

# Submission Criteria

- **Who can participate?**  
Filmmakers, Journalists/Photojournalists, Media Students, Citizen of Pakistan.
- **Registration Fee:**  
Free of Cost
- **Process:**  
Fill the online submission form and for large size files use Google Drive. Multiple entries are allowed.
- **Entry Content:**  
Video, Text Story or Image

## Adjudication

An esteemed panel of journalists, playwrights and experts would judge the entries. Jury's decision will be considered as final and unchallengeable.

[www.purazm.gov.pk/register](http://www.purazm.gov.pk/register)



# Deadlines

Official launch of competition

**October 2020**

Submission of Entries

**December 31, 2020**

PurAzm Awards Ceremony

**February 2021**

## Contact Us



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# PurAzm Pakistan

A tribute to the resilience of the Pakistanis



5<sup>th</sup> NATIONAL  
PURAZM  
AWARDS  
CREATIVE MEDIA COMPETITION  
2021



Ministry of  
Information & Broadcasting  
Government of Pakistan

## PurAzm Pakistan

PurAzm Pakistan is a national campaign by the Ministry of Information & Broadcasting, Government of Pakistan. This campaign pays tribute to the countless Pakistanis who have not let any crisis dampen their spirits for a peaceful Pakistan.

## PurAzm Awards

Every year National PurAzm Awards Competition is organized for Pakistani nation to contribute in building peaceful society through communication and media

## Themes

### Crisis Communication (COVID 19)

- Covid-19 Pandemic: Awareness & Prevention
- Resilience and efforts of individuals and organizations to support government's effort in fight against Covid-19.

### Digital Media & Information Disorder

- Rejecting fake news (Info-demic), consequence of mis/disinformation
- Promoting pluralism in our society
- Highlighting importance of information verification.

### Promoting Peace & Tolerant Society

- Peace and Harmony only way for Pakistan to move forward.
- Promoting safer charity giving practices.
- Role of families, society and teachers in developing peaceful society

### Peaceful Coexistence & Interfaith Harmony

- Celebrating Pakistan's religious, ethnic & sectarian diversity.
- Harmony between people of different faiths, ethnicity & sects.
- The role of religious leaders from various faiths in promoting peace and renouncing violence.

### Resilience of Pakistani Nation

- Profiles of those who remained resilient, steadfast and hopeful despite being affected by any crises.

## Categories & Awards

PROFESSIONAL AND STUDENT CATEGORY  
(Both categories would have separate evaluation and awards)

### Audio-Video Product

(Documentary/ News Package/ Short Film/ Animation)  
Video Product of 3 to 5 minutes on the relevant PurAzm themes. These short films, packages and documentaries must be based on real life stories.

AWARD	STUDENT	PROFESSIONAL
1 <sup>ST</sup> PRIZE	RS 200,000	RS 200,000
2 <sup>ND</sup> PRIZE	RS 100,000	RS 100,000
3 <sup>RD</sup> PRIZE	RS 75,000	RS 75,000

### Digital Design

(Photo Story, Digital Poster)  
Digital Content must be based on PurAzm Pakistan's themes, in two forms:

- › Poster Design - PSD/Ai format & JPEG/PNG
- › Photo Story – HD JPEG/PNG File

AWARD	STUDENT	PROFESSIONAL
1 <sup>ST</sup> PRIZE	RS 150,000	RS 150,000
2 <sup>ND</sup> PRIZE	RS 75,000	RS 75,000
3 <sup>RD</sup> PRIZE	RS 50,000	RS 50,000

### Text Story

(Urdu or English)  
Written profiles, Profile Stories, Opinion defining real life accounts and individuals based on PurAzm Pakistan's themes. (Word File)

AWARD	STUDENT	PROFESSIONAL
1 <sup>ST</sup> PRIZE	RS 50,000	RS 50,000
2 <sup>ND</sup> PRIZE	RS 30,000	RS 30,000
3 <sup>RD</sup> PRIZE	RS 20,000	RS 20,000

\* Government taxes are applicable on award money.

## Awards Rules and Regulations

Rules and guidelines for the Awards competition are listed below:

- › Professional & Student categories both would have separate evaluation for award.
- › The winning student has to get the student verification letter from his/her Head of Department (University/College/School)
- › Participant have to share the name, city name, contact number, institution/occupation name in the profile section. (Entry with incomplete information will not be entertained)
- › A group or an individual can prepare the video, digital artwork or text story. However, awards will be presented in the name of submitter/ entrants only.
- › Video quality should preferably be in High Definition (HD).
- › Topics selected for the PurAzm Awards' competition should give an impression of the broader themes/ messages based on real life stories/incidents.
- › Duration of any video should not exceed 3-5 minutes, while the text story must not exceed 1000 words.
- › All the entries for PurAzm Awards competition with complete requirements/documentations can be sent on or before the deadline announced.
- › In case of video entries, at least 75% of the footage must be self-shot and in case of images, format must be of JPEG along with RAW files.
- › Submission must be original work of the participant, which is not copied, stolen or plagiarized from others. (PurAzm team has right to ask about the details of the content uploaded)
- › The rights to any other source (stock, file footage etc.) would solely be the responsibility of the submitting participant. The Ministry will not be held responsible for any copyrights violation. Failure to abide will result in automatic disqualification and legal action wherever applicable.
- › After the submission, entrant agrees that copyrights of the entry (ies) will be shared with the Ministry of Information & Broadcasting and that the Ministry will be authorized to manage its broadcast/publishing on any media platform.