

# Radio Challenge for Operating CR Stations to Showcase “The Best Skilling Story in their Community”

## **Meri Prerna – Mera Hunar** **My Inspiration – My Vocation**

### **Eligibility**

The entry must be from an operational CR Station only.  
A maximum of 2 entries are allowed from each CR Station.

### **Rules & Regulation**

1. The length of the audio program shall be upto 15 minutes duration.
2. The program must be in regional language and community dialect and community radio format.
3. Registration form available at [www.cemca.org/CRC](http://www.cemca.org/CRC) must be filled and mailed to [admin@cemca.org.in](mailto:admin@cemca.org.in)
4. CR Stations will submit the script or story in local language handwritten or typed or in soft copy mail to [admin@cemca.org.in](mailto:admin@cemca.org.in) .
5. CR Stations will have to provide Photographs of the individual or group of individuals on which the story is based with their contact details.
6. The audio file can be mailed to [admin@cemca.org.in](mailto:admin@cemca.org.in) or the Audio CD can be sent to CEMCA office at 7/8, Sarv Priya Vihar, New Delhi - 110016
7. The skilling story must be authentic. Any fake stories identified will cause disqualification of entry.
8. All entries submitted will be property of CEMCA and NSDC and will be made available in public domain under CC-BY-SA copyright.

### **Timelines**

Last date for submission online: 30th April 2016

Last date for receipt of documentation at CEMCA: 15th May 2016

Announcement of award winners: 31st May 2016

Distribution of awards: First week of June 2016

### **Scoring Criteria**

Eligible entries will be scored on the basis of the following guidelines:

20 points: Overall impact (persuasive, inspiring, aspirational)

20 points: Originality and creativity (concepts, ideas, format)

20 points: Relevance to community

20 points: Clarity of message

20 points: Technical proficiency and quality

### **Panel of Judges**

A distinguished jury comprising of 5 experts nominated by CEMCA and NSDC will select the audio program to be awarded.

### **Awards**

First (One): INR 30,000

Second (Two): INR 20,000

Third (Three): INR 10,000

Recognition (Five): INR 5,000

The outstation award winners will be reimbursed 3AC train ticket to attend the Awards Ceremony in New Delhi.