



Pradhan Mantri Awas Yojana - Urban

Standard Operating Procedure (SoP)

Khushiyon ka
Aashiyana

SHORT FILM CONTEST



SHORT FILM CONTEST



Pradhan Mantri Awas Yojana - Urban (PMAY-U), a flagship Mission of Government of India being implemented by Ministry of Housing and Urban Affairs (MoHUA) is organising Short Film Contest 2021- "Khushiyon Ka Aashiyana". Read More about PMAY(Urban) <https://pmay-urban.gov.in/>

Short Films are invited from PMAY (U) beneficiaries, students, youths, civil society organisations, institutions and individual/groups on broad theme of "transforming human lives in urban landscape through PMAY (U) Mission during six years of journey".

The contest will be open to all Citizens/Indian Nationals above the age of 18 years (born on 1st July, 2003 or before) except to employees and associates of Ministry of Housing and Urban Affairs/ Urban Development Department of the State/ Urban Local Body regardless of where they live).

Illustrative Theme for Short Film

PMAY Urban housing for ensuring dignity of women

Dignity through PMAY(U) House

Livelihood opportunities for beneficiaries from PMAY(U)

On path to self reliance and rediscovering the pride of owning a house

Improved quality of life through better facilities

Improved social status in the society for PMAY(U) Beneficiaries

Feeling of happiness, pride and self esteem on owning a house

Improved health and performances in education for children due to better living condition.

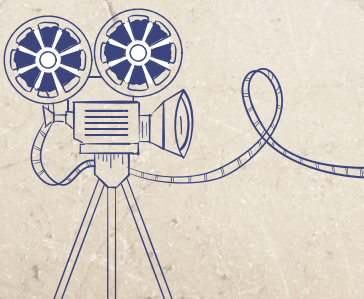
Greater sense of safety and security after owning all weather pucca house.

Unique experience of beneficiary and children living in all weather pucca house.

Life changing experiences of women beneficiaries after owning a house like reduced drudgery etc.

A home of my own- A woman's journey/story/experience.

Any other theme relevant to PMAY(U)



Technical Specification of the Short Film

1. The length of the video file should be a maximum of 3 minutes.
2. File size for uploading video should not be more than 400MB
3. Recommended resolution of video is 1080 x 1920
4. Film can be shot on smartphone or a video camera.
5. The video file format should be MOV or MP4.

Participation and Award Details

Contestants can identify PMAY Urban houses through logo of PMAY (U) in front of house. They may approach the beneficiary for making such movie. State Level Nodal Agency of respective States/UTs and Urban Local Bodies will extend desired support like identification of beneficiaries and providing interface with beneficiaries to the extent that it does not include any financial or logistic implication for authorities. Contact details and email Id of the concerned official from various states is appended herewith. The film may be shot with mobile phones or camera.

Cash prizes and Certificate of Recognition



I Prize (25 Nos)

₹ 25,000/- + Certificate of Recognition



II Prize (25 Nos)

₹ 20,000/- + Certificate of Recognition



III Prize (25 Nos)

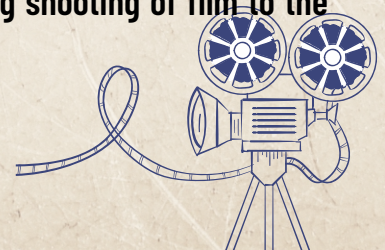
₹ 12,500/- + Certificate of Recognition

Certificate of Participation

Certificate of Participation will be given to all genuine entries. Certificate of participation will be available for download after moderation by State/UT

Role of SLTC/CLTC Official of the State

SLTC/CLTC officials shall proactively participate in implementation of 'Khushiyan ka Aashiyana'. Contestants would invariably contact SLTC/CLTC Officials through email or phone for support in identification of beneficiary or approaching beneficiary before film making etc. SLTC/CLTC personnel shall help contestant in arranging meeting with beneficiary and facilitating shooting of film to the extent that it does not include any financial or logistic implication



Mode of Submission

PMAY(U) beneficiaries, students, youths, civil society organisations, institutions and individual/groups will be able to submit nomination through following modes:-

1. PMAY(Urban) Website - <https://pmay-urban.gov.in/>

2. PMAY(Urban) Mobile Application-

Google play Store - https://play.google.com/store/apps/details?id=com.pmay.app_s&hl=en

Apple App Store - <https://apps.apple.com/in/app/pmay-urban/id1454478722>

Please read Process Flow Chart related to submission of entries

Important dates

Start Date: 1st July, 2021 at 10:00 AM

Last Date of Submission: 30th September, 2021 at 5:00 PM (Revised)

Declaration of results : 15th October, 2021 (Revised)

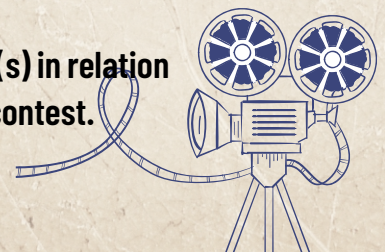


For queries please email in the ID -
dirhfa1-mhupa@gov.in

No entries will be accepted over email. The official channel for submitting films is only through PMAY (Urban) Website and PMAY (Urban) Mobile Application.

Disclaimer

- MoHUA reserves its right and discretion to select or reject any video send by participants, as per its selection criteria.
- Participant understands and hereby gives her/his consent that the video uploaded on MoHUA's portal, may be used by MoHUA for any official purpose, however only selected videos will be awarded.
- Participant declares that the video is made by her/him and she/he has not used any other's audio or video in said uploaded video. No inappropriate material will be allowed.
- Participant hereby declares that participant has taken the consent of PMAY (U) beneficiary and all the characters before shooting the video.
- Participant hereby indemnifies MoHUA and its officials against any claim(s) in relation with the video sent/uploaded by Participant on MoHUA's portal under this contest.



How to apply through PMAY(U) Mobile App

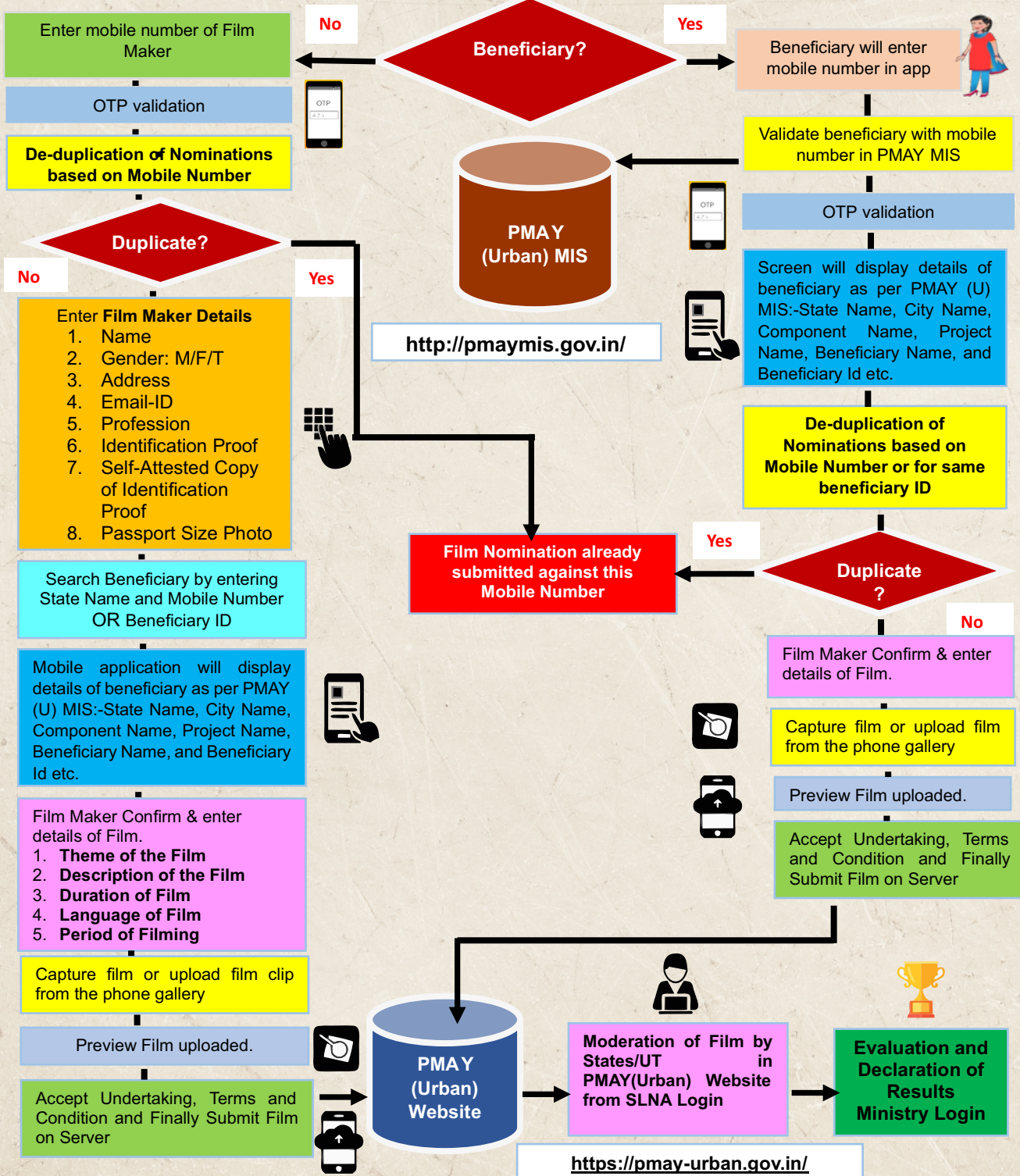
‘Khushiyan Ka Aashiyana’
PMAY Urban Short Film Contest
2021
Nomination through
PMAY(Urban) Mobile App

Download PMAY(Urban) Mobile Application from Google Play Store or Apple App Store

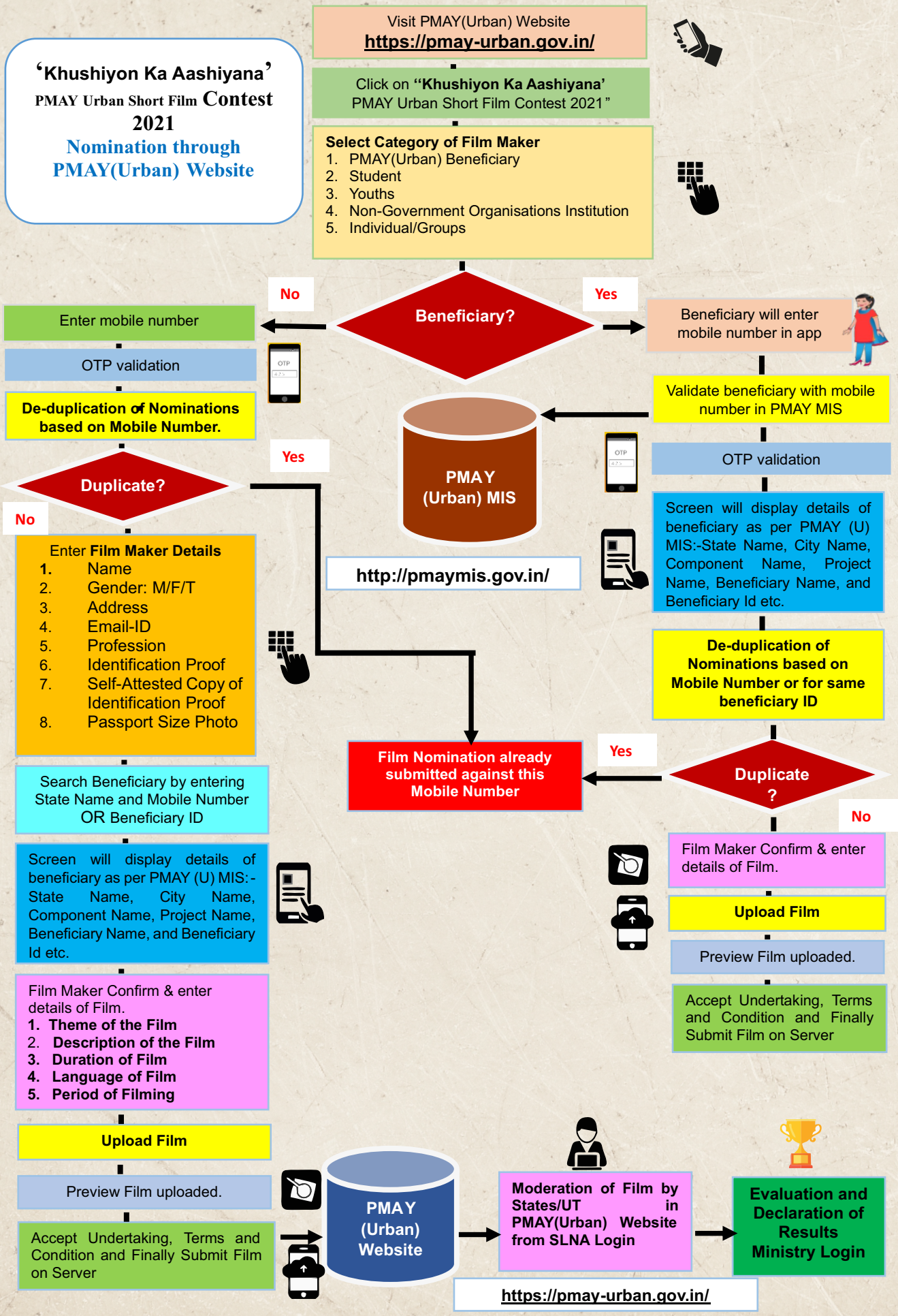
Click on ‘Khushiyan Ka Aashiyana’ PMAY Urban Short Film Contest 2021”

Select Category of Film Maker

1. PMAY(Urban) Beneficiary
2. Student
3. Youths
4. Non-Government Organisations Institution
5. Individual/Groups



How to apply through PMAY(U) Website



List of contacts

State	Name	Contact No.	E-mail Id
Andhra Pradesh	Rajshekhar	9246307510	aptidcopmayiec@gmail.com
Arunachal Pradesh	Yami Landi	9774352266	yamilandi11@gmail.com
Assam	Pravakar Chakraborty	9707581314	iecpmayuassam@gmail.com
Bihar	Sunil Mukesh	9938431018 9934258105, 8210096221	iecpmayuassam@gmail.com sltcraybihar@gmail.com
Chhattisgarh	Himanshu Dubey	9425496299	dube.himanshu@gmail.com
DNH & DD	Rakesh Rathod (D&D)	9904879000	codmc.daman@gmail.com
Goa	GT Anna	7506208983	gsuda.apo@gmail.com
Gujarat	Amit	9924643196	gujarat.ahm@gmail.com
Haryana	Seema	9988403111	scbt.suda@gmail.com
Himachal Pradesh	Harinder	7018233383	Ud-hp@nic.in
Jammu & Kashmir	Rashid	9796024393	raysltcjkhb@gmail.com
Jharkhand	Aashish Saurabh	8210721194, 9334177341	iecdmajharkhand@gmail.com
Karnataka	Ashwini Chirag	7338140607	knpmayhfanew@gmail.com, ashwini7iec@gmail.com
Kerala	Bhavana	9544435143	bhavana.mnair@gmail.com
Ladakh (UT)	Pervinder Thakur	7006474624	pervinderthakur@gmail.com
Madhya Pradesh	Kunal Sharma	9754203665	pmayuiecmp@gmail.com
Maharashtra	Dileep Muglekar	9225528649, 9511669076	pmaycellmhada@gmail.com
Manipur	Donil	8130734636	donilsh@gmail.com
Meghalaya	Paul	9863439838, 8095462574	muda.shillong@yahoo.co.in
Mizoram	Tea	9862369793	misudpamizoram@gmail.com
Nagaland	Nchumthung Ovung	9402489728	novung@gmail.com
Odisha	Anwikshika	9776825017	anwikshika.das@gmail.com
Puducherry	Karthikai Selvi	9585645249	ks.karthiga@gmail.com
Punjab	Arsh Deep Khanna	9888802774	apdsuda@punjab.gov.in
Rajasthan	Om Prakash	7339748497	rudsico.housing@rajasthan.gov.in
Sikkim	Oshin	8123837307	udhsikkim@gmail.com, gtkudhd@gmail.com
Tamil Nadu	Saliha	9003189147	mailtosalihaiec@gmail.com
Telangana	Rupesh	8247289684	tshfamepma@gmail.com
Tripura	Amlesh	9089081535, 8787425004	directorurbantripura@gmail.com
Uttar Pradesh	Priyanka	8573003699	iecpmay4@gmail.com psblue2602@gmail.com
Uttarakhand	Priya Thakur	9760014381	pmayurbanuk@gmail.com
West Bengal	Prosenjit Debjani Ganguly	9475405328 8777032404	cbs.hfapmay@gmail.com ieckm.pmay@gmail.com



**The Joint Secretary & Mission Director (Housing for All)
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Government of India
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