

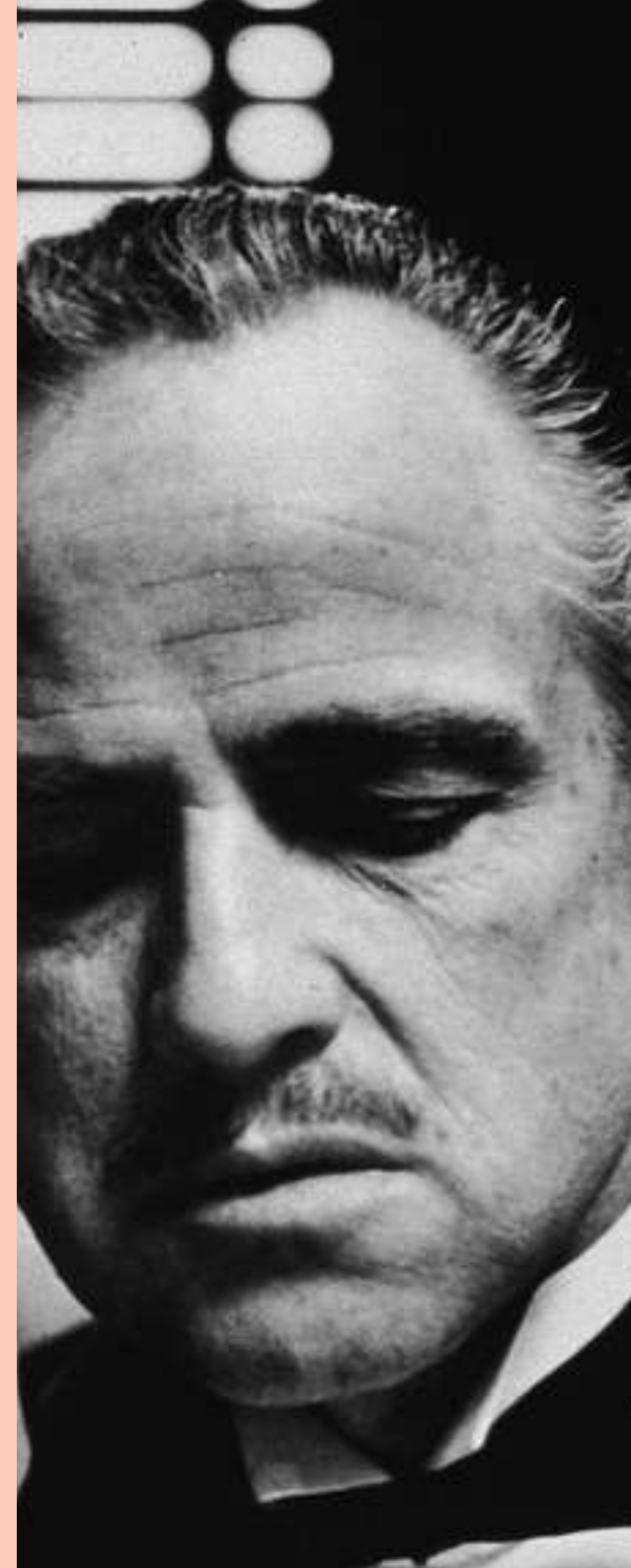


THE EAST SIDE STORY 2019

CONTENT



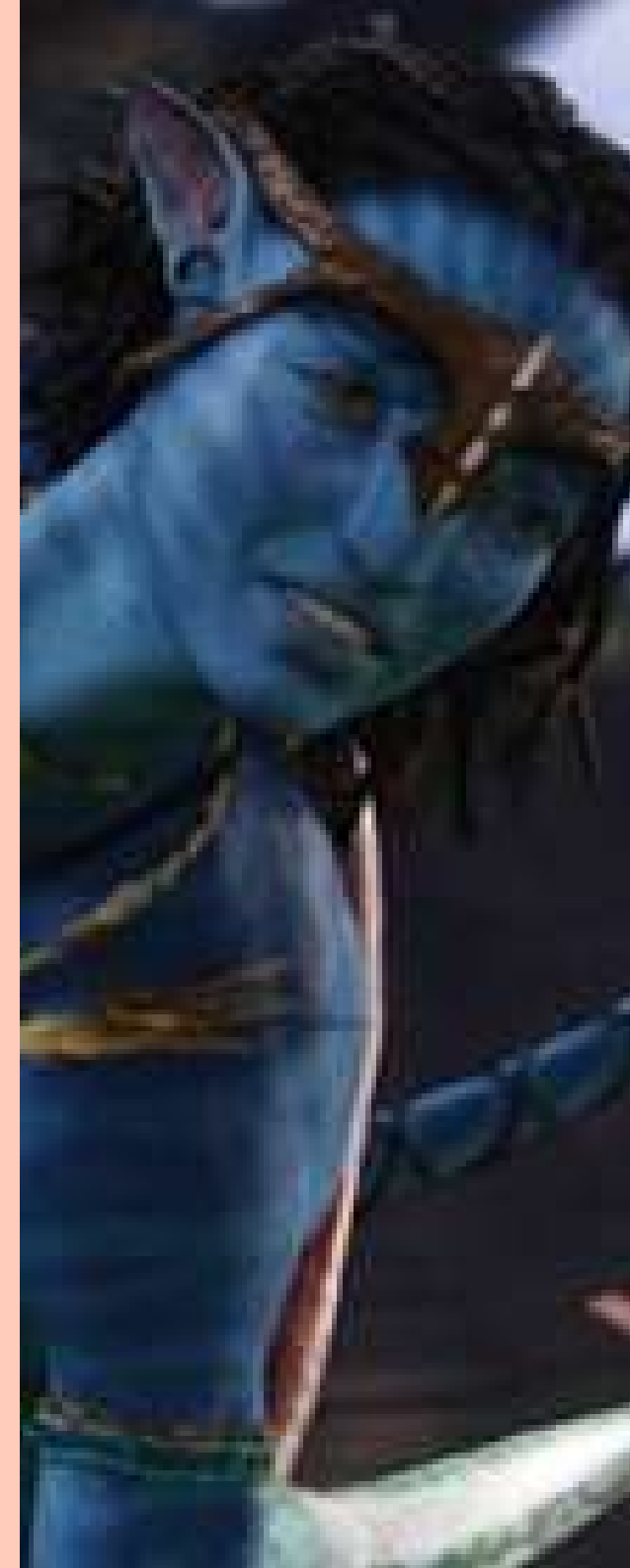
**About
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WHAT IS TESS?

The East Side Story (TESS) is SCMC's annual film festival that aims to:

1. Showcase and promote budding talent in amateur film makers.
2. Recognize and reward unique work.
3. Host workshops and activities to help participants polish film making skills.



Faculty In-charge

Prof. Ananya Mehta

Core Team

Aarati Satish

Ankita Chawla

Manasvi Singh Chauhan

Mrunnmayee Padmagirwar

Audio Visual Production

Aayush Gaur

Panchsheel Gaikwad

Art and Production

Nairika Lodhi

Sahana Iyer

Guest Relations

Prakriti Arya

Pranav Krishnan

Logistics

Ritika Kapoor

Swetha Pillai

Documentation

Aroshi Handu

Nayanika Mukherjee

Media Relations

Anushka Das Sharma

Anwasha Basu

Finance

Sukrit Arora

Yamini Shrivastava

Sponsorship

Disha Hans

Ira Gopal

Participation

Akhil Reddy

Michelle Patrick

Public Relations

Aroush Kumaarr

Katyayani Rana

Marketing

Ayushi Sheth

Yugika Mital





LIST OF COMPETITIVE EVENTS

- **24 Hour Film Making Competition**
- **Kahaani – Short Film Competition (Fiction)**
- **Duniyadaari – Documentary Film Making Competition**
- **Shoot It, Sell It – Ad Film Making Competition**
- **Cut! – One Shot Film Making Competition**
- **Vartalaap – Dialogue Rewriting Competition**
- **Paparazzi – Photography Competition**
- **Typewriter – Script Writing Competition**

For more information on any of the above events, kindly contact-
Anwasha Basu +91-8697678233 / anwasha.basu@scmc.edu.in
Anushka Das Sharma + 7042723599 / anushka.sharma@scmc.edu.in



24 Hour Film Making Competition

Registration Fee - ₹ 1000/-

- On location event.
- Maximum number of members is five per group.
- Participants must enroll in groups at least 24 hours prior.
- Movie duration can be 2-5 minutes.
- Theme and certain components to be included will be announced at the kickoff meeting.
- Allowed beforehand: Organising crew and cast, securing equipment, scouting and securing locations.
- Creative work including scripting, shooting, rehearsing, costume/set design, editing, sound design, rendering and output to tape will only be considered after the announcement and is strictly prohibited before the announcement.
- A tagger from the institute will be assigned to each team.
- The films must be submitted on a compact disk the next day.



Kahaani

Short film competition (Fiction)

Registration Fee - ₹ 1000/-

- Entries must be between 12 and 18 minutes including all titles and credits.
- All entries need to be submitted online one week before the 1st day of the event.
- The short film should not be older than 36 months (i.e. January 2016).
- For all movies in languages other than English, subtitles are mandatory.
- All components of the film (the story, music, pictures, props) must be original.
In the event that you incorporate any copyrighted substance, you should be able to produce consent to its utilization. Films containing unapproved substance will be disqualified.
- Top 5 films will be announced two weeks before the first day of the fest.
- Top 5 films announced will be screened during The East Side Story Festival 2019.



Duniyadaari

Documentary Film-making Competition

Registration Fee - ₹ 1000/-

- The event aims to encourage filmmakers to visualize and present real stories of the contemporary world.
- Entries must be between 20 and 30 minutes in duration including titles and credits.
- The documentary should not be older than 36 months (i.e. January 2016).
- All entries must be submitted online one week prior to the 1st day of the event.



Shoot it, Sell it

Ad Film-making Competition

Registration Fee - ₹ 1000/-

- The contest encourages participants to create an advertisement and prepare an effective presentation in order to sell the product.
- No real sale is involved in this event, the aim is to create a presentation effective enough to persuade audience to buy the product.
- The filmmakers are given creative freedom in terms of choice of product and how they wish to incorporate the audio-visual medium in it.
- The ad film must be within 5 minutes in terms of duration.
- The winner will be declared based on an audience poll conducted on the spot.



Typewriter Script-writing Competition

Registration Fee - ₹ 500/-

- The contest encourages the inner storyteller in the participants.
- All entries for the contest must be made online. Any entries submitted by means of post or hand will be disqualified.
- The scripts must contain content centered around short films. Content for TV, documentaries, web-series, digital platform, radio, theatre, magazines, novels or game shows will not be considered.
- The script must include content original to the participant.



Cut!

One Shot Film-making

Registration Fee- ₹ 500/-

- The contest requires the participants to make a film in one single shot.
- The films can be shot on a phone camera or a DSLR camera.
- The films need to stick to the theme announced. All exceptions will be disqualified.
- The film duration must be between 1 and 2 minutes.
- No form of cuts or edits are allowed, however, participants can indulge in adding VFX to their films.



Vartalaap

Dialogue Rewriting Competition

Registration Fee - ₹ 500/-

- Participants will be given a wide choice of famous scenes in cinematic history. The task is to rewrite the scenes keeping the current scenario in mind.
- The topic will be given on the spot and the participants will be given a particular time period to complete the task.
- The judging criteria- innovation, adaptation, adherence to the concept note, language and creativity.



Paparazzi Photography Competition

Registration Fee- ₹ 500/-

- The participants will be provided a list of themes. All entries must follow at least one theme on the list.
- All submissions are to be done online
- All submissions will be accepted in high res JPEG format only.
- The participants are encouraged to tell a story along with their photographs.
- Judging criteria- Creativity, composition, use of colours and storytelling.



LIST OF NON- COMPETITIVE EVENTS

- **Speeches from Guest speakers**
- **Screening of movies in the Non-Competitive category**
- **Writing workshops**
- **Cinema Day**
- **Movie Night**





1
Register
on our
website

2
Complete payment
via
RTGS/ NEFT

3
Shoot and
submit your film!

How To Participate?



1
Register
on our
website

www.scmc.edu.in/tess/

How To Participate?





DETAILS FOR RTGS/NEFT PAYMENT	
Name of Institute	SYMBIOSIS CENTRE FOR MEDIA & COMMUNICATION
Address	Symbiosis – Viman Nagar Campus Survey No 231, Viman Nagar, Pune - 411014
Office Tel No.	020-26634511 /12/13/14
Name of the Bank	Bank of India
Bank Branch Address	Karve Road Nal Stop Pune – 411004
Telephone no of Branch	020-2025 1407
Beneficiary A/c Name	SCMC Receipt Account
Type of Account	Saving
Bank Account No.	0503102100000029
Branch Code	411013011
IFSC Code	BKID00000503

How To Participate?





All films can be submitted through a Google Drive link / Youtube Link. Make sure to keep the access of the link as private.

How To Participate?





All submissions will go through a panel comprising SCMC faculty and distinguished industry professionals to select top submissions in each award category.

All submissions will be judged on the following criteria:

- **Storytelling**
- **Creativity/ Originality**
- **Engagement/ Intrigue**
- **Technical Finesse**



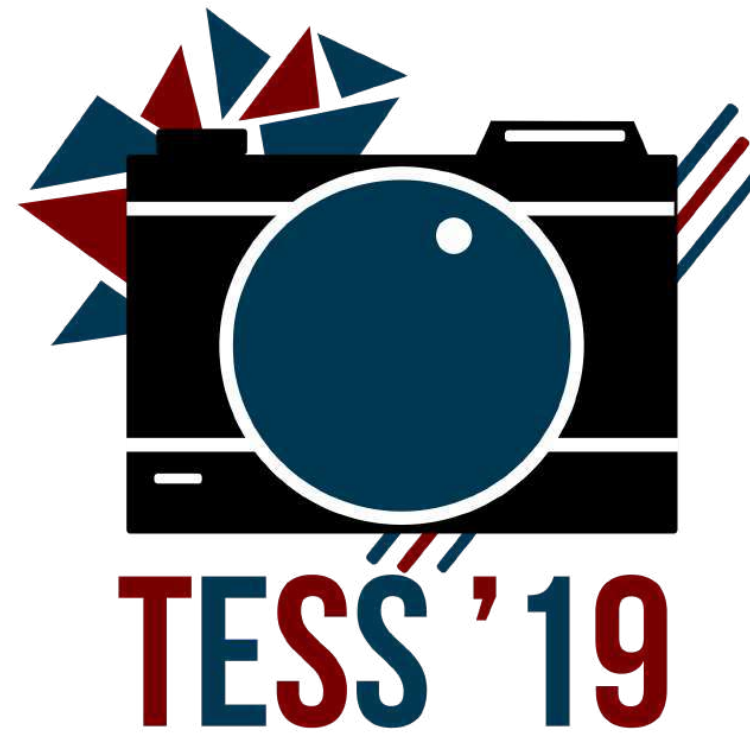


SUGGESTED ACCOMMODATION FOR DELEGATES

S.no	Hotel	Room	Price (without tax per night)	Contact Details
1	Hotel Mint Ivv	Executive Room	4.856	07770 13921
2	Fab Hotels Brooks Elan	Deluxe Double Room	2.253	070424 24242
3	Hotel New Leaf	Deluxe Room	2.046	020-41483300 reservations@newleafhotels.com
4	Fortune Inn Jukaso	Standard Room	2.151	8448394208 reservation@iukaso.co.in
5	Hotel Fidalao	Deluxe Room	3.146	020-66222100 reservationspune@fidalaoaroup.com
6	Keys Prima Hotel Parc Estique	Standard Room	3.938	9096084737 reservations.parcestique@keyshotels.com
7	Hotel Ibis	Standard Room	3.699	020 4018 4018

For further information on accommodation for outstation delegates, kindly contact the Guest Relations HODs-
Pranav Krishnan - +91 9742988260 / pranav.krishnan@scmc.edu.in
Prakriti Arya - +91 7558317955 / prakriti.arya@scmc.edu.in





For queries

Office: +91 20 - 26634511/12/13/14/15

For more questions and registration find us on www.scmc.edu.in/tess

Registration Team

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