

Press Release

Environmental Award for Best Tamil Ad-films on Environmental Protection

Tamil Nadu have 8000 NGC-eco clubs functioning at the rate of 250 schools per district and around 40-50 students enrolled as member per school. Further in Tamil Nadu 11469 eco-clubs are functioning under the state funding. One among the objective for the creation of the Department of Environment is dealing with the task of promoting environmental awareness in the State. Inculcating awareness among students and public on the protection of Environment is very much essential, as several unplanned and un-civilized activities, have created severe damage to the human and the ecosystem around us. The students of Eco-clubs/NGC are involved in disseminating various environmental aspects through awareness programmes such as organizing rallies, human chains, seminars, workshops, tree planting, campus cleaning etc., However making use of the popular latest versatile, easily accessible media power have not yet been captured to reach even the unreached besides lake of motivation advertisement non-capitalization of the skill of the current generation. Moreover, piece meal making of video films found not only expensive but also donot capitalize the talents of the younger generation.

Hon'ble Minister for Environment has made an Announcement to distribute three awards for best three Ad-Films on Environmental Protection, on any topic/theme on land, air, water, forest, industrial activities, flora, fauna etc., and fit for telecasting in the public media.

The Best first three ad-films will be selected and will be given a Cash prize of Rs.7.00 lakhs, Rs.6.00 lakhs & Rs.5.00 lakhs respectively besides certificates.

1. The ad-film should be produced in the State focusing the environmental related issues of the State.
2. The Director of Environment will have for the legitimate ownership of the ad-films received for awards and Director of Environment shall change. Modify / alter the said film with out the consent of the producer.
3. The ad-films should be produced in the Tamil language only.
4. Duration of the Ad-film Two (2) minutes only
5. The Ad-film submitted High Definition (HD), MP 4 format
6. The producer should edit / modify the film, as requested by the Department of Environment if the selected Ad-films to be converted to (DBX . movie) format
7. The submitted Ad-Film previously got the prize from any Ad-film context on participated will be rejected. The Ad-Film should be a new one.
8. The selected and un-selected ad-films for the awards will not be returned to the producers and no royalty will be given.
9. The name of the producer will be indicated while telecasting the ad-film in the public media.
10. The theme/ idea/ topic of the ad-film should be of the producer and should not be copied or remake of the others. If any objection or complaint is received, in this regard, it is the liability of the producer to prove the truth that the ad-film is of his own product.

11. One can produce and submit any number of ad-films within the time-limit/
12. The personalities ,if any, in the ad-films should not be controversial person from Tamilnadu
13. The theme/ topic/ idea of the ad-film should not contrary or criticize the Government programmes / polices.
14. A Juries of selection will be formed and the Member of the Juries will select the awardees. The verdict of the members of the Juries is final and any request for reconsideration is not allowed
15. Copies of the ad-films will be hosted in the media ,official websites of Department of Environment and others and also be sent to NGC & Eco-club schools for telecasting in the school functions, prayer meetings, etc.,
16. Ad-Film for the awards should be reach this Directorate on or before 20 December 2019 upto 5.00 P.M

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