

## Introduction :

The Ministry of Power has launched the National Awareness Campaign in order to promote energy conservation in the country. Painting competition for students at the School, State and at National level has been included as one of the activities of the campaign, which would not only make aware the children about the need of conserving energy but at the same time would educate and involve their parents as well in the above cause. The identified activity is one of the measures, which can help in creating awareness in the domestic sector. In order to strengthen and for added cognizance, higher classes of 7th, 8th and 9th standards have been included from 2013 in addition to existing classes of 4th, 5th and 6th Standards.

The competition is being held at three stages, namely, School, State and National Level. Students of 4th, 5th and 6th standards under Category 'A' and of 7th, 8<sup>th</sup> & 9<sup>th</sup> standards under Group 'B' are eligible to participate in the competition. Cash prizes worth Rs 1,75,000 per State/UT per Group (Rs. 63.00 lakhs for 36 States/UTs per Category or Rs.126.00 lakhs for both Categories)) will be distributed to State level winners on day of the Competition on 14th November, 2019. For winners of both the Categories of National Competition, cash prizes worth Rs. 10.20 lakhs 6 Laptop will be awarded by the Ministry of Power on 14th December, 2019 which is also celebrated as National Energy Conservation day in the presence of eminent dignitaries holding very high positions in the Government.

The salient features of the scheme are as follows

### 1. Salient features of the School Level Painting Competition Scheme

- a. School Level Painting Competition 2019 for the students of 4th, 5th and 6th standards under Group 'A' and of 7th, 8th & 9th standards under Group 'B' has been launched in all the States/UTs through an advertisement in the print media starting from August, 2019 by Bureau of Energy Efficiency (BEE).
- b. School Principals are requested to organize Painting Competition at School level for 4th, 5th & 6th standard students under Category 'A' and for 7th, 8th & 9th standard students under Category 'B' of their respective school for 2-hour duration. Students can use any size of paper, but preferably A4 size drawing sheet, and students can pick any one of the following Theme Topics:

Group 'A'	Group 'B'
➤ Be Aware, Use Energy with care.	➤ Imagine Developed Nation, Be Energy Saving Human.
➤ Support "Save Energy" fight, Otherwise, live without light.	➤ Practice Energy Conservation, for future generation.
➤ Less the Energy Consumption, More the Money Saving.	➤ Let Us Rise & Have Passion, Save Energy for Self & Nation.

- c. The children can use Pencil, Pencil Colour, Crayons, Water Colour etc. The children may consider the following points while painting;
  - The entry can be poster or a painting.
  - Use of Collage/Patchwork is not permitted.
  - Individual Jury member will have to give marks (evaluate) to paintings on the following points to arrive at final decision.
    - Relevance of the theme depicting the selected topics.
    - Execution of concept/theme.
    - Overall visual appeal, handling of given space and use of appropriate colour combination.
  - ii.
- d. School Principals would upload 2 best selected Paintings from **Group 'A' and 'B'** along with list of **participants** in predefined excel format on Web-Portal by **26<sup>th</sup> October, 2019**.
- e. School having internet connectivity issue may be allowed to submit two best painting and list of participants manually. But Nodal Officer would be required to upload them accordingly.
- f. The back of the painting should carry the following information : -

Name of the student	Father's/ Mother's Name	Standard
Roll No.	School name and postal Address	Govt. School in Rural area (Write Yes or No)

State/ UT	School Tel. No./Mobile No	Signature of School Principal
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- g. Schools providing list of participants in predefined excel format would be allowed to download 'Certificate of Participation' duly signed by School Principal and Director General – Bureau of Energy Efficiency, Ministry of Power (Government of India).
- h. List of the Nodal officials for all the States/UTs is given in List of State Nodal Officials (doc format)
- i. Paintings not signed by the school principal or sent directly by student's parents will not be accepted.
- j. Paintings are to be sent only at the address of respective Nodal Official of the State/UT and not on the addresses of Ministry of Power and Bureau of Energy Efficiency.
- k. The paintings received from the schools located outside India having affiliation with Indian School Education Boards under Group 'A' will be adjudged for the following prizes by the Committee of Experts/Jury comprising of renowned personalities from field of Art etc., Ministry of Power and Bureau of Energy Efficiency;
  - **1st Prize Amount in Rs Equivalent to USD 500**
  - **2nd Prize Amount in Rs Equivalent to USD 300**
  - **3rd Prize Amount in Rs Equivalent to USD 200**
- j. Schools located outside India are requested to send two best paintings directly, along with the details as mentioned above, at the Bureau of Energy Efficiency (BEE), Sewa Bhawan, R.K.Puram, Sector-1, New Delhi 110066 (INDIA) office address.
- k. It is to be mentioned that those schools who would record 100% participation for each Group 'A' & 'B' (as applicable) at the School level Painting Competition, their names will be included in the Painting Competition booklet prepared by BEE.
- l. 1st, 2nd & 3rd prize winners from the year 2017 & 2018 of Group 'A' (4th, 5th and 6th Standards) and Group 'B' (7th, 8th and 9th standards) at State Level will not be eligible to participate at any level of competition. However, students who have earlier won consolation prizes during the last two years in Group 'A' and Group 'B' at State level would be eligible to participate in the Painting Competition 2019 but they would not be considered again for the consolation prizes at the State level. They will only be considered for prizes, if they win 1st / 2nd /3rd Prize at the State level.

## 2. Salient features of the State Level Painting Competition Scheme

- a. A common or separate committee/jury comprising of 5 to 7 renowned persons in Art, drawing teachers, officials from organizers and State government education department will be constituted by the Nodal officials for selecting up to 50 best paintings each for Group 'A' & 'B' out of the total numbers of the paintings sent by the respective School Principal of the State/UT.
- b. The list of 50 selected students from each Group eligible for participation at state level painting competition will be uploaded on [www.beeindia.gov.in](http://www.beeindia.gov.in)
- c. Nodal officials will also communicate with the respective school principals by 1st November, 2019 through letters, telephones, email etc. about the selection of their students and also request them to send the selected school student to participate in State level painting competition on 14<sup>th</sup> November, 2019 at the selected venue and timings. Tentatively, this venue may be the State capital.
- d. The selected students are also to be requested to carry the following material:
  - A letter from respective school principal certifying the student's particulars or Identity Card.
  - Latest passport size Colored photograph (02 Nos)
  - Painting material: pencil, crayons, colored pencils, water colors.
  - Drawing board etc. (The drawing sheet of size: 380 x 510 millimeters (approximately 15 x 20 inches) will be provided by the Nodal official)
  - Nodal Officials will conduct the on-the-spot painting competition of 2 hours duration at the predetermined venue on 14th November 2019
- e. Schools/parents to bring the children to the venue and take back the children to their respective places. The selected students reporting at the venue of competition will be paid Rs 2000/- each in cash by the nodal official on the day of their participation at State level painting competition and

reimburse sleeper AC Chair Car class/3rd AC rail-fare/ State Roadways bus fare from the shortest route for self and two guardians. The Nodal official will also provide refreshments/lunch to the participating students and their guardians.

- f. The Common or Separate Committee of Experts/Jury of the two Groups of that particular State/UT will select 13 best paintings for respective Groups separately for each Group on the day of competition itself for

#	Prize	Group 'A'	Group 'B'
i	First	Rs. 50,000/-	Rs. 50,000/-
ii	Second	Rs.350,000/-	Rs.350,000/-
iii	Third	Rs. 20,000/-	Rs. 20,000/-
iv	Consolation (10 nos)	Rs. 7,500/-	Rs. 7,500/-

- g. The chief guest of the function would give away the prizes to winning students.  
h. **Two separate Group photographs of participating students along with Chief Guest and respective Nodal official will also to be arranged.**  
i. Students participating at State/UT level painting competition will be given some mementoes by the Nodal Officials and Certificate of participation.

### 3. Salient features of the National Level Painting Competition Scheme

- a. The first, second and third prize winners of Group 'A' and Group 'B' of the each State/UT level painting competition along with their guardian (restricted to two adults per student for Category 'A' and one adult for Category 'A') will be invited to Delhi to participate in the National Level Painting competition of 2 hours duration on 12th December, 2019.  
b. Boarding & Lodging, to & fro sleeper class / AC Chair Car / 3rd AC rail-fare or State Roadways bus fare by the shortest route for 108 participants and two guardians of Group 'A' and 108 participants and two guardians of Group 'B' along with one guardian per participant will be reimbursed.  
c. In addition, each participating student will be paid a sum of 2000/- as incidentals and given a participation certificate  
d. All the participants should carry the requisite drawing material, (except the drawing sheet which will be provided by the Nodal official) on their own, such as:  
i. Drawing paper, size: 380 x 510 millimeters (approximately 15 x 20 inches) (**Note: The drawing sheet will be provided by Nodal official**)  
ii. Painting material: crayons, colored pencils, water colors.  
iii. Drawing board etc.  
e. The Selection Committee/Jury will select 13 best paintings/posters for **Group 'A'**;

#	Award	No. of Prizes	Amount
i	First	1 (no.)	Rs. 1,00,000/- Plus Laptop & Fixed Deposit of Rs. 1,00,000/-
ii	Second	1 (no.)	Rs. 50,000/- Plus Laptop & Fixed Deposit of Rs. 50,000/-
iii	Third	1 (no.)	Rs. 30,000/ Plus Laptop & Fixed Deposit of Rs. 30,000/-
iv	Consolation (10 nos)	10 (nos.)	10nos. of Rs. 15,000/- each

- f. The selection Committee/Jury will also select 13 prize winning paintings for **Group 'B'** ;

#	Award	No. of Prizes	Amount
i	First	1 (no.)	Rs. 1,00,000/- Plus Laptop &

			Fixed Deposit of Rs. 1,00,000/-
ii	Second	1 (no.)	Rs. 50,000/- Plus Laptop & Fixed Deposit of Rs. 50,000/-
iii	Third	1 (no.)	Rs. 30,000/ Plus Laptop & Fixed Deposit of Rs. 30,000/-
iv	Consolation (10 nos)	10 (nos.)	10nos. of Rs. 15,000/- each

- g. The participating students at the National level painting competition will be requested to stay back till 14th December, 2019 so that they can participate in the National Energy Conservation Day function and winning Students can receive the prizes from the Chief Guest.

#### **4. Awards for State/UT Education Department and State/UT Nodal Officer**

Efforts of the States/UTs Government Education Departments and State/ UT Nodal Officers who have made concerted efforts to support the Painting Competition under the National Campaign for Energy Conservation of Ministry of Power will be awarded.

##### **Note:**

1. The decision of the Jury/Expert committee at all levels of the painting competition will be final.
2. Two paintings selected at school Level, paintings at State and National Level would be the sole property of BEE, which will have the right to use it for any purpose it consider appropriate.
3. The 1st, 2nd and 3rd winner of State/UT level Painting Competition of Group 'A' shall not repeat or draw the same painting at National Level and if found so he/she shall stand a chance for elimination for awards.