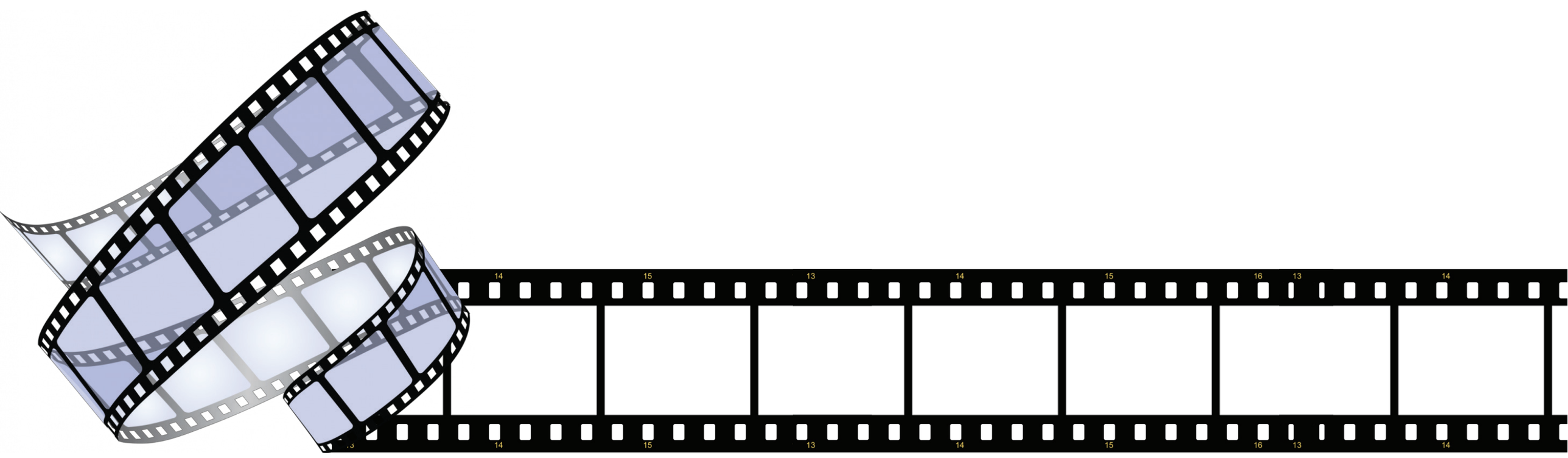
National AIDS Control Organisation

India's Voice against AIDS

Ministry of Health & Family Welfare, Government of India

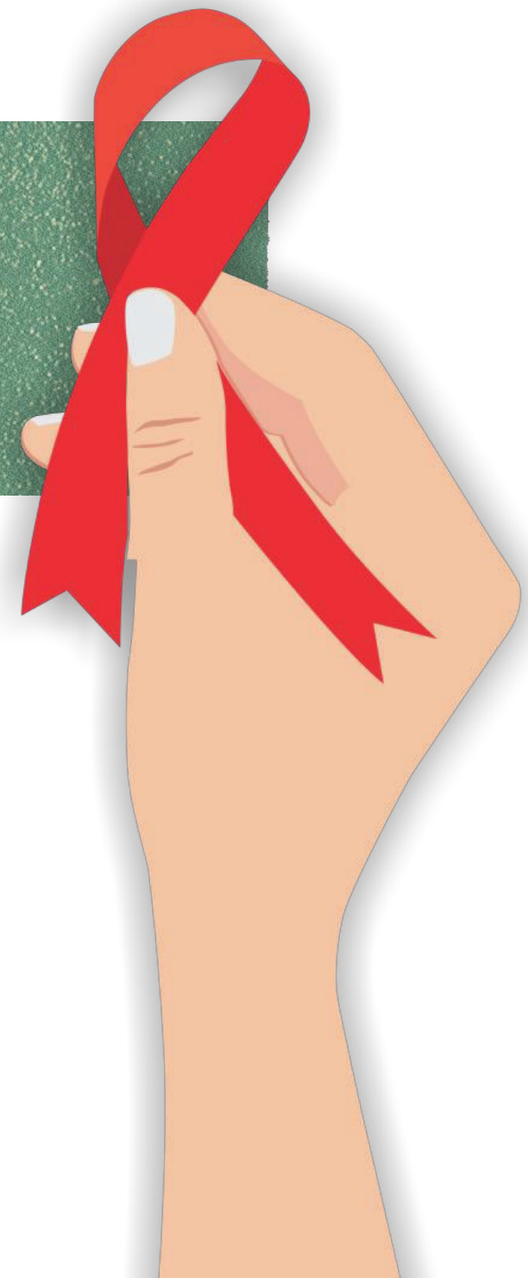
www.naco.gov.in

SHORT FILM COMPETITION



Catalogue

#KnowledgeIsBliss



KSACS

Red Ribbon Club

AIDS Helpline 1097

जानें समझें, जुग-जुग जीयें!

Contents

- Terms & Conditions
- Entry Form
- Consent Form

A short film competition is planned with following potential outcomes:

1. To engage potential filmmakers at college level in both awareness generation and dissemination level.
2. To promote the right content among youth.

1. Students from colleges/universities will be required to submit their entries through online mode only.

2. The selection of thematic areas of the films should be in context of #KnowledgeIsBliss.

3. The idea must be well thought and should flow well- structured in the script and must include the call to action i.e. 1097.

4. **Winning films in the competition will be awarded with price money along with a certificate.**

5. Key objectives of the competition are:

- To use the power of audio-visual medium blended with the creativity of young minds to spread awareness about the HIV/AIDS.

- To initiate a dialogue about the 'threats from HIV and unsafe sexual practices in public discourse.'

- The competition will also enhance awareness and knowledge levels among the students that shall ultimately reflect in the film as an end product.

6. Filmmakers to work keeping the following outcomes in mind (one or more):

- The film should promote safe behavioral practices among Youth. general population.

- The film should provide message to reduce Stigma & discrimination associated with HIV/AIDS.

- The film should motivate and sustain behavior change in a cross section of identified populations at risk, including HRGs and bridge population.

- The film should help to strengthen enabling environment for PLHIV.

- The film should promote the uptake of HIV testing and the stigma related to that.

- The film should eliminate negative social norms which hamper the access to services.

- The film should enhance awareness and knowledge levels of general population.

Terms & Conditions

By participating in the Competition, participants agree to be bound by, and are deemed to have read and understood these Terms and Conditions.

General Guidelines:

1. The Competition is only for Indian Citizens.

2. **Submission of the Short Film will start from 5th January,2021 till 31st January, 2021**

3. Entry Form and Consent Form are mandatory documents along with the short film. All entries for the competition should be submitted at/through email id: ksacs.shortfilmcomp@gmail.com / CD/ Pen drive. An email stating that the entry has been received will be sent to every submission, if in case the contributor doesn't get a revert mail then S/He is requested to send the entry again.

The cost of sending any material through courier facility will be borne by the sender and under no circumstances SACS shall pay for any such expenses.

4. **The duration of short film should not be more than 5 minutes.**

5. The Short Film can be made in Malayalam or English.

6. English Sub-titles (EST) are mandatory for all entries.

7. The content of the Short Film should be associating with any of the below mentioned thematic areas:

- **Stigma & Discrimination**

Stigma and discrimination faced by people living with HIV is biggest obstacle in the way of effective responses to HIV. Stigma is still prevailing against the people infected and affected with HIV especially, at work place, healthcare settings and educational institutions.

The film should focus upon creating stigma and discrimination free environment and to provide equal opportunities for all.

To know our vision, click at:

https://www.youtube.com/watch?v=mimpndZNt2A

https://www.youtube.com/watch?v=6D8n1sDFOrQ

- **Condom Promotion**

The only mode of prevention available today to stop transmission of HIV through sexual mode is by consistent and correct usage of condom during every sexual intercourse. It not only protects from HIV but also protect from other STIs and unwanted pregnancies.

The ultimate objective of the film is to increase the demand of condoms without any social stigma.

To know our vision, click at:

https://www.youtube.com/watch?v=K4YIb99xL6Y

https://www.youtube.com/watch?v=B3C8qf65ysM

https://www.youtube.com/watch?v=jaXtZvB0iHw

- **Sexually Transmitted Infections Treatment**

As per 2002 ICMR prevalence study of STI/RTI has shown that 5% to 6% of sexually active adult population is suffering from STI/RTI. Individuals with STI/RTI have a significantly higher chance of acquiring and transmitting HIV. Syndromic case management (SCM) with appropriate laboratory tests is the cornerstone of STI/RTI management. This approach classifies STI/RTI into syndromes (easily identifiable group of symptoms and signs) and provides treatment for the most common organisms causing the syndrome. STI Division, NACO branded the Designated STI/RTI Clinics (DSRC) as Suraksha Clinics.

The film should promote safe sex and the importance of Suraksha Clinics which provide free counseling and treatment.

To know our vision, click at:

https://www.youtube.com/watch?v=rboLMjaLQFg

https://www.youtube.com/watch?v=J0yCXenc4zs

- **Importance of HIV testing**

The only way to know about individual's HIV status is through blood test. The free and confidential counseling and testing services are being provided by Government of India at government hospitals. Any individual who is indulged in any high-risk activities is advised to undertake the HIV testing. This helps in not only knowing the HIV status but also if found positive then the person could be put on treatment.

HIV testing will also help us to reach ambitious, but achievable target of 90:90:90:

- By 2020, 90% of all people living with HIV will know their HIV status.
- By 2020, 90% of all people with diagnosed HIV infection will receive sustained antiretroviral therapy.
- By 2020, 90% of all people receiving antiretroviral therapy will have viral suppression.

- **Promotion of free Anti Retro Viral treatment**

Antiretroviral therapy (ART) consists of the combination of antiretroviral (ARV) drugs to maximally suppress the HIV virus and stop the progression of HIV disease. Huge reductions have been seen in rates of death and suffering when use is made of a potent ARV regimen, particularly in early stages of HIV. People can lead a healthy life for a long time with appropriate medical care. ART is available free to all those who need it. Public health facilities are mandated to ensure that ART is provided to people living with HIV irrespective of their CD4 count.

The film should have a simple take away message that the ART is available free of cost.

- **Adherence to Anti Retro Viral treatment**

HIV adherence is defined as a patient's ability to follow a treatment plan, take medications at prescribed times and frequencies, and follow advice regarding food and other medications. A high level of adherence is required for antiretroviral therapy to be effective thus the focus on message should be upon the value of adherence to ART for a quality life ahead.

- **HIV & Youth**

Young people's risk of becoming newly infected with HIV is closely correlated with age of sexual debut. Abstinence from sexual intercourse and delayed initiation of sexual behaviour are among the central aims of HIV prevention efforts for young people. Increasing access to prevention services, including prevention education and access to condoms are essential for young people who are sexually active.

In short, how safe behavior matters in staying away from HIV and STIs should be the core message of the film.

- **Voluntary Blood Donation**

Non remunerated voluntary blood donation is the safest mode of blood donation as it is of free will of donor to donate the blood and has got much higher chances for being free from transfusion transmissible infection. Voluntary blood donation effectively unites the world in terms of humanity, where definitely the one who helped today will be helped when in need, if we become responsible.

The film should promote the value of Voluntary Blood Donation and how a simple step can save lives.

To know our vision, click at:

https://www.youtube.com/watch?v=s3ANvaJcw6c

https://www.youtube.com/watch?v=WP5G3NMS49o

https://www.youtube.com/watch?v=6y-0anoXEcc

- **HIV & AIDS (P&C) Act, 2017**

The HIV and AIDS (P & C) Act, 2017 is one of its kind in Indian Health sector and reinstates Human and Fundamental Rights of people infected and affected with HIV/AIDS. The Act addresses stigma and discrimination faced by people living with HIV.

PLHIV are discriminated at homes, society, educational, health and professional settings. One of the reasons for stigma is the lack of correct knowledge of HIV. The greatest fear is that of transmission which arises out of myths and misconception. Stigma is expressed in various forms like language, gestures, behaviour, denial of services, harassment, violence etc. Stigma can be broadly characterized into external and internal stigma; the former includes the societal perception while the later defines self-perception and both can stem out of the socio-cultural milieu and en-grained value systems. This Act is a legal way of undoing injustice meted out to this section of society and it has been instrumental in doing double good. One in generating fear psychosis among general population thus, prohibiting them from discriminating PLHIV and other by generating sense of belongingness that there is someone whom they can complain to in case of violation of rights.

The film should aim at generating awareness about how the Act empowers people living with HIV. Real life instances, case studies, biographies related to PLHIV who have fought discrimination and interlinking their struggle with major features of the government sponsored Act can be captured on the reel. The film should be able to strike a balance between both the rights and duties.

To read more about HIV & AIDS (P&C) Act, 2017 – click at:

http://naco.gov.in/hivaids-act-2017

- **Using national toll free helpline 1097**

How 1097 is a one window solution to all the doubts related to sexual health, risky behaviors, and after steps of unsafe intercourse! The anonymity and confidentiality of the caller is maintained throughout the call process. Here, trained counselors provide 24 x 7 x 365 call support in 15 regional languages (Hindi, English, Punjabi, Bengali, Telugu, Kannada, Malayalam, Tamil, Odia, Gujarati, Marathi, Assamese, Mizo, Khasi & Manipuri). The toll-free number -1097 can be reached from any landline and mobile phone networks across the country.

Major services provided on the helpline are: information on HIV/AIDS, counseling on HIV/AIDS, referral to HIV/AIDS service facilities and Feedback/Grievance Redressal Service to the callers.

Filmmakers to work keeping the following outcomes in mind (one or more):

The film should promote safe behavioral practices among Youth.
The film should provide message to reduce Stigma & discrimination associated with HIV/AIDS.
The film should motivate and sustain behavior change in a cross section of identified populations at risk, including HRGs and bridge population.
The film should help to strengthen enabling environment for PLHIV.
The film should promote the uptake of HIV testing and the stigma related to that.
The film should eliminate negative social norms which hamper the access to services.
The film should enhance awareness and knowledge levels of general population.

8. The selection of thematic areas of the films should be in context of #KnowledgeIsBliss

9. Participant is to make sure that his/her profile is accurate and updated since SACS will be using this for further communication. This includes details such as name, contact details and phone number. Entries with incomplete Entry Forms will not be considered.

10. Please note that the Short Film must be original and should not violate any provision of the Indian Copyright Act, 1957. The conceptualization should be original; Plagiarism will not be accepted. Any violation of this rule will lead to disqualification from the competition.

11. Anyone found infringing on others copyright will be disqualified from the Competition. NACO/SACS do not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.

12. Animated films are also accepted for this competition.

13. All winning entries which receive prize or any other recognition as a result of participation in the Short Film Competition will be intellectual property of the National AIDS Control Organization (NACO) and the winner cannot exercise any right over it.

14. The prize-winning Short Film is meant to be used by NACO/SACS for promotional and display purposes and also for any other use related to generating awareness as may be deemed appropriate for the initiative.

15. SACS reserves the right to cancel or amend all or any part of the Competition and/or the Terms & Conditions/ Evaluation Criteria. However, any changes to the Terms & Conditions/ Evaluation Criteria, or cancellation of the Competition, will be duly informed / updated.

16. By registering for participation in the Competition, the Participant(s) warrant that: i) They have complied with these terms and conditions; ii) Their name is original; iii) Their entry does not infringe any intellectual Property Rights of any third party.

17. SACS accepts no responsibility for any damage, loss or injury of any kind suffered by any participants in entering the Competition, including as a result of any participant winning or not winning any prize.

18. Entries must be made by the closing date and in the manner set out in the Competition's Terms and Conditions. Failure to do so will result in disqualification.

19. Multiple submissions of entries by the same participant/college will also be considered.

20. The selected Top 07 entries will be awarded with Cash Prizes and Certificates:

1st Prize - Rs. 50,000/-

2nd Prize - Rs.30,000/-

3rd Prize - Rs. 20,000/-

All other 4 consolation prizes- Rs. 10,000/- each

21. The last date for submission of entry is **31st January, 2021**

22. The Selected entries will be uploaded on Youtube channels of KSACS i.e. Kerala SACS , NACO i.e. @NACOINDIA and over various other communication platforms in order to generate awareness.

23. The Experts on Thematic Areas. IEC division of SACS and Film Critic would comprise of the Panel of Jury and evaluate the Competitors.

24. No financial support will be garnered from any brand in any manner whose products will be used in the film. Nor shall any specific brand be promoted with a/any promotional intent.

25. Technical Details:

1. Students will have to upload a copy of valid school/college/university ID card along with the entry.
2. The technical details of the Short Film with specific details as given below, to be the last frame of the submitted short film for the competition. These details will not be inclusive of the 5 minutes assigned for the short film competition.

Name of the Student :
Name of Institution :
Language :
Thematic area covered :
Duration of the submitted film :
Date of Submission :
Consent Form Submitted :

Entry Form

Short Film Competition
#KnowledgeIsBliss

Name of the Student :
Name of Institution :
Language :
Thematic area covered :
Duration of the submitted film :
Date of Submission :
Consent Form Submitted :

1. I hereby declare that the information given in this application is true and correct to the best of my knowledge and belief. In case any information given in this entry form proves to be false or incorrect, I shall be responsible for the consequences.

2. I also declare that if any information provided by me is found false, my submission may be rejected at any point of time.

3. I am also aware that mere submitting my film under the Short Film Competition does not guarantee me an award or monetary benefit of any other kind.

4. I hereby confirm that I have taken written consent of all actors/participants/cast to use the film for any/all promotional activities in order to raise awareness about the thematic area. Any dispute raised at any stage in the future shall be taken to concerned court.

5. I also declare that the submitted film is original and does not violate any provision of the Indian Copyright Act, 1957. The conceptualization is original and any violation of this rule will lead me to disqualification from the competition.

Place:
Date:

(Signature of Applicant)

Please note: All the sections in this form are mandatory. Please fill in capital letters only.

Consent Form

(To be filled by the cast of the film)

1. I hereby confirm that I am aware that the issue raised in the film is sensitive and my participation supports the promotion of creating stigma and discrimination free environment for people infected and affected with HIV. Acting/participating in the film is my conscious choice and I am aware of the purpose for which my participation is being done.

2. Without expectation of compensation or other remuneration, now or in the future, I hereby give my consent to [legal entity/organization], its affiliates and agents, to use my image and likeness and/or any interview statements from me in its publications, advertising or other media activities (including the Internet).

This consent includes:

(a) Permission to interview, film, photograph, tape, or otherwise make a video reproduction of me and/or record my voice;

(b) Permission to use my name; and

(c) Permission to use quotes from the interview(s) (or excerpts of such quotes), the film, photograph(s), tape(s) or reproduction(s) of me, and/or recording of my voice, in part or in whole, in its publications, in newspapers, magazines and other print media, on television, radio and electronic media (including the Internet), in theatrical media and/or in mailings for educational and awareness.

Place:

Dated:

Signature _____

Name and Address _____

Contact Details _____