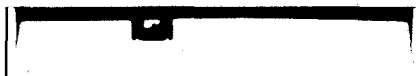


**Indian National Commission for Cooperation with UNESCO
Government of India
Ministry of Human Resource Development
Department of Higher Education**

UNESCO Headquarters, Paris has called for applications/nominations for the UNESCO International Literacy Prizes 2007 namely (i) International Reading Association Prize (ii) the King Sejong Prize and (iii) the Confucius Prize.

Nominations of two suitable candidates are required to be sent to the UNESCO International Literacy Prizes Secretariat. Nominations should be sent through the Indian National Commission for UNESCO at the following address:

**Secretary
Indian National Commission for Cooperation with UNESCO
Room No. 203-C
Department of Higher Education
Shastri Bhavan,
New Delhi.**



S. No 1 (R)

①



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14/5

Permanent Delegation of
India to UNESCO,
1 rue Miollis,
Paris 75015

Tel : (33-1) 45 68 29 86
Fax : (33-1) 47 34 51 88
e-mail : dl.india@unesco.org

FAX

PDI/PAR/GEN/7/06

May 9, 2007

Shri S. K. Sharma, Director (UNESCO), MHRD from First Secretary

Faxed herewith is a letter dated 30 April 2007 from DG, UNESCO inviting two nominations for the UNESCO International Literacy Prizes 2007 namely, (i) International Reading Association Prize; (ii) the King Sejong Prize; and (iii) the Confucius Prize.

2. Kindly note that in line with the thematic focus of the UNLD for biennium 2007-08 "Literacy and Health", the 2007 prizes will focus on "Literacy and Health". Nomination for the 2007 prizes should address both the designated theme and the criteria pertaining to specific prize where such criteria exist. The last date for submission of nominations is **15th June 2007**.

3. It may be kindly noted that in 2006, UNESCO Confucius Prize for Literacy was awarded to the Directorate of Literacy and Continuing Education of Rajasthan.

4. Grateful if two nominations could be sent to PDI, Paris latest by 10 June 2007 for onward transmission to the UNESCO International Literacy Prizes Secretariat.

Warm regards,

Pl. Process. Serial to concerned, with k Bureau & P/W on web
S (Birender S. Yadav)
14/m

93/5/07-INC(PDI)
195

*Smt. Sulekha / Bina
Pl. P/W with previous file
14.5.07*



United Nations
Educational, Scientific and
Cultural Organization

COPY FOR, INFORMATION

30 AVR. 2007

Ref.: CL/3813

Subject: UNESCO International Literacy Prizes 2007

Sir/Madam,

As you are aware, the UNESCO International Literacy Prizes are awarded every year in recognition of excellence and inspiring experiences in the field of literacy throughout the world. UNESCO began the practice of awarding literacy prizes in 1966 and continues to consider them an important means through which the Organization recognizes the outstanding contribution of institutions and individuals to Literacy for All. The prizes also serve as an encouragement to all partners to pay greater attention to literacy.

UNESCO, through the mandate bestowed by the United Nations General Assembly, is the lead agency for the coordination of the United Nations Literacy Decade (UNLD). The thematic focus of the biennium 2007-2008 within the UNLD is "Literacy and Health". Please note that 2007 will focus particularly on literacy and its links with general health care, nutrition, family and reproductive health and health-related community development, whereas 2008 will put a strong emphasis on literacy work in relation to epidemics.

I am pleased to draw your attention to the three UNESCO International Literacy Prizes for 2007 which are: the International Reading Association Prize (1), the King Sejong Prizes (2) and the Confucius Prizes (2).

In line with the current biennial theme of the UNLD, this year's prizes will focus on "literacy and health", and in particular, on the specific emphasis for 2007. At the same time, note should be taken that the King Sejong Prizes give special consideration to the creation, development and dissemination of mother tongue languages in developing countries, while the Confucius Prizes aim at rewarding outstanding activities in the field of literacy for rural adults and out-of-school youth, particularly women and girls. Candidatures for the 2007 Prizes should address both the designated theme and the criteria pertaining to specific prizes where such criteria exist.

With regard to the 2007 Prizes, I have pleasure in inviting your Government to present a maximum of two candidatures to the UNESCO International Literacy Prizes Secretariat.

7, place de Fontenay
75352 Paris 07 SP, France
Tél. : +33 (0)1 45 68 10 00
Fax : +33 (0)1 45 68 16 90

www.unesco.org

To Ministers responsible for relations with UNESCO

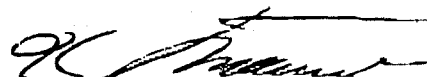
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CL/3813 – page 2

Please find enclosed the *International Literacy Prizes Guide* which sets out carefully the rules and regulations that must be followed for the submission of candidatures. Nomination files should reach the Secretariat no later than **15 June 2007**.

Nomination files should be forwarded in hard copy and, if possible, by electronic copy to the United Nations Literacy Decade Unit, Division for the Coordination of United Nations Priorities in Education (tel.: +33 1 45 680 952/990; fax: +33 1 45 68 56 26/27; e-mail: literacyprizes@unesco.org), which will be happy to provide you with any further information you may need.

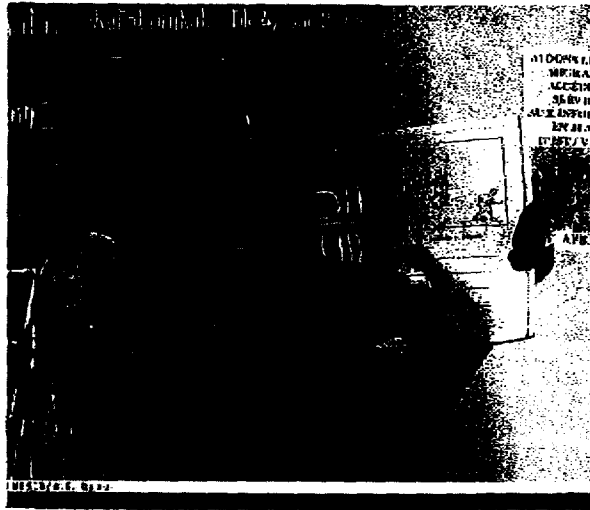
Accept, Sir/Madam, the assurances of my highest consideration.



Koichiro Matsuura
Director-General

End: UNESCO International Literacy Prizes – A guide

cc: Permanent Delegations to UNESCO
National Commissions for UNESCO



ad Nations Literary Decade (2003-2012) is an integral part of Education for All, providing both a platform and an arena for achieving all six goals of the Dakar Framework for Action.

Literacy for all is a key to enabling expression of identity and participation in debate in today's knowledge-based society. The new generation of active citizens depends on quality literacy and learning for today's children.

Literacy as written communication, in the mother tongue and other languages, empowers people to express and share their own dynamic vision of knowing their realities.

Literacy enables access to bodies of knowledge from other horizons and empowers learners, both adults and children, to make a critical assessment of its usefulness and value.

Literacy is the first step towards sustainable and lifelong learning.

The guide is intended for two groups:

- Governments and international non-governmental organization that have official relations with UNESCO.
- Agencies, organizations, associations involved in adult literacy work as described on page 5 of this guide.

WHAT ARE THEY?

Official name of each prize

These prizes form part of a set of measures designed to enhance efforts and services worldwide to create literate societies in the context of learning throughout life.

There are currently 5 prizes:

UNESCO International Reading Association Literacy Award

- Created in 1979.
- Sponsored by the International Reading Association an international NGO maintaining official relations with UNESCO.
- Prize money worth US\$20,000.

UNESCO King Sejong Literacy Prizes

- Two prizes awarded since 1989.
- sponsored by the Government of the Republic of Korea, named after the sovereign who invented the Hangul alphabet in 1443.
- Prize money worth US\$20,000 each.



UNESCO Confucius Prize for Literacy

- Two prizes launched in 2005 sponsored by the Government of the People's Republic of China in honor of the great Chinese scholar Confucius.
- Prize money worth US\$20,000 each and a study visit to literacy project sites in China.

WHO CAN ENTER?

The prizes are open to institutions, organizations or individuals displaying outstanding merit and achieving particularly effective results in adult literacy and post-literacy activities and their integration into basic education programmes.

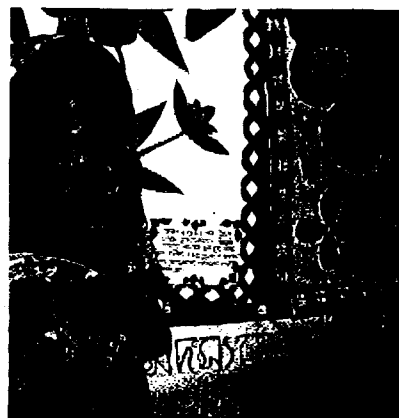
Presentation of candidatures and submissions of nominations

Candidatures must be presented by the Government of a Member State of UNESCO, or an international non-governmental organization (INGO) which maintains formal or operational relations with UNESCO. A Government or INGO may nominate only two candidatures per year.

CRITERIA

are awarded for work in adult literacy and postliteracy which involve any of the following aspects:

- Implementing programmes promoting gender equality and women's empowerment.
- Improving teaching.
- Promoting literacy programmes at national or local level.
- Obtaining support from the public.
- Developing teaching or learning materials or special media and audio-visual ICTs for literacy programmes.
- Promoting research in fields related to literacy — methods, pedagogies, evaluation, social sciences among others.
- Promoting surveys of primary importance for literacy planning, monitoring and evaluation.
- Providing young people the opportunity to take part in literacy activities.
- Promoting non-formal educational activities of a social, cultural, economic or political nature which integrate literacy and literacy-related activities (for example, radio and television programmes, publications, press).
- Promoting innovative practices in literacy.



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Selection process

Prize winners shall be designated by the Director-General on the recommendation of a jury. The selection of prize winners shall be by a jury of at least five persons of different nationalities, appointed by the Director-General for a minimum of three years. The jury may adopt its own rules of procedure.

In addition, the following criteria will be considered

- Duration of the activity which must be sufficient to permit an assessment of results and proof of success.
- Contribution to the basic objectives of the education system of the country.
- Contribution to local and national development.
- Value of activities as an example to stimulate further action.
- Impact of the action on the possibility of mobilizing new resources for literacy.
- Contribution to the understanding and development of national society and culture.
- Contribution to the appreciation of other cultures and to international understanding.

HOW TO APPLY?

Applications are made by National Governments or international non-governmental organizations maintaining formal or operational relations with UNESCO which are requested to consider the following steps:

- Inform the public, national and local agencies or branches and others involved in literacy work about the prizes.
- Provide possible candidate(s) with a copy of this guide.
- Set up a selection committee or panel to screen candidates.
- Select the most deserving candidates and work with them to prepare their file for submission to UNESCO.

Deadline for submission: ¹⁵ June

Candidatures must reach UNESCO in Paris by this date each year.

The submission to UNESCO must consist of a description of programme activities which must not be more than five standard pages (1600 words) and should include:

- A description of activities carried out.
- An account of the results achieved.
- An evaluation on the basis of the above-mentioned criteria.
- An appraisal or assessment by the agency presenting the candidate.

The submission must be in English or French only



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5



UNESCO/A. LEPAGE

Results to date

assessment of the results of the work such as:
 • of people participating in the programme (by gender, age, etc.)
 • in literacy rates.

• of qualifications by participants.

• in literacy rates, number of literates.

• of participants who pursued further learning in other development
 areas.

• of teaching/learning materials, e.g., publications, radio/television
 programmes and software produced.

• of libraries and community learning centres set up.

• of funding raised by the programme to ensure its sustainability.

Assessment of the results such as:

• of improvements in learners' lives.

• of impact of the work on the village/community/society.

• of the involvement of learners and the community to ensure
 sustainability of the work.

• of other actions in the country.

Problems encountered

• that arose in the process such as:

• those that hindered the smooth operation of the programme.

• those that hindered effective learning.

• those taken or planned to be taken to overcome the problems.

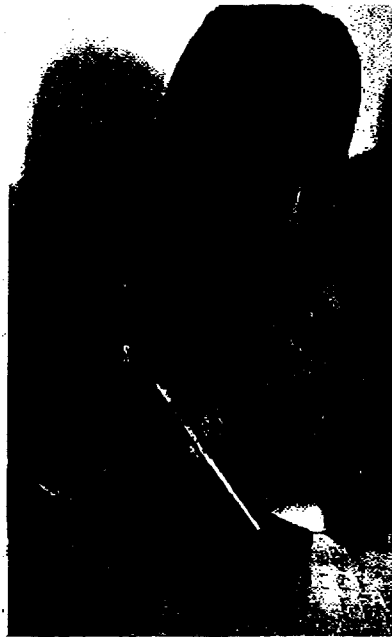
Final appraisal

• appraisal by the national selection committee/jury

Supplements

Supplementary material or documents should provide evidence of the
 merits of the candidature described in the description, for example:

- Detailed description, map, statistical data that illustrate the
 literacy situation in the country and the context of the programme
- Tables and graphs that demonstrate the progress made.
- Graphics, photographs, videos, audio-tapes, CD-ROMs that
 sketch out the programme process or learning process
- Teaching/learning materials produced by the programme.
- Personnel training materials produced by the programme.
- Examples of work developed by learners.
- Press coverage of the programme.
- Newsletters and website of the programme.
- Testimonies from learners, facilitators and other relevant
 persons.



UNESCO/M. ANJANAM



ist for Governments and INGOs

sending your submission to UNESCO check that the following
cluded:

- The five-page description of the programme activities.
- A letter of endorsement from the Government or INGO.
- Supplementary materials.

to send the submissions

ates' submissions should be sent to the following address.
dress can be contacted for any further information.

l Nations Literacy Decade Coordination Unit
in for the Coordination of UN Priorities in Education
0

e de Fontenay,
Paris 07 SP, France
: literacyprizes@unesco.org
: +33 1 45 68 09 52 or +33 1 45 68 09 90
33 1 45 68 56 26/27



ed by: Elizabeth Seminario Powell - Art Director
Sasha Vazquez - Copywriter
Dieste Harmel & Partners - Agency



In addition, the fullest possible supporting documentation should be sent with
the submission.

It is important to work with the candidates to ensure that the submission is
prepared to a high standard and on time.

What to put in

**1. The name, address and nationality of the institution, organization
or individual proposed**

2. Background

Why was the programme launched? Why was the undertaking necessary in
the country or region?

- Scale and nature of the problem, historical and social context of
the world.
- Origins of the programme, date of creation, duration of the activity,
location of the undertaking.

3. Literacy goals

How the programme corresponds to national policy and development objectives.

- Target groups, primary beneficiaries.

4. Programme strategy

What does the programme do? How does the programme operate to achieve
its intended purpose? Please include the following as appropriate:

- Operational structures/mechanisms.
- Pedagogical methodology/approach.
- How teaching/learning material is produced or procured.
- Monitoring and evaluation mechanisms.
- Financing mechanisms (e.g. operating costs, sources of financing).
- Human resource management (e.g. staff employed, personnel
development scheme).
- Partners.
- Public mobilization/awareness-raising activities.

5. Special characteristics

Aspects that make the work outstanding among other programmes and
activities, such as:

- Concrete aspects pertaining to the alleviation of poverty, sustainable
development, capacity-building, cultural relevance, and social
advancement of women and girls.
- Innovations to meet the specific needs of the target populations in
particular contexts, such as rural communities, women and girls,
out-of-school youth, migrant populations, ethnic/linguistic minorities,
refugees and displaced populations, etc.
- Ways of making the work efficient and sustainable.
- Links to other educational or development work.

