

MANAGE Agri Film Festival – 2022

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 - 2022** 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, universities, 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 2022.

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
- 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.

How to submit a Film:

- The participants may register their details on MANAGE website in the online registration form. Register at: <https://www.manage.gov.in/MAFF/>
- 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 : **10th February, 2022**
- Evaluation of Films by Jury Members: **11th - 28th February, 2022**
- Announcement of results : **1st March, 2022**
- Awards Ceremony at MANAGE: **11th March, 2022.**

Awards

1. First Prize: Rs. 50,000/-
2. Second Prize: Rs. 30,000/-
3. Third Prize: Rs. 20,000/-

Special Jury Awards:

1. Cash Prize: Rs. 10,000/-
2. Cash Prize: Rs. 10,000/-
3. Cash Prize: Rs. 10,000/-

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.

Chairman:

Dr. P. Chandra Shekara, Director General, MANAGE, Rajendranagar, Hyderabad – 500 030, e-mail: dgmanage@manage.gov.in

Organising Secretary:

Dr. Srinivasacharyulu Attaluri, Program Officer, MANAGE, Rajendranagar, Hyderabad – 500 031; Mobile: 8499937512; e-mail: ascharyulu@manage.gov.in

Coordinator:

Mr. Sharath Kumar, Research Fellow, MANAGE, Rajendranagar, Hyderabad – 500 031; Mobile: 9951023410; e-mail: sharath23410@gmail.com