



National Institute of Rural Development
(An Organisation of Ministry of Rural Development, Govt. of India)
Rajendranagar, Hyderabad – 500 030
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www.nird.org.in

NIRD Photo Contest & Exhibition

Rural Development Through Your Lens

Call to all Amateurs and Professionals

Last Date : 21st November, 2011

NIRD invites photographs from individuals which symbolizes the spirit of rural India on variety of themes that include:

- The Changing Facets of Rural India
- Poverty Alleviation Programmes
- Child Labour & Rural Education
- Rural Health, Drinking Water & Sanitation
- Rural Technologies
- Women Empowerment in Rural India
- Environmental Sustainability
- Local Governments in Rural Development

A maximum of four photographs per each theme are accepted. An attractive caption and brief description (when and where it was taken and other information about the details in the image) are mandatory for the photograph to be selected.

Our objective with this competition is to congregate incredible photographs portraying impressive efforts of various stakeholders (Government, NGOs, Individuals etc) towards rural development in India. Participation is also open to global photographers.

During December 2011- January 2012, we are interested in conducting a photo-exhibition with all the striking images that provides greater understanding of grass root level efforts towards development.

Submission Procedure

1. Entrants must not infringe on the privacy rights, copyright or other rights of any person. The entrant must be the sole author and owner of the copyright for the entries submitted.
2. Photographs can be submitted electronically as an attachment to an email file and sent to nirdphotocontest@gmail.com. If unable to send through email, images in CD/DVD can be sent by speed post to Professor & Head (CMRD), National Institute of Rural Development, Rajendranagar, Hyderabad – 500 030. The submissions should reach us by 5.30 PM on 21st November, 2011 (IST).
3. The entries must be sent as a jpg, jpeg or .png file and should not be more than 3MB in size or at 300 dpi for printing a size of 12x18 inch size photograph.
4. Photos can be in color or black and white.
5. The following information must be provided in the email to which the photograph is attached: **Name, address, email and telephone number of the entrant, category of submission, month & year of the photograph taken.**
6. The photographer will be credited whenever possible.

Judging Criteria & Reward

All photos will be judged by a panel of eminent professionals on the basis of creativity, quality and impact. **The best three photographs will be rewarded with a certificate and cash prize .**

First Prize: Rs. 10,000, Second Prize: Rs. 5,000, Third Prize: Rs. 2,500.

The best and striking photograph will be framed and gifted to the Ministry of Rural Development, Government of India. Also, all the authentic photos will be printed and featured in NIRD Photo Exhibitions. They will also remain in the permanent photo gallery in the NIRD campus and can be viewed by national and international participants regularly undertaking research and training programmes in the NIRD. All selected images will be displayed with the caption, description and photographer's name. **NIRD will have copyrights over all the selected photographs. For results and other updates, please check our websites after 15th December, 2011 @ <http://www.nird.org.in>.**

Do's & Don'ts

Do's :

- Images may be cropped and rotated as necessary. However, ensure that the rectangular format is maintained and the size is within the specifications above.
- Red-eye removal and spot editing.
- Use of filters to sharpen, soften, blur, despeckle, or remove noise.
- Use of corrective functions to improve the natural appearance of the image, such as contrast, brightness, tone, hue, value, color balance, and tint.

Dont's :

- Images should not have borders or frames.
- No signatures or any other mark may be added to images.

National Institute of Rural Development (NIRD) is the country's apex body for undertaking training, research, action research and consultancy functions in the rural development sector. It works as an autonomous organization supported by the Ministry of Rural Development, Government of India. Integrated rural development through holistic approach is a national commitment. The mission of NIRD is to facilitate rural development vigorously through government and non-governmental initiatives.