



**National Resource Centre for Women
National Mission for Empowerment of Women
Ministry of Women and Child Development
Government of India**

All India Slogan Writing Competition to Celebrate National Girl Child Day on 24th January, 2013

Introduction to the Issue of Declining Child Sex Ratio:

Census 2011 reported 914 females per 1000 males among the population of 0-6 years. This invoked a Nation-wide debate and consultation on the issue. National Advisory Council and Sectoral Innovation Council were given the task to come up with recommendations on actionable points. There is consensus among the experts that the matter is of grave concern and requires immediate action by concerned Ministries on Policy, Legislation, Programme/Implementation and Advocacy/Media level. The issue needs to be seen in the larger context of discrimination against women and hence require collective actions and measures to effectively deal with the issue to improve survival and status of girl children in the country.

The Government of India in 2008, declared January 24 of the every year as “**National Girl Child Day**” with the objective to raise the consciousness of the society towards the girl child so that she can be valued and respected. National Mission for Empowerment of Women (NMEW) and its Nodal Ministry of Women and Child Development has been taking a multi pronged approach to ADDRESS and REVERSE the trend of declining child sex ratio. The objective of all these initiatives is to work towards ensuring that girls are born, loved and nurtured and grow up to become empowered citizens of this country with equal rights. Minister of Women and Child Development had approved that a nation-wide competition amongst High School Children in the age group of 14-18 years be organized to suggest a new slogan for the **theme “save the girl child’**. The slogan should reflect the larger concern of gender equity and empowerment of girls in a rights based approach. Accordingly, a National Level Slogan Writing Competition is being organized by the National Mission for Empowerment of Women as part of the celebration on this occasion.

Objective of Holding the Competition:

The objective of this competition will be to suggest a new mnemonic/slogan for “save the girl child”. It was earlier suggested by both National Advisory Council (NAC) and the Sectoral Innovation Council of Ministry of Women and Child Development (MWCD) that a mnemonic that reflects the larger concern and gender equity should be the basis of the slogan in the context of declining Child Sex Ratio, rather than save the girl child. The prize winning and other excellent slogans will be used extensively for raising awareness on this issue by the Ministry and other Govt Departments.

Terms and Conditions:

Please read carefully all the terms and conditions given below:

- 1. Please note that the slogan must be your original creation and not a copied one.**
2. Children may send their original entries along with supporting documents like age proof (birth certificate), school id proof etc. They may send photocopies if sent by post or scanned copies sent as attachments with email entries.
3. Each entry from the children must be accompanied by details like the name, sex, class, name of school, contact no. of the student (both cell and land line no.), contact no. of school principal's office and complete postal address of both school and residence etc. The entry format can be downloaded from the website.
- 4. There will be two categories in the competition; Hindi and English Slogan.**
5. More than one entry from one child in either Hindi or English language will not be accepted. However, each child can send separate entries in both the languages.
6. All the entries received by NMEW will be judged and the prize winning entries will be decided by a Selection Committee comprising of eminent national level experts/senior Government officials.
7. The decision made by the Selection Committee shall be final and abiding on all.
8. NMEW will facilitate the travel and stay arrangements of the winners with **ONE** escort (one parent or guardian along with the winner) to travel to Delhi in order to receive the final prize on 24th January, 2013 at the main function to be held at Delhi.
9. The three finalists of Hindi Slogan Writing Competition and three finalists of the English Slogan Writing Competition (1st, 2nd and 3rd Prize) will be awarded by a trophy, a certificate and cash prizes.
10. Based on the selection criteria, the successful entries will be awarded prize money for both the categories as follows:
 - ✓ **1st Prize – Rs. 50,000/-**
 - ✓ **2nd Prize – Rs. 35,000/-**
 - ✓ **3rd Prize – Rs. 25,000/-**
11. No phone calls or emails, seeking information in this regard, shall be entertained and only the six winners will be informed duly by NMEW.
12. Scanned/typed entries (along with duly filled in entry form) should be emailed to: slogan.nmew@gmail.com The subject line must mention Hindi Slogan Entry as "Hindi Slogan" and English Slogan Entry as "English Slogan"
13. In case you cannot email your entry then please send your entry/s to the Postal Address given below and **ensure it reaches us latest by 13th January, 2013:**

**SPA, Media and Communication Domain
National Resource Centre for Women
National Mission for Empowerment of Women
Ministry of Women and Child Development
1st Floor, MWCD Hall, Hotel Janpath
Janpath, New Delhi-110 001**

COMPETITION ENTRY FORM

Please write in block letters. Entries must be received by 13th January, 2013

Participant's Name:.....

Participant's Age:.....

Sex:.....

Mother/Father/Guardian's Name:.....

Permanent Residence Address & Phone Number:

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.....
.....

Name of School:.....

Class:.....

School Address and Phone Number:

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.....

Slogan:.....

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I have read and agree to the competition terms and conditions and I am entering into the competition with the given details above.

Participant's Signature:.....

Date:.....Place:.....

E-mail scanned entries (along with duly filled in entry form) to:
slogan.nmew@gmail.com

The subject line must mention Hindi Slogan Entry as "Hindi Slogan" and English Slogan Entry as "English Slogan"

In case you cannot email your entry then please send your entry/s to the Postal Address given below:

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