



## PHOTOGRAPHY & SLOGAN WRITING COMPETITIONS

### Introduction

Aware and informed community is better prepared for any disaster. Communication can inform, educate, and empower people to take practical steps to protect themselves from natural hazards. Hence, the focus towards preventive disaster management and development of an ethos of prevention calls for an awareness generation at all levels. A sustained campaign on the risks involved and measures to be adopted for overcoming the risks would perhaps go a long way in building up the resilience of the people towards disasters.

### Context

In order to impact the minds of the people on various DRR preparedness measures and at the same time achieve the second stage of communication which is registration of the messages ASDMA proposes to organise two competitions for observing the **ASDMA Foundation Day**.

1. Photography Competition
2. Slogan writing Competition

These competitions are targeted to reach a wider audience in a participative manner. Since it involves direct participation of the people, these activities can be a strong media for awareness generation

## Photography competition

### PROCESS

- The entries to the competition would be in digital format
- Participants will send their entries to the ASDMA email id: [asdmacompetition@gmail.com](mailto:asdmacompetition@gmail.com)
- The theme for the competition would be “Making my State Disaster resilient” : The theme signifies any activity that shows measures through which effects of disaster can be minimised and at the same time how well community and individuals have coped and can cope from various hazards.
- The last date for submission of the entries would be 19<sup>th</sup> March 2012
- The entries would then be evaluated on the basis of
  1. Creativity
  2. Concept
  3. Understanding of the theme
- The three best entries will be given certificate and prize money. Also, the entries would be used by ASDMA in their campaigns
- Age limit: no age bar

## SPECIFICATION for the Entries

- The Photograph should have
  - Size: 8 inch X 10 inch
  - Resolution: not less than 160 pixels per inch
- Title to the photograph must be enclosed
- The photograph should be raw and not edited or modified by third party software
- The photograph should be sent along with Name, Age, Contact Number, email id and Communication address
- There is no age bar for the competition
- An individual can send a maximum of three photographs
- The participant should also give a self-declaration stating ***“the photograph is self-taken using my own creative skills and is neither copied nor edited nor taken from any other source”***. If the photograph is found otherwise, then the entry would be disqualified at any stage of the competition.

## Slogan writing competition

### PROCESS

- The entries to the competition would be in digital format
- Participants will send their entries to the ASDMA email id: [asdmacompetition@gmail.com](mailto:asdmacompetition@gmail.com)
- The theme for the competition would be
  1. “Earthquake preparedness”
  2. “Urban Floods”.
- **The last date for submission of the entries has been extended to 31<sup>st</sup> March 2012**
- The two best entries (one in Assamese and one in English) may be given certificate and prize money. Also, the entries would be used by ASDMA in their campaigns
- Age limit: no age bar

### SPECIFICATION for the Entries

- The slogan should be Original, Catchy & Crisp.
- Language: Assamese & English
- The entry should be sent along with Name, Age, Contact Number, email id and Communication address
- There is no age bar for the competition
- The participant should also give a self-declaration stating ***“the slogan is and is neither copied nor edited nor taken from any other source”***. If the slogan is found otherwise, then the entry would be disqualified at any stage of the competition.