

# **Voter Awareness Campaign**

# **‘Voice of Vote’**

## **Ad Film Making Competition**

The active participation of voters in the electoral process is an important sign of progressive democracy. Accordingly, we are trying to reach out to the voters and educate them in an effective manner so that voting percentage of the state should be good in the upcoming Lok Sabha and state assembly elections. As part of these efforts, we intend to use slogans highlighting the importance of voting, as well as advertisements for print media, and video ads that can be aired on television and social media. We want that such material to be innovative and of characteristic of being touchy and having power of conveying message in simple language, so that it should encourage voters to actually exercise their voting right.

We believe that such diverse literature can be produced through competition. Hence, we have organized ‘Voice of Vote’ competition for the students of the Mass Media, Art Education colleges and Educational institutions in the state that are engaged in all kind of creative art education.

So, let's participate and have your piece of share in efforts to strengthen our electoral process and, in turn, our democracy!

### **Subjects -**

1. Youth and voting rights
2. Voting right - pillar of democracy
3. The power of one vote
4. The role / responsibility of a voter in a healthy democracy
5. Inclusivity and voting right in democracy

**Languages -** Marathi / Hindi / English

### **Eligibility -**

Undergraduate and Post Graduate students of Mass Media and Art Colleges in Maharashtra (i.e., all type of Creative art Colleges and Education Institution)

**Period of the Competition- 1 August 2023 To 15 September 2023**

## Rules and regulations -

1. Application should be submitted through Google form only. Link of google form is given below.  
<https://forms.gle/qb7EhieGc3tEt4SX7>
2. The details mentioned in the Application form (Respected Google Form) should be duly filled. Incomplete applications will not be accepted.
3. Both Individual and Group entries are allowed. (Please note: there are no two separate categories for competition i.e., Individual or Group. All entries submitted i.e., Individual or Group will be judged as a single entry.)`
4. The writer, director and cinematographer of the Ad Film must be students of the respective college / educational institution. Apart from this, outsourced actors and all types of technicians are allowed to be part of Ad Film.
5. More than one but a maximum of three (3) artworks/materials can be sent.
6. Ad Film should be of maximum 150 seconds and soft copy of maximum 500MB should be submitted in MP4 format and with minimum of 1920\*1080 HD quality.
7. If the ad film is made in Hindi or English language, then it is mandatory to submit it with subtitles in Marathi language.
8. When sending materials for competition, be careful not to include the name of the contestant (person or group), logo (person, group, organization or anyone else). Otherwise, such entry will be disqualified from the competition.
9. Entry form shall be submitted along with soft copy of student's ID Card.
10. Ad film containing objectionable, indecent or inappropriate language, references to political parties or religions, or content that is hateful against specific cultures or communities, as well as false information or references, will not be accepted.
11. The ad film and concept of the same should be of your own, should not be stolen from anyone in any way.
12. The entries you submit should not violate any provision of the Indian Copyright Act, 1957. Otherwise, the relevant application will be disqualified from the competition.
13. All rights related ad film submitted by you for this competition will remain with the office of the Chief Electoral Officer of the Maharashtra. The office will have the right to use this material as its publicity material, in full, in part, or with modification or with edit.
14. The examination of the entries submitted for the competition will be done only by the jury appointed by the office of the Chief Electoral Officer of the Maharashtra. Their decision will remain final. No objection will be taken from the competitors in this regard.
15. If any illegal attempt found to be made with intention to get entries submitted in winning entries, then the relevant application will be disqualified from the competition.
16. If the application submitted for the competition is not in accordance with the rules prescribed, then such application will be disqualified from the competition.
17. The office of the Chief Electoral Officer of the State will have full authority to decide on any objection raised about competition. In such a situation, the decision taken by the office will be final.

18. The office of the Chief Electoral Officer of the State will have full authority to cancel the competition as well as to make changes in the rules of the competition.
19. If you face any difficulty while filling and submitting the application, please inform with WhatsApp message on number Dr. Santosh Pathare (9820374093) and Pranav Salgarkar (8669058325)
20. Applications submitted after last date will not be accepted.

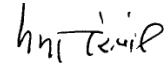
**Prizes –**

1<sup>st</sup> Prize Rs. 1,00,000/-

2<sup>nd</sup> Prize Rs. 75,000/-

3<sup>rd</sup> Prize Rs. 50,000/-

Two Consolation prizes – Rs.10,000 /- each



Shrikant Deshpande  
Chief Electoral Officer  
Maharashtra