



National Awareness Campaign on Energy Conservation 2021
School, State and National Level Painting Competition for School Students

Introduction

The Ministry of Power had launched the National Awareness Campaign in order to promote energy conservation in the country. Painting Competition for students has been included as one of the activities of the campaign, which would not only make aware the students about the need of conserving energy but at the same time would educate and involve their parents as well in the above cause. In order to restart with a new fervor, two groups are proposed for the current year i.e. 2021. **Group 'A'** would contain classes from 5th to 7th standard and **Group 'B'** would contain classes from 8th to 10th standards.

The identified activity is one of the measures, which will benefit in creating awareness in the domestic sector.

The Scheme will be implemented throughout the country with the support of 11 Central Public Sector Undertakings (CPSUs) working under the administrative control of the Ministry of Power – Government of India.

The details of scheme, responsibilities and expenditure to be borne by the respective organization are as follows:

I. Salient features of the Painting Competition

The Painting Competition would be held in two stages namely State and National Level. Timeline for ONLINE registration for the State Level Competition would be from 1 November, 2021 to 30th November, 2021 or till the date of achieving maximum registration numbers, whichever is earlier. The salient features of the Methodologies and Responsibilities are presented in the subsequent sections.

1. Get in Touch – A New Initiative from 2021

- a. Nominated Nodal officers of respective States/UTs' would visit and communicate District Education Offices and share information about the upcoming Painting Competition.
- b. Nominated Nodal officers would also write or email to school Principals and update them on upcoming Painting Competition along with proposed changes.
- c. Use of SMS may be undertaken to spread awareness amongst students and schools.
- d. Incentivize Schools by giving EE lights/EE Fans, encouraging schools to create Energy Club and become members of BEE initiative.
- e. A common meet at some of capital places in the State/UT of District Education Office bearer to encourage them to support the upcoming Painting Competition on Energy Conservation.



2. **State Level Painting Competition**

- a. Nodal officers of respective states would be responsible for running a campaign through various social media and preferably print media in two newspapers of their respective states/ UT's on Painting Competition.
- b. Necessary budget approval for routine administrative expenses may be arranged by the Nodal Agency for release of above-mentioned media campaign.
- c. The interested/concerned Schools would register themselves on web- portal known as **www.bee-studentsaward.in**
- d. Individual students would also be eligible to register themselves through Nodal officers or web- portal known as **www.bee-studentsaward.in** as per format given at **Annexure 1**
- e. Nodal Agencies may also run widespread SMS campaign to make school aware about the Painting Competition.
- f. Nodal Agency of the respective State /UT may identify one or more Nodal Schools (depending upon number of registrations) in the **Capital City or other cities** to organize State Level Painting Competition.
- g. Nodal School must be big enough to accommodate participants following COVID protocols and must provide written acceptance to undertake such competition.
- h. Nodal Agency of the respective State/UT may also organize competition in open ground with canopy arrangement following COVID protocols.
- i. In view of ongoing COVID Pandemic, permission/acceptance from parents/guardian/school Principal to participate in State Level Painting competition. Pl refer **Annexure - 2**
- j. Nodal Agency would conduct the State Level Painting Competition of 2 hours in such Nodal School for both 'A' and 'B' Groups separately for the registered participants from 1st December to 10th December, 2021 positively.
- k. Painting Competition may also be conducted in Batches or in multi session during 1 December, 2021 to 10th December, 2021.
- l. Participating Students may select any one of the following approved topics to draw a painting;
 - Azadi Ka Amrut Mahotsav: Energy Efficient India
 - Azadi Ka Amrut Mahotsav: Cleaner Planet
- m. Nodal Agency would purchase, **preferably A4 or A3 Size**, drawing sheets of 300 GSM of pale yellow colour. All the participants would carry the requisite drawing material of their own unless otherwise provided by school, such as;
 - Painting material: Pencil, Pencil Color, Crayons, Water colors



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➤ Drawing board, etc.

Note: Use of Collage/Patchwork is not permitted at any level of competition

n. Back of Drawing Sheet must carry the following details:

Drawing Sheet Serial No. (PI see Annexure – 2)	
Heading : State Level Painting Competition – 2021	
Name of the student	Father's/ Mother's Name
Tel/Mobile No of Parents	Group
Standard	Roll No.
School Name & Address	Govt. School in Rural area (Write Yes or No)
State/ UT	School Tel. No./Mobile No
Signature of the Nodal Officer	

- o. Nodal Officer may also accept On – The – Spot Registration depending upon the availability of vacant spot.
- p. Digital Participation Certificates under the signatures of Director General, BEE and the concerned School Principals can only be issued to those participants whose names have been upload in predefined excel format by the concerned school or Nodal Officers in portal.
- q. No correspondence/grievance will be entertained by the MoP/BEE/CPSU regarding the state level Competition and the decision of the jury on selecting the best paintings would be final.
- r. A common or separate selection committee/jury for **Groups 'A' & 'B'** comprising of 5 to 7 renowned persons from the field of Art, drawing teachers, officials from organizers, official from SDA and State Government's education department will be constituted by the Nodal officials in consultation with State/UT Education department by 19th November, 2021.
- s. Selected members of Committee/jury would individually evaluate paintings by assigning numbers (marks) on evaluation sheet under **Groups 'A' & 'B'** after conducting State Level Painting Competition. **Annexure '7'**
- t. Respective Nodal Agency would be allocated a maximum amount of Rs. 10,00,000/- by Bureau of Energy Efficiency for necessary expenses such as LED Bulbs for each participant, mementoes, preferably bearing LOGO of **"AZADI KA AMRUT MAHAHOSTAV"**, drawing sheets, participation certificates, drawing colours, campaign cost etc.
- u. Incidental expenses incurred by the Nodal Agencies with respect to COVID follow-up norms would also be reimbursed by BEE, if claimed by the Nodal Agency apart from the amount mentioned in para 't'.
- v. A utilization certificate from Nodal Agency with suitable support is mandatorily to be submitted to Bureau for the above mentioned expenses latest by 31st December, 2021.
- w. Nodal Agency / Organizers, may endeavor to organize **Award Function** at State Level by inviting senior government officials and local media for further impetus to awareness on energy conservation following COVID protocol norms.



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- x. It will be the responsibility of schools/parents/guardians to bring the students to the venue and take back the students to their respective places.
- y. If required, TA & DA may also be paid to participants as per the prevailing norms of respective Nodal Agency.
- z. Group photographs and Function/Dias photograph of **both 'A' and 'B' Groups** separately of participating students along with the Chief Guest and respective Nodal official are also to be arranged.
- aa. The approved text of the banner to be displayed during the function will be as per **Annexure - '8'**.
- bb. The Committee of Experts/Jury of that particular State/UT will select **13 best paintings for respective Groups separately** on the day of competition itself as per Evaluation Criteria (**Annexure- 6**) for;

S.No	Prize for each Group 'A' & 'B'	Amount (Rs.)
i	First	Rs. 50,000/-
ii	Second	Rs. 30,000/-
iii	Third	Rs. 20,000/-
iv	Consolation (10 nos)	Rs. 7,500/-

- cc. Nodal Officials would be responsible for quality scanning and its uploading on the BEE portal by 11th December, 2021 positively.
- dd. Nodal Officer would also make the list of 13 selected paintings. (**Annexure '4'**)
- ee. Nodal Officer would also furnish final report of the award function on (**Annexure '5'**)

3. **National Level Painting Competition**

- a. A common selection committee/jury for selecting National Level Awards would be constituted comprising of 5 to 7 renowned persons from the field of Art, drawing teachers by Bureau of Energy Efficiency by 19th November, 2021.
- b. The selection Committee will adjudge scanned paintings of 1st 2nd 3rd winners of State Level on the basis of Evaluation Criteria (**Annexure '6'**) for the National Level Awards on 12th December, 2021 for the following prizes;

Awards	2021
First Prize	01 no of Rs. 1,00,000/-
Second Prize	01 no of Rs. 50,000/-
Third Prize	01 no of Rs. 30,000/-
Consolation Prize	10 nos. of Rs. 15,000/- each

- c. NTPC Limited, a Nodal Agency for National Level, would be responsible for the expenses related to boarding and lodging of jury, members mementos for jury, honorarium for jury members, cost of venue etc. for the National Level Awards.



II. Responsibilities of Coordinating Agencies and Funding

1. Ministry of Power/ Bureau of Energy Efficiency

- a. Ministry of Power to write to all the Central Public Sector units (CPSUs) under its administrative control, to nominate Nodal Officials along with 2 – 3 support staff and Coordinating Officials.
- b. Ministry of Power and Bureau of Energy Efficiency to convene a virtual meeting of all Nominated Nodal and Coordinating Officials of CPSUs' in the last week of October, 2021 for assigning the responsibilities to officials, and deciding on the theme topics for State Level Painting Competition.
- c. A common design advertisement announcing the competition to be prepared by BEE for its use by the Nodal Agencies to announce Painting Competition in their respective States/UTs.
- d. For the active support and ensuring improved participation in State Level Painting Competition, the Ministry of Power and Bureau of Energy Efficiency would write to the various Offices by the first week of November, 2021 such as;
 - i. Principal Secretaries, Energy Department of all States/UTs
 - ii. Chief Secretaries - State Education Departments etc.
 - iii. Directors (Sarva Shiksha Abhiyan)
 - iv. Chairperson, Central Board of Secondary Education (CBSE)
- e. To spread information on State Level Painting Competition, e Mailers would be sent to about 1,00,000 Schools by Bureau of Energy Efficiency.
- f. The Bureau of Energy Efficiency will constitute common selection committee/jury comprising of 5 to 7 renowned persons from the field of Art, drawing teachers, officials from the State government education department for the purpose of adjudging the paintings for Prizes at the National level.
- g. Bureau of Energy Efficiency provided maximum of Rs. 10,00,000/ per State/UT for procuring LED Bulbs, running Awareness Campaign in Social and Print Media, Tea Shirts for Participants with “Azadi Ka Amrit Mahotsav” LOGO, Drawing Sheets, Certificates etc.
- h. Bureau would also reimburse to Nodal Agencies incidental expenses incurred with respect to COVID follow-up norms, if claimed by the Nodal Agency apart from the amount mentioned in para ‘g’.
- i. Prize Money at National Level Painting Competition and any other miscellaneous expenditure incurred by BEE in connection with Painting Competition.



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2. **CPSUs**

- a. The Central Public Sector units (CPSUs) under the administrative control of Ministry of Power will organize and coordinate the Painting competition at State/Union Territories and at National Level.
- b. The expenditure incurred by the selected CPSU (**NTPC Ltd.**) in connection with the organization a Jury/Committee of experts to select best paintings of the National Level Painting Competition of **Group 'A' & 'B'** will be borne by NTPC Ltd.
- c. Nodal Agencies would procure LED Bulbs, T – Shirts for participants with “Azadi Ka Amrit Mahotsav” LOGO, Drawing Sheets, Certificates etc.
- e. Designated State Nodal Official and Coordinating Official from Head Office of CPSUs’ will coordinate the work until the completion of activity. Nodal official shall submit a weekly progress report to Director (EC), Ministry of Power with a copy to BEE regularly.
- f. Nodal Officer will provide contact details of Secretary (Primary Education), Secretary (Secondary Education) and Director (SSA) of their respective states to the Bureau.
- g. Nodal Agencies may carry out awareness campaign on FM Radio, TV Scrolls on DD News, Cinema Halls to spread information on School Level Painting Competition and for improving participation besides releasing the advertisements in print media in all States and UTs.
- h. Nodal Agencies may also use social media platform to encourage and spread awareness on organization of Painting Competition on Energy Conservation – 2021.
- i. Formation of common State Level Jury/Committee comprising of 5 to 7 renowned persons for both Groups from the field of Art, drawing teachers, officials from organizers, Officials from SDA and State Government’s education department will be constituted by the Nodal officials for the selection of 13 best paintings from the total paintings of State Level Painting Competition.
- j. Any other job/responsibility assigned by Ministry of Power for successful organization of the event.
- k. **CPSUs to arrange budget to cover:**
 - Administrative expenses for organization of Painting competition at School, State and National level i.e.
 - Establishment of Camp Office and related expenses;
 - Cost of 2 to 3 support staff etc.;
 - Local travel to schools, education department etc.
 - Cost of meetings with BEOs’ and DEOs’ etc..
 - Expenses on account of TA & DA of participants attending State



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Level Painting Competition, if any.

- Cost of running SMS Campaign to inform schools of their State/UT about procedure and step for ONLINE Registration.
- Cost of booking venue of the State/UT Level Painting Competition, Catering expenses for participants, guardians, Jury Members, Invitee Guests, media campaign for ensuring maximum coverage in the Print Media and Electronics Media etc.
- Prize money (1st prize-Rs 50,000, 2nd prize – Rs.30,000, 3rd prize-Rs 20,000 and 10 consolation prizes of Rs 7,500 each) for each Groups separately and cost towards organization of State/UT level competition and prize distribution function at State level.
- The banker's cheque may be issued by all Nodal agencies while giving monetary awards to State/UT level winners.
- Honorarium for Jury/Selection Committee members for adjudging 13 best paintings from **State Level** @ Rs. 10,000/- each member.
- Honorarium for common or separate Jury/Selection Committee members @ Rs. 10,000/- per member/ for their contribution for adjudging 13 best paintings from **National Level** Painting Competition (**Group 'A'**).
- Honorarium for common or separate Jury/Selection Committee members @ Rs. 10,000/- per member/ for their contribution for adjudging 13 best paintings from **National Level** Painting Competition (**Group 'B'**)
- Cost of mementoes from respective CPSU for the participants of State/UT Level Painting Competition and mementoes for 10 best District Education Officers/Block Education Officers.
- TA/DA expenses of the Nodal officials and other officials in connection with the Painting competition activities/meetings.
- Miscellaneous Expenses of Rs. 5000/- for Nodal Officer.
- The proposed CPSU (NTPC Ltd.) selected for organization Jury/Committee of Experts meet for selecting National Level Paintings for awards will be responsible to provide budget to cover expenses for venue, catering, honorarium & mementos for Jury members, Travel, boarding & lodging of Jury members.

III. Acceptance / Undertaking by the Parents of the participants

In view of the COVID Pandemics protocol, the parents / guardian /school principals of the State/UT would be required to give written acceptance/permission to participate in State Level Painting Competition.

A written undertaking is also required to be obtained from the parents / guardian /school principals that the paintings drawn at the State/UT Painting competition





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would be the sole property of the Ministry of Power and the said the Ministry will have the right to use the same for any purpose. Respective Nodal Officials of State/UT will have the responsibility to collect these undertaking.



User Registration

New User Returning User

Individual	
--Select Group--	Name of Student
School Class	Address1
Address2	--Select State--
--Select City--	--Select District--
Pin Code	Father's Name
Father's Mobile	School Name
School Address	
Captcha	 

Register

[Have an account? Log In](#)



**Registration cum Acceptance Form
(To be filled before appearing for competition)
State Level Painting Competition on Energy Conservation- 2021**

STATE/UT

Group A/B.....

Name of the Student

Father's/Mother's Name

(With Contact details like Address, Tel. No., Cell No., Email ID etc.)

Passport Size
Photographs

Standard

School Name & Address

School Tel No (with STD Code)

ACCEPTANCE

Applicable for "Group A"/ "Group B" (please strike out whichever is not applicable)

It is a matter of honour to participate State level Painting Competition on Energy Conservation, organized by Bureau of Energy Efficiency, Ministry of Power, Government of India and I extend my acceptance for the.

It is also certified that my ward is not infected with an virus like COVID, Dengue etc.

Signature of the Parent/School Representative

Date:



**State Level Painting Competition on Energy Conservation- 2021
Guidelines for Filling up Serial No. on Drawing Sheet and Certificates**

S.N o.	State/UT	State Code	Code for Drawing Sheet	Code for Participation Certificate	Code for Winner Certificate
1	Andaman & Nicobar Islands	AN	AN/SD/....	AN/SP/....	AN/SW/....
2	Andhra Pradesh	AP	AP/SD/....	AP/SP/....	AP/SW/....
3	Arunachal Pradesh	ARP	ARP/SD/....	ARP/SP/....	ARP/SW/....
4	Assam	AS	AS/SD/....	AS/SP/....	AS/SW/....
5	Bihar	BH	BH/SD/....	BH/SP/....	BH/SW/....
6	Chandigarh	CH	CH/SD/....	CH/SP/....	CH/SW/....
7	Chhattisgarh	CG	CG/SD/....	CG/SP/....	CG/SW/....
8	Dadra & Nagar Haveli	DN	DN/SD/....	DN/SP/....	DN/SW/....
9	Daman & Diu	DD	DD/SD/....	DD/SP/....	DD/SW/....
10	Delhi	DL	DL/SD/....	DL/SP/....	DL/SW/....
11	Goa	GA	GA/SD/....	GA/SP/....	GA/SW/....
12	Gujarat	GJ	GJ/SD/....	GJ/SP/....	GJ/SW/....
13	Haryana	HR	HR/SD/....	HR/SP/....	HR/SW/....
14	Himachal Pradesh	HP	HP/SD/....	HP/SP/....	HP/SW/....
15	Jammu & Kashmir	JK	JK/SD/....	JK/SP/....	JK/SW/....
16	Jharkhand	JH	JH/SD/....	JH/SP/....	JH/SW/....
17	Karnataka	KA	KA/SD/....	KA/SP/....	KA/SW/....
18	Kerala	KL	KL/SD/....	KL/SP/....	KL/SW/....
19	Lakshadweep	LX	LX/SD/....	LX/SP/....	LX/SW/....
20	Ladakh	LD	LD/SD/....	LD/SP/....	LD/SW/....
21	Madhya Pradesh	MP	MP/SD/....	MP/SP/....	MP/SW/....
22	Maharashtra	MH	MH/SD/....	MH/SP/....	MH/SW/....
23	Manipur	MN	MN/SD/....	MN/SP/....	MN/SW/....
24	Meghalaya	MG	MG/SD/....	MG/SP/....	MG/SW/....
25	Mizoram	MZ	MZ/SD/....	MZ/SP/....	MZ/SW/....
26	Nagaland	NG	NG/SD/....	NG/SP/....	NG/SW/....
27	Odisha	OR	OR/SD/....	OR/SP/....	OR/SW/....
28	Pudducherry	PC	PC/SD/....	PC/SP/....	PC/SW/....
29	Punjab	PB	PB/SD/....	PB/SP/....	PB/SW/....
30	Rajasthan	RJ	RJ/SD/....	RJ/SP/....	RJ/SW/....
31	Sikkim	SK	SK/SD/....	SK/SP/....	SK/SW/....
32	Tamil Nadu	TN	TN/SD/....	TN/SP/....	TN/SW/....
33	Telangana	TG	TG/SD/....	TG/SP/....	TG/SW/....
34	Tripura	TR	TR/SD/....	TR/SP/....	TR/SW/....
35	Uttar Pradesh	UP	UP/SD/....	UP/SP/....	UP/SW/....
36	Uttarakhand	UK	UK/SD/....	UK/SP/....	UK/SW/....
37	West Bengal	WB	WB/SD/....	WB/SP/....	WB/SW/....

- AP/SD/...
Blank space to be filled up by Nodal Officials by giving 01,02,03,



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Annexure – 4

State Level Painting Competition on Energy Conservation- 2021
List of 13 Selected Students for prizes from State Level Painting Competition

State/ UT		Nodal Agency			
S. No.	Student Name, Address, Tel No etc.	Father's/Mother's Name	School Name, Address, Tel No etc.	Std.	Position
1.					1 ST
2.					2 ND
3.					3 RD
4.					Consolation
5.					Consolation
6.					Consolation
7.					Consolation
8.					Consolation
9.					Consolation
10.					Consolation
11.					Consolation
12.					Consolation
13.					Consolation

Signature of the Nodal Officer

- Note : i Please prepare separate sheet for each Group i.e. 'A' or 'B'
ii.To be sent by E-mail to sbhatnagar@beenet.gov.in latest by 10th December, 2021

**State Level Painting Competition on Energy Conservation- 2021
Reporting format of State Level Painting Competition**

State/ UT _____	Nodal CPSU _____
Venue of Function	
Date of Function	
Name of the Chief Guest	
Other Dignatories	1.
	2.
	3.
	4.
	5.
List of Jury/ Experts Members	1.
	2.
	3.
	4.
	5.
No of Participants	
Brief Details of Function held	

Signature of the Nodal Officer

**Annexure – 6****Evaluation & Weightage Criteria for Selection of Prize Winning Paintings****State/National Level
Painting Competition on Energy Conservation – 2021****Mandatory Instruction for all Concerned:**

- i. The type of materials that can be used are Pencil, Color Pencil, Crayon and Water Color.
- ii. The entry can be poster or a painting.
- iii. Each individual painting drawn at State/UT and National level will be allotted a number on a paper slip to be pasted on top right corner of paintings
- iv. The details of the student mentioned at the back of the paintings at State/UT and National level must be covered with a white paper before exhibiting them for adjudication.
- v. Use of Collage/Patchwork is not permitted.
- vi. Individual Jury member will have to give marks to paintings on the following points to arrive at final decision.
- vii. While adjudicating the jury will not be shown the details of the participants (given on the back of the drawing sheet) in order to avoid bias or favoritism.

To be filled by Jury Member separately for Group 'A' and 'B':

Painting No:

S.No.	Particulars	Max Marks	Marks Awarded	Remarks
1	Relevance of the theme depicting the selected topics.	20		
2	Execution of concept/theme.	15		
3	Overall visual appeal, handling of given space and use of appropriate colour combination.	15		
	Total Marks	50		

Signature of Jury Member _____

Name & Designation _____

Date:

To be filled by Nodal Officer after the evaluation work completed by the Jury Member:

Student's details like Name, Tel. No, Cell No., Email ID etc.



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State/UT Level Painting Competition – 2021

Annexure – 7

Name of the Jury Member.....

Evaluation Sheet (Group A / B)

Painting No.	Relevance to Topic (Total 20 Marks)	Execution of Concept (Total 15 Marks)	Overall Visual Appeal (Total 15 Marks)	Total Marks Obtained	Student's Name	Std	State/UT	Position
To Be Filled by Nodal officer					To Be Filled by Nodal officer			
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
21								
22								

Signature of Jury Member _____

Date: Nov. / Dec., 2021

Note: Please counter sign in case of cutting



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Annexure - 8



ऊर्जा संरक्षण पर राज्य स्तरीय चित्रकला प्रतियोगिता

STATE LEVEL PAINTING COMPETITION ON ENERGY CONSERVATION

विद्युत मंत्रालय, भारत सरकार के ऊर्जा संरक्षण राष्ट्रीय अभियान 2021 के अंतर्गत

(Under National Campaign on Energy Conservation - 2021 of Ministry of Power, Govt. of India)

_____ (Venue Name) (स्थान)

द्वारा आयोजित

Organised by :