

Guidelines for Photography Contest for our geographical Indication treasures

World IP day is celebrated on April 26th, every year by the World Intellectual Property Organization (WIPO) to "raise awareness of how patents, copyright, trademarks and designs impact on daily life" and "to celebrate creativity, and the contribution made by creators and innovators to the development of societies across the globe".

For India, Geographical Indication is an important IP right, in order to support local, community and national development, a **National Photography Contest** has been proposed to capture best in class photographs of our incredible treasures of our nation – Geographical Indications.

1. Objective

In the recent years, Department for Promotion of Industry and Internal Trade (DPIIT) has been taking various initiatives and steps for promotion of Geographical Indications (GI) products, which are distinguished on account of their uniqueness, reputation and link to the concerned geographical area, with a focus to improve the livelihood of the artisans and producers.

As per the National IPR Policy 2016, one of the key objectives is to create awareness regarding the rich heritage of India in terms of our Geographical Indications, and their importance in our economy. In order to invoke inquisitiveness and interest among public, there is a need provide a platform for the consumers to know about GIs, their uniqueness and the importance they hold in our day to day life and economy. and producers to connect and to create awareness about GIs and its importance in economy.

In order to showcase these incredible treasures a **National Photography Contest** has been launched on theme “**भारत की अमूल्य धरोहर**” capturing various aspects of Geographical Indications and their uniqueness, diversity, and artistry.

1. Eligibility Criteria

Following are the criteria to participate in this contest:

- a. Participants must be an Indian citizen.
- b. Participation is open to individuals only.
- c. Photos have to be taken in India only.
- d. The photos intended for this contest should be related to Indian Registered GI.
- e. A participant may submit upto 2 entries in each category.
- f. The Participant holds all rights in the Photograph.
- g. The entry should not have been published in any print or digital media.
- h. Not more than one award will be given to one person.
- i. Entries received after the closing date will not be entertained.
- j. No other payment except for the prize-winning entries as indicated above will be made.
- k. The participant must have bank account in his name.
- l. The participant must submit a valid ID proof (voter ID/PAN/Aadhar).
- m. Plagiarism of any nature is not allowed. Anyone found infringing upon others' copyright would be disqualified from the contest.

- n. Entry of any infringing, threatening, false, misleading, abusive, harassing, libelous, defamatory, vulgar, obscene, scandalous, inflammatory, pornographic or profane content would lead to disqualification.

1. **Theme of the Contest**

On the occasion of World IP day, to showcase our local and community products that have been registered as 'Geographical Indication' the photographs must capture our "Incredible Treasures of India".

As a part of this contest, photo enthusiasts can enter into the following categories:

- a) **Gastronomic treasures** – This category includes photographs of registered GI products in relation to food stuffs such as 'Bandar Laddu.'
- b) **Looms and yarns** – This category includes photographs of various handlooms products such as shawls and saree etc.
- c) **Intricately Artistic** – This category includes photographs of handicrafts such are metal ware, manufactured products such as Dindigul Locks etc.
- d) **Agri-prides** – This category includes photographs of agricultural products that have been registered as GI such as Darjeeling tea.
- e) **Best photograph in each zone** – This category includes selection of photographs from four different zones *viz.* North, South, East, and West zones.

4. Technical Parameters

- a. Photographs must be of high resolution.
- b. Photographs should be submitted in JPG/PNG/JPEG format and should be of postcard size of 4X6 inches.
- c. Size of the Photographs should not exceed 20 MB.
- d. The photo to be submitted by the participant shall be devoid of any copyrighted images.
- e. There should not be any watermarks on the picture or any other similar markings.
- f. Mobile photographs will not be accepted.
- g. Any kind of selfies with the product or the process associated to manufacture a GI will not be considered.
- h. The Photograph can be in color(s), monochromatic, or black/white.
- i. The Photograph can have been digitally enhanced (such as light, contrast, filters). However, all elements must be 100% photographic with no additional elements, that is the photographs do not include or exclude elements digitally. For example, the photographs should not include or exclude objects, people, images, text, other photos, drawings, collage, etc.

- j. The photograph to be submitted must have title, a brief description by the Participant of how the photograph is related to the theme and a brief on GI and its history (a document in Word or PDF of under 150 words).
- k. The file should be named as follows: (PARTICIPANT NAME)_(CATEGORY NAME). In case of participating in zonal awards, the file should be named as (PARTICIPANT NAME)_(ZONE NAME)_(GI NAME).
- l. A brief personal textual profile of the Participant, written by the Participant (under 200 words) (the Bio).
- m. One profile photo of the Participant, not smaller than 1MB and not larger than 5MB in JPG, JPEG formats (the Profile Photo).
- n. A brief description by the participant about the photo of Registered GI.

1. **Evaluation Criteria**

Participants will be evaluated on the following criteria:

- i. Entries must be submitted by 6.00 PM of the last date *i.e.* April 15th, 2022. Late entries will not be accepted.
- ii. The Entrants must send the duly filled registration form along with the photo(s) at cipam-dipp@gov.in .
- iii. Entries may be evaluated on the following criteria:

Category	Definition	Scoring
Creativity	how the entrant was able to convey their idea, message or thought in an original and imaginative way through their lens.	10
Composition	Whether the Visual elements harmoniously express the purpose or intent of the image.	10
Technique	Whether the entrant fulfil the following aspects: <ul style="list-style-type: none"> o Sharpness and color balance o Lighting o Focus o Depth 	10
Description of the Photograph	A description gives a short, simple explanation of a photo to elaborate on a picture or add depth to a piece of content.	10
Total Score:		40

The scoring for each parameter will be done on the scale of 1 to 10 (10 being the highest confidence score and 1 being the lowest or no confidence score).

- i. All the entries would be assessed for award by a Selection Committee.
- ii. The selection committee includes Joint Secretary (IPR) as chairman, DS (CIPAM), and Under Secretary (CIPAM) and AVP (CIPAM).
- iii. The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants for any or their decisions.
- iv. Minimum resolution of the image should be 300 dpi.

1. **Schedule of the Competition**

Open for Submissions	March 31st, 2022
Closing Date for Submissions	15th April 2022
Judging period	15th April 2022– 25th April 2022
Announcement of the winning Photographs	April 26th, 2022
Disbursal of Award	June 15th, 2022

1. **Disclosure of Winners**

- a. The winners will be announced at CIPAM's official website (www.cipam.gov.in).
- b. The winners will be notified by email. The winners must submit the original image file (digital/negative) to cipam-dipp@gov.in.
- c. Awards are non-transferable.
- d. Following are the categories of the Awards:
 - o Best Photograph in each zone namely North, South, East and West – Zonal Awards
 - o Best Photograph in each category mentioned in section 3.
 - o Special Mention

8. Awards And Prizes

<u>Award Name</u>	<u>No. of Winners</u>	<u>Prizes</u>
Best photograph in each category Awards	Winner – 4 in nos. 1 st Runner-up - 4 in nos 2 nd Runner-up- 4 in nos.	Winner from each category– 15,000/- 1 st Runner-up from each category – 8,000/- 2 nd Runner-up from each category – 5,000/-
Best Photograph in each zone	Winner from each zone – 4 in nos. 1 st Runner-up - 4 in nos 2 nd Runner-up- 4 in nos.	Winner – 5000/- from each zone 1 st Runner-up from each zone – 4,000/- 2 nd Runner-up from each zone – 3,000/-
Special Mention Award	Winner – 1	Winner - 10,000/-

9. Publication

Award winning pictures will be published in the form of a digital/hard diary.

10. Intellectual Property

10.1 The Participant acknowledges, warrants, and represents that:

10.1.1 The Submission does not violate any copyrights, trademarks, patents, trade secrets, industrial designs, distinctive signs, contractual obligations, including indigenous peoples' customary law that protects traditional knowledge and/or traditional cultural expressions, or any other intellectual property rights or other proprietary rights of any third-party.

10.1.2 The Submission does not violate any person's rights of privacy, including but not limited to names or other characteristics identifying celebrities or other public figures, living or dead.

10.1.3 Any individuals identified or identifiable in the Photograph have consented to being included as shown in the Photograph, for the purpose of entry into the Contest and the license granted to DPIIT in clause 10. 2 below.

10.2. Participants hereby grant to DPIIT a non-exclusive, royalty-free, and worldwide license as from the date of Submission after the announcement of the winners, to use, publicly display, exhibit, reproduce, distribute, communicate to the public, broadcast, translate, and store, their Photograph in any format, medium or form. Any such uses by DPIIT shall be solely for the purpose of its educational, promotional, and capacity-building work and related archive use.

10.3. Participants grant DPIIT the same license as that referred to in Clause 10.2 to use the Submission Documents provided the use of these Documents is made in conjunction with the Participant's Photograph, and is for the Purpose mentioned in Clause 10.2 above.

10.4. DPIIT will attribute the Participant whenever it uses the Participant's Photograph and the Submission Documents. The Participant agrees and consents to DPIIT using their name and likeness in any communication or publication or advertising of the Contest and/or the Photograph, without any compensation or notice.

10.5. DPIIT will not be held responsible for any unauthorized use made by a third party of the Photograph.

10.6. DPIIT will make reasonable efforts not to compromise the integrity of the Photograph. No changes, edits, or alterations will be made to the Photograph and Submission Documents without the prior written consent of the Participant, except for reasonable changes to the Photograph for the medium in which the Photograph is used.