



St. Joseph's College of Commerce
(Autonomous)

163 Brigade Road, Bengaluru, Karnataka - 560 025.

Presents

Animum'25

FRAMES OF MIND

National-Level Short Film Festival
on

"From Silence to Strength: Stories of Healing"

12 December 2025

SCAN here to register

Exciting cash prizes:

1st Prize- ₹25,000/-

2nd Prize - ₹15,000/-



About the Institution

St. Joseph's College of Commerce (SJCC), formerly a part of St. Joseph's College was established in the year 1882. It is managed by the Bangalore Jesuit Educational Society (BJES), a unit of a Catholic religious order called the Society of Jesus founded by St. Ignatius of Loyola in 1540. The Department of Commerce was established at St. Joseph's College in the year 1949 which later became an independent college with its own building on Brigade road in the year 1972. The college has in its vision a model for higher education which encourages individuals to dream of a socially just world and in its mission a strategy to empower individuals in realizing that dream.

In February 2021, the college was re-accredited with an 'A++' grade and a CGPA of 3.57/4. In 2010, the college was declared a 'College with Potential for Excellence'. Over the years, the college has expanded its academic domain beyond Commerce and Management. Since 2022, the college has introduced two new programmes - B.Sc. in Economics and Data Analytics and B.A. with specializations in English Literary Studies and Psychology- with the aim of encouraging interdisciplinary learning.

The college aims at holistic development of students fostering in them the three pillars of Jesuit education - Academic Excellence, Character Formation, and Social Concern; shaping them to become "men and women for and with others". The motto of the College 'Fide et Labore' (Faith and Toil) serves as the foundation for the vision and mission of the college.

Animum '25

ANIMUM was conceptualized with the philosophical framework of character formation, centered on the principle of Cura personalis (care for the whole person). This principle emphasizes on holistic development of the individual combining intellectual, social, and spiritual growth.

Derived from the Latin word meaning 'Mind' or 'Soul', ANIMUM is the first national level short film festival focusing on mental health challenges and wellbeing, with the aim of educating and sensitizing society towards destigmatizing conversations around mental health. Since its grand debut in 2022, the festival has always aimed at providing a unique platform for film enthusiasts to showcase the complex dimensions of mental health by blending the powerful techniques of storytelling and filmmaking.

After three years of resounding success of ANIMUM, which brought filmmakers, industry professionals, film enthusiasts, students, and public to engage in conversations around mental health and wellbeing; this year, ANIMUM'25 brings to you "From Silence to Strength: Stories of Healing".



About the Theme

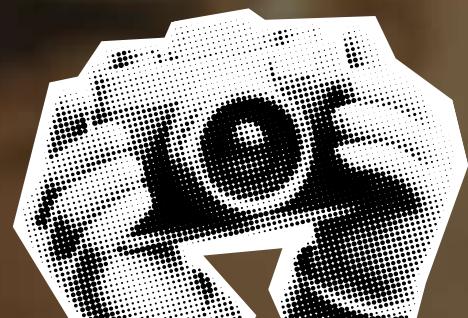
“From Silence to Strength: Stories of Healing”

ANIMUM'25, one-day national level short film festival is organized by the Department of Psychology; Counselling and will be held on 12 th December 2025. Inspired by the Japanese art of Kintsugi, where broken pieces of an object are put together using powdered gold, this year's theme focusses on reconstructing the fragments of self through stories that boldly embrace and showcase imperfections and flaws.

The theme reflects the psychological journey of individuals; from unspoken pain, stigma, or internalized struggles to resilience, empowerment, and recovery. Contrary to the popular belief of 'Silence is Golden', silence also symbolizes suppression stemming from various reasons like inability to process trauma, fear of judgement, unexpressed emotions due to lack of safe spaces, or the societal pressure to hide mental health challenges. For instance, the internal world of people suffering from Generalized Anxiety Disorder, Attention Deficit Hyperactivity disorder (ADHD), Social Anxiety, Depression and more often go unnoticed and silenced. Breaking that silence becomes the first step in reclaiming one's voice and identity and it takes strength for an individual to acknowledge and accept oneself.

This journey from silence to strength involves process of healing through acknowledging vulnerability, seeking support, and gradually building coping resources such as self-awareness, self-compassion, and social connection. In psychology, this transformation is often linked with post-traumatic growth, resilience, and meaning making, where individuals not only recover but also find strength, purpose, and empowerment through their experiences.

The short film festival seeks to provide a platform for passionate filmmakers to narrate their stories on silence, strength, healing and resilience of the human mind.



Participants can register under the following two categories:

A. STUDENT CATEGORY

Individuals / Groups who are currently enrolled in Pre-University, Undergraduate or Postgraduate programme in any discipline in India.

1. Minimum Age to participate is 17 years
2. Registration fee - ₹500
3. Winner - ₹25,000
4. Runner-up - ₹15,000

B. PUBLIC CATEGORY

Individuals / Groups who do not come under the student category, working professionals, freelancers, other professional programmes etc.

1. Registration Fee - ₹750
2. Winner- ₹25,000
3. Runner-up - ₹15,000

Department of Psychology and Counselling

Recognizing the growing need for keeping pace with the ever-evolving human mind, the Department of Psychology has been established to provide a foundational understanding of psychological concepts and an exploration of the intricacies of the human behaviour and complex thought process. It fosters an environment of inquiry and personal growth, encouraging students to explore psychology beyond the classroom, in the form of research projects, internships, and community outreach programs. Students are actively encouraged to participate in cocurricular activities and share their experiences fostering a sense of community for holistic development.

The Counselling cell, an integral part of SJCC, is a student support service intended to help students adapt and make the best of their learning environment. Counselling is a collaborative and therapeutic process that offers students a confidential space to address various challenges and life experiences. The primary goal of counselling is to empower students to navigate their lives more effectively.

The Department of Psychology and the Counselling cell works actively, to provide a platform which fosters collaborative dialogue and helps students gain insights into thought patterns, behaviours, and emotional responses, thus catalysing positive change and informed decision-making.



Rules and Regulations

1. Entries are open to participants under 2 categories – Student and Public. Participants are requested to apply in the relevant category.
2. Participants are requested to shoot their film according to the given theme, i.e., “From Silence to Strength: Stories of Healing”
3. The short film can be in any language or have no dialogues at all. However, all films must include subtitles in English.
4. The total runtime of the Short Film, including opening & closing credits, should strictly be a minimum of 3 minutes and a maximum of 6 minutes.
5. All content used in the short film must be either owned or licensed. If any copyrighted material is used in the film, the participant must have permission and submit a copy to the Film Festival Organizers.
6. The short films being sent for this festival should not be on any social media platform(s) and should not have been previously presented in any other Film Festival or Competition.
7. Each team can have a crew of up to 5 members. However, there is no restriction on the number of actors in the film.
8. Short Films may be in any form (fiction, documentary, animation, etc.) shot with any device or camera set-up (in MP4 format, minimum Full HD (1080p) or 1920X1820p). Max file size is 2 GB.
9. Each film should depict its title and credits, including the names of the producer, writer and director.
10. There will be an external jury consisting of prominent actors, directors and mental health experts to select the winners.
11. Each team can send ONLY ONE entry for the festival. There is no restriction on the number of teams participating from the same college/institution.
12. The film must be shot within the time period of the festival, i.e., 20th October 2025 to 30th November ,2025.
13. The short films that are selected for final screening will not be allowed to withdraw under any circumstances until the festival is over.
14. No refunds will be provided after the registration has been done.
15. Last date of submission of the short film is 30th November 2025.
16. The submission process and requirements will be informed to the participants after the registration has been completed via the registered email ID.

Guidelines

1. SJCC reserves the right to screen or use the film submitted by the participants in any form- online, offline, or in college as it deems fit including uploading on its website or social media.
2. Selection of the short film will be done by the Jury whose decision will be final. However, Festival Authorities reserve the right to accept or reject any film that is likely to offend sentiments, feelings or sensibilities of any caste, class, community, religion, gender or sect or is likely to promote racism or ill will in the society.
3. Festival Authorities reserve the right to change/modify/alter any rule or its part or event of this competition anytime, including the prize category and prize money.
4. Each participant is responsible for the content of their work and any possible copyright problems. The participant owns all rights concerning the usage of their work according to the regulations. The Festival Committee has no responsibility to third parties. The Festival Committee has the right to reject films if the content or technical quality does not correspond to the festival conditions.
5. The registration of teams would imply their compliance with the Rules and Regulations.

Registration Process

1. Participants are requested to fill out the online form after going through all the rules & regulations.
2. All communication post registration will be via the email provided at the time of registration.
3. The last date of registration is 20th November 2025.
4. Please fill out the registration forms carefully. Forms with incorrect/inadequate/ambiguous particulars will not be considered.

SCAN here to register



FOR MORE INFORMATION/ QUERIES

1. Chinnappa Biddappa- 6364639595
2. J K Keno Manickam- 9902835920
3. Jayasree S A- 8050084250



animum@sjcc.edu.in



[animum_sjcc](https://www.instagram.com/animum_sjcc)