



IIM Lucknow's
Manfest-Varchasva 2017
 ANNUAL BUSINESS, CULTURAL AND SPORTS FEST

17th-19th November



FIRST IMPRESSIONS

FOOD | LANDSCAPE | CULTURE



Register at
dare2compete.com
 Deadline: 3rd Nov.

Teams of Two
 Prizes Worth
 Rs. 30,000

Contacts
 Akash Kejriwal: +91 987 129 3085
 Preetham Krishna: +91 888 498 8799
first_impressions@iiml-manfestvarchasva.com

Event Partner





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Rightly credited as the cradle of Indian culture, Uttar Pradesh is the land whose history holds much influence and significance over our nation. This heartland of India which extends from the foothills of Himalayas and encompasses the Gangetic plain, is a land of diversity across facets including people, monuments, cuisine, religion art and crafts. In this land which shaped the extraordinary legends of Ramayana and Mahabharata, some of the greatest poets wrote some of their finest works, which has stood the test of time. In this land where the great Sultans, Mughals and Nawabs left their indelible mark of creative genius as monuments, a land where the mouth-watering Awadhi, Mughlai and Kumauni cuisine rule the palette, the plethora of experiences is mesmerizing.

Nikon in association with UP tourism presents First Impressions, a rare opportunity to capture on film these footprints of time that still find relevance in the decorous land of Uttar Pradesh! From crafting a photo story, on any theme that catches your fancy, to portraying the beauty of Lucknow's tourist attractions, the competition will encompass multiple rounds, challenging you to bring out the best. The winning entries get to take home prizes worth INR 30,000. So, dust-off those DSLRs, set-up those tripod stands and set out to capture a slice of this true marvel.

Prizes worth: INR 30,000

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PARTICIPATION GUIDELINES

- Entries open to everyone.
- Participants need to register in teams of 2.

EVENT DETAILS		
Rounds	Description	Deadline
Round I (Online round)	<ul style="list-style-type: none"> • Participants have to prepare a photo story around any theme. • 3-6 photographs can be used. • The format of the photos submitted should only be jpg or jpeg format. • A short paragraph (50-100 words) should be submitted in a word/pdf format explaining what were you trying to capture through the photos. A context of the story can be provided in the same paragraph as well. • Register here: https://goo.gl/2EExvc 	Registration and submission deadline: 2300 hours, November 3, 2017
Round II (On-Campus round)	Selected candidates will be called on campus for the final round.	November 17-19, 2017

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Uttar Pradesh
 ANNUAL BUSINESS, CULTURAL AND SPORTS FEST
 UTTAR PRADESH TOURISM



RIGHT ANGLES
 UTTAR PRADESH TOURISM



ROUND 1 SUBMISSION GUIDELINES

- A zip folder containing all the photos and word document should be shared on the following link.
- The resolution of each picture should be at least 4000x3000 pixels.
- A maximum size of the zip folder should be 25mb.
- No editing except basic colour editing is allowed.
- All the photos should have metadata (Camera make, shutter-speed, exposure and other details) intact with them. Photos not containing metadata will be not considered.
- The photos should have a caption (5-10 words per photo) explaining the photo, which should be in coherence with the overall story.
- All the photos should be numbered according to their order in the story. Non-numbered photographs will not be evaluated. Multiple photos can be given the same number if they are depicting same part of the story.

Upload your submissions here:

<https://www.dropbox.com/request/1qrlr3zAGsgQ9GjN9Ldu>

Naming convention:

<Team Name>_<College Name>_First Impressions_R1

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Uttar Pradesh
ANANDI HAR BHAGI ANANDI EKAMRATA
UTTAR PRADESH TOURISM



RIGHT ANGLES
CREATING VISUAL STORIES



RULES AND REGULATIONS

- Photographs should not have been previously published in any print and digital media.
- By submitting your photographs you accept that you are the copyright owner of the photograph and that you agree to our terms and conditions.
- Organiser reserves the right to change or modify prizes or rules and regulations of the competition as when required without prior notice.
- Under our terms and conditions, the photographer owns the copyright and simultaneously grants IIM Lucknow royalty-free rights, and perpetual license to display, distribute, reproduce, and create derivatives of such photographs, in whole or in part and in any medium, for editorial, commercial, promotional, and/or trade purposes. In the event it is claimed that if the photographs submitted by you infringe any person's copyright, you agree to indemnify against all costs, expenses, losses, fines etc. incurred, borne or suffered by Varchasva

EVALUATION CRITERIA

- a. The coherence of the story with the photos submitted.
- b. The extent of capturing the essence of the theme.
- c. The quality of the photos submitted.
- d. Creativity of the photos and out of the box thinking

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Event Timeline

Registration and Round I submission	2300 hours, November 3, 2017
Announcement of National finalists	November 8, 2017
On campus final rounds	November 17-19, 2017

For more details,
send an email to first_impressions@iiml-manfestvarchasva.com
or contact:

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Uttar Pradesh
Aajeeb Hai Desh, Aajeeb Hai Ecosystem
UTTAR PRADESH TOURISM



RIGHT ANGLES
CREATIVE COMMUNICATIONS