All India Children's Educational eContent Competition (AICEeCC) 2023-24

Brochure

CONTEXT

All India Children's Educational eContent Competition (AICEeCC) is a one-of-a-kind competition for children and teachers of India, organised by the Central Institute of Educational Technology (CIET), NCERT, Delhi. The competition is fueled by the spirit of integrating digital technologies for educational purposes to achieve the Sustainable Development Goal (4.0) of providing inclusive and equitable quality education and opportunities for lifelong learning for all, and the National Education Policy's (2020) emphasis on promoting digital pedagogy, and proposes various curricular & extension activities for making our teachers 'Digital Teachers'. It adds to the bouquet of digital education initiatives by the Ministry of Education, GoI including programs like PM eVidya, DIKSHA, NISTHA etc. The objectives of the program are a) to encourage and incentivize the creation of quality eContent by students, teachers, teacher educators and independent eContent creators, b) to provide a national-level platform for collaboration among different stakeholders in education and c) to facilitate wider dissemination of OER to ensure access to quality eContent.

In this context, this event is being organised to promote creative expression amongst educational media professionals, teacher educators, teachers and children for the development of eContent and for wider dissemination of high-quality eContent. This year, a new category is being introduced i.e. "Theme-based Educational eContent" to provide a wider scope of creative themes, some themes related to the initiatives and campaigns by GoI have been listed below, these themes are suggestive and not restrictive.

1. Azadi Ka Amrit Mahotsav
2. "Meri Maati Mera Desh" Campaign
3. International Year of Millets
4. Chandrayaan-3
5. Save Wetlands Campaign
6. Khadi Mahotsav
7. FIT India Movement
8. "Ek Bharat Sanskriti Sangam" Campaign
9. Veer Gatha Project 3.0
10. International Day of Yoga 2023
11. Cyber Safety and Security
12. Padma Awards: Saluting the Padma Heroes of 2023
13. "LiFE- Lifestyle for Environment" Campaign
14. "Shoonya-Zero Pollution Mobility" Campaign
15. Swachh Bharat Abhiyan
16. "Make In India" Campaign
17. Pariksha Pe Charcha
18. G20

19. Digital India Campaign
20. SAKSHAM (Becoming a part of India's Conservation Journey) Campaign
21. Road Safety Campaign "Sadak Suraksha Jeevan Raksha"
22. Mission Poshon "Sahi Poshan, Desh Roshan"
23. Khelo India – National Programme for Development of Sports

The festival will be announced later.

CATEGORY OF eContent: Below are the categories under which eContent can be sent.

Type of eContent	Producing Agency	Learning Level				Theme based Educational eContent
		Foundational Level (3-8 years or ECCE 3-6 & Class I and II)	Preparatory Level (8-11 years or Class III to V) & Middle Level (11-14 years or Class VI to VIII)	Secondary (14-18 years or Class IX to XII)	Teacher Education and Adult Education	
Audio	Government Organisations(NCERT / SIETs/EMMRCs/CEC /RIEs/ Others)					
	Independent eContent Creators/Institutions/ (other than the Govt.)					
	Teachers/Teacher Educators					
	College Students (In Diploma/UG/PG programs or PhD Scholars)					
	Children					
Video/ Animations	Government Organisations(NCERT / SIETs/EMMRCs/CEC /RIEs/ Others)					
	Independent eContent Creators/Institutions/ (other than the Govt.)					
	Teachers/Teacher					

	Educators					
	College Students (In Diploma/UG/PG programs or PhD Scholars)					
	Children					
Immersive eContent (Augmented Reality /Virtual Reality /Virtual Lab/360 Degree/Simulations) & Digital Educational Games and Apps	**Government Organisations(NCERT / SIETs/EMMRCs/CEC /RIEs/ Others)**					
	Independent eContent Creators/Institutions/ (other than the Govt.)					
	Teachers/Teacher Educators					
	College Students (In Diploma/UG/PG programs or PhD Scholars)					
	Children					

CRITERIA FOR SELECTION

1. The eContent should be produced/developed from January 1, 2023, to December 31, 2023. An **undertaking with regard to the production date of the eContent and the author/s of the eContent should be given by the producer/institution/individual failing** which entries will be rejected. **There should not be any conflict in the authorship of the eContent**.

2. The eContent must be suitable for the following groups:

   ● Foundational Level (3-8 years or ECCE 3-6 years & Class I and II) [FLN]
   ● Preparatory Level (8-11 years or Class III to V) & Middle Level (11-14 years or Class VI to VIII) [PM]
   ● Secondary Level (14-18 years or Class IX to XII) [S]
   ● Teacher Education and Adult Education [TE & AE]
   ● Theme-based eContent [TB]

3. The eContent **entries in other than Hindi/ English should be sent with subtitles in Hindi/ English**.

4. eContent should be creative, have broad appeal and demonstrate excellent artistic and technical skills.

5. eContent should speak to and respect children of diverse backgrounds and cultures positively.

6. For promoting inclusive education, eContent on 'Children with Special Needs' (CWSN) will be given preference. This could mean an eContent produced by a person with special needs or an eContent based on CWSN.

7. The duration of the eContent (Audio/Video eContent) should be between **3 minutes to 30 minutes.**

8. The material like images, graphics, stock footage etc. used in production should not be copyrighted.

9. In the case of College Students' and Children's as producers of eContent, a **copy of the ID and endorsement by the Principal of the College/School is mandatory**.

RULES & REGULATIONS

1. eContent made by compiling stock shots or any copyrighted graphics/images will **not** be eligible for the competition.

2. **One eContent can only be entered in one category** (either FLN/PM/S/TE&AE/TB), so kindly send one application form for one eContent in one category only. **Any duplicate entry for the same program will be rejected and CIET, NCERT will not be liable for a refund in such a case**.

3. A copy of all the entries shall be retained by CIET, NCERT.

4. The submitted eContent will be used by NCERT for educational purposes including dissemination by online/offline modes.

5. CIET, NCERT would have the rights to telecast/broadcast the prize-winning eContent and upload it on DIKSHA/OER and other websites/portals managed by NCERT under the CC BY-SA 4.0 licence.

6. A Committee of Experts will shortlist the entries from the original list of entries received.

7. All the shortlisted eContent will be judged by a common Jury (separately for Audio/ Video & Animations/ Immersive eContent & Digital Games & Applications category). Results declared by the Jury will be binding.

8. CIET, NCERT reserves all rights to modify the rules and dates.

The eContent will not be selected

i. With excessive violence, sexual references, coarse language, use of substances or with contents that advocate and support 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 those mentioned in "Criteria for Selection (2)"
v.　　Having violated any copyright laws
vi.　　If plagiarism is involved

THE PRIZE CATEGORIES

Best eContent:

The best Audio, Video & Animations, Immersive eContent & Digital Educational Games and Apps for different categories, viz., in each of the following stages will be given a cash prize Rs. 40,000/- along with a certificate & a trophy.

Type of eContent	Producing Agency	Learning Level				
		Foundational Level (3-8 years or ECCE 3-6 & Class I and II)	Preparatory Level (8-11 years or Class III to V) & Middle Level (11-14 years or Class VI to VIII)	Secondary (14-18 years or Class IX to XII)	Teacher Education and Adult Education	Theme based Educational eContent
Audio	Government Organisations(NCERT / SIETs/EMMRCs/CEC /RIEs/ Others)					
	Independent eContent Creators/Institutions/ (other than the Govt.)					
	Teachers/Teacher Educators					
	College Students (In Diploma/UG/PG programs or PhD Scholars)					
	Children					
Video/ Animations	Government Organisations(NCERT / SIETs/EMMRCs/CEC /RIEs/ Others)					

	Independent eContent Creators/Institutions/ (other than the Govt.)					
	Teachers/Teacher Educators					
	College Students (In Diploma/UG/PG programs or PhD Scholars)					
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Immersive eContent (Augmented Reality /Virtual Reality /Virtual Lab/360 Degree/Simulations) & Digital Educational Games and Apps	**Government Organisations(NCERT / SIETs/EMMRCs/CEC /RIEs/ Others)**					
	Independent eContent Creators/Institutions/ (other than the Govt.)					
	Teachers/Teacher Educators					
	College Students (In Diploma/UG/PG programs or PhD Scholars)					
	Children					

Prize for Individual Excellence : These prizes will be given for excellence in any of the following talents : Best Script, Best Editing, Best Voice Over, Best Camerawork, Best Set Designing, Best Sound Recording, Best Animation / Graphics, Best Direction, Best Research, Best Design etc. The cash prize is Rs. 5000/- along with a certificate.

Jury Appreciation Prize for the best eContent/individual excellence are at the discretion of the Jury.

APPLICATION FORM SUBMISSION

1. **Before submitting the final form, please carefully read the brochure instructions** with special attention to **Categories of eContent**, **Criteria for Selection**, and **Rules & Regulations** etc. in the brochure.

2. Fill out the online **Application Form** (one application form for each eContent separately) along with all relevant documents.

3. Please upload your eContent in the highest possible resolution through the online form or share it through Google Drive at aiceavf.prd@ciet.nic.in.

4. The fee for submitting an eContent for consideration as part of the **All India Children's Educational eContent Competition (AICEeCC) 2023-24** is **Rs. 200/- (Rupees two hundred only) per application form. 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 NIE/CIET/PSSCIVE/RIEs of NCERT.

5. **No cash payment will be accepted. Cash transfers to the above-mentioned Bank Account will also not be accepted.**

6. **Last Date for submitting the online form is January 30, 2024.**

7. Upload all the relevant documents/files like synopsis, script, photograph, image of the eContent, fees challan and eContent etc. along with the application form.

For any queries contact:

AICEeCC 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 -8800440559