

CONCEPT PAPER

I AM BETTER SHORT FILM COMPETITION 2020_2nd Edition

Centre for Natural Healing and Meditation
In Collaboration With
Mauritius Film Development Corporation

1. BACKGROUND

The **Centre for Natural Healing and Meditation (CNHM)** is a Non-profit Charitable institution (registered under the provisions of The Registration of Associations Act – Regd No. 8452) and a Non-Governmental Organization (CSR No. N/1505). The Centre is dedicated in helping the community and guiding people towards a fuller, richer life and helping them improve their well-being through 1) Energy Healing, 2) Meditation and 3) awareness on spirituality.

As part of the community service projects, we have the “I Am Better” program which is a free core personality development program, with mission to create a better world by spreading awareness of the immutable laws of nature and a deeper insight into the formidable world of energy.

Our motto: *“Every day in every way, I am getting better and better”*, has been inspired by the quotation of Émile Coué.

The “I Am Better” program is conducted in different formats: workshop, talks and awareness camps. We now wish to reach out the people of our country through the audio-visual mode. In this context we intend to collaborate with the MFDC to launch the 2nd Edition of the “I Am Better” short Film Competition at a national level.

2. PROJECT: I Am Better short Film Competition, 2nd edition

The I Am Better short Film Competition is an opportunity for filmmakers to create short inspirational Mauritian film/movies.

Our aim is to respond to the current times where we are observing

- an increase in financial and relationship crisis among the people of our country;
- a collapse in emotional and mental strength;
- a lack of faith in oneself and the Divine Plan;
- a greater tendency to react to challenging situations rather than taking peaceful and thoughtful actions;
- and a rise in looking for short-cuts to the crisis one is facing.

The second edition of the I Am Better film competition, provides an opportunity for our **film makers** to inspire people that in spite of any crisis that one may experience in his life:

- there are hidden blessing(s) in every situation;
- “This too shall pass!” There will always be a better and brighter future;
- Our perspective of life matters most than anything else.

Hence the theme the competition is:

- **Karma; ‘Life is not how you see it, but how you respond to it.’**

3. OBJECTIVES

- To promote creativity, ingenuity and discover new talents.
- To have the new generations voices heard through filmmaking
- To promote local production of films in view of a Mauritian Film Industry.
- To make this new generation think and be able to tell quick story.
- To incite the interest of the new generation in cinematography
- To exhibit the best films, through the organization of a festival or through any other platforms, showing artistic and humanitarian qualities.
- To provide leisure for the young people of Mauritius.

4. CONTENT

The film should

- 1) respond to the current times where we are observing:
 - an increase in financial and relationship crisis among the people of our country;
 - a collapse in emotional and mental strength;
 - a lack of faith in oneself and the Divine Plan;
 - a greater tendency to react to challenging situations rather than taking peaceful and thoughtful actions;
 - and a rise in looking for short-cuts to the crisis one is facing.
- 2) inspire people that in spite of any crisis that one may experience in his life:
 - there are hidden blessing(s) in every situation;
 - “This too shall pass!” There will always be a better and brighter future;
 - Our perspective of life matters most than anything else.

5. COMPETITION GUIDELINES

- i. **Duration:** 5 minutes
- ii. **Theme:** Karma; ‘Life is not how you see it, but how you respond to it.’
- iii. **Category:** Fiction, Animation, Inspirational.
- iv. **Target Group:** All Mauritians
- v. **Format:** Broadcast Quality such as HD, MP4 amongst others
- vi. **Languages:** All speaking languages in Mauritius
- vii. **Voting System**

There will be two voting systems as per below:

- a) Public Vote- All films will be judged by TV audience through voting system by Orange/Emtel/MTML.
- b) Jury Awards- A panel of Jury will be constituted to judge the best films based on the following criteria:
 - Relevance (originality)
 - Research
 - Technical Competence
 - Timeline amongst others.

6. PROCEDURE FOR PARTICIPATION

All interested candidates should fill a participation form which was available our website: www.mauritiusfilm.mu/ and return it to **Mauritius Film Development Corporation (MFDC)**.

7. PROCEDURE FOR SUBMISSION OF FILMS

Film must be submitted in a sealed envelope by Monday 3rd August 2020 before 16.00 hrs at the following address:

Mauritius Film Development Corporation
The General Manager
Government Quarters, Hugh Otter Barry,
Floreale,
Mauritius

Each envelope must contain:

- A copy of the Registration Form and Declaration Form;
- One copy of the clip on a DVD or pen drive; and
- Information sheet including synopsis, movie details such as title, duration, participant, cast and credits.

8. RULES AND ELIGIBILITY

- Open to the public in Mauritius and Rodrigues.
- The content must be focused and related to the theme mentioned above
- The short films are original and not copied from Internet/YouTube or existing movies etc.
- Only one Short Film should be submitted per participant
- The Mauritius Film Development Corporation strongly oppose to the following shooting contents which are considered illegal: **(a)**. of a pornographic character- **(b)**. incitation to racial animosity- **(c)**. contemptuous to any of the religious creeds established in the country- **(d)**. on political issues- **(e)**. with verbal abuses.

9. PARTNERS

- MFDC
- Centre for Natural Healing and Meditation

10. COMMUNICATION STRATEGIES

- Press Advert, Clips, Facebook, Website and Press Articles

11. OUTLETS

The Mauritius Film Development Corporation in collaboration with the Centre for Natural Healing and Meditation will organize an Award Ceremony to award the best films.

12. PRIZES

CATEGORY	PRIZE	
Jury Award	1 st Prize	Rs 50, 000 + Trophy
	2 nd Prize	Rs 40, 000 + Shield
	3 rd Prize	Rs 30, 000 + Shield
	4 th Prize	Rs 20, 000 + Shield
	5 th Prize	Rs 10, 000 + Shield
Public Vote	1 st Prize	Rs 30, 000 + Trophy

13. CALENDAR

SN	PARTICULARS	DATE	REMARKS
1	Launching of 'I Am Better' Short Film Competition, 2 nd edition	Monday 6 th July 2020	
2	Deadline for submission of entry	Monday 13 th July 2020	
3	Workshop	-	-
4	Submission of films to MFDC	Monday 3 rd August 2020	
5	Award Night	Date to be confirmed	TBC when Master Vijay is back in Mauritius (Tentatively Nov 2020 or before)

ADDITIONAL INFORMATION

For any further information, please contact the Project & Programme Department at the Mauritius Film Development Corporation on:

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Fax: (230) 698 5093 & 697 9688

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