



BENGALURU NORTH UNIVERSITY

Sri Devaraj Urs Extension, Tamka, Kolar – 563 103.

No: BNU/V.C.P/Student Competition NEP-2020/2019-20 /472

Date: 24.09.2020

CIRCULAR

Sub: Competition for Students-NEP-2020-reg.

* * *

We are aware that the union cabinet of India has approved the National Education Policy (NEP) 2020 and it has come into action and placed in public domain for discussion. We all agree that the NEP 2020 is a game changer and is all set to bring a transformation in the Education Ecosystem of India. We consider that the NEP has a lot to offer in bringing a positive change in the outlook of education that our society has wished for long.

Vidya Bharati is a Social and Educational organisation which works in transforming education system through imbibing core Indian values and ethos to student community. Vidya Bharati works at both school education and the Higher Education domain. At present Vidya Bharati has 22,703 affiliated schools having more than 37 lakhs students across India. Vidya Bharati has launched "MyNEP" competition which is aimed in **promoting awareness on the significance of the National Education Policy (NEP) 2020.**

Vidya Bharati is organising competition for the benefit of students of various levels including college students. The competition is designed in such a way that students and stakeholders of education can take part in the competition and also can learn the wide range of information that has been covered in the NEP. Students can take part in various types of competition like short essay writing, writing a letter, poem, poster designs, cartoon/meme making, short videos etc.

The competition would be conducted through online across India and in thirteen (13) major Indian languages. This is planned so as to encourage maximum participation from across India. The competition is planned separately for category-I i.e. for students from 9th std. to 12th std., **Category -II i.e. for undergraduate students and Category-III** for citizens group.


The competition will commence from **25th September 2020 (Pt Deendayal Upadhyaya Jayanti)** and will conclude on **02nd October 2020 (Mahatma Gandhi Jayanti)**.

Winners for all the category and for all the languages will be awarded with the cash prize of Rs. 10,000, Rs.5,000 and Rs. 3000/- respectively for Prize 1st, 2nd and 3rd, 10 special mentions will also be awarded for the best performance in all three categories.

It is hereby informed to all the Principals of affiliated colleges to bring the above details to the notice of students of your college and encourage them to take part in this competition and be a part of this great journey of learning the National Education Policy.

To,

All Principals affiliated to Bengaluru North University


Vice-Chancellor
Vice-Chancellor
Bengaluru North University
Tamaka, Kolar-Karnataka-563 103.

Copy to,

1. Registrar, Bengaluru North University, Tamaka, Kolar-563 103.
2. Registrar (Ev)/ Finance Officer, Bengaluru North University, Tamaka. Kolar-563 103.
3. Office Copy.



Vidya Bharati

#MyNEP Competition

25th Sep. to 2nd Oct. 2020

OFFICIAL HASHTAG

#NewNEPNewIndia

This hashtag will be used for all social media platforms

UNDERSTANDING

- The subject of national education policy should be the topic of discussion of the society especially the students, the purpose of the event
- All work will be done through a website www.mynep.in and the participant's own social media handle (Facebook, Instagram, Twitter, YouTube and mobile number/email etc.)
- Content and participation in the competition is available in 13 languages on the website

LANGUAGES

1. Hindi
2. English
3. Marathi
4. Gujarati
5. Malayalam
6. Tamil
7. Telugu
8. Kannada
9. Assamese
10. Punjabi
11. Odiya
12. Bengali
13. Sanskrit

THEMES

1. Bharat Centric education
2. Holistic Education
3. Knowledge Base Society
4. Quality Education

Interactive Quiz Competition

- There will be a quiz on NEP at the website apart from the major competitions
- The quiz will be derived/based on the videos and text module available at the website
- Users will be awarded with certificates for attempting/participating in the NEP quiz
- Certificates can be customised and downloaded. This certificate can be further shared on participant's social media (option to share will be given on the website)

My NEP Competition

- **CATEGORY I: 9th To 12th**

- 2 Min. Speech
 - Handmade Poster Competition
 - Letter to PM
 - 300 words Essay
 - Meme Making
1. National Prize 1,2,3
 2. Prize money: 10k, 5k, 3k respectively
 3. Language wise Prize in each competition
 4. Prizes in each category
 5. Special mentions- 1k each
 6. Participation Certificate

- **CATEGORY II: Undergraduate & above**

- Short Film (not more than 2.20 mins)
 - Digital Poster Making
 - Painting / Handmade poster
 - Minimum 8 Tweet Thread
 - Meme Making
1. National Prize 1,2,3
 2. Prize money: 10k, 5k, 3k respectively
 3. Language wise Prize in each competition
 4. Prizes in each category
 5. Special mentions- 1k each
 6. Participation Certificate

- **CATEGORY III: Citizen's Category (Open for all)**

- Short Film (not more than 2.20 mins)
 - Digital Poster Making
 - Painting / Handmade poster
 - Minimum 8 Tweet Thread
 - Meme Making
1. National Prize 1,2,3
 2. Prize money: 10k, 5k, 3k respectively
 3. Language wise Prize in each competition
 4. Prizes in each category
 5. Special mentions- 1k each
 6. Participation Certificate

Standard Rules and Regulations

1. Make sure you've registered yourself to be able to participate in the competition on www.mynep.in
2. The competition is time bound and you can submit your entries in respective competitions from 25th September to 2nd October
3. Discourage the creation of multiple accounts (each individual may only use a single account to enter the contest)
4. It is mandatory to mention our handle/hashtag in your update so we can see all the entries
5. Encourage the use of topics relevant to the contest (NEP)
6. Adhere to applicable laws and regulations of Social Media with regard to prohibited content and trademarked content
7. Follow Content Boundaries – Intellectual Property (no plagiarism)
8. Contestants to use given hashtag only for the purpose of competition and not else-wise
9. You are free to use English/Hindi or any other regional language while participating in any of the competitions
10. References for the content can be taken from the text module on NEP given at our website
11. A participant can participate in one or more competitions at the same time with single registration

CATEGORY-I: For 9th to 12th Standard

1. Painting Competition:

- You are free to make digital/handmade poster around the theme (NEP)
- You can make any form of painting- color/sketch/cartoon as per your interest
- You can choose any size or type of paper you need to make your painting
- One participant can post only one single painting and not more
- The designs should be original
- The final submission must be made by posting a scanned/clicked photo of your painting/poster along with the provided # and @mentionhandle on Twitter

2. Meme Making Competition:

- One must use positive images to illustrate their point
- Use of obscene images, abusive words or any similar content is strictly prohibited
- The final submission must be made by posting the photo of your meme along with the provided # and @mentionhandle on Twitter

3. Letter To The Prime Minister Competition:

- The letter must be addressed to The Prime Minister
- The letter can be both handwritten or typed
- There is no word limit
- The content of the letter should strictly adhere to the theme of the competition, i.e., National Education Policy
- The final submission must be made by posting a scanned/clicked/typed photo of your letter along with the provided # and @mentionhandle on Twitter

4. Two Mins Speech Competition:

- The video of your speech can be recorded in any language
- The video must not be more than 2 minutes
- The video must be shot from your rear camera and NOT by the front camera
- Use of any unparliamentary language is strictly prohibited failing to which, your participation will stand cancelled
- The final submission must be made by posting the video along with the provided # and @mentionhandle on Twitter

5. Short Essay Competition:

- The essay must not be more than 300 words
- The content of the essay should strictly adhere to the theme of the competition, i.e., National Education Policy
- The final submission must be made by posting a scanned/screenshot/clicked photo of your essay along with the provided # and @mentionhandle on Twitter

CATEGORY II: Undergraduate or Above

1. Short Film Competition

- The content of the video can be made in any language
- The video/short film must not be longer than 2.20 mins (140 seconds)
- Use of any unparliamentary language is strictly prohibited failing to which, your participation will stand cancelled
- The final submission must be made by posting the video along with the provided # and @mentionhandle on Twitter

2. Digital Designing Competition

- You are free to make digital design using any software/online platform like corel, illustrator, photoshop, canva, sparkol, etc.
- You can make any form of digital design using color/sketch/cartoon as per your interest around the theme of the competition
- One participant can post only one single digital design and not more
- The designs should be original
- The final submission must be made by posting the digital poster along with the provided # and @mentionhandle on Twitter

3. 8 Tweet Thread

- Your essay must be posted in a tweet thread (minimum number of tweets in a thread-8)
- The content of the essay should strictly adhere to the theme of the competition, i.e, National Education Policy
- The final submission must be posted in a thread starting with the provided # and @mentionhandle

4. Handmade Painting Competition

- You must strictly adhere to the theme of the competition* The painting must be handmade
- You can make any form of painting- color/sketch/cartoon as per your interest
- You can choose any size or type of paper you need to make your painting
- One participant can post only one single painting and not more* The designs should be original
- The final submission must be made by posting a scanned/clicked photo of your painting/poster along with the provided # and @mentionhandle on Twitter

5. Meme Making Competition

- One must use positive images to illustrate their point
- Use of obscene images, abusive words or any similar content is strictly prohibited
- The final submission must be made by posting the photo of your meme along with the provided # and @mentionhandle on Twitter

CATEGORY III: Citizen's Category (Open for All)

1. Short Film Competition

- The content of the video can be made in any language
- The video/short film must not be longer than 2.20 mins (140 seconds)
- Use of any unparliamentary language is strictly prohibited failing to which, your participation will stand cancelled
- The final submission must be made by posting the video along with the provided # and @mentionhandle on Twitter

2. Digital Designing Competition

- You are free to make digital design using any software/online platform like corel, illustrator, photoshop, canva, sparkol, etc.
- You can make any form of digital design using color/sketch/cartoon as per your interest around the theme of the competition
- One participant can post only one single digital design and not more
- The designs should be original
- The final submission must be made by posting the digital poster along with the provided # and @mentionhandle on Twitter

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- Your essay must be posted in a tweet thread (minimum number of tweets in a thread-8)
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Implementation

- Workshops to be held by our social media team across various institutions
- Group of volunteers for monitoring and segregation

5 volunteers per language- 5x13= 65 volunteers

- Listing of Jury for the competitions

Approx. 101 jury members will be required if we judge the competitions language and category wise

- Central secretariat to manage the volunteer group

13 members of the secretariat to manage 13 language groups having 5 member in each group

Segregation

- Group incharge from the secretariat will work with their respective language group and segregate the daily registration data into given criteria
 - ***Category***
 - ***Competition***
- These volunteers will then scrutinize the data of the entries of the competitions
- The volunteer group and their incharge will also be responsible in shortlisting the top 10 entries of each competition in each of the 13 languages
- The shortlisted entries to be further shared with the jury members for final selection of the winners (1st , 2nd , 3rd & special mentions)

NEP Ambassadors

- Anyone can apply to become NEP Ambassador through our website
- Registration for NEP Ambassadors can be done either on website or parallelly a google form can also be circulated
- Registered Ambassadors to be awarded with E-Certificates (downloadable from website)
- Perks like LoR/Social Media Mentions on our handles, Chance to work with core committee can also be awarded
- Those who sign up to become the NEP Ambassadors will be given certain tasks for Social Media Promotion of this Competition

For example, repost/share minimum 10 posts from NEP handles, make a small video appealing your friends on SM to participate in the competition etc.

NEP Pledge for Schools/Colleges/Institutions

- A bright opportunity for Institutions to mark themselves as NEP Supportive School
- By taking the NEP Pledge, institutions will commit to adopting NEP and ensure **Holistic Education, Knowledge Based Society and Quality Education** to their students
- A customised letter can be downloaded from website in the name of the institution

Interactive WhatsApp Feature

- An official WhatsApp number to be announced publicly
- WhatsApp number will automatically revert to the messengers and redirect them to our official website
- It will also revert important information such as rules and regulations, link to become NEP Ambassador, Registration, etc

DATES TO REMEMBER

- Press conference for announcement of the competition to be held in Delhi on 7th September, 2020
- Launch of NEP Ambassadors program during PC on 7th September, 2020
- Official launching program of the competition to be held in Delhi on 11th September, 2020
- Competition begins from 25th September (Deendayal Jayanti) to 2nd October (Gandhi Jayanti).
- Announcement of Winners latest by 5th October, 2020