National Comic and Cartoon Making Competition

Literacy and Sustainable Societies: Take the challenge!

"The highest education is that which does not merely give us information but makes our life in harmony with all existence." -Rabindranath Tagore

Today a total 781 million adults in the world are still illiterate – two-thirds of them (496 million) are women. Among youths, 126 million are illiterate, of which 77 million are female. For India, 285 million adults are illiterate with 186 million female illiterates[1]. In other words, they lack the basic reading and writing skills to manage daily living and employment tasks.

In 1965, UNESCO declared **September 8 as International Literacy Day**. Since this proclamation, schools, organizations and communities around the world have united to promote awareness with the hope to one day eradicate this ongoing human rights violation. The **theme of the International Literacy Day 2015 is "Literacy and Sustainable Societies"**. Literacy is a basis for lifelong learning and plays a foundational role in the creation of sustainable, prosperous and peaceful societies.

National Comic and Cartoon Making Competition in English and Hindi

The National Comic and Cartoon Making Competition: **"Literacy and Sustainable Societies: Take the challenge!"** is being organised in English and Hindi by the UNESCO New Delhi Office. We are pleased to invite entries for this Competition, on the following themes based on the 17 Sustainable Development Goals (SDGs) of the United Nations to be adopted at the UN Summit from 25-27 September 2015:

1.	No Poverty	10.	Reduced Inequality
2.	No Hunger	11.	Sustainable cities & settlements
3.	Health & Well-being	12.	Responsible consumption
4.	Quality Education	13.	Climate change
5.	Gender Equality	14.	Conserve oceans
6.	Clean Water & Sanitation	15.	Ecosystems
7.	Renewable Energy	16.	Peace & Justice
8.	Good jobs & Economic growth	17.	Partnerships for the goals
9.	Infrastructure & Innovation		

For inspiration, you may wish to visit the [Global Partnership for Education (GPE) website](#) for information on the influence of education on 17 SDGs.

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[1] According to UNESCO Institute for Statistics (UIS) data

Eligibility of participants

The National Comic and Cartoon Making Competition "Literacy and Sustainable Societies: Take the challenge!" is open to youth between the age of 15 – 25 years from India.

- The drawings should be submitted by **individuals**.
- Participants can submit more than one entry (up to a maximum of three).
- Comic and Cartoon drawings must be submitted with the author's legal name, age, and valid contact details (complete postal address, telephone and mobile phone numbers).
- A copy of participant's one identity document (birth certificate/Adhar card/passport/voter id) should be sent along with the drawings (as a separate attachment).

Eligibility of entries

- Comic and Cartoon drawings can be with or without words (in English or Hindi), made in black & white, or in colour, and should be sent in electronic form (jpeg, png, or tiff format).
- The submission can be composed of one cartoon or a series of comic strip with maximum six boxes and fitting on a DIN A4 page (210mm x 297mm).
- The file with comic or cartoon drawing must not be larger than 15 MB in size.
- The file should be named as: x-second name with extension (example, if your name is Mahira Gupta, then file should be as one of the following: "m-gupta.jpeg" or "m-gupta.png" or "m-gupta.tiff" accordingly.

Submission Process

- The entries should be submitted by e-mail at: unesco2015cartoons@gmail.com with the subject line: "Submission for UNESCO 2015 National Comic and Cartoon Making Competition - [your name]" (The submission by e-mail is mandatory).
- Only the winners of the competition will be notified by e-mail by 8 September 2015.
- The notified winners must reply back to accept the prize by 12 September 2015 and will be required to send the original drawing to the UNESCO New Delhi Office, by post.
- If the participant fails to respond, the UNESCO New Delhi Office reserves the right to reallocate the prize to another participant.
- We also encourage the participants to upload the Comic and Cartoon drawings on Facebook by tagging us (use: @UNESCO New Delhi Office). The official Facebook page is: www.facebook.com/unesconewdelhi . If the participant is not eligible to have a Facebook account (below 18 years of age), then he/she can upload the drawing(s) using his/her parent/guardian's Facebook account.
- The names of all winners will be officially announced on the UNESCO New Delhi Office website by 15 September 2015.

Important Dates
- 30 August 2015 - Last date for submission via e-mail. Please note that late entries will not be accepted.
- 8 September 2015 - Notification to winners via e-mail.
- 12 September 2015 – Last date for notified winners to reply back and accept the prize.
- 15 September 2015 – Official announcement of winners on the UNESCO New Delhi Office website.

Selection Process

- The Comic and Cartoon drawings should relate to the 17 Sustainable Development Goals (SDGs) to be adopted by the United Nations on 25-27 September 2015 (see above).
- Participants must ensure that submitted drawing is original and unpublished work.
- Incomplete entries will be automatically disqualified.
- A distinguished jury constituted by the UNESCO New Delhi Office will select award winning entries.
- By entering in the competition, you grant UNESCO New Delhi non-commercial rights to use it in its future works/publications/social media platforms. The entrants name will be duly credited.

Criteria and Awards

Eligible entries will be scored on the basis of the following guidelines:
- 25 points: Overall impact (persuasive, informational, educational);
- 25 points: Originality and creativity (concepts, ideas, format);
- 50 points: Relevance and clarity of message.

Jury

A distinguished jury will be convened by the UNESCO New Delhi Office to review the submissions. The jury will comprise of professional comic artists, education experts and communication experts. The decisions of the jury are final and binding.

Prizes

Position	Individual entries
First (One prize)	IPad mini
Second (Two prizes)	Kindle Paper white
Third (Five prizes)	Movable Hard drive
Consolation (Five prizes)	Pen drives