

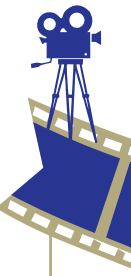
COMMUNITY RADIO VIDEO CHALLENGE 2017



Theme:
Community Radio for Sustainable Development



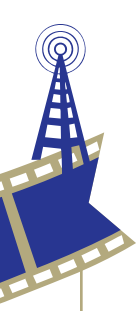
A Report



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About CEMCA

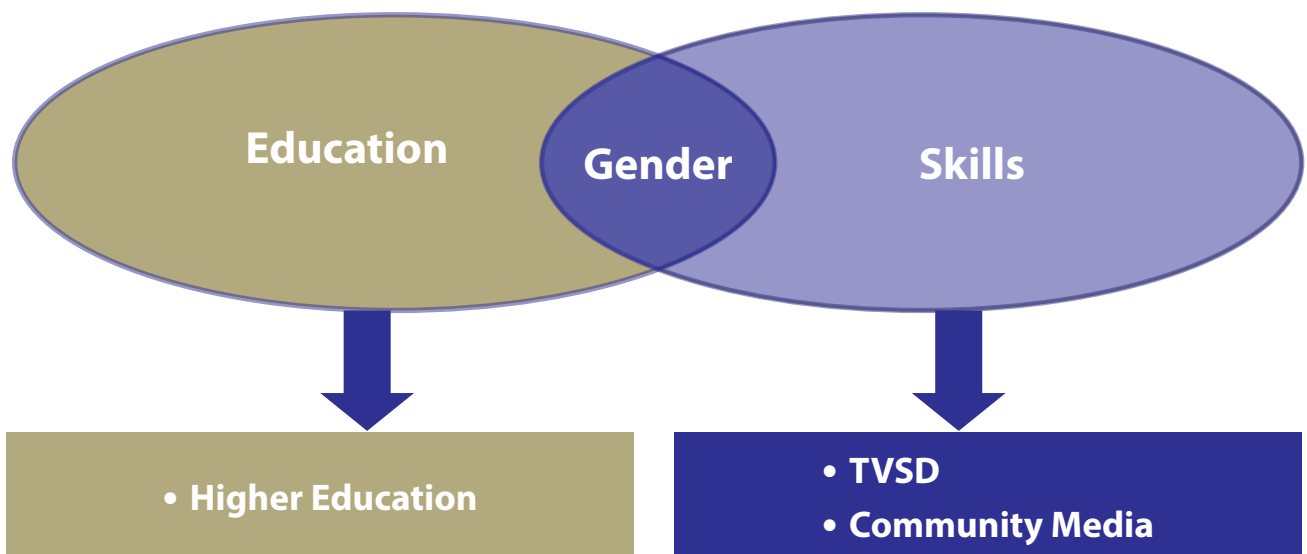
Commonwealth Educational Media Centre for Asia (CEMCA) is an Educational Media Centre for promoting media enabled learning for sustainable development among the Asian Countries of the Commonwealth. The Commonwealth of Learning (COL), Vancouver, Canada established CEMCA in 1994 as an international agency to promote the meaningful, relevant and appropriate use of educational media to serve the educational and training needs of Commonwealth member states of Asia which are Bangladesh, Brunei Darussalam, India, Malaysia, Pakistan, Singapore and Sri Lanka. CEMCA has been working to empower local communities to engage in learning for sustainable development through capacity building for operations of Community Radios, and ensuring quality of CR operations in Commonwealth Asia.

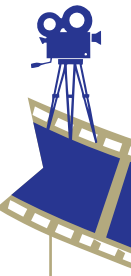
Over the years, CEMCA has widened its scope to embrace emerging educational technologies to cover formal, non-formal and informal learning at all levels. CEMCA works to devise appropriate learning solutions that maintain a balance between the aspirations of its diverse stakeholders and available resources. Promoting appropriate and low-cost technology options underpin all of CEMCA's strategies.

The Government of India notified CEMCA as a diplomatic mission under Section 3 of the United Nations (privileges and immunities) Act, 1947 (46 of 1947) vide the Gazette of India, Extraordinary, Part II, Section 3, Sub-section (ii) dated 10 February 2000.

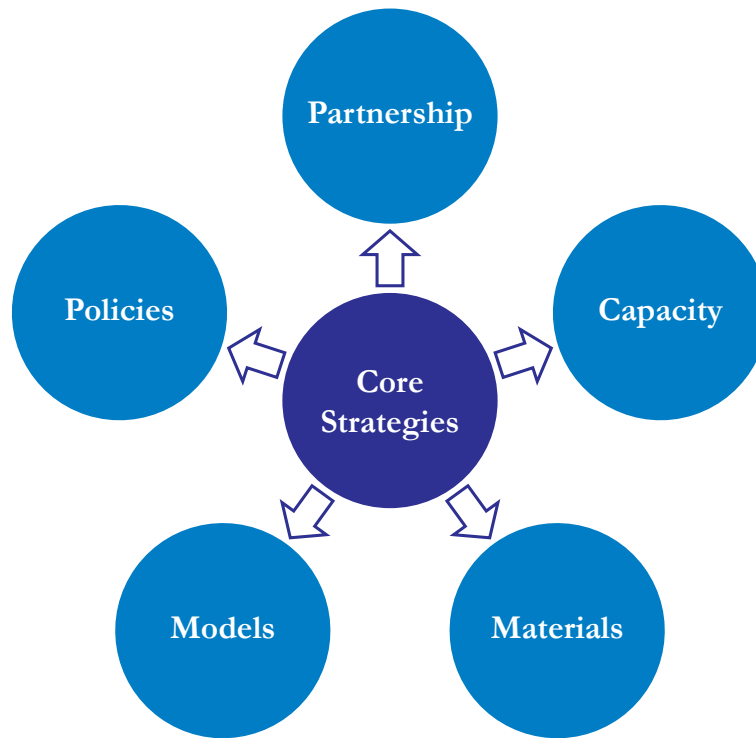
In the past 22 years of its existence CEMCA has promoted use and creation of Open Educational Resources (OER) and Community Learning Programmes, Capacity Building of Society through Community Radios, Gender Equality, Education for All, Teacher Education, usage of OER in Education, etc.

CEMCA Initiatives





VISION	MISSION	CORE STRATEGIES
To be the foremost agency in Commonwealth Asia that promotes media-enabled learning for sustainable development.	To assist governments, institutions and organisations to expand the scale, efficiency and quality of learning by using multiple media in open, distance and technology-enhanced learning.	To develop partnerships, capacity, materials, models and policies for sustainable development through learning.

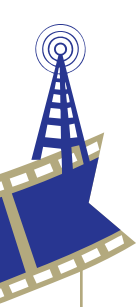


About Community Radio Video Challenge

The Community Radio Video Challenge (CRVC) was launched in 2013 as a joint initiative of the Commonwealth Educational Media Centre for Asia (CEMCA) and United Nations Educational, Scientific and Cultural Organization (UNESCO). Its objective was to promote the engagement of Indian youth with community radio (CR), create awareness, and foster an understanding of CR’s importance for the self-expression, learning and development of local communities.

CEMCA has been working to promote the use of CR in learning for sustainable development since 2006. CEMCA has organized over 37 workshops in the past to create awareness about CR, ran a help-desk entitled “CEMCA Community Radio Facilitation Centre” to support new applicants, and served as a clearing house for information on CR. CEMCA helps capacity building of CR stations involving the local community in programme production.

Recognizing CR’s unique ability to encourage open dialogue and local transparency, give a voice to the less privileged, and foster good governance and social inclusion, CEMCA focuses on Community Media in its 2015-2021 six-year plan as a major focus area.



About Community Radio

Community Radio (CR) is said to be a medium of the people, operated by the people for the people. It has emerged as a low-cost alternative to the mainstream media, capable of penetrating traditionally 'media-dark' areas and including remote, disadvantaged or marginalized communities in the processes of democracy and development. In various parts of the world, CR has played a significant role in facilitating the participation of communities in local governance and decision-making, the preservation of local languages and cultures, increased access to better learning opportunities for the underprivileged. The right to express one's thoughts and ideas and to communicate freely with others, affirms the dignity and worth of every member of society, and allows each individual to realize his or her full human potential.

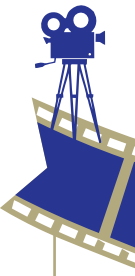
CRVC – 2017

Commonwealth Educational Media Centre for Asia announced the fourth edition of Community Radio Video Challenge (CRVC) for all students pursuing UG/PG/Diploma in media. The theme for CRVC 2017 was "Community Radio for Sustainable Development".

About the Theme

The **Sustainable Development Goals (SDGs)**, officially known as "Transforming our World: the 2030 Agenda for Sustainable Development" is a set of seventeen aspirational "Global Goals" with 169 targets between them. Post 2015, these 17 goals have been adopted by United Nations, through a deliberative process involving its 194 Member States, as well as global civil society.





Development without sustainability may be mindless progress towards disaster. Hence, the significance of “Sustainability” which is qualified as a combination of the trinity – **Economic, Social and Environmental sustainability**. Therefore, sustainable development has to be examined minutely through the triple lenses of economic progress, social inclusion and environmental impact.

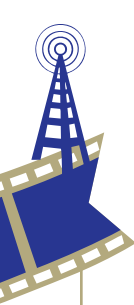
Community Radio stations have a potential to play and have played a critical role in sustainable development since they are not commercial stations and have their focus on social inclusion and environment. Be it poverty reduction, good health and well-being or climate action, CRs play an important role of being a platform to serve the communities. Their roots lie in empowerment through collectivism. The idea of this competition was to highlight the role community radio in India is playing in promoting the UN Sustainable Development Goals.

Eligibility

The competition was open to all students, who were pursuing any UG/PG/Diploma course on Media/journalism/mass communication or a media related discipline at any Indian educational institution during the period of the contest (up to 1st May 2017).

Rules Laid for Acceptance of Film

1. The length of the film submitted for the competition was to be between 3 - 5 minutes duration.
2. Students were free to use any type of camera to produce the video, but the final product had to be in an acceptable broadcast quality.
3. The film could be in any language. If the film was in any language other than English, then it had to be provided proper English subtitles. Non-English films without subtitles were rejected.
4. Students were asked to submit the following documents:
 - i. Script of the video,
 - ii. Copyright declaration including the license to release the video in CC-BY-SA along with recommendation from Head of the Department/Dean/Director of the Institute authenticating the work of the student in the prescribed format.
5. Final submission of the film was to be done in High Resolution DVD or in a flash/pen-drive at CEMCA office either in person or through courier/post.
6. Students had to upload the mp4 version of the film to YouTube, Vimeo or Blip Tv.
7. Students had to register and submit the link of their video to the Video Competition page at <http://crvc.cemca.org.in>. (The submission was free of cost).
8. While educational institutions could recommend more than one entry from their students, each student could submit only one entry for the competition.
9. CEMCA reserved the rights to accept or reject any film without assigning any reason.
10. Any disputes will be subjected to the jurisdiction of courts in New Delhi.



Important Dates

- Last date for submission of the short film: 1st May 2017
- Last date for receipt of documentation at CEMCA: 1st May 2017
- Pre-jury scrutiny by CEMCA: 5th May 2017
- Jury meeting: 8th May 2017
- Announcement of award winners: 8th May 2017
- Screening of films & distribution of awards: 17th May 2017

Criteria for Evaluation of Films

CEMCA received 50 entries from all over India in various regional languages right from Kashmiri to Malayalam. A panel was constituted internally to scrutinize the films and check for eligibility of the films. Of the 50 entries, 30 short films fulfilled all the required criteria of acceptance, as explained above. Some films got rejected because the filmmakers were not media students. A couple of movies got rejected as the filmmakers were over qualified. One film got rejected because of lack of English subtitles and one film was longer than the duration permitted.

These 30 films were presented to a panel of distinguished jury who further evaluated them on the following four parameters:

- 25 points: Overall impact (persuasive, informational, educational)
- 25 points: Originality and creativity (concepts, ideas, format)
- 25 points: Relevance and clarity of message
- 25 points: Technical proficiency and quality

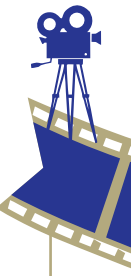
Panel of Judges

A panel of jury was invited by CEMCA who met on May 8, 2017 in India Habitat Centre, Lodhi Road, New Delhi. All the jury members brought along with them the expertise of many years in judging video programmes. They watched the films collectively and meticulously one by one and scored each film independently. The scores were consolidated and averaged.



The distinguished jury had the following members:

S.No.	Particulars	Designation/Profession	Organisation
1	Dr. Ashok Ogra, Chairman of the Jury	Director	Apeejay Institute of Mass Communication, Dwarka, New Delhi
2	Dr. R. Sreedher, Co-Chairman of the Jury	Consultant	Media Expert and Community Radio Practitioner
3	Ms. Neeti Sarkar	Director	Ministry of Information & Broadcasting, New Delhi
4	Ms. Ruby Kapoor	Theatre Artist	New Delhi
5	Mr. Rohit Sachdeva	RJ Yuvi on Radio City	New Delhi
6	Mr. Rakesh Khar	GM	TV 18, Noida, Uttar Pradesh
7	Ms. Novel Lavasa	Artist/Photographer	New Delhi
8	Mr. R. Thyagarajan Member Secretary	Head Admin & Finance	CEMCA



Awards

There were eight awards for the competition as follows:

1. One 1st Prize – INR 50,000
2. One 2nd Prize – INR 30,000
3. One 3rd Prize – INR 20,000
4. Five Special Recognition Awards – INR 10,000
5. Participation certificate for all accepted films.

Award Winners



First Prize: Citation and Cash award of INR 50,000

Title of the Film: Othall (if possible)

Duration: 3 min 39 sec

Name of the Filmmaker: Mr. Athul Raj



About the Film: Othall is the story of a little boy who literally climbs mountains and walks through the woods fighting his temptation to take a sip of water from a bottle that he carries with great care to be able to provide water to the thirsty birds in the summers. Guess where he heard about it – in a community radio programme. The cinematography is outstanding and portrays the determination and empathy that a radio programme can invoke in an innocent school going boy and transform him to be an environmentally sensitive citizen.

About the Filmmaker: Athul Raj hails from Gods Own country, Kerala and is pursuing a Bachelor's degree in Visual Communication in Sathyabama University, Chennai. Filmmaking is his passion and he loves cinematography and photography. Right after finishing school he has been involved with the process of making films. During his years in college he worked as a freelance videographer and in his vacation he worked in a Radio station in his home town. In the final year of his graduation, he has already worked as a D.O.P for a short film called "Naree" which has bagged the 2nd Prize in a national level short film festival held at Mangalore and dreams of becoming a great filmmaker one day.

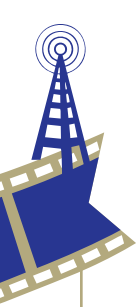


Second Prize: Citation and Cash award of INR 30,000

Title of the Film: Ek Pehel

Duration: 3 min 8 sec

Name of the Filmmaker: Mr. Shreyansh Ojha



About the Film: This short film is an effort to inspire and bring about a change in the mindset of people. The short film showcases the story of brother (Chandan) and a differently abled sister (Gudiya). The film showcases the gender inequality where Gudiya, despite being differently abled does all the household work while Chandan, being a boy only studies. One day he hears about a competition launched by the community radio that would reward the most beautiful gift given by a brother to his sister on Rakshabandhan. Chandan does something unusual. He builds a toilet for his differently abled sister which he heard about on a radio programme. This showcases the amount of impact a community radio can have on the minds of its listeners.

About the Filmmaker: Shreyansh Ojha from Ranchi is pursuing Mass Communication from Central University of Jharkhand. He wishes to bring favourable change in the society through his movies. He wishes to make movies which everyone can understand. He is in the process of practising the art of making movies and strives for continuous improvement in his work by understanding the lives of the masses.



Third Prize: Citation and Cash award of INR 20,000

Title of the Film: Aralida Baduku - A Blooming Life

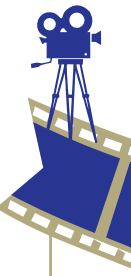
Duration: 4 min 28 sec

Name of the Filmmaker: Mr. Clifford Chetan Ambler



About the Film: The story talks about the benefits of having a community radio in a rural area. Here we get to see a glimpse of the life of Jasmine cultivators and how they are benefited by the community radio. The story speaks of a family whose livelihood is dependent on Jasmine Cultivation. It is a story of a mother and daughter engaged in sustainable agricultural activities relating to decent work for economic self-reliance. The film is scripted in the Kannada language.

About the Filmmaker: Clifford Chetan Ambler hails from Udupi, a small town in coastal Karnataka. He holds a Bachelors degree in Journalism and Communication from School of Communication, Manipal University. During his third year of degree, he was awarded the DAAD scholarship. He spent an exchange semester at Hochschule University of Applied Sciences in Bremen, Germany. During the semester abroad, Clifford had the opportunity to study International Politics and Television production and was lucky to be able to travel within Europe. He is now pursuing his Masters degree in Media and Communication at the School of Communication. Photography, graphic designing and attempting to tell stories through his words and the camera are some of his interests in addition to playing the Guitar and singing in the church choir. Clifford frequently contributes articles to 'The Times of Kudla', a Tulu weekly. He often contributes programs to Radio Manipal, 90.4 FM present within the campus in the local languages of Tulu, Kannada and Konkani. Having witnessed the role of Radio Manipal in the day-to-day lives of the local people, Clifford was inspired to tell one of the stories through this film.



Special Recognition Award:

Citation and Cash award of INR 10,000

Title of the Film: Rise of Future

Duration: 3 min 10 sec

Name of the Filmmaker: Ms. Parvathy Nandan



About the Film: The story is about how community radio plays an important role in educating the uneducated who are unaware of the need for polio vaccination. This awareness has caused a hike of 20% in the children being taken for polio vaccination from their community.

About the Filmmaker: Parvathy is currently pursuing M.Sc. (Integrated) Electronic Media and is in her second year at Narayanaguru College of Engineering, Manjalummoodu, Kanyakumari. She writes poetry and

stories. The beauty of nature inspires her. "When words become unclear, I shall focus with photographs. When images become inadequate, I shall be content with silence", is one of her favourite quotes from Ansel Adams that rules her personal life. Oprah Winfrey is her role model. Her ambition is to become a Creative Director in a reputed Advertising firm.



Special Recognition Award:

Citation and Cash award of INR 10,000

Title of the Film: The Ray of Hope

Duration: 4 min 58 sec

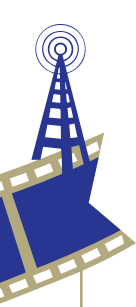
Name of the Filmmaker: Ms. Meezaish Tajali



About the Film: Gaash is a story of two boys, Shahid and Zubair and their respective journeys of resignedly living through the despicable life scenarios they are caught in until one day their paths cross and they have a chanced encounter with a community radio program.

About the Filmmaker: Meezaish Tajali lives in Srinagar and is in the 2nd year of her Bachelor's programme in Media at Government College for Women Srinagar. She is a very talkative and friendly person. She likes

to travel and explore new places, meet new people, read newspapers and watch films. Camera in hand, shooting places and people fascinates her. Filmmaking is her passion.



Special Recognition Award:

Citation and Cash award of INR 10,000

Title of the Film: Walk To Talk - Community Radio Short Film

Duration: 4 min 10 sec

Name of the Filmmaker: Gokul Venu



About the Film: This short film is based on the topic of Quality Education. The film shows the importance of education through community radio. A boy builds a machine by collecting information from the community radio, which can detect the presence of underground water and thus helps his community.

About the Filmmaker: Gokul Venu is from a place called Kannur in Kerala. He is pursuing a Master's degree in electronic media at Narayanaguru

College of Engineering, Tamil Nadu. He admires paintings and other crafts. His hobbies include photography and travelling. Through travelling he likes to meet people and know more about their lives and likes to share their perspectives about their own life through his films. His aim is to be a cinematographer.



Special Recognition Award:

Citation and Cash award of INR 10,000

Title of the Film: We Are One Soul

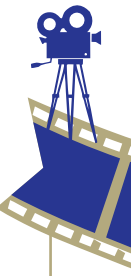
Duration: 5 min

Name of the Filmmaker: Muhammed Hanan



About the Film: The film portrays the realities of differences between men and women that exist in the society, and gives the message that sustainable development can happen only when there is gender equality in society. The film looks at how high literacy state like Kerala still differentiates between genders and therefore is far from being developed. The film contrasts traditional values and modern feminism and looks at the reality of women's daily life, and how a voice on radio can make a difference.

About the Filmmaker: As a media student at Sullamussalam Science College, Areekode, Kerala, Hanan loves to explore the nuances of visual communication using camera as a tool. He is interested in photography and aspires to portray real life events as a story to fight for social causes.



Special Recognition Award:

Citation and Cash award of INR 10,000

Title of the Film: The Icon

Duration: 4 min 59 sec

Name of the Filmmaker: Muhsina



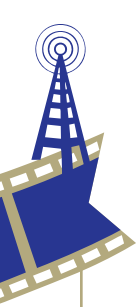
About the Film: The film talks about finding the right medium for creating awareness about the goals of UN that have been established for implementing Sustainable Development at global level. In the Indian context where millions are still away from ICTs, the film portrays the 17 goals as 17 different icons of sustainable development, and identifies Radio as the primary Icon through which awareness about these goals can be disseminated to the people.

About the Filmmaker: Being a student of department of Broadcast Journalism, Sullamussalam Science College, Areekode, Kerala, Muhsina has proven her talent in both writing and direction. She worked as the student editor of school and college magazines, where she showcased her writing skills, and now while studying Broadcast Journalism, she is happy to be able to draw things with visuals rather than letters. She is inspired to work on social issues where she can use media as a tool to reach out to the masses.

Other Accepted Entries

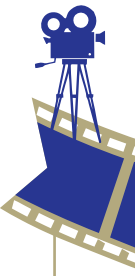
S.No.	Filmmaker	Name of Institute	Applicants' Qualification	Video Title	Duration	Thumbnails
1	Nishant Singh	Graphic Era Hill University	Bachelor's in Journalism and Mass Communication	How Community Radio Change Life	04:57	
2	Deekshitha P.N.	Narayanaguru College of Engineering, Manjalamoodu	2 nd year, M.Sc. Electronic Media	Dooram Arike (Farther is Near)	03:49	
3	Fiza Chawla	Chitkara University, Punjab	2 nd year, BAJMC	Hand in Hand	03:20	
4	Zeeshan Yasir	Central University of South Bihar	M.A. CMS	Radio Snehi	04:43	









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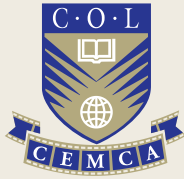


S.No.	Filmmaker	Name of Institute	Applicants' Qualification	Video Title	Duration	Thumbnails
5	Muhammed Nijad P.	Sullamussalam Science College, Areekode, Kerala	1 st year, B.Voc. Broadcast Journalism	Badal	04:45	
6	Pranesh Tiwari	Indian Institute of Mass Communication, New Delhi	PG Diploma in Hindi Journalism	The Change Maker: Short Film	04:59	
7	Manasa Nagarajan	M.O.P Vaishnav College for Women	B.A. Journalism	Penne Unakkaga	03:04	
8	Rakesh Arora	Institute of Management Studies, Noida	4 th Semester, BJMC	Are you Alpana	04:26	
9	Javad T.K.	Sullamussalam Science College, Areekode, Kerala	2 nd year, B.Voc. Broadcast Journalism	Echo for the Eco	03:12	
10	Fasalul Hadil C.P.	Sullamussalam Science College, Areekode, Kerala	1 st year, B.Voc. Broadcast Journalism	The Guide	05:00	
11	Jyotsna Rai	Manav Rachna International University, MRIU, Aravali Campus, Sector 43, Faridabad	1 st year, BAJMC	Film Voice for Prohibition - A Community Radio Initiative	04:58	
12	Sachin Sharma	Dept. Journalism & Mass Communication, GNDU, Jalandhar (Punjab)	M.A. Journalism & Mass Comm 1 st Year	Vikas da messiah	03:38	
13	Shibin M.	Sullamussalam Science College, Areekode, Kerala	B.Voc. Broadcast Journalism	Together	04:59	
14	Badusha Fahad P.	Sullamussalam Science College, Areekode, Kerala	B.Voc. Broadcast Journalism	1091	03:58	

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S.No.	Filmmaker	Name of Institute	Applicants' Qualification	Video Title	Duration	Thumbnails
15	Simranpreet Priyanka Ahuja Riya Athana	Institute of Management Studies, Noida	4 th Semester BJMC	Mera Mobile Meri Padhai	03:13	
16	Ganesh Vijay Pawar	Tilak Maharashtra Open University Sangli	Journalism	Sanjana The Ring Women	04:54	
17	Suman Jain	M.O.P Vaishnav College for Women	3 rd year B.A. Journalism	Samudhayak Parivaar	03:07	
18	Brinda Iyer R.	M.O.P Vaishnav College for Women, Nungambakkam, Chennai - 34 (M.O.P FM 107.8 MHz)	3 rd year B.Sc. Electronic Media	Ennangalil Vannangal (Colours of Thought)	04:57	
19	Deepak Singh Rawat	Graphic Era Hill University Dehradun	BJMC 2 nd Year	Henvalvani	04:59	
20	Akashdeep Baruah	Department of Communication and Journalism, Savitribai Phule Pune University	Masters in Journalism and Mass Communication	Radio Mathematics by Radio FTII	03:30	
21	Aaqib Naik & Junaid Dar	Islamic University of science and Technology Awantipora	M.A. Journalism & Mass Communication	Peshkadam... A step forward...	03:39	
22	Afnas C.T.	Sullamussalam Science College, Areekode, Kerala	B.Voc. Broadcast Journalism	Bulwark	03:55	



INVITATION

Commonwealth Educational Media Centre for Asia (CEMCA)
and Apeejay Institute of Mass Communication (AIMC)

have the pleasure to cordially invite you to the
Screening of Films and Award Ceremony of

COMMUNITY RADIO VIDEO CHALLENGE 2017

Theme:
**Community Radio for
Sustainable Development**



Time
Film Screening
10.00 – 13.30 hrs
Award Ceremony
15.00 – 16.30 hrs

Date
Wednesday
May 17, 2017

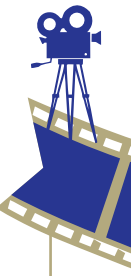
Venue
Kamladevi Block
IIC (Main), Lodhi Road
New Delhi - 110003

Dr. Shahid Rasool
Director, Commonwealth Educational
Media Centre for Asia (CEMCA)

Prof. Ashok Ogra
Director, Apeejay Institute of
Mass Communication (AIMC)

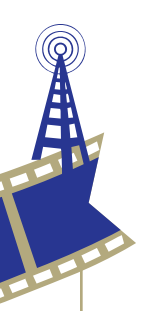
R.S.V.P.

Monica Sharma, E-mail: msharma@col.org, Tel: +91-11-26537146, 9971821444



PROGRAMME

Timing	Activity
Film Screening	
10.00 – 10.30 hrs	Registration and Welcome Tea
10.30 – 10.40 hrs	Brief Introduction by Ms. Sanjogita Mishra, Programme Officer, CEMCA
10.40 – 12.40 hrs	Screening of Accepted Short Films
12.40 – 13.30 hrs	Screening of Award Winning Short Films and Remarks by the Filmmakers
13.30 – 14.30 hrs	Lunch
Award Ceremony	
15.00 – 15.10 hrs	Opening Remarks by Dr. Shahid Rasool, Director CEMCA
15.10 – 15.20 hrs	About Community Radio Video Challenge 2017 by Prof. Ashok Ogra, Director AIMC
15.20 – 15.30 hrs	Address by the Guest of Honour Mr. Aashish Joshi , Editor-in-Chief cum Chief Executive, Lok Sabha Television
15.30 – 15.45 hrs	Address by Special Guest Mr. Mike Pandey , Producer and Director, Earth Matters
15.45 – 16.00 hrs	Address by the Chief Guest Mr. K.G. Suresh , Director General, IIMC
16.00 – 16.20 hrs	Presentation of Awards and Felicitation of Awardees
16.20 – 16.30 hrs	Vote of Thanks by Mr. R. Thyagarajan, Head Admin & Finance, CEMCA
16.30 hrs	High Tea



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CEMCA, an intergovernmental organization, the regional unit of the Commonwealth of Learning, Canada, promotes meaningful, relevant and appropriate use of media and technology to serve the educational and training needs of Commonwealth member states of Asia. When it comes to education and skills, CEMCA dreams of 'not leaving anyone behind'.



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