

**CONSORTIUM FOR EDUCATIONAL COMMUNICATION
NEW DELHI**

21st UGC-CEC EDUCATIONAL VIDEO COMPETITION 2009

1. Introduction

Consortium for Educational Communication (CEC) is an Inter University Centre created by the University Grants Commission (UGC) with the responsibility of utilizing electronic media in education. CEC is vested with the responsibility of coordinating the management, research and production of educational programmes at the Media Centres. Countrywide Classroom programmes are produced by 17 Media Centres set up by the UGC in the Universities/Institutions in India. These programmes produced in Hindi and English are telecast over the Vyas-24hr higher education channel & National Network of Doordarshan. Vyas Channel can also be accessed through DTH Platform of DD Plus. Once a year, CEC organizes an Educational Video Competition. It is open to UGC/CEC Media Centres and University / Academic / Educational organizations of India in respect of all categories. The competition for Best e-Content programme of the year will be global wherein Universities / Academic / Educational Institution & Private Institutions within and outside the country can send their entries.

2. Objectives

The annual UGC-CEC Educational Video Competition is meant to nurture, encourage and recognize excellence in educational video programme production in its Media Centres and other Educational Institutions in the country.

3. Venue

The venue of the Competition would be either at CEC, New Delhi or where CEC's Media Centres are located.

4. Categories of Awards

Awards would be given in the following categories:

A. Categories

- i) Best Educational Programme of the year
- ii) Best E-Content Programme of the year
- iii) Best Formative Research
- iv) Best Script
- v) Best Camera Work
- vi) Best Editing
- vii) Best Sound
- viii) Best Graphic / Animation / Special Effects
- ix) Best Programme for animation
- x) Best Video production of the year by students studying in Mass Communication, Journalism, Film / TV and allied professional courses in an Indian Educational Institution.

5. A. General Conditions for Entry in all categories :

- i) The competition is open to all Media Centres of UGC-CEC & Other Educational Institutions in India.
- ii) The video programme should have been produced between 1st January and 31st December 2009 Any organization / student / participant in the competition may also send more than one entry in each category.
- iii) The duration of the programme should be minimum 5 minutes to maximum 30 minutes.
- iv) Programmes should either be in English or in Hindi. Programmes in other languages may either be dubbed or sub-titled in English.
- v) A separate entry form should be filled for each entry accompanied by the following :
 - a. One copy of the programme in Betacam SP / DVD using PAL 625/50 standard.
 - b. In case of Best Video Production of the year by students DVD / Betacam tape can be sent.
 - c. A copy of the script in English or in Hindi.
- vi) Undertaking that the programme does not violate the copyright / intellectual property law should be given. In case such a violation is reported at a later date the Awardee will be held liable for any legal consequences and have to return the cash prize, trophy and certificate and will be barred in future from participating in the Competition.

B. Condition for entry to the category (ii) : [Foreign countries also included]

The Best e-Content programme of the year will be global wherein Universities / Academic / Educational Institution & Private Institutions within and outside the country can send their entries.

C. Condition for entry to the category (iii)(iv)(v):

- (i) **Formative Research:** Research reports – 3 copies, alongwith tools used for data collection should accompany with entry form.
- (ii) **Script:** Production script – 6 copies.
- (iii) **Camera Work:** The format of original shooting should be mentioned while filling entry form in this category.

D. Condition for the entry for Student category (x) studying in Mass Communication, etc.

- i) A student should submit his /her programme under this category along with a certificate issued by the Head of the Institute, certifying that the programme has been produced by student concerned.

6. Last Date for Receipt of Entries

All entries for the UGC-CEC Educational Video Competition for the year **2009** should reach CEC between **1st October, 2010** to **15th October, 2010**.

7. In case UGC-CEC Media Centres have already sent their cassettes, they are required to send only the following to reach CEC on or before 15th October, 2010 :

- i) Entry form duly filled for each category
- ii) Script in English or Hindi
- iii) Title of the programme
- iv) Tape / DVD number

8. Cash Awards

All the above categories will be given Cash Prizes as follows :

- a) Best Educational Programme of the year Rs.1,00,000/-
- b) Best E-Content Programme of the year Rs.1,00,000/-
- c) Best Formative Research Rs. 25,000/-
- d) Best Script Rs.25,000/-
- e) Best Camera Work Rs.25,000/-
- f) Best Editing Rs.25,000/-.
- g) Best Sound Rs.25,000/-
- h) Best Graphic / Animation / Special Effects Rs.25,000/-
- i) Best programme for Animation Rs. 50,000/-
- j) Best Video production of the year by students studying in Mass Communication, Journalism, Film / TV and allied professional courses in an Indian Educational Institution Rs. 25,000/-

ENTRY FORMS AND FURTHER DETAILS MAY BE DOWNLOADED FROM OUR WEBSITE www.cec-ugc.org

9 Trophy & Certificate

Trophy in the form of Veena, will be given to all the award winners along with the cash prize and a Certificate of Excellence.

In case of appreciation award only Certificate will be given.

- 10.** CEC reserves the right to reject any entry on technical or any other ground without assigning any explanation.

11. Screening & Results

- a) The Jury of national eminence will judge the entries in **December, 2010** at CEC, Delhi.
- b) The awards will be announced at the end of the Jury screening.
- c) All the awardees or organizations will be informed about the results individually.
- d) The Competition will consist of a Jury screening followed by a Public screening.
- e) The Award Ceremony will be held at Delhi tentatively in the month of **January – February, 2011** and the Awardees will be invited to participate in the ceremony at their own or their organization's expenses. The Award Winners Students / NGO Workers (if not supported by their organization) will be given TA by 2nd A/c train fare (shortest route) [subject to production of original tickets] and hospitality by CEC.
- f) It will be appreciated that the organizations send the individual(s) who are award winner(s) to attend the award ceremony.

- g) The Award Ceremony can also be held outside Delhi where the UGC-CEC Media Centres are located.

12. Constitution of the Jury

The CEC will select a panel of names for various categories to constitute jury consisting of academicians, media persons and CEC nominee.

13. Logistics

Schedule of dates:

- a) Publication of information inviting entries for the Educational Video Competition through various National Newspapers. **(25th August, 2010)**
- b) Dispatch of information folders to Media Centres and other agencies. **(30th August, 2010)**
- c) Last date for all entries to reach CEC **15th October, 2010.**
- d) Last date for scrutiny of various entries by CEC **30th October, 2010.**
- e) Last date for panel of jury to be finalized by CEC **15th November, 2010.**
- f) Juries to Meet at CEC **December, 2010.**
- g) Date for print of Certificate of Excellence, Trophy by CEC **January, 2011.**
- h) Public screening of all or selected entries after jury screening **January - February, 2011.**
- i) Award Ceremony **January - February, 2011.**