

Photo and Painting Contest on ICAR Facebook Page 2015

Information and Guidelines

Organizer

Indian Council of Agricultural Research (ICAR), New Delhi, India

THEME

Per Drop, More Crop

An intensive country wide campaign has been launched to enhance efficiency of water use in agriculture through technological interventions and innovations. At the same time, revival and renovation of traditional water storage/harvesting structures is also being undertaken on priority basis. The overall objective is to maximize output of each drop of water in terms of crop productivity.

In this backdrop, following scenarios are suggested for coverage under the theme:

- Micro irrigation systems such as drip, sprinkler and their modifications/innovations at fields, orchards etc.
- Village ponds, farm ponds and other water storage/harvesting structures depicting latest technologies and also the traditional ones in good conditions (renovated structures may also be included)
- Check dams, stone dams, rubber dams, *bori bandhans* and other similar structures
- Conservation of water/moisture in fields
- Efficient use of irrigation water in fields
- Various innovations by farmers to enhance efficiency of water use

The above listing is only indicative. Participants can use their imagination and creativity to depict the theme in their own way through camera eye or painting.

CATEGORIES

Entries are invited under two categories - 1. PHOTO 2. PAINTING

Entries in both the categories will be adjudged and awarded separately.

WHO CAN PARTICIPATE

The Competition is open to ALL except the employees of ICAR and its constituents (ICAR HQ, Institutes, National Research Centres, National Bureaux, Directorates/Project Directorates, Regional Stations, KVKs etc)

RULES OF PARTICIPATION

- Entries may be submitted as photographs or paintings with the following quality criterion:
 - (i) Photographs should not be digitally altered (size- 2 MB to 5 MB)

(ii) Paintings should be scanned by high-end scanner

- Entries should be captioned suitably indicating subject and location of the entry.
- Only one entry from each participant will be considered. Hence participants are advised not to send more than one entry.
- Entries may be e-mailed to response.icar@nic.in
- Hardcopies will not be accepted.

Entries may necessarily include following information:

I hereby declare that the entry is my original creative work and has not been submitted or awarded in any other contest.

Participant's Name

Date of Birth (DD/MM/YYYY).....

Phone Number.....

E-Mail.....

Address.....

Country.....

LAST DATE FOR SUBMISSION OF ENTRIES - 30th JUNE 2015

ADJUDICATION AND PRIZES

- Entries received by **30th June, 2015** will be screened on the basis of relevance to the theme and uploaded on ICAR Facebook page on **1st July, 2015**.
- The uploaded entries will be open for LIKES till **10th July, 2015**
- The top 20 most liked entries will be judged by a expert committee based on the following evaluation criteria –
 - (i) Relevance to the theme
 - (ii) Quality of content
 - (iii) Clarity and vision
 - (iv) Message
- The best three entries in each of the category (photo and painting) thus adjudged will be awarded a cash prize of Rs. 5000/- each and certificate.
- The result of the contest will be declared on **15th July, 2015**.
- Certificate of Participation will be send to uploaded entries only.
- Winners are required to submit original entries prior to release of awards.

HANDLING OF ENTRIES AND INTELLECTUAL PROPERTY

All entries will be handled by the organizers and will not be returned. Intellectual property of the entries will be owned by the participants. The ICAR, however, will have the right to publish, exhibit, print or distribute these through any media.

ENQUIRIES

For further information and enquiries, please email: response.icar@nic.in

ICAR reserves right to amend/modify/delete or add conditions including withdrawal of the contest.

Decision of ICAR will be final and binding.