

**Circular for Ad (Advertisement) Making Competition to Promote  
Blood Donation or Spread Thalassemia Awareness**

To,  
**The Principals/Directors,**  
GTU Affiliated Degree/Diploma/PG Colleges

All Institutes are hereby informed that one more competition– **Ad (Advertisement) Making Competition to Promote Blood Donation or Spread Thalassemia Awareness** is introduced in **Youth Festival XITIJ 2014**. Students will prepare one advertisement (audio visual) either to promote Blood Donation or to spread Thalassemia Awareness.

**Rules:**

- ❖ Time Duration of advertisement - Maximum 60 Seconds
- ❖ One team per institute
- ❖ Maximum 6 Students per team.
- ❖ Originality of the advertisement is important. Copy of existing advertisement will be liable to disqualification.
- ❖ Advertisement will be made before youth festival & it will be screened at the time of Youth Festival.
- ❖ Students can use any locations & characters of their choice
- ❖ Students can take support from different organization if required.

**Incentive:**

- ❖ Certificates of Participation will be issued to all participants
- ❖ First, Second & Third Prize will be given to winners
- ❖ Certificate of Achievement will be issued to winners

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**Capt (Dr) C S Sanghvi**

Chairman,  
Board of Cultural Activities, GTU