

Nurturing neighbourhood challenge – an initiative to shape cities for young children and their families is being conducted by the Smart City Mission, Ministry of Housing and Urban Affairs, Government of India, in collaboration with Bernard Van Leer Foundation and WRI India. The challenge enables Indian cities to adopt an early childhood lens in designing neighbourhood level improvements that promote the health and well-being of ITC (Infants, toddlers, and caregivers).

Early this year, Rourkela got selected in the Cohort stage of the challenge and is a part of the 25 City Cohort at the national level. To celebrate this with our citizens, Rourkela Smart City Ltd. has launched three competitions –

- 1. Logo Design**
- 2. Poster Design**
- 3. Jingle Writing**

This is an opportunity for citizens of Rourkela from all age groups, to showcase their talent and be a part of the changing course of development in the city, through art. Capturing the spirit of young children and their caregivers centred development is the motive of the competitions. Interested candidates can take part in one, two, or all three competitions.

- The entries should be sent to our **mail id** nncroukela@gmail.com with name and contact information.
- The last date of submission **21.06.2021**.
- The winner of each competition will receive an amount of **Rs. 3000/-** each.
- Only the present residents of Rourkela are allowed to participate in the competitions.

THEME (For all the competitions) - “Rourkela as Young Children and Caregiver’s Friendly City”.

Rules and Guidelines –

For Logo design:

- The logo must be clear and distinctly identifiable. (In JPEG/PNG/PDF format)
- Designers should provide their names, address, and mobile numbers.
- The design should be supported by a concept and related features (not more than 500 words).
- Not more than one logo design can be submitted by an individual contestant.
- The winning design entry may be subjected to necessary modification and the final product created will be used as logo for Rourkela in Nurturing Neighbourhood Challenge.
- The Authority shall reserve the right to register the winning logo as its copyright.
- Any material, graphic design, or other items prepared by an entrant in the competition shall belong to and remain the property of RSCL/RMC.
- The judges’ decision shall be final and will not be open to any correspondence or appeal whatsoever.

2.For Poster design:

- The poster shall be an original creation of the participants depicting the theme- “Rourkela as young children and caregiver’s friendly city”.
- The poster will be judged using the following criteria:
 - Relevance to the theme – 40%
 - Originality- 20%
 - Creativity-20%

- Visual impact-20%
- Designers should provide their names, address, and mobile numbers.
- The design should be supported by a concept and related features (not more than 500 words).
- Not more than one poster design can be submitted by an individual contestant.
- The winning design entry may be subjected to necessary modification and the final product created will be used as poster for Rourkela in Nurturing Neighbourhood Challenge.
- The Authority shall reserve the right to register the winning poster design as its copyright.
- Any material, graphic design, or other items prepared by an entrant in the competition shall belong to and remain the property of RSCL/RMC.
- The judges' decision shall be final and will not be open to any correspondence or appeal whatsoever.

3.For Jingle writing:

- The content of the jingle must showcase the theme - "Rourkela as young children and caregiver's friendly city".
- Lyrics shouldn't contain vulgar and rude words. Violation of this guideline will result in disqualification.
- The jingle must be in Odia/Hindi and must not exceed 2 minutes of playing time.
- The participant should provide their name, address, and mobile number.
- The Authority shall reserve the right to register the winning jingle as its copyright.
- The judges' decision shall be final and will not be open to any correspondence or appeal whatsoever.