

Details for participating in the GST-n-You Creative Contest

GSTN provides an online platform for its 1.23 Cr. taxpayers for performing their GST related compliances. The stakeholders include taxpayers, tax-consultants, IT-firms, Chartered Accountants, Account professionals and the general public. GSTN intends to directly engage with the stakeholders, encourage creative thinking and obtain an insight into the perspective of stakeholders and places where GSTN can improve its delivery of service.

1. Eligibility Conditions:

- a) The online contest is open only to the citizens of India.
- b) Entries can be submitted in form of videos (animation, tutorials, short-films etc.) of 30-120 seconds or static graphics.
- c) Entries can be submitted either in English or Hindi.
- d) Above materials already placed on the social media channels such as Facebook, twitter, YouTube etc may also be sent
- e) For more details refer to the **Annexures- I and II** below.

Annexure-I - Topic of the online GST-n-You Creative Contest and its Terms and Conditions

- a. **Duration:** The validity of this campaign begins at 00:00 hrs on 15th September, 2020 and ends at 23.59 hrs on 15th October, 2020.
- b. **How to submit entries:** All entries must be submitted by email to gstnmedia@gstn.org.in. No other form of submission will be accepted.
- c. **For Videos (Tutorials, Animations, Short films)**
 - Upload the video to YouTube (private mode) OR Google Drive OR Online File Sharing (e.g. WeTransfer, SendSpace, DropBox, JumpShare, Hightail etc.)
 - Send us the video link by **EMAIL to gstnmedia@gstn.org.in**. Video sent via any other medium will not be considered as a valid entry for the contest
 - Entries should be in MP4 format ONLY. Videos in full HD or higher resolution (1920×1080 px) will be given preference.
 - No physical DVD/Pen drive etc. will be accepted at GSTN or any office of GST.
 - The videos must have clear audio (voice-over and/ or music).
- d. **For Static Graphics**
 - Entries should sent in JPG or PNG format only
 - If the file size is bigger than 10 mb, online file sharing tools can be used to send entries at the email address mentioned above in the video section.
 - Static graphics with higher resolution will be given preference.
- e. **Other Conditions:**
 - i. All the contestants must positively send in their entries for this contest along with the following details filled in the prescribed form and duly supported by a copy of ID proof (Aadhaar/Voter Id/PAN)

- Name of the participant
- Date of Birth
- Contact address
- Mobile Number/ Email id
- Self-undertaking that the entries are original and in the format enclosed at **Annexure-II**.

f. DO's:

- i. Only Individual entries including from an organization/ firm etc. will be accepted. Team entries will not be accepted.
- ii. Submitted entry must be the original work of the participant. The GSTN will have rights to use the content of the selected entries in any manner and to that extent Intellectual Property of the videos and static graphics will vest with GSTN.
- iii. Entries should be sent in the prescribed format and through the platforms mentioned in the point above of participation criteria. Entries shared in any other format will not be considered a valid entry.

g. Don'ts:

- i. Any entry or submission shared as a public Tweet/ Post or Comment on GSTN's official social media pages will be deemed invalid. Any conversation regarding contest participation will be done from the given email ID ONLY.
- ii. Use of Plagiarism will not be appreciated and such entry will be regarded invalid.
- iii. The entries should be suitably sanitized and should not contain personal data related to an entity. In static graphics and videos, smudge or blur GSTIN number or any other contact details that may appear in them. Any entry showing any individual's GSTIN number or contact details will immediately be deemed as invalid entry. Nowhere, in the videos (animation, tutorials, short-films etc.) or static graphics, name of the participant or the production house should be mentioned or any other water mark or other identification marks may be inserted.
- iv. Entries should not have any logo or watermark in them. Such entries will not be considered for evaluation purpose.
- v. The participant must be the same person who has created the contents. Any act of impersonation will not be allowed.
- vi. The entry must be original and should not violate any provision of the Indian Copyright Act, 1957 or the Intellectual Property Rights of any third party. In case of any copyright issues. The participant/contestant will be solely responsible to settle any legal proceedings arising out of it at his/her end. GSTN will not be responsible.
- vii. GSTN employees and their dependent family members are not eligible to participate in this contest.

h. RESTRICTIONS: Your entry shall not contain any content that:

- is derogatory of any ethnic, racial, gender, religious or unnecessarily violent, profane, or pornographic etc.
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activity that may appear unsafe or dangerous or any other activity of similar nature.
- is obscene or offensive; endorses any form of hate or hate group etc.
- defames, misrepresents or contains disparaging remarks about other people, companies, or organizations.

- contains materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission.
- appears to be a motivated and malicious criticism.

i. Evaluation:

- i. After the last date, all eligible entries, received during the Contest Period, will be evaluated by GSTN.
- ii. Evaluation will be based on the following criteria:
 - Creativity and accuracy of the content
 - Usefulness of the videos or static graphics for the GST ecosystem including taxpayers
 - Impact created on GST tax payers and eco-system by the content, through various platform such as social media, webinar etc. Thus the impact of entries in form its views, likes, sharing etc will also be one of the criteria for selection of the winner.
All videos or static graphics of the participant will be considered for the evaluation. The decision of GSTN in selection of awards will be final.
 - GSTN will have the right to use the entries for public education and awareness and to that extent Intellectual Property of the videos and static graphics will vest with GSTN.
- iii. Once selection for each category and overall awards is completed, the Finalists will be contacted through email by 31st October, 2020. If you are not been contacted by this date, you may assume that your entry has not been short-listed. Winners will not be contacted in any other manner.

j. Winners Selection:

- i. The decision of Selection committee will be final and binding on all the contestant and no clarifications would be issued to any participant or on any decision of the Selection Committee.
- ii. All winners will be notified by email and results will be posted on the website and Social Media Platforms- Twitter, Facebook and LinkedIn of GSTN.
- iii. GSTN reserves right to not award any prize or in less number, if no suitable entries are received.
- iv. **Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Delhi State.**

k. General Conditions:

- i. Participation in the contest does not guarantee to win.
- ii. One participant can win only ONE award (as selected by GSTN Selection Committee).
- iii. Participation in the contest itself means that the contestant agrees to the terms and conditions as laid out in this document.
- iv. GSTN can use the material (videos (animation, tutorials, short-films etc.) & static graphics submitted by all contestants, for advertising purposes in any and all media, including online announcements, without additional compensation.
- v. GSTN can publish or decline to publish, or use or decline to use, any submitted entries from this Contest in any form, it deems fit.
- vi. Entrants must comply with these rules, and will be deemed to have received and understood the rules, if they participate in the contest.
- vii. GSTN will not be responsible, if videos sent by the participant do not open or play properly.
- viii. GSTN reserves the right to cancel, amend, modify, postpone or terminate this contest or the rules at anytime in its sole discretion and without any prior notice.
- ix. GSTN reserves the right to extend the contest duration and accordingly extend the winners' announcement dates, at anytime during the contest in its sole discretion. Any such change shall be communicated via the official social media channels of GSTN.

- x. GSTN reserves right to not award any prize, if no suitable entries are received.
- xi. In case the winner denies to accept the award, the content submitted will continue to be available with GSTN for its use.

Annexure-II Self Declaration by the Participant participating in *GST-n-You Creative Contest*

SELF-DECLARATION

This is to declare that the entries submitted by me for the GST-n-You Contest 2020 are originally created by me. In case of any infringement of Intellectual Property Rights, I will be sole responsible for that and bear all the damages caused by it. I also authorize GSTN to use my entry for publicity purposed through its channels and I agree that to that extent Intellectual Property of the videos and static graphics will vest with GSTN.

Name of Individual & Firm:

(Signature)

Contact No.:

Email ID:

Place:
