

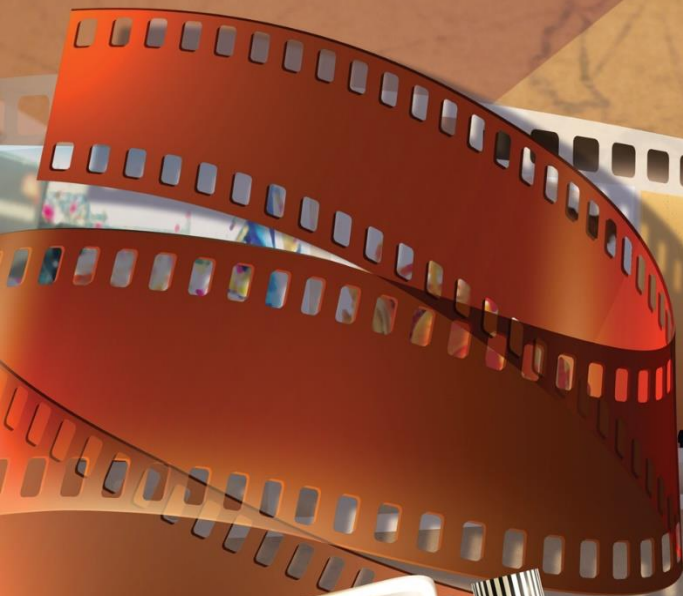


IIM LUCKNOW'S

16<sup>TH</sup>-18<sup>TH</sup> NOVEMBER

# MANFEST-VARCHASVA 2018

THE ANNUAL BUSINESS, CULTURAL & SPORTS FEST



# FIRST IMPRESSIONS

*Uttar Pradesh*  
UTTAR PRADESH TOURISM  
You haven't seen India  
till you've seen U.P.



Register by 7<sup>th</sup> Nov  
at [dare2compete.com](http://dare2compete.com)  
Prizes worth Rs. 20,000/-

*Capture The Moment*

EVENT PARTNER

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Contact :  
Khushboo: +91-7303702310 | Prakrati: +91-8989011296  
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“Benaras is older than history, older than tradition, older even than legend, and looks twice as old as all of them put together”  
-Mark Twain

Uttar Pradesh is more than just a state...The heartland of the nation, it is an amalgamation of breathtakingly beautiful architecture, mouth-watering cuisines and diverse cultures. This is a land where cities tell the tales of time through its monuments; a land that shaped India's beliefs through the extraordinary legends of Ramayana and Mahabharata, a land that serves as a confluence of the Mughal and Hindu dynasties – captured beautifully in the cities of Gorakhpur, Sarnath, Mathura and Agra. The land of Nawabs, the land of kebabs...it is rightly said, “U.P. nahi dekha to India nahi dekha”.

With this pretext, Manfest-Varchasva and UP tourism bring to you First Impressions – an opportunity for you to tell your story of encounters with the state and its people. Capture Young India, fast-track to the Kumbh or take us through the dense forests of Dudhwa. Show us U.P. as you see it, weave a story around your pictures and present your platter for the eyes to feast.

With prizes worth Rs. 20,000 to be won, it is time you cleaned those lenses and go click, click, click !!

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## PARTICIPATION & REGISTRATION GUIDELINES

- Entries open to everyone;
- Participants need to register in teams of 2/1 at <https://dare2compete.com/o/uttar-pradesh-tourism-first-impressions-manfest-varchasva-indian-institute-of-management-iim-lucknow-69910>

## EVENT DETAILS

Rounds	Description	Deadline
Round 1	<ul style="list-style-type: none"> <li>• Participants have to prepare a photo story around any theme.</li> <li>• 3-6 photographs can be used.</li> <li>• The format of the photos submitted should only be jpg or jpeg format.</li> <li>• 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.</li> </ul>	<p><b>Registrations and submission deadline:</b> 23:59 hrs, Nov 7, 2018</p>



## ROUND 1 - SUBMISSION DETAILS

- 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.
- Submission needs to be uploaded on dare2compete.

### **Naming convention:**

<Team Name>\_<College Name>\_First Impressions\_R1

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## 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. Brownie points for themes like Young UP, wildlife, etc.
- c) The quality of the photos submitted.
- d) Creativity of the photos and out of the box thinking.



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## EVENT TIMELINE

<b>Event launch</b>	Oct 16, 2018
<b>Registrations and submission deadline</b>	2359 Hours, Nov 7, 2018
<b>Announcement of Winners</b>	Nov 12, 2018

For more details, send an email to

[firstimpressions@iiml-manfestvarchasva.com](mailto:firstimpressions@iiml-manfestvarchasva.com)

or

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