

Walkathon -2014

DHAN Foundation

Short Film Contest ON

**Effectively motivating the common public to
consume small millets on a regular basis**



Theme for the Short Films : Effectively motivating the common public to
consume small millets on a regular basis

Deadline : 15.02.2014 Open to : All College students

DHAN Foundation is a development organization is working with more than fifteen lakh families across twelve states in the country with the aim of poverty reduction. Walkathon is an annual event of DHAN Foundation, organized every year and with focus on a particular theme for every year in different states across the country.

The theme for the Walkathon-2014 event is "Agricultural biodiversity and Food and Nutritional Security" with focus on small millets and the event is schedule on 25th Jan, 2014. The Short Film Contest on "Small millets- for a healthy life" is held as a part of pre-walkathon events and open to all college students in Madurai.

Small millets, a sub-set of millet crops includes six crops viz. Finger millet (Kezhvaragu), Little Millet (Samai), Kodo Millet (Varagu), Foxtail millet (Thinai), Barnyard Millet (Kudhiraivalli) and Proso millet (Panivaragu). Small millets are rich in nutrients than our staple food rice and wheat. They contain more amount of protein, dietary fiber, B-complex vitamins, essential amino acids like methionine and thymine, minerals like iron, phosphorous, potassium and calcium. They are rich in phytic acid which is believed to reduce cholesterol levels and phytates associated with reduced cancer risk. Regular intake of small millets in our diet can reduce the occurrence of many lifestyle disorders like diabetes and obesity. This Short Film Contest contest is intended to create awareness to public regarding the nutraceutical properties of small millets.

Procedure for entry

- The Film Contest is open to all college students.
- Only short films of duration 1-2 minutes are eligible for the competition.
- **The Film Should target urban poor and middle class/ Urban children/ Rural poor and middle class/ Rural children. The contestant need to specify the target audience in their letter.**
- The films sent for competition should have been produced with the own idea of the director.
- The entries should be sent in DVD format – two copies.
- The films can be in any of the Indian / foreign languages with English subtitle.
- A filmmaker can send in any number of entries.
- The details of awards won by the films and a copy of press releases about the film can be attached with the submission form.
- The director, producer or sponsoring organisation can send in their products. The films must be sent only in DVD format. Kindly ensure that the films you send is without technical errors while playing.
- The original copy of the film need not be sent and received films will not be returned.
- Decision of the selection panel is the final.
- All entries become the property of DHAN Foundation and will not be returned.
- Cash award will be given for the winning entries .
- For further clarification and for Submission of your entries use the below mentioned address.

Contact person

Mr.N.Venketasubramanian and Mr. Veerabathiran

Center for Development Communication, DHAN Foundation

1 A, Vaidhiyanathapuram Street, Kennet cross Road, Near Hotel Weshtern Park,
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Walkathon -2014

DHAN Foundation

Poster Contest ON

**Effectively motivating the common public to
consume small millets on a regular basis**



Theme for the poster: Effectively motivating the common public to
consume small millets on a regular basis

Deadline: 15.02.2014 Open to: All College students

DHAN Foundation is a development organization is working with more than fifteen lakh families across twelve states in the country with the aim of poverty reduction. Walkathon is an annual event of DHAN Foundation, organized every year and with focus on a particular theme for every year in different states across the country.

The theme for the Walkathon-2014 event is "Agricultural biodiversity and Food and Nutritional Security" with focus on small millets and the event is schedule on 25th Jan, 2014. The poster competition on "Small millets- for a healthy life" is held as a part of pre-walkathon events and open to all college students in Madurai.

Small millets, a sub-set of millet crops includes six crops viz. Finger millet (Kezhvaragu), Little Millet (Samai), Kodo Millet (Varagu), Foxtail millet (Thinai), Barnyard Millet (Kudhiraivalli) and Proso millet (panivaragu). Small millets are rich in nutrients than our staple food rice and wheat. They contain more amount of protein, dietary fiber, B-complex vitamins, essential amino acids like methionine and thymine, minerals like iron, phosphorous, potassium and calcium. They are rich in phytic acid which is believed to reduce cholesterol levels and phytates associated with reduced cancer risk. Regular intake of small millets in our diet can reduce the occurrence of many lifestyle disorders like diabetes and obesity. This poster contest is intended to create awareness to public regarding the nutraceutical properties of small millets.

Procedure for entry

- Posters must be of size between 841 mm * 594 mm (A1) size.
- Poster should be the original design and creation of the entrants. Acknowledgement should be given for the same.
- **The Poster Should target urban poor and middle class/ Urban children/ Rural poor and middle class/ Rural children. The contestant need to specify the target audience in their letter.**
- Send your personal details and brief note about the poster in a separate letter.
- Write your name and address in pencil in the backside of the poster.
- Any weight of paper is permitted.
- The best way to send the poster is flat, between taped sheets of cardboard. Do not send posters rolled in a tube. Be sure that the posters are wrapped properly and reach us without damage. But do not use large amount of tape so that opening it is easy. Alternatively you can handover the posters in person at our office.
- Posters can be a Hand work (poster colors/watercolor/collage) or a computer generated design.
- Single entry is allowed per person.
- All entries become the property of DHAN Foundation and will not be returned. DHAN has all rights to use them in any publication done by the organization.
- Cash award will be given for the winning entries.
- For further clarification and for Submission of your entries use the below mentioned address.

Contact person

Mr.N.Venketasubramanian and Mr.T.Veerapathiran

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