

# GO GREEN PHOTO FEST-2014 | HYDERABAD



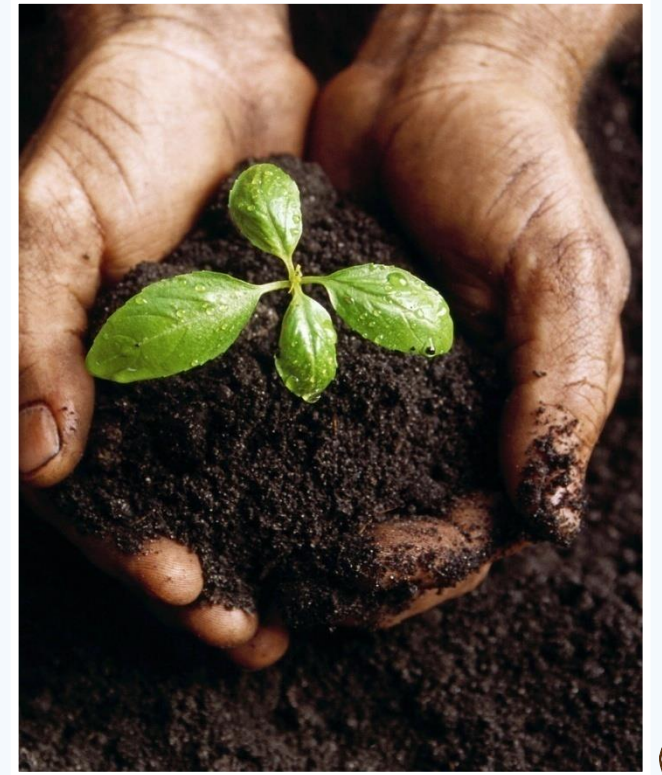
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*Air*



*Water*



*Soil*

# Objectives of *Go Green* Photo Fest

- To utilize the photo creativity to raise the awareness of importance of ecological elements of our planet Air – Water – Soil for above any political or scientific debate
- This photo contest inspires people to explore their imagination, snap, upload their photo creativity to highlight *Go Green* concept of our Planet Earth
- By participating in *Go Green photo contest* participants can express their concern on ecology, show off their photographic skills, amaze their friends and family and can win some fantastic prizes too.

## Summary on Air Water and Soil Conservation

**Needs for Air Conservation:** The air is a vital element for life, which is getting polluted because of dust, smoke resulting in reduced oxygen levels. Thus Air Conservation is necessary for maintaining the purity of air and environment .

**Needs for Water Conservation:** Water conservation means using water wisely and caring for it. Since every living creature depends on water for life, it is our responsibility to conserve it. Therefore everyone can enjoy the benefits of having clean water.

**Needs for Soil conservation:** The concept of the conservation of soil takes into account the strategies for preventing the soil from getting eroded and preventing it from losing its fertility due to an adverse alteration in its chemical composition.

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## Why photography contest online

**Go Green photo fest** - A Photography contest designed for easier, broader participation, to inspire, generate awareness among individuals to think and act as conservation enthusiasts to highlight the significance of three natural elements of our mother earth - Air, Water & Soil.

# Categories of the Participants in *Go Green* Photo Contest

## 5 Categories :

- High School Students
- Under Graduate Level
- Graduate Level
- Post Graduate Level
- Non Student

High School  
Students  
(5 -10<sup>th</sup> Std)

PostGraduate  
Level

Under Graduate  
Level

Non  
Students

Graduate Level

## *Go Green Photo Fest : Strategic Alliance (Professional Photography Media company)*



*The Brawn: Honeybee Media Works is Hyderabad based International repute production house and Consultancy Company. The company is involved in making Documentary Films, Corporate Films, Still photography, Research and Consultancy.*

*The Brain: Mr. Farhatullah Beig, a post graduate in mass communication from Asia's most renowned media school, AJK Mass Communication Research Centre, New Delhi. He has a post graduate diploma in journalism from Madras University. He is an accomplished filmmaker and photographer has over 10 years experience in the media industry and has executed many national and international projects.*

*The Best: Won "Golden Sheaf Award" at Yorkton Film Festival 2009 for Best Research.*



## *Selection, Scrutinizing and Awards criteria*

- A total of 150 photographs are selected - 10 best photographs of each segment from the 5 categories by the strategic ally (A professional photography media company - Honey Bee Media Works) which are displayed at an Art gallery.
- A jury comprising of Green enthusiasts, Photo journalists, prominent dignitaries along with strategic ally will select top 3 photographs of each segment from 5 categories.
- In total, 45 photographs are awarded.



## Rules and regulations of the contest

- All Photographs must be in digital form
- File types and Names : Uncompressed TIFF(A4@300dpi) and Low resolution of Jpeg (72dpi)
- Resolution : 300dpi for High Resolution; 72dpi of lower for Low resolution.
- File Size : 24MB and Jpeg file of not more than 1MG
- Channel :8bit
- All photographs must be Numbered and captioned.

Only minor burning, dodging and/or color correction is acceptable, as is cropping. High dynamic range images (HDR) and stitched panoramas are NOT acceptable. Any changes to the original Photograph not itemized here are unacceptable and will render the Photograph ineligible for acceptance.



# Exhibition

Date : January 19, (Sunday), 2014

Venue : Salarjung Museum Art gallery

Time : 10 a.m to 5 p.m

Workshop shall be held for participating  
enthusiasts on 22 / 29, December, 2013

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# Green Partner Category

As a Green partner your organization gains comprehensive visibility leading sustainability through **Go Green Photo Fest** event. Your endorsement add dimension and support, makes it possible for **Green Photo Fest®** to continue to flourish.

As a Green partner, you will:

- Share services with hundreds of thousands of participating enthusiasts.
- Expose your mission and vision through our extensive Marcomm campaign, Collateral.
- Connect with other successful Green partners

As a Green Partner we would recommend you to provide us certifications and Awards for winners, Trophies and Mementos for Dignitaries, Guests, Go Green Team and Volunteers. Can advise for any other support and felicitations that you may offer

## Requirements

1. A letter of Association as a Green Partner duly stamped and signed by designated authority
2. A Logo in JPEG and Coral File format with authorization to use during pre, progressive and Post Phases of Go Green Photo Fest Campaigns

# Marketing Communications Probability Drive for GO GREEN PHOTO FEST -2014

Drive comprises of partly ATL, mostly BTL (Hyderabad)

## 1. Pre Event Marcomm :

- Print Media (Newspaper) – English, Telugu, Urdu
- Electronic Media (TV)– English , Telugu, Urdu
- Campaigns - PR campaign ( Pre , progressive and post ), SMS campaign, Flyers, Posters.
- Radio
- Magazines
- E-media – YouTube Video, Social Networking sites, Blog, Mass HTML email campaigns, Internet Viral .
- Activation and Promotion
- Alliances – Youth groups, International-National-Regional-Local Environmental Agencies and NGOs, Clubs, Green Volunteering Organizations, Academic partners, Eco partners, Green enthusiasts and activists.

## 2. Event Marcomm :

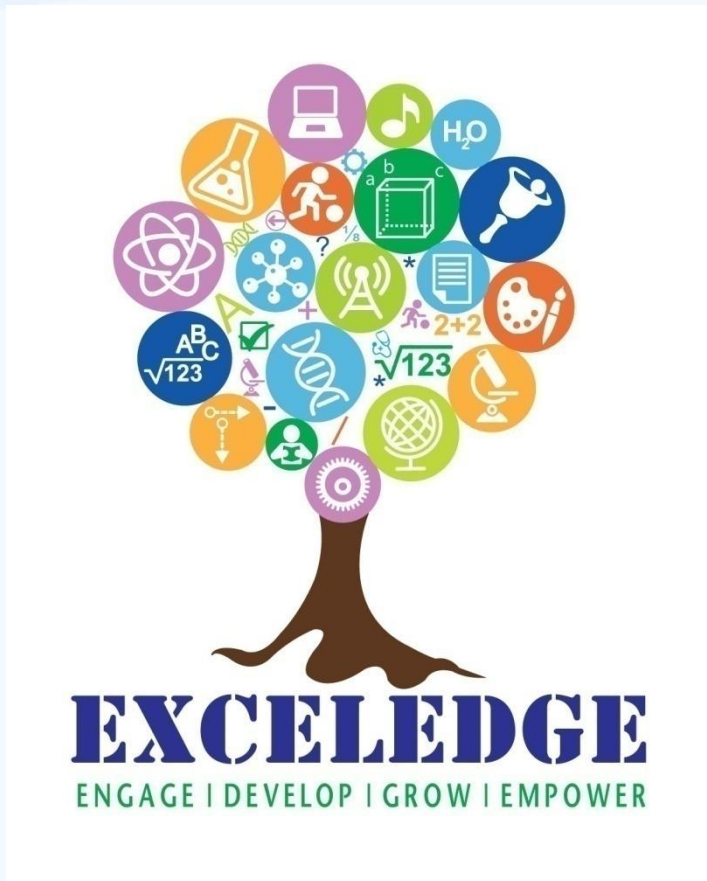
- Invitations, Emailers, Backdrops, Banners, T-shirts

## 3. Post Event Marcomm :

- Extensive PR and Certifications

\* Shall ascertain the establishment of the GO GREEN PHOTO FEST sustainability here after.

Go Green photo fest 2014 is the property of ExcelEdge India



## ExcelEdge India

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