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## Google launches competition for children's day

Google has launched its second Doodle 4 Google competition in India to celebrate Children's Day on November 14. This year, the chosen theme is My dream for India in a bid to encourage young doodlers to imagine what India would be like in two decades from now and capture those images in colour and paper. The competition is open for all children from five to 16 years, across India. The winner will have his doodle featured on Google India's homepage on Children's Day.

Nikhil Rungta, country marketing head, Google India, says, "The contest aims to unleash the creativity of young kids in India and inspire them to innovate. Last year's winning Doodle, titled My India Full of Life was one such example of creativity by a fourth Standard student."

Participants will be clubbed in three categories - first to third standard, fourth to sixth standard and seventh to tenth standard. JJ School of Arts will select the top 200 entries from each category, which will be reviewed by a panel of judges. The judges will then shortlist 15 doodles from each category, bringing it down to a total of 45 final doodles.

All the final entries will be exhibited for public voting. And based on the number of votes, one winner from each category will be selected. Dennis Hwang, the original Google doodler, will then choose the final winning doodle from the 45 finalists.

In addition to the winner's doodle appearing on Google, the star doodler will receive a technology starter package including a laptop, a year's Internet connection and ₹ 2,000,00 technology grant for the school that he or she will represent.

### Express ideas, earn internship

The Classmate Ideas for India challenge is a part of ITC's centenary celebrations. The stationary brand is engaging the country's youth by giving them a platform to express their ideas for the growth and betterment of the country. "We have targeted the youth because mobilising them would contribute tremendously towards building this nation," says Chand Das, Chief Executive of ITC's Education and Stationary Products Business (ESPB).

The contest will reach out to 25 lakh students across 30 cities, 500 schools and 200 colleges. It is amongst the largest

student contact programs to be organised by any brand. Through the month of September, 500 contestants will be shortlisted, out of which 11 will qualify as national finalists. With program partners such as CII-ITC Centre of Excellence for Sustainable Development, WWF-India, Tony Blair Faith Foundation, Janaagraha, Akshaya Patra Foundation and many other organisations of repute, ITC will hand out cash rewards, internships and international study tour opportunities to the winners.

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