

**THE WORLD'S
LARGEST
ART COMPETITION
IS ALL SET TO BECOME
LARGER.**

ALL IT NEEDS IS YOUR PARTICIPATION.



S. Vaishnavi



Zahaan Merchant



Over the years, the All India Camel Colour Contest (AICCC) has continued to scale new heights of success - which includes the coveted 'Guinness World Record' for being the largest art contest of the world. We, at Kokuyo Camlin, wish to thank all the participants, parents and educators for their whole hearted participation and for being an integral part of our family.

However, since change is the only constant factor in our lives, this year AICCC too will present itself in a brand new avatar - the '**Camel Art Contest**'. The new identity will expand the scope of participation to seek entries from **countries other than India**. Camel Art Contest will also **open-up to the untapped student base of standards 11th and 12th** from the schools, **non-school institutions like art schools**, and students from **non-participating schools** as well. Even the recognition system will undergo a change. This year instead of the traditional School, Regional and National levels, we are introducing judging at the **Primary, Zonal and Grand Finale levels**. Changes will continue. But what will remain unchanged is our focus to make your favourite art contest bigger and better.

Paper size: A3 / Quarter Imperial (297 mm x 420 mm to 279 mm x 420 mm)

Group A

Kindergarten (below std. 1st)

Fun with Family -

Whether it's at home or a picnic, family time is fun time. Make your fun-filled family time come alive with Camel colours.

Group B

Std. 1st & 2nd

Fun with Friends -

Whether it's playing, studying or just chatting, being with friends is always fun. Bring alive your world of friends using fun Camel colours.

Group C

Std. 3rd & 4th

Fun at Annual Day -

With lots of games, raffle, food stalls and performances, school Annual Days are always special and fun. Relive the experience with Camel colours.

Materials To Be Used - Camel Wax Crayons/Camel Oil Pastels/
Camel Plastic Crayons/ Camel Jumbo Oil Pastels

Materials To Be Used - Camel Oil Pastels/
Camel Plastic Crayons/Camel Artists' or
Students' Water Colour Cakes and Tubes/
Camel Premium Colour Pencils

Group D

Std. 5th & 6th

Fun with Colours -

Be it at home, school or in the lap of nature, colours are just about everywhere. Play with fun Camel colours and paint a colourful world.

Group E

Std. 7th to 9th

Fun During School Days -

School days are memorable and fun. Revisit these nostalgic moments and bring back fun-filled memories using Camel colours.

Group F

Std. 10th to 12th

Fun in Education -

School education is usually filled with hard work and pain. Wish for a change and bring alive your idea of adding fun to school life with Camel colours.

Materials To Be Used - Camel Premium or Students' Poster Colours/Camel Artists or Students' Water Colour Tubes or Cakes/
Camel Water colour Pencils/Camel Premium Colour Pencils

Though the topics are easy to understand, some guidance from teachers would really help. **We request the teachers to hold group discussions on the topics before the students start painting.** This contest aims at encouraging children to use their imagination to **fuel creativity, which also forms** the basis for judging. If the participants wish, they can write a few lines to explain their creation.

Important notes:

- AICCC / Camel Art Contest Entry labels are available in specific products of Camel Student & Premium Colour Range.
- Please ensure a completely filled AICCC / Camel Art Contest entry label is pasted at the back of the painting.
- We appreciate originality and creativity. Copying and colouring pre-printed drawing is not acceptable.
- We also request parents and teachers not to touch work of children as it may lead to rejection of the painting.
- The Primary Level judging will be conducted by the educators in schools itself to shortlist the candidates for Zonal round.
- Winning paintings at the primary level are eligible for Zonal level judging.
- Prominent artists and educators would form the Jury at Zonal level.
- Zonal winners would go for Grand Finale level judging where child psychologists will also be on the jury.
- Schools with highest participation and best performance at the Zonal and Grand Finale level would be honoured with trophies
- Results of Zonal level and winning paintings of Grand Finale Level would be hosted on the microsite www.camelartcontest.com

Primary Level Prizes (Medals and Certificates)

1% of participants will be selected for the Zonal level judging and will receive the prizes.

Zonal Level Prizes (Plaques & Certificates)

- 1 each of First, Second and Third prize
- 5 to 15 Appreciation prizes in each group

Grand Finale (Trophies and Certificates)

- 1 each of First, Second and Third prize
- 5 to 15 Appreciation prizes in each group

Popular Choice Awards - All the Grand Finale award winning entries would be showcased on the website for people to appreciate and vote for their favorite one in each group. The top vote grossers would be awarded with 'Popular Choice Award' trophies.



We at Kokuyo Camlin believe that the Camel Art Contest should foster the love for art among students. While we would like the winners to receive due recognition, appreciation and glory for their talent, we feel high value prizes, especially in cash might influence participants negatively. Hence, we are initiating a new award **Grand Prize - Grand Gift*** at the Grand Finale level.

All six First Prize winners at the Grand Finale level would get to Gift **'ART INFRASTRUCTURE'** worth **₹ 50,000/-** to their respective schools through the sponsorship of KOKUYO CAMLIN. This allows the winners to inspire future participants for times to come through their names etched on the infrastructure created under this scheme. The schools can select the art infrastructure in consultation with KOKUYO CAMLIN team.

Registration Form

Name of the School: _____

Address: _____

City: _____ Pin Code: _____

State: _____ Country: _____

Name of Principal: _____

Tel. No.: _____ Email: _____

No. of Art Teacher(s): _____

Date of Contest: _____ Time of Contest: _____

Name of Contest in-charge: _____

Contact No.: _____

GROUP	NO. OF STUDENTS	EXP. NO. OF PARTICIPANTS
A (Below Std. 1 st)	<input type="text"/>	<input type="text"/>
B (Std. 1 st & 2 nd)	<input type="text"/>	<input type="text"/>
C (Std. 3 rd & 4 th)	<input type="text"/>	<input type="text"/>
D (Std. 5 th & 6 th)	<input type="text"/>	<input type="text"/>
E (Std. 7 th to 9 th)	<input type="text"/>	<input type="text"/>
F (Std. 10 th to 12 th)	<input type="text"/>	<input type="text"/>
Total	<input type="text"/>	<input type="text"/>

We confirm the details provided herewith and are willing to participate in the Camel Art Contest - 2014, as per its terms and conditions.

Principal/Art Teacher's
Signature with School Stamp

**BEST PERFORMING SCHOOL
AT NATIONAL LEVEL 2013**
D.A.V. PUBLIC SCHOOL, AMRITSAR, PUNJAB

BEST PERFORMING SCHOOLS AT REGIONAL LEVEL 2013

- Mumbai** - National Society For Clean Cities, Bandra
- National English High School, Virar (E)
- Gujarat** - Shree Swaminarayan Gurukul, Surat
- Maharashtra** - Vidya Valley School, Pune,
- Police Public School, Solapur
- Ashoka Universal School, Nasik
- Chhattisgarh** - Bhartiya Vidya Bhavan's R.K. Sarda Vidyamandir, Raipur
- Tamil Nadu** - Chinmaya Vidyalaya (CBSE), Virugambakkam, Chennai
- Thyagrajar Model Hr. Sec. School, Madurai
- Andhra Pradesh** - St. Marry's High School, Bhimavaram
- Karnataka** - Parikrama Centre For Learning, Kodigehalli, Bangalore
- Kerala** - Bhawan's Vidya Mandir, Eeroor, Ernakulam
- New Delhi** - Ramjas Public School, Anand Parbat
- Hansraj Model School, West Punjabi Baugh
- Punjab** - Swami Ramtirth School, Mohali
- BCM Arya Model Sr Sec School, Ludhiana
- Uttar Pradesh** - Sarala Chopra DAV Pub. School, Noida
- St. Marry's Convent Inter College, Allahabad
- Rajasthan** - Tagore Public School, Ambabadi, Jaipur
- Haryana** - Delhi Public School, Sec. 45, Gurgaon
- West Bengal** - Vivekananda Mission School, Haldia
- Howrah Zila School, Howrah, Kolkata
- Assam** - South Point School, Guwahati
- Odisha** - L. R. DAV Public School, Cuttack



P.S.

AICCC had created the Guinness World Record in 2011 with 4.85 million participants from 6601 schools. A big thanks to all the participants, educators and parents for the support. We wish to start the new avatar called Camel Art Contest with a bang and scale new heights with it. Gone global our ambitions are also sky high as we want to touch the 1 Crore (10 million) participation base with it. We are sure we will get your whole hearted cooperation, both in terms of participation of the entire school, including the newly introduced classes 11th & 12th and compliance as well as documentation.

- Please ensure that all the entries are with AICCC/ Camel Art Contest entry labels.
- Click some photographs of children participating in the contest and submit them to the team members along with results.
- Keep the bundle of entries not selected for Zonal judging with you till 25th December 2014.



KOKUYO CAMLIN LIMITED

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Disclaimer: We take no responsibility and assume no liability in case any participant is not selected and/or awarded the prizes, and mere participation will not entitle anyone to win prizes. Winner would be declared through fair competition and selection for participation is done only if the participants abide by the terms and conditions mentioned herein. The decision of jury would be final and binding on all participation and no further correspondence would be entertained in this regard.