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For office use only

The creative work is published / unpublished
 If published, in which media..... Date of release.....
 Creative Director:.....
 A brief description of achievements:
 Visualiser / Art Director:
 A brief description of achievements:
 Copywriter:
 A brief description of achievements:
 Photographer / Illustrator:
 A brief description of achievements:
 Title of Advertisement:
 Thought behind the advt.:

Agency:
 In case of freelancers please mention some of your clients:

We assure the judges that this work is original in content and has been conceived by us.
 Name:.....
 Designation:
 Company Name & Address:
 City.....State.....Country.....
 Phone:Mobile:.....
 Email:

If my entry wins the CCAward, the cheque for the prize amount should be made in the name of (single) person or organization, mention below. I am writing this after receiving due consent & authorization of all involved in the creation of this advt.

Name:.....
 Address:.....
 PAN No. (or Identity card no.).....
 If I win I may be intimated on.
 Email.
 Mobile:Phone.....

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Name:.....
 Address:.....
 PAN No. (or Identity card no.).....
 If I win I may be intimated on.
 Email.
 Mobile:Phone.....

I accept and agree to all the rules and regulations for participation.

Signature: **Please refer to rules for participation.**
 (Optional) I would like to authorize Patrika Group to allow any NGO / organization working for social cause / work to use my ad for 1 year to promote this social issue, free of cost.
 Yes..... No.....

Malnutrition (Special Category)

Participation in the Special Category Malnutrition keeps you in the run for the main CCAward | **Special Mentions | 50 Best Entries.** By the virtue of your participation in the Special Category, you may specially be adjudged at the **Winner: Special Category for Malnutrition | 1st Runner-up: Special Category for Malnutrition | 2nd Runner-up: Special Category for Malnutrition**

send the duly filled form along with your entries to:
 patrika group, kesargarh (brand cell), jln marg, jaipur- 4, ph.:+91-141- 3005638, 3005575 or at local patrika office in your city
 or upload your entries at: collage.visageimages.com | International entries can be submitted by email at cca@patrika.com
 For further queries log on to: www.concernedcommunicatoraward.org

Entry form can also be downloaded from: www.concernedcommunicatoraward.org FEEL FREE TO USE PHOTOSTAT COPY

Contest Rules

- **Contest eligibility:** The contest is open to all advertising professionals. There is **no participation fee** and no restriction on the number of entries by a participant.
- **How to enter:** The advertisement must be in Hindi/ English, in color / black & white and upto 500 sq. cms. in size. The entries (Indian) must be in form of print and digital artworks (PDF or TIFF format) sent along with duly filled entry form. We encourage the participants to submit their creatives in hard copy as it facilitates the judging process. Incorrect or incomplete entry forms will not be eligible for the contest.
- **Foreign participants** may send the **entry in their native language** but must **enclose a translated copy in english**.
- **Contest opening and closing dates:** The contest opens on Wednesday 18th August, 2010 and closes on the last date as duly announced.
- **Submission of entry:** All entries (Indian) must be submitted on or last date as declared either at following address: **Patrika Group (I- Studio), Kesargarh, JLN Marg, Jaipur 302004, Rajasthan, India** or at any office of Patrika Group in Mumbai, Delhi, Kolkata, Chennai, Bangalore, Hyderabad, Ahemdabad, Bhopal, Indore, Jabalpur, Gwalior, Kanpur, Pune, Chandigarh and other cities. Entries can also be uploaded on the CCA section link: collage.visageimages.com, our associate.
International entries can be submitted by email at cca@patrika.com on or before the last date as declared or can be uploaded on the CCA section link: collage.visageimages.com, our associate.
- **Originality:** The idea/s must be original. Advertisements, which might offend the national, religious or public sentiments, will not be eligible for the contest.
- **Judging criteria:** Advertisements and their content will be judged on their originality, creativity, clarity of message and execution of the idea. The relevance of idea to the mass sensibilities in mandatory.
- **Winner selection:** A panel of judges will screen the eligible entries. The decision of judges will be final and binding for all concerned.
- **Result declaration:** Results will be declared on www.concernedcommunicatoraward.org. Winners will be intimated by email and hand held nos. provided in the entry form and would be felicitated at award ceremony.
- **Prizes:** The best entry will be awarded a Concerned Communicator Trophy, a certificate and cash prize of US \$11,000. In addition, One CCA–UNICEF Trophy and 12 Special Mention prizes in the form of a certificate will be awarded. 50 best entries will be published in Rajasthan Patrika and Patrika newspapers, CCA website and CCA book with due credits, free of charge.
The participants in the Malnutrition Category would also be adjudged to the above aforementioned categories; additionally they shall be awarded certification in **3 categories -:**
Winner: Special category for Malnutrition | **1st Runner-up:** Special category for Malnutrition | **2nd Runner-up:** Special category for Malnutrition
- **Participant responsibility:** Each participant accepts the full responsibility of his/her work and discharges Patrika Group from any responsibility in respect of third party claim. Each participant agrees not to hold Patrika Group responsible for any claims made against copyright of ideas and images or any other claims, law suits or damages whatsoever.
- All creative material submitted in the competition will become the property of Patrika Group and will not be returned. Patrika Group reserves the right to use any of the entries for the publicity purpose. Rights of reproduction of these entries remain with Patrika Group.
- Applicants are encouraged to keep copies of all information submitted along with a copy of the application form.
- Each entrant also authorizes to duplicate their entries in the form of a compilation of finalists and award winning entries for non-broadcast / broadcast purposes. If awarded, the entry will have to be proved and produced in EPS and PDF format within 2 days of intimation to the entrant.
- The participant declares that name of details for cheque has been given after due consent & authority. Patrika Group will not be liable for any conflict arising due to it any way whatsoever and Patrika Group's decision is final and binding on all entrants.
- **Follow the rules:** All participants must strictly observe the entry rules. Completion of entry form will imply full acceptance of the contest rules by each participant. Non-compliance with any of the entry rules will result in automatic disqualification of the entry.
- **Lost entries:** Patrika Group will not be held responsible for lost material in transit or for any delivery charges. Participants are encouraged to keep copies of all information submitted along with a copy of the entry form.
- **Rights reservation:** Patrika Group reserves the rights of acceptance, rejection or reproduction of the entries submitted in contest without any prior reason/ consent whatsoever.
- Patrika reserves the right to publish or not publish any entry, including the winner without assigning any reason.
- The creatives should be made giving due consideration to mass sensibilities.
- Patrika does necessarily subscribe to the participants views and shall not be responsible for them & for repercussions arising due to them. Participant shall be solely responsible for the same individually themselves.
- The above mentioned rules and regulations are not exhaustive. Patrika Group reserves the right to amend the same to allow fair judging and in keeping with the spirit of creative competitiveness.

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patrika group, kesargarh (brand cell), jln marg, jaipur- 4, ph.:+91-141- 3005638, 3005575 or at local patrika office in your city or upload your entries at: collage.visageimages.com | International entries can be submitted by email at cca@patrika.com

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