

## Guidelines for Investor Awareness Anthem Contest

The anthem for the **Investor Awareness** should inspire, educate, and motivate listeners to make thoughtful and informed investment decisions. The central theme of the anthem is **“Soch kar, Samajh kar, Invest kar”** (Think, Understand, Invest), emphasizing the importance of careful consideration, understanding about investing & the product, and investing wisely.

**Theme - “Soch kar, Samajh kar, Invest kar”** (Think, Understand, Invest).

**Language and Word count-** Hindi or English (Up to 250 words)

### Guidelines to convey some of the important messages through the Anthem

- Start Investing Early
- Be disciplined through systematic investing
- Invest for a long term
- Do your own research before investing
- Invest based on your financial goals
- Make Informed Investment Decisions
- Avoid Unsolicited Stock Tips and Rumours
- Deal Only with Registered Intermediaries
- Become an empowered investor

### Tone and Structure

- **Optimistic, empowering, inspiring, uplifting and educational.**
- **Simple language:** Keep the message accessible and relatable for all audiences.

### Creativity & Originality

- Infuse a sense of responsibility and commitment with **originality and impact.**
- It should have a **Melodious rhythm.**
- Plagiarism will lead to disqualification.

### Scoring Criteria

- **Theme Relevance & Originality (40%)**
- **Creativity (20%)**
- **Catchiness (10%)**
- **Appeal (10%)**
- **Clarity of Message (20%)**

### Prizes

- **Total Winners:** There will be 25 winners in total.
- **First Prize:** Rs.10,000/- [ONDC Vouchers].
- **Second Prize:** Rs.7,000/- [ONDC Vouchers].
- **Third Prize:** Rs. 4,000/- [ONDC Vouchers].
- **Remaining Winners:** The remaining 25 winners will receive an equal prize amount of Rs. 2,500/- [ONDC Vouchers].

