



GUJARAT TECHNOLOGICAL UNIVERSITY

(Established Under Gujarat Act No.: 20 of 2007)

ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી

(ગુજરાત અધિનિયમ ક્રમાંક : ૨૦/૨૦૦૭ દ્વારા સ્થાપિત)

No.: GTU/NSS/IRCS/AD Making Competition/ 2017/7090

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Circular

GTU – IRCS Ahmedabad presents Inter University

“AD Making Competition 2017”

for the promotion of Voluntary Blood Donation

Do you Know?

1. Every two second someone in India needs blood
2. One out of every three of us will need blood in our life time
3. 1 out 10 hospital patients needs a blood transfusion.
4. 4.5 million Indians lives are saved by blood transfusions each year.
5. Hospitals predict that the need for blood will increase 5% each year.
6. Even with all of today’s technology, there is no substitute for blood

Who need Blood?

- ◆ Cancer patients
- ◆ Accident victims
- ◆ Blood disorder patients i.e thalassemia patient etc
- ◆ Surgery patients
- ◆ Pre-mature babies
- ◆ Pregnant ladies, etc.

Who can donate blood? (Eligibility Criteria)

- ◆ Age: 18 - 65 years
- ◆ Weight: > 45 kg
- ◆ Hemoglobin level: >12.5 gms
- ◆ Good health

Blood Donation with respect to percentage population

- ◆ India – 0.62% of total population of India
- ◆ Gujarat – 1.32% of the total population of Gujarat

- ◆ Ahmedabad – 3.34% of the total population of Ahmedabad

Is there any shortage of blood?

Yes, there is acute shortage of the blood.

- ◆ Only 4% (approximately) of the eligible population in India donates blood.
- ◆ 75% of donors donate only ONCE per year.
- ◆ If they donated just two times per year there would never be any shortages.

Concept of AD Making Competition to promote Voluntary Blood Donation

Blood is a unique product which cannot be made in factory. There exists acute shortage of blood, so donation of blood has its own importance & significance. Blood donation will help the needy people in the emergency & will save many lives. Blood Donation is the only donation where everyone will get 100% happiness & satisfaction. Gujarat already became the leader in blood donation activity in nation & Ahmedabad became leader in Gujarat. Still more awareness is required for the promotion of the voluntary blood donation. Now it's our time to promote blood donation. Therefore,

NSS-GTU & IRCS Ahmedabad has jointly planned a unique “Inter University AD Making Competition 2017” for the promotion of Voluntary Blood Donation

This competition is mainly designed with a **theme to promote voluntary blood donation.**

Rules for participation

1. Each participating team will have to submit Advertisement film **not longer than 1 minute duration.**
2. Each team may consist of maximum 10 students & 1 mentor (Faculty/Staff Member).
3. **Advertisement film must be original.** Mentor is primarily responsible for originality of the Ad film.
4. Student of any university located in Gujarat can participate.
5. Detained student cannot participate.
6. Students can participate through their respective colleges only.
7. One student can participate in one team only.
8. Last date of sending entries is on or before 18th December 2017.
9. Each team will be held responsible for their controversial remarks & discussion during the event.

Rules for the disqualification

Any of the above rules is violated then team will be disqualified. Decision of the judges will be final & abiding to all the participants. No challenges will be accepted against the decision of Judges/Jury. Decision of Judges cannot be challenged in courts & anywhere else.

Prizes for the "Inter University AD Making Competition 2017"

1. **First Prize** - **INR 1,50,000/- + Trophy + Certificate**
2. **Second Prize** - **INR 1,00,000/- + Trophy + Certificate**
3. **Third Prize** - **INR 75,000/- + Trophy + Certificate**

- ◆ There are 10 consolation prizes worth INR 10,000/- each.
- ◆ Certificate of participation will be given to every participant
- ◆ Certificate of merit will be given to top three teams.

Procedure for the participation

1. Each team will have to fill up Registration Form (**Annexure I**) attached with this circular for the participation, and soft copy of Registration form shall be sent to nss@gtu.edu.in and hard copy of the Registration form must be submitted on the day of Competition.
2. Each team will have to fill goggle form as per the link given below. This link is also mention in the E-mail.
3. Each team will submit AD film online through google drive. Sharing of google drive must be permitted by the participating team to nss@gtu.edu.in
4. Top 50 qualifying teams will be invited after first scrutiny for the final display of Advertisement in Ahmedabad at a venue specified later.
5. All participating students will bring institution Identity card with them on the day of competition.
6. Confirm e-mail will be send to Top 50 qualifying teams.

Judging Criteria

1. Originality of the AD film will be the basic requirement of the competition.
2. Efficiency of the message delivered through AD film to promote Voluntary Blood Donation
3. High quality audio & video - Additional technical advantage

For more information, you may contact:

1. Dr. Viswas Amin, Director, Indian Red Cross Society, Ahmedabad on 90999 17781
2. Capt. (Dr.) C S Sanghvi, Programme Coordinator, NSS-GTU on 90990 35600 & nss@gtu.edu.in

All the best.