



Guidelines for 'Moral Story-telling Competition (MSTC)' - School Level - on 14th Aug

1. Register (Free) your school at www.ethicalindia.org
 - a. Teacher/Principal mobile number needed (for OTP confirmation)
2. Announce MSTC
 - a. Announce MSTC in the first week of August, which gives students time for preparation
 - b. Announce during morning prayer, briefing criticality of ethical/moral values for stable & pleasant society
3. Where to conduct?
 - a. This is school level competition
 - b. School management can conduct this event in the school campus, on 14th Aug, as part of other competitions planned on the occasion of independence day 15th Aug
4. Invitations
 - a. Invite Senior citizens, parents, ex-students, citizens of the locality, as it adds motivation to students participating in the competition
 - b. Invite Press/Electronic media to get this event covered
5. Age Group - 2 Categories
 - a. Class 1 to 5 & Class 6 to 10
6. Topic
 - a. Student can tell any story, concluding with a moral value
7. Duration
 - a. 5 to 6 minutes for each student
8. Language
 - a. Student can narrate story in any language
9. Evaluation Criteria
 - a. How well content was connected with MORAL of the story, to get it registered in the minds of audience
 - b. Joy of narrating the story. Whether it was just content delivery or enjoyed the theme of MSTC
10. Certificates for 3 winners
 - a. MEI Society will send 3 certificates to all registered schools
11. Prize Money (if any sponsor comes forward)
 - a. If ex-student or any citizen sponsors prize money, her/his name can be mentioned in the certificate (at the Sponsor field)
 - b. Sponsor needs to send prize money (Rs. 1,000-) directly to school management
 - c. MEI Society suggests, Rs. 500/-, Rs. 300/- and Rs. 200/- as 1st, 2nd and 3rd prizes
12. Awarding on 15th Aug
 - a. Certificates for Top-3 winners (and cash prize if any sponsor comes forward)



13. Photos / Videos

- a. Capture photos (if possible video also) while students narrating stories
- b. Capture photos of 3 winners receiving certificates/prize money
- c. Group photo of 3 winners with entire school staff

14. Press Note

- a. Release press note covering details of MSTC event, names of winners and views of members who attended the event

15. Upload photos/videos & Press clips

- a. Upload as an album to any Facebook account with hashtag **#MSTC2018MEI**

16. Written form of stories

- a. If students have time/patience, ask them to write the story (narrated on the dais) on a paper and same can be included in the FB album

17. Feedback / Inputs for Enhancement

- a. MEI Society requests Principal, Teacher(s), Parents and Students to send their views, feedback, inputs for enhancement, etc., to connect@ethicalindia.org
- b. Please share the same with officers of education department

For any queries, please contact - connect@ethicalindia.org or +91 8790 367 467 (Mobile)

Thank you,

Mission Ethical India Society

www.ethicalindia.org