

Energy Tune-in: GEDA Goes Green Save Energy, Save Earth

A Radio Campaign
Aakashvani Primary Channel
Gujarat Radio Network



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Competition Guidelines

The Energy Tune-in Programme designed by GEDA is being aired on Aakshavani Primary Channel (Ahmedabad, Vadodara, Rajkot, Bhuj, Godhra, Daman and Ahwa). This 35 episodes interactive programme aired through the Gujarat Radio Network, on every Sunday, starting from June 5 will ending January 2009. To maximize the reach the action-activities focuses on special competitions designed for school children, secondary school teachers and for all interested who wish to participate in the programme.

GEDA celebrated the Environment Day - June 5, 2009 with a special address by Sh. Narendra, Modi, Hon'ble Chief Minister of Gujarat and Sh Saurabh Patel, Minister of State for Energy, and Petrochemicals, Industry, Finance and Planning, Government of Gujarat. The hon'ble Chief Minister Sh Narendra Modi emphasized the importance of saving energy in the today's context, why one needs to save energy, and practice energy saving religiously to combat issues of climate change and fight against the pangs of global warming, ultimately save the earth for our future generations Each of the episodes will talk on issues that are inter-related to energy and environment (energy, energy conservation, climate change and global warming) that will be followed by an Energy Quiz and announcement of other competitions.

Radio Campaign Competitions

Category I: Competitions Open for All

1. Quiz Competition
2. Slogan Competition
3. Poem or Song Composing Competition
4. Young Energy-Climate Change Reporter

Category II: Competitions for Secondary School Teachers

1. Story Writing Competition
2. Essay Writing Competition

General Information and Guidelines

- The competitions are specially designed for Bal Urja Rakshak Dals – a force of 50,000 children that have been annually motivated since 2004 to save energy and ultimately save the earth in Gujarat. However, the Radio Competitions is open for interested individuals.
- AIR will broadcast 35 episodes on Gujarat Radio Network –Primary Channel.
- Tune to Vividh Bharati every Sunday starting from June 5, 2009.

- Entries to all the competitions is free of cost.

Evaluation of the Entries

- A panel of judges will evaluate the entries at AIR - All India Radio, Ahmedabad to declare best three winners in all the competitions.
- Best three entries in each of the above- competitions will be awarded a prize and a certificate.
- Winners will be felicitated at any one of the Zone level or State level events that is annually being organized by GEDA during the year 2009-10.

Radio Competitions Guidelines

Category I: Guidelines

Energy Quiz Competition

- The Competition though specially designed for school children, participation is open for all.
- The Competition will be announced every week on Primary Channel.
- Interested participants have to answer through **SMS on Hello ViVidh Baharti No: 5676744.**
- The entries with the right answers at the end of each of the episodes will qualify for the second round of filtering.
- The final entries drawn from each of the episodes will be selected through another draw.
- The best three winners will receive prize in kind and a Certificate.

Slogan Competition

- Slogan should be related to energy, environment and energy conservation.
- The language of the Slogan should be in Gujarati, Hindi or English.
- Slogan should not be more than 20 words in length.
- Participants have to send entries on a plain A 4 size ruled paper clearly inscribing their details as per the prescribed Performa (Annexure1).
- Entries in the prescribed format (Annexure 1) should reach AIR, Income Tax circle Ahmedabad on or before November 30, 2009.

Poem or Song Composing Competition

- The composed poem or the song should be on the topic related to climate change, energy and energy conservation and environment issues with available solutions.
- Length of the poem or the song should be no less than 60-100 words.
- Entries in the prescribed format should reach AIR, Income Tax, Ahmedabad on or before November 30, 2009.

Young Energy-Climate Change Reporter

- Interested participants have to scan the news items from newspapers, internet, and blogs or from any popular magazines.
- The news item that the participants think is of utmost importance in combating issues related to energy, energy conservation, climate change and global warming is to be selected by the participants.
- A collage has to be made on A - 3 size Drawing Sheet. The collage should have the news clipping pasted, the source of the news clippings and a précis in about 5-6 lines approximate 5-6 words as to why the participant think is best news clipping.
- Entries in the prescribed format (Annexure 3) should reach AIR, Income Tax Circle, Ahmedabad on or before November 30, 2009.

Category II: Guidelines

Story and Essay Writing Competitions

- Entries for both these competitions will be announced on any Sunday starting from June 5, 2009 on Vividh Bharati Primary Channel through the Gujarat Network.
- These competitions are only meant for secondary school teachers.
- Entry to both the competition is free.
- Story and Essay should be written either in Gujarati, Hindi or English.
- The length of the story and the Essay should be approximately 1500-2000 words.
- The content of the story should be relevant to energy, energy conservation, climate change and global warming.
- Participants have to clearly write the references indicating the source from where the matter was sourced, say for example if sourced from a book or a magazine write the name of the book or the article, the author of the book or the internet or blog address if sourced from the net or blog.
- Participants will have to submit their entries through their Schools in the prescribed Performa (Annexure 2) and the entries should be duly endorsed by the School Principal.

Topics of the Essay Competition

1. Save Energy, Save Earth
2. Conservation of Energy, the Only Way forward
3. Save Energy, Save Money

Evaluation of the Entries

- Submit the entries on or before November 30, 2009 to AIR Income Tax circle, Ahmedabad.
- A panel of judges will evaluate the entries at AIR Income Tax circle Ahmedabad.
- Best three entries will be honoured with a prize and a certificate.
- Winners will be felicitated at the Zone/State level Urja Utsav to be organized by GEDA in 2009-10.

(Entry is Free)
Performa
Slogan, Song or Poem Writing Competition

Name of the participant: _____

Residential Address
(Provide Complete
Address with District
Taluka and village and
Pin Code No.):

Office Address: (if any) _____

Date of Birth:
Date/Month/Year _____

Educational Qualification: _____

Sr. No.	Educational Qualification	University	Year of Passing

Contact No. _____ Mobile _____

Signature: _____

Date: _____

(Entry is Free)
Performa
Essay & Story Writing Competition

Name of the participant: _____

Residential Address: _____

Date of Birth _____

(Date/Month/Year): _____

Name of the School: _____

Address of the School _____

(Provide Complete Address _____

with District Taluka and village _____

and Pin Code No.): _____

Contact No: _____ Mobile _____

Educational Qualification: _____

Sr. No.	Educational Qualification	University	Year of Passing

Subject you are teaching _____
in the School:

Topic of the Essay/Story _____
you have submitted:

Signature of the _____
School Principal:

Name of the Principal: _____

Seal of the School: _____

Signature of the participant: _____

Date: _____

(Entry is Free)

Young Energy-Climate Change Reporter Competition
Performa

Name of the participant: _____

Residential Address _____

Date of Birth: _____
(Date/Month/Year)

Name of the School _____
/College

Address of the School/College _____
(Provide Complete Address
with District Taluka and
village and Pin Code No.) _____

Contact _____ Ph _____ Mobile _____

Signature of the School _____
/College Principal:

Name of the Principal: _____

Seal of the School/College _____

Signature of the participant: _____

Date: _____