

Photojournalist Club

A report on Mega Bank Photo Competition-cum-Exhibition 068



Prepared by:

Bikash Karki

Coordinator, Photojournalist Club

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ABSTRACT

Mega Bank Photo Competition-cum-Exhibition 2068 is the biggest photo event ever organized in Nepal. The open competition for amateurs and professionals, was a national level competition that brought hundreds of photographers from various backgrounds to one common ground. The overwhelming participations of amateurs with their creations besides professionals and photojournalists gave a new height for the competition. The exhibition on the other hand was glamorous. Visitors from all walks of life visited the exhibition enjoying every single unique photo and photo essays. Constitution Assembly Chairman, Chief Justice, top political leaders, social workers, bankers, business persons, diplomats and students visited the exhibition.

PJ Club organized the event as a platform to bring amateurs and professional photographers together to explore and promote their work. With the aims of promoting Nepali Photographers in national and international level, PJ Club also aimed to promote Nepal as a tourism destination.

Mega Bank Photo Competition-cum-Exhibition 2068 was a huge success. Understanding the necessity of such events, PJ Club will organize many such events along with this Photo Competition-cum-Exhibition annually.

ACKNOWLEDGEMENTS

I am immensely grateful to Anil Shah, CEO of Mega Bank who accepted our humble request to be the main sponsor. His support encouraged us to conduct the program.

I am equally thankful to Sunil Goeal (UBOX), who co-sponsored of the program.

I am thankful to Aditya Baral and Deepak Raj Joshi (Nepal Tourism Board), Sudeep Basnet (Agni Air), Diwakar Chapagain and Simrika Sharma (WWF) Bikram Pandey (Adventure Sports) and Amar Shahi (Raaika Tours) for supporting us with category sponsorships.

Shekhar goalcha , Bajaj discover , Mahesh SSJB Rana Everest Insurance, UFO, Buddha Air , Yeti Airlines , Interface Nepal , Hotel Marshyangdi Mandala, Foto Hollywood and Boom International.

I am heartily grateful to supporters and media.

I am thankful to all the participants and visitors.

My thanks also go to judges and well-wishers.

My sincere appreciation goes to all the members, executive members and specially Bijay Gajmer, Dipesh Shrestha, Ashok Dulal, Naresh Shrestha , Deepak Gaule for their tireless support to make this event a grand success.

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1. Introduction

Photojournalist Club is a non-for-profit organization established to promote photography and photojournalism in Nepal. The club was established in 2004 by a group of photojournalists working in different media. The club is a common platform for photojournalist to learn, share and explore photography skills. It also provides different trainings, conduct seminars and interactive programs to upgrade/support photojournalism as a profession.

Mega Bank Photo Competition-cum-Exhibition 2068 is the first photo competition-cum Exhibition ever organized in Nepal. The open competition for amateurs and professionals, and 5 days exhibition was a national level photo event that brought hundreds of photographers from various backgrounds to one common ground. The overwhelming participations of amateurs with their unexplored creations besides professionals gave a new height to the competition. The exhibition on the other hand was glamorous. Visitors from all walks of life visited the exhibition enjoying every single unique photo at one platform. Constitution Assembly Chairman, Chief Justice, top political leaders, social workers, bankers, business persons, diplomats and students visited the exhibition.

The event was sponsored by Mega Bank and co-sponsored by UBOX.Agni Air , WWF, Naturally Nepal, Adventure Sports ,Raikka Tours and Trave were category sponsors.

The event was supported by Bajaj Discover DTSE, Everest Insurance , UFO , Buddha Air, Yeti Airlines, and Interface Nepal, Hotel Marsyandi Mandala, Foto Hollywood, RIO Juice , Pashupati paints and Simrik Air. The Event was managed by Boom international.

Organization Name: Photojournalist Club

Project Title: Photo Competition-cum-Exhibition 2068

Project Dates: March 2012 – May 2012

Date of Report: May 2012

2. Mega Bank Photo Competition-cum-Exhibition 2068

The Competition

With the aims of promoting Nepali photographers and their photographic works in national and international level and to promote Nepal as a tourism destination Photojournalist Club organized this event. The club also aimed to create photographic awareness in mass. The competition-cum-exhibition stood as a platform to all Nepali photographers to showcase their talent.

Competition Categories

The competition had five categories. Among these five categories one **Photo of the Year** was chosen.

Photo of the Year

1. Naturally Nepal Tourism photo: Promoting Nepal as a Tourism destination
2. WWF Nature and Wildlife: Representing Nepal as the land of natural diversity
3. Agni Air Daily life: Nepali way of life depicting contemporary issues
4. UBOX Press Photo: Photo news covered in Nepali papers
5. Adventure /Raaika tours Photo Story: Series of photos that tell the story

Participation

The competition was open for all. More than eight hundred participants submitted nearly seven thousands photographs.

Result: Actual Vs. Planned

Indicator	
Propose level	Actual at Completion
700 photographers and 6 thousand photos were expected to participate in the competition	800 photographers (professionals, and amateurs) submitted seven thousand photos.
Summary: The participants and the photos were more than we expected.	

Judging

The total of 8 judges' evaluated photos submitted for competition. Among them 5 were involved in first and second round. Gopal Chitrakar (Jury Chair) and Chandra Shekhar Karki involved till last hour.

All the photos were observed by judges through projection. In each category hundred photos were chosen in first round. In the second round 25 photos were selected for the final judging. These 138 photos including four photo stories were printed and among these, 17 winners were selected for Mega Bank Photo Competition-cum-Exhibition 2068.

Judges

1. Mr. Gopal Chitrakar (Photojournalist, Reuters)
2. Mr. Bijay Pandey (Senior Journalist)
3. Mr. Jagadish Tiwari (Landscape Photographer)
4. Mr. Chandra Shekhar Karki (Chairman of the PJ Club)
5. Mr. Aditya Baral (Nepal Tourism Board)
6. Mr. Mani Lama (Senior Photographer)
7. Mr. Sujan chitrakar (Department Coordinator Kathmandu University)

8. Mr. Bikash Rauniyar (Photo editor , Kantipur Publications)



Note: The Chairman of the PJ Club was one among the five judging committee.

Result: Actual Vs. Planned

Indicator	
Propose level	Actual at Completion
Total of 9 members' judges including the Chairman of the PJ Club were to judge the competition.	Gunaraj Luitel ,associate editor of Annapurna Post one among 9 proposed judges couldn't manage to come because his foreign tour.

The sponsors, supporters and media partners

Sponsors

Mega Bank was the main sponsor while UBOX was co-sponsor. Naturally Nepal (Nepal Tourism Board) Agni Air , WWF, Adventure Sports and Raaika Tours and Travel, were category sponsors.

Supporters

The event was supported by Bajaj Discover DTSL, Everest Insurance, UFO, Buddha Air, Yeti Airlines, and Interface Nepal, Hotel Marsyandi Mandala, Photo Hollywood, RIO Juice, Pasupati paints, Natraj Travels and Tours and Simrik Air. The Event was managed by Boom international.

Media Partners

Print

The major dailies published from Kathmandu were print media partners for the event. Nagarik, Kantipur, Republica, The Kathmandu Post, The Himalayan Times, Annapurna Post, Nepal Samacharpatra, Rajdhani, Karobar, Abhiyan, Aarthik, Dainik Patra, Naya Patrika, The New Paper, Saurya dainik, and Samachar Dainik.

Similarly, weekly media partners were Sukrabar, Nepali Times, The reporter, The Corporate, Navayata and Himal.

Television

All television channels in Kathmandu were our broadcasting media partners. The Image channel, Kantipur TV, Avenues TV, ABC, News 24, Himalaya TV, Mountain TV, Terai TV, Nepal 1, TV filmy, Channel Nepal and Nepal Television.

Radio

Ujyalo FM Network was the radio partner of the event.

The Event was managed by Boom international.

Result: Actual Vs. Planned

Indicator	
Purpose level	Actual at Completion
The club had thought of taking one official partner from print, fm and tv.	The club decided to abandon official media partnership and collaborated with every media.

Advertisement and Publicity

The advertisements were published and broadcasted in paper as well as in electronic media.

Paper ad

A 60cc paper ad was published two times in all major dailies like Kantipur, The Kathmandu Post, Annapurna Post, The Himalayan Times, Nagarik, Republica, Nepal Samacharpatra, Karobar,

Dainik Patra, samachar dainik, The New paper Saurya Dainik, Naya Patrika, Arthik and Aviyan. Similarly weeklies like Sukrabar, Nepali Times, The reporter, The Corporate, Navayata and Himal as well published same size advertisements.

Organized by
PJ CLUB
Photography Club

MEGA BANK
PHOTO COMPETITION & EXHIBITION 068

Open for ALL Nepalis (amateurs and professionals)
Submission deadline: Baisak 15, 2069 (April 27, 2012)
Exhibition: Nepal Art Council, Babarmahal Boudha (27-May-12)
Post your queries at facebook.com/pjclubnepal

CATEGORIES
NTB Agni Air WWF Ubox Adventure/Raaka
Tourism Daily life Nature & wildlife News Photo story

Submit photos at
pjclub.com.np

GRAND PRIZE
Rs. 1,00,000
CATEGORY PRIZES
1st - Rs. 30,000
2nd - Rs. 20,000
3rd - Rs. 10,000
(PRIZES ARE IN CASH & KIND)
CASH PRIZES FOR 100 BEST PHOTOGRAPHS

In association with
UBOX

Category sponsors
AGNI AIR **WWF** **Ubox** **Adventure/Raaka**

Supported by
UFO **Yell Airlines** **Duratha Air**

Print partners
Saurya Dainik, Nepal Samachar, The Kathmandu Post, The Himalayan Times, Nagarik, Republica, Nepal Samacharpatra, Karobar, Dainik Patra, samachar dainik, The New paper Saurya Dainik, Naya Patrika, Arthik and Aviyan.

Television partners
Image channel, Kantipur TV, Avenues TV, ABC, News 24, Himalaya TV, Mountain TV, Terai TV, Nepal 1, TV filmy, Channel Nepal and Nepal Television.

Radio partner
Ujyalo FM Network.

Event manager
Boom international.

TVCs

TVC of 35 seconds long was broadcasted through major television stations. Image channel, Kantipur channel, Avenues TV, ABC, News 24, Himalaya TV, Mountain TV, Terai TV, Neapal 1 , TV filmy ,Channel Nepal and Nepal Television channels played three times for ten days at prime times.

Radio Jingles

Radio jingles was broadcasted through Ujyalo FM Network that fed the jingles to 135 FM stations throughout the nation. Similarly Illam FM , Illam, Saptakoshi FM , Biratnagar , Annapurna FM , Pokhara and Krishnashar FM Nepalgunj broadcasted of our Radio Jingle 7 to 10 time for 7 days at the prime time .

Hoardings

Hoarding board advertisements were put up in two major intersection of the city for 25 days. One at Nepal Tourism Board size 10X30 feet and another one was Dasarat Stadium 20X40 feet.

Posters

A total of 1500 multi-color posters were printed and pasted in major happening places. The posters were distributed through 51 collection centers throughout the nation. 3000 multi-color leaflets were printed and distributed hand-hand to photographers in a photo fair “Photokipa” .

Organized by



PJ CLUB
Photogjournalist Club

PHOTO COMPETITION & EXHIBITION 068

Open for ALL Nepalis (amateurs and professionals)
Submission deadline: Baishak 15, 2069 (April 27, 2012)
Exhibition: Nepal Art Council, Babarmahal (Baishak 29/May/1)
[f Post your queries at facebook.com/pjclubnepal](#)

CATEGORIES

NTB Tourism	Agni Air Daily life	WWF Nature & wildlife	Ubox News	Adventure/Raika Photo story
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Submit photos at
pjclub.com.np






GRAND PRIZE
Rs. 100,000

CATEGORY PRIZES

- 1ST - Rs. 30,000
- 2ND - Rs. 20,000
- 3RD - Rs. 10,000

(PRIZES ARE IN CASH & KIND)

CERTIFICATES TO 100 BEST PHOTOS

In association with



Category sponsors






ABSS Group Pokhara



Hotel partner



Print partner








Event manager




Radio partner

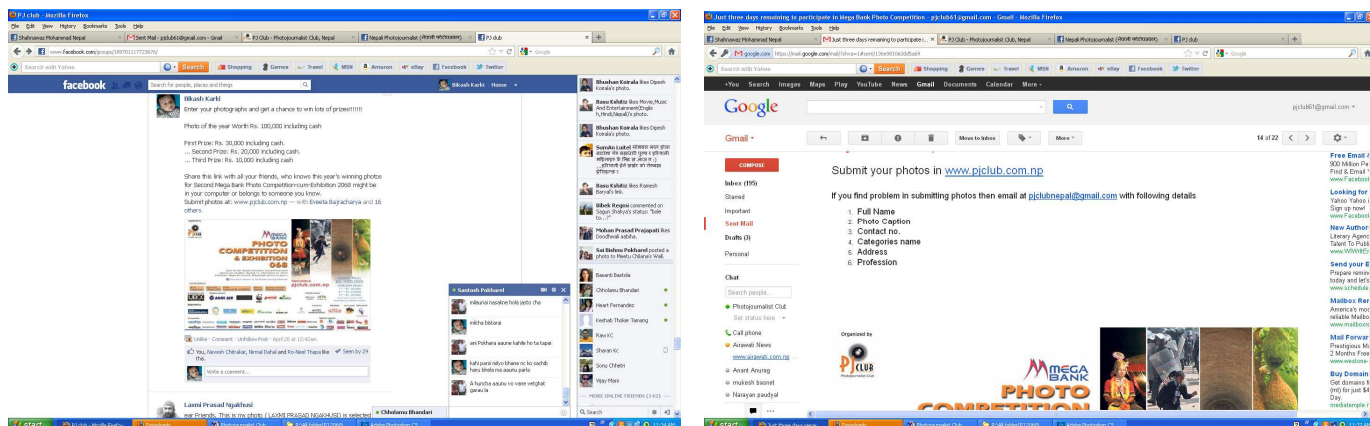


Print partners: नागरिक Republica, अन्नपूर्ण पोट The Himalayan, रक्षाकारण राणा दल, नवोपनिषद DADA, अतिरिक्त Corporate, किराँत टाइम्स, वाक्त्रिका The Lakshya Bar, युवाका कौशल आधिक सर्वश्रेष्ठ बैल्कि प्रेस TIMES, हिमालय NAVYATA, एक्सप्रेस, ABC, MTV, News, and others.

Online Advertisement

News Portal online site www.ekantipur.com and www.mysansar.com put our advertisement for 15 days.

Facebook and Emails: This was the main strength for our publicity. We shared our advertisement and notice to more than 100 thousand people through 50 majors groups on the facebook. We also sent email notification and reminder notice with poster to more than 15 thousands email ids.



Publicity

Program press meet was covered in all dailies and weeklies and Television channels. Besides this some papers covered progress follow up as a reminder before the event.

T-shirts

Hundreds of event t-shirts were printed and sold at cost price.

Result: Actual Vs. Planned

Indicator	
Purpose level	Actual at Completion
Paper ad (120cc) was planned to publish for 1-3 times in 16 papers and magazines.	60cc paper ad was published for two times in 16 papers and magazines.
30-35 seconds TVC's was planned to broadcast for two times a day in prime time before 15 days prior to the event.	35 second TVC was made. This was broadcasted 4-6 times a day along with the prime time through 6 different television channels.
1000 pcs Multi color poster each were planned.	2000 pcs multi color posters were printed. 3000 pcs leaflet were printed.
News portals, interactive sites were planned to publicize event.	Interactive sites like Facebook, Twitter and mysansar.com blog were used. More than 10,000 people were informed about the event through emails.

Hoarding boards were planned to hang in different places.	This was hung in two places; Nepal Tourism Board and Dasarat Stadium.
100 T-shirts were planned to be printed with ads materials.	200 pcs T-shirts with PJ Club logo were printed without ad materials due to time constraints.

Leaflet were not plan to print 3000 copies both side printed leaflet were printed and distributed on the PhotoKippa a photograic fare .

The winners

Mega Bank photo of the Year 2068

Narendra Shrestha



WWF Nature and Wildlife Photo

Yatra Thulung

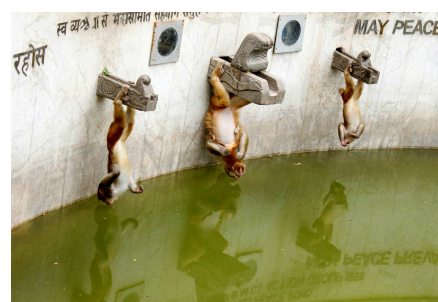
Winner

Navesh Chitrakar

1st Runner Up

Prakash Timilsena

2nd Runner Up



Naturally Nepal Tourism Photo (Promoting Nepal)

Narendra Shrestha

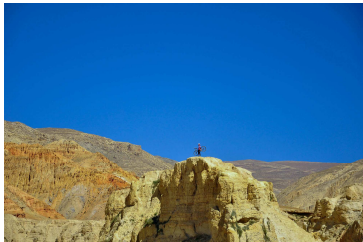
Winner

Shashish Maharjan

1st Runner Up

Ravi Sayami (Manandhar)

2nd Runner Up



Agni Air Daily Life Photo

Laxmi Prasad Nakhushi

Winner

Bipin Raj Tiwari

1st Runner Up

Khashing Chandra Rai

2nd Runner Up



UBOX News Photo

Narendra Shrestha

Winner

Rakesh Prasad Chaudhary

1st Runner Up

Sailendra Kharel

2nd Runner Up



Adventure Sports/Raaiika Tours Best Photo Story

Narendra Mainali

Winner

Uma Bista

1st Runner Up

Narendra Shrestha

2nd Runner Up

Kishor K Sharma

Honorable Mention



Prizes

The winners of the competition were awarded with cash and kind.

- Photo of the year: Rs. 1,00,000
- Five category winners: Rs. 30,000
- Five Category First Runners up: Rs. 20,000
- Five Category Second Runners up: Rs. 10,000



The Exhibition

The Second Mega Bank photo exhibition of the Mega Bank Photo Competition 2068 at Nepal Art Council, Babarmahal, in Kathmandu started on May 11 and concluded on May 15, 2012. In total 138 excellent photographs including award winning photographs were hung for the exhibition.

Around 8,000 people visited the exhibition including Chairman of the Constituent Assembly Subas Chandra Nembang, Chief Justice Khil Raj Regmi, and Gagan Thapa. Other top political leaders, social workers, bankers, business persons, diplomats and students visited the exhibition.

Visitors from all walks of life visited the exhibition enjoying every single unique photo and photo essays



Summary: The exhibition received overwhelming visitors. Head of the nation, President Ram Baran Yadhav visited the exhibition. Prime Minister, Chief Justice, CA Chairman are some dignitaries amongst others.

3. Photo Tour

PJ Club will plan to make photo tour to major cities of the country. This was a secondary plan which we had thought we would conduct if we could save some amount from the competition.

The collection of photographs was so poignant that the exhibition was single platform that showcased Nepal in a whole. PJ Club collaborating with local partners will conduct the event in four major cities: Biratnagar, Nepalgunj, Dhangadi and Pokhara. Photo tour will receive diverse audiences at each city. We hope our Photo tour will be successful .

Photography and Photojournalism Workshop

PJ Club organized four days photography and photojournalism workshop at the exhibition venue in Katmandu .The workshop was organized simultaneously to the photo exhibition for Photographers and photojournalists working in different media from print to electronic. The workshop helped participants to interact ,learn and improve their skills. This will definitely help them in their day to day professionalism.



Media Coverage

Besides advertisements, almost all dailies, weeklies, TV stations, FM networks and online news portals covered the event with high priority. Informational and promotional news were covered on the following happenings.

- A) Announcement of the competition
- B) Submission Closing
- C) Prejudging Round
- D) Opening Day of Exhibition/ Announcement of Winners
- E) Chief Justice's visit
- F) closing day
- G) An episode was entirely made about the exhibition on Naya Nepal, children's program through Nepal Television

Kantipur, The Kathmandu Post, Annapurna Post, Republica English daily, Nagarik and Naya Patrika Nepali dailies published the winning photos in their center spreads. Many others dailies and weeklies devoted half-a-page.

Result: Actual Vs. Planned

Indicator	
Purpose level	Actual at Completion
Media coverage was put in the priority while planning.	<p>Nepali media supported the event more than it was thought. Some mainstream papers like Annapurna Post published the winning photo in front page.</p> <p>Local papers published from different cities like Pokhara, Birtnagar, Dharan, Nepaljung, Birjung, Janakpur, Dhangadi and similary from other cities covered the news with high priority.</p> <p>Online news portals like nagariknews.com, nepalnews.com, thehimalayantimes.com, ekantipur.com, hamrakura.com and other websites covered with photo features and event news.</p>

4. Limitations

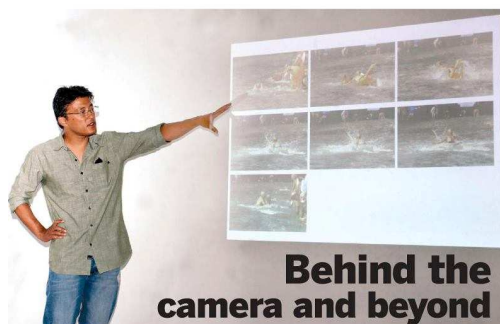
The three factors: time, finance and human resources were major limitations. The club had planned 3 months earlier for the competition. This time-duration was not sufficient to manage such big event. Moreover we spent most of that time finding sponsors.

Since the club had no amount in hand for the competition and exhibition, it had to find every penny from the sponsors. This had great influence in planning. The actual planning began after Mega Bank and UBOX agreed to be major sponsors.

Human resources remained the other major problem. Since almost all members of PJ Club are working photojournalists, it was difficult to find time to organize the event.

5. LESSONS LEARNED FROM THE PROJECT

Actual Vs. Planned tables in each fields outline the lapses occurred while organizing the event. The results will be taken in mind in upcoming events.



POST REPORT

THOUGH the winners of the Mega Bank Photo Competition 2068 were announced last week, activities that followed only came to a close on Tuesday. Along with the exhibition that showcased the winners and top 25 photographs of each category, three free workshops were held at the Nepal Arts Council from May 13-15.

Biggy Gajmer, the coordinator, said, "This year there's been a rise in the number of participants and entries, and although the overall quality of photographs has also increased, there's still room for people's visual knowledge and photo interpretation to grow." In his words, "Technology makes it easier to take pictures, but the most important thing is the person behind the camera—things like aesthetics and emotions are not decided by technology." For this reason, the workshops covered various aspects of photography. The first session, an interaction with senior photojournalist Gopal Chitrakar, covered a general overview of photography—what judges look for, and what makes a winning photograph. Sallendra Kharel, a documentary photographer, held a talk on visual storytelling and spoke about in-depth photo stories that are long term and/or pertain to certain issues.

The final workshop which coincided with the last day of the exhibition gave Narendra Shrestha the opportunity to go beyond his photos. Shrestha came in third for his Photo Story, first in both the News and Tourism categories, and bagged the Photo of the Year. Exhibiting a collection from his 15 years as a photographer, as well as showing the shots that didn't win him any titles, he spoke extensively about the story behind the Photo of the Year.

Shrestha shared the comment from Bhawani Thami's father which induced her photographed tear: "When she goes to school, children will make fun of her and call her a witch—that will be the think and feel!" Although having been offered Rs 25,000 from the winnings, the nine-year-old's father refused the money and instead requested Shrestha to open a bank account with a fixed deposit. "I'm not making any public appeals, but whoever hears about this and wants to help can contribute—I'm hoping to collect Rs 100,000 to take to their village at the end of the month. I can't escape from the responsibility, I have to do something for her," said Shrestha. As final concluding words Gajmer said, "Because of this photo, no one will call her a witch—that can be the power of a photo."

The videos of the presentations will be made available at www.pjclub.com.np in the future

