

DDWS launches National Film Competition on ODF Plus



To generate massive mobilisation of citizens in rural areas and create mass awareness on ODF Plus as well as its solid and liquid waste management centric components, the Department of Drinking Water and Sanitation (DDWS) under Swachh Bharat Mission Grameen Phase II has launched a National Film Competition on ODF Plus.

Swachhata Filmon Ka Amrit Mahotsav that commenced on April 16, 2021 will end on June 30, 2021. The competition is a part of the bigger campaign India@75/Azadi ka Amrit Mahotsav.

Cash Prizes of around Rs. 35 lakhs are up for grabs by winners, with MyGov being the implementing partner.

DDWS aims to take forward the extraordinary milestone of Open Defecation Free (ODF) India achieved in Phase 1 of SBMG (2014-19) by sustaining toilet usage and embarking on the path of ODF Plus in villages through comprehensive Solid and Liquid Waste Management.

The competition will act as a massive Information, Education and Communication (IEC) campaign to raise mass awareness on ODF Plus goals as underlined in SBM-G -Phase 2 by encouraging participation by individuals and institutions to contribute their ideas and creativity in short-films' format capturing various components of ODF Plus.

Themes for Participation

The short films entries are invited for the following thematic categories based on rural settings and defined under ODF Plus outlined in SBMG phase II guidelines:

- Bio-degradable waste management (BWM)
- GOBAR-Dhan

- Plastic Waste Management (PWM)
- Greywater management (GWM)
- Faecal Sludge management (FSM)
- Behaviour Change

Awards:

National level awardees will be felicitated with certificate and Cash Award in a National SBM Ceremony at New Delhi later this year. Across each of the six themes, National Awards will be given as follows: First Prize: Rs 1,60,000; First Runner Up prize: Rs 60,000; and Second Runner Up prize: Rs 30,000.

In addition to these themes, National awards will also be given in following five location contextual categories for films capturing creative messages on any of the above six themes best suited for following terrains: desert areas, hilly areas, coastal areas, plains, and flood prone areas.

For these categories, awards value will be: First Prize: Rs 2,00,000; First Runner Up prize: Rs 1,20,000; and Second Runner Up prize: Rs 80,000.

Participation Guidelines

1. The competition is open for participation to all citizens/Indian Nationals above the age of 10 years except the employees/PMU members and their relatives of Water and Sanitation Departments of Central and state governments.
2. In the Institutional category, The Gram Panchayats (GPs)/Community Based Organizations (CBOs)/Non-Governmental Organizations (NGOs)/Self Help Groups (SHGs) are also eligible to participate.
3. Film duration to be between 1 minute and 5 minutes
4. The entries are eligible in all recognized Indian languages/dialects.
5. Only entries based on rural settings will be accepted for the purpose of this competition.

Each State and UT will be requested to send the best films on each of the above 11 categories to DDWS for National Level Selection.

Terms and Conditions

1. The entries are eligible in all recognized Indian languages/dialects.
2. DDWS will have copyright on the submitted entries for future use on its platform (website, social media and others) without any interference or permissions.
3. DDWS will not be responsible for any legal or financial implications involved in the production of films including use of celebrities, songs, footage etc.
4. The participant needs to self-certify the authenticity/claim about original work of the submitted entries or for consideration of awards.
5. Every film entry should have clear VO/dialogue/music/song etc.

6. The participant can consider using local geography, issues, themes, music/folk etc.
7. All shortlisted entries to be submitted on the DDWS portal with district/state login
8. The entries must have clear details on participant name, contact number, Theme/category for Awards consideration.
9. The film must be uploaded on YouTube with a valid and active email id. The upload link needs to be filled up in Participation form on www.mygov.in competition link
10. The best entries for each theme/category received from every state/UT will be reviewed by a National Committee constituted by DDWS, Ministry of Jal Shakti for National Awards in identified themes and categories selection.
11. The announcement of awardees and felicitation will be done at a National Event in 2021 with cash prizes and certificates.
12. No requests relating to claims of re-evaluation of the entries will be considered.
13. The decision of the committee will be final and binding to all the entries.
14. At any stage of evaluation, if an entry is found to violate the guidelines rules, the entry will be removed from evaluation process without giving any intimation.