

Click the Pheasant Contest

The Brief

It may sound a bit clichéd but we all know that a world where man and animal coexisted together sharing physical space, food and water did actually exist. Human population bursting at its seams created an imbalance in the ecosystem bringing along misery to our mute friends in ways and means that we all are familiar with.

We might never recover from the serious ecological imbalance accredited to mankind. These natural treasures once lost will be lost forever. We have already crossed the threshold, the brunt of which is still being felt by our mute friends. We as environmentally aware citizens have to ponder over this grave problem and act. And act fast is what we have to do.

It is sad but true that today words like conservation, Ecotourism are loosely (irresponsibly) used words by all and sundry. It is fashionable in the higher echelons of the society to talk “green”. We have to talk the talk and walk the walk. GHNP as we all know was created with the lofty and noble objective of protecting and conserving all the elements that make up the ecological zone falling in its geographical area. It has been at the forefront of fulfilling the above objectives with reasonable success. All this despite the odds stacked against the organisation. However, this is no time to rest on our laurels. We all share the opinion that there is a lot more that can be done and done effectively.

The importance of destination promotion as a key component of spreading and generating awareness about our environment can never be over emphasized. GHNP as we understand has taken some steps towards marketing the destination and spreading the message of conservation through the following methods. They are:

- a) Seminars and workshops
- b) Brochures, Booklets, Posters etc.
- c) Website and MS presentations
- d) Film Documentaries and Slide shows

We, at Sunshine Adventures feel that though the above tools of marketing have been implemented with the serious intent of achieving the goals and objectives that GHNP set out with, but these tools have “inherent” limitations. To throw more light on this from a purely marketing angle, may we add that the sole objective of undertaking any marketing exercise is to change the “perception” of a potential client regarding your product. GHNP as a product in itself has to be marketed in a manner where the exercise generates environmental awareness and through Ecotourism we are able to involve the community. The present methods of achieving these objectives have to be “reinforced” by an exercise conceptualized and visualised by Sunshine Adventures.

We have the pleasure of sharing an idea based on foresight and vision, which upon seeing the light of the day would bear the desired results. We intend to organise a photography competition in the GHNP titled “ Click the Pheasant” contest. We believe that the physical presence of wildlife photographers, naturalists and enthusiasts who take part in this competition at GHNP would serve the purpose for which GHNP was created. Many such competitions held on a regular basis would have a “cascading” effect in spreading the message of conservation and bringing in quality tourists. The merits of undertaking this exercise viz a vi the merits of the present system of marketing GHNP are as follows;

- a) The physical presence of such people would create an increased level of awareness about conservation of our environment through word of mouth publicity.
- b) It would encourage people to take up environment friendly hobbies like photography, trekking, study of flora and fauna etc.
- c) The physical presence of wildlife photographers and naturalists taking part in this competition (which incidentally is proposed during the months of increased levels of poaching) would to an extent deter the poacher.
- d) In times to come the influx of visitors would provide a means of employment to the local community.
- e) The visibility that GHNP would get after such programs could ensure its place in the radar screens of international NGO’s. There is a distinct possibility of attracting funds for welfare and developmental activities in the park.
- f) Such exercises have met with astounding success in other parts of the country like Jim Corbett National Park, Kanha National Park, and

Ranthambor etc. This was largely possible due to sustained efforts of the state government departments and private initiatives in this direction. Today these destinations figure in the top lists of documentary filmmakers, ecotourists etc.

Click the Pheasant Contest Components

Great Himalayan National
Park/Bio Diversity Conservation
Society

To sponsor the contacts ,
brochure production , pre
competition planning and cost of
development of photographs etc.

State Department of Tourism
Himachal Pradesh

To sponsor the advertisement costs
and the costs of actual operations of
the contest as well as be a part in
the prize distribution. Cost of slide
films is another factor which should
be taken into account.

NHPC

To sponsor all travel
arrangements plus advertisement
costs and the prize money. It will
also bear promotional expenses.

Panel of Judges

Rules and Regulations of the contest

1. The Contest is open to Indian nationals only.
2. Both professionals and amateurs are welcome to participate.
3. Employees of RVPSP, SRRMET and their immediate family members are not eligible. Likewise members of the jury, technical committee and their immediate family members are not eligible.
4. A maximum of fifteen entries will be invited on first come first serve basis. However if the required entries are not forthcoming then a minimum of ten participants could form a viable group.
5. Entries can be sent as digital images or prints.
6. Digital images can be submitted on CD.
7. Online submissions are not allowed.
8. For submission on CD, the images should be JPEG files in the highest possible resolution. CDs should be clearly labeled and mailed or hand delivered to
9. Please note that we will contact winning entrants to obtain higher resolution files/originals/negatives for reproduction purposes. Originals should at least have a resolution of 300dpi at A5 size.
10. The Organizer does not accept any liability for lost, delayed, damaged or incomplete entries.
11. The copyright of the entire image must be held by the entrant or the entrant must have the written authority of the copyright owner to submit the photograph for the competition. It is the responsibility of the entrant to seek all permissions required for the image to win under the entrant's name, and for the display and publication of the entry.
12. The Organizer reserves the right to request evidence of such authorities or consents.
13. Scanned entries in the CD format of the best shots will become the property of GHNP, Himachal Tourism which could be used in a manner of their own choosing.
14. Up to five images may be entered in each category.
15. No image may be entered in more than one category.
16. The judges reserve the right to re-categorize any entry.
17. Any image that has won a prize in another major competition is not eligible. If an image has won a prize in such a competition it will be disqualified.
18. The panel of judges appointed by the Organizer will choose the winners. Their decision on all matters relating to the competition is

- final, and no correspondence will be entertained concerning the competition's judging and organization.
19. The judges reserve the right in their absolute discretion to:
- declare void any entry;
 - declare the whole competition or a category or categories void should no entry meet the required standard;
 - award prizes to those entrants who achieve a certain standard and if the entries taken as a whole do not achieve the anticipated standard either to substitute prizes on offer or declare that none of the entries are worthy of a prize.
20. Winners will be duly notified.
21. All winning, commended and short-listed pictures will be kept until after the Awards Ceremony and the results together with a selection of the entries may be published in a selected mass media.
22. The Organizer reserves the right to reproduce, exhibit and to license the reproduction and the exhibition of some or all, in whole or part, in all media (now known or hereafter created) of prize-winning, commended and short-listed entries without the permission of the entrant or copyright owner or payment for such use, but only in connection with the promotion of and publicity for this competition. The moral right of the photographer/copyright owner will be acknowledged.
23. Should the Organizer wish to reproduce and exhibit prize-winning, commended or short-listed entries not in association with this competition, then the Organizer will obtain permission from the owner of the copyright and a token reproduction fee may be payable.
24. All images are sent at the photographer's risk and the Organizer regrets that it cannot accept any liability for any loss of, or damage occurring to images entered in the competition (how so ever caused) or for any other loss or damage resulting there from.
25. Travel arrangements would include the following;
- Complimentary pick up and drop by deluxe coach/qualis from Chandigarh at a place date and time advertised and communicated by the organizers.
 - Stay in Sai Ropa Rest House and Tents at location.
 - Food at location.
 - Guides and Porters and all trekking equipment for the duration of the trek.
26. Does not include:
- Transportation of participants from their place of residence to Chandigarh and back.
 - Food during transit in bus from Chandigarh to location.
 - Insurance and repatriation costs
 - Cost of film and other photographic equipment.
 - Expenses of personal nature.