

ESSAY WRITING CONTEST – GENERAL GUIDELINES



THINK



WRITE



SHARE

ESSAY CONTEST RULES

Submission Details:



Participant age



Deadline for submitting entries



Winner Announcement

Conditions for Participation:

- Word limit: 250-300 words (does not include title)
- The essay must be in English
- Candidates may participate in more than one category of essays. (Each entry will have a separate cover page and will be submitted as a separate entry)
- Submit your entries as an attachment (as Word file or PDF) in email at n4hk@pk.nestle.com
- The entries must be in Microsoft Word typed and double spaced with font; Times New Roman and font size; 12
- The cover page of entry must include name of participant, age, name of school that participant attends, phone contact information of participant/ parent/ Legal guardian/ teacher, email address and the essay category in which entry/submission is to be considered
- The contest is divided into two age categories (10-12 and 13-16). The 6 winners and runner-ups will require to submit a photocopy of student identification card
- Applications sent in groups, such as a school, should be sent in a single email with complete name and address of the school and email address of teacher
- Participants who do not comply the above criteria will be disqualified from the competition
- For queries about the contest, please email at n4hk@pk.nestle.com

Judging Criteria:

- Essays will be evaluated by a panel of judges
- All decisions of the judges are final

Good Essay – Criteria: The judges are looking for thoughtful essays!

- Contestants' essays will be mainly judged based on the clarity of the writing, the quality of the thinking they reflect, and the extent to which they recognize or incorporate relevant ideas suggested by the scope of essay
- Students selected as finalists are chosen for a variety of reasons. Typically, their writing contest submissions excel in several of the writing components below;
 - ✔ Clear presentment of the topic
 - ✔ Strong writing and analysis skills
 - ✔ Unique style/originality of thought and content
 - ✔ Creativity and interesting ideas
 - ✔ Spelling/Grammar/Word Count
 - ✔ Use of right information including data
 - ✔ "Realness" - sharing real stories about their lives/ daily life examples
- Please note that the entries to the competitions should be unique and avoid plagiarism (The essays will be checked for plagiarism)

WINNERS!

There are total of 3 Essay Categories

Winners will be awarded a trophy. Winners and runner ups will be awarded with Certificate of Recognition

Best 6 essays will be published on Nestlé Pakistan Website

First 100 entries will receive an e-certificate of participation

3 ESSAY CATEGORIES

1

A balanced and nutritious diet is a prerequisite to good health

SCOPE OF ESSAY:

- What is balanced diet
- What type of food has different nutrients in it
- Role of good nutrition to overcome diseases and for good immune system
- Importance of healthy eating habits

2

Water: a must ingredient for life

SCOPE OF ESSAY:

- Water as a nutrient
- Function of water
- Impact of its deficiency
- Benefits of drinking more water

3

I'm active, I exercise! – at home, at school, outdoor!

SCOPE OF ESSAY:

- Why physical activity is important for health and well-being
- Staying active is one of the best ways to keep our bodies healthy
- It's a natural mood lifter
- Physical activity improves attention and memory

ESSAY WRITING CONTEST

TERMS & CONDITIONS

1. To qualify to enter the contest you must be resident of Pakistan.
2. This Essay Writing Contest under Nestlé for Healthier Kids Program is brought to you by Nestlé Pakistan Limited.
 - a) Nestlé Pakistan Ltd. reserves the right, without prior notice and at any time to terminate or cancel the contest, in whole or in part, or modify the contest in any way, without liability or prior notice to any person.
 - b) Nestlé Pakistan Ltd. reserves the right to cancel or amend the terms and conditions in its complete discretion.
 - c) Nestlé Pakistan Ltd. reserves the right to extend the duration of the contest at its absolute discretion and without prior notice.
3. By participating in this contest, the participant guarantees that he/she has the authority to accept and does hereby unconditionally accept the terms and conditions noted below.
4. The participants can opt to participate by the procedure defined below:
 - i) The contest is being announced on the Internet only through Nestlé's official social media platforms.
 - ii) The participant may enter the competition by sending entries on the given email address (n4hk@pk.nestle.com).
 - iii) The contest is open to all children aged 10 through 16.
 - iv) The contest is divided into two age categories (10-12 and 13-16). The age to declare in the entry form is the one at the time of entering the contest.
 - v) The 6 winners and runner ups (there will be one winner and one runner up from each essay category) will require to submit a photocopy of student identification card.
 - vi) Winner(s) are required to respond within a week from the date of notification by Nestlé Pakistan Ltd. for submission of the relevant information.
 - vii) Winners will be awarded a trophy. Winners and runner ups will be awarded with Certificate of Recognition along with Nestlé Products basket. There will be no cash alternative. There will be no alternative destination.
5. Essays will be evaluated by a panel of judges. A jury views the creations to select the nominees and winners in accordance to originality, creativity and respect of the theme. All decisions of the judges are final.
6. Participants are prohibited from plagiarism and must ensure that the content has been written personally and has not been published in other newspapers or magazines. The content must be original and not be the subject of a copy. It should not include photographic images or other personal information.
7. The selection of the winner(s)/ runner-up(s) shall be at the sole discretion of Nestlé Pakistan Ltd.
8. The winners will be announced on Nestlé Pakistan's official Website.
9. In the event of any dispute, including but not limited to a dispute regarding the terms and conditions or the conduct, results, selection of winner and all other matters relating to the contest, Nestlé Pakistan Ltd's decision shall be final and binding and no correspondence or discussion shall be entered into nor shall the same be challenged in any court of law.
10. Nestlé Pakistan Ltd. reserves the right to disqualify any participant or winner, in such manner as Nestlé Pakistan Ltd. deems fit, without giving notice or reason, and without any liability to the participant or winner.
11. Any entry that does not comply with these Terms and Conditions will be invalid and any decisions in relation there shall be at the sole discretion of Nestlé Pakistan Ltd.
12. Nestlé Pakistan Ltd. is not liable in any way for any costs, expenses, damages, liability or injury arising out of or in any way connected with the contest or prizes other than those costs and expenses specifically provided for in the prize (if any).
13. All trademarks, logos, and color schemes used in this campaign are intellectual properties of Nestlé Pakistan Ltd. and any unauthorized use, copy and infringements of the Nestlé Pakistan Ltd.'s intellectual property shall entail civil as well as criminal liabilities.
14. Cost of accessing the Internet is the entrant's responsibility. Any costs associated with accessing the promotional website are the entrant's responsibility and are dependent on the internet service provider used. Any contact details entered incorrectly shall invalidate the entry. Nestlé Pakistan Ltd. is not responsible for receipt of incomplete or incomprehensible entries. All inaccurate entries will be deemed invalid. No responsibility is accepted for late, lost or misdirected entries.
15. This contest and the terms and conditions shall be governed by the laws of Islamic Republic of Pakistan.

INTELLECTUAL PROPERTY

- All the essay entries will become the property of Nestlé Pakistan (and may be published in print or electronically) and each entrant gives authorization of this. Author of essay shall not have any claim or/of right of Royalty against Nestlé Pakistan Ltd. (for the intended publishing or use in any manner whatsoever) shall have the authorization and right to get copyright registration of the same in Nestlé Pakistan Ltd's name.
- Nestlé Pakistan will hold the copyrights to all the entries received and, in particular, the rights to or to not to diffuse, exhibit, utilize and reproduce the creation for all practical purposes within the framework of its activities (commercial and promotional purposes, be it in the form of publications, newsletters, magazines, websites, communication mediums).
- For the avoidance of doubt, all rights in the name and title of the contest and the format rights for the contest will vest exclusively in Nestlé Pakistan for its own use (in its absolute discretion).

DATA PROTECTION AND PUBLICITY

- Winners/ Runner-ups may be requested to take part in promotional activity and Nestlé Pakistan reserves the right to use the names of winners/ runners-up and their School Name in any publicity.
- Any personal data relating to entrants will be used solely in accordance with Nestlé Privacy Policy.

DISCLAIMER

- a) This contest is in no way sponsored, endorsed or administered by, or associated with, Facebook or any other social media platform. You are providing your information to Nestlé Pakistan Limited. The information provided for this contest/competition by the participant will be used by Nestlé Pakistan Ltd. in any way it deems appropriate.
- b) The contest and these terms and conditions are not intended to create binding legal obligations, duties or consequences, contractual or otherwise, on Nestlé Pakistan Ltd. or many of the Relevant Organizers but only set out the terms of the contest. Such terms are not legally enforceable and may not therefore be made the subject of litigation.

CONSENT:

By participating in contest, you hereby on your free will irrevocably consent to give information to Nestlé Pakistan and participate in contest. Your participation in contest confirms Nestlé that:

- You have read, understood and agreed to the rules/ Terms and Conditions for contest, Nestlé Data Privacy Policy and the processing of your personal information as per Nestlé's Data Privacy Notice.
- By participating in contest or by failing to notify in writing your desire to delete any of your information after posting/ publishing on social media, any publications, newsletters, magazines, websites and/ or any other communication mediums, you agree to release, defend, hold harmless and indemnify Nestlé Pakistan from any and all claims involving in the use of your information / your content / message for the purposes of this contest.