



# 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](mailto:media@beeindia.gov.in) with a copy to [anil.sharma09@beeindia.gov.in](mailto:anil.sharma09@beeindia.gov.in) by 20 November 2021.

  
03/11/21  
(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 14<sup>th</sup> 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: 08<sup>th</sup> to 14<sup>th</sup> 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 (08<sup>th</sup> - 14<sup>th</sup> 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](mailto:media@beeindia.gov.in) with a copy to [anil.sharma09@beeindia.gov.in](mailto:anil.sharma09@beeindia.gov.in) by 20<sup>th</sup> 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.