

Short Film Competition – Kisan Divas 2025

Organized by: Mahindra Tractors

In Association with: Dainik Bhaskar & My FM

For the purpose of these Terms and Conditions, “Organizer” refers to Mahindra Tractors, in association with Dainik Bhaskar and My FM.

(On the occasion of Kisan Divas, 23rd December 2025)

1. Objective:

To celebrate the spirit of Indian farmers by encouraging filmmakers to create meaningful short films on rural life, agriculture, innovations, and farmer resilience.

2. Film Duration:

- Maximum Duration: 40 minutes
- Suggested Duration: 5–15 minutes

3. Theme:

Entries must reflect Indian farmers, rural lifestyle, agricultural challenges, innovation, or inspiration in farming communities.

Formats accepted: Fiction, Documentary, Animation, Experimental.

4. Important Dates:

- Submission Deadline: 20th December 2025
- No late submissions will be accepted.
 - Result Declaration:
 - Awards/Screening:

5. Submission Guidelines:

- **Format:** MP4 / MOV / AVI
- **Resolution:** Minimum 1080p | Aspect Ratio: 16:9
- **Language:** Any Indian language with English subtitles
- **File Name Format:** FilmTitle, Filmmaker name, and City
- **Submission Mode:** Google Drive / YouTube (Unlisted) / Vimeo link via official form or email
- **Mandatory Attachments:**
 - Film Poster
 - Synopsis (up to 150 words)
 - Director's Bio (up to 100 words)
 - Signed Declaration of Originality

6. Eligibility:

- Open to all Indian citizens 18 years and above
- Films from any production year are accepted
- Premiere status is not mandatory

7. Intellectual Property & Originality:

- The film must be the original work of the participant.
- All content used (script, visuals, music, dialogues, graphics) must be created or legally licensed.
- Participants retain full copyright of their film.

• **However, by participating, they grant Mahindra Tractors and partners a non-exclusive, royalty-free license to:**

- Screen the film at events and festivals
- Share excerpts for promotions, social media, or advertising
- Any copyright dispute or legal claim will be the sole responsibility of the participant.

8. Rights of Organizers:

- Mahindra Tractors reserves the right to change or modify rules, awards, jury panel, screening process, or timeline at any stage without prior notice.
- Organizers may reject or disqualify any entry containing inappropriate, plagiarized, offensive, or misleading content.
- Submission of the film implies the participant's full acceptance of all rules and decisions made by organizers.

9. Data Protection and Privacy

All personal data submitted as part of the entry process to the Contest will be handled in accordance with applicable data protection laws. The organizers will use collected data solely for purposes related to the Contest, including communication with the participants regarding their selection, promotion, and screening of films. The details of the participants will not be shared with any unauthorized third parties, and appropriate measures will be taken to safeguard all submitted information.

10. Jury & Evaluation:

- Films will be judged on:
 - Head – Concept & Originality
 - Heart – Emotion & Impact
 - Hand – Craftsmanship & Direction
- Jury decisions will be final and binding. No appeals or objections will be entertained.

11. Awards & Prize Pool:

- Total Prize Amount: ₹10,00,000
- Award Categories:
 - Best Short Film
 - Best Director
 - Best Farmer Filmmaker
 - Best Concept / Innovation
 - Audience Choice Award

12. Screenings & Promotion:

- Selected films will be screened weekly/monthly till Kisan Divas 2026
- Films may be promoted on official social media platforms, events, and partner media channels

13. Non-Acceptable Entries:

- Advertisements
- Music or lyrical videos
- Travel vlogs/timelapse footage
- VFX-only or stock footage compilations

14. Indemnity

Participant shall indemnify and hold harmless the organizer, its employees, officers, and affiliates from any loss, claim, damage, or expense arising out of:

breach of these Terms and Conditions;

infringement of any third-party intellectual property rights; or

unauthorized use of any person's image, voice, or property in the film.

Organizer shall not be responsible for any third-party claims arising due to the content of the film submitted by participants.

16. Consent & Releases

Participant must obtain written consent from all individuals featured in the film.

If minors are involved, written consent from a parent or guardian is mandatory.

Participant shall be solely responsible for ensuring such permissions.

Organizer shall not be liable for any disputes or claims arising from lack of consent or authorization.

17. Disclaimer & Limitation of Liability

Organizer shall not be liable for any loss, damage, or injury arising from participation in the competition.

Organizer shall not be responsible for technical failures, server issues, or loss of data during film submission.

Participation in the competition is voluntary and entirely at the participant's own risk.

Organizer's total liability, if any, shall not exceed the value of the prize awarded.

18. Force Majeure

Organizer may modify, postpone, or cancel the competition due to events beyond its control, including natural calamities, strikes, government restrictions, or technical disruptions.

Organizer shall not be held liable for any loss or damage resulting from such unforeseen circumstances.

19. Governing Law & Jurisdiction

These Terms and Conditions shall be governed by and construed in accordance with the laws of India.

Any dispute shall be subject to the exclusive jurisdiction of the competent courts at Mumbai

Participants agree to attempt amicable resolution of any issue before initiating legal proceedings.

20. Modification of Terms

Organizer reserves the right to amend, modify, or withdraw any rule, date, process, or prize at any stage without prior notice.

Any updates will be shared through official communication channels.

21. Taxes & Compliance

All applicable taxes or statutory deductions on prize money shall be borne by the winner, as per Indian laws.

Organizer shall issue necessary documentation, if required, for compliance purposes.

21. Contact & Submission:

Email: [Official Email]

Website/Submission Link: [Insert Link]

22. Acceptance of Terms

Submission of a film entry implies full and unconditional acceptance of these Terms and Conditions.

Participants agree to abide by all decisions made by the M&M and the jury, which shall be final and binding in all respects.

PRIVACY NOTICE

Mahindra & Mahindra Limited having its registered office at Gateway Building, Apollo Bunder, Colaba, Mumbai 400 001, Maharashtra, India (“we” “us” “our” “Company”) is committed to protecting the privacy and security of your Personal Data. Your privacy is important to us.

This Privacy Notice (“Notice”) explains how we collect, receive, store, share, handle and use your Personal Data that personally identifies you as a participant (“**you**”, “**your**”, “**participant in the Contest**”) for the purpose of registering your entry in the **Aasan Hota Toh Har Koi Kisan Hota Contest** (the “Contest”) how you can exercise your privacy rights.

This Notice shall be referred to and read as an integral part of the Terms and Conditions. Before participating in the Contest, you are advised to carefully review this Privacy Notice including the Terms and Conditions. If you do not agree with the terms of this Notice or the Terms and Conditions, please do not participate in the Contest.

1. PERSONAL DATA THAT WE COLLECT AND THE PURPOSE FOR WHICH WE PROCESS IT

“Personal Data” means any data about an individual who is identifiable by or in relation to such data.

“Processing”, “Processed”, “Process” in relation to personal data, means a wholly or partly automated operation or set of operations performed on digital personal data, and includes operations such as collection, recording, organisation, structuring, storage, adaptation, retrieval, use, alignment or combination, indexing, sharing, disclosure by transmission, dissemination or otherwise making available, restriction, erasure or destruction.

We endeavour to collect only such information directly from you that is reasonably necessary for the purpose of your registration and participation in the Contest which includes the following Personal Data.

We collect the following Personal Data from you directly:

- Name
- Mobile number
- Email id

There is no obligation to provide your personal data that we ask for. However, if you do not provide your personal data, you will not be able to participate in the Contest. By providing your personal data, you consent to its use according to the terms outlined in this Notice.

We will process your personal data for the following purposes:

- to register and participate in the Contest
- to release the film created by you on the Company’s official social media platforms
- to publish the photograph taken by you in the print and digital media
- to communicate with you
- to respond to an enquiry or request made by you to exercise your rights
- to protect our rights and legitimate interests
- to ensure compliance with legal and regulatory obligations
- to comply with obligations to public authorities
- to enforce any legal right or claim

We endeavour to process only such information that is reasonably necessary for the above-mentioned purposes or to respond to your enquiries.

If we wish to collect and process your Personal Data for purposes other than those mentioned above, we shall seek your consent prior to collecting and processing your Personal Data for such additional purpose.

We shall process your Personal Data provided by you either:

- on the basis of your consent; or
- on the basis of our prevailing legitimate interest to achieve the purpose(s) set out above; or
- on the basis of the necessity to comply with legal obligations to which we are subject.

2. YOUR RIGHTS IN CONNECTION WITH YOUR PERSONAL DATA

We respect your right to access and control your Personal Data, and we will respond to requests to exercise your rights under applicable laws for information and, where applicable, will correct, update, or erase your Personal Data.

Please note that applicable law might require that we cannot comply with every request. We will be required to retain your Personal Data due to legitimate business/ regulatory/ statutory retention requirements despite your request for erasure.

You have the following rights:

- **Right to access information about your Personal Data:** At any point, you can contact us for a summary of your Personal Data we hold about you, the processing activities undertaken with respect to such Personal Data, the identities of all those persons with whom your Personal Data has been shared by us along with a description of the Personal Data so shared, and any other information related to your Personal Data and its processing.
- **Right to request correction:** If your Personal Data is incomplete, inaccurate or misleading, or out of date, you can inform us about the same, and your Personal Data will be corrected, completed, or updated, as the case may be.
- **Right to request erasure:** If you believe that we should discontinue the use of your Personal Data, you have the option to request the deletion of your Personal Data, unless retention is necessary for compliance with any law for the time being in force.
- **Right of grievance redressal:** We are committed to protecting your Personal Data collected by us. However, in case of any act or omission regarding the performance of our obligation in relation to your Personal Data or in the exercise of your rights under applicable law, we encourage you to contact us using the contact details provided in paragraph 3.
- **Right to nominate:** In the event of death or incapacity to exercise these rights, you can nominate any other individual to exercise such rights.
- **Right to withdraw your consent to process Personal Data:** You can withdraw/revoke your consent at any time, to the processing of your Personal Data for which consent was sought earlier. You can withdraw your consent easily by contacting us using the contact details given below in paragraph 3. The withdrawal of consent previously granted for the processing does not affect the lawfulness of the processing until the withdrawal.

For exercising any of the abovementioned rights, you can write to us at [REDACTED]. You are required to furnish proof of your identity before you can exercise these rights. We may not be able to

process any requests made in the event you fail to identify yourself or if we are unable to authenticate you as our customer. We shall not charge for fulfilling any of the above requests.

3. ANY MORE INFORMATION

If you have questions or comments regarding this Notice or want to exercise any of your rights or express your grievances regarding the processing of your personal data, please contact us using the contact details given below:

(Name of the Grievance Redressal Officer/ Data Protection Officer)

Mahindra & Mahindra Limited

Email ID of the Grievance Redressal Officer/ Data Protection Officer: _____

Consent Form- #Aasan Hota Toh Har Koi Kisan Hota Short Film Festival Contest

Express your consent:

My personal details and the preferred date & time slot for participating in the contest, **Aasan Hota Toh Har Koi Kisan Hota Contest** ("the 'Contest'") are as follows:

Full Name: _____

Email ID: _____

Contact: _____

State: _____

City: _____

- ☐ I confirm that I have read and understood the [Terms & Conditions](#) and the [Privacy Policy](#) of Mahindra & Mahindra Limited (the "Company") and I agree to provide my consent and acceptance to the same for processing of my personal data for the purposes set out thereunder.
- ☐ I hereby grant my consent to the Company to release the film created by me on the Company's official social media platforms as listed below:
 - ☐ Twitter
 - ☐ WhatsApp
 - ☐ Facebook
 - ☐ YouTube
 - ☐ Instagram
 - ☐ LinkedIn
- ☐ I give my consent to the Company to publish the photograph taken by me on the following media modes:
 - ☐ Television
 - ☐ Radio
 - ☐ Internet
- ☐ I understand that I am free to withdraw my consent given to the Company to process my personal data for the aforementioned purpose(s) as well as the purposes mentioned in the Privacy Notice at any time by using the contact details given below except if the Company has an overriding legitimate reason for processing it:

(Name of the Grievance Redressal Officer/ Data Protection Officer)
Mahindra & Mahindra Limited

Email ID of the Grievance Redressal Officer/ Data Protection Officer:
