



ऊर्जा दक्षता ब्यूरो

(भारत सरकार, विद्युत मंत्रालय)

BUREAU OF ENERGY EFFICIENCY

(Government of India, Ministry of Power)



File No. MDIA-14/23/2021-BEE/3882

Date: 03/11/2021

OFFICE MEMORANDUM

Bureau of Energy Efficiency is organizing slogan and pledge writing competition in Hindi and English on the theme of Energy Conservation for the staff/officials of BEE and SDAs. The idea is to sensitize the importance of energy conservation in day-to-day life. A background note is enclosed for reference.

Prize money of Rs. 2000 shall be given to the selected 30 best entries, 10 each from following categories:

- Slogans in Hindi
- Slogans in English
- Pledges in Hindi/English

The staff members of BEE and SDAs who are interested may submit their entries through mail at media@beeindia.gov.in with a copy to anil.sharma09@beeindia.gov.in by 20 November 2021.


(R. K. Rai)
Secretary

Encl: Background Note

Copy to:

- DS, EC MoP
- F&AO for information and further action
- EA to DG, BEE for information
- Sr. PS to DDG, BEE
- Consultant IT for uploading the circular at eoffice
- Notice Board
- All the SDAs

स्वहित एवं राष्ट्रहित में ऊर्जा बचाएँ Save Energy for Benefit of Self and Nation

Slogan & Pledge Writing Competition

on

“Energy Conservation”

Background

National Energy Conservation Day is observed on 14th December every year to recognize exemplary efforts of various sectors of the economy on energy conservation. This year, Ministry of Power is celebrating ‘National Energy Conservation Week: 08th to 14th December, 2021’ as Iconic Week under ‘Aazadi ka Amrit Mahotsav’.

In order to augment the reach and impact of messages on energy conservation, competent authority has decided to involve staff/officials of BEE and SDAs in a pledge and slogan writing competition for Iconic Week (08th - 14th December 2021) under Azadi ka Amrit Mahotsav. The idea is to sensitize the importance of Energy conservation in day-to-day life.

Activities

- Slogan Writing Competition
- Pledge Writing Competition

Theme/Message

The message of the **Slogan** will revolve around the ways an individual can save **one unit of electricity**, its importance and asking people to do their bit by saving one unit of electricity during the iconic week.

The **Pledge** competition will be around sensitizing people to do their bit to conserve energy using simple steps in day-to-day life as well as motivate others in the society to promote energy conservation and bring behavioral change in their lives.

Prizes

Total 30 Prizes of Rs. 2000/- (Cash/Cheque) each will be awarded to 10 best entries for each of the following categories:

- Best Slogan in Hindi
- Best Slogan in English
- Pledge (Hindi/English)

Participants can submit their entries on media@beeindia.gov.in with a copy to anil.sharma09@beeindia.gov.in by 20th November 2021.

Note:

- One participant can submit only one entry in each category
- Entries may be rejected if Plagiarism is noticed. Participants may submit their original creativity. The responsibility will solely be of participants.
- SDA officials may submit their entry highlighting SDA name with complete contact details including mobile no, email and postal address. In absence, entries may not be considered.
- BEE officials may write BEE with their name at the end.
- All the Slogans and Pledges submitted by the participants will be the property of BEE may use those slogans as creative/content part of its campaign to be used during the Iconic week.
- The slogan should be one liner and pledge should not exceed 100 words.