



## Inspire Change Through Lens!

### SHORT FILM COMPETITION

Submit your film on Disaster Management

Last date for Submission of entries  
**31<sup>st</sup> January, 2023**

#### PRIZES



₹ 5 Lakh



₹ 3 Lakh



₹ 2 Lakh

Few selected films, including the winning entries may be procured by the NDMA/NIDM as per DAVP rates

For more information, please visit: <https://npdrr.nidm.gov.in>  
[ndmindia.nic.in](http://ndmindia.nic.in) | [ndma.gov.in](http://ndma.gov.in) | [nidm.gov.in](http://nidm.gov.in) | [ndrf.gov.in](http://ndrf.gov.in)

### National Platform for Disaster Risk Reduction (NPDRR) - 2023



Ministry of Home Affairs  
Government of India



nidm  
Resilient India - Disaster Free India



## Concept Note: Short Film Competition – NPDRR 2023

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### 1. Background

Major disasters over the past years have provided stark reminders of the concentrated disaster risks that affect human well-being and future development. Though, globally, much progress has been made in reducing risk to life, the economic losses continue to increase. In the last 20 years, India alone suffered about USD 80 billion in terms of economic losses due to climate induced disasters. To address this, the world community continues to discuss implementable solutions for Disaster Risk Reductions (DRR) on platforms such as the Global Platform for Disaster Risk Reduction (GPDRR). India, along with 186 other countries, is signatory to the Sendai Framework for Disaster Risk Reduction (SFDRR) - 2015 which aims at achieving concrete targets and specific goals by 2030.

In India, the National Platform for Disaster Risk Reduction (NPDRR) is a national level platform which envisages 'a participatory process of decision making in reducing risk, with active involvement of the Central & State Governments and other stakeholders representing different stakes in the field of disaster management'. NPDRR 2013 and 2017 were organized to further this process. The NPDRR 2023 will be organized on 10 - 11 March 2023 at New Delhi, with the underlying theme of "Building Local Resilience in a Changing Climate".

As part of the NPDRR 2023, a short film competition will be organized. The short films are expected to showcase awareness generation and case studies on various nuances of disaster management. There will be three winning titles and some selected films may be acquired by the National Disaster Management Authority (NDMA) / National Institute of Disaster Management (NIDM) as per the rates prescribed by the Advertising and Visual communication Division (erstwhile DAVP) of Bureau of Outreach and Communication (BOC), Ministry of Information and Broadcasting, Government of India.

### 2. Rationale

Information, Education and Communication (IEC) is one of the most essential components of the Disaster Management planning. The importance of awareness generation cannot be emphasized more when it may lead to reduced loss of life and property. Within the overall context of Mainstreaming of Disaster Risk Reduction, a well planned awareness generation campaign can prove to be an effective intervention to bring about necessary changes in attitudes and behaviours of people, especially those living in high vulnerability regions.

IEC programmes, when supplemented by suitable policies, can empower communities to reduce their risks. A sustained IEC campaign can make people adapt to, comply with and encourage similar behaviour among family, friends and neighbours. It also brings about a sense of responsibility within the masses.

The Government of India is committed towards IEC for Disaster Risk Reduction. As per the Disaster Management Act 2005, one of the powers and functions of the National Executive Committee is to "promote general education and awareness in relation to disaster management".

One of the most impactful of all artworks is – Films. Time and again, it has proven the potent psychological impact of an audio-visual medium. Through its various avatars – Cinema, television, Web, Festivals and Events, etc., the messages carried by films reaches a wide spectrum of audiences. Also, we live in a period of increased perception of paucity of time; while also in a world with increasingly high pre-occupation with social exchanges on portable mobile devices. Short films, therefore, has become one of the most popular media of current times.

### **3. Short Film Competition**

It has been decided to organize a short film competition as part of NPDRR 2023. The short films, with a maximum length of 8 minutes, are expected to showcase awareness generation and case studies on various nuances of disaster management. Entries will be invited through Newspaper Advertisements or announcements on relevant Social Media platforms.

The following conditions should be noted-

- The maximum duration of the films should be 8 minutes;
- The submissions may be made in the acceptable formats such as WMV, MP4, MKV, AVI, etc.;
- Submissions should be made in Standard Definition from 480P onwards.

### **Participants**

Any individual or organization may participate in the competition.

### **Themes**

Participants may submit films on the following themes of Disaster Management / Risk Reduction

- Prevention;
- Mitigation;
- Preparedness;
- Awareness Generation;
- Response;
- Search & Rescue;
- Post-disaster reconstruction;
- Success Stories of Disaster Risk Reduction;
- Any other area of Disaster Management or DRR.

### **Prizes**

- Winner of the 1<sup>st</sup> prize will receive a sum of Rs. 5,00,000/-
- Winner of the 2<sup>nd</sup> prize will receive a sum of Rs. 3,00,000/-
- Winner of the 3<sup>rd</sup> prize will receive a sum of Rs. 2,00,000/-
- In addition, some selected films may be acquired by the National Disaster Management Authority (NDMA) / National Institute of Disaster Management (NIDM) as per the rates prescribed by the Advertising and Visual communication Division (erstwhile DAVP) of Bureau of Outreach and Communication (BOC), Ministry of Information and Broadcasting, Government of India. Winning entries

will be paid the cost as per the DAVP rates in addition to their prize money.

### **Submissions and Entries**

- Maximum duration of the films should be 8 minutes;
- Any individual or organisation may participate;
- Only one entry allowed per participant;
- Last date for submission of entry – 31<sup>st</sup> January 2023
- A screening committee will be constituted to select the entries and decide the winners.
- Films can be sent to –
  - [sushma.nidm@nic.in](mailto:sushma.nidm@nic.in) (as downloadable link);
  - DVDs / Pen Drive may be addressed to -  
**Dr. Sushma Guleria**  
**Assistant Professor**  
**National Institute of Disaster Management,**  
**(Ministry of Home Affairs, Government of India),**  
**Plot no. 15, Pocket-3, Block-B, Sector-29,**  
**Rohini, Delhi -110042**  
**Phone – 011-20873426**