Andhra Pradesh State Energy Conservation Mission
(A Society registered under AP societies registration Act)
(ISO 50001:2018 & 9001:2015 Certified)
Energy Department, GoAP

GUIDELINES

SHORT VIDEO COMPETITION ON ENERGY EFFICIENCY & CONSERVATION

For School Children(Class 7th to 10th) - ANDHRA PRADESH

01 ELIGIBILITY

- The competition is open to all school children of 7th- 10th standard in Andhra Pradesh, who may participate individually or in groups.
- Participants shall send their nomination through their respective school authorities/Parents only.
- Participants can take part as Solor or Group (with a maximum of 10 students only).

02 COMPETITION THEMES

Participants must select a topic from the themes listed below and present a clear, engaging message on energy efficiency and conservation.

01 Smart Energy Choices – Save Electricity, Save Money

BEE star-labelled appliances(use of 5-Star rated appliances); LED lighting; energy-efficient fans, air conditioners and motors; energy-efficient homes; sensible cooling practices; smart sensors. Show how everyday choices and smart technologies can reduce electricity use and household bills.

02 Energy Independence Begins with Me – Save Fuel, Secure India's Future

Sustainable transport; electric mobility; fuel conservation; energy security; reducing dependence on imported fossil fuels; Andhra Pradesh initiatives and support for EV adoption; EV charging stations. Show how EVs, public transport, carpooling and responsible energy use can support a cleaner, more self-reliant India.

03 Cook Smart, Live Smart – Clean Cooking and Efficient Energy Use

Induction cooking compared with LPG; efficient kitchen practices; solar and clean cooking technologies. Explore how informed cooking choices can improve energy

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	use, reduce kitchen emissions and support a transition towards cleaner energy.
04	Future Energy Technologies – AI, Smart Meters, Smart Grids and Energy Storage Artificial intelligence usage; smart grids; battery energy storage; demand-side management; and shifting flexible electricity use away from peak-demand periods. Use a story/ animation/ demonstration model or simple analogy to explain how technology can reduce wastage and improve electricity-system reliability.
05	Innovate for Tomorrow – Energy Audits, Smart Farming and Green Hydrogen School energy audits; efficient irrigation pumps and motors; solar-powered agriculture; green hydrogen; and alternate fuels usage. Identify a real energy-wastage problem and present a practical solution for efficient agriculture, cleaner industries or a low-carbon future.

The video should focus only on the above topics and clearly explain energy conservation, energy efficiency and sustainable practices. It should illustrate ways to save energy at home, school or in the community, and promote environmentally friendly habits.

03 VIDEO SPECIFICATIONS

- Duration: 30 seconds minimum and 2 minutes maximum.
- Format: MP4, with clear, audible sound and good video quality.
- Language: Telugu, English or Hindi.
- Original Content: Videos must be the participant's original work. Plagiarism or use of third-party copyrighted content is not encouraged.
- Previous Entries: Videos submitted in previous years' short video competitions are not eligible for this year's competition.

04 JUDGING CRITERIA

CRITERION	WEIGHTAGE	WHAT THE JUDGES WILL LOOK FOR
Relevance of theme	30%	How well the video communicates the selected theme.
Creativity, Topic illustration and originality	40%	How innovative , How well the topic is explained.and original the idea is.
Clarity	20%	How clearly the message is conveyed in the video.

Visual appeal and video quality	10%	Use of visuals, graphics and sound to engage the viewer, and overall video quality.

05 SUBMISSION INSTRUCTIONS

- Nominations shall be submitted through the url: https://www.apsecm.ap.gov.in/seca.html or QR code.
- Nomination includes submission of video through their respective school authorities/parents only.
- There is no limit on the number of nominations a school can submit.
- Videos submitted in previous years' short video competitions are not eligible for this year's competition.

06 PRIZES AND RECOGNITION

Winners will receive a cash prize along with a certificate, presented by the Chief Guest during the Valedictory Function of State Energy Conservation Awards.

1st Prize	₹30,000
2nd Prize	₹18,000
3rd Prize	₹12,000
Consolation Prizes	10 winners × ₹5,000 each

- Winning videos will be showcased on APSECM's official social media channels and website.
- Winning group shall receive the awards along with memento.
- Successful Participants shall receive participation certificates.

07 RIGHTS AND PERMISSIONS

- By submitting a video, participants agree that their content may be used by the organizing authority for educational, promotional and awareness purposes.

08 IMPORTANT NOTE

- The decision of the judges will be final and binding.

- **Any incomplete, late or inappropriate submissions will be disqualified.**

09 IMPORTANT DATES

Last date for submission of videos	**3-12-2025**
Winners announcement	**14-12-2025**

Winner details will be shared with the school authorities and students through the email addresses and contact information provided during submission.

10 CONTACT INFORMATION

For questions or additional information, please contact APSECM:

Email: seca.apsecm@gmail.com

Phone: 0866 2457620

Website: https://www.apsecm.ap.gov.in/seca.html

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