



IIM Lucknow's  
**Manfest-Varchasva 2016**  
 Annual Business, Cultural and Sports Fest



**FIRST**  
**IMPRESSIONS**

FOOD | LANDSCAPE | CULTURAL

in  
 association  
 with

*Uttar Pradesh*  
 Amazing Heritage Grand Experiences  
 UTTAR PRADESH TOURISM

Register by 2100 hrs, 12<sup>th</sup> Nov  
 at dare2compete.com  
 Maximum of 1 submission per category



**PRIZES WORTH  
 INR 20,000**

Contacts:  
 Preetham K +91 88849 88799  
 Mugdhaa Garg +91 74065 39109  
 first\_impressions@iiml-manfestvarchasva.com

Event Partners





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*“Photography is the story I fail to put into words.”*  
— *Destin Sparks*

They say a picture is worth a thousand words. But we've always wondered, what else do “they” say?

To understand and ascertain the true magic of what photos have to offer to us, Manifest-Varchasva presents its first ever-edition of the photography event.

Bring out your cameras, place your tripod stands, for we want to see what Uttar Pradesh really stands for in a series of up to 3 pictures through your lens. Get, Set, Shoot!

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## EVENT DETAILS

The competition is open to all undergraduate and postgraduate students.

**Prizes Worth: INR 20,000**

**The event has three categories**

- **Food Category**
- **Landscape Category (Nature, Architecture etc.)**
- **Cultural Category**

Students should first register at

<http://dare2compete.com/competitions/19753/Nikon-presents-First-Impressions/Indian-Institute-Management-Lucknow/Manfest-Varchasva>

by 2100 hrs, Nov 12, 2016 individually. Each student can participate in multiple categories but can submit only 1 image per category.

The entries need to be uploaded on your Facebook page with the below naming convention

**#Manfest-Varchasva\_Compensation\_<category> #<One liner about pic>**  
**Eg: #Manfest-Varchasva\_Compensation\_food #pavbhaji**

Top entries will be shortlisted and asked to produce the original image of the photograph for further evaluation. The photographs should be less than 3 months old from the date of competition. The winners shall be announced on Nov 16, 2016.



## PARTICIPATION & REGISTRATION GUIDELINES

- Entries open to all post graduate college students
- Participants need to be registered individually at:  
<http://dare2compete.com/competitions/19753/Nikon-presents-First-Impressions/Indian-Institute-Management-Lucknow/Manfest-Varchasva>

## EVALUATION CRITERIA

- The submissions will be evaluated on the following parameters:
  - Extent of capturing the essence of the category
  - Depiction of lifestyle of Uttar Pradesh
  - Relevance to the theme of category and originality
  - Artistic and Visual Appeal
- The judging panel reserves the right to reject the entry if it does not meet the requirements.

## RULES AND REGULATIONS

- Digital manipulation of the picture that distorts the reality of the picture is not allowed. However, basic enhancements like contrast, sharpening, cropping etc. are allowed.
- Photographs submitted for each category must be original and unpublished work of participant who must be the copyright owner.
- Participant should be aware that in order to submit entry to competition, image need to be made public when uploading on Facebook.
- Organizers reserve the right to change or modify prizes or rules and regulations of the competition as when required without prior notice.







## EVENT TIMELINE

**Event launch**

Oct 26, 2016

**Deadline for registration and photo upload on facebook**

2100 Hours, Nov 12, 2016

**Announcement of Winners**

Nov 16, 2016

For more details, send an email to  
[first\\_impressions@iiml-manfestvarchasva.com](mailto:first_impressions@iiml-manfestvarchasva.com)  
or

Contact:  
Preetham Krishna: +91 88849 88799  
Mugdhaa Garg: +91 74065 39109

