



Central Board of Secondary Education

(An autonomous Organisation under the Union Ministry of Human Resource Development, Govt. of India)
SHIKSHA SADAN, 17-ROUSE AVENUE, INSTITUTIONAL AREA, NEW DELHI-110 002

NO.

Date: 08/11/2004

Circular No. 36

To
Heads of all CBSE affiliated institutions

Dear Principal,

SUB: International poster contest on the theme 'Keeping the promise ICPD at ten'

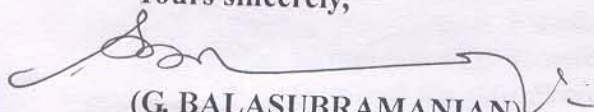
National Council of Educational Research and Training (NCERT) and United Nations Population Fund (UNPF) are organizing 12th International Poster Contest on the theme 'keeping the Promise: International Conference on Population and Development (ICPD) at Ten'. The major objective of this contest is to provide creative forum for young people to explore the impact of population and development issues on their own lives and the lives of others. The entire process will be expected to generate and enhance awareness about these issues among not only the contestants but also the community at large. Enclosed information sheets details the broad theme, specific topics and rules regarding the contest. The contest is open to all aged 10 to 20 and older. They may compete in different age categories as specified in the sheets. You are requested to send entries by 25th November, 2004 at the following address:-

DR. J.L. PANDEY
PROJECT COORDINATOR (NPEP)
D.E.S.S.H.

NATIONAL COUNCIL OF EDUCATIONAL RESEARCH AND TRAINING
SRI AUROBINDO MARG
NEW DELHI-110 016

With best wishes,

Yours sincerely,


(G. BALASUBRAMANIAN)
DIRECTOR (ACAD.)

N.C.E.R.T.

U.N.F.P.A.

INTERNATIONAL POSTER CONTEST - 2004

"Keeping the Promise : ICPD at Ten"

Introduction

National Council of Educational Research and Training (NCERT) and United Nations Population Fund (UNFPA) are organizing the **XII International Poster Contest** during September–November 2004. The main objective of this Contest is to provide a creative forum for young people to explore the impact of population and development issues on their own lives and on the lives of others. The entire process is expected to generate and enhance awareness about these issues among not only the contestants but also the community at large.

International Poster Contest is being organized since 1992 every year on a specific theme. Over the years this activity has become very popular and the number of contestants sending their entries has been growing very fast. Nine Indian Entries have received global awards so far. Here is yet another opportunity to enter into the Contest and to explore the implications of ICPD Programme of Action for better future of humankind.

Theme for the Contest

International Poster Contest 2004 has been sponsored by the United Nations Population Fund to commemorate the tenth anniversary of the 1994 International Conference on Population and Development (ICPD). It is focused on the *Programme of Action* adopted at ICPD and is aimed at highlighting the promises made by 179 nations of the world. "Keep the promise alive!" is its motto.

Although a very specific broad theme has not been suggested, the Contest has been christened as ***"Keeping the Promise : ICPD at Ten"***.

Whereas all Governments world over are contributing to the tasks reflected in the ICPD Programme of Action, which *inter alia* promises to save millions of women's lives and to empower societies to achieve a better future. However, many challenges still stand in the way of a better future for women, families and communities. For example:

- More than 1 billion people in the world live in extreme poverty
- Poor reproductive health is a leading cause of death and disability in the developing world.
- Girls do not enjoy the same opportunity, freedom and choice as boys.
- Full and equal participation of women in all aspects of society and the end of discrimination and violence against them are still unfulfilled promises.

International Poster Contest 2004, therefore, expects the posters to depict situations in which women and girls are enjoying good health, education and economic opportunities.

Below are given certain specific poster ideas. You may use them or create your own in response to the concerned topics.

Topics

1. Imagine The Future :

A girl born today in the developing world enjoys better prospects than a girl born 10 years ago. School enrolment rates are increasing, mortality is declining and life expectancy is rising. More and more women and couples are able to choose the number and spacing of their children. Many countries including India are taking steps to prevent the spread of HIV/AIDS and the strategies being adopted take note of special implications for women and girls.

Imagine the future of a girl born today. What will her life be like if her country keeps its promise to implement the ICPD Programme of Action? She will be empowered with better health, education, choices and opportunities. She will delay marriage and childbearing and stay in school longer. She will enjoy more opportunities to earn income, make decisions about her own life, and participate in the governance of her community and country. She will have access to the information and

services she needs to stay healthy. And, if she chooses to become a mother, she will decide the size of her family and spacing of her children.

Create a poster of a girl dreaming about what she wants to be when she grows up; girls studying and receiving support from parents and the community; young women learning about good health; girls deciding about her career options.

2. A Mother's Promise :

A Mother's promise to her children is about the future. It's a promise of love, safety, shelter, food, good health and education to help her children secure that future. But poverty, disease, ignorance, injustice and politics make this an impossible promise for million of women. HIV/AIDS has infected up to 40 per cent of the people in some African nations and nearly 4 million people India. Over a billion people lack access to clean water. A woman is dying every minute in pregnancy or child birth. These are matters of life and death. The ICPD confronted this reality and proposed a new approach to improve the quality of life for women and families.

Poster ideas may include a mother and baby surrounded by images of what they need, such as food, clean water, medical care and at least school education; people helping a family in danger from armed conflict or natural disaster; father and mother enjoying time with their children; a group of mothers speaking out in public about human rights to health and education.

3. Celebrating Equality and Empowerment :

Empowering women with rights and choices is central to the ICPD promise. Many countries are expanding access to education and health services, making efforts for skill development in them and for their employment, and welcoming women's participation in decision-making processes. Real progress has been made in legislative reform that protects human rights of women and girls with stronger laws and policies. More than ever before, people are becoming aware of gender issues and the contribution of women to development. This is a time to celebrate the world's commitment to women, their rights, their lives and their health. Empowering women improves the quality of life for everyone.

Illustrate scenes of women with the power to make decisions at home, in the workplace or in the community; a man sharing household

tasks and caring for a young child; a boy imagining himself in the future as a responsible husband and father; men and women working side by side; a woman in a public decision-making role such as Pradhan/Sarpanch/Mukhiya in Village Panchayats; women on posters running for elected positions.

How to enter

The Contest is open to all aged 10 to 20 and older.

Age Categories

The Contestants may compete in the following four different age categories:

<u>Category</u>	<u>Age Group</u>
I	10-12 Years
II	13-15 Years
III	16-19 Years
IV	20 years and older

Contest at the National Level

Three best entries (First, Second and Third) from each age category would be selected and awarded souvenirs and certificates at the national level ($4 \times 3 = 12$). The decision of the Panel of Judges will be final. The national awards will be announced during the third week of November 2004.

Contest at the International Level

The posters getting the first position in each of the four age categories (four in all) will be submitted to the UNFPA Headquarters in New York where these entries will be judged along with the entries received from all the participating countries. The winners and runners-up of the XII UNFPA International Poster Contest will be announced at XII UN Headquarters some time in December 2004. Winners will receive a certificate and memento from UNFPA.

Entry and Media Specifications

Artists/designers may use crayons, markers, paints, coloured pencil, collage or other materials. The use of photographs is encouraged. Entries should be submitted on paper or cardboard within the following size limits:

Not larger than 45 x 60 cm. (18" x 24")

Not smaller than 21 x 28 cm. (8.5" x 11")

Copy right

All submitted works will become the property of UNFPA which reserves the right to publish entries, with credit to the designers.

Address for sending Entries (Posters)

DR. J.L. PANDEY
PROJECT COORDINATOR (NPEP)
D.E.S.S.H.
NATIONAL COUNCIL OF EDUCATIONAL
RESEARCH AND TRAINING
SRI AUROBINDO MARG
NEW DELHI - 110 016.

PHONE No. 26964083

FAX No. 011-26960357

Last Date for sending entries: 25 November 2004

(Please see the Important Note on the next page)

Important Note

It is essential for the Designers to give the following details written clearly in English language on the Back of the Entry (Poster):

Topic of the Contest : **For example** "Imagine The Future"

Age Category/ : I/II/III/IV: _____
(10-12) (13-15) (16-19) 20 years and older
(Please write the age category to which you belong)

Full Name of the Designer : _____
(Capital Letters)

Residential Address : _____
(Capital Letters)

Village/Town _____ P.O. _____

District _____ State/UT _____

Pin Code _____ Phone (R) _____

Date of Birth : _____

Sex : Male ☐ Female ☐

Name and address of the : _____
School/Institution (Capital Letters)

Village/Town _____ P.O. _____

District _____ State/UT _____ PinCode _____

Phone (Institution) _____ Fax No. _____

Class/Grade : _____

Occupation : _____
(if not in school/college/university)

Signature of the Designer with date : _____

Signature of the Head of School/ : _____
Institution with date

(If all these details are not given, the entry may be disqualified).