



## Shri Ram Chandra Mission®

The Principal/Dean,

19 July 2019

Ramesha C.K.

BITS, Zuarinagar  
403726

Sub: Heartfulness Essay Event 2019

Respected Sir/Madam,

This year marks fifteen years of partnership of Shri Ram Chandra Mission and the **United Nations Information Centre for India and Bhutan ( UNIC )** for an essay writing event which is being successfully organized for the last many years with the help of institutions like yours run by forward minded individuals. This event will now be known as the **HEARTFULNESS ESSAY EVENT**. We have also partnered with our sister organization, the Heartfulness Education Trust for development of program content for the youth. Besides the Essay Event, we offer programs for students and teachers aimed at creating a loving, compassionate learning environment in schools through a heart based approach. Programs like The Heartfulness Way Curriculum, HELP, INSPIRE, HEART and Brighter Minds are for schools and have been successfully implemented in many institutions all over India.

As molders of the youth, educational institutions are the primary incubators of a nation's future, and we take this opportunity to congratulate and thank you for your commitment to this noble cause. **As a mark of gratitude to participating institutions, organizations supporting the Event have instituted cash awards for them.** The Essay Event invites the youth to introspect and write on topics which deal primarily with self-development, inner change and universal human values. The event is a humble attempt to inspire them to develop, in addition to their many mental and physical capabilities, the ability to reflect and introspect.

On this note, we request the participation of your esteemed institution in this event, and invite you to join hands with us and other like-minded institutions across the country. We request you to kindly grant our representative an opportunity to present the details of the Event before you.

You may also visit our website [www.heartfulness.org/essay-event](http://www.heartfulness.org/essay-event) to register or write to us at [essayevent@heartfulness.org](mailto:essayevent@heartfulness.org) for any clarifications/suggestions.

With thanks and best wishes,

The Organizers

All India Essay Writing Event 2019

Enclosed: 1) Annexure containing details of the Event 2) Poster for notice boards  
3) Participant Information Sheet 4) Template for List of Participants

**PS: Kindly ensure that the essays from your institution are handed over to our designated representative and not posted to our Head Quarters in Chennai or any other address.**





UN Information Centre  
New Delhi



From Wonder, Wisdom  
Heartfulness Education Trust

## HEARTFULNESS ESSAY EVENT 2019

Organized by  
SHRI RAM CHANDRA MISSION  
in collaboration with  
UNITED NATIONS INFORMATION CENTRE FOR INDIA AND BHUTAN  
And  
HEARTFULNESS EDUCATION TRUST

Shri Ram Chandra Mission is a non-profit educational and spiritual service organization. It promotes heart-based living through meditation as a means to universal peace and harmony. It is one of 1600 NGOs associated with the United Nations Department of Public Information. The All India Essay Writing Event has been the flagship event of the partnership between the United Nations Information Centre for India and Bhutan ( UNIC ) and Shri Ram Chandra Mission ( SRCM ) for past 14 years. This year marks fifteen years of this partnership. It has been decided to name this event as the HEARTFULNESS ESSAY EVENT from this year on.

Under a collaborative initiative SRCM and the Heartfulness Education Trust have developed educational programs for youth aimed at bringing about an understanding and acceptance of universal human values. A program for training of teachers to enable them for delivery of Heartfulness Way education has also been launched. These programs are also being offered by SRCM to schools and colleges , besides the Essay Writing Event. Details are available on : [www.heartfulness.org/education](http://www.heartfulness.org/education)

### An Invitation to the Youth

Youth is a time of possibilities. It is a period in life filled with opportunities waiting to be realized, provided we are prepared. While education helps us to develop our physical and intellectual capabilities to their optimum extent, and prepares us to thrive in a competitive world, there is one aspect of our development that does not often receive the attention due to it – the development of our inner Being. Without the synchronous development of body, mind and heart our evolution as human beings remains incomplete. It is therefore balance in addition to excellence that the youth must strive for - the balance between mind and heart, the outer and the inner, between thinking and feeling. Through Heartfulness Essay Event, we invite you to tap into your inner space, tune in to the soft voice of the heart that never fails to guide and inspire and, express in words your feelings on the topic. We encourage you thus to begin the practice of referring to the heart early in life.

### Topics:

Category 1 [Classes 9 to 12] Word Limit 500

**The measure of intelligence is the ability to change. (Albert Einstein)**

Category 2 [UG and PG] Word Limit 750

**All love is expansion, all selfishness is contraction. (Swami Vivekananda)**



## LANGUAGES OFFERED :

National Level : **English, Hindi**

Regional Level: **Any one language from Gujarati, Bengali, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, and Telugu as per state wise eligibility list.**

## Rules and Guidelines

- The interested institutions will be required to register their participation.**
- In each State 2 or 3 language options will be offered which are locally relevant, out of the approved 11 languages. To find out about the option of languages offered to a participating institution, the students need to check with Essay Event Coordinator of their institution. State wise list attached.
- The institute needs to **register participation** in the link provided at [www.heartfulness.org/essay-event](http://www.heartfulness.org/essay-event). A mail of confirmation will be sent by the team once the authorization process is done. The details of the participants is required to be uploaded for the registration of the participants once the essays are written by the students.
- All essays along with a complete list of participants** from a participating institution must be submitted to the institution's designated authorities by **September 19, 2019**.
- The top 5 essays** need to be selected and marked in each language. The Participant Information Sheet duly signed by the candidate is to be submitted attached to the essay.
- All entries must be **on A4 size sheets**. Essays may be hand written in black or blue ink or computer typed in black in Calibri script in respect of essays in English and relevant script in respect of essays in Hindi and regional language. For all options only Font size 12 should be used. All entries must have the prescribed **Participant Information Slip firmly attached to them**. The participant must write the number of words on the last page and sign at the bottom of each page. Submitted entries must not bear any score or marks awarded at the institution level evaluation.
- Students are permitted and encouraged to read and research the topics. All submitted pieces must nonetheless be **the original work of the student** and any references or quotations therein must be duly acknowledged. Plagiarism from books or Internet will not be viewed favorably.
- There are two categories of participation and students **must necessarily write on the topics given for their applicable category** only. They should write only in **one language**.
- The **word limit for Category 1 is 500 and Category 2 is 750** and must be strictly adhered to. Students must refrain from making illustrations/sketches of any kind.

To fulfill the purpose of this Event, the **essay must reflect the participant's personal understanding of the topic based partly on some of his or her own experiences**. Essays based entirely on material copied from books and Internet are not desirable.

**Essays must be submitted by participants to their school/ college coordinator. The institution authorities are required to submit or despatch the essays to our local representative :**

Name of Local Representative : Nagaratna A. Sambargi

Contact No of Local Representative : 7218470834

Local Address for Posting : \_\_\_\_\_

For clarifications or any other help please write to us at: [essayevent@heartfulness.org](mailto:essayevent@heartfulness.org)



### Prizes in each Category:

**National Level:** Top ten essays, written in **ENGLISH and HINDI**

**State Level:** Upto Top Ten essays in Regional Language (if applicable) in addition to essays in English and Hindi

**Merit Certificates:** An E-Certificate of Merit will be awarded to the selected essays shortlisted for state level.

**Certificate of Participation :** E-certificates will be awarded to all certified participants whose list is forwarded by the institution.

### Sponsored Institution Award :

**Diamond Award** – to the Institution of the National Level First Prize Winners – **Rs. 75,000 (4)**

**Platinum Award** – to the Institution of the National Level Second Prize Winners – **Rs. 50,000 (4)**

**Gold Award** – to the Institution of the National Level Third Prize Winner – **Rs. 25,000 ( 4 )**

**Brighter Minds Commendable Initiative Award :** To the top 5 institutions for highest number of participation – **Rs. 10,000 each**

### Institution Appreciation Certificates :

**Gold Institution certificate** – Above 90% participation of students from the Institute.

**Silver Institution certificate** – 80-90% participation of students from the Institute.

**Bronze Institution certificate** – 60-79% participation of students from the Institute.

**Certified Evaluator Certificate :** To teachers willing to help us by being a certified evaluators for the event. ( Please contact our coordinator if you are interested ).

Students may be required to undertake a telephonic interview to qualify for the final award. The Evaluation team will have the discretion to award or disqualify the essays received.

**The certificates awarded will be certificates signed by the Director of the UNIC and the President of SRCM.**

The Winners of First, Second and Third National level awards of both Categories will be invited on a paid trip to the inauguration of the Heartfulness Global Center at Kanha Shanti Vanam, Hyderabad in January 2020 . along with one parent and the teacher or Principal from their institution. The awards to the student Winners and the Institution winners will be presented during the inaugural function in the presence of the 35,000 + gathering.

### Important Dates

Last date for submission of essays by participants to their institution : **19 September 2019**

Last date for submission of all essays along with the selected top 5 essays by Institution to SRCM coordinator : **30 September 2019**

Declaration of results: **December 2019**



## HEARTFULNESS ESSAY WRITING EVENT - 2019

### **Detailed Evaluation Criteria**

#### **Introduction/Interpretation : Weight 10%**

It is recognized that there may be many interpretation of each topic. The ability of the student to articulate her/his particular understanding of the topic will be evaluated. Importance will be given to the effectiveness of the opening to set the tone for the ideas to follow.

#### **Structure and flow : Weight 10%**

Continuity of ideas and smoothness of the transition between ideas will be evaluated

#### **Language Weight : 10 %**

Grammar spelling, clarity and style of expression will be given due importance.

#### **Creativity/Originality :Weight 40%**

The ability of the student to develop ideas based on her/his own analysis of the topic and originality of ideas presented would be rewarded. Participants are of the topic and originality of ideas presented would be rewarded. Participants are expected to use examples, real life observations, personal experience, and all other novel ways of expressing ideas. Excessive use of quotations/material from others and plagiarisms (material directly copied, excessively or without due credit) would be severely penalized.

#### **Relevance :Weight 10%**

The evaluators will look for how the ideas expressed are relevant to the topic and indicate an in depth understanding of the same.

#### **Research/attention to details : Weight 10%**

Special efforts undertaken to prepare for writing the essay would be rewarded – such as extensive research on various philosophies/ideologies relevant to the topic. The ability of the student to incorporate effectively ideas from outside sources would be evaluated. The depth in which ideas are expressed would also be rewarded.

#### **Conclusion : Weight 10 %**

The ability of the student to bring together the ideas expressed in the essay and articulate his/her opinion, stance, or learning clearly and effectively would be evaluated. An important criterion for evaluation would be to find out if the essay is barely a 'thought piece' or it contains a clear call to action.





Shri Ram Chandra Mission  
United Nations Information Centre  
for India and Bhutan and  
the Heartfulness Education Trust

Invite you to participate in  
**HEARTFULNESS  
ESSAY EVENT 2019**

### TOPICS

#### Category I

Classes 9 To 12 (Word Limit - 500)

*"The measure of intelligence is the ability to change."*

- Albert Einstein

बदलने की क्षमता ही बुद्धिमत्ता का माप है।  
(अलबर्ट आइन्सटाइन)

#### Category II

U.G. & P.G Age Limit < 28 years (Word Limit-750)

*"All love is expansion, all selfishness is contraction."*

- Swami Vivekananda

प्रेम विस्तार है और स्वार्थ संकुचन। (स्वामी विवेकानंद)

Last Date for Submission

**19th September 2019**

For details and Evaluation Criteria

Log on to: <https://heartfulness.org/essay-event>  
or Mail to: [essayevent@heartfulness.org](mailto:essayevent@heartfulness.org)

#### Prizes in Each Category

1. National Level: Top ten essays in Hindi and English.
2. State level: Up-to Top ten essays in regional languages offered in the State in addition to English and Hindi.
3. Institution Level: A Certificate of Merit each to two top entries from each language opted for by an institution
4. E-participation certificates to all participants
5. Gold institution certificate: Above 90% participation of student from the institution
6. Silver institution certificate: 80-90% participation of students from the institution.
7. Bronze institution certificate: 60-79% participation of students from the institution.

#### Sponsored Awards

Diamond Award to the institution of National Level 1st Prize Winner - Rs 75K (4 Awards)

Platinum Award to the institution of National Level 2nd Prize Winner - Rs 50K (4 Awards)

Gold Award to the institution of National Level Third Prize Winner - Rs 25K (4 Awards)

Brighter Minds Commendable Initiative Award to institution for highest participation - Rs 10K (5 Awards)

\* All awards are subject to the discretion of the Evaluation Committee.

\* The intent of the information in the English poster shall prevail over all translations.

Coordinator Details:

Supported by

**Brighter  
Minds**  
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