

## Council for Youth Development and Research Foundation

(Shortly CYDR Foundation)

Invite Application for

**Video Ad Making Contest** for creating Social Awareness for  
Physically Disabled Persons **“They Can Do, If You Want”** campaign of  
**CYDR Foundation**

वीडियो यह दर्शाते हुए हो कि एक विकलांग अपने जीवन में क्या कर सकता है यदि हम उसका सहयोग करें, जैसा कि हमारी संस्था विकलांगता के लिए एक मुहिम चला रही है जिसका नाम है “वे कर सकते हैं ,अगर आप चाहें”

The video should be showing that what a disabled person can do in his life if we support him, as our organization is running a campaign for a disability called "They can do, if you want"

Important Dates		Registration Fee
Entries Open	05 <sup>th</sup> April 2018	Rs.500-(Non Refundable)
Last Date of Registration	21 <sup>th</sup> April 2018	Mode of Payment:- Online through Debit Card/Credit Card/Net Banking/Wallet/UPI etc
Last Date of Entries Submission	31 <sup>st</sup> May 2018	
Winner Declaration	05 <sup>th</sup> June 2018	

### Terms and Conditions

- i. The Competition is open to all citizens of India.
- ii. Videos are to be emailed on [career@cydrindia.com](mailto:career@cydrindia.com) . Entries submitted through any other medium/ mode would not be considered for evaluation. **In mail Subject , Your Subject Should be your Transaction ID or Journal ID of 9 Numeric Digits Ex. 175825064**
- iii. The winning entries would be the intellectual property of the CYDR Foundation and the winner cannot exercise any right over it without prior permission of CYDR Foundation and are meant to be used by CYDR Foundation for promotional and display purposes and also for any other use as may be deemed appropriate for the initiative. The unsuccessful entries will be returned on request.
- iv. The entry must not contain any provocative, objectionable or inappropriate content.
- v. Please note that the entries made in contest must be original and should not violate any provision of the Indian Copyright Act, 1957.

- vi. Anyone found infringing on others' copyright would be disqualified from the contest. CYDR Foundation does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
- vii. Participant is to make sure that his/her details such as name, phone number and email are correct and genuine. Entries with incomplete profiles would not be considered.
- viii. CYDR Foundation reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/ Technical Parameters/ Evaluation Criteria. However, any changes to the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be updated/ posted on the CYDR Foundation website platform. It would be the responsibility of the participants to keep themselves informed about any changes in the Terms & Conditions/ Technical Parameters/ Evaluation Criteria stated for this Contest.
- ix. The Participant(s) represent(s) and warrant(s) that he/ she will comply with all applicable Indian laws. The Participant(s) shall not disclose and/or use any information, if doing so is in violation of an obligation of antitrust law and/ or confidentiality.
- x. CYDR Foundation reserves the right to reject any entry based on its discretion.
- xi. By registering for participation in the Contest, the Participant(s) warrant that:
  - a) They have complied with these Entry conditions
  - b) Their entries are original;
  - c) Their entry does not infringe any Intellectual Property Rights of any third party;
  - d) Any current employer and/or learning institution that the participant is employed by or enrolled with would have no claim on the entry developed and submitted.
- xii. The CYDR Foundation will not be held responsible if the participants are not able to upload their entries on mail before the last date & time of submission for any reason whatsoever.
- xiii. Entries may be submitted online via mail latest by 31<sup>st</sup> May, 2018

## **Technical Parameters**

- i. The video clip should not be of more than one minute duration and should be in Hindi or English with Subtitle. Video should be in High Quality with clear object. Educate the Girl Child and She Can Fly is a Social Welfare campaign run by the CYDR Foundation by which peoples are made aware about their rights related to girls, dispute redressal mechanism available to them as well as their responsibilities. To have better understanding of the campaign, [www.cydrindia.com](http://www.cydrindia.com) can be visited.
- ii. Videos are to be mailed on [career@cydrindia.com](mailto:career@cydrindia.com)

## **Evaluation Criteria**

The submissions would be evaluated on the basis of elements of creativity, originality, composition, simplicity.

Every entry would be evaluated on its own merit and while the idea explained in greater detail has greater salience, a merely detailed entry would not adversely prejudice another innovative and original idea or entry, but not explained in that greater detail, from being adjudged better.

The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants for any or their decisions.

Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Uttar Pradesh State.

The final winning entry would be decided by the CYDR Foundation by the above mentioned committee.