

Festival Brochure

25th All India Children’s Educational Audio Video Festival & 5th ICT Mela

CONTEXT

All India Children’s Educational Audio Video Festival (AICEAVF) and ICT Mela is one of the major children’s educational audio-video programme festivals of India, organised by Central Institute of Educational Technology (CIET), NCERT, Delhi. This event is being organized to promote creative expression amongst educational media professionals, teacher educators, trainee teachers, teachers and students. Originally, it was started by CIET and State Institute of Educational Technology (SIETs) together and it has emerged as India’s major educational programme festival. As the best audio, video, new media and ICT programmes are showcased, discussed, recognized, appreciated and awarded, such events contribute in the longer run towards enhancing quality learning of the children. This year due to COVID-19, the festival and ICT Mela will be held online. The exact dates of the festival will be announced later.

CATEGORY OF PROGRAMMES: Below are the categories under which one can send the programmes

		Producing Agency/Individual		
		Government Organisations (NCERT/ SIETs/EMMRCs/CEC/R IEs/Others)	Independent Filmmakers/ Institutions (other than the Govt.)	Teachers/ Teacher Educators
AUDIO	Foundational Level (FL) Pre-school and Grade I-II (Age: 3-8 years)			
	Preparatory Level (PL) Grade III- V (Age:8 -11 years)			
	Middle Level (ML) Grade VI-VIII (Age: 11-14 years)			
	Secondary Level (SL) Grade IX-XII (Age:14-18 years)			
VIDEO	Foundational Level (FL) Pre-school and Grade I-II (Age: 3-8 years)			
	Preparatory Level (PL) Grade III- V (Age:8 -11 years)			
	Middle Level (ML) Grade VI-VIII (Age: 11-14 years)			
	Secondary Level (SL) Grade IX-XII (Age:14-18 years)			
BYTE SIZED VIDEO ON LEARNING OUTCOMES *				

ICT/ NEW MEDIA**	Foundational Level (FL) Pre-school and Grade I-II (Age: 3-8 years)			
	Preparatory Level (PL) Grade III- V (Age:8 -11 years)			
	Middle Level (ML) Grade VI-VIII (Age: 11-14 years)			
	Secondary Level (SL) Grade IX-XII (Age:14-18 years)			
DIGITAL GAMES	Foundational Level (FL) Pre-school and Grade I-II (Age: 3-8 years)			
	Preparatory Level (PL) Grade III- V (Age:8 -11 years)			
	Middle Level (ML) Grade VI-VIII (Age: 11-14 years)			
	Secondary Level (SL) Grade IX-XII (Age:14-18 years)			

***Short videos of less than 5 minutes on NCERT’s Learning Outcomes (see [NCERT](#) for full details of learning outcomes) may be created and submitted. Teachers/Teacher Educators only can participate in this category.**

****New Media/ICT will include, energised books, animations and simulation, interactives, AR/VR, Virtual Lab in the formats of .html, .exe., .flv etc.**

CRITERIA FOR SELECTION

- i. The Audio/Video/New Media & ICT/Digital Games programme that are produced/ developed from December 1, 2019 to December 31, 2020 and Byte sized Videos on Learning Outcomes from December 1, 2019 to 28th February, 2021 are eligible for entry. An undertaking with regard to the production date of the programme should be given by the producer/institution failing which entries will be rejected.
- ii. The Audio/Video/Byte Sized Video on Learning Outcomes/New Media & ICT/Digital Games programme submitted to 25th AICEAVF must be suitable for children aged between 3 and 18 years of children in any of the following age groups
 - Foundational Level (FL) : 03 - 08 years (Pre-School and Grade I- II)
 - Preparatory Level (PL): 08-11 years (Grade III-V)
 - Middle Level (ML): 11-14 years (Grade VI-VIII)
 - Secondary Level (SL) : 14 - 18 years (Grade IX- XII)
- iii. The Audio/Video/Byte Sized Video on Learning Outcomes/New Media & ICT/Digital Games programme (entries other than Hindi/ English should be sent with subtitling in Hindi/ English.
- iv. Programme content should be creative, have broad appeal and demonstrate excellent artistic and technical skills.
- v. Content should speak to and respect children of diverse backgrounds and cultures positively.
- vi. In order to make an inclusive system, equal opportunities to a person with and without disability will be provided. For promoting inclusive education, content on ‘**Children with Special Needs**’ (CWSN) will be given preference. This could be the person with special needs producing content or the submitted entries based on CWSN.

- vii. Duration of the programme (Audio/Video/New Media & ICT/Digital Games programme) shall not exceed 30 minutes and Byte Sized videos on Learning Outcomes shall be less than 5 minutes.
- viii. The submitted programme should be allowed for the educational use by NCERT.
- ix. The material like images, graphics, stock footage etc. used in production should not be copyrighted.

RULES & REGULATIONS

- i. Programmes made by compiling stock shots or any copyrighted graphics/images would **not** be eligible for competition.
- ii. Each programme can be entered in one category (either FL/PL/ML/SL) only, so kindly send one entry in one category only.
- iii. A copy of all the entries shall be retained by CIET,NCERT.
- iv. CIET,NCERT would have the rights to telecast/broadcast the award winning programmes and upload it on DIKSHA/OER and other websites/portals managed by NCERT.
- v. A Committee of Experts will shortlist the entries from the original list of entries received.
- vi. All the shortlisted programmes will be judged by a common Jury (separately for the Audio/Video/Byte Sized Video on Learning Outcomes/New Media & ICT/Digital Games). Results declared by the Jury will be binding.
- vii. CIET,NCERT reserves all rights to modify the rules and dates.

25th AICEAVF will not select programmes

- i. With excessive violence, sexual references, coarse language, use of substances or with contents that advocates and supports racial, cultural, religious, or gender bias
- ii. With technical glitches
- iii. Which, if not in English/Hindi, are not subtitled or dubbed into English/Hindi.
- iv. Which are aimed at audiences other than these in “criteria for selection (ii)”
- v. Video programmes under New Media/ICT category/Digital Games
- vi. Having violated any copyright laws
- vii. If plagiarism is involved

CATEGORIES OF AWARDS

Best Programmes:

The best Audio, Video, ICT/New Media and Byte sized Video on Learning Outcomes/Digital Games for different categories, viz., in each of the following stages will be awarded a cash prize Rs. 40000/- along with a certificate and trophy under various categories.

		Producing Agency/Individual		
		Government Organisations (NCERT/SIET/EMMRCs/CEC/RIEs/Others)	Independent Filmmakers/ Institutions (other than the Govt.)	Teachers/ Teacher Educators
AUDIO	Foundational Level (FL) Pre-school and Grade I-II (Age: 3-8 years)			

	Preparatory Level (PL) Grade III- V (Age:8 -11 years)			
	Middle Level (ML) Grade VI-VIII (Age: 11-14 years)			
	Secondary Level (SL) Grade IX-XII (Age:14-18 years)			
VIDEO	Foundational Level (FL) Pre-school and Grade I-II (Age: 3-8 years)			
	Preparatory Level (PL) Grade III- V (Age:8 -11 years)			
	Middle Level (ML) Grade VI-VIII (Age: 11-14 years)			
	Secondary Level (SL) Grade IX-XII (Age:14-18 years)			
BYTE SIZED VIDEO ON LEARNING OUTCOMES				
ICT/ NEW MEDIA	Foundational Level (FL) Pre-school and Grade I-II (Age: 3-8 years)			
	Preparatory Level (PL) Grade III- V (Age:8 -11 years)			
	Middle Level (ML) Grade VI-VIII (Age: 11-14 years)			
	Secondary Level (SL) Grade IX-XII (Age:14-18 years)			
DIGITAL GAMES	Foundational Level (FL) Pre-school and Grade I-II (Age: 3-8 years)			
	Preparatory Level (PL) Grade III- V (Age:8 -11 years)			
	Middle Level (ML) Grade VI-VIII (Age: 11-14 years)			
	Secondary Level (SL) Grade IX-XII (Age:14-18 years)			

Individual Excellence Awards: These awards will be given for excellence in any of the following talents:-Best script, Editing, Best Voice Over, Best camerawork, Best set designing, Sound recording, Animation / Graphics, Best Direction, etc. The award cash prize is Rs 5000/- along with a certificate.

Jury Appreciation Awards for the programmes/ individual excellence is at the discretion of the Jury.

SUBMITTING YOUR ENTRY

- i. Before filling the form read the details like Rules, Criteria, Categories etc. in the brochure
- ii. Submit a duly filled only online **Entry Form** (one entry form for each the Audio/Video/Byte Sized Video on Learning Outcomes/New Media & ICT/Digital Games programme separately) to the festival coordinator along with all relevant documents
- iii. Please send your Audio/Video/Byte Sized Video on Learning Outcomes/New Media & ICT/Digital Games programmes for the competition in the highest possible resolution through online form / share it through Google Drive at aiceavf.prd@ciet.nic.in
- iv. Fee for submitting a programme for consideration as part of 25th All India Children's Educational Audio, Video Festival (25th AICEAVF) is **Rs. 200/- (Rupees two hundred only) per entry. It should be paid only through NEFT and details are given below:**
Account No. 10137881284
Account Holder Name: Joint Director, CIET,NCERT
Bank Name: State Bank of India, NCERT, Sri Aurobindo Marg, New Delhi-110016
IFSC Code: SBIN0001690.
There is no fee for the entries from NCERT/PSSCIVE/NIE/RIEs.
- v. **Last Date of submitting the online form is: March 15, 2021**
- vi. Upload all the relevant documents/files like synopsis, script, photograph, image of programme, fees challan and programme etc. along with the form

For any queries contact:

Festival Coordinator
Room No. 242,
CIET, Chacha Nehru Bhawan
NCERT
Sri Aurobindo Marg
New Delhi - 110016
Email: aiceavf.prd@ciet.nic.in
National Toll-free Helpline-8448440632