	15,000/-
2	Best Reel	20,000/-	10,000/-	5,000/-