



Poster & Poetry Competition on SDGs

What is Sustainable Development?

'Development which meets the needs of the present without compromising the ability of future generations to meet their own needs'. Sustainable development (SD) calls for concerted efforts towards building an inclusive, sustainable and resilient future for people and planet. Core Elements of Sustainable Development are:

- economic growth
- social inclusion and
- environmental protection.

It is crucial to harmonize these 3 core elements i.e. Sustainable economic growth, achieving sustainable livelihood, living in harmony with nature and appropriate use of technology to achieve global sustainable development.

Environmental Sustainability is required to prevent nature from being used as an inexhaustible source of resources and ensures its protection and rational use. Aspects such as environmental conservation, investment in renewable energy, saving water, supporting sustainable mobility, and innovation in sustainable construction and architecture, contribute to achieving environmental sustainability on several fronts.

Social Sustainability is essential to foster gender equality, development of people, communities and cultures to help achieve a reasonable and fairly-distributed quality of life, healthcare and education across the Globe.

Economic Sustainability focuses on equal economic growth that generates wealth for all, without harming the environment. It comprises investment and equal distribution of economic resources, towards eradicating poverty in all its forms and dimensions.

What are Sustainable Development Goals (SDGs)?

To bring sustainable development in the mainstream, United Nations (UN) launched the 2030 Agenda for Sustainable Development and the SDGs in 2015. This universal, integrated and transformative agenda aims to spur actions that will end poverty and build a more sustainable world over the next 15 years. There are 17 goals and 169 targets specific targets to be achieved by 2030. Reaching the goals requires action on all fronts – governments, businesses, civil society and people everywhere all have a role to play.



193 member countries, including India, committed to the 17 Sustainable Development Goals that require efforts to end all forms of poverty, fight inequalities and tackle climate change while ensuring that no one was left behind. The objective was to produce a set of universal goals that meet the urgent environmental, political and economic challenges facing the world.

- The SDGs are a bold commitment to finish what the Millennium Development Goals (MDGs) started, and tackle some of the more pressing challenges.
- All 17 Goals interconnect, success in one-goal motivates for the success of others.
- For example, dealing with the threat of climate change impacts how we manage our fragile natural resources, achieving gender equality or better health helps eradicate poverty, and fostering peace and inclusive societies will reduce inequalities and help economies prosper.
- India played a significant role in making the declaration and its progress in achieving these goals are crucial for the world as it is home to about 17% of the world population.
- More information can be sought from <https://www.in.undp.org/content/india/en/home/sustainable-development-goals.html>

Why do we need Sustainable Development?

- The focus of sustainable development is far broader than just the environment. It's also about ensuring a strong, healthy and just society.
- This means meeting the diverse needs of all people in existing and future communities, promoting personal wellbeing, social cohesion, and inclusion, and creating equal opportunity.
- It is about leaving a cleaner planet for happier, healthier, socially just and equal world for the future generations.

The Competition

Now that you have read what Sustainable Development & SDGs are. What have you understood by all of this? What comes to your mind when you think of Sustainable Development & SDGs? What picture comes to your mind when you have learnt this new thing called Sustainable Development – Sathaai Vikas & SDGs? What words and thoughts come to your mind reading about Sustainable Development – Sathaai Vikas & SDGs? We want to see this picture and we want to read and hear your thoughts on it.

Paint a PICTURE

OR

Write a POEM

on the theme 'Sathaai Vikas hi Sahi Vikas'.



Keep in mind

- ☒ What is your interpretation/understanding of SDGs & Sustainable Development/Sathaai Vikas?
- ☒ How SDGs can fight COVID?
- ☒ How SDGs will make our Punjab happier and prosperous for years to come?

Let your creativity out and give us 1 poster and/or poem to show what SDGs mean to you. The submissions can be in either language – Punjabi, Hindi or English.

Prize and Recognition

1. Following category of winners will be selected for EACH CATEGORY of the competition.
 - a. First Prize – Rs.7,500
 - b. Second Prize – Rs.5000
 - c. Third Prize – Rs.2500
2. A Certificate for appreciation from the Department of Planning, Govt. of Punjab and SDGCC, Punjab.
3. SDGCC will promote the painting and artist through its social media handles (Facebook, Twitter and Instagram).
4. All entries will be displayed as a gallery at the 'SDG Academia Conclave'.

Timelines

- Start Date: 5th June
- Last Date of submission: 31st July 2021
- Result: 12 August 2021



TERMS & CONDITIONS

1. There is no entry fee to participate in the contest and is open to **only**
 - a. **the residents of Punjab/Chandigarh (India)** who are Indian citizens
 - b. **of age limit: 17 - 27 Years**
 - c. **students enrolled with recognized University of Punjab**
2. Theme of the Painting and Poetry Competition is 'Sathaai Vikas hi Sahi Vikas'
3. Multiple entries by the same participant/applicant would not be considered. Mention of the participants' name/emails, etc. anywhere in the body of the poem and/or poster will lead to **disqualification**.
4. Candidate should follow us **And** like us on the platform from which they are submitting their entries.
5. Candidate should upload a clear picture of their entry and post it on their own social media (Instagram or Facebook or Twitter) account and **tag us** in the post.
6. Candidate must include following hashtags: **#sdgccpunjab #youthforsdg #Hope2030**.
7. Submissions by DM will not be accepted. Those who have already submitted their entries through website should not need to re-submit.
8. The Poster and/or the Poem must not contain any provocative, objectionable or inappropriate content.
9. The Poster and/or the Poem must be original and should not violate any provision of the Indian Copyright Act, 1957. The applicant/participant shall not use any material (Photograph, icon, symbol, image, text, couplets etc.) which is copyright protected. Plagiarism would not be allowed.
10. Anyone found infringing on other's copyright would be disqualified from the competition.
11. The poster/Poetry must be submitted online only through social media.
12. SDGCC-Punjab will inform the winners about the selection of their Poster/Poetry.
13. SDGCC, Punjab reserves the right to cancel or amend all or any part of the Competition and/or the Terms & Conditions/Technical Parameters/ Evaluation Criteria.
14. SDGCC would have the right over the winning entry for usage in a way felt appropriate by it. Winning participant would have no right or claim on the submitted entries once the prize is handed over. SDGCC shall not use the disqualified entries for any purpose and shall have no intellectual rights over the same.

However, any changes to the Terms and Conditions/Technical Parameters/Evaluation Criteria, or cancellation of the Contest, will be updated /posted on the SDGCC Punjab Website. It would be the responsibility of the participants to keep themselves informed of any changes in the Terms & Conditions/Technical Parameters/Evaluation Criteria stated for this competition.



TECHNICAL PARAMETERS

1. The Poster can be A4, A3 (Legal) or the standard 'chart paper' in size on any type of art paper of the choice of the participant. Participant should take high-definition picture of the poster and submit it.
2. The participants will be at liberty to use any type of safe colour material like acrylic, pastel, water etc. or a clever mix of all in the poster. Even Digital format poster developed on any software can be submitted.
3. The poster should be usable on the website/mobile app/ social media such as Twitter/Facebook/Instagram and on Magazines, Commercial, Hoardings/Standees, Brochures, Leaflets, Pamphlets, Souvenirs and other publicity and marketing materials.
4. Slogans on the poster, if any, may be only either in Punjabi, Hindi or English only.
5. For Poem
 - Word limit is 200
 - Font size should be 12 for English and 14 for Hindi/Punjabi.
 - Line spacing should be 1.15 only.

EVALUATION CRITERIA

1. All the entries fulfilling the terms and conditions would be assessed for award by the SDGCC team. The final winner entries will be decided by an independent panel of 3 Jury members.
2. Poster entries would be judged based on elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well they communicate the theme.
3. Poem entries will be judged based on
 - Relevance to the theme
 - Creativity/Style and Originality
 - Coherence of form and structure (harmony of words, presentation)
 - Clarity of imagery and language
4. The decision of the Jury would be final and binding on all the participating contestants and no clarifications would be issued to any participant/applicant for any or their decisions.