

GOVERNMENT OF WEST BENGAL
DIRECTORATE OF SOCIAL WELFARE
SALT LAKE, SECTOR-I, KOLKATA - 700 064

No.2638-SWD

Date :18.06.2015

From : Commissioner of Social Welfare,
West Bengal.
Ph: 2358-0160, TELE-FAX: 2359-5757, sendtodir@rediffmail.com

To : The Commissioner
Higher Education Department,
Government of West Bengal,
Bikash Bhavan, 6th floor, Salt Lake,
Kolkata-700091.

Sir,

Please recall the telephonic discussion held with you today (afternoon).

This is regarding "State level Four line Poem Writing and Poster Design Competition" in connection with "Kanyashree Day" scheduled to be held on 14 August, 2015.

In the above connection I am enclosing the brief Guideline alongwith the Competition Entry Form for your kind perusal and necessary action.

Yours faithfully,

Enclos: As stated above


Commissioner of Social Welfare
West Bengal

**Government of West Bengal
Women Development & Social Welfare Department
Government of West Bengal**

**State level Four line Poem Writing & Poster Design Competition to Celebrate "Kanyashree Day" on
14th August, 2015**

The Government of West Bengal has declared 14th August as "Kanyashree Day" with an objective to incentivize girls' education in the State. Women Development & Social Welfare Department has been taking a multi-pronged approach to popularize **Kanyashree Prakalpa**. Accordingly, a State level competition on '**Four lines Poem**' writing and thematic '**Poster**' designing is being organized by the Women Development & Social Welfare Department as a part of celebration of this day.

The Statewide competition on the theme "**Empowerment of Girl Child**" "**LeÉçñöl rjaçuz**" will be held amongst School Children of 13-20 years studying in class VIII, IX, X, XI & XII and college students of age group 17 to 20. The '**Four lines Poem**' writing and '**Poster**' should reflect the larger concern of Empowerment of Girl Child and its importance.

The prize winning and other excellent Poems and posters will be used extensively for raising awareness on this issue by the WD & SW Department.

Terms and Conditions:

Please read carefully all the terms and conditions given below:

1. The four line poem & Poster must be an original creation and not a copied one.
2. Each entry from the Students must be accompanied by details like the name, sex/gender, class, name of the school, contact no. of the student (both mobile and land line no.), contact no. of Head of the school and complete postal address of both school and residence etc. The student should attach a certificate issued by the school authority mentioning the class in which s/he is studying and attested age proof for college students. The entry format can be downloaded from the website www.banglarmukh.gov.in, www.wbcdwds.gov.in or photocopy of the format may be used.
3. Students may send their original entries along with supporting documents like certificate of school authority mentioning class in which s/he is studying.
4. The competition for four line poem will be held in five languages - **Bengali, Nepali, Santhali, Urdu & English**.
5. More than one entry for each category from one student in any one language will not be accepted. One student may send one four line poem in any one language & one poster.
6. The subject line must mention the language entry.
7. The size of the poster should be 29.7"X42" (A3) size of Art paper. Students should strictly adhere to the size mentioned. Entries bigger or smaller than the size mentioned will not be entertained. The name of the competition, name of the district, name of the student with his/her residential address & contact number should be mentioned in the back of the designed poster. In four line poem, the name & address of the student with contact number should be mentioned at the end of the poem. **Please ensure that it reaches to the mentioned place latest by 10.07.2015 along with all the documents.**
8. All entries will be submitted to the District Magistrate, Social Welfare Section, District Collectorate Building of all districts except Kolkata. In the case of Kolkata district, all entries should be submitted to the Office of Director of Social Welfare, **(Kanyashree Section)** Juvenile Court Building, Salt lake city, Kolkata - 700064 **latest by 10.07.2014 along with all the documents (except Saturday, Sunday & holiday).**
9. All the entries for all Districts except Kolkata, received at DM office, Social Welfare Section, will be judged and the prize winning entries will be decided by a Selection Committee comprising of senior Government officials/eminent personnel. The decision made by the district level Selection Committee shall be final and abiding on all. The fifteen winners (1st, 2nd & 3rd rank) of **Four line Poem** competition (in five languages separately) & three winners (1st, 2nd & 3rd rank) **Poster Designing** Competition (in five languages separately) will be awarded by a certificate and cash prize by districts. (**1st Prize - Rs. 5,000/-, 2nd Prize - Rs. 3,000/-, 3rd Prize - Rs. 2000/-**)
10. Names and the creations of all the district level awardees will be sent to the Office of State Resource Centre for Women (SRCW), 10th Floor, Jalasampad Bhavan, Saltlake city, Kolkata - 700091 by the districts by **24.07.2015** and they will be judged & state level prize winning Four line Poem & Poster design will be selected by the State level Selection Committee comprising of eminent personnel/senior Government officials. The decision made by the State Selection Committee shall be final and abiding on all. Four Line Poems in Bengali, Nepali & English languages and posters sent by the districts will be judged by WD & SW Department, GoWB;
11. The Urdu Four Line Poems will be managed & judged by **West Bengal Urdu Academy**, GoWB, 75/2A, Rafi Ahmed Kidwai Rd, Kolkata, - 700016 and Four Line Poems in Santhali language will be managed & judged by **Backward Class Welfare Department**, GoWB, Administrative Building, SDO Bidhannagar, 4th Floor, DJ-4, Salt Lake, Sector-II, Kolkata - 700 091. In addition to four lines poem if any posters are received by these two departments then those will also be judged by the concerned Departments and names & creations of 3 awardees will be sent to the Deptt of WD & SW.
12. Women Development & Social Welfare Department will facilitate the travel and stay arrangements of the winners with **ONE escort** (one parent or guardian along with the winner) to travel to Kolkata in order to receive the prize for State level Slogan winner on **14th August, 2015** at the main function to be held in Netaji Indoor Stadium at Kolkata.
13. The eighteen (18) winners of each mentioned competitions (15 1st, 2nd, & 3rd prize in each languages for four line poem & 3 poster design) will be awarded by certificates and cash prize.
14. Based on the selection criteria at state level, the successful entries will be awarded prize money for the three categories as follows:
1st Prize -Rs. 15,000/-, 2nd Prize -Rs. 12,000/-, 3rd Prize - Rs. 10,000/-
15. No phone calls or emails, seeking information in this regard, shall be entertained. District level winners will be informed by the DM office and only 18 (eighteen) winners of (3 winners of each language) of each entry of State level will be informed duly by WD & SW Department.
16. **The size of the thematic Posters should strictly be adhered to the A3 size of Art Paper. In no cases any deviations in sizes will be considered.**

COMPETITION ENTRY FORM

Please write in block letters. Entry must be received by 22nd July, 2014

Entry form for: Bengali, Nepali, Santhali, Urdu, English four line poem &/or thematic Poster on Empowerment of Girl Child" (Please ✓)

Participant's Name:.....

Participant's Age:.....(Attested age proof for college students attached)

Sex/Gender:.....

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

Address for communication & Phone Number: (Please mention District, Block, P.S., Gram Panchayat)

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Phone no.: Landline with STD code:.....Mobile no.....

Name of School.....

Class:..... (Attach School certificate)

Name of the Block :Name of the District:

School Address and Phone Number:

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Phone no.: Landline with STD code:.....Mobile no.....

1) Four line Poem:.....

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2) Poster attached with this entry form

This poster and/or four line poem is original one & not copied.

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:.....