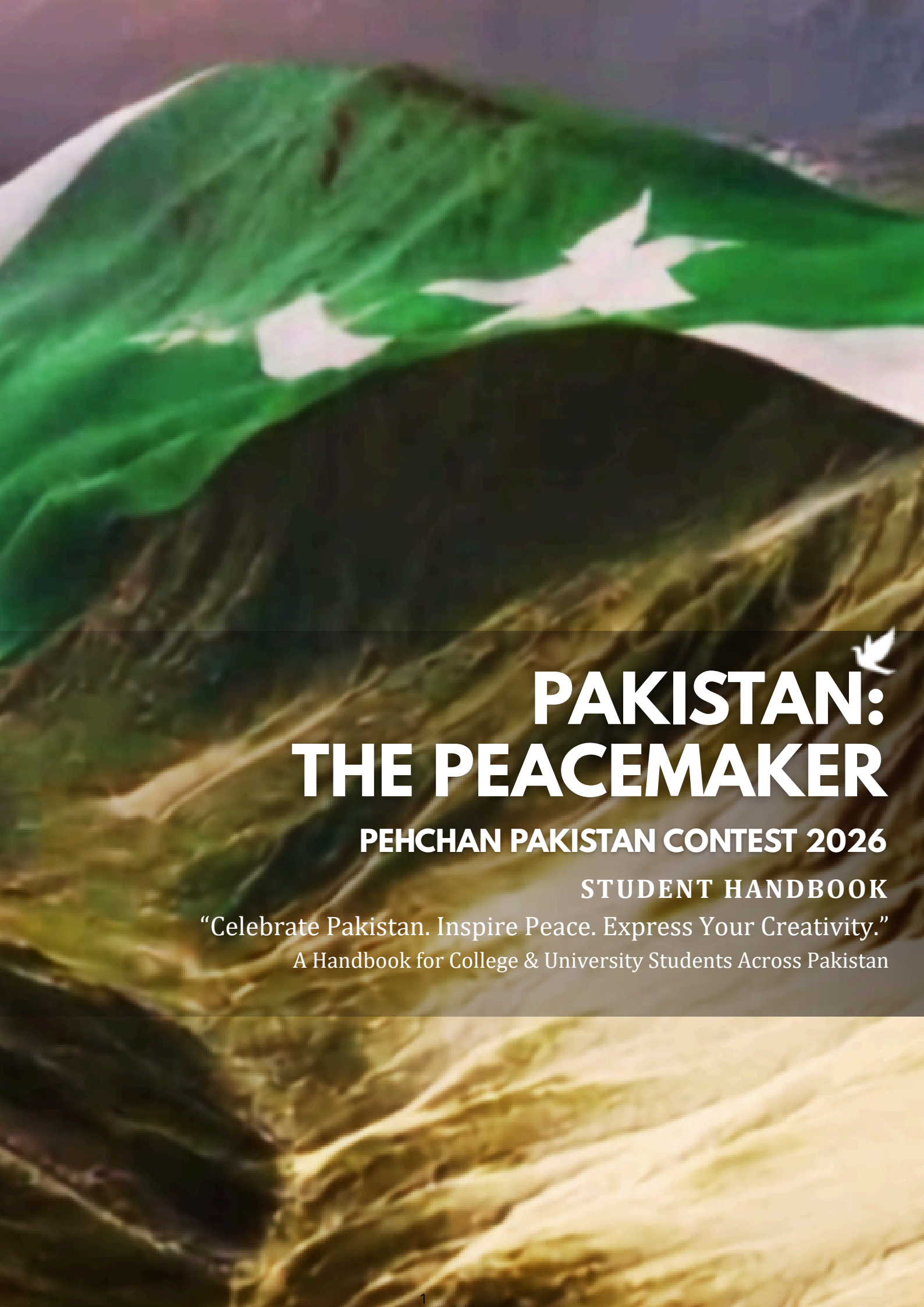




PAKISTAN: THE PEACEMAKER

PEHCHAN PAKISTAN CONTEST 2026

STUDENT HANDBOOK

“Celebrate Pakistan. Inspire Peace. Express Your Creativity.”

A Handbook for College & University Students Across Pakistan

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PEHCHAN PAKISTAN CONTEST

OFFICIALLY NOMINATED FOR THE

UNESCO PRIZE

for

Global Citizenship Education 2025

- **154 NOMINEES**
 - **76 COUNTRIES**
 - **RECOGNIZED BY INTERNATIONAL JURY**
-

Honoured to be recognized globally for fostering education that celebrates culture, heritage, and global citizenship.



Pehchan Pakistan is a project of Community Development Council.
Registered with Directorate of Social Welfare, Punjab Government.
Registration # DOSWWD&BM/RWP/2012.0184 of 2012

Dear Vice Chancellor / Rector / Principal,

It is our great pleasure to invite your institution to participate in Pehchan Pakistan Contest 2026, a nationwide educational initiative that inspires young people to discover, appreciate, and proudly celebrate the identity of Pakistan through creativity, innovation, and meaningful expression.

Since its inception in 2017, Pehchan Pakistan contest has been empowering students to explore Pakistan's rich heritage, diverse cultures, remarkable achievements, inspiring people, breathtaking landscapes, and shared national identity. As we proudly enter the 9th year of this remarkable journey, we continue our commitment to nurturing informed, responsible, and engaged citizens through experiential learning and creative expression.

This year's theme, "**Pakistan – The Peace Maker**," invites students to reflect on Pakistan's contribution towards promoting peace, dialogue, resilience, and positive global engagement. It offers a timely opportunity for our youth to recognize and take pride in Pakistan's constructive role in the region and the world.

Recognizing that today's university and college students are tomorrow's leaders, innovators, researchers, artists, and policymakers, Pehchan Pakistan provides them with a national platform to express their ideas and perspectives through four creative categories:

- Artistic Expression
- Photography
- Creative Writing
- Calligraphy (introduced for the first time in 2026)

These diverse forms of expression encourage students to combine creativity with critical thinking while presenting their unique perspectives on Pakistan's identity, heritage, culture, achievements, and aspirations.

Outstanding entries will receive national awards, certificates, and attractive prizes, while selected works will be showcased at the Islamabad Art Gallery. Participating students and institutions will also gain recognition through national print, and digital media coverage, celebrating their creativity and excellence on a national platform.

We warmly invite your institution to join this national movement by encouraging your students to participate in Pehchan Pakistan contest 2026.

We look forward to welcoming your institution as a valued partner in this inspiring national initiative.

With Warm Regards,
Team Pehchan Pakistan

For further information visit our website
www.pehchanpakistan.org

Email: info@pehchanpakistan.org
+92 300 6485113 | +92 312 5078329





“Pakistan does not need to be imagined by others. It needs to be discovered, told and built by its own young people.”

— Pehchan Pakistan Founding Statement

Dear Student,

Nine years ago, Pehchan Pakistan contest began with a simple belief: that the truest, most powerful stories of our homeland are not told by institutions or governments — they are told by young people like you, through a paintbrush, a camera lens, a pen, or a single confident stroke of calligraphy.

We started this movement because we saw something the world often overlooks — a generation of Pakistani students bursting with imagination, pride, and a hunger to be heard. We created Pehchan Pakistan to give that generation a stage.

Why Creativity Can Build Nations

Nations are not only built with policy and infrastructure — they are built with identity, pride, and shared stories. A single photograph can shift a perception. A single poem can heal a wound. A single painting can start a conversation that a thousand speeches cannot. Creativity is not decoration; it is nation-building in its most human form.

“Every brushstroke, every photograph, every word you write is a small act of nation-building.”

An Invitation

This year's theme, Pakistan — The Peace Maker, invites you to look beyond the headlines and capture the quieter, more powerful truths: the compassion, resilience, dialogue, and hope that define us. I invite you — wholeheartedly — to pick up your tools of expression and show the world the Pakistan you know and love.

Why Participate?

Pehchan Pakistan is more than a contest — it is a launchpad. Here is what awaits every student who takes part:

- National Recognition

Your work is judged and celebrated on a nationwide stage, alongside students from every province.

- Certificates for Every Participant

Every student who submits an eligible entry receives an official Pehchan Pakistan certificate of participation.

- Awards & Prizes

Category winners receive souvenirs, shields, and special recognition awards.

- Islamabad Art Gallery Exhibition

Shortlisted work is exhibited at the Islamabad Art Gallery, viewed by the public, media, and dignitaries.

- National Media Coverage

Winning and shortlisted students are featured across Pehchan Pakistan's media and press partners.

- Portfolio Building

A national exhibition credit is a powerful addition to any creative portfolio.

- Resume & University Recognition (Most Important)

International institutions formally recognise participation in Pehchan Pakistan as a community service activity. In addition, participating students receive a **Citizenship Award Certificate** acknowledging their contribution to community service through supporting the education of children in underserved and slum communities. This certificate demonstrates civic engagement, social responsibility, and volunteer service, making it a valuable addition to university applications, scholarship portfolios, and professional resumes.



CATEGORIES

Creative Categories

Four ways to tell Pakistan's story

The Four Creative Categories

Pehchan Pakistan 2026 welcomes entries across four creative categories:

- Artistic Expression
- Photography
- Creative Writing
- Calligraphy (New for 2026)

Detailed information for each category—including its purpose, judging criteria, official topics (where applicable), technical requirements, creative tips, common mistakes to avoid, and submission checklist—is provided in the following sections. For complete contest policies, eligibility requirements, entry fees, important dates, and general submission rules, you may also refer to the General Guidelines available on the Pehchan Pakistan website (www.pehchanpakistan.org).

CATEGORY 1

Artistic Expression

Painting · Drawing · Sketching · Illustration ·

Purpose

Art is a powerful way to tell stories without words. This category invites students to celebrate Pakistan through their imagination, creativity, and artistic skills. Whether you choose to draw, paint, or sketch, your work should communicate a meaningful message inspired by the topic.

Forms of Artistic Expression

Students may create their artwork using any original visual art medium, including:

- Drawing/ Sketching – Pencil, charcoal, coloured pencils, crayons, markers, or pastels.
- Painting – Watercolour, acrylic, poster colours, oil paints, or other safe painting media.
- Printmaking – Artwork created using stamps, sponges, blocks, stencils, or other printmaking techniques.

Topic - The Colours of Pakistan

Celebrate the beauty, diversity, and spirit of Pakistan through your artwork.

Your artwork may depict:

- Landscapes and natural beauty
- Historical monuments and architecture
- Culture and traditions
- Festivals and celebrations
- Crafts and folk art
- Wildlife and biodiversity
- Everyday life
- People and communities
- Anything else that reflects Pakistan through your unique artistic vision

Tips for a Winning Entry

- Choose a subject that has personal meaning to you.
- Plan your composition by making rough sketches first.
- Think carefully about colours, balance, and lighting.
- Keep your artwork neat and well finished.

Return of Original Artwork

Original artwork submitted to Pehchan Pakistan may be returned to the participating institution or student upon request. The return will be arranged only if the participant agrees to bear the applicable courier charges.

What Judges Will Look For

Entries will be evaluated on:

- Originality and creativity
- Clear connection to the topic
- Artistic skill appropriate to the student's age and chosen medium
- Emotional and visual impact
- Overall presentation and attention to detail

Common Mistakes to Avoid

Avoid these common errors:

- ⚠ Submitting unfinished or rushed work.
- ⚠ Copying artwork from the internet or other artists.
- ⚠ Including too many unrelated ideas in one composition.
- ⚠ Ignoring the required size.

Technical Requirements

- Traditional Artwork
- Recommended size: Maximum size A3 (297 × 420 mm).
- All artwork must be 100% original and created solely by the student.

Submission Checklist

Before submitting your entry, please ensure that:

- ☒ Your artwork is complete and ready for judging.
- ☒ The Entry Label is fully completed and securely pasted on the back of the artwork.
- ☒ Proof of payment is attached.
- ☒ If your entry is being submitted through your educational institution, then the Institution Data Form has been completed.
- ☒ If you are submitting independently, the Independent Data Form has been completed.

CATEGORY 2

Photography

Landscape · Portrait · Street · Mobile Photography

Purpose

Photography is storytelling through light and moment. This category celebrates students who can find and frame Pakistan's truth through an honest, original photograph.

Topic - Faces, Places & Pride of Pakistan

Students may photograph landscapes, wildlife, architecture, heritage, culture, festivals, local traditions, villages, cities, community life, sports, innovation, or everyday heroes.

Tips for a Winning Entry

- Get close to your subject and tell one clear story per frame.
- Use natural light — golden hour often works best.
- Always ask permission before photographing identifiable individuals.
- Keep editing minimal — enhance, don't alter reality.
- Write a short, honest caption explaining the moment.

Return of Original Artwork

A photograph submitted to Pehchan Pakistan may be returned to the participating institution or student upon request. The return will be arranged only if the participant agrees to bear the applicable courier charges.

Submission Checklist

Before submitting your entry, please ensure that:

- ☒ Original, unedited-beyond-basics photograph.
- ☒ The Entry Label is fully completed and securely pasted on the back of the artwork.
- ☒ Proof of payment is attached.
- ☒ If your entry is being submitted through your educational institution, then the Institution Data Form has been completed.
- ☒ If you are submitting independently, the Independent Data Form has been completed.

What Judges Will Look For

- Strength of storytelling and composition
- Technical quality — focus, exposure, framing
- Originality and authenticity of the moment captured
- Relevance to the chosen topic
- Ethical and respectful representation of subjects

Common Mistakes to Avoid

- ⚠ Using AI-generated or stock images (strictly prohibited).
- ⚠ Over-editing or applying heavy filters that distort reality.
- ⚠ Photographing people without consent.
- ⚠ Submitting low-resolution or blurry images.
- ⚠ Missing captions or context for the photograph.

Technical Guidelines

- Each photo must include a caption of 10–20 words (Urdu or English).
- Photos must be in high resolution and submitted in hard copy (8"x 10")
- Photos from camera and cell phones (smart phone) are accepted.
- Minor editing is allowed (e.g., colour correction, cropping), but extensive digital manipulation that alters the integrity of the image is not permitted.
- Original work to be submitted.
- Black and white photos are also accepted.
- Do NOT mount or frame the photograph.

Multiple Entries

Students are welcome to send in more than one entry (photograph). However, the applicable entry fee must be paid for each individual entry.

CATEGORY 3

Creative Writing

Essay · Short Story · Reflective Writing · Personal Narrative · Poetry ·

Purpose

- Creative Writing invites students to explore Pakistan's identity and peace through the power of language — in prose, poetry, or spoken word.

Topic - Stories of Pakistan

Every person, place, tradition, and community has a story to tell. Through fiction or non-fiction, poetry or prose, share a story that celebrates Pakistan's people, culture, history, values, achievements, natural beauty, or hopes for the future. Your story may be inspired by real events or imagined through your own creativity.

Forms of Creative Writing

Choose any literary form or genre that best communicates your ideas, perspectives, and creativity. Entries may include, but are not limited to:

- Short Story – Fictional narratives that explore characters, events, or themes related to the chosen topic.
- Essay – Analytical, reflective, persuasive, or descriptive essays presenting original ideas and insights.
- Article or Feature Writing – Informative or opinion-based pieces written in a journalistic or magazine style.
- Speech – A powerful speech intended to inspire, persuade, or inform an audience.
- Poetry – Free verse, rhyming poetry, spoken word, or any other poetic form.
- Personal Narrative or Memoir – A true story, experience, or reflection drawn from personal life.
- Script or Dramatic Writing – A screenplay, stage play, monologue, or dialogue-based piece.
- Creative Non-Fiction – Writing based on real events, people, or experiences presented with literary creativity.
- Open Genre – Any other original form of writing that effectively communicates your message and aligns with the competition theme.

Technical Guidelines

- Only the content of your writing will be assessed. You are encouraged to write on plain paper. The use of coloured pages, decorative borders, illustrations, or embellishments will not be considered during evaluation.
- Please ensure your handwriting is neat and legible. Typed entries are also welcome but are not compulsory.

What Judges Will Look For

- Strength of storytelling and composition
- Technical quality — focus, exposure, framing
- Originality and authenticity of the moment captured
- Relevance to the chosen topic
- Ethical and respectful representation of subjects

Pro Tips for a Standout Entry

- Write with your own voice. Be authentic. Your unique perspective is more powerful than trying to sound overly formal or sophisticated.
- Paint pictures with words. Help readers see, hear, and feel your story through vivid descriptions and sensory details.
- Avoid AI-generated writing. AI-generated content is increasingly easy to detect and does not reflect your own creativity. Entries found to be substantially generated by AI or plagiarised may be disqualified. Use your own imagination—your authentic voice is your greatest strength.

Common Mistakes to Avoid

Avoid these common pitfalls that can weaken an otherwise strong entry:

- ⚠ Copying or closely imitating content from books, websites, or other sources. Originality is essential.
- ⚠ Relying on AI-generated writing. Judges can often recognise AI-generated content. Entries that are substantially AI-generated or plagiarised may be disqualified.
- ⚠ Skipping proofreading.
- ⚠ Ending abruptly or without purpose.

Retaining a Copy of Your Work

Participants are strongly encouraged to keep a copy of their creative writing entry for their own records before submitting it to Pehchan Pakistan.

Submission Checklist

Before submitting your entry, please ensure that:

- ✓ Original work is submitted.
- ✓ The Entry Label is fully completed and securely pasted on the back of the creative writing.
- ✓ Proof of payment is attached.
- ✓ If your entry is being submitted through your educational institution, then the Institution Data Form has been completed.
- ✓ If you are submitting independently, the Independent Data Form has been completed.

CATEGORY 4

Calligraphy

· Traditional · Modern · Contemporary

Purpose

- New for 2026, Calligraphy celebrates the beauty of the written word in Urdu, Arabic, or English — where craftsmanship, balance, and artistry take centre stage.

Topic - Open Theme

There is no prescribed topic for Calligraphy — however, students inspired by this year's theme are warmly encouraged to explore words and verses connected to peace and hope.

Students may select Quranic verses, Hadith, poetry, quotations, national sayings, or original inspirational text of their choosing.

Common Mistakes to Avoid

Avoid these common mistakes to give your calligraphy entry the best chance of success:

- ⚠ Poor letter formation or inconsistent spacing. Take time to ensure each letter is clear, balanced, and proportionate.
- ⚠ Smudges, ink stains, or visible corrections. Present clean, neat work with careful attention to detail.
- ⚠ Overcrowding the composition. Leave enough white space to create balance and allow the calligraphy to stand out.
- ⚠ Using excessive decoration. Borders, patterns, and embellishments should enhance the artwork—not distract from the beauty of the script.
- ⚠ Relying on AI-generated or digitally auto-rendered calligraphy. Judges can recognise computer-generated work. Entries must showcase the student's own calligraphic skill and artistic craftsmanship.

Return of Original Artwork

Original calligraphy pieces may be returned to the participating institution or student upon request, provided the participant agrees to bear the applicable courier charges.

What Judges Will Look For

- Script quality and precision
- Layout and composition balance
- Creativity within the chosen style
- Overall visual presentation
- Mastery of chosen tools and medium

Pro Tips for a Standout Entry

- Plan your layout in pencil before inking.
- Let negative space work in your favour — avoid overcrowding.
- Choose text that is personally meaningful, not just decorative.
- Practise consistent line weight and spacing.

Technical Guidelines

- Students may create their calligraphy on paper or canvas using any traditional or contemporary calligraphy style.
- Participants may use any suitable calligraphy materials, including: Reed pen (Qalam), Calligraphy pens or markers, Ink, Watercolour or acrylic paints, Gold or metallic inks.
- Recommended size: A3 (297 × 420 mm) maximum.
- Canvas entries may be of a similar size.
- All work must be 100% original and created solely by the submitting student.
- Copying another artist's layout or design is discouraged. Students are encouraged to develop their own composition and artistic style.

Submission Checklist

Before submitting your entry, please ensure that:

- ✓ Original work is submitted.
- ✓ The Entry Label is fully completed and securely pasted on the back of the calligraphy.
- ✓ Proof of payment is attached.
- ✓ If your entry is being submitted through your educational institution, then the Institution Data Form has been completed.
- ✓ If you are submitting independently, the Independent Data Form has been completed.



General Information

Eligibility: The contest is inclusive and open to all students aged 3 – 23 years.

Note:

- Students pursuing education as a private student are eligible to participate as 'Independent'.
- There is no age restriction for students from Special Institutions. They have an open option to select the category and theme.

Awards and Prizes:

All participants will be awarded participation (Citizenship Award) certificates.

Winners:

The winners are divided into 2 categories to maximize winning opportunities:

National Winners:

Winners from each category will be awarded specially designed certificates, shields, and prize/souvenir.

Provincial Winners:

Winners from each category will be awarded specially designed certificates and prize/souvenir.

Acknowledgement Award for Participating Institutions:

- Institution Heads will be presented with a specially designed Philanthropy Certificate.
- Institution Coordinators will be presented with an Appreciation Certificate.
- Institutions sending 100 and more entries will be sent special recognition souvenir or prize.

Registration Fee (per entry):

- Colleges & Universities (Government & Private): Rs. 1000
- International & Cambridge School Systems: Rs. 600
- Matriculation School System (Private Schools): Rs. 300
- Government & Educational Institutions run under Trust/NGO/Welfare Organization: Rs. 250
- Independent Participants (not representing an institution): Rs. 600
- Special Education Institutions: No Fee

Note:

- Students submitting multiple entries will be charged separately for each entry according to the applicable category.
- Institutions may collect an additional amount up to Rs 50/- per student to cover the cost of courier service & bank draft/ logistics.

Submittal Deadline: Thursday, 8th October 2026



Rules & Regulations

By entering the contest, educational institutions confirm that they have read, understood, and agree to be bound by the following contest rules:

1. The contest is open to all educational institutions in Pakistan, including: Government, Private, Special Education, and Schools run under NGOs, Welfare organisations, and Trusts.
2. Entries are limited to original works that have not formerly been displayed or exhibited and to which the entrant holds all applicable rights. Works that have won prizes in other contests or that have been submitted to other contests currently underway are not eligible. Works that are entered in other contests after submitting to this contest will not be eligible.
3. Judges' decisions are final and no correspondence will be entertained.
4. All prize winners will be notified by phone call, email, or post.
5. We reserve the right to publicize and/or broadcast the winners' names and their work at any time it deems fit.
6. Entries must be received no later than 4:00 pm on **Thursday, 8th October 2026**.
7. Entries must be accompanied by a duly completed Institution Data Form and Pay order/Cross Cheque/ Online Transaction in original favour of Community Development Council.

Account Title: COMMUNITY DEVELOPMENT COUNCIL

Name of Bank: UBL

Account No: 0014-200-321124-2

Branch Code: 0014

NTN # 4043046-4

Note: In case of non-availability of banking facility, you may send via EasyPaisa at this number 0300 6485113.

8. Entries must be delivered via registered post or courier. Entries submitted directly by hand will not be accepted.

Entries to be sent to the given address:

Pehchan Pakistan Contest

Hunerkada College of Visual & Performing Arts | 217-B Margalla Road (North)

F-10/3, Islamabad 44000

9. Email us at info@pehchanpakistan.org, the list of participating students, and we will reply by acknowledging the receipt of entries within three to five working days. If email isn't received, please contact us.
10. We will not be responsible for any damage or loss of any entry in the mail.
11. Entries will NOT be returned to educational institutions.
12. **Ensure keeping a copy of the names of participating students, scanned copy of the bank draft/cross-cheque/online receipt/screenshot, courier receipt, and a copy of the Institution Data form for your record.**
13. Institutions may use the given formats (Data Form, Contestant Details, Entry Label, etc.) in word and type the details for accuracy and time management.

Download from our website: www.pehchanpakistan.org/downloads

Submission Checklist

Before sending your entries, make sure to:

1. **Attach the Entry Label**

- Each student's work must have a properly filled Entry Label pasted on the back of the artwork/writing/photograph.

2. **Complete the Institution Data Form**

- Ensure the Institution Data Form is duly filled and signed by the concerned authority.

3. **Include Proof of Payment**

- Enclose the original Bank Draft / Pay Order / Cross Cheque OR
- Attach a printout of the screenshot if payment was made through online transfer or Easypaisa.

Institution Data Form

Institution Name: _____

Postal Address: _____

Email: _____

Contact # _____

Coordinator/Teacher

(Contest Organization)

Name: _____

Cell # _____

Name: _____

Cell # _____

Head of Institution:

Name: _____

Contact # _____

UNDERTAKING

I hereby certify and undertake that:

1. I have read and understood all the rules and regulations mentioned above.
2. The information provided by me in this registration form is true, complete, and accurate to the best of my knowledge. I take full responsibility for the authenticity of the details submitted.
3. I confirm that I have enclosed the original Bank Draft / Pay Order / Cross Cheque, bearing the following details:
 - No: _____
 - Date: _____
 - Amount (in figures): Rs. _____
4. This payment is made as the registration fee for a total of _____ students, as listed in the summary above, in favour of Community Development Council.
5. In case of online transfer or Easypaisa, I have attached a printed screenshot or proof of transaction along with this form.

SIGNATURES & STAMP HEAD OF THE INSTITUTION

Date of Submission: _____

INDEPENDENT ENTRY DATA FORM

Name of the Student: _____

Postal address: _____

Email: _____

Contact #: _____

Age & Class: _____

Institution Name (optional): _____

Parent/ Guardian (For under 16)

Name: _____

Contact #: _____

UNDERTAKING

I hereby certify and undertake that:

1. I have read and understood the above-mentioned rules and regulations.
2. The particulars provided by me through this registration form are true and I take full responsibility for the correctness and accuracy of the information provided.
3. I also certify that I have enclosed Bank draft / Pay order in original bearing No: _____ Dated: _____ Amounting to Rs (In figures) _____ as a registration fee for total number of _____ entry/ies in favour of Community Development Council.

OR

Rs. _____ sent to EasyPaisa # 0300 6485113 (attach screenshot with the form)

Date: _____

Signature of Parent/ Guardian

OR

Self for 16 Years & Above

Labels to be paste at the back of each entry



Student's Name: _____

Age: _____ Category # _____

Name of Institution: _____

Name of Contact Person: _____

Cell Phone Number: _____



Student's Name: _____

Age: _____ Category # _____

Name of Institution: _____

Name of Contact Person: _____

Cell Phone Number: _____



Student's Name: _____

Age: _____ Category # _____

Name of Institution: _____

Name of Contact Person: _____

Cell Phone Number: _____



Student's Name: _____

Age: _____ Category # _____

Name of Institution: _____

Name of Contact Person: _____

Cell Phone Number: _____



Student's Name: _____

Age: _____ Category # _____

Name of Institution: _____

Name of Contact Person: _____

Cell Phone Number: _____



Student's Name: _____

Age: _____ Category # _____

Name of Institution: _____

Name of Contact Person: _____

Cell Phone Number: _____



Pehchan Pakistan Contest 2026

Stay Connected



www.pehchanpakistan.org



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X (Twitter)



[Pehchan Pakistan](https://www.facebook.com/PehchanPakistan)
Facebook

For Queries



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info@pehchanpakistan.org



CONTACT NUMBERS

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