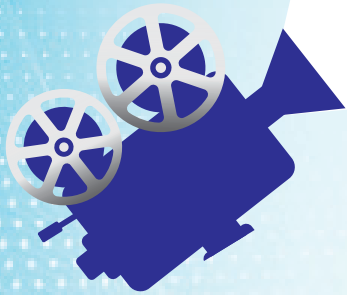




75
Azadi Ka
Amrit Mahotsav



COMMUNITY MEDIA CHALLENGE 2023



Contents

1. About CEMCA	4
2. About UNESCO	4
3. Community Media Challenge 2023	5
Background.....	5
CMC 2023: Azadi ka Amrit Mahotsav.....	6
Broad Outline of Activities under CMC 2023	8
5. Awards	10
4. List of Jury Members	11
6. Award Winners	16
First Prize	16
Second Prize.....	16
Third Prize	17
Special Recognition 1st Prize.....	17
Special Recognition 2nd Prize	17
Special Recognition 3rd Prize	18
Special Recognition 4th Prize	18
Special Recognition 5th Prize	19
7. Programme Agenda.....	26

About CEMCA

In response to the needs expressed by the Commonwealth countries of the Asian region for a more effective use of educational media resources for Distance Education, the Commonwealth of Learning (COL) established the Commonwealth Educational Media Centre for Asia (CEMCA) in 1994. CEMCA, under a host country agreement signed between COL and Government of India (GoI) in 1998, has its headquarters in New Delhi. The GoI notified CEMCA as a diplomatic mission under section 3 of the United Nations (privileges and immunities) Act, 1947 (46 of 1947) vide The Gazette of India, Extraordinary, Part II, Section 3, Sub-section (ii) dated 10 February 2000.

The strategic objective of CEMCA is to promote co-operation and collaboration in the use of electronic media resources for distance education in eight Commonwealth countries of Asia - Bangladesh, Brunei Darussalam, India, Malaysia, Maldives, Pakistan, Singapore and Sri Lanka.



Vision

To be the foremost agency in Commonwealth Asia that promotes media-enabled learning for development.



Mission

To assist governments and institutions to expand the scale, efficiency and quality of learning by using multiple media in open, distance and technology-enhanced learning.

About UNESCO

UNESCO is the United Nations Educational, Scientific and Cultural Organization. It seeks to build peace through international cooperation in education, sciences and culture. UNESCO's programmes contribute to the achievement of the Sustainable Development Goals defined in the 2030 Agenda, adopted by the UN General Assembly in 2015.

In this spirit, UNESCO develops educational tools to help people live as global citizens free of hate and intolerance. UNESCO works to ensure that every child and every citizen has access to quality education. By promoting cultural heritage and the equal dignity of all cultures, UNESCO strengthens the bonds between nations. UNESCO fosters scientific programmes and policies as platforms for development and cooperation. UNESCO stands up for freedom of expression, as a fundamental right and a key condition for democracy and development. As a laboratory of ideas, UNESCO helps countries to adopt international standards and manages programmes that foster the free flow of ideas and the exchange of knowledge.

The UNESCO New Delhi Office is mandated to cover six countries in South Asia - Bangladesh, Bhutan, India, Maldives, Nepal and Sri Lanka.

Community Media Challenge (CMC) 2023

Background

Commonwealth Educational Media Centre for Asia (CEMCA), in partnership with UNESCO New Delhi, has been conducting the **Community Radio Video Challenge (CRVC) Competition since 2014**. It has completed a decade of involving Community Radios (CR) to document and bring voices from the ground to the national level. The CRVC engages Indian youth in the CR movement and promotes the understanding and importance of CR as an alternative media for community's self-expression, learning and development.

CEMCA has been working to promote the use of CR in learning for development since 2006. CEMCA has organised more than 50 workshops in the past to create awareness about CR. UNESCO also recognises that the presence of CR is a sign of media pluralism, diversity of content, and representation of a society's different groups and interests. CR encourages open dialogue, local transparency and gives voice to the voiceless. UNESCO's CR initiatives have focused on: (a) policy development to promote a free and open environment for CR; (b) empowering community members to publicly express opinion, debate issues, act as citizen journalists, and become producers of media content; and (c) encouraging technological innovation in the CR space. UNESCO's International Programme for the Development of Communication (IPDC) has been promoting the use and establishment of low-cost media, including CR stations for the past several years.

CEMCA and UNESCO New Delhi have been conducting CRVC for learners (of any discipline) below the age of 25 years for the past nine years. The competition gives students an opportunity to showcase the potential of Community Radios through the art of filmmaking.

Following is the list of themes covered so far under the CRVC competition:

Year	Theme
CRVC 2014	Why Community Radio Matters?
CRVC 2015	Citizen's Voices, Empowering Societies
CRVC 2016	Addressing Disasters, Saving Lives
CRVC 2017	Community Radio for Sustainable Development
CRVC 2018	Community Radio for Women Empowerment
CRVC 2019	Community Radio for Climate Action
CRVC 2020	Community Radio: Changing Lives
CRVC 2021	Community Radio for Healthy Communities
CRVC 2022	Climate Action: Climate Change for Sustainable Development



Community Media Challenge 2023: ‘Azadi ka Amrit Mahotsav’

CEMCA, in collaboration with UNESCO New Delhi celebrated the Azadi ka Amrit Mahotsav (AKAM) through CRVC under the title Community Media Challenge 2023 (CMC 2023). As it is the tenth edition of CRVC, CEMCA conducted it at a grand level and included all media formats for the competition.

CEMCA celebrated AKAM with local communities to reach the last mile and took the celebrations right up to the village level and engaged the rural population.

AKAM is an initiative of the Government of India to **celebrate and commemorate 75 years of independence of progressive India and the glorious history of its people, culture, and achievements**. On March 12, 2021, which is the 91st anniversary of the historic Salt Satyagraha led by Mahatma Gandhi, Prime Minister Narendra Modi launched the “Padyatra” (Freedom March) from the Sabarmati Ashram in Ahmedabad and started the curtain-raiser events for the “Azadi Ka Amrit Mahotsav” (India@75).

The “Azadi ka Amrit Mahotsav” began 75 weeks before August 15, 2022, i. e., on 12 March 2021, and lasted until August 15, 2023. The initiative’s five pillars—Freedom Struggle, Ideas at 75, Achievements at 75, Actions at 75, and resolves at 75—served as compass points for progress while serving as an inspiration for ambitions and obligations.



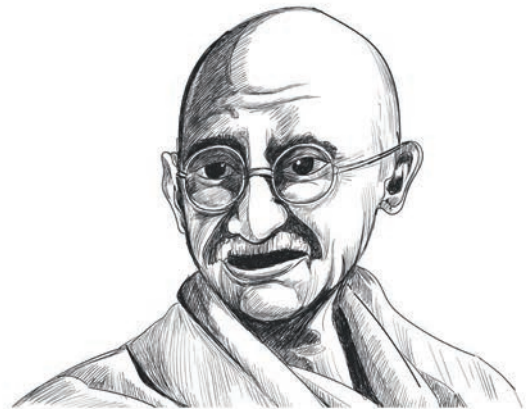
CMC 2023 Jury members discussing the short films submitted by participants

The Azadi Ka Amrit Mahotsav means **elixir of energy of independence; elixir of inspirations of the warriors of freedom struggle; elixir of new ideas and pledges; and elixir of Aatma Nirbhar Bharat.**

Azadi Ka Amrit Mahotsav was **a sequence of events organized by the Indian Government to celebrate the 75th Anniversary of India's Independence.** In addition, the Mahotsav was marked as a Jan-Utsav in the essence of Jan-Bhagidari.

Following are the themes of Azadi Ka Amrit Mahotsav under which several activities and events were organised:

Freedom Struggle: This theme anchored the commemoration initiatives under Azadi Ka Amrit Mahotsav which included commemorating milestones in history, unsung heroes, etc. The motive was to revisit the historical road leading up to 15 August 1947 and bring to life the tales of unsung heroes whose sacrifices have made freedom a reality for us. Major events celebrated under this theme were Birsa Munda Jayanti (Janjatiya Gaurav Diwas), Declaration of Provisional Government of Free India by Netaji, Shaheed Diwas, etc.



Ideas @ 75: This theme focused on activities and gatherings motivated by concepts and principles that have influenced us and will serve as our compass during this Amrit Kaal (the 25-year period between India@75 and India@100). Popular participatory activities that highlighted India's distinctive contribution to the globe were included in the events and programmes under this category. These included occasions and programmes like Kashi Utsav, which honours Hindi literary giants from the Kashi region, and Post Cards to the Prime Minister, in which more than 75 lakh kids expressed their visions for India in 2047 and their impressions of unsung independence fighters.

Achievements @ 75: This theme focused on marking the passage of time and all our milestones along the way. It was envisioned that it would develop into a public record of our combined accomplishments as a 75-year-old independent nation with a 5000+year-old legacy. Initiatives like Swarnim Vijay Varsh, which honours the victory of 1971, the opening of the Shreshtha Yojana during Mahaparinirvan Diwas, etc. are just a couple of the events and projects under this theme.

Actions @ 75: The aim of this pillar of Azadi Ka Amrit Mahotsav was to highlight steps being taken to implement policies and actualise commitments. This theme emphasised the actions being done to put policies into effect and fulfil promises in order to assist India assume its proper place in the new global order emerging in a post-Covid world.



It was propelled by Prime Minister Modi's clarion call, "*SABKA SAATH, SABKA VIKAS, SABKA VISHWAS, SABKA PRAYAS*". It included pledges from corporations, NGOs, and civil society to realise our ideals and work together to build a better tomorrow. It also included government policies, initiatives, and action plans. Initiatives like Gati Shakti – National Master Plan for Multi-modal Connectivity are among the programmes under this theme.

Resolves @ 75: This project aimed to strengthen commitments to targets and goals. This subject focused on our shared resolve and commitment to influencing the course of our motherland. Only through collective resolve, well-laid-out action plans, and determined efforts will ideas translate into actions. Events and programmes under this theme included initiatives such as Constitution Day, Good Governance Week, etc. that help bring alive the commitment towards the 'Planet and People' (a UN initiative).

Broad Outline of Activities under CMC 2023

The Community Media Challenge 2023 aimed at facilitating a short audio/video bites/documentation of aspirations, ideas, actions on the Azadi ka Amrit Mahotsav. The key idea was to enable the common people from the rural hinterlands to share their aspirations and create a collective people's voice of their contributions to make the national dreams a reality. This was done through a national level initiative starting from April 2023 till June 2023.

A one-day workshop will be organised on Production of Audio/Visual content prior to the main award function on first come first serve basis for a maximum of 25 participants.



CMC 2023 Jury members reviewing the short films

In its 10th year, the CRVC partnered with UNESCO to move to the next level of community media's power of empowerment.

The 2023 campaign invited audio/video entries from the students of any college/university from India (in any local dialect/language, with a supporting documentation in state/national languages), to be submitted online.

The Sub-themes of the entries were

- Remarkable contribution of rural women in district level after the intervention of community radio.
- Self-Employment start by the rural women under government schemes.
- Jan Bhagidari by the village community in a group to achieve national goals.
- Popularise the theme art, handicraft, textiles, and local products, such as Bamboo.
- Make in India products including Defence, Tourism, Ayurveda and Indian Tea.
- Popularise “Yoga & Ayurveda Lounge”.
- Popularise the local culture and heritage.
- People's perception of what AZADI means to them.
- Rights/voices of courage and actions of the most marginalised communities, Transgender Communities and Divyang Persons
- Local innovations that have lasting impacts on human achievements, at national and global level
- Local contributions through Sports and Team Work to surpass challenges and improving lives.

Important CMC 2023 Dates

- Announcement: 1 May 2023
- Last date for submission online: 31 July 2023
- Last date for receipt of documentation at CEMCA: 7 August 2023
- Jury Meeting: 19 September 2023
- Announcement of award winners: 20 September 2023
- Workshop on Documentary Filmmaking: 23 November 2023
- Film Screening & Distribution of Awards: 24 November 2023



Criteria

The films were judged based on the following guidelines /criteria for award.

- 25 points: Overall impact (persuasive, informational, educational)
- 25 points: Originality and creativity (concepts, ideas, format)
- 25 points: Relevance and clarity of message
- 25 points: Technical proficiency and quality

Short films on the above-mentioned topics were invited from students in any Indian language with English subtitles. The duration of the audio/video programme submitted for the competition were between 3 to 5 minutes.

Eligibility criteria

Age – Maximum 30 years as on 1 May 2023

Student – Student from any college/university/institution

Awards

There were eight awards for the competition as follows:

- One 1st Prize - INR 50,000
- One 2nd Prize - INR 30,000
- One 3rd Prize - INR 20,000
- Five Special Recognitions - INR 10,000
- Participation certificate for all accepted films

The call for entries for CMC 2023 resonated strongly with students at all levels and a total of 45 entries were received by CEMCA and UNESCO. The submissions underwent meticulous review by a prestigious panel of jury chaired by Professor Ashok Ogra, Advisor (Mass Communication), Apeejay Educational Society, on 19 September 2023 in New Delhi, India. All the entries were judged against four criteria: Overall impact (persuasive, informational, educational), Originality and creativity (concepts, ideas, format), Relevance and clarity of message, and Technical proficiency and quality.

The Jury selected Mr. Hruday Ranjan Parida's film, 'Untold Questions of Every Raktashanta' for the first prize. The second prize was awarded to Ms. JharanaKadraka for her film, 'A Small Step (Voice of Courage and Action)'. The third prize was won by 'Keladi Kanmani', directed by Bharanidharan. Additionally, five outstanding films received special recognition awards.



List of Jury Members

Prof. Ashok Ogra

Advisor
Apeejay Educational Society
New Delhi
ashokogra@gmail.com

Mr. Vikram Dutt

Chairman
All India Federation of The Deaf,
And Special Education Consultant, Journalist
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Prof. Sweta Singh

Joint Director
Radio & TV Production Expert
GGSIU University, New Delhi
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Mr. Satya Prakash

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National Award Winner
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Additional Director (CRS) PS to AD(CRS)
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Mr. Ashish Khare

Additional Director (Content & Distribution)
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Ms. Ashita Singh

Senior Programme Assistant
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New Delhi
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Mr. Ashwinjit Singh

UNESCO
New Delhi



CMC 2023 Jury members



COMMUNITY MEDIA

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Sub-Themes :

- ÿ Remarkable rural women.
- ÿ Self-employment initiative by rural women under Govt. Schemes.
- ÿ Jan Bhagidari in village community.
- ÿ Indian arts, handicrafts, textiles and other local products.
- ÿ Make in India products.
- ÿ "Yoga & Ayurveda".
- ÿ Local culture and heritage.
- ÿ People's perception of AZADI.
- ÿ Voices of courage and actions.
- ÿ Remarkable Transgender and Divyang Persons.
- ÿ Local innovations.
- ÿ Improving lives through Sports and Team-work.

Awards:

There are eight awards for competition as follows :



First Prize (1)
₹ 50,000



Second Prize (1)
₹ 30,000



Third Prize (1)
₹ 20,000

Special Recognitions (1)
₹ 10,000

Participation certificate for all ac



CEMCA

Commonwealth Educational Media Centre for Asia (CEMCA)

Email: project@cemca.org Website: www.cemca.org

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Prize (1)
0,000

s (5)

cepted films.

Who can apply:

Age - Maximum 30 years as on May 1st, 2023

Student - Student from any school / college / university / institution

Criteria:

Students can submit their entries (Audio / Video between 3 to 5 minutes) in mp4 format through pen drives or upload on <http://crvc.cemca.org>

For more details on rules, regulations and registration please visit www.cemca.org

Final Dates:

Last Date for submission:	July 31, 2023
Jury Meeting:	September 19, 2023
Award Annoucement:	September 20, 2023
Workshop on Documentary or Audio programme:	November 23, 2023
Award Function:	November 24, 2023

In Partnership with



UNESCO New Delhi Cluster Office

Website: <https://en.unesco.org/fieldoffice/newdelhi>

Winner Details

S.No.	Name of the Video	Students	Institute/ University
1	The Untold Questions of Every Raktashanta (1st prize)	Hruday Ranjan Parida, Shashwat Pandey Vatsa, Akriti Singh, Binay Harichandan, Barsha Rani Sahoo Rijit Kumar Sahoo, Abinash Mohapatra, Riteendra Dwivedy Rohit Sah	Institute of Technical Education & Research Bhubaneswar, Odisha
2	A Small Step (Voice of Courage and Action) (Second Prize)	Jharana Kadraka	Odisha State Open University Sambalpur, Odisha
3	Keladi Kanmani (Third Prize)	Bharanidharan Brightwin Vasanth Kumar	Holy Cross College Tiruchirapalli, Tamil Nadu
4	Kuni's Radio (Special recognition)	Debaraj Malla, Ankita Senapati Priyankarani Panda, Susibna Subhadarshini, Amisha Pattnaik Pritismita Bhoi, Alisha Ray Nirali Pragyan Priyadarshini Ankit Mohanty, Moshir Ahmed	CV Raman Global University Bhubaneswar, Odisha
5	Home is Where Story Begins (Special recognition)	Nirmal Kumar V	Anna University Chennai, Tamil Nadu

S.No.	Name of the Video	Students	Institute/ University
6	Weavers of Hope (Special recognition)	Shinjan Chatterjee Shivam Bhadani Tooba Rahman Pragati Kumari Megha Kumari Aditi Singhal Sheelu Ragini Dikshit Singh Richa Kumari	Central University of South Bihar Gaya, Bihar
7	Agira- The Ray of Hope (Special recognition)	Sanjay Mathi Pugazhenth Darsana Alan Antony Kathiravan Nahul Premnaren PavanKrishay Preanushkar Reshika Pressanna Kumar Pawan Kumar Gnanashivanathan	Kumaraguru College of Liberal Arts and Science, Coimbatore, Tamil Nadu
8	Sathi Hath Barana (Special recognition)	Vedavati Rajopadhye Uday Godbole Omkar Chitnis Dhanashree Kulkarni Sandeep Salunkhe Abhishek Pawar Soumitra Kagalkar Shailesh Pawar Swapnil Pawar	Rajarambapu Institute of Technology, Rajaramnagar Maharashtra



Brief about the Winners

First Prize

Name of the Short Film: The Untold Questions of Every Raktashanta

Duration: 4:59

Name of the filmmaker(s): Hruday Ranjan Parida, Shashwat Pandey Vatsa, Akriti Singh, Binay Harichandan, Barsha Rani Sahoo, Rijit Kumar Sahoo, Abinash Mohapatra, Riteendra Dwivedy, Rohit Sah

Name of the institution: Institute of Technical Education & Research, Bhubaneswar, Odisha



About the film

In this video, social taboo surrounding menstruation is explored through the story of a girl and her struggle and the dilemma she faces in this respect. 90.4 SOA Community Radio of Odisha picked up the story from its community to discuss the taboos surrounding a natural process of the body, such as menstruation.

Second Prize

Name of the Short Film: A Small Step (Voice of Courage and Action)

Duration: 4:58

Name of the filmmaker(s): Jharana Kadraka

Name of the institution: Odisha State Open University, Odisha



About the Film

The video highlights the importance of taking small steps to curb the use of polythene. It portrays how a farming community of a village in Orissa has collectively taken the decision and actions to curb the use of polythene bags in its community and how these small steps can lead to a positive change in the protection/preservation of the environment and health.

Third Prize

Name of the Short Film: Keladi Kanmani

Duration: 4:59

Name of the filmmaker(s): Bharanidharan, Brightwin, Vasanth Kumar

Name of the institution: Holy Cross College, Tamil Nadu



About the Film

It's a story about a girl called Kanmani who lost her eyesight due to an accident and how through the help of a programme via a community radio called Holy Cross FM of Tamil Nadu, she was able to pass her government exam and get a job. It highlights the important role that community radio can play for the blind community.

Special Recognition 1st Prize:

Name of the Short Film: Kuni's Radio

Duration: 4:46

Name of the filmmaker(s): Debaraj Malla, Ankita Senapati, Priyankarani Panda, SusibnaSubhadarshini, Amisha Pattnaik, Pritismita Bhoi, Alisha Ray, Nirali Pragyan Priyadarshini, Ankit Mohanty, Moshir Ahmed

Name of the institution: CV Raman Global University, Bhubaneswar, Odisha

About the Film

This film talks about how community radio can bring awareness about schemes such as Adivasi Mahila Sashaktikaran Yojana (AMSY), where women from scheduled tribes are given financial support and are also given opportunities for jobs. Knowledge of such schemes can benefit the local, marginalised communities, which can be provided through community radios at the grass root levels.



Special Recognition 2nd Prize:

Name of the Short Film: Home is where the story begins

Duration: 5:00

Name of the filmmaker(s): Nirmal Kumar V

Name of the institution: Anna University, CEG, Chennai, Tamil Nadu



About the Film

It portrays the importance of a home and the struggles of the transgender community of Tamil Nadu in finding one. Through the state government and civil associations like Snegithi, 256 transgender individuals were allotted quarters to live in. Once the transgender community started mingling into day-to-day activities of society, they were accepted and some of the transgenders individuals were able to start jobs and lead a normal life.

Special Recognition 3rd Prize:

Name of the Short Film: Weavers of Hope

Duration: 4:22

Name of the filmmaker(s): Shinjan Chatterjee, Shivam Bhadani, Tooba Rahman, Pragati Kumari, Megha Kumari, Aditi Singhal, Sheelu Ragini, Dikshit Singh , Richa Kumari

Name of the institution: Central University of South Bihar, Bihar



About the Film

It talks about Patwa Toli, a hidden gem in the heart of Gaya, Bihar, it has been home to Handloom and Powerloom industries, where thousands of people including women and the elderly craft artful handloom sarees. Through the help of the government, they have been able to continue their livelihoods, however, in the world of cheap, bulk manufacturing brands, their work and future/hopes remain uncertain and unrecognised.

Special Recognition 4th Prize:

Name of the Short Film: Agira- The Ray of Hope

Duration: 4:56

Name of the filmmaker(s): Sanjay, Mathi Pugazhenthii, Darsana, Alan Antony, Kathiravan, Nahul, Premnaren, PavanKrishay, Preanushkar, Reshika, Pressanna Kumar, Pawan Kumar, Gnanashivanathan

Name of the institution: Kumaraguru College of Liberal Arts and Science, Coimbatore, Tamil Nadu



About the Film

The video tells us the story of an inspiring transgender Tamil Nadu politician, who shares her struggles and achievements with a class of students, inspiring them. She talks about the National Portal for Transgender Persons spreading awareness about the possible support a transgender person can get and her success sets an important message for people and the transgender community on the whole.

Special Recognition 5th Prize:

Name of the Short Film: Sathi HaathBadhana

Duration: 4:08

Name of the filmmaker(s): VedavatiRajopadhye, Uday Godbole, Omkar Chitnis, Dhanashree Kulkarni , Sandeep Salunkhe , Abhishek Pawar, Soumitra Kagalkar, Shailesh Pawar, Swapnil Pawar

Name of the institution: Rajarambapu Institute of Technology, Rajaramnagar, Maharashtra



About the Film

This video shows Radio Sugar, a community radio raising awareness about increase in accidents of bulls carrying sugarcane during the harvesting season. The programme was heard by the students of Rajarambapu Institute of Technology and they came up with the idea of attaching a wheel to the cart for support, hence solving the problem cost-effectively. Here we see how community radios can raise awareness about local issues which can result in solving them.



CMC 2023 Jury members and CEMCA staff



Details about CMC 2023 participants

Applicant Name & Contact	Institute	Class	Video_url	Video_title
Arun Sharma ☎ 9507649109 ✉ arunkum85951@gmail.com	Indra Gandhi National Open University, New Delhi	BSCG	https://youtu.be/xMajRhCYCnQ	Local Innovation
Nirmal Kumar V ☎ 9840824729 ✉ nkeditz123@gmail.com	Anna University, Chennai, Tamil Nadu	M.Sc 2 years Electronic Media	https://youtu.be/aPXq82udhx0	Home is Where a Story Begins
Pooja ☎ 9999736824 ✉ baggapooja828@gmail.com	Etasha Society, New Delhi	Graduate	https://youtu.be/h3555qqLqvo	Remarkable Transgender and divyang person (A message for everyone)
Bharanidharan ☎ 8220731441 ✉ bharanidharan96465@gmail.com	Holy Cross College, Tiruchirappalli, Tamil Nadu	3 rd UG VISCOM	https://drive.google.com/file/d/17qcyO3QYdPrhUwV6Lq4IoXxEmk1bdbnF/view?usp=drive_link	Keladi Kanmani
Aparna Manna ☎ 9054888695 ✉ aparnamanna1143@gmail.com	MB Patel Science College, Anand, Gujarat	B.Sc Biotechnology	https://drive.google.com/file/d/1UIOZKSXqiRaGtG3xvE4DSIxODAGd1wW9/view?usp=drivesdk	GOONJ : resonance of freedom
Sathi Krishna Priya ☎ 7032933959 ✉ skpriya387@gmail.com	Shri Vishnu Engineering College Autonomous, Kovvada, Andhra Pradesh	3 rd B.Tech	https://www.youtube.com/watch?v=xdzFIM84aps&t=10s	Make in India Products
Navin D, Vishnu Prabhu, Hareesh Balaji, Ragul, Pavan Krishay, Rohit, Aiswarya Lakshmi, Ram Prasath, Janani ☎ 9047799985 ✉ navin.d2307@gmail.com	Kumaraguru College of Liberal Arts & Science, Coimbatore, Tamil Nadu	B.Sc Visual Communication	https://youtu.be/Rlt5JtHg0F4	Meipai
Sanjay, Mathi Pugazhenthii, Darsana, Alan Antony, Kathiravan, Nahul, Premnaren, Pavan Krishay, Preanushkar, Reshika, Pressanna Kumar, Pawan Kumar, Gnanashivanathan ☎ 9384180581 ✉ sanjayndio@gmail.com	Kumaraguru College of Liberal Arts and Science Coimbatore, Tamil Nadu	BSc. Agriculture	https://youtu.be/8UVP2Ly6qBM	Agira- The Ray of Hope

Applicant Name & Contact	Institute	Class	Video_url	Video_title
A.Reshma, Trishoola Sundram, Illakhiya, Rahul.B, Manoj, Nethra Wiseman, Arjun, Prasanth, Harshitha NJ ☎ 7708939025 ✉ resh2827@gmail.com	Kumaraguru College of Liberal Arts and Science, Coimbatore, Tamil Nadu	B. Sc Visual Communication	https://youtu.be/6YIDGXjtG5E	Paavai
Debaraj Malla ☎ 7735151150 ✉ pupunmalla@gmail.com	CV Raman Global University, Bhubaneswar, Odisha	BSc. Agriculture	https://youtu.be/K9xF9ToW7pU	Kuni's Radio
Vedvati Rajopadhye ☎ 7517093111 ✉ 2103106@ritindia.edu	Rajarambapu Institute of Technology, Islampur, Maharashtra	2nd Year	https://youtu.be/H_Q3TNB8HJI	Sathee Haat Badhana
Kanchan Kumari ☎ 9504584500 ✉ kanchan.gpj@gmail.com	Kamla Rai Mahavidhyalay, Gopalganj, Bihar	Graduate	https://youtu.be/jXIAXgJ1aGA	Jan Bhagidari In Village Community
Dibya D Pradhan & Bidisha Mallik ☎ 8697941717 ✉ bidishamallik492004@gmail.com	Sister Nivedita University, Kolkata, West Bengal	UG 3	https://youtu.be/keOY_Kd1gFY	Tumi, Ami aar Tram (You, Me & Tram)
Shinjan Chatterjee ☎ 7277262476 ✉ imshinu13@gmail.com	Central University of South Bihar, Gaya, Bihar	MAJMC	https://youtu.be/Kkgz__atwCQ	Weavers of Hope
Dr. Anirban Ghosh ☎ 7980366313 ✉ anirban1972@gmail.com	Netaji Subhas Open University, Tarkeshwar, West Bengal	Students of Vocational Studies	https://youtu.be/wcbNrUhyfj8	Stories of Local Culture and Heritage
Hruday Ranjan Parida ☎ 7894263605 ✉ 2041016106. hrudayranjanparida@gmail.com	Institute Of Technical Education & Research, Bhubaneswar, Odisha	7th Semester, CSE, B. Tech	https://drive.google.com/drive/folders/1qoWweuvqCSodVM7U35VUdndKsSwrtvGL0?usp=sharing	The Untold Questions of Every Raktasnata
Gagan Tripathi, Rajat Joshi , Vanshika Gupta , Kuldeep Tomar ☎ 919761356345 ✉ Gagantripathi574@gmail.com	G. B. Pant University of Agriculture and Technology, Pantnagar, Uttrakhand	Pg Msc Agriculture extension and communication	https://www.youtube.com/watch?v=3H6YgRKYte0	Khushiyon ki chabi A short film



Applicant Name & Contact	Institute	Class	Video_url	Video_title
Kanak ☎ 8989877772 ✉ Jieschools@gmail.com	JIE International School, Rudrapur, Uttrakhand	Class 1 st	https://drive.google.com/file/d/17jrqw--Yy_9nJ0n_XS4VthsMwkNvYrbK/view?usp=drivesdk	A Short Film on Make in India Products
Pihu Sharma, Dhani Prasad, Anshu, Prince ☎ 8006665058 ✉ info.rayindia@gmail.com	JIE International School, Rudrapur, Uttrakhand	Class 5	https://drive.google.com/file/d/1FV1MBKYyRlpgHJL-SJRnGjBw44HCwng/view?usp=drivesdk	Yoga & Ayurveda Short Film
Krishna Kumar ☎ 9667930844 ✉ krishu9666@gmail.com	Don Bosco Technical Institute, Delhi	ITI	https://drive.google.com/file/d/1nzB BVDSArCWdr1dYLHPI1VjbAfJEIoYn/view?usp=drivesdk	Local Innovation
Navanit Pandey ☎ 6394969623 ✉ Pandeynavanit7@gmail.com	Geeta International Public School, Dharampur, Uttar Pradesh	12 Qualified	https://youtu.be/OFLcG3EJMO0	Azadi ka Amrit Mahotsav
Manshi ☎ 9050753895 ✉ manshivats619@gmail.com	Arya Bhatt College, Delhi	BA HONS POLITICAL SCIENCE	https://drive.google.com/file/d/1hR7-iFD1IDMCEpk7BMAM2ZuBeMlejGu-/view?usp=drivesdk	People's Perception of AZADI
Priyansh Bharadwaj ☎ 9569182205 ✉ Amayvikramsingh00@gmail.com	Jagannath Community College, Delhi	1 st year sem 2	https://youtu.be/1T-8f0-hRls	Azadi Ke Rang
Shivani Khatri ☎ 9312057157 ✉ sanskriti.kaksha@gmail.com	Jagannath Community College, Delhi	2 nd semester; Bachelor of Journalism and Media Management	https://youtu.be/81oJoTCXTlk	Freedom: The voice of people
Somya Kumari ☎ 9958413803 ✉ somyasingh16112002@gmail.com	Jagannath Community College, Delhi	Bachelor's in vocational journalism and media management	https://youtu.be/15rEUPSVBps	Freedom: The voice of people
Aniqa ☎ 8899922154 ✉ aniqafarooq11@gmail.com	Central University of Kashmir, Ganderbal, Kashmir	IV semester	https://youtu.be/DrZRix4vNy0	Privilege Denied
Mihir & Group ☎ 9718764028 ✉ mihir190901@gmail.com	Jagannath Community College, Delhi	Semester 5	https://www.youtube.com/watch?v=quThYNRWug4	Cultural Heritage of Delhi

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Jharana Kadraka ☎ 8249120015 ✉ jharanakadraka57@gmail.com	Odisha State Open University, Sambalpur, Odisha	MA in ODIA	https://youtu.be/YkC_5XLROAk	A Small Step (Voice of Courage and Action
Subodh ☎ 7015783073 ✉ subodhmehta44@gmail.com	Guru Jambheshwar University of Science & Technology, Hisar, Haryana	MBA	https://drive.google.com/file/d/1PqmNckfgfvWRtK4jQJ1RAZU2dNKaX83u/view?usp=drivesdk	Dastak
Jude Fernandes ☎ 9763417170 ✉ judeinmuscat@gmail.com	Nirmala Institute of Education, Panaji, Goa	Second Year B.Ed.	https://drive.google.com/drive/folders/1EGmK8aVkcPne_jduA8a_Lr39lCdl2evy	Aparna: a Voice of Action
Prince ☎ 7217628826 ✉ Hodjmc@meri.edu.in	MERI College, Delhi	BCA-Year 2	https://www.youtube.com/watch?v=Lv8duyru1j8	Karma Yoga' Challengers of Life - voices of courage and actions
Devendra Paliwal ☎ 9664201294 ✉ devendrpaliwal@gmail.com	Janardan Rai Nagar Rajasthan Vidhyapeeth, Udaipur, Rajasthan	PhD in yoga	https://youtube.com/shorts/AO3WMdwbytk?feature=share	Yoga with Asan and Shatkarma
Bhumi Gurjar ☎ 6376476272 ✉ lochangurjar5@gmail.com	Mohanlal Sukhadia University, Udaipur, Rajasthan	1 st year	https://drive.google.com/file/d/1lvk8bD7_Bthr0cJqjllbsBT38rO7Hz7Uo/view?usp=drivesdk	Bhumi Gurjar Yoga
Angad Kumar, Anjali Kumari, Vibhshan Kumar, Rohit Kumar Anand, Priyanka Kumari, Rani Kumari, Ruchika ☎ 7294010141 ✉ nikkikumari919@gmail.com	Maitrye College of Education and Management, Hajipur, Bihar	B.Ed.	https://youtu.be/8SB9uQZWGtQ	Indian culture
Shanvi Baranwal ☎ 9650723550 ✉ vchabaria@gmail.com	St. Francis School, New Delhi	IX th	https://vimeo.com/manage/videos/850304077	Yog Aur Ayurveda
Riya Khandelwal ☎ 8178924015 ✉ radiosalaamnamaste@imsnoida.com	St. Francis School, New Delhi	X th	https://vimeo.com/850321045?activityReferer=1	Indian Craft and Handicrafts



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Kavita Kumari ☎ 6204258584 ✉ Mamtasingh1437@gmail.com	Maitreya College of Knowledge & Management Vaishali, Bihar	B.Ed.	https://youtu.be/omQpOXnUk1M	Woman is a Blessing
Vaibhavi Shrivastav ☎ 9411705910 ✉ brijeshshrivastav32@gmail.com	Beersheba Senior Secondary School, Almora, Uttarakhand	7 th	https://youtu.be/Gsu2015gHtk	Yoga and Ayurveda
Ayushey Jain ☎ 8787522196 ✉ ayusheyjain2@gmail.com	St. Anthony's College, Shillong, Meghalaya	Mass communication 3 rd semester	https://vimeo.com/847588803	Yoga and Ayurveda
Arpitha VN ☎ 9611023112 ✉ arpithaarpiputtu@gmail.com	Radio Shivamogga, Shimoga, Karnataka	Radio Jockey	https://www.youtube.com/watch?v=_Ushe47CLSs	An Audio Clip about Jackfruit by R.j Arpitha
Sneha Vishwakarma ☎ 7004636732 ✉ snehavishwakarmaa@gmail.com	Rambha college of education, Jamshedpur, Jharkhand	B.Ed.	https://drive.google.com/file/d/1qSztgaq7g9-YGeYohEILO6g7-oAn77Ki/view?usp=drivesdk	Rural Economic Empowerment
Reshpal ☎ 8814819273 ✉ reshuparjapat767@gmail.com	Etasha Society, New Delhi	12 th	https://youtu.be/NZ7OI2v_QKA	Yoga and Ayurveda



CEMCA



INVITATION

Commonwealth Educational Media Centre for Asia (CEMCA) New Delhi



United Nations Educational, Scientific and Cultural Organization (UNESCO) New Delhi

take the pleasure to cordially invite you to the

Award Ceremony of

COMMUNITY MEDIA CHALLENGE 2023

Theme

“Azadi Ka Amrit Mahotsav”

▶ Time ◀

10:00 a.m.- 1:00 noon

▶ Date ◀

Friday, 24 November 2023

▶ Venue ◀

UNESCO, New Delhi

Dr B Shadrach
Director
CEMCA, New Delhi

Mr. Hezekiel Dlamini
Advisor for Communication and
Information for South Asia
UNESCO, New Delhi

R.S.V.P.

Ms. Monica Sharma
E-mail: msharma@col.org
Tel: +91-9971821444



PROGRAMME AGENDA

Time	Activity
10.00 a.m. – 10.30 a.m.	Registration
10.30 a.m. – 11.00 a.m.	Screening of Winning Documentaries
11.00 a.m. – 11.30 a.m.	Tea Break
11.30 a.m. – 11.40 a.m.	Premier of a Promotional Film on Winning Documentaries
11.40 a.m. – 11.50 a.m.	Welcome and Opening Remarks by Dr. B. Shadrach, Director, CEMCA, New Delhi.
11.50 a.m. – 12.00 p.m.	Address by Mr. Hezekiel Dlamini, Advisor for Communication and Information for South Asia, UNESCO, New Delhi
12.00 p.m. – 12.10 p.m.	Overview of Community Media Challenge 2023 – Prof. Ashok Ogra, Jury Chairman, Community Media Challenge 2023
12.10 p.m. – 12.20 p.m.	Overview of Citations to CRS for Outstanding Contribution for the Promotion of International Yoga Day 2023 – Mr. Vikram Singh, Director, Ministry of Ayush, Govt. of India
12.20 p.m. – 12.30 p.m.	Address by the Guest of Honour – Ms. Kavita Garg, Joint Secretary Ministry of Ayush, Govt. of India
12.30 p.m. – 12.45 p.m.	Address by the Chief Guest, Shri C Senthil, Joint Secretary, Ministry of Information & Broadcasting, Govt. of India, New Delhi
12.45 p.m. – 12.55 p.m.	Presentation of Awards, Felicitation of Awardees and Sharing of Experience by Awardees
12.55 p.m. – 1.00 p.m.	Vote of thanks by Ms Monica Sharma, CEMCA, New Delhi
1.00 p.m.	Lunch



CEMCA, the regional unit of the Commonwealth of Learning, Canada, promotes meaningful, relevant and appropriate use of media and technology to serve the educational and training needs of Commonwealth member states of Asia.



CEMCA

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