

**Creative Competitions under  
Mission Swachh and Swasth Punjab  
9<sup>th</sup> August 2017 to 15<sup>th</sup> September 2017**

The Department of Water Supply and Sanitation (DWSS), Punjab, has launched Mission Swachh and Swasth Punjab to promote safe water and sanitation in rural areas of Punjab. Under this mission a strong behavioural change campaign has been under taken to change the behaviour of the people and motivate them to build and use toilets and stop open defecation. Open defecation is a socially acceptable norm in our society, a preference for which may be due to traditional cultural practices or lack of access to toilets, or both. Even if toilets are available, people still need to be convinced to refrain from open defecation and use toilets. Open defecation is a major health hazard and causes enormous hardship, especially to rural women. Therefore, the need for behavioral change is critical in addition to the provision of toilets.

As a part of this campaign, the State of Punjab has launched a week-long celebration for Freedom from Open defecation Campaign in consonance with national campaign by Government of India. As a part of the week-long celebrations, DWSS has launched **Creative Competitions** for promotion of freedom from Open Defecation Campaign. The competitions include:

1. Slogan Writing Competition
2. Audio Jingle Making Competition
3. Digital Poster Making Competition
4. Short Video Film Making Competition
5. Video Making Competition For Whats App

A press advertisement has been issued in all the major news paper of the state (The copy of the advertisement has been enclosed in Annexure D and E).

This competition is open to all. Professionals, amateurs, government officials, general public- anyone can participate in the competition.

The themes of the campaign are:

- 1. Ill effects of Open Defecation (Brief perspective as per Annexure B)**
- 2. Build and use toilets (Brief perspective as per Annexure C)**

**Note: The entries must conform to the thematic areas. Entries not conforming to thematic areas shall be rejected summarily**

The competition shall close on 15-09-2017. All the interested participants are requested to submit their submissions by 15-09-2017.

The address for submission is as under. The submission must be accompanied by forwarding letter containing brief particulars and signed declaration of the contestant as per enclosed Annexure A.

- Email : dspunjab@yahoo.com

- Address : Head Department of Water Supply and Sanitation  
Phase 2, Water Works Complex,  
Sahibzada Ajit Singh Nagar (Mohali) Punjab

All the submissions shall be scrutinized by panel of experts that would be selected at the sole discretion of Department of Water Supply and Sanitation Govt. of Punjab. The panel of experts shall finalize the winners of the competition by 30-09-2017. The Winners' names shall be announced by 2-10-2017 through public notice and they (winners) shall also be notified separately at the address intimated by them at the time of submission. The cost of preparation of creative content has to be borne by the contestant and DWSS shall not reimburse any such costs. However, department shall give prizes to the winners as per detail mentioned below. The details of the various categories of the contest are as under:

### **CATEGORY 1: SLOGAN WRITING COMPETITION**

Themes: a. Ill effects of Open Defecation

b. Build and use toilets

The entries must conform to the thematic areas. Entries not conforming to thematic areas shall be rejected

Prizes: a. 1<sup>st</sup> Prize: Rs. 10,000/-

b. 2<sup>nd</sup> Prize of Rs 5,000/-

c. Three consolation prizes each of Rs 1000/-

Entries: All submitted entries

Final Date of Submission: 15<sup>th</sup> September, 2017

Address of Submissions: Interested participants can send their entries via mail at dspunjab@yahoo.com or personally submit at DWSS head Office (Department of Water Supply and Sanitation, Water Works Complex, Phase 2, Sahibzada Ajit Singh Nagar, Punjab)

Conditions:

- The Slogan has to be submitted in MS Word/ JPEG/ PNG/ PDF/ TIFF format .any Punjabi font
- The slogan has to be typed in Punjabi
- Images of slogans written in ink will not be considered
- The slogan should be catchy and there is no limit on number of words for slogan
- The slogan should be the original property of the contestant.

### **CATEGORY 2: AUDIO JINGLE MAKING COMPETITION**

Themes: a. Ill effects of Open Defecation

b. Build and use toilets

The entries must conform to the thematic areas. Entries not conforming to thematic areas shall be rejected

- Prizes: a. 1<sup>st</sup> Prize: Rs. 35,000/-  
b. 2<sup>nd</sup> Prize of Rs 20,000/-  
c. Three consolation prizes each of Rs 5000/-

Entries: All submitted entries

Final Date of Submission: 15<sup>th</sup> September, 2017

Address of Submissions: Interested participants can send their entries via mail at dspunjab@yahoo.com or personally submit at DWSS head Office (Department of Water Supply and Sanitation, Water Works Complex, Phase 2, Sahibzada Ajit Singh Nagar, Punjab)

Conditions:

- Audio Jingle should be of 30 – 45 seconds duration to be submitted as an audio file complete with ambience (Punjabi) in MP3/MP4 format.
- DWSS may ask for the original and uncompressed audio file, if so required, in separate communication.
- The participants should also provide the following information as part of their entry: Description about the submission within 500 characters, such as names of the lyricist, composer, singer, etc.
- The audio jingle should be catchy and relevant to theme
- The audio jingle must be original creation of the contestant

### **CATEGORY 3: DIGITAL POSTER MAKING COMPETITION**

Themes: a. Ill effects of Open Defecation

b. Build and use toilets

The entries must conform to the thematic areas. Entries not conforming to thematic areas shall be rejected

- Prizes: a. 1<sup>st</sup> Prize: Rs. 50,000/-  
b. 2<sup>nd</sup> Prize of Rs 20,000/-  
c. Three consolation prizes each of Rs 10,000/-

Entries: All submitted entries

Final Date of Submission: 15<sup>th</sup> September, 2017

Address of Submissions: Interested participants can send their entries via mail at dspunjab@yahoo.com or personally submit at DWSS head Office (Department of Water Supply and Sanitation, Water Works Complex, Phase 2, Sahibzada Ajit Singh Nagar, Punjab)

Conditions:

- The posters should be submitted in digital (format as CDR/PSD files size of poster shall be 11"x17" -Punjabi only Color Mode will be: RGB or CMYK). The digital poster has to be submitted in CDR/ PSD file format with ambience (Punjabi).
- The poster must be original creation of the contestant

## **CATEGORY 4: SHORT VIDEO FILM MAKING COMPETITION**

Themes: a. Ill effects of Open Defecation

b. Build and use toilets

The entries must conform to the thematic areas. Entries not conforming to thematic areas shall be rejected

Prizes: a. 1<sup>st</sup> Prize: Rs. 3, 00,000/-

b. 2<sup>nd</sup> Prize of Rs 2, 00,000/-

c. Three consolation prizes each of Rs 50,000/-

Entries: All submitted entries

Final Date of Submission: 15<sup>th</sup> September, 2017

Address of Submissions: Interested participants can send their entries via mail at dspunjab@yahoo.com or personally submit at DWSS head Office (Department of Water Supply and Sanitation, Water Works Complex, Phase 2, Sahibzada Ajit Singh Nagar, Punjab)

Conditions:

- Short Video Film has to be of 3-5 minute duration, professional category (Punjabi language) in High Definition (HD) quality (with English Subtitles) usually formatted at 720p (1280 × 720px) or 1080p (1920 × 1080px) HD resolution.
- The video film should be submitted in mp4/ mpeg format.
- The video film should be able to engross the audience (Rural communities & villages).
- **The video film must be original creation of the contestant**
- **No animals should be harmed while preparation of the video film**

## **CATEGORY 5: VIDEO MAKING COMPETITION FOR WHATSAPP**

Themes: a. Ill effects of Open Defecation (Attached in Annexure A)

b. Build and use toilets (Attached in Annexure B)

Prizes: a. 1<sup>st</sup> Prize: Rs. 50,000/-

b. 2<sup>nd</sup> Prize of Rs 20,000/-

c. Three consolation prizes each of Rs 10,000/-

Entries: All submitted entries

Final Date of Submission: 15<sup>th</sup> September, 2017

Address of Submissions: Interested participants can send their entries via mail at dspunjab@yahoo.com or personally submit at DWSS head Office (Department of Water Supply and Sanitation, Water Works Complex, Phase 2, Sahibzada Ajit Singh Nagar, Punjab)

Conditions:

- Whats App video film has to be of 1-2 minute duration, amateur category using human characters or 3D animated video.

- The video film should be submitted in mp4/ mpeg format.
- The video film should be able to engross the audience (Rural communities & villages).
- The whatsapp video must be original creation of the contestant

### **GENERAL TERMS AND CONDITIONS (APPLICABLE FOR CATEGORIES):**

All the entries by contestants must conform to following general terms and conditions in addition to above referred specific conditions.

Detailed Terms and Conditions for the **Creative Competitions** are as follows:

- All content shall be generated in Punjabi language.
- Efforts may be made to capture the spirit of Swachh Bharat Mission Campaign in Punjab. Detailed notes on the themes for the competitions have been attached in the annexure. (The themes of the campaigns are: Ill effects of Open Defecation (Attached in Annexure B) and Build and use toilets (Attached in Annexure C))
- The entry must not contain any provocative, objectionable or inappropriate content.
- The participants should provide their name, photo and phone number as part of their entry. Entries by those with incomplete profiles would be rejected as per format A
- The participants will be responsible for the cost for creating their competition entry and sending it to us, as well as all other costs associated with participation in the Competition.
- DWSS will not take any responsibility for entries that are lost, delayed, misdirected or incomplete or cannot be delivered or entered for any technical or other reason. Proof of delivery of the entry is not proof of receipt.
- No entries will be accepted after the time limit (Final Date of Submission: 15<sup>th</sup> September 2017).
- All entries would be judged by a Committee constituted by the Head, Department of Water Supply & Sanitation. The decision of the Committee would be final.
- DWSS decision on the contest shall be final and binding and no correspondence will be entered into regarding the same.
- The Selected entries and its copyright will be the property of the DWSS and any changes deemed fit to improve the same may be undertaken. The department may use the creative's for the promotion of the campaign at its sole discretion.
- DWSS reserves the rights to modify, withdraw any terms or condition with prior notice.
- DWSS reserves the rights to withdraw or modify the contest at any given time with prior notification.
- DWSS accepts no responsibility for any damage, loss, liabilities, injury or disappointment incurred or suffered by the participant as a result of entering the competition or accepting any prize. DWSS further disclaims liability for any injury or damage to participant or any other person's computer relating to or resulting from participation in or downloading any materials in connection with the competition.
- All submissions will be the property of Department of Water Supply and Sanitation, Punjab.

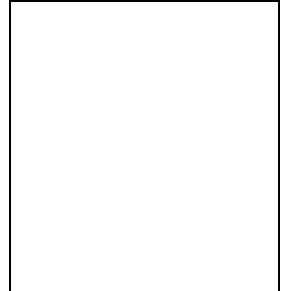
## ANNEXURE A: DECLARATION BY THE CONTESTANT

Name:

Phone Number

Email ID:

Address:



I, \_\_\_\_\_, have applied for \_\_\_\_\_

Competition.

I hereby declare that all the information filled in this format is accurate.

The content submitted for the competition by me is authentic, i.e it is my own original creation and hasn't been plagiarized from any other source. I acknowledge that if I am found to have plagiarized, I would be disqualified from the competition.

I accept all the terms and conditions of the competition as being held by the Department of Water Supply and Sanitation, Punjab.

\_\_\_\_\_

(Signature of the Contestant)

Date:

## **ANNEXURE B: ILL EFFECTS OF OPEN DEFECATION**

- India reports the highest number of deaths due to diarrhea in children under five in the world. Every year, diarrhea kills 188,000 children in this age group.
- Children weakened by frequent diarrhea episodes, intestinal infections, typhoid, cholera, hepatitis, polio, trachoma and other diseases. are more vulnerable to malnutrition, stunting, and opportunistic infections such as pneumonia.
- Children abstain from practicing hand washing and fecal-oral spread is very common occurrence. Open defecation puts children at great risk of disease spread by fecal-oral route.
- The fecal-oral route is an important polio transmission pathway. Open Defecation increases communities risk of polio infection.
- People have to wander in the fields looking for an open space to defecate which leads to an unclean & unhygienic environment.
- Open defecation leads to disease burden and household expenditure on medication.
- Women in specific are not able to get the time for their family to solve their problems and manage finances.
- Loss in productive time due to people falling ill, and time lost by caregivers who look after them.
- The only time available for women or girls to defecate, if they don't have a latrine, is after dark. Apart from the discomfort caused by the long wait, it can cause serious illness and there is also a risk of harassment and assault during the night time walk to and from the communal defecation fields.
- Lack of safe, separate and private sanitation and washing facilities in schools girls avoid attending school.
- About 44 million pregnant women have sanitation-related hookworm infections that pose a considerable health burden in developing societies.
- It further leads to potential loss of tourism revenues and economic impacts of gastrointestinal illnesses among foreign tourists.

## **ANNEXURE C: BUILD AND USE TOILET**

Human waste (faeces and urine) can pollute water, food, and soil with germs and worms, leading to serious health problems. The safe disposal of human waste (sanitation) by building and maintaining toilets prevents the spread of germs and is necessary for good health. Whether community uses pit toilets, septic tank toilets that turn human waste into fertilizer (ecological sanitation), toilets that flush human wastes and water (sewage), or another type of toilet, the main goal is to prevent human waste from contaminating drinking water, food, and our hands. Just as important as a safe and comfortable toilet is a way to wash hands after using it. Safe toilets and hand washing together can prevent most of the illnesses that come from germs in human waste. Poorly built toilets are a major cause of illness and groundwater contamination.

### What People Want from Toilets?

Health is not always the main reason why people want improved sanitation. People also want:

- **Privacy:** A toilet can be as simple as a deep hole in the ground. But the need for privacy makes it important for a toilet to have a good shelter with a door. The best shelters are simple and are built from local materials.
- **Safety:** For a toilet to be safe it must be built well and in a safe place. If a toilet is badly built it can be dangerous to use. And if the toilet is far from the home, or in an isolated place, women may be in danger of sexual violence when they use it.
- **Comfort:** People will more likely use a toilet with a comfortable place to sit or squat, and a shelter large enough to stand up in. They will also be more likely to use a toilet that is close to the house and is sheltered from wind, rain, or snow.
- **Cleanliness:** If a toilet is dirty and smelly, no one will want to use it. Traditionally the job of low status people in the community, sharing the task of cleaning will help make sure that toilets are properly used and cared for.
- **Respect:** A well-kept toilet brings status and respect to its owner. This can be an important reason people spend the money and effort to build one.



## ANNEXURE D: ADVERTISEMENT (ENGLISH)

ਬੁਢਲਾ ਪੰਜਾਬ  
ਫੁਲਾ ਪੰਜਾਬ



**Mission Swachh and Swasth Punjab**  
Department of Water Supply & Sanitation announces

### CREATIVE COMPETITIONS

to make

## Rural Punjab Open Defecation Free

Freedom from  
Open Defecation Week  
from 9 to 15 August,  
2017

**Themes of competitions:**  
1. Ill effects of open defecation  
2. Build and use toilets



To create awaerness among the masses,  
Let's all participate in

#### SLOGAN WRITING -PUNJABI

1<sup>st</sup> Prize : ₹ 10000      2<sup>nd</sup> Prize : ₹ 5000  
3<sup>rd</sup> Prize : 3 consolation prizes each of ₹ 1000

#### AUDIO JINGLE - PUNJABI

Audio Jingle (Punjabi) :- 30 – 45 second to be submitted  
as an audio file with ambience in MP3 format

1<sup>st</sup> Prize : ₹ 35000      2<sup>nd</sup> Prize : ₹ 20000  
3<sup>rd</sup> Prize : 3 consolation prizes each of ₹ 5000

#### DIGITAL POSTER MAKING COMPETITION

The digital posters (Punjabi) in CDR/PSD format  
files size of poster should be 11"x17"

1<sup>st</sup> Prize : ₹ 50000      2<sup>nd</sup> Prize : ₹ 20000  
3<sup>rd</sup> Prize : 3 consolation prizes each of ₹ 10000

#### SHORT VIDEO FILM

duration 3-5 minute professional category (Punjabi ) HD quality

1<sup>st</sup> Prize : ₹ 300000      2<sup>nd</sup> Prize : ₹ 200000  
3<sup>rd</sup> Prize : 3 consolation prizes each of ₹ 50000

#### WHATS APP VIDEO

1 minute to 2 minute length amateur category in  
the shape of human characters or animated - 3D

1<sup>st</sup> Prize : ₹ 50000      2<sup>nd</sup> Prize : ₹ 20000  
3<sup>rd</sup> Prize : 3 consolation prizes each of ₹ 10000

Interested Participants send their Entries through email at [dspunjab@yahoo.com](mailto:dspunjab@yahoo.com)  
& physical submissions at head office SAS Nagar on or before **15th September, 2017**.

**DEPARTMENT OF WATER SUPPLY & SANITATION, PUNJAB**

Water Works Complex, Phase-2, Sahibzada Ajit Singh Nagar For further queries please visit [www.pbdwss.gov.in](http://www.pbdwss.gov.in).

Note: The submissions will be the property of DWSS, Punjab

## ANNEXURE E: ADVERTISEMENT (PUNJABI)

ਬਦਲਦਾ ਪੰਜਾਬ  
ਭਰਪੂਰਾ ਪੰਜਾਬ



# ਮਿਸ਼ਨ ਸਵੱਛ ਅਤੇ ਸਵੱਸਥ ਪੰਜਾਬ ਦਿਹਾਤੀ ਪੰਜਾਬ ਨੂੰ ਖੁੱਲ੍ਹੇ 'ਚ ਪਖਾਨੇ ਤੋਂ ਮੁਕਤ

ਕਰਨ ਲਈ

ਜਲ ਸਪਲਾਈ ਅਤੇ ਸੈਨੀਟੇਸ਼ਨ ਵਿਭਾਗ  
ਵਲੋਂ

## ਸਿਰਜਣ ਮੁਕਾਬਲਿਆਂ ਦਾ ਐਲਾਨ

ਖੁੱਲ੍ਹੇ 'ਚ ਪਖਾਨਾ  
ਮੁਕਤੀ ਹਫ਼ਤਾ  
9 ਤੋਂ 15 ਅਗਸਤ,  
2017

ਮੁਕਾਬਲਿਆਂ ਦੇ ਵਿਸ਼ੇ:

1. ਖੁੱਲ੍ਹੇ ਵਿਚ ਹਾਜ਼ਤ ਕਰਨ ਦੇ ਨੁਕਸਾਨ
2. ਪਖਾਨੇ ਬਣਾਓ ਅਤੇ ਵਰਤੋ



ਲੋਕਾਂ ਵਿਚ ਜਾਗਰੂਕਤਾ ਪੈਦਾ ਕਰਨ ਲਈ  
ਆਓ ਇਹਨਾਂ ਮੁਕਾਬਲਿਆਂ ਵਿਚ ਹਿੱਸਾ ਲਈਏ  
**ਨਾਹਰਾ ਲਿਖਣਾ-ਪੰਜਾਬੀ**

ਪਹਿਲਾ ਇਨਾਮ: 10,000 ਰੁਪਏ ਦੂਸਰਾ ਇਨਾਮ: 5,000 ਰੁਪਏ  
ਤੀਸਰਾ ਇਨਾਮ: 3,000 ਰੁਪਏ ਦੇ 3 ਹੌਸਲਾ ਹਫ਼ਜ਼ਾਊ ਇਨਾਮ

### ਆਡੀਓ ਜਿੰਗਲ-ਪੰਜਾਬੀ

ਆਡੀਓ ਜਿੰਗਲ 30-45 ਸੈਕਿੰਡ, ਐਮਪੀ-3 ਫਾਰਮੈਟ ਵਿਚ ਹੋਵੇ  
ਪਹਿਲਾ ਇਨਾਮ: 35,000 ਰੁਪਏ ਦੂਸਰਾ ਇਨਾਮ: 20,000 ਰੁਪਏ  
ਤੀਸਰਾ ਇਨਾਮ: 5,000 ਰੁਪਏ ਦੇ 3 ਹੌਸਲਾ ਹਫ਼ਜ਼ਾਊ ਇਨਾਮ

### ਡਿਜ਼ੀਟਲ ਪੋਸਟਰ ਮੇਕਿੰਗ ਮੁਕਾਬਲਾ

ਡਿਜ਼ੀਟਲ ਪੋਸਟਰ (ਪੰਜਾਬੀ) ਸੀ.ਡੀ.ਆਰ./ਪੀ.ਐਸ.ਡੀ. ਫਾਰਮੈਟ ਵਿਚ  
11"x17" ਸਾਈਜ਼ ਦਾ ਹੋਵੇ

ਪਹਿਲਾ ਇਨਾਮ: 50,000 ਰੁਪਏ ਦੂਸਰਾ ਇਨਾਮ: 20,000 ਰੁਪਏ  
ਤੀਸਰਾ ਇਨਾਮ: 10,000 ਰੁਪਏ ਦੇ 3 ਹੌਸਲਾ ਹਫ਼ਜ਼ਾਊ ਇਨਾਮ

### ਲਘੂ ਵੀਡੀਓ ਫਿਲਮ

ਲਘੂ ਫਿਲਮ (ਪੰਜਾਬੀ) ਦਾ ਸਮਾਂ 3-5 ਮਿੰਟ ਅਤੇ ਮਿਆਰ ਪ੍ਰੋਫੈਸ਼ਨਲ  
ਪੱਧਰ ਦਾ ਹੋਵੇ (ਐਚ.ਡੀ.)

ਪਹਿਲਾ ਇਨਾਮ: 300,000 ਰੁਪਏ ਦੂਸਰਾ ਇਨਾਮ: 200,000 ਰੁਪਏ  
ਤੀਸਰਾ ਇਨਾਮ: 50,000 ਰੁਪਏ ਦੇ 3 ਹੌਸਲਾ ਹਫ਼ਜ਼ਾਊ ਇਨਾਮ

### ਵਟਸ ਆੱਪ ਵੀਡੀਓ

ਸਮਾਂ 1-2 ਮਿੰਟ ਸ਼ੌਕੀਆ ਕੈਟੇਗਰੀ, ਮਨੁੱਖੀ ਪਾਤਰ ਜਾਂ ਐਨੀਮੇਟਡ-3ਡੀ  
ਪਹਿਲਾ ਇਨਾਮ: 50,000 ਰੁਪਏ ਦੂਸਰਾ ਇਨਾਮ: 20,000 ਰੁਪਏ  
ਤੀਸਰਾ ਇਨਾਮ: 10,000 ਰੁਪਏ ਦੇ 3 ਹੌਸਲਾ ਹਫ਼ਜ਼ਾਊ ਇਨਾਮ

ਦਿਲਚਸਪੀ ਰੱਖਣ ਵਾਲੇ ਵਿਅਕਤੀ ਆਪਣੀਆਂ ਐਂਟਰੀਆਂ ਈਮੇਲ [dspunjab@yahoo.com](mailto:dspunjab@yahoo.com) ਰਾਹੀਂ ਜਾਂ ਨਿੱਜੀ ਤੌਰ ਤੇ ਜਲ ਸਪਲਾਈ  
ਅਤੇ ਸੈਨੀਟੇਸ਼ਨ ਵਿਭਾਗ ਦੇ ਮੁੱਖ ਦਫ਼ਤਰ ਜਲ ਸਪਲਾਈ ਕੰਪਲੈਕਸ, ਫੇਜ਼-2, ਸਾਹਿਬਜ਼ਾਦਾ ਅਜੀਤ ਸਿੰਘ ਨਗਰ ਵਿਖੇ

15 ਸਤੰਬਰ 2017 ਤੱਕ ਪਹੁੰਚਦੀਆਂ ਕਰ ਦੇਣ।

## ਜਲ ਸਪਲਾਈ ਅਤੇ ਸੈਨੀਟੇਸ਼ਨ ਵਿਭਾਗ, ਪੰਜਾਬ

ਵਧੇਰੇ ਜਾਣਕਾਰੀ ਵਿਭਾਗ ਦੀ ਵੈਬ ਸਾਈਟ [www.pbdwss.gov.in](http://www.pbdwss.gov.in) ਤੋਂ ਲਈ ਜਾ ਸਕਦੀ ਹੈ।

ਨੋਟ: ਮੁਕਾਬਲਿਆਂ ਵਿਚ ਭੇਜੀਆਂ ਜਾਣ ਵਾਲੀਆਂ ਸਾਰੀਆਂ ਕਲਾ-ਕ੍ਰਿਤਾਂ ਵਿਭਾਗ ਦੀ ਜਾਇਦਾਦ ਹੋਣਗੀਆਂ।