



# All India Children's Educational eContent Competition

(AICEeCC)

2024-25



*Organised by*

**Central Institute of Educational Technology (CIET)**

**National Council of Educational Research and Training (NCERT)**

Sri Aurobindo Marg, New Delhi- 110016

*“...the relationship between technology and education at all levels is bidirectional...”*

**–National Education Policy, 2020**

NEP 2020 highlights the bi-directional relationship between technology and education and All India Childrens’ Educational eContent Competition, an initiative of CIET, NCERT, has been contributing to advancing this vision by fostering the culture of prosumption. It is a unique national-level competition that recognises content creation in a variety of formats from audio, video to immersive education experiences and edXR. Along with other major initiatives like NISHTHA, CPD through DIKSHA, and capacity building under PM eVidya, it fuels the larger movement of nurturing the creative potential of the stakeholders in the education system and expanding the community of prosumers.

It aims to a) encourage and incentivise the creation of quality eContent by students, teachers, teacher educators, and independent eContent creators, b) provide a national-level platform for collaboration among different stakeholders in education and c) facilitate wider dissemination of OER to ensure access to quality eContent.

This year, efforts were made to define competition categories for a more focused eContent creation and to prevent misaligned entries. Additionally, suggestive problem statements in the new media category were introduced for app, game, or software development, including AI-based assessment, ePortfolios, classroom simulators, content production optimizers, and project monitoring tools. The competition was open from October 2024 to January 2025 and received around 700 entries, which were evaluated by a panel of jury and the best eContent will be awarded. This competition is being organized for the third time as part of the budget announcement (para 49, for the year 2022–23). As an annual event, it will continue during the year 2025–26 as well. For more details visit ([https://ciet.ncert.gov.in/AICEeCC\\_registration](https://ciet.ncert.gov.in/AICEeCC_registration)).

## COMPETITION CATEGORIES

Type of eContent	Producer	Learners/Audience					
		Foundational Stage- Pre-school and Grade I-II (Age: 3-8 years) Learners	Preparatory Stage- Grade III- V (Age: 8-11 years) Learners	Middle Stage- Grade VI-VIII (Age: 11-14 years) Learners	Secondary Stage- Grade IX-XII (Age: 14-18 years) Learners	Pre & In-Service Teachers	Adult Learners
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					NA	NA
Video	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					NA	NA
New Media (Immersive Experience/XR in Education, Digital Educational Games and Apps)	The learner/audience categories, as stated above, do not apply to this category. Still, the audience would remain the stakeholders of the education sector (Teachers, School Administration, Educational Institutions, Children, and Parents)						

Note: CIET, NCERT reserves its right to merge any categories at the stage of evaluation.



## TERMS & CONDITIONS

1. The eContent should be produced/developed from January 1, 2024, to December 31, 2024. 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 at any stage of the competition.
2. There should not be any conflict in the authorship of the eContent.
3. The duration of the eContent (Audio/Video eContent) should be between 3 minutes to 30 minutes.
4. In the case of College Students and Children as producers of eContent, a copy of the ID and endorsement by the Principal of the College/School are mandatory.
5. Participation should be limited to the competition categories regarding media type, learner/audience, and producing agency.
6. eContent made by compiling stock shots or any copyrighted graphics/images will not be eligible for the competition.
7. One eContent can only be entered in one category, so application forms need to be filled out for each eContent separately. Any duplicate entry for the same eContent will be rejected, and CIET, NCERT will not be liable for a refund in such a case.
8. The eContent should be the participant's original work. Plagiarism of any is strictly prohibited. We encourage the use of Creative Commons-licensed or fair-use materials provided they don't compromise the originality and creative efforts of the producer/s.
9. The similarity index in any eContent should be below 10%. The use of the works of others within the permitted limit (10%) should appropriately be credited. Any content that exceeds this threshold will be disqualified, and the participant/s will be banned from future editions of the competition.
10. The eContent will not be selected if it contains excessive violence, sexual references, coarse language, content that advocates and supports racial, cultural, religious, or gender bias; technical glitches (e.g., poor audio/video quality, blank screen, resolution issues, frame rate problems, lags in apps/games).
11. The eContent entries in other than Hindi/ English should be sent with subtitles in Hindi/ English.
12. eContent for and by Children with Special Needs (CWSN) will be given preference to promote inclusive education.
13. A copy of all the entries shall be retained by CIET, NCERT.
14. Specific to New Media (Digital Educational Games & Apps)
  - A. Coding has to be done by the creator.
  - B. The creator of the eContent will have to transfer the copyrights to CIET, NCERT.
  - C. The creator of the eContent will have to share the source-code and the copyrights to the eContent with CIET, NCERT.
  - D. The developed app/game/software must run on a real-world platform (only simulation of the proposed app is not allowed).
  - E. The app/game/software must not already be published on an online platform (such as Google Play or Apple App Store or Github).
15. 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 license.
16. Only a few of the entries shortlisted by the Jury shall be screened during the final event of AICEeCC.
17. All submitted entries will be judged by a panel of Jury. Results declared by the Jury will be binding.
18. The evaluation of the New Media category may require the creators to present the short-listed entries (virtually) to a panel of Jury.


19. To uphold the high standards of these awards, the Jury may choose not to declare a winner in a particular category if a suitable eContent is not found in the category.
20. An entry that does not adhere to all the rules of the competition as outlined will be disqualified. There will be no formal notification of the disqualification/non-selection of any entry, and entry fees will not be refunded.
21. Entries cannot be withdrawn or edited once submitted, and no refund will be provided.
22. If, during or after the awards, it is found that an entry or winner has an ongoing or pending legal dispute, the management team reserves the right to deem the entry or winner ineligible and/or withhold any award until the dispute is settled.
23. CIET, NCERT reserves all rights to modify the rules and dates.

## THE PRIZE CATEGORIES

1. Prize for Best eContent\*: The best Audio, Video & New Media for different categories will be given a cash prize of Rs. 40,000/- along with a certificate & a trophy. (Cash prize not applicable to entries from NIE/CIET/PSSCIVE/RIEs of NCERT)
2. 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 Design, Best Sound Recording, Best Animation / Graphics, Best Direction, Best Research, Best Design, Best UI/UX etc. The cash prize is Rs. 5000/-, along with a certificate and trophy.
3. Jury Appreciation Prize for the best eContent/individual excellence is at the discretion of the Jury. This includes a cash prize of Rs. 5,000/- along with a certificate and trophy.

## APPLICATION FORM SUBMISSION

1. Before submitting the final form, carefully read 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 and other documents (synopsis, script, photograph, image of the eContent, fees challan) in the highest possible resolution through the online form or share it through Google Drive at [aiceavf.prd@ciet.nic.in](mailto:aiceavf.prd@ciet.nic.in).
4. The fee for submitting an eContent for the competition is Rs. 200/- (Rupees two hundred only) per application form. It should be paid only through NEFT to the following account:



**Account No.** 10137881284, **IFSC Code:** SBIN0001690

**Account Holder Name:** Joint Director, CIET, NCERT

**Bank Name:** State Bank of India, NCERT, Sri Aurobindo Marg, New Delhi-110016

*(Note: 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.

**Event Dates: 26.3.2025 to 28.3.2025**

**Event Venue: North East Regional Institute of Education, NCERT, Shillong**

**For any queries/feedback write to**

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