

# **All India Children’s Educational eContent Competition (AICEeCC)**

## **Brochure**

### **CONTEXT**

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 GoI has promoted many digital initiatives for enhancing the quality 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 quality of learning of the children. The exact dates of the competition will be announced later.

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

<b>Type of Programme</b>	<b>Learning Level</b>	<b>Producing Agency</b>			
		<b>Government Organisations(NCERT/ SIETs/EMMRCs/CEC/RIEs/ Others)</b>	<b>Independent Filmmakers/Institutions/ (other than the Govt.)</b>	<b>Teachers/ Teacher Educators</b>	<b>Children</b>
	<b>Foundational Literacy and Numeracy (FLN)  (Pre-School &amp; Grade I-II)  (Age: 3-8 years)</b>				

**Audio**

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

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

	<b>Adult Education (AE)</b>		
	<b>Teacher Education (TE)</b>		

**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
3. The programme (entries other than Hindi/ English should be sent with subtitling in Hindi/ English.
4. Programme content should be creative, have broad appeal and demonstrate excellent artistic and technical skills.
5. Content should speak to and respect children of diverse backgrounds and cultures positively.
6. 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.

7. Duration of the programme (Audio/Video programme) shall not exceed 30 minutes and minimum of 5 minutes.
8. The submitted programme will be used by NCERT for educational purposes including dissemination by online/offline modes.
9. The material like images, graphics, stock footage etc. used in production should not be copyrighted.
10. 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.

### **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

## CATEGORIES OF AWARDS

### Best programme:

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

Type of Programme	Learning Level	Producing Agency			
		Government Organisations(N CERT/ SIETs/EMMRCs/ CEC/RIEs/ Others)	Independent Filmmakers/Institutions/ (other than the Govt.)	Teachers/Teacher Educators	Children
Audio	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)				

<b>Video/ Animations</b>	<b>Foundational Literacy and Numeracy (FLN)</b>  <b>(Pre-School &amp; Grade I-II)</b>  <b>(Age: 3-8 years)</b>				
	<b>Preparatory/Middle/Secondary Level (PMS)</b>  <b>(Grade III- XII)</b>  <b>(Age:8 -18 years)</b>				
	<b>Adult Education (AE)</b>				
	<b>Teacher Education (TE)</b>				
<b>Immersive eContent  (Augmented Reality /Virtual Reality /Virtual Lab/360 Degree/Simulations)</b>	<b>Foundational Literacy and Numeracy (FLN)</b>  <b>(Pre-School &amp; Grade I-II)</b>  <b>(Age: 3-8 years)</b>				
	<b>Preparatory/Middle/Secondary Level (PMS)</b>  <b>(Grade III- XII)</b>  <b>(Age:8 -18 years)</b>				
	<b>Adult Education (AE)</b>				

	<b>Teacher Education (TE)</b>				
<b>Digital Educational Games/ Applications</b>	<b>Foundational Literacy and Numeracy (FLN)  (Pre-School &amp; Grade I-II)  (Age: 3-8 years)</b>				
	<b>Preparatory/Middle/Secondary Level (PMS)  (Grade III- XII)  (Age:8 -18 years)</b>				
	<b>Adult Education  (AE)</b>				
	<b>Teacher Education  (TE)</b>				

**Individual Excellence Awards:** These awards 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 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.



## APPLICATION FORM SUBMISSION

1. Please read the brochure details of filling the form before the final submission very carefully. Read the details like Rules, Criteria, and Categories etc. in the brochure.
2. Submit a duly filled only online [Application Form](#) (one application form for each programme separately) to the coordinator along with all relevant documents
3. Please send your programmes for the competition in the highest possible resolution through online form / share it through Google Drive at [aiceavf.prd@ciet.nic.in](mailto:aiceavf.prd@ciet.nic.in)
4. Fee for submitting a programme for consideration as part of **All India Children's Educational eContent Competition (AICEeCC)** 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 transfer to CIET's Bank Account will also not be accepted.**
6. **Last Date of submitting the online form is: December 31, 2022**
7. Upload all the relevant documents/files like synopsis, script, photograph, image of programme, fees challan and programme 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](mailto:aiceavf.prd@ciet.nic.in)

National Toll-free Helpline -8448440632