

CENTRAL INSTITUTE OF EDUCATIONAL TECHNOLOGY (CIET), NCERT invites entries for

### All India Children's Educational eContent Competition



The last date for sending entries is 31st December, 2022.

For further information, kindly visit: http://ciet.nic.in/ict-mela.php

### ALL INDIA CHILDREN'S EDUCATIONAL eCONTENT COMPETITION

- Major children's educational competition of India, organised by Central Institute of Educational Technology (CIET), NCERT, Delhi since 25 years
- Organized to promote creative expression amongst educational media professionals, teacher educators, trainee teachers, teachers and students.
- Originally, started by CIET and State Institute of Educational Technology (SIETs) together and it has emerged as India's major educational programme festival. Expanded over the years
- Best programmes showcased, discussed, recognized, appreciated and awarded.

### **Number of Entries Received in Different Categories - 748**

AU	DIO	VIDI	ΞO	NEW MEDIA/ GAN	
AFLG	19	VFLG	38	IFLG	21
AFLI	15	VFLI	47	IFLI	7
APLG	24	VPLG	62	IPLG	21
APLI	12	VPLI	57	IPLI	18
AMLG	17	VMLG	44	IMLG	18
AMLI	11	VMLI	84	IMLI	24
ASLG	24	VSLG	52	ISLG	28
ASLI	20	VSLI	68	ISLI	18
TOTAL	142		451		155

## **26th AICEAVF WINNER**

**BEST PROGRAM AWARD** 

TOTAL AWARD-34

AUDIO-10

VIDEO-16

NEW MEDIA/ICT/ DIGITAL GAMES- 8

INDIVIDUAL EXCELLENCE AWARD

TOTAL AWARD -32

AUDIO-11

VIDEO-19

NEW MEDIA/ICT/ DIGITAL GAMES- 2

Winner Award constitutes a trophy, certificate, award prize money for Best Program- Rs 40,000 and Individual Excellence- Rs 5000 each



Advertisement for the submission of Entries- November 2022

Last Date of Submission - 31st December 2022

## **Different Categories in the Competition**

Programme Category

- Audio
- Video/Animations
- Immersive eContent (Augmented Reality /Virtual Reality /Virtual Lab/360 Degree/Simulations)
- Digital Educational Games/ Applications

Learning Level

- Foundational Literacy and Numeracy (FLN)
- (Pre-School & Grade I-II)
- (Age: 3-8 years)
- Preparatory/Middle/Secondary Level (PMS) (Grade III- XII) (Age:8 -18 years)
- Adult Education(AE)
- Teacher Education(TE)

### **Producing Agency**

- Government Organisations (NCERT/ SIETs/EMMRCs/CEC/R IEs/Others),
- Independent Filmmakers/ Institutions (other than the Govt.)
- Teachers/Teacher Educators
- Children

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

			Producing Agency		<i>17</i>
Type of Programme	Learning Level	Government Organisations (NCERT/SIETs/EMMRCs /CEC/RIEs/ Others)	Independent Filmmakers/ Institutions / (other than the Govt.)	Teachers/ Teacher Educators	Children
	Foundational Literacy and Numeracy (FLN) (Pre-School & Grade I-II) (Age: 3-8 years)				
Audio	Preparatory/Middle/ Secondary Level (PMS) (Grade III- XII) (Age:8 -18 years)				
	Adult Education (AE)				
	Teacher Education (TE)				
	Foundational Literacy and Numeracy (FLN) (Pre-School & Grade I-II) (Age: 3-8 years)				
Video/ Animations	Preparatory/Middle/ Secondary Level (PMS) (Grade III- XII) (Age:8 -18 years)				
	Adult Education (AE)				
	Teacher Education (TE)				

	Foundational Literacy and Numeracy (FLN) (Pre-School & Grade I-II) (Age: 3-8 years)		
Immersive eContent (Augmented Reality /Virtual Reality /Virtual Lab/360 Degree/Simulations)	Preparatory/Middle/ Secondary Level (PMS) (Grade III- XII) (Age:8 -18 years)		
	Adult Education (AE)		
	Teacher Education (TE)	c.	
	Foundational Literacy and Numeracy (FLN) (Pre-School & Grade I-II) (Age: 3-8 years)		
Digital Educational Games /Applications	Preparatory/Middle/ Secondary Level (PMS) (Grade III- XII) (Age:8 -18 years)		
	Adult Education (AE)		
	Teacher Education (TE)	с.	

### **CRITERIA FOR SELECTION**

- 1. The programme that is produced/ developed from January 1, 2022 to December 31, 2022. An undertaking with regard to the production date of the programme should be given by the producer/institution/individual failing which entries will be rejected.
- 2. The programme must be suitable for the following groups
  - Foundational Literacy and Numeracy Level (FLN) : 03 08 years (Pre- School and Grade I- II)
  - Preparatory Level/Middle Level / Secondary Level (PMS)): 08-18 years (Grade III-XII)
  - Adult Education
  - Teacher Education
- 1. The programme (entries other than Hindi/ English should be sent with subtitling in Hindi/ English.
- 2. Programme content should be creative, have broad appeal and demonstrate excellent artistic and technical skills.
- 3. Content should speak to and respect children of diverse backgrounds and cultures positively.
- 4. 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.
- 5. Duration of the programme (Audio/Video programme) shall not exceed 30 minutes and minimum of 5 minutes.
- 6. The submitted programme will be used by NCERT for educational purposes including dissemination by online/offline modes.
- 7. The material like images, graphics, stock footage etc. used in production should not be copyrighted.
- 8. Under the children's category, children should submit a copy of the ID and endorsement by the principal of the school.

### **RULES & REGULATIONS**

- 1. Programmes made by compiling stock shots or any copyrighted graphics/images would **not** be eligible for competition.
- 2. Each programme can be entered in one category (either FLN/PMS/AE/TE) only, so kindly send one application form for one programme in one category only.
- 3. A copy of all the entries shall be retained by CIET, NCERT.
- 4. 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.
- 5. A Committee of Experts will shortlist the entries from the original list of entries received.
- 6. All the shortlisted programmes 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.
- 7. CIET, NCERT reserves all rights to modify the rules and dates.

## **RULES & REGULATIONS**

### The programmes will not be selected

- 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. Having violated any copyright laws
- vi. If plagiarism is involved

## **Evaluation Parameters**

• Content Appropriateness

Age, Language, Conceptualisation

• Content Packaging

production, tone, pitch, volume, flow

• Content Presentation

direction, voice modulation, engaging programme

• Effectiveness of the Programme

overall impact, educational implications

## PREVIOUS YEAR WINNING PROGRAMME

AUDIO-

https://drive.google.com/drive/u/1/folders/1huuAWQkP-sdfRcaVRi6G3v9DSoWM8Oii

VIDEO-

https://drive.google.com/drive/u/1/folders/1yz6hDar-hGlt3anUEWIA1CkVVzyRpvr8

NEW MEDIA-

https://drive.google.com/drive/u/1/folders/1Db95AkEsMWRBgMnAu4L1HIMB9zgmG4Iw

https://docs.google.com/presentation/d/1iLSQ9rAbYagvgkoCv-wRYZU6lzGm9Vlq/edit#slide=id.p1

## **Preparation Before Filling the Application**

- The synopsis (approx. 120 words in the attached doc format only) in English/Hindi. Kindly follow the Kruti Dev font for synopsis in Hindi. Synopsis in image file will not be accepted. (Synopsis Template)
- The script in English/Hindi. Script in image file will not be accepted.
- The script in the original language, if different from English/Hindi. Script in image will not be accepted.
- Submit the fees through NEFT. Write your name and title of programme, email id and contact no. on the copy of demand draft and upload it in the application form.
- Signature with name, date and seal of organisation (if any).
- Soft copy of the programme. The maximum size should be 1 GB. If it is more than 1 GB size, then compress it before the submission.
- Scanned passport size photograph of the producer (JPEG Size: 20 KB).
- Defining image of your submitted programme (JPEG Size: 50-60 KB).

## **List of Required Documents**

- 1. Programme- Maximum of 1 GB
- 2. Synopsis- max 150 words, in word format only
- 3. Script in Hindi/English
- 4. Script in Original Language
- 5. Defining Image- (JPEG Size: 50-60 KB).
- 6. Fee Payment Proof
- 7. Passport Size Photograph of the producer- (JPEG Size: 20 KB)
- 8. Signature or Undertaking-
- 9. Google Drive link
- 10. Award Details If any

## **Synopsis**

#### Synopsis

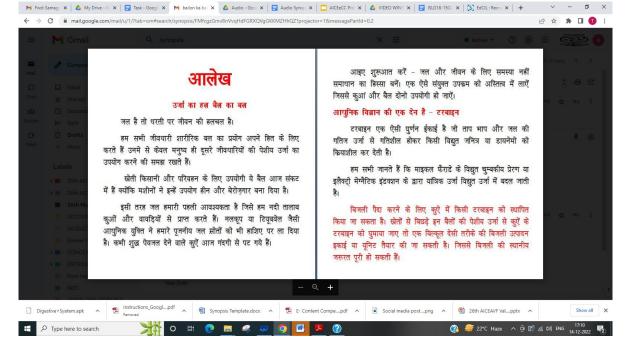
#### This is Jody's Fawn

The story This is Jody's Fown is an excerpt from the novel The Yearling by Marjorie Kinnan Rawlings. The excerpt is prescribed in the NCERT English Supplementary Reader, It So Happened for class VIII.

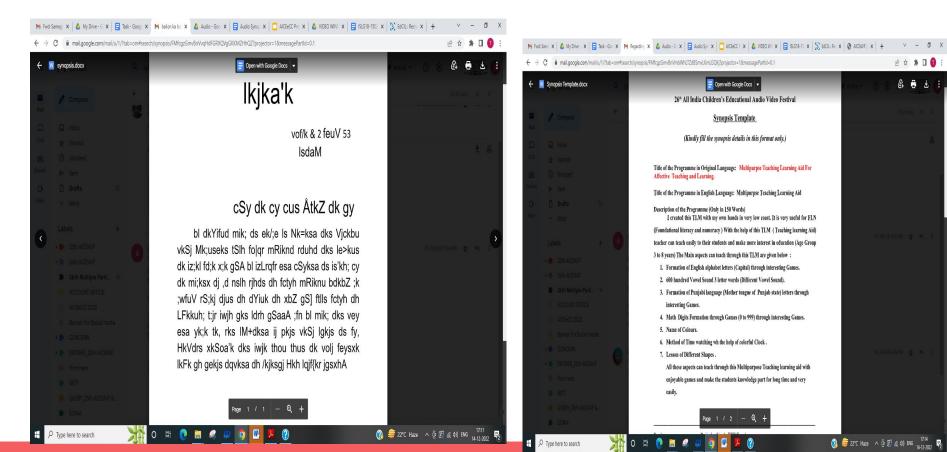
The story is centred around a little boy Jody whose father killed a doe to save his own life. Jody's father Penny was bitten by a snake. It was a popular belief in Jody's culture that the heart and the liver of a deer can draw out snake poison from a human being. That is why Penny had killed the doe. Jody was very disturbed because he was worried that the little fawn of the dead doe would not survive in the forest without its mother. He wanted to bring the fawn home and have it as a pet.

Jody set out for the forest with his father's permission to look for the fawn who was left all alone in the wilderness the previous night. But Jody's mom was not so happy with this idea. She was worried they wouldn't have enough to feed the fawn. Jody convinced her and went ahead with his plan. Soon he was in the forest along with his companion Mill-Wheel to rescue the fawn. Jody found the fawn and brought it home taking care not to hurt the little animal. The fawn was initially scared of Jody but gradually responded to Jody's loving care. Jody shared his milk and fed the fawn as the hungry fawn got accustomed to its new home.

In the novel the writer relates lody's life with this new pet whom he names Flag. The excerpt brings out the tender emotions of the little boy towards the helpless small creature. The story can influence young hearts in their reaction and love for animals.



### Synopsis linkhttps://ciet.nic.in/ict-mela.php?&ln=enhttps://ciet.nic.in/ict-mela.php?&ln=en



### SYNOPSIS SAMPLE

Synopsis

Title of the programme in Original language: Lion goes for a haircut Title of the programme in English language: Lion goes for a haircut

Description of the program (in 150 words only)

The story is about a lion who decides to go for a haircut. Out of his fear, all other customers run away and the lion is left alone in the saloon. He decides to choose a haircut for himself and suddenly finds his own reflection in all the mirrors of the saloon. Confused, he thinks all the reflections are real lions who have also come for a haircut. When he tries to talks to them, they don't answer and neither make any noise. Eventually, he thinks that the saloon is a cage for lions and runs away as fast as possible. Back again in the forest, he tells all his lion friends and families about the weird saloon. Due to the fear of caging lions in mirrors, no lion ever has got a haircut.

#### Credit List:

Producer: Cheviot Kids Director: Aparna Maheshwari Script Writer: Swati Shome Editor: Mariyam Tinwala Sound Recordist (Studio): N/A Sound Recordist (Location): N/A Voice Over Artist: Mariyam Tinwala Voice Over Anchor/Narrator: Mariyam Tinwala Child Artist: N/A Actor: Male/Female: N/A Graphics: N/A Research: N/A Running Time: 3:21 (Minutes, Seconds)

## **KEY POINTS TO REMEMBER**

- Fill application details in one go
- Make an arrangement for the high and stable network
- Prepare all the document to uploaded on site
- Red Icon signifies the required/mandatory
- If unable to fill the application ,check all the details and attached documents

### LINK FOR FILLING THE APPLICATION FORM

### • <u>https://ciet.nic.in/</u>



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Central Institute of Educational Technology(CIET), a constituent unit of NCERT, came into existence in the year 1984 with the merger of Center for Educational Technology(CET) and Department of Teaching Aids(DTA). CIET is a premiere national institute of educational technology. Its major aim is to promote utilization of educational technologies viz. radio,TV, films, Satellite communications and cyber media either separately or in combinations... Read more https://cienticin/#bootstrap-touch-sider

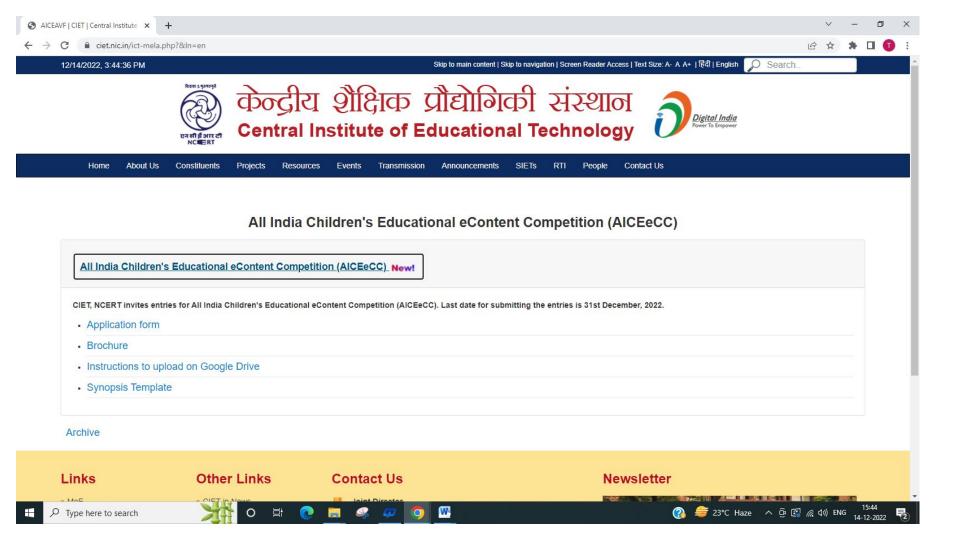


### **EVENTS- eCONTENT COMPETITION**

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» MoE » NCERT » CIET » Epathshala » ICT Curriculum » SWAYAM Total Visitor: 12180359	» CIET in News » See all	<ul> <li>Joint Director</li> <li>Central Institute of Educational Technology(CIET), National Council of Educational Research And Training (NCERT), Sri Aurobindo Marg, New Delhi-110016.</li> <li>jdciet[dot]ncert[at]nic[dot]in   dceta[dot]ncert[at]nic[dot]in</li> <li>+91 8800440559   +91 8448440632</li> <li>+91 11 2686 4141</li> </ul>	Central Institute of Educational Technology National Council of Educational Research and Training

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All India Children's Educational eContent Competition (AICEeCC)

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Applications

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### **Carefully read the given instructions on Homepage**

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### All India Children's Educational eContent Competition (AICEeCC)

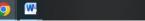
Last Date of the Application Form Submission:December 31,2022

All India Children's Educational eContent Competition (AICEeCC) is a unique educational competition for children and teachers of India, being organised by the Central Institute of Educational Technology (CIET), NCERT Delhi. The Ministry of Education Gol has promoted many digital initiatives for enhancing the guality of education like PM eVidya, DIKSHA, NISTHA and so on. Even National Education Policy (NEP 2020) is promoting digital pedagogy, and various curricular & extension activities have been proposed for making our teachers 'Digital Teachers'. This year in the budget announcement, a competitive mechanism is proposed for the development of high-quality eContent by the teachers and professionals. The objective is to empower and equip them with digital tools and content for teaching and facilitating better learning, also, for integrating emerging technologies in the teaching & learning process, and developing creative, innovative & emerging content for the children.

In this context, this event is being organized to promote creative expression amongst educational media professionals, teacher educators, teachers and children for the development of eContent for wider dissemination of high-quality programmes. In this event, the best programmes will be showcased, discussed, recognized, appreciated and awarded. This is intended for contributing in the long run towards enhancing the guality of learning of the children. The exact dates of the competition will be announced later.

#### Instructions for submission of Application Form.

- 1. Please read the competition brochure carefully before filling the application form. (Brochure)
- Participants need to fill this application form for sending the programme.
- 3. Participants need to submit one application form for each programme. For more than one programme, submit application forms separately.
- 4. Before filling the application form, please keep soft copies (in .doc/.docx/.odt/etc. format) ready of the following:
- 5. a. The synopsis (approx. 120 words in the attached doc format only) in English/Hindi. Kindly follow the Kruti Dev font for synopsis in Hindi. Synopsis in image file will not be accepted. (Synopsis Template)



### **DASHBOARD**

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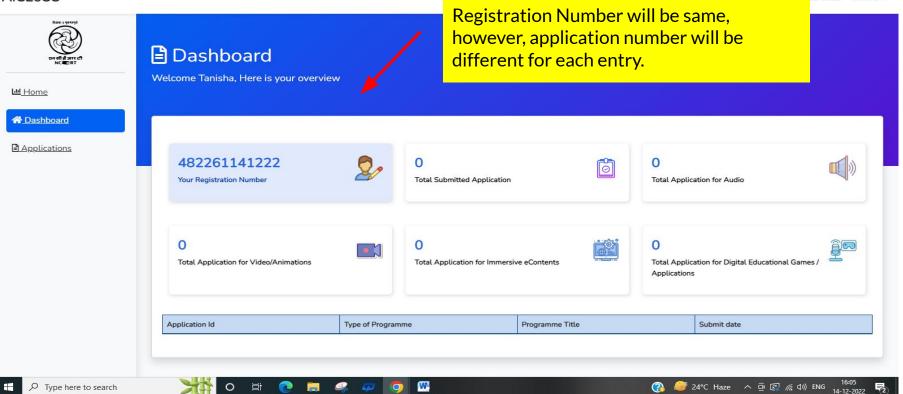
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### **APPLICATION FORM**

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#### AICEeCC

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Applications



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2.1 Name of the Producer\* 2.2 Designation of the Producer\* 2.3 Organisation of the Producer 2.4 Address of the Producer\* Name of the Producer Designation of the Producer Organisation of the Producer 2.4 State\* 2.5 Pincode\* 2.6 Mobile No.\* 2.7 Email Id\* Select State Pincode Mobile Email V 3. Credit List (It is compulsory to mention the name of every person involved in programme) 3.1 Producer\* 3.2 Director\* 3.3 Scriptwriter\* 3.4 Cameraperson\* Scriptwriter Producer Director Cameraperson 3.7 Sound Recordist (Studio)\* 3.8 Sound Recordist (Location)\* 3.5 Set Designer\* 3.6 Editor\* Set Designer Editor Sound Recordist Sound Recordist 3.9 Animation\* 3.10 Voice over Artist\* 3.11 Voice over Anchor/Narator\* 3.12 Child Artist\* Voice over Anchor/Narator Voice over Artist Child Artist Animation 3.13 Actor\* 3.15 Graphics\* 3.16 Design\* 3.14 Research\* Acting Research Graphics Design 3.17 Other credits if more than above, (Mention in detail)

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				Only in DOC/DOC	X/ODT file
4.7 Script in E	nglish/Hindi*	4.8 Script in c	original language*	4.9 Passport	size photo of Producer of the programme*
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Only in DOC/DOC	X/ODT/PDF file	Only in DOC/DOC	X/ODT/PDF file	Only in JPEG/JPG/	PNG file, size: 20kb
4.10 Submit a	defining image of your subm	itted programme*	4.11 Whether a NCERT/CIET/P	SSCIVE/NIE/RIE	
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# **THANK YOU**

• Keep the record of your unique registration Id and application number for future references

• For further communication- you may write to us at

## aiceavf.prd@ciet.nic.in