

**Government of India**  
**Ministry of Women and Child Development**  
**“Sunno Maa Ki Kahaani”- a Story-Sharing Contest on Occasion of Mother’s Day**

Ministry of Women & Child Development is **organizing a story sharing contest on the occasion of Mother’s Day under the *Beti Bachao Beti Padhao* Scheme:**

**About the Contest**

**Name:** *Sunno Maa Ki Kahaani*

**Hashtag:** #SunnoMaaKiKahaani; #BetiBachaoBetiPadhao; #WCDMin4Women

**Launch date:** 8<sup>th</sup> May 2016 12:00 a.m. IST

**Last Date:** 6<sup>th</sup> June 2016 midnight

**Mode of Submission:** Video (60 second duration) / Write-up (maximum 200 words)

**Concept**

Mother's Day is a celebration honouring the mother of the family, maternal bonds, and the influence of mothers in society. This day is celebrated on the second Sunday of May every year and is an occasion to show your affection, respect and care towards your mother.

In the spirit of celebrating Mother’s day, Ministry of Women and Child Development, Government of India is organizing a Contest inviting stories about mothers. **The Contest shall commence from 8<sup>th</sup> May, 2016 for a month long duration, ending on 6<sup>th</sup> June, 2016.**

The concept of this campaign is to promote the idea of children sharing anecdotes/ stories about their mother who has defied gender stereotypes, raised her voice against gender discrimination and championed the cause of gender equality and empowerment. This story should have left a long lasting impact and consequently led to a change in the mindset of her family and/or the community at large. The premise is based on the fact that relationship with mother is one of the closest and may be a strong influencer in shaping behaviours and attitudes of her children. A mother is also a source of inspiration and a role model for her children. When an anecdote/story is narrated about a mother, it can be used as a catalyst to bring about a positive change in societal mindset. This may further lead to a more gender sensitive society which recognizes the contributions of a mother, in particular and women, in general.

The objective of the contest is to engage with larger audience through sharing of stories about mothers, thereby encouraging inter-generational dialogue, sensitizing men and boys, being a role model for an empowered daughter. This also creates an opportunity for open conversations against gender discrimination, inequality and disempowerment, which in turn leads to a positive mindset change in the society.

Some of the suggested themes are gender equality and empowerment, gender discrimination, sexual harassment, domestic violence, social evils like dowry and early marriage and so on.

To view some of the testimonial examples, please visit the links given below:

<https://www.youtube.com/watch?v=J-wnDiHJx6M>

<https://www.youtube.com/watch?v=S-tbRRiThWo>

<https://www.youtube.com/watch?v=GzyyeSO-CDE>

Watch the story of Smt Maneka Sanjay Gandhi, Minister, WCD here:

<https://www.youtube.com/watch?v=g92ykFOv-jw>

**Let's Salute and Celebrate every Mother not just on this Mother's Day but throughout the year!**

**Award:**

- The top 2 winning video based stories will be awarded Rs.2,500/- each.
- The top 5 text based stories will be awarded Rs. 1,000/- each.

Please click here for more information on Terms & conditions, Technical Parameters and Evaluation Criteria.

## **A. Terms & Conditions:**

- a) The Competition is open only to Indian citizens.
- b) All entries must be submitted to the creative corner section of [www.mygov.in](http://www.mygov.in). Entries submitted through any other medium/ mode will not be considered for evaluation.
- c) The winning entries will be the intellectual property and copyright of the Ministry of Women & Child Development, Government of India and the winner cannot exercise any right over it, after acceptance of the prize. The prize winning entry is intended to be used by Government of India for promotional and display purposes, IEC material and also for any other use as may be deemed appropriate for the initiative.
- d) The content must be original and should not violate any provision of the Indian Copyright Act, 1957. Anyone found infringing on others' copyright would be disqualified from the competition. Government of India does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
- e) Participant is to make sure that his/her MyGov profile is accurate and updated since the Ministry would be using this for further communication. This includes name, contact number and email id. Entries with incomplete profiles would not be considered.
- f) Ministry of Women & Child Development reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/ Technical Parameters/ Evaluation Criteria. However, any changes to the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, may be updated/ posted on the MyGov platform and/ or the Ministry's website ([www.wcd.nic.in](http://www.wcd.nic.in)). It would be the responsibility of the participants to keep themselves informed as to any changes in the Terms & Conditions/ Technical Parameters/ Evaluation Criteria stated for this Contest.
- g) Participants need to submit their entry for the complete Contest. Partial/ Incomplete entries would not be considered for evaluation. Participants can submit more than one entry.

## **B. Technical Parameters:**

### **i. Guidelines for text based Story:**

- a. The content should be innovative and catchy.
- b. It should not exceed 200 words.
- c. It should be either in English or Hindi language.
- d. The anecdote/ story should be clearly reflected in the text.
- e. Participants should not imprint or watermark the entries.

### **ii. Guidelines for Video based story**

#### **a) Production values**

- i. Person should look straight at the camera lens and speak
- ii. Person should speak loudly and clearly, in either English or Hindi language
- iii. Pace of speech should be moderate- neither too fast nor too slow
- iv. Person should not sway or move too much in front of the camera
- v. Person should treat the camera as a friend
- vi. Sound bite should not exceed **60 seconds**

Please visit the link given below to view some of the testimonial examples, received in an earlier campaign:-

<https://www.youtube.com/watch?v=J-wnDiHJx6M>

<https://www.youtube.com/watch?v=S-tbRRiThWo>

<https://www.youtube.com/watch?v=GzyzeSO-CDE>

- b) Contestants are requested to upload their video on Youtube channel and share the video link on the #SunoMaaKiKahaani contest page on MyGov portal.

## **Others Terms of Engagement**

- a) All entries received by the Ministry would be initially assessed by a Screening Committee. Subsequently, approved entries would be assessed for awards by a Selection Committee for the final evaluation.
- b) Entries would be judged on the basis of elements of composition, creativity, originality, and how the message has been communicated on the said theme.
- c) The decision of the Selection Committee would be final and binding on all the contestants. No clarifications would be issued to any participant for any of the decisions.
- d) The disqualified entries shall not be used by the Ministry for any purpose and the Ministry shall have no intellectual rights over the same.
- e) Entries /testimonies should be original. Individuals submitting copied/plagiarized entries would not be considered valid for this contest and future contests.
- f) Last date for sending the entries is **6<sup>th</sup> June, 2016 midnight**. Entries received after the closing date will not be entertained.

**Disclaimer:** Ministry of Women & Child Development, Government of India will not be held accountable for any submission identified as a copy.