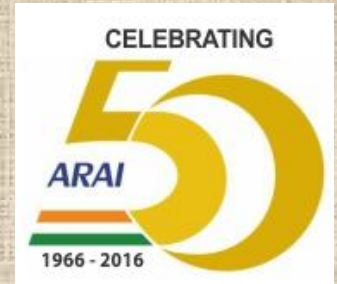




Road Safety Awareness– Short Film Making Contest 2016



On the occasion of Golden Jubilee Celebrations, The Automotive Research Association of India invites all citizens of India to participate in the **Road Safety–Short Film Making Contest** to raise awareness on various concerns & influence Road Safety ahead as a national drive in the country. **Each contestant / group of contestant can produce short film on the following theme of aspects. Winning entries will be awarded with Cash prize and the films will be screened as a part of the ARAI Golden Jubilee Celebrations.**

A. Theme of the film:

1. Driving conditions/ habits: Over speeding, over loading, drunk driving, etc.
2. Safety gadgets: Use of helmets, safety belts, etc.
3. Importance of vehicle periodic checkups
4. Pedestrian's safety
5. Vehicle technology adaptation for improving vehicle safety
6. Infrastructural factors causing accidents
7. Any other road related issues

B. Guidelines for participation

1. The contest is open to all citizens of India
2. Participants should be either an individual or a team of maximum four members. The short film must be conceptualized and developed by the participant(s). All aspects of the short film must be written, produced, directed and shot by the participant(s).
3. Short Films in any kind will be accepted i.e., drama, comedy, animation, documentaries and news story formats. The participant(s) must ensure that it does not infringe on any

existing copyright including music, photos, archival footage, web images or other materials used in their film. The entry should not have been screened or broadcasted as part of any public platform or network.

4. Last date for uploading/sending the short film is end of **30th November 2016**.
5. Before uploading/sending the Submission, participants will be required to agree that they have read (or have had read to them) and agreed to these Official Rules and the Filmmaker Agreement; that they will not use the same video to any other Contest and that they agree not to upload their video to any other website (including YouTube and Facebook).
6. Submissions that do not include all required information and/or do not adhere to the Official Rules and the Filmmaker Agreement shall not be valid.
7. The short films will be judged by an eminent panel of Jury and Judging Criteria shall be as follows:
 - a. Originality, Creativity and innovation in delivering the theme message – 60%
 - b. Aesthetic Production Quality –40%

C. Guidelines for Technical requirements

1. A video file of minimum 1080p (pixel) broadcast HD quality must be submitted.
2. The duration of the short film can be up to **3 minutes**. Films longer than 3 minutes will be disqualified (all copyrighted material will be removed).
3. The Video file size should be preferably under 200 MB for quicker upload/encoding time (max file size is 500MB).
4. Video files must be provided in one of the following file formats: .MPEG; .MP4; .MOV; .AVI; .WMV.
5. Finalists may be asked to provide the original audio and video files used during production of the entry for broadcast purposes. This may include uncompressed

QuickTime files, final audio mix and/or separate audio tracks for dialogue, music, and effects. These items are mandatory to become a finalist in the Competition.

6. Submission must be in English or Hindi only: Once uploaded, Submission will not be returned. The Automotive Research Association of India, Pune may, in its sole discretion, remove, delete and/or forfeit Submission it deems inappropriate or otherwise non-compliant. All short films once submitted will be property of Automotive Research Association of India, Pune and can be used by the organizer as on when basis.

D. Selection Criteria

1. The winning film(s) will be chosen by a panel of judges. Judging is based on content and execution of the short film based on the theme "Road Safety Awareness." Originality, Creativity and Innovation in delivering the theme message will carry a weight of 60% and Aesthetic Production Quality of the film will carry 40% weight.

E. Registration

Participant / group of participant need to complete the online registration formalities. The registration form is available on website:
<http://goldenjubilee.araiindia.com/contests-awards.html>

Participant / group pf participant can also send the short film & registration form to following address:

A. A. Badusha

Senior Deputy Director & Head - HMR & VEL

Short Film Contest,

The Automotive Research Association of India

Survey No. 102, Vetal Hill, Off Paud Road, Kothrud, Pune 411 038.

Phone: +91-20-3023 1150/1370 ■ Fax: +91-20-30231104 ■

■ E-Mail: shortfilmcontest@araiindia.com

F. Prizes

There will be following prizes:

1. Rs. 1,00,000/- (first prize) - 1 Prize
2. Rs. 50,000 (2nd prize) - 1 Prize
3. Rs. 25,000/- (3rd Prize) - 1 Prize
4. Rs. 10,000 (consolation) - 5 Prizes

G. Entry Fee: Nil