

PEHCHAN PAKISTAN CONTEST 2024

# CELEBRATING HERITAGE & CULTURE OF PAKISTAN

CONTEST E - GUIDE



Derawar Fort (قلعہ ڈیراور) is a fortress in Ahmedpur East Tehsil of Bahawalpur District in Punjab.



Dear Educational Leader,

We are pleased to announce the Pehchan Pakistan Contest 2024, an inclusive and exciting initiative designed to celebrate our beloved country's rich heritage and culture. This year marks the 5th edition of the contest, and we are reaching out to educational institutions like yours to encourage the active participation of students in this meaningful event.

**Contest Theme: "Celebrating Heritage & Culture of Pakistan."**

Pehchan Pakistan Contest aims to unleash the imagination and creative vision of our youth, promoting national integrity and inspiring a generation of visionary leaders committed to shaping a prosperous and harmonious society.

We kindly request you to encourage your students to participate in this contest and represent your esteemed institution.

We look forward to your students' enthusiastic participation and invaluable contributions to celebrating our national heritage.

Thank you for your support and cooperation.

With warm regards,  
Team Pehchan Pakistan

For further information  
visit our website  
[www.pehchanpakistan.org](http://www.pehchanpakistan.org)

Email: [info@pehchanpakistan.org](mailto:info@pehchanpakistan.org) +92  
300 6485113 | +92 312 5078329



# Discover Creativity with Pehchan Pakistan Contest!

## Guidelines for Parents/Teachers & Students

The contest is divided broadly into three categories of participation:

### 1. Artistic Expression:

Students can explore various forms of artistic expression, bringing their visions to life through:

- Drawing: Create images using pencils, crayons, poster colours, pencil or markers.
- Painting: Use watercolors, acrylics, or tempera paints.
- Collage: Combine paper, fabric, or magazine clippings.
- Printmaking: Design prints with stamps, sponges, or other materials.
- Storyboarding: Draw a series of images to tell a story about the given theme.
- Pattern Art: Design artwork using repeated shapes, lines, or colours.

### 2. Creative Writing:

Students to express their thoughts through any form of given choices:

- Short Stories: Brief narratives featuring characters and settings.
- Letters: Describe the theme by writing letters to friends or family.
- Fairy Tales: Create fairy tales.
- Fables: Write stories with moral lessons.
- Scripts: Write dialogues and stage directions for short plays or skits.
- Song or Poem: Write a poem or lyrics for a song.
- Personal Narratives: Write about personal experiences or imagined adventures.

### 3. Photography:

Capture the essence of Pakistan through the lens. Students can submit photographs that depict:

- Landscapes: Beautiful scenes from different regions of Pakistan.
- Cultural Events: Festivals, traditions, and ceremonies unique to Pakistani culture.
- Daily Life: Everyday moments that showcase the diverse lifestyles of Pakistan's people.
- Historical Sites: Photographs of famous landmarks and monuments.
- Nature and Wildlife: Images of Pakistan's flora and fauna.

#### Important Note:

This contest will take place within educational institutions. Students DO NOT need to travel to Islamabad to participate. Their (work) entries will be submitted by their education institute via courier service to the address mentioned in Rules & Regulations page 11.

# Category 1: Proud Pakistani

Grades: Preschool

Age: 3-5 years (approximately)

## Guidelines for Parents/Teachers:

Use a smartphone or camera to capture your child/student in traditional Pakistani clothes. It can be any traditional outfit that represents our rich culture.

Consider using props such as the Pakistani flag, traditional musical instruments, or cultural items. These props can add a creative touch to the photo.

Colour, as well as black & white photographs or mixed media, are acceptable.

Photo size must be 8" x 10" - (Hardcopy)

Do NOT mount or frame the photograph.

### Find the Perfect Spot:

Look for a location that has a cultural or beautiful background. This could be a historic site, a garden with traditional decor, or even a corner of your home decorated with Pakistani art.

### Encourage Creativity:

Allow your child/student to pose naturally or in a way that he/she feels represents their cultural pride. Encourage the child to hold props or make gestures that reflect Pakistani culture.

### Review and Select:

Take multiple shots from different angles. Encourage your child to smile or show expressions that reflect pride and happiness. Review the photos together and select the one that best captures the essence of your child/student in traditional Pakistani attire.



# Category 2: Independence Day

Grades: 1 & 2

Age: 6-7 years (approximately)

## Guidelines for Parents/Teachers:

### Educate and Inspire:

Discuss the significance of Pakistan's Independence Day and why this day is important to us. Show a short movie or photos illustrating how Pakistan was created. Ask the children how they celebrate Independence Day. Cover topics such as how Pakistan was created, key leaders involved in the independence movement, the design and meaning of the Pakistani flag, ways people celebrate Independence Day, and other related elements.

### Artistic Expression:

Draw/Paint/Colour

Encourage children/students to create artwork on 'Independence Day'.

Encourage them to depict any one aspect of Independence Day they are particularly interested in.

Original work is always appreciated.

Provide children/students with art supplies of their choice and A2 size paper /quarter of standard size chart paper.

Any medium of art is acceptable.

Refer to forms of artistic expression given on page 3 of this E Guide.

The completed artwork must be on a flat piece of paper.

**Foster Creativity:** Support and guide children/students as they express their creativity, emphasizing that there are no mistakes or judgments—what matters most is their unique perspective.

*Tip: Refer to our lesson plan & resources for Independence Day designed for schools.*

### Creative Writing:

Guide children/students in drafting creative writing about 'Independence Day'.

Refer to forms of creative writing given on page 3 of this E Guide.

Provide sentence starters or templates to scaffold their writing if needed.

Do not restrict them with number of words.

Handwriting must be eligible. You can also type it, however, it is not a compulsion.

Entries for creative writing in both Urdu and English languages are welcomed and accepted.

# Category 3: Our Provinces

Grades: 3,4 & 5

Age: 8-10 years (approximately)

## Guidelines for Parents/Teachers:

### Educate and Inspire:

Introduce the provinces of Pakistan; Sindh, Punjab, KPK, Balouchistan, Gilgit Baltistan, and Azad Kashmir through a fun and interactive session. Use pictures or illustrations of each province, showcasing their unique cultures and interesting facts to captivate the student's curiosity and interest.

### Artistic Expression:

Encourage children/students to create artwork independently on 'Our Provinces'.

Encourage them to depict one province they are particularly interested in.

Original work is always appreciated.

Provide children/students with art supplies of their choice and A2 size paper /quarter of standard size chart paper.

Any medium of art is acceptable. Refer to forms of artistic expression given on page 3 of this E Guide.

The completed artwork must be on a flat piece of paper.

**Foster Creativity:** Support and guide children/students as they express their creativity, emphasizing that there are no mistakes or judgments—what matters most is their unique perspective.

*Tip: Refer to our lesson plan & resources for Independence Day designed for schools.*

### Creative Writing:

Guide children/students in drafting creative writing about 'Our Provinces'. Encourage them to write about one province they are particularly interested in.

Refer to forms of creative writing given on page 3 of this E Guide.

Provide sentence starters or templates to scaffold their writing if needed.

Do not restrict them with number of words.

Handwriting must be eligible. You can also type it, however, it is not a compulsion.

Entries for creative writing in both Urdu and English languages are welcomed and accepted.

# Category 4: Heritage & Culture

Grades: 6,7,8, 9 & 10

Age: 11-15 years

(approximately) **Guidelines for Teachers:**

## **Educate and Inspire:**

Start by explaining to the students the difference between heritage and culture. Heritage refers to the traditions, landmarks, and artifacts passed down through generations, reflecting the history and identity of a community. Culture, on the other hand, encompasses the everyday practices, beliefs, and customs that shape the way of life for a group of people.

## **Encourage Research:**

Motivate students to explore different aspects of Pakistani culture, such as historical sites, traditional crafts, and local customs. to create more authentic and engaging pieces for the contest.

## **Artistic Expression:**

Guide students to depict one specific aspect of the heritage and culture of Pakistan with their art work. Encourage them to explore topics such as traditional crafts, historical landmarks, local festivals, or unique customs.

Provide students with art supplies of their choice and A2 size paper/Quarter of standard size chart paper.

Encourage students to create artwork independently. Original work is always appreciated.

Any medium of art is acceptable. Refer to forms of artistic expression given on page 3 of this E Guide.

The completed artwork must be on a flat piece of paper.

## **Creative Writing:**

Guide students to write about one specific aspect of the heritage and culture of Pakistan. Encourage them to explore topics such as traditional crafts, historical landmarks, local festivals, or unique customs. By focusing on a single aspect, students can delve deeper into their chosen subject and produce more detailed and engaging creative writing pieces.

Handwriting must be eligible. Typed entry will be appreciated.

There is no restriction on word count depending on the chosen genre. However, for essays, please limit your writing to 250-300 words.

We are interested in receiving unique perspectives rather than just factual information.

Refer to forms of creative writing given on page 3 of this E Guide.

Entries for creative writing in both Urdu and English languages are welcomed and accepted.



# Category 5: Heritage Sites

Age: 16-23 years (approximately)

## Guidelines for Teachers & Students

### Educate and Inspire:

Introduce Pakistan's heritage sites, and discuss the importance of preserving our heritage for a thriving history and a brighter future.

### Encourage Research:

Encourage students to research the UNESCO World Heritage sites in Pakistan. They can draw inspiration from the unique characteristics of these sites and their roles in shaping our history and cultural identity.

### Artistic Expression:

Guide students to select one heritage site for their artwork.

Provide students with art supplies of their choice and A2 size paper/Quarter of standard size chart paper.

Encourage students to create artwork independently. Original work is always appreciated.

Any medium of art is acceptable. Refer to forms of artistic expression given on page 3 of this E Guide.

The completed artwork must be on a flat piece of paper.

### Creative Writing:

Guide students to select one heritage site for their creative writing. Encourage them to explore various aspects of the site's era, such as traditional crafts, historical landmarks, local festivals, or unique customs. By focusing on a single aspect, students can delve deeper into their chosen site, resulting in more detailed and engaging creative writing pieces.

Handwriting must be eligible. Typed entry will be appreciated.

There is no restriction on word count depending on the chosen genre. However, for essays, please limit your writing to 350-400 words.

We are interested in receiving unique perspectives rather than just factual information about the site.

Refer to forms of creative writing given on page 3 of this E Guide.

Entries for creative writing in both Urdu and English languages are welcomed and accepted.



# Category 6: Photography

Age: 12 - 15 years (Group A)

Age: 16-23 years (Group B)

This category is open to all photography enthusiasts, regardless of experience level.

## Guidelines for Students/Teachers

### Photography Entries:

Students are to submit photographs that showcase the Heritage & Culture of Pakistan. Capturing people, places, festivals, sites, and any aspect that is relevant to the theme.

### Technical Specifications:

- Photos must be in high resolution and submitted in hard copy (8"x 10")
- 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.

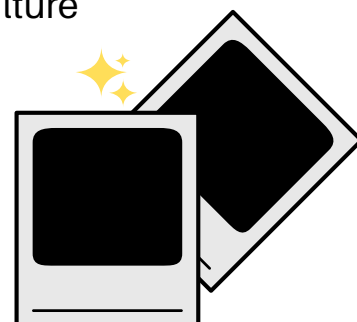
Entries will be evaluated based on the following criteria:

### Relevance to the Theme:

How well the photograph celebrates the Heritage & Culture of Pakistan.

### Creativity and Composition:

Unique perspectives, artistic expression, and a well-composed image.



# 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 and prize/souvenir.

### Provincial Winners:

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

## Registration Fee:

Private Educational Institutions: Rs. 500 per entry

Government & Educational Institutions run under Trust/NGO/Welfare

Organization: Rs. 200 per entry

Independent Participation: Rs. 300 per entry

Special Education Institutions: No Fee

## Submittal Deadline:

Wednesday, 25th September 2024

Note: Institutions may collect additional amount up to Rs.50/- per student to cover the cost of courier service & bank draft/ logistics.

## 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.

# 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 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 Wednesday, 25th September 2024
7. Entries must be accompanied by a duly completed Institution Data Form and Pay order/Cross Cheque/ Online Transaction in original favor of Community Development Council.

Account Title: COMMUNITY DEVELOPMENT COUNCIL  
Name of Bank: Silk Bank  
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 Hunerkada:

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](mailto: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](http://www.pehchanpakistan.org/downloads)

# Institution Data Form

Institution Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Email: \_\_\_\_\_

Contact # \_\_\_\_\_

**Coordinator/Teacher**

**(Contest Organization)**

Name: \_\_\_\_\_

Contact # \_\_\_\_\_

Name: \_\_\_\_\_

Contact # \_\_\_\_\_

**Head of Institution:**

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/ Cross Cheque in original bearing

No: \_\_\_\_\_ Dated \_\_\_\_\_ Amounting to Rs.(In Figures) \_\_\_\_\_

as a registration fee for a total number of \_\_\_\_\_ students as mentioned in above summary in favour of Community Development Council.

Note: In case of online transfer or Easypaisa, kindly attach printout of screenshot.

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SIGNATURES & STAMP HEAD OF THE INSTITUTION

Date of Submission: \_\_\_\_\_

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: \_\_\_\_\_  
\_\_\_\_\_



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