

भारतीय मानक ब्यूरो  
(सतर्कता विभाग)


इमारा संदर्भ : सतर्कता/90/2/2013-14

.07.2019

विषय : "भ्रष्टाचार के विरुद्ध एकजुट" पर सामाजिक भ्रष्टाचार विरोधी विज्ञापन की  
अंतर्राष्ट्रीय युवा प्रतियोगिता - भारत में 1.6.2019 से 30.9.2019 तक पोस्टर/वीडियो  
प्रतियोगिता का आयोजन ।

उपर्युक्त विषय पर उपभोक्ता मामले, खाद्य एवं सार्वजनिक वितरण मंत्रालय के  
उपभोक्ता मामले विभाग, कृषि भवन, नई दिल्ली का दिनांक 26.6.2019 का एफ. एन.  
31018/7/2018-बीआईजी परिपत्र संलग्न है।

बीआईएस के सभी अधिकारियों/कर्मचारियों से अनुरोध है की उपर्युक्त प्रतियोगिता में सक्रिय  
रूप से भाग लें।

  
वैजा-एफ(सतर्कता)

मुख्यालय के सभी विभागों/अनुभागों, प्रशिक्षण संस्थान-नौएडा, केन्द्रीय प्रयोगशाला और  
बीआईएस के क्षेत्रीय/शाखा/निरीक्षण कार्यालयों को परिचालित।

बीआईएस इंटरनेट पर होस्ट करने के लिए- प्रमुख(आईटीएस) को प्रति

**BUREAU OF INDIAN STANDARDS**  
**(Vigilance Department)**

Our Ref: Vig/90/2/2013-14

. 07.2019

**Sub: International youth contest of Social Anti-Corruption Advertising  
"together Against Corruption" – hosting of poster/video competition in  
India from 01.06.2019 to 30.09.2019**

Enclosed please find a circular from Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Krishi Bhawan, New Delhi vide F.No.31018/7/2018-Vig dated 26.06.2019 on the subject cite above.

All BIS officers/staff are requested for active participation in the above contest.

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*23/7*  
Scientist-F (Vigilance)

Circulated to all Departments/Sections at HQrs, Training Institute-Noida, CL and Regional/Branch/Inspection Offices of BIS

Copy to H(ITS) to host on BIS-Intranet

F. No.31018/7/2018-Vig.  
Government of India  
Ministry of Consumer Affairs, Food and Public Distribution  
Department of Consumer Affairs

Krishi Bhawan, New Delhi 110001  
Dated 26<sup>th</sup> June, 2019

C I R C U L A R

Subject:- International Youth Contest of Social Anti-Corruption Advertising "Together Against Corruption" ..... hosting of poster/video competition in India from 01.06.2019 to 30.09.2019

The undersigned is directed to refer to Central Vigilance Commission communication's No. 019/MS/001 dated 28.05.2019 and to circulate the same in the Department and other attached/sub-ordinate office under its control. A poster and Video competition is being organised in association with the DOPT, CVC and the Ministry of External Affairs on the contest theme "Together Against Corruption". The contest is mainly being organized by the Prosecutor General's Office of the Russian Federation. The contest will be open for participation in India from 01.06.2019 to 30.09.2019 under two categories, rules are available at the link <http://anticorruption.life/en>.

All the CVOs/VOs of this Department are requested to disseminate details of the Contest and associate themselves in implementing the Action plan as enclosed herewith. The Competition/Contest rules are available at the link <http://anticorruption.life/en>.



(P.S.Thakur)

Under Secretary to Government of India  
Tel. 011-23388778

All Officers/Official through e-office.

Copy to:-

- ✓ 1. CVO, BIS, Manak Bhawan, New Delhi,
2. VO, NTH, Kolkata,
3. MD, NCCF, New Delhi,
4. CVO, NCDRC, New Delhi
5. Vigilance Officer, IILM, Kanke, Ranchi

**Subject: International Youth Contest of Social Anti-Corruption Advertising “Together Against Corruption!”.....hosting of poster/video competition in India from 01.06.2019 to 30.09.2019**

## **ACTION PLAN**

1. The Poster and Video Contest on the theme “Together Against corruption!” will be held at pan India level.

2. Goals and objectives of the Contest

The goals of the Contest are:

- to encourage the young people to participate in corruption prevention,
- to develop and use social advertising against corruption,
- to foster interaction between the society and prosecution authorities and other public authorities in anti-corruption education of the population.

The objectives of the Contest include:

- anti-corruption education of population;
- developing a zero tolerance within society for any manifestations of corruption;
- strengthening of trust in public authorities, including prosecution authorities, developing a positive perception of their work;
- demonstration of the openness to the civil society of the prosecution authorities and other anti-corruption public authorities and their focus on joint anti-corruption activities;
- drawing public attention to anti-corruption issues, as well as to the role of the prosecution authorities and other public authorities engaged in this area, as well as to the results of this work.

3. Restrictive requirements of the Contest

Contest works should not contain:

- texts, plots, actions of stage persons and characters that are contrary to the laws of the Interstate Anti-Corruption Council and the BRICS countries;
- obscene words (abusive language), words and phrases degrading human dignity, strong expressions and slang, embedded advertising, demonstration of smoking, firearms and cold weapons, explosives, the process of making explosive devices, the use of alcohol and drugs, other psychotropic substances;
- showing actual addresses and telephone numbers, information on religious movements, including religious symbols, names and references to existing brands of goods, trademarks, service marks, individuals and legal entities;
- images of fascist paraphernalia (swastika), scenes of violence, any kind of discrimination, vandalism, blood, reflecting the bodily suffering of people and animals, sexually explicit scenes, images of naked people, and other information, degrading in any form a person or a group of people, as well as information that may cause harm to health and (or) child development and containing calls for extremist activities.

- it is not allowed to use other people's texts, videos and audio materials (plagiarism), except for citing works to the extent permitted by the copyright law.
  - In case of non-compliance with these requirements, the work will be disqualified from participation in the Contest at any stage.
4. Vigilance Study Circles Mumbai, Delhi, Kolkata, Vizag, Hyderabad, Bangalore, Kerala and Chennai Chapters shall disseminate and coordinate the contest in association with the CVOs of Ministries/Departments, CPSEs, PSBs, PSICs and other organisations/expert groups falling in their respective regions as per the following plan:

<b>Vigilance Study Circles</b>	<b>Areas to be covered holding contest</b>
MUMBAI	MAHARASHTRA, GUJARAT, GOA, MP, DAMAN & DIU, DADRA & NAGAR HAVELI
DELHI	DELHI, UP, UK, HP, PUNJAB, HARYANA, RAJASTHAN, J & K
KOLKATA	WEST BENGAL, ORISSA, BIHAR, JHARKHAND, CHHATTISGARH, NORTH-EASTERN STATES, A & N ISLANDS
HYDERABAD, VIZAG	ANDHRA PRADESH, TELENGANA
BANGALORE, KERALA	KARNATAKA, KERALA, LAKSHADWEEP
CHENNAI	TAMILNADU, PUDUCHERRY

5. The VSCs/CVOs should also put the Contest details on the organisation's Websites/Intranet at prominent position for wider dissemination of information. Pamphlets/Banners may also be distributed/exhibited in schools/colleges/organisations to raise awareness about the Contest.
6. Wide publicity shall be given to the Contest in different media to attract participants.
7. Participants from Schools, Colleges, Professional Institutions, Public Sectors, Social Advertisers, Mass Communication, etc. should be mobilised.
8. The Contest will be held from **01.06.2019 to 30.09.2019** under two categories: "The Best Poster" and "The Best Video" on the theme "Together Against Corruption!". The works of participants must meet the Goals, Objectives and Restrictive Requirements of the Contest as available in the Contest Rules at <http://anticorruption.life/en>.
9. Any individual, team or a legal entity (represented through an individual) in the **age group of 14-35 years** may participate.
10. Each participant shall register himself on the official website <http://anticorruption.life/en> and also upload their works on the website in JPG or MPEG 4 formats as per the specifications prescribed below:

• **Category "The Best Video"**

File formats: mpeg 4, resolution not more than 1920x1080, physical size of the file up to 200 MB

• **Category “The Best Poster”**

File formats: JPG, resolution needed to print A3 size picture (297 x 420 mm) with correct aspect ratio and 300 dpi resolution. The physical size of a single file is up to 15 MB.[NB: Poster should preferably be scanned in Full HD or higher Resolution (not to exceed 15MB in size) so that the printout on A3 size paper should not look hazy or blurred.]

11. The Contest posters/videos of participants can be in official language of the States or in English. However, if in the former, the same should carry its translation in English in posters and English sub-titles in videos in view of the international nature of the Contest including the captions, graffiti, texts, conversation, dialogues in video, slogans, etc.
12. The National Committee will comprise of members drawn from varied fields and expertise and will function at Satarkta Bhawan, INA, New Delhi-110023.
13. The Organizer (Russian Federation) will provide the members of the National Jury with access to the administrative interface of the Contest website for seeing the works of all the participants.
14. The National Committee will shortlist the 1<sup>st</sup>, 2<sup>nd</sup>& 3<sup>rd</sup> winning entries in each category by 25.10.2019 (Semi-final). The 1<sup>st</sup> winning entry (both poster & video each) shall be submitted online to the Organizer i.e. General Prosecutor's Office of Russian Federation for onward transmission to the International Jury for Finals. The National Committee will also shortlist 10 best posters and 10 best videos, in addition to the winning entries, for submitting them to the Organizer for posting on the official website [www.anticorruption.life/en](http://www.anticorruption.life/en) for exhibition (exposition) purpose. The National Committee shall submit all the semi-final shortlisted works to the Organizer latest by 31.10.2019.
15. The National Committee will assess the contest entries according to the following criteria: conformity to the stated theme; reasonableness and in-depth coverage of the topic; creativity, novelty of the idea and quality of work performance; accuracy and clarity of the language and style of presentation; compliance of the work with the goals, objectives and restrictive requirements of the contest.
16. The winning entries (1<sup>st</sup>, 2<sup>nd</sup>& 3<sup>rd</sup>) at National level in each category shall be awarded suitable prizes.
17. The International Jury for selecting the 3 Top/Prize winners of Contest would comprise of one representative from each participating country who will vote online.
18. The Top/Prize winners will be felicitated in an award ceremony to be held in Moscow on 09.12.2019. The travel/air expenses of the winners and accompanying persons shall be borne by the sending country. The expenses for accommodation and meals of participants and accompanying persons during their stay in Moscow will be paid by the Organizer.
19. In the event of Indian entry declared winners, the Central Government i.e. DoPT shall bear the travel expenses of the winning participants and accompanying officials.

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**THE RULES**  
**of the International Youth Contest**  
**of Social Anti-Corruption Advertising**  
**“Together Against Corruption!”**

**I. General provisions**

The present Rules of the International Youth Contest of Social Anti-Corruption Advertising “Together against Corruption!” (hereinafter referred to as the Rules) define the main goals, objectives and the modalities of the Contest.

The Contest is organized by the Prosecutor General's Office of the Russian Federation. The Co-organizers are the relevant anti-corruption authorities of other Member States of the Interstate Anti-Corruption Council (Republic of Armenia, Republic of Belarus, Republic of Kazakhstan, Kyrgyz Republic, Republic of Tajikistan) and the BRICS countries (the Federative Republic of Brazil, Republic of India, the People's Republic of China, the Republic of South Africa).

**II. Goals and objectives of the Contest**

2.1. The goals of the Contest are: to encourage the young people to participate in corruption prevention, to develop and use social advertising against corruption, to foster interaction between the society and prosecution authorities and other public authorities in anti-corruption education of the population.

2.2. The objectives of the Contest include:

anti-corruption education of population;

developing a zero tolerance within society for any manifestations of corruption;

strengthening of trust in public authorities, including prosecution authorities, developing a positive perception of their work;

demonstration of the openness to the civil society of the prosecution authorities and other anti-corruption public authorities and their focus on joint anti-corruption activities;

drawing public attention to anti-corruption issues, as well as to the role of the prosecution authorities and other public authorities engaged in this area, as well as to the results of this work.

2.3. The Organizer and the Co-organizers of the Contest will be tasked with informing and notifying the target audience about the Contest, its goals and objectives, and terms and conditions.

### **III. Terms and conditions, Contest categories, opening and closing dates for submission of works**

3.1. The Contest is open to the nationals of the Interstate Anti-Corruption Council and the BRICS countries (individual authors and creative teams, individuals and legal entities).

The authors and co-authors of Contest works (including those who submitted applications on behalf of a legal entity) should be aged from 14 to 35.

3.2. The Contest will be held in the following categories:

- "The Best Poster"
- "The Best Video"

3.3. Contest works at the semi-final stage will be accepted in the official languages of the States of the Organizer/Co-organizers of the Contest or in English.

3.4. Contest works will be accepted on the official contest website <http://anticorruption.life>, available in the Russian and English languages.

3.5. Co-organizers may independently establish a separate procedure for accepting contest works using national resources, subject to the implementation of paragraph 6.5 of Section VI of these Rules.

3.6. To take part in the Contest, an applicant must prepare a poster and/or a video on the topic "Together against Corruption!" in accordance with the goals and objectives of the Contest.

3.7. The contest is open for submission of works from 10:00 (Moscow time) **on 1 June 2019** until 6:00 pm (Moscow time) **on 1 October 2019**.

### **IV. The procedure and timeframe of the Contest**

The Contest will be held in 2019 in two stages:

1) **The semi-final (1 June - 31 October 2019)**

- Acceptance of Contest works (1 June - 31 October 2019).
- Voting by the National Contest Commissions for the best contest works in both categories (1 October - 31 October 2019).

The contest works which, in the view of National Contest Commissions, took the first place (finally, one poster and one video from each state-participant) will advance to the finals.

By 31 October 2019, the National Contest Commissions must submit to the Organizer for subsequent transmission to the International Jury the works of the semi-final top winners (posters and videos) with English translation (subtitles) to proceed to the Contest final.

*Within the same timeline, the National Contest Commissions shall submit to*



[www.anticorruption.life](http://www.anticorruption.life) and using when preparing the exhibition (exposition) of the Contest works.

2) **The final (1 November - 15 November 2019)** - voting by the International Jury for the Contest works advanced to the final, selection of top winners and prize-winners in each of the categories.

## V. Registration of participants, submission requirements

### 5.1. Check in.

5.1.1. In order to take part in the Contest, an applicant must register a personal account on the official Contest website <http://anticorruption.life>, complete the registration form and confirm his/her agreement with the Contest Rules and consent to the personal data processing.

5.1.2. Contest works that meet the technical requirements specified in paragraph 5.2 of the Rules will be electronically downloaded through a personal account on the Contest website along with completed explanatory information for each work.

### 5.2. Technical requirements for Contest works:

#### • **Category “The Best Video”**

File formats: mpeg 4, resolution not more than 1920x1080, physical size of the file up to 300 MB.

Duration: up to 120 seconds.

Sound: 16 bits, stereo.

#### • **Category “The Best Poster”**

File formats: JPG, resolution needed to print A3 size picture (297 x 420 mm) with correct aspect ratio and 300 dpi resolution. The physical size of a single file is up to 15 MB.

### 5.3. Restrictive requirements.

Contest works should not contain:

- texts, plots, actions of stage persons and characters that are contrary to the laws of the Interstate Anti-Corruption Council and the BRICS countries;

- obscene words (abusive language), words and phrases degrading human dignity, strong expressions and slang, embedded advertising, demonstration of smoking, firearms and cold weapons, explosives, the process of making explosive devices, the use of alcohol and drugs, other psychotropic substances;

- showing actual addresses and telephone numbers, information on religious movements, including religious symbols, names and references to existing brands of goods, trademarks, service marks, individuals and legal entities;

- images of fascist paraphernalia (swastika), scenes of violence, any kind of discrimination, vandalism, blood, reflecting the bodily suffering of people and animals, sexually explicit scenes, images of naked people, and other information, degrading in any form a person or a group of people, as well as information that

may cause harm to health and (or) child development and containing calls for extremist activities.

- it is not allowed to use other people's texts, videos and audio materials (plagiarism), except for citing works to the extent permitted by the copyright law.

In case of non-compliance with these requirements, the work will be disqualified from participation in the Contest at any stage.

5.4. Contest works will not be returned and will not be reviewed.

5.5. All submitted works will be assessed by the National Contest Commission of the country wherefrom the work was submitted to the Contest.

5.6. The Organizer/Co-organizers of the Contest will individually provide feedback to their countries' participants to resolve current issues.

5.7. After 31 October 2019, the works selected by the National Contest Commissions of the participating States will be available for public viewing on the official Contest website among "the 10 best posters" and "the 10 best videos".

## **VI. Consideration and assessment of Contest works: National Contest Commissions and the International Jury**

6.1. National Contest Commission will be formed by the Organizer/Co-organizers on their own to select the works and designate the top winners of the Contest semi-final.

The semi-final procedure (the national stage of the Contest), formation of the National Contest Commissions, their activities and assessment of Contest works and the award ceremony for the top winners of the semi-finals in each State will be determined by the participating States on their own.

It is recommended that the National Contest Commission include members of the States parties' authorities tasked with combating corruption; representatives of culture and art, civil society, mass media; experts in social advertising.

6.2. The Contest works will be assessed according to the following criteria: conformity to the stated theme; reasonableness and in-depth coverage of the topic; creativity, novelty of the idea and quality of work performance; accuracy and clarity of the language and style of presentation; compliance of the work with the requirements listed in sections V and VIII of the Rules.

6.3. At the semi-final stage, National Contest Commissions in each of the nominations will determine the following places:

- I<sup>st</sup> place – the top winner of the semi-final in the relevant category;
- II<sup>nd</sup> and III<sup>rd</sup> places – the prize-winners of the semi-final in the relevant category;

6.4. The National Contest Commissions reserve right not to designate any participant as the top winner in a particular category or in all the Contest categories.

6.5. The works of semi-final top winners (posters and videos) with English translation (subtitles) will be submitted by the National Contest Commissions by e-mail **no later than 31 October 2019** to the Organizer for transmission to the International Jury of the Contest.

Within the same time limit, the National Contest Commissions will submit to the Organizer “the 10 best posters” and “the 10 best videos” with English translation (subtitles) for posting on the start page of website [www.anticorruption.life](http://www.anticorruption.life) and for using in preparation of the exhibition (exposition) of Contest works.

6.6. The National Contest Commission will ensure that the works of the Contest semi-final top winners, selected as “top 10”, comply with the requirements listed in sections V and VIII of the Rules.

6.7. The International Jury of the Contest will be formed by the Organizer among the representatives of each State-participant of the Contest (one candidate from each state).

6.8. The Co-organizers will provide the Organizer the information on their candidate for the International Jury of the Contest by **1 August 2019**.

6.9. At the final stage, the International Jury of the Contest will determine by a vote based on a rating scale of 1 to 10 by a simple majority of votes:

- I<sup>st</sup> place – the top winner of the Contest in the relevant category;
- II<sup>nd</sup> and III<sup>rd</sup> places – the prize-winners of the Contest in the relevant category.

6.10. The members of the International Jury will vote on-line on the official website.

A member of the International Jury of a particular participating State should vote only once for each of the works advanced to the final based on a rating scale of 1 to 5.

At the same time, a member of the International Jury of the State participating in the Contest should not vote for the works of the competitors from his/her country.

Top winners (I<sup>st</sup> place) and prize-winners (II<sup>nd</sup> and III<sup>rd</sup> places) of the Contest in each category will be determined based on the highest average score obtained according to the International Jury voting results.

## **VII. Award ceremony for top winners and prize-winners of the Contest. Reimbursement of expenses.**

7.1. Top winners and prize-winners of the Contest final will be awarded honorary prizes designated by the Organizer of the Contest.

7.2. The solemn award ceremony for top winners and prize-winners of the Contest will be timed to the International Anti-Corruption Day (9 December) and will be held in December 2019, in Moscow.

The venue of this event may be changed at the discretion of the Organizer and Co-organizers.

7.3. The expenses related to the air travel of participants and accompanying persons to the solemn award ceremony will be covered by themselves or by the relevant anti-corruption authority of the State party of the Organizer and Co-organizers.

The expenses for accommodation and meals of participants and accompanying persons during their stay in Moscow will be paid by the Organizer.

7.4. The expenses (air travel, accommodation and meals) associated with a business trip of the representatives of the relevant anti-corruption authorities of the State participating in the Contest, as well as other officials' expenses related to their participation in the award ceremony, will be covered by the sending party.

### **VIII. Intellectual property rights**

8.1. Each participant who submitted his or her work for the Contest shall guarantee that he/she is the copyright holder of the contest work and confirm that the exclusive license for the right to use the contest work has not been transferred to a third party.

8.2. If any third-party intellectual property objects were used in the work, the participant must indicate the authorship and confirm the right to use such intellectual property.

8.3. The participant will provide to the Organizer and the Co-Organizers, free of charge, a non-exclusive license (hereinafter referred to as the "License") for the right to use the works for organizing and holding the Contest, as well as for subsequent use thereof as a social advertisement, including at exhibitions, in public places and for other purposes not contrary to the international standards and the laws of the States participating in the Contest, for the duration of the exclusive right to the contest work from the date of its submission for the Contest, in all countries of the world.

The Organizer and the Co-organizers will be entitled to use the contest works in the following forms (including but not limited to): publication in the media, display on the Organizer's and Co-organizers' Internet platforms, in social networks, public demonstration in order to discuss the contest works by the contest audiences, organizing exhibitions and forums, including in educational organizations, libraries, theme clubs, etc.

8.4. The Participant will guarantee that the license does not violate the third

8.6. The Organizer and the Co-organizers will not be obliged to provide reports on the use of Contest works.

8.7. The participant will allow the Organizer and the Co-organizers to use the contest works without specifying the names of their authors, a copyright holder, a Contest participant.

8.8. The participant will allow the Organizer and the Co-organizers to make changes in the Contest works, to supply the contest works with comments and explanations.

8.9. The Organizer and the Co-organizers will not be liable for the use of Contest works prepared by the participants in violation of the intellectual rights of third parties.

8.10. Participants will be liable under applicable international and national laws for violation of third-party intellectual property rights.

8.11. In the event of claims by third parties relating to the placement of Contest works on the Contest website, as well as subsequent use of Contest works in the above manner (clause 8.3), the participant will undertake to settle the claims of third parties using his/her own resources and at his/her own expense.

## **IX. Additional provisions**

Due to the fact that the Contest is a non-commercial project, the remuneration to the participants, top winners and prize-winners of the Contest will not be paid. The rules of the Civil Code of the Russian Federation on public competitions (Chapter 57 “Public competition”), as well as the relevant laws of the States participating in the Contest, shall not apply to the Contest.