

# MANAGE Agri Film Festival – 2023

## Guidelines

The National Institute of Agricultural Extension Management (MANAGE) - an autonomous organisation under the Ministry of Agriculture & Farmers Welfare, Govt. of India is organising **MANAGE Agri Film Festival - 2023** to promote best agricultural films, documentaries and animated videos that capture field level innovations, best agricultural practices, impact stories, farmers empowerment, innovations in extension management approaches in the field of agriculture and allied sectors.

### **Who can participate?**

Government organizations, research institutions, Indian Council of Agricultural Research (ICAR) Institutions, State Agricultural Universities (SAUs), Horticultural and Veterinary Universities, State Agricultural Management and Extension Training Intuitions (SAMETIs), Extension Educational Institutes (EEIs), NGOs, media houses, agri startups, agripreneurs, FPOs, Co-operatives, agri business companies, private sector, agri journalists and individual professionals from India can participate in MANAGE Agri Film Festival 2023.

### **Details of Awards:**

#### **National Level Awards:**

1. First Prize: Rs. 1,00,000/-
2. Second Prize: Rs. 75,000/-
3. Third Prize: Rs. 50,000/-

**State Level Awards:** (For each State Cash Prize of Rs. 10,000/-)

**Institutional Level Awards:** (For each Institute Cash Prize of Rs. 10,000/-)

1. Best Film by State Agricultural Management & Extension Training Institute (SAMETI)
2. Best Film by Extension Education Institute (EEI)
3. Best Film by Indian Council of Agricultural Research (ICAR) Institute
4. Best Film by State Agricultural University (SAU)
5. Best Film by Krishi Vigyan Kendra (KVK)
6. Best Film by Agricultural Technology Application Research Institute (ATARI)
7. Best Film by Non-Governmental Organisation (NGO) in agri allied sector
8. Best Film by FPO
9. Best Film by AgriStartup
10. Best Film by Agripreneur
11. Best Film by DAESI Input Dealer

## **Themes:**

The films may cover the following themes:

- Breakthrough Agricultural Technologies
- Innovations in Agricultural Extension Management
- Integrated Farming Systems
- Agricultural Marketing
- Sustainable Food Systems
- Horticulture
- Animal Husbandry
- Dairy Management
- Fisheries Development
- Govt. schemes and projects related to agricultural development
- Soil Health
- Plant Health Management
- Role of Women in Agriculture
- Organic Farming
- Natural Farming
- Nutrition-Sensitive Agriculture
- Water Conservation
- Sericulture
- Bee Keeping
- Value Addition and Food Processing
- Value Chain Management
- Farmers Producer Organisations
- Agri startups
- Agripreneurship Development
- Skill Development
- Public Private Partnership
- ICTs in Agriculture
- Secondary Agriculture
- Climate-Smart Agriculture
- Any other theme related to development in agriculture and allied sectors.

The topics are indicative in nature. However, all films related to agriculture will be considered.

## **Jury Members**

An eminent personality will be the chairman of the jury board with prominent professionals from the fields of agricultural communication, mass media and journalism, agricultural extension and film and television as its members. The jury will

review all the film entries submitted by contestants and select prize worthy films based on a thorough evaluation criteria. The decision of the jury is the final.

### **Guidelines to Contestants:**

- No registration fee for submission of film
- Any number of entries will be accepted
- The theme of the film should be strictly confined to agriculture and allied sectors only
- The animation films covering themes in agriculture and allied sectors may also be submitted
- The duration of film should not be more than 30 min.
- The films should be original creation and not copied from other sources.
- The footage should be of good quality with a clear synchronized audio
- All Indian language films with English sub-titles will be accepted.
- The film should not be more than 2 years old
- Details of producers, director(s), organizations, other technicians should be mentioned in the credits part in the film
- An online self-declaration / undertaking stating that the film is original, produced by the contesting organization / individual and not copied or produced by others. MANAGE is not responsible for copyrights issues related to the film that may arise at a later stage.
- MANAGE reserves the right to develop an Agri Film Library meant for use in training, research, academic and non-profit activities. MANAGE is free to upload all films on its MANAGE YouTube channel for wider dissemination with due credits to the producers.

### **How to submit a Film:**

- The participants may register their details on MANAGE website in the online registration form. [Click Here to Register](#)
- The participants may upload their films on their YouTube channels and share the link in the online registration form for download at our end
- The participants need to fill up an online self-declaration / undertaking form with scanned signature by the producer / director or head of the department or authorized signatory with details.
- A confirmation e-mail will be sent to the contestant after the registration and sharing of the YouTube link of the film.

## **Important Dates**

- Last date for registration and submission of films : **20<sup>th</sup> March, 2023**

### **Chairman:**

Dr. P. Chandra Shekara  
Director General, MANAGE,  
Rajendranagar, Hyderabad – 500 030  
E-mail: [dgmanage@manage.gov.in](mailto:dgmanage@manage.gov.in)

### **Organising Secretary:**

Dr. Srinivasacharyulu Attaluri,  
Program Officer, MANAGE,  
Rajendranagar, Hyderabad – 500 030  
Mobile: 8499937512; E-mail: [ascharyulu@manage.gov.in](mailto:ascharyulu@manage.gov.in)

### **Coordinator:**

Mr. Sharath Kumar,  
Consultant (Mass media & Journalism), MANAGE,  
Rajendranagar, Hyderabad- 500 030  
Mobile: 9951023410; E-mail: [sharath23410@gmail.com](mailto:sharath23410@gmail.com)

**Self-Certificate / Undertaking:** [Click Here to Register](#)

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## Self-Declaration / Undertaking

This is to certify that the film entitled .....  
..... submitted to MANAGE Agri Film Festival  
2023 is original and produced by me / my organization on ..... in  
..... language with full copyrights. The film, either in parts or in full, is not  
copied from any other source(s).

I herewith agree that I do not have any objection to store and disseminate the  
film by MANAGE for academic purposes in training and teaching activities and sharing  
it on MANAGEIndia YouTube Channel for non-commercial purposes.

I herewith undertake that the above information provided by me is true and to  
the best of my knowledge. I agree that I shall forfeit the award if the information  
provided by me is found wrong at any stage before or after the film festival. I further  
accept that the decision of MANAGE is final in selection of films for awards and agree  
to abide by the guidelines circulated by MANAGE.

### **Signature of Authorized Person**

Name:

Designation:

Name of the Institute / Organization:

Mobile:

Email:

Date:

Stamp:

Mobile:

E-mail: