

Participate in India's largest school essay competition.

7,500+ schools 300+ cities 13 languages



# BUILDING INDIA School Essay Competition

2020-21







The Tata Building India School Essay Competition is one of the key initiatives undertaken by the Tata group to motivate the youth of India and foster the spirit of nation building. Now in its 15<sup>th</sup> year, this is India's largest school essay competition, targeting to reach 7,500 schools across 13 languages in 2020-21.

# The Format

This year, owing to the exceptional circumstances posed by the Covid-19 pandemic, the Tata Building India essay writing competition will be conducted digitally, whereby the students can participate in the competition from the safety of their homes. All that is required is an internet connection and an input device (PC, Laptop, Tablet or Mobile).

Each participating school will be requested to register on an online portal and provide the list of participating students. Thereafter, the school will be expected to also share the student login details provided by the portal with their students so that the students can login to this online portal and participate in the competition.

The essay competition is a two-phase activity across all the participating schools in the country for students of classes 6-12. The first phase consists of exposing the students to inspirational Tata-linked films to stimulate young minds. Following this, students are asked to write an essay on a given topic of national significance. To ensure a level playing field, the students are divided into two participating categories across all languages (Junior: Classes 6-8 and Senior: Classes 9-12).







The essay, written only once by the students, is first evaluated at school level by teachers nominated by the school and thereafter winning school essays are evaluated by judges drawn from independent academic and literary circles for city and national level, in each language. All evaluations will also be conducted digitally this year.

It's important that each participating school:

- Nominate a single point of contact from their faculty / administration who would be the main liaison with the Tata team to conduct this competition
- Nominate teacher(s) to evaluate the essays written at the school level



TCS iON – A division of Tata Consultancy Services, is responsible for providing cloud-based technology solutions and executing the Tata Building India School Essay Competition across India.







# Tata Building India Digital Process for 2020-2021

The complete digital process is explained through the schematic depicted below.

STEP 2 □ STEP 3 ⇒ STEP 1 ⇒ STEP 4  $\sqrt{1}$ 



# **School registers** successfully

registers using the 'REGISTER YOUR SCHOOL'



# **School coordinator** generates student login IDs

School coordinator to sign into the school login form to generate student login IDs using one of



# School coordinator to inform students

School coordinator to share the 'participation details' with the respective students.



# **Students login** online to participate

- 1. Students to login with their respective login ID and password, provided by the school
- 2. Proceed to participate in the competition.

### NOTE:

On successful registration, an email is sent to the school's registered email ID, along with:

- 1. Link to school login
- 2. School login ID and password
- 3. Instructions to proceed further

**School level winners** 

announcement

to their students.

To generate student login IDs, login to your 'School Login' and under the 'Student Details' Tab follow point A or B given below: A. Upload the duly filled-in 'Student Data' template

B. Simply click the 'Generate Random Student Login IDs' button After completing this step, within 24 hours, an email with the

following 'participation details' will be sent to the school's 1. An updated template containing the newly created student

- login IDs and passwords
- 2. URL for student login
- 3. Instructions to proceed further
- 4. Recommended message to students

School coordinator may use the recommended message template to share the required participation details with the students.

### NOTE:

Login Link: https://iur.ls/TataBuildingIndia



**JUSTEP 8** 

# ⟨⇒ STEP 7

# **School level winners**



The 1st, 2nd & 3rd place winners in both junior and senior categories will be decided based on the marks awarded by the judges.



School level essay evaluation is to be carried out by teacher(s) nominated by the same school.

⟨⇒ STEP 5

These school nominated judges to digitally evaluate the essays submitted by the students.

STEP 11 □

Students write and submit (upload) the essay

To write and submit (upload) the essay, students must access the competition module by clicking 'LAUNCH ESSAY COMPETITION MODULE' button after logging in.



Schools to internally announce the winners and

distribute the prizes (provided by the Tata group),

The 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> place winners in both junior and senior categories will be awarded certificates and medals by the Tata group. Further details will be communicated subsequently.

School nominated judges to allot marks in such a way that there is no tie situation. Only one winner each can be selected for the 1st, 2nd & 3rd prizes in each junior and senior category. The winners' details will be communicated with the school on the school's registered email ID post evaluation and verification.

⟨□ STEP 6

Evaluation link and other login details, along with necessary instructions and guidelines will be shared with the school coordinator.

The school coordinator, to share the guidelines and login details with the respective nominated judges.

The 'essay competition module' will have 3 mandatory sections:

- 1. Watch 3 videos
- 2. Take guiz
- 3. Write and upload the essay



# City level judging

Essays of the school level 1st place winners, in the respective language, will move to city level judging.



STEP 9 ⇒

# City level winners announcement

City level winners will be announced and felicitated by the Tata group.



STEP 10 □

# **National level judging**

Essays of the city level 1st place winners, in the respective language, will move to national level judging.



# **National level** winners announcement

**STEP 12** 

felicitated by the Tata group.

These essays will be evaluated by judges drawn from independent academic and literary circles, for each language, from the respective city.

The 1<sup>st</sup> & 2<sup>nd</sup> place winners at the city level, for the respective language, in both junior and senior categories will be awarded certificates and prizes by the Tata group. Further details regarding announcement of winners and felicitation will be communicated subsequently.

These essays will be evaluated by judges drawn from independent academic and literary circles, for the respective language at the national level.

### NOTE:

The 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> place winners at the national level, in both junior & senior categories will be awarded certificates & prizes. Further details regarding winners announcement and felicitation will be communicated subsequently.

https://iur.ls/TataBuildingIndia











The winners are rewarded at each level. The city and national level winners are specially felicitated. Prizes at the school level include certificates and medals. The city winners receive trophies and other gifts. The national level winners receive laptop computers as the grand prize. The crowning moment for the national winners and the runners-up is the intended visit to New Delhi and a face-to-face meeting with a national dignitary.

The support and feedback of the teaching fraternity, school authorities, parents and students have always been forthcoming and are very valuable, which make this initiative truly meaningful and helpful in igniting young minds for the progress of the nation.







Congratulating the winners of the Tata Building India Essay Competition, the former President of India Late Dr. APJ Abdul Kalam had said, "The ignited mind of the youth is the most powerful resource on the earth, above the earth and under the earth..."

President of India Shri. Ram Nath Kovind said, "Children of India are the future of this great nation. They are the crucial building blocks of the nation that we seek to build...It is important that you dream and set up goals for yourselves and then work towards those goals with dedication, integrity and commitment. Always remain positive and never let failures deter you."



N Chandrasekaran, Chairman, Tata Sons said, "Today's youngsters represent the future of India. They are already playing a significant role to shape a new India with their aspirations and help build a country that can realise its true potential on the global stage. These qualities are part of the Tata DNA and come alive through events like the Tata Building India Essay Competition. I would like to wish all participants the very best in all their endeavours."





