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Army Welfare Education Society (AWES)
FDRC, Building No 202
Shankar Vihar (Near APS)
Delhi Cantt, New Delhi -110 010

B/45785/Arivoli/AWES

19 Aug 2024

List 'A'

**ARIVOLI-2025 : UNLEASH YOUR CREATIVITY AND
WIN BIG IN THE COVER ART CONTEST**

1. We are pleased to share that the conceptualization and theme of our forthcoming **ARIVOLI 2025** is “**HOLISTIC DEVELOPMENT - An Elixir of Transformation,**” which will focus on a child's overall growth and well-being. Its Key aspects are Physical Development, Skill Development, Emotional Development, Mental Development, Spiritual Development, Social Development, and Life Skills. It's about nurturing a balanced and harmonious individual.
2. The **TITLE** and The **ARTWORK** will focus on the crucial importance of The Holistic Development and should capture the essence of it wherein we project students as well-rounded individuals capable of thriving in all areas of life. Let's Craft Brew our skills through creative expressions in **paintings, sketches, drawings, photography and digital art, cartoons, and murals**, visually representing the interconnectedness of human growth aspects and highlighting how **Holistic Development** is pivotal in today's ever-evolving world.
3. The cover is a conversation starter, an invitation to explore the world of **Holistic Development** within the magazine pages.
4. We seek the most captivating artwork from the students to grace the cover page, back page and the exclusive awe-inspiring Art Gallery within the magazine. Hence, all artistic visionaries of the schools unleash your creativity and have your masterpiece take center stage.

Submission Guidelines

5. The artwork should have relevance to the “**Theme and Editorial content**” :-
 - (a) Artwork should immediately grab the attention and leave an everlasting impression on viewers.
 - (b) The artwork should be original and unique, avoiding cliches. It should visually represent and complement the theme.
 - (c) Artwork must be submitted in portrait form.
 - (d) Emphasise the artwork's central idea. Include a brief artist's note outlining inspirations and creative journey in under 100 words. **Place the student's name, class, and school at the bottom right or left corner.**

Judging Criteria

6. The cover page will be judged on the following criteria :-
- Creativity.
 - Originality.
 - Relevance to the theme.
 - Overall aesthetic presentation.

Exclusive Recognition

7. The winning artist will receive an attractive prize, and his/her artwork will grace the magazine's cover page.
8. 1st Runner up will receive an attractive prize. His/her artwork will grace the back page of the magazine.
9. Every selected artist, including the winner and 1st runner-up, will receive a personalized certificate of recognition from AWES, acknowledging their exceptional talent and contribution to the magazine.

Deadline for Submissions

10. Submissions will be accepted **on or before 15th of October**. Entries received after this date will not be considered.
11. Entries should be mailed to the Addl Dir (Academics), HQ AWES at adldiracademic.aweshq@awesindia.edu.in
12. **Hard copies are to be sent by post to HQ AWES for enhanced image and clarity.**
13. **Our Postal Address - Army Welfare Education Society (AWES), FDRC, Building No 202, Shankar Vihar, Delhi Cantt, New Delhi-110010.**
14. **ONLY ONE BEST** entry is invited from each school.

(Sunita Johar)
Addl Director Academic
for MD AWES

Copy to :-

List 'F'