

**MEGHALAYA URBAN DEVELOPMENT AUTHORITY
SHILLONG**

No. MUDA/PMAY/12/2019-20/ 10 6

Dated Shillong, the 30th July 2021

ADVERTISEMENT

Pradhan Mantri Awas Yojana – Urban (PMAY-U), a flagship Mission of Government of India is being implemented by Ministry of Housing and Urban Affairs (MoHUA). PMAY (U) is organising a Short Film Contest 2021- "Khushiyan Ka Aashiyana".

GENERAL CRITERIA

1. Short Films are invited from PMAY (U) beneficiaries, students, youth, civil society organisations, institutions and individual/groups on a broad theme of "transforming human lives in urban landscape through PMAY (U) during it six years of journey".
2. The contest will be open to all Citizens/Indian Nationals above the age of 18 years except to employees and associates of MoHUA/ Urban Development Department of the State/ Urban Local Body (ULB) regardless of where they live.
3. States/UTs/ ULBs, SLTC/ CLTC specialists will facilitate the contestants in identifying & selecting PMAY (U) beneficiaries and in shooting of the short film.
4. The language of the film shall be in English or Hindi or any vernacular language.
5. Period of Production: Films produced during the contest period 1st July, 2021 at 10:00 a.m. IST to 15th September, 2021, at 5:00 p.m. only will be accepted.
6. Entry limits: Each participant will be allowed to submit only one entry in this contest. If more than one entry is submitted, the entry received first alone will be considered. If a participant/contestant submits more than one entry in a single cover, the application will be rejected.
7. Certificate of Participation:
 - a. Certificate of participation will be available for download after successful moderation and vetting by States/UTs.
 - b. The system will send SMS to all contestants to download certificate of participation from the website: through their registered <https://pmay-urban.gov.in> mobile numbers.
8. Certificate & cash prize for winners.
 - a. Award winners will be intimated through SMS and via email to download their certificate and upload bank related details and other required documents on the website for transfer of cash prize

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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.
6. PMAY(U) beneficiaries, students, youth, non-governmental organisations, institutions and individual/groups will be able to submit nomination through following modes:-
 - i. PMAY(Urban) Website - <https://pmay-urban.gov.in/>
 - ii. PMAY(Urban) Mobile Application-
 - iii. Google play Store -
https://play.google.com/store/apps/details?id=com.pmay.app_s&hl=en
 - iv. Apple App Store - <https://apps.apple.com/in/app/pmay-urban/id1454478722>

-Sd/-

Secretary
Meghalaya Urban Development
Authority, Shillong.

No. MUDA/PMAY/12/2019-20/106A

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Copy to:

1. The P.S. to the Chairman, Meghalaya Urban Development Authority, Shillong & Minister I/c Urban Affairs Department, Meghalaya, Shillong for information of the Hon'ble Minister.
2. The Commissioner & Secretary to the Govt. of Meghalaya, Urban Affairs Department, Shillong.
3. The Director, Urban Affairs, Meghalaya, Shillong.
4. The Director, Information & Public Relations, Meghalaya, Shillong with a request to publish the above Advertisement in one issue of the local newspapers i.e. The Shillong Times & Nongsain Hima.
5. The State Informatics Officer, National Informatics Centre, Meghalaya, Shillong along with enclosure with a request to upload in the Government Website & Meghalaya Urban Website.



Secretary

Meghalaya Urban Development
Authority, Shillong.