



St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University
Accredited with A++ Grade by NAAC in 4th Cycle (CGPA of 3.57/4)
College with Potential for Excellence (CPE)
Ranked 93rd in NIRF 2022 by the Ministry of Education, Government of India
#163, Brigade Road, Bengaluru - 560025, Karnataka, India



ANIMUM '22

FRAMES OF MIND

4TH NOVEMBER, 2022

SHORT FILM FESTIVAL

THEME

Mental Health
Among Emerging Adults

EXCITING CASH PRIZES

1ST PRIZE - ₹ 25,000

2ND PRIZE - ₹ 15,000

ABOUT THE INSTITUTION

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in the year 1882, is managed by the Bangalore Jesuit Educational Society (BJES). The Commerce Department was established in the year 1949 and it became an independent college with its own building in 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.

With an objective of imparting quality education in the field of Commerce and Management, the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern, and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council composed of eminent academicians, industry representatives and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'. It is one of the very few institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared as a 'College with Potential for Excellence' in the year 2010. In 2011 SJCC was recognized as a Research Centre by Bangalore University. The college has been ranked among the top 100 colleges of the country by the National Institutional Ranking Framework (NIRF) of Ministry of Education, Government of India, for the past several years.

The college offers diverse programmes in Commerce and Business Administration faculties. Under the faculty of Commerce, it offers B. Com (Regular), B. Com (Professional- International Accounting and Finance), B. Com (BPS- Industry Integrated), B. Com (Travel and Tourism), B. Com (Analytics), B. Com (Professional - Strategic Finance), M. Com (Finance & Taxation/ Marketing & Analytics), M. Com (International Business) & M. Com (Financial Analysis). Under Business Administration, it offers BBA (Regular), BBA (Entrepreneurship) and BBA (Professional- Finance and Accountancy). The college also offers six one-year Post Graduate Diploma programmes. B.A. English (Honours) and B.Sc. Economics (Honours) were the two new programmes introduced in the academic year 2022 - 23.

ABOUT THE GOLDEN JUBILEE CELEBRATIONS

The year 2022 marks the 50th Anniversary of SJCC's journey as an independent college. In these five decades the college has built a rich legacy as an institution of excellence, providing holistic education to thousands of students. The institutional ethos built around cultural diversity, and constitutional values has shaped generations of Josephites. It has established itself as an institution of great social relevance by adhering to its motto of 'forming men and women for and with others'. Learning at SJCC, defined by the three objectives of Jesuit education: Academic Excellence, Character Formation and Social Concern, focuses on its mission to educate and empower the deserving and the marginalized. The notable alumni of SJCC through their commendable efforts in different walks of life have spread the Josephite culture of excellence through hard work centred around concern for humanity.

As part of the Golden Jubilee Celebrations, the college has been organizing year-long activities which include academic programmes, community outreach activities, staff and student welfare activities, and cultural programmes. These programmes are a combined effort of the staff, students, alumni and all other stakeholders. The Closing Ceremony of the Golden Jubilee Celebrations, to be held in the month of November, showcasing the rich academic and cultural legacy of the institution will be preceded by a series of programmes which includes a roundtable on professional education and leadership, performances and exhibition from marginalized communities and a short film festival on mental health awareness.

ANIMUM '22

SJCC welcomes you to ANIMUM '22, a short film festival on Mental Health Awareness, to be hosted on November 4, 2022.

ANIMUM is a festival of creative short films on mental health issues aiming to educate and sensitise the society towards mental health issues.

The word 'ANIMUM', borrowed from Latin, directly refers to the 'mind' or 'soul'. Combining the powerful techniques of storytelling and filmmaking, we are providing a unique platform for film enthusiasts to showcase the diverse ways in which the mind undergoes suffering and then recuperates from it.

As it is the need of the hour to address and acknowledge mental health issues among adolescents and young adults, the theme chosen for this year is 'Mental Health among Emerging Adults'. Our primary objective is to enlighten, educate and inform the student community about mental health issues through the art of filmmaking.

Since its inception, SJCC has given equal importance to academic excellence, character formation and social concern, the three objectives of Jesuit education. As part of the institution's golden jubilee celebrations, this film festival would be the perfect platform to promote mental health awareness.

In this Film Festival, participants can showcase their talents by submitting their films under the following 2 categories-

A. STUDENT CATEGORY

Individuals/Groups who are currently enrolled in an Undergraduate or Postgraduate programme in any discipline across India.

- » Minimum Age to participate is 17 years
- » Registration fee - ₹ 250
- » Prize - Winner cash prize up to - ₹25,000
- » Prize - First runners-up cash prize up to - ₹15,000

B. PUBLIC CATEGORY

Individuals/Groups who do not come under the student category, for, e.g., working professionals, freelancers, students enrolled in other programmes etc.

- » Minimum age to participate is 17 years
- » Registration Fee - ₹500
- » Prize - Winner cash prize up to - ₹25,000
- » » Prize - First runners-up cash prize up to - ₹15,000



RULES AND REGULATIONS

1. Entries are open to participants under 2 categories – Student and Public. Participants are requested to apply in the suitable category only.

2. Participants are requested to shoot their film according to the given theme, i.e., 'Mental Health among Emerging Adults'.

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 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 on any device or camera set-up (in MP4 format, minimum Full HD (1080p) or 1920X1820p). Preferably, the size of the short film being sent for the festival should not be more than 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.

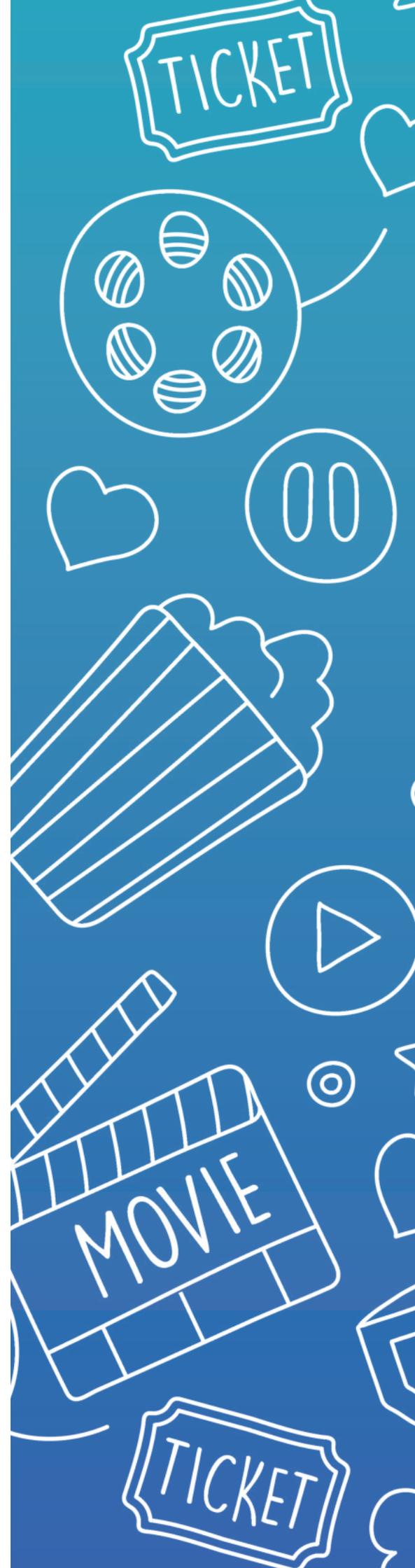
11. Each team can send ONLY ONE entry for the festival. There is no restriction on the number of teams participating from the same college/institution.

12. The film must be shot within the time period of the festival, i.e., 30th September,2022 to 30th October,2022.

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 for submission of the short film is 30th October 2022.



16. The submission process and requirements will be informed to the participants after the registration has been completed via the registered Email ID.

17. SJCC reserves the right to copy or use the material submitted by the participants in any form, online or offline, for the festival's promotional and archival purposes. Note that your entire short film will never be shared with anyone or uploaded online without your permission. We understand that filmmakers want to keep the films private, and we will honour that.

18. Selection of the short film will be done by a 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, community, religion, sect or promote racism or ill will in the society.

19. 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.

20. Each participant is responsible for the content of his/her/their work and any possible copyright problems. The participant owns all rights concerning the usage of his/her/their work according to the regulations. The festival committee has no responsibility to third parties and has the right to reject films if the content or technical quality does not correspond to the festival conditions.

21. 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 15th October 2022.
4. Please fill out the registration forms carefully. Forms with incorrect/inadequate/ambiguous particulars will not be considered.

FOR ANY FURTHER QUERIES

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SCAN HERE TO REGISTER



**Click Here
To Register**

ACTION