

POINT OF VIEW

THE SVATANTRA PHOTOGRAPHY CONTEST

ABOUT THE CONTEST

The Svatantra Photo Contest is an opportunity for photographers to submit their photos based on their interpretations of the theme 'freedom'. The contest is open to all photographers – amateur and professional.

The photos could depict '**freedom**' in the following forms:

Financial Freedom | Freedom of Choice | Freedom to Work | Freedom of Expression |
Freedom to Love | Personal Freedom | Freedom to Dream

This contest is open to participants on **Facebook and Twitter**.

PARTICIPATION - FACEBOOK

Step 1: Like the Svatantra Facebook page.

Step 2: Submit your entry to our Facebook Inbox ONLY, along with a caption. The size of the photo should not exceed more than 5 MB. Photos posted directly on our wall will not be taken into account. In order to participate, it is mandatory that the photo is sent to us via Facebook inbox. Submissions start on **17th February, 2016**.

Step 3: Your entries will be published on our page, after moderation.

Step 4: Invite your friends to help you win by liking your entry. Likes on your photo on the Svatantra Facebook page will be counted as 'votes'. Voting period ends on **17th March, 2016**. 10 finalists will be selected on the basis of the number of votes received and those entries will be shared with the judges. The more engagement/activity on your photo, the more it helps increase your chances of winning.

Step 5: On **31st March, 2016**, 3 winners will be selected by the judges from among the shortlisted participants and their decision will be final. They will then be awarded by Svatantra Microfinance Pvt. Ltd.

PARTICIPATION - TWITTER

Step 1: Follow the Svatantra Twitter handle.

Step 2: Send your entry as a DM to our Twitter Inbox ONLY. The size of the photo should not exceed more than 5 MB. Photos tweeted directly to the Svatantra handle will not be taken into account. In order to participate, it is mandatory that the photo is sent to us via DM to our Twitter inbox.

Submissions start on **17th February, 2016**.

Step 3: Your entries will be published on our handle, after moderation.

Step 4: Invite your friends to help you win by retweeting your entry from the @svatantramf handle. Retweets on your photo on the Svatantra Twitter page will be counted as 'votes'. Voting period ends on **17th March, 2016**. 10 finalists will be selected on the basis of the number of votes received and those entries will be shared with the judges. The more engagement/activity on your photo, the more it helps increase your chances of winning.

Step 5: On **31st March, 2016**, 3 winners will be selected by the judges from among the shortlisted participants and their decision will be final. They will then be awarded by Svatantra Microfinance Pvt. Ltd.

ELIGIBILITY

The Svatantra Photo Contest is open to all photographers residing in India – amateur and professional.

PRIZES & CLAIMING

The winners of the contest from Facebook and Twitter will be given the following prizes:

First Place: Canon DSLR camera

Second Place: GoPro Camera

Third Place: One-year Subscription of Photoshop CC

JUDGING PROCESS

1. On **17th March, 2016**, ten finalists will be selected from Facebook and Twitter EACH, on the basis of the number of votes (likes/retweets) received.
2. From **March 18th, 2016** onwards, the finalist entries will be judged by a panel of judges (who will be announced shortly). The judges will assign a score based on the criteria mentioned below.
3. The total score will be based on **60% online votes and 40% judges' scores**.
4. A scoreboard will be uploaded on Facebook and Twitter, with the respective scores, and the winners will be announced on **31st March, 2016**.

JUDGING CRITERIA

1. **Technical Excellence:** Technical aspects of photography like exposure, focus/sharpness, depth of field, colour, contrast, lighting etc., will be taken into account. - 20 Points
2. **Composition & Aesthetic Excellence:** Artistic elements like framing, choice of viewpoint, balance, placement, background, colours, etc. will be taken into account. - 20 points
3. **Concept & Communication:** The photo will be judged on the idea behind the photo, symbolism used, it's relevance to the theme 'freedom', the subject of the photo, and the message communicated through the medium of visual storytelling. - 20 points
4. **Visual Impact:** The overall visual impact of the photo will be judged based on the emotional and intellectual response evoked upon on viewing. - 20 points
5. **Originality:** The photo will be judged on it's originality and uniqueness. - 20 points

CONTEST TIMELINE

17th February -17th March, 2016 – Submissions + Voting

18th March, 2016 – Voting ends + Shortlisted entries sent to judges

31st March, 2016 – Reveal Winners

CONTEST RULES

1. All photos have to be based on the theme 'freedom'.
2. Svatantra reserves the right to refuse to accept entries that:
 - A. are offensive, abusive, libellous, defamatory, obscene, racist, sexually explicit, ethnically or culturally offensive, indecent, that promotes violence, terrorism, or illegal acts, incites hatred on grounds of race, gender, religion or sexual orientation, or is otherwise objectionable in Svatantra's reasonable discretion.
 - B. violate, plagiarise, misappropriate or infringe the rights of third parties including, without limitation, copyright, trademark rights, rights of privacy or publicity, confidential information or any other right.
3. For Facebook, only entries submitted to the messages Inbox will be counted, and will be moderated before they being uploaded on our Facebook page as an entry for the contest. Moderation will include the following criteria:
 - A. Has the participant Liked the Svatantra FB page?
 - B. Does the photo meet the criteria mentioned in the contest rules?
4. In case a participant submits an entry on both Facebook and Twitter to participate in the contest, the entry with the most number of likes or retweets (at the time of voting closure) will be counted. Users can send multiple entries but an individual user can only win the contest on one platform - either on Facebook or Twitter.
5. Only 'likes' received on the entry posted on Svatantra FB page will be counted during the voting process. Participants are advised to communicate to their supporters that they have to go to the Svatantra FB page and like the entry posted there ONLY.
6. On retweets received on your entry posted by @svatantramf will be considering during the voting process. Participants are advised to communicate to their supporters that they have to retweet your entry which has been tweeted by the @svatantramf handle ONLY.
7. The winner will be required to send a proof of identity in order to claim their prize. Failure to do so will result in the selection of a new winner.

TERMS AND CONDITIONS

1. Svatantra Microfinance Pvt. Ltd. reserves the right to use the contest entries in any manner it sees fit (including with or without attribution) within future internal or external Svatantra Microfinance Pvt. Ltd. communications. The entries may also be used for press and media purposes and you agree to waive any rights and to not assert any other intellectual property rights that you have or may have in the entry. On entering into the contest, you agree to be involved in all media or other promotional activities regarding the contest.
2. By signing up for the Contest, participants give us an explicit consent to contact them at present and in the future for any communication related to Svatantra Microfinance Pvt. Ltd., our special offers, events and other consumer engagements.
3. The information shared by participants with Svatantra Microfinance Pvt. Ltd. will be strictly for Svatantra Microfinance Pvt. Ltd. to contact participants for further interaction related to events, special offers, etc.
4. You (means the person using/participating in this promotion with the intent to receive the Prize under this Contest) should not be in violation at any point in time and agree to abide by these Terms and Conditions and User Agreement.
5. Svatantra Microfinance Pvt. Ltd. reserves the right at any time to amend/add/remove/modify (in whole or part) any of the Terms & Conditions of this Contest, or to replace, wholly or in part, this Contest by another Contest, whether similar to this Contest or not, or to withdraw it altogether, and Svatantra Microfinance Pvt. Ltd.'s decision in this regard shall be final.
6. All decisions of Svatantra Microfinance Pvt. Ltd. regarding running/process/results, of the promotion, data selection shall be final and binding on all participants of this Contest, including you. No appeals, claim and question shall be entertained in this regard.
7. In the event of circumstances arising outside of Svatantra Microfinance Pvt. Ltd.'s control, which in Svatantra Microfinance Pvt. Ltd.'s opinion makes it necessary to suspend, substitute, change or cancel the Contest, Svatantra Microfinance Pvt. Ltd. reserves the right to suspend, change, substitute or cancel the Contest at any time.
8. If Svatantra Microfinance Pvt. Ltd. has suspicion or knowledge, that any participant has been involved in any fraudulent or illegal activity related to this Contest, Svatantra Microfinance Pvt.

Ltd. reserves the right to disqualify that entrant/participant and any related entrants/participant. Any entrant user of the promotion who, knowingly and with intent to injure, defrauds or deceives, files a Fraudulent Complaint containing false, incomplete, or misleading information may be guilty of a criminal offence and will be prosecuted to the fullest extent of the law. Svatantra Microfinance Pvt. Ltd. reserves all the rights including but not limited to suspend, block, restrict, cancel the user ID and remove all listings of the errant user and its related user IDs on the Website.

9. Svatantra Microfinance Pvt. Ltd. does not warrant that Facebook/Twitter will run concurrently and error-free during or after the Contest Period. **Further, Svatantra Microfinance Pvt. Ltd. shall not be liable for issues related to technical, human error whatsoever being entered by you or you being logged out of system.**
10. Svatantra Microfinance Pvt. Ltd. does not accept, and is not responsible for, any lost or delayed data, communication. Svatantra Microfinance Pvt. Ltd. reminds you of the nature and limitations of the internet and is not responsible for any problems, technical malfunctions of any communications network, online system, computer hardware/software failure, human error, things outside the control of Svatantra Microfinance Pvt. Ltd. that may affect entry/participation to the Contest.
11. The products or services are listed by third parties, who are responsible and liable for complying with commitments, communications, understanding including but not limiting to guarantees, warranties, services (pre, post sales) between them and you, as also complying with applicable law of the land.
12. Svatantra Microfinance Pvt. Ltd. is neither responsible nor guarantees the make, quality of the products, services, offered as prizes which is purely responsibility, liability of the third party. Nor is Svatantra Microfinance Pvt. Ltd. liable for any defect, deficiency, shortcoming or any risk associated with the quality, commitment, deliver timeline of the products, services.
13. Svatantra Microfinance Pvt. Ltd. would undertake reasonable efforts to email/dispatch the prize within 45 days, as aforesaid. However, this shall be subject to no delays being caused by third party vendors or Force Majeure. Svatantra Microfinance Pvt. Ltd. shall not assume the risk of insurance and other related security, features, liability during transit.



POINT OF VIEW

THE SVATANTRA
PHOTOGRAPHY CONTEST

14. For certain states within India, FORM 50/FORM 31 are required by the courier company for the dispatch of the Prize. When required, the registered buyer is responsible for providing the courier company with the above mentioned FORM/s to receive the Prize.
15. You understand and agree that participation in the Contest is good and sufficient consideration for you to agree and be bound by these Terms and Conditions.
16. Any and all taxes, including without any limitation income tax (if any) applicable on this Contest and the rewards/benefits thereto shall be borne by you and you shall deposit the applicable amount of taxes (if any) to contract administrator/applicable governmental authorities before user could avail any benefits, unless otherwise mandated under the applicable laws.
17. All communications with you will be through the application or on your email or on shipping address provided by you.
18. The employees and the immediate family members of the employees of Svatantra Microfinance Pvt. Ltd. and its associate companies are NOT eligible to participate in the Contest.
19. All decisions made by the organisers will be final.
20. This Contest is in no way affiliated with or sponsored by Facebook or any other social network.