



UMMEED

Photography Competition

Rules & Regulations:

1. Ummeed is a single person, single submission event
2. The participants are required to submit a photograph with a 50 words caption
3. Multiple submissions are allowed, but each photograph must have a caption attached to it
4. **The overall theme around the photograph should be:**
 1. *To spread stories of those warriors, fights and survivors who kept their spirit high during the worst times when Covid was at its peak*
 2. *Capture anything that you think can be "Ummeed ki Kiran" in these tough times. Inspiring masses to stay positive during Covid times. Be it winning fights against COVID-19 or legends of front-line workers, this is your chance to inspire!*
5. Participants need to register on following link with all the relevant details required:
<http://bit.ly/NHMEvents>
6. **Only registered people will be allowed to participate**
7. Entries must be the original work of the entrant and must not infringe third-party rights
8. The content of the photograph should be appropriate for public and thus have no vulgarity. Obscenity (at the discretion of the judges) of any kind is not allowed and will lead to immediate disqualification
9. Social Media promotion carries 30% weightage in overall score
10. Plagiarism is strictly prohibited
11. No use of stock images allowed
12. The jury's decision shall be considered final and any argument against it shall not be entertained
13. If selected, the copyright of the photograph will rest with National Health Mission, and team Manfest-Varchasva

Submission:

1. Photograph should be based on one of the themes communicated above
2. The last date for submission of the photograph along with the caption is 18th February 2021
3. The photograph and caption have to be sent to theatre@iiml-manfestvarchasva.com with the subject line 'Ummeed'. File name: 'MV2020-21_Ummeed_<participant name>'

Judging Criteria:

1. Visual Attributes
2. Content
3. Uniqueness
4. Caption
5. Overall Impact
6. Promotions (Social Media likes, shares and comments)