



VIDEO COMPETITION FOR PAKISTAN FINANCIAL LITERACY WEEK 2024

State Bank of Pakistan (SBP) is organizing Pakistan Financial Literacy Week (PFLW) 2024 to emphasize the importance of financial literacy and inclusion. Theme for the week is “Financial Inclusion through Digital Means” and slogan is "فوری اور آسان، ڈیجیٹل بینکاری، فوری اور آسان". To foster ideas and to spark discussions on the theme, several activities have been planned, including a video making competition.

Topic for the competition is “Imagine a world without cash!” We invite individuals with a passion for video making and a knack for creative expression to participate in this competition. Whether you're a seasoned videographer or just starting out, this is your chance to showcase your talent and make a meaningful contribution to the dialogue surrounding financial inclusion through digital means.

The Video Competition will be conducted under the following terms and conditions:-

Competition Details:

1. Topic for the competition is “Imagine a world without cash.”
2. The Participants can make videos using any format: Short Film, reel, role-play video, animation video, whiteboard or sketch video, or others.
3. The video should not be more than 2 minutes long.
4. Language of the video may be English, Urdu, or both.
5. Duration of the competition is February 20th to March 5th, 2024. Submissions may be given latest by 11:59 pm on March 5th, 2024.

Submission Details:

1. The participants have to upload their video on google drive and share its link at email address: video.competition@sbp.org.pk
2. Link Sharing: You can generate a shareable link from Google Drive by right-clicking on the file, selecting "Share," then choosing the option to create a shareable link.
3. Ensure that the shared link has appropriate permissions set to "Anyone with the link" or "Public" for free access without requiring sign-in.
4. Please confirm that the file being shared is accessible to viewers with the link, rather than restricted to specific email addresses.
5. Double-check that the shared link is functional by testing it in an incognito browser window or logging out of your Google account before clicking on the link.
6. Email Content: Paste the google drive link in the body of the email. A brief profile of the participant and picture have to be given in the email body as well including but not limited to: name, CNIC, contact number, organization/educational institute, occupation and complete residential address.

Evaluation Process:

1. An independent jury will evaluate all the videos and shortlist best entries.
2. Criteria for Shortlisting Winner Videos include: (a) Creativity and Originality, (b) Interpretation of the Theme, (c) Artistic Skill and Technique and (d) Overall Impact and Message Clarity
3. Winners will be awarded with shield and certificates which will be dispatched at winner's residential address as provided.
4. The shortlisted videos will be uploaded on SBP's Facebook page.

Other Terms:

1. The participants shall ensure that their submitted designs are free from any copyright claims and/or any liabilities.
2. The designs submitted in the Video Competition will be sole property of the SBP and the SBP will be at liberty to share the design or modify it thereof.
3. The members of the Jury, SBP and its subsidiaries employees and their family members shall not be eligible to participate in the Art Competition.
4. For any questions and clarifications about the Video Competition, please contact us at video.competition@sbp.org.pk