

OFFICE OF THE PRINCIPAL ACCOUNTANT GENERAL (A&E)
KERALA THIRUVANANTHAPURAM

Admn VI/ABHIVYAKTI'21/2021-22

Dated: 05/07/2021

परिपत्र/CIRCULAR

This is to inform that officials/ officers of this office are invited to participate in the ninth edition of the **photography & videography competition cum exhibition, Abhivyakti'21** conducted by Officer trainees- IA&AS Batch of 2020, National Academy of Audit and Accounts (NAAA), Shimla, **to be hosted by NAAA, Shimla**. This event is open to the entire Indian Audit and Accounts Department. The details of the said event are as follows:

Abhivyakti'21 has two categories: 'Photography' and 'Videography'.


Entries for 'Photography' are submitted under three themes which are as follows:

4. **Bliss**
5. **Elements**
6. **Horizons**

Entries for 'Videography' are submitted under the theme of 'My Abode'.

Each participant can send one entry per theme under both 'Photography' and 'Videography' categories. Interested officials/ officers may visit office website (<https://www.agker.cag.gov.in>) to know more about General guidelines and Regulations related to the event.

The entries are to be submitted by email to abhivyakti2021.naaa@gmail.com on or before 14/07/2021.


वरिष्ठ लेखा अधिकारी (प्रशासन)
Senior Accounts Officer (Admn)

To

1. Notice board of Main Office and Branch Offices.
2. Office Intranet/ Office website (<https://www.agker.cag.gov.in/>).

ABHIVYAKTI '21

PHOTOGRAPHY THEMES:

- ELEMENTS
- BLISS
- HORIZONS



VIDEOGRAPHY THEME:

- MY ABODE

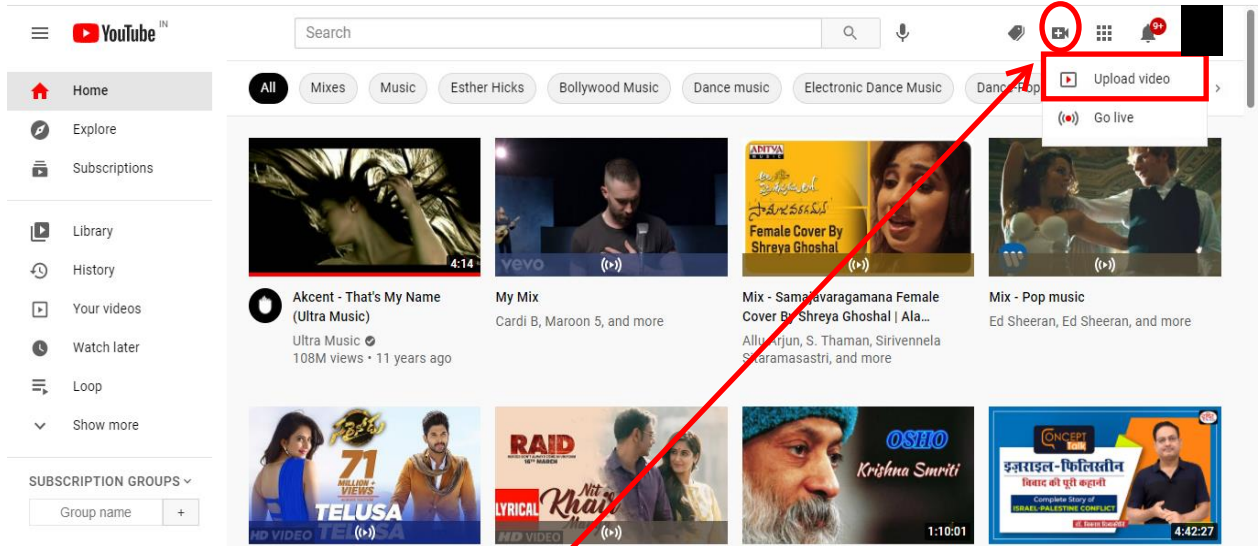
Presented by

**IA&AS BATCH OF 2020
NATIONAL ACADEMY OF AUDIT AND ACCOUNTS**

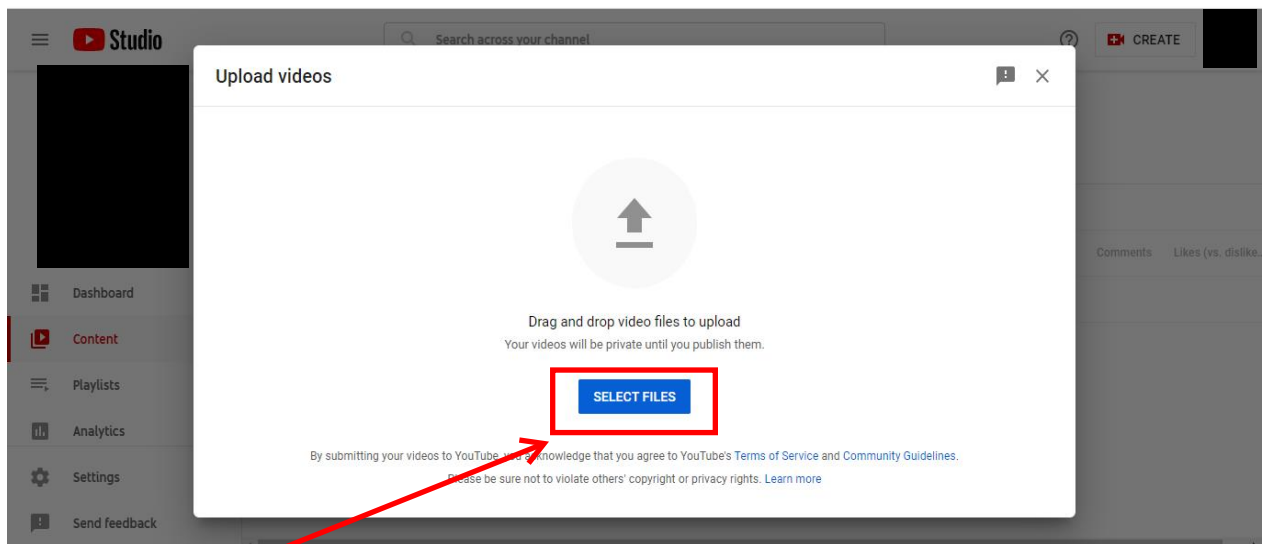
Send your entries to abhivyakti2021.naaa@gmail.com by 14 July 2021

For further queries, contact Sourabh - 9561077627

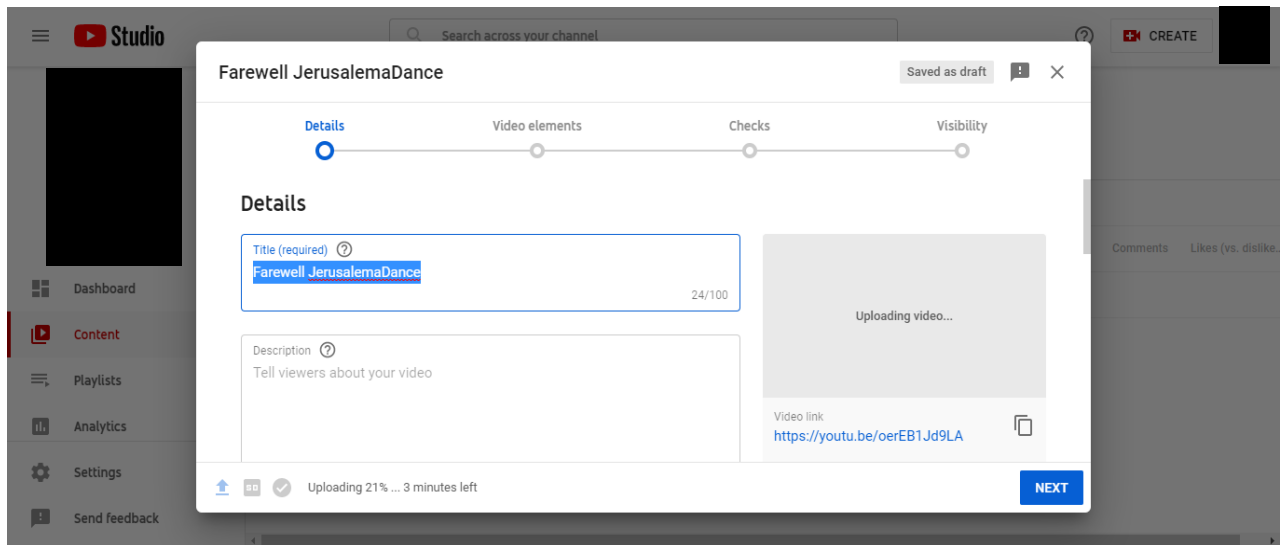
Guidelines Regarding creation of YouTube Link for Video



1. Select upload video icon in YouTube

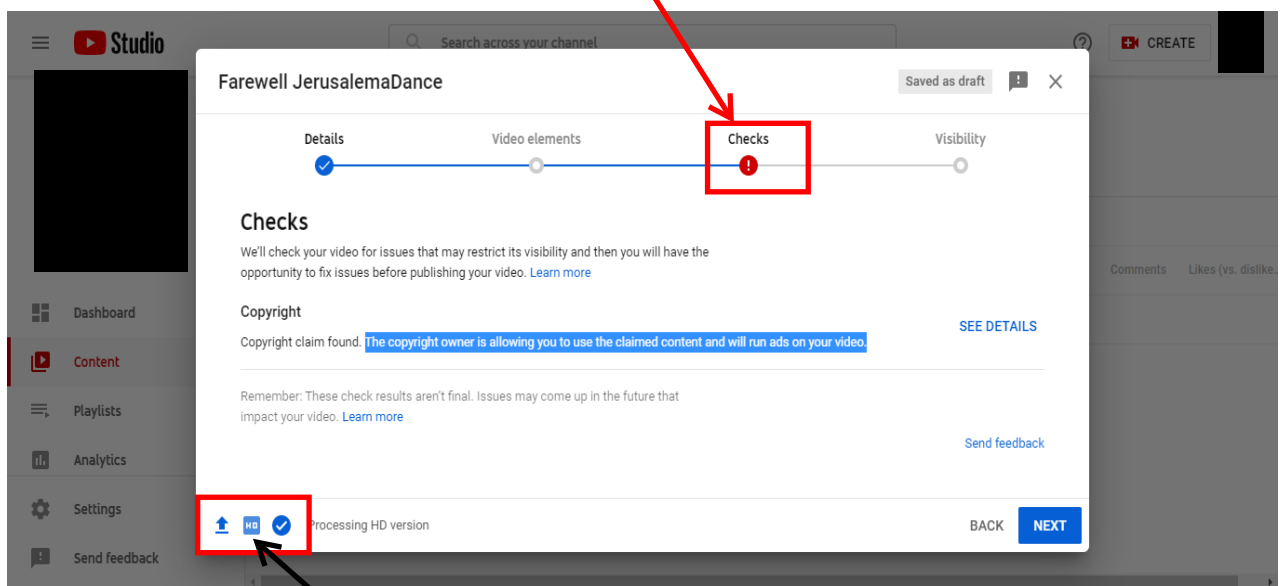


2. select video file from your device which needs to be uploaded

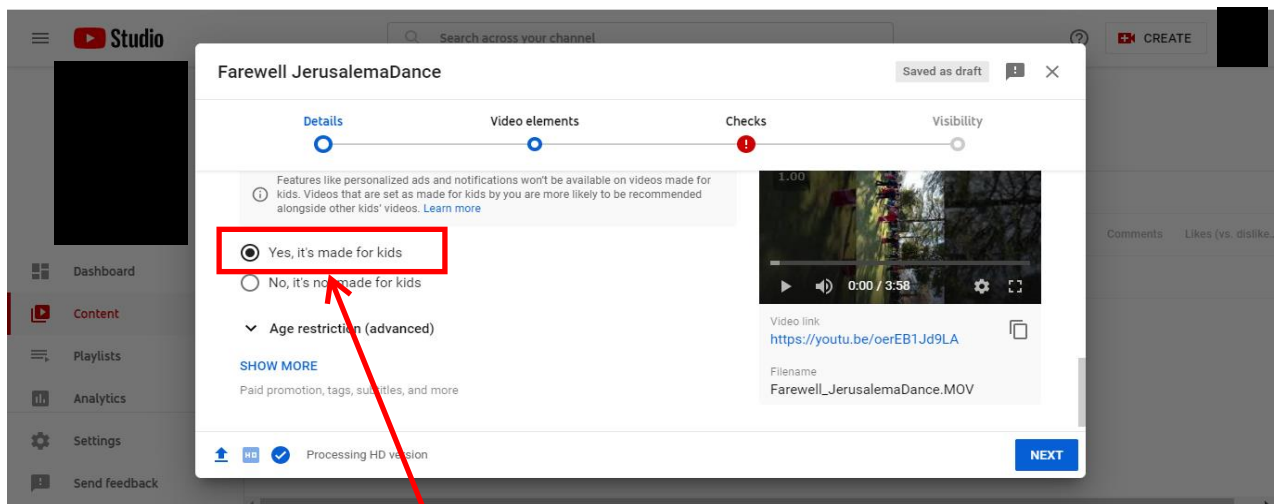


3.This window shall appear

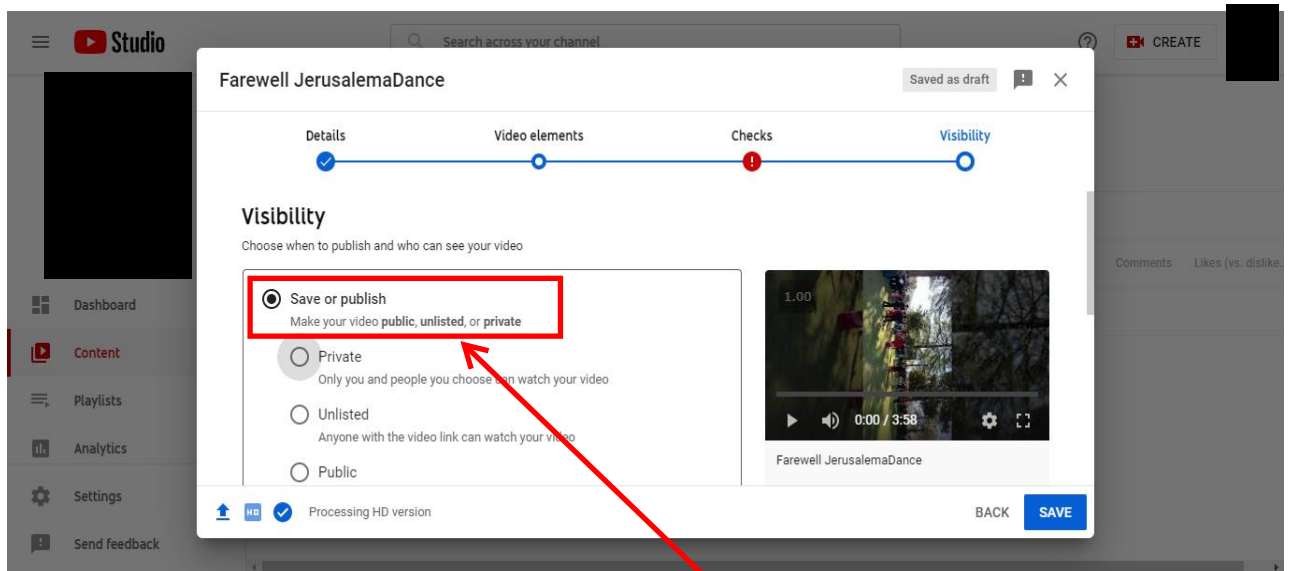
In case Youtube algorithm finds similar video YouTube it shall consider it as copyright violation and this will appear



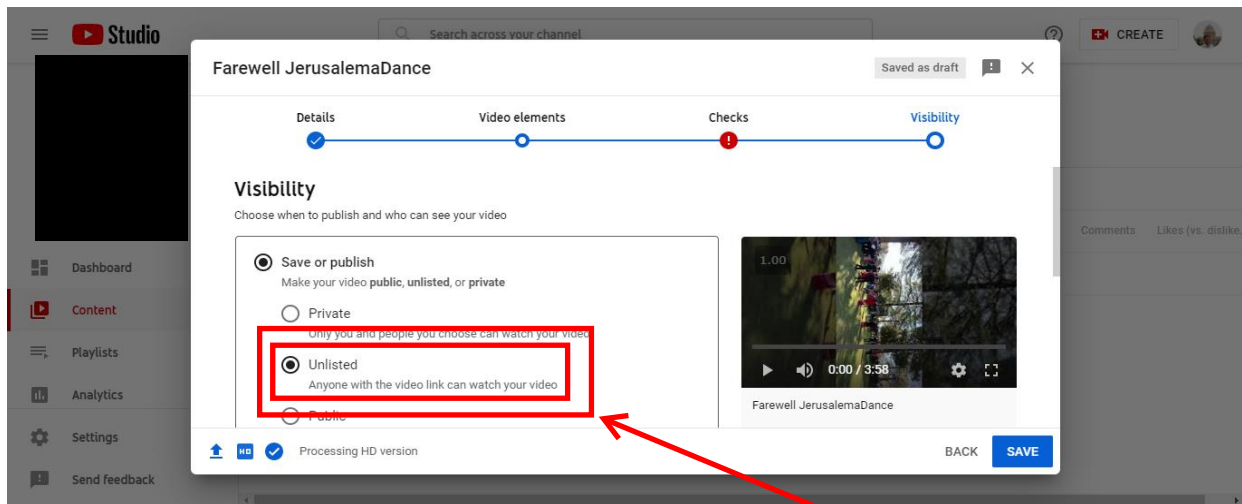
4. Ensure HD version has been processed



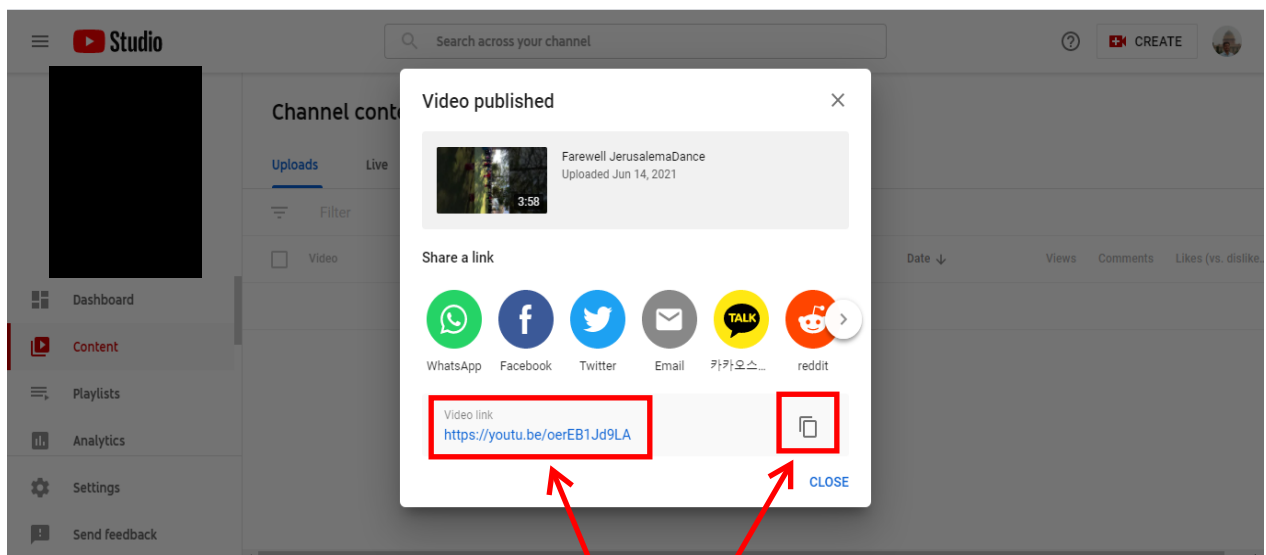
5. Tick the age restriction check box. As shown



6. MOST IMPORTANT – Click on save and publish



7. CLICK ON **UNLISTED**. THIS IS MUST



8. You will get this window. Copy the video link and paste it in the mail to **abhivyakti2021.naaa@gmail.com**

ABHIVYAKTI 2021 - RULES AND REGULATIONS

1. ABHIVYAKTI 2021, is a Photography & Videography competition and exhibition event being organized by the Indian Audit & Accounts Service Officer Trainees (2020 Batch).
2. This event is open to the entire Indian Audit and Accounts Department. Thus, all Indian Audit and Accounts Department Officers and staff, whether working in the department or on deputation, are invited to participate and give expression to their creativity.
3. There are Three themes in the Photography category and one in videography which are described as below :

Theme	Description
<i>Bliss</i>	“Bliss” signifies a sense of “absolute joy”. The notion of bliss is a representation of the diversity of human perceptions. One can derive bliss from different sources such as spirituality, nature, relationships, etc. The idea here is to showcase how an individual defines his/her sense of bliss and conveys it effectively through the visual medium.
<i>Elements</i>	The term “Elements” implies the fundamental, sub-structural components of a much broader and integrated concept. For this category, we are focusing on elements of nature i.e., earth, air, water, fire, and ether (sky). Photographs should depict the individual elements or the interplay of 2 or more elements in a creative manner.
<i>Horizons</i>	The place where earth meets the sky and also the place where our limits of knowledge are defined. A broad topic in itself “Horizons” shall encourage participants to click photos that represent the elements of ambitions, restrictions, achievements in human life.
<i>My Abode</i> <i>(For video)</i>	India is a country where language and culture changes every 50-100 km. The category “My Abode” is an opportunity to showcase this multiculturalism. It gives the participant a chance to portray the uniqueness and pride of his/her <u>hometown or place of current residence</u> . The

	representation could be in the form of landmarks, cuisines, traditional dresses, etc. A small description explaining the captured entity would be appreciated.
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- Based on the evaluation by judges, selected photographs and videos shall be displayed in the exhibition at the famed Gaiety Theatre of Shimla in August (**Exhibition shall be subject to ongoing COVID situation**)

Submission of entries

- Each participant can send one entry per theme under each - Photography and videography category.
- Under each theme in both categories (Photography and videography), there will be three prizes, which are to be adjudged by eminent photographers.
- If a participant sends more than the allowed number of entries, the eligible entries will be selected on a first come first serve basis.
- Entries are to be sent to abhivyakti2021.naaa@gmail.com The participants are also requested to send both the original photograph(s) and corrected photograph(s). However, for videography, participants are expected to send only the final video (with all necessary edits). The technical details of the corrections are briefed in detail later in this document.
- The last date for submission of entries is **14th July 2021**.
- Each photograph and video should be accompanied by a **minimum one-line description to be included in the certificate of authenticity**.
- Photographs and Videos submitted must **strictly be taken by the photographer himself/herself**.
- The participants are also requested to not send any photographs that they have submitted in the previous editions of Abhivyakti.
- Participants will retain copyrights to their photographs and video; however, the **National Academy of Audit and Accounts, Shimla reserves the right** to use them **for non-commercial purposes (which may include exhibiting on NAAA magazine/website and others)**.

Technical specifications for photographs

14. The minimum resolution of photographs should be 1600 X 1200 pixels. For portrait orientation, the resolution should be at least 1200 X 1600 pixels.
15. Photographs must be submitted in '.jpg/.jpeg' format only.
16. The photograph should be named in the following way:
 - a. Bliss Theme – BL_ParticipantName.jpg
 - b. Elements Theme – EL_ParticipantName.jpg
 - c. Horizon Theme – HZ_ParticipantName.jpgE.g., EL_SachinJoshi.jpg
17. No watermarks, signatures, or copyright notices may be added to photographs.
18. Photographs may be cropped or rotated as necessary, provided the rectangular format is maintained.
19. Red-eye removal, spot editing, and the use of filters to sharpen, soften, blur or remove noise are permitted.
20. Artistic filters are not permitted. However, the use of corrective functions to improve the natural appearance of the image, such as contrast, brightness, curves, intensity, tone, hue, saturation, lightness value, color balance, and tint are allowed.

Technical specifications for videography

21. The video can be shot using a professional camera or mobile in color or in black and white or in any other suitable color form as participant deems fit. The creation should be simple and interesting enough for the common man to understand.
22. Video submitted can be in any format like MP4/MOV (preferably MP4 format). While Full HD resolution(1080p) is desirable it HD resolution (720p) is must. It should be noted that **this guideline is not rigid and participant can submit video in other formats too provided the video has sufficient clarity for its display on huge LED screens** and should be in a format that enables hassle-free playback on normal digital devices.
23. Please note that the video can contain any text, speech, conversation, or voiceover. Sound effects and music may be used, as long as the participant has the right to use and disseminate it.
24. The video should be named– MA_ParticipantName.MP4. E.g., MA_SachinJoshi.MP4
25. The video submission **should not** have a duration of **more than 90 seconds**
26. The video may include an audio description or text description at the bottom of it.

27. Video can be a collage of multiple videos. However, it *should not be a collage of photographs.*

Prize & Recognition

28. Winners will be awarded a certificate of recognition from the National Academy of Audit & Accounts
29. Winning entries will be displayed on the official website of the National Academy of Audit & Accounts
30. The winning entries may be considered for being displayed on the reputed virtual art gallery in India
31. Selected entries may be exhibited at the famed Gaiety Theatre, Shimla.

Other details

32. The Organizing **Committee reserves the right to reject** any submitted photograph and video. Submissions containing any inappropriate content or not conforming to the above-specified rules will be rejected.
33. A Screening Committee will be constituted to shortlist the photographs and videos under each theme. The shortlisted entries will be presented to the judges for adjudication.
34. Submission of the entries for ABHIVYAKTI 2021 would be presumed to mean that the participant has agreed to all the above-mentioned rules.
35. In case of any change which may be deemed necessary in the due course of events, the Organizing Committee reserves the right to make required changes in the Rules and Regulations of ABHIVYAKTI 2021.

Certificate of Authenticity

I, -----, hereby declare that, the photograph(s) sent for **Abhivyakti 2021** is taken by me at (location) ----- by using the device -----
- and that I am responsible for the authenticity of the same.

Description of the photograph(s) is as follows -

Note - No signature required. Submission of above certificate is deemed as signature and acceptance of rules & regulations. Short description of all submissions is mandatory. Edit above word document and send it as an attachment to abhivyakti2021.naaa@gmail.com along with your entries.

Certificate of Authenticity

I, -----, hereby declare that, the video sent for **Abhivyakti 2021** is taken by me at(location) ----- by using device ----- and that I am responsible for the authenticity of the same.

Description of the video is as follows -

Note - No signature required. Submission of above certificate is deemed as signature and acceptance of rules & regulations. Short description of all submissions is mandatory. Edit above word document and send it as an attachment to abhivyakti2021.naaa@gmail.com along with your entries.