

REPORT ON
PHOTOGRAPHY COMPETITION AND EXHIBITION

DATE 5TH SEPTEMBER 2023



ORGANIZED BY

INDIA TOURISM SHILLONG

MINISTRY OF TOURISM GOVERNMENT OF INDIA

IN ASSOCIATION WITH

YUVA TOURISM CLUB

LADY KEANE COLLEGE SHILLONG



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1. About Yuva Tourism Club, Lady Keane College, Shillong

The Ministry of Tourism in India aims to leverage its large youth population and demographic dividend by launching the "YUVA Tourism" campaign in 2022 as part of India@75 celebrations. The campaign's central initiative involves creating Tourism Clubs targeting schools, colleges, and working-age groups. The objectives of these clubs include educating young minds about India's diverse cultures and geography, fostering an appreciation for the educational value of travel and tourism, promoting responsible tourism practices, and training students as skilled tourist guides and hospitality volunteers. The clubs will also facilitate better coordination for study tours and student exchange programs, encouraging youth to explore the country's tourism opportunities early on.

The YUVA Tourism Club of Lady Keane College was inaugurated on 28th May, 2022, in the present of the Principal of the College Dr. D K B Mukhim, Faculty Coordinator Mr. Wanpynsuk Makri, Head of the Department of Tourism and Travel Management Miss. Montimon Diengdoh, Mr. Londoner Murphy Sohtun (Asst.prof) Department of Tourism and Travel Management, Mr. Sushant B Surong and Miss. Hakamelamphylla Mawroh (Asst.prof) Department of Tourism and Travel Management.

The proposed activities by these Tourism Clubs align with the government's vision and include organizing various competitions to foster creativity and engagement, integrating travel and tourism into the educational curriculum, and promoting sustainable and responsible tours in line with the Sustainable Development Goals (SDGs). These tours will aim to minimize their impact on natural areas while providing opportunities for travelers to interact with local communities and understand their cultures and traditions. Furthermore, the clubs will encourage tourism during off-peak periods to boost local economies, combine tourism with various tournaments to engage students in exciting activities, and discover lesser-known destinations, providing travel itineraries and tourism potential information. The use of social media feedback will also play a role in marketing Indian destinations and attracting more visitors to explore the country's rich natural and cultural heritage.

1.1. YUVA Tourism Club Members:

As per the instruction provided by the Ministry of Tourism Government of India, the tourism club members would be headed by one faculty and a student coordinator, responsible for functioning of the club. Member would consist of students with criteria of selection and limit decided by the institution, and the tourism club at this level to have minimum 25 student's members.

At Present there are 181 students responded and enrolled as members of the club from various departments, headed by: -

1. Faculty Coordinator: Mr. Wanpynsuk Makri (Assistant Professor, DTTM, LKC)
2. Student Coordinator: Ms. Philawanbet Rymbai (BTTM, 4th Semester)
3. Assistant Student Coordinator: Ms. Diya Narzari, (Sociology, 4th Semester)

1.2. Student Members Yuva-Tourism, Lady Keane College:

Sl No	Department	No of Student Enrolled
1	BTTM	72
2	Botany	6
3	BCA	4
4	Biochemistry	2
5	Chemistry	8
6	Economics	4
7	English	15
8	Education	7
9	History	5
10	Khasi	5
11	Mathematics	1
12	Political Science	19
13	Sociology	19
14	Zoology	7
15	Philosophy	7
	Total	181

2. Event Details:

There are 40 Yuva Tourism Clubs including schools and colleges in Meghalaya, the competition was organized amongst all the YUVA Tourism Clubs members from different colleges in Meghalaya. The photography competition and exhibition program were being conducted as part of the world tourism day celebration 2023- by providing a platform to promote sustainable tourism and environmental consciousness among the YUVA Tourism Club Members from different colleges and university of the state. This initiative was taken to enhance the active participation of the club members and to raise awareness about the importance of green investment and sustainable practices in the tourism sectors.

2.1. Objective of the Competition:

The objective of the photography competition organized by the Indiatourism Shillong, Ministry of Tourism Government India, in association with YUVA Tourism Club, Lady Keane College Shillong, the competition was organized with an objective of highlighting on a sustainable getaway showcasing on creativity on how green investment positively impact tourism while emphasizing responsible and eco-friendly practices.

1. By providing a platform for merging photographers among the YUVA tourism club members among YUVA Tourism Club members of different colleges of the state and to enhance their skills while creatively expressing the essence of travel and exploration.
2. By encouraging students to document cultural aspects and heritage sites, the competition fosters cross-cultural understanding and community engagement.
3. Additionally, by raise awareness about responsible tourism facilitates networking among photography and travel enthusiast, and offer recognition for outstanding work through exhibitions and prizes.

3. Event execution: Photography Competition and Exhibition

The theme selected for the Photography Competition is “Sustainable Getaway: Exploring the Positive Impact of Green Investment on Tourism”. The competition was conducted on 5th September in the Seminar Hall of Lady Keane College at 12 Noon, where a total of five (5) YUVA Tourism Clubs of Different institutions from Shillong participated and attended at the exhibition programme.

The competition was conducted in two categories: - 1. DSLR Camera category and 2. Smartphone category. With each participant subjected to maximum of three (3) entries in each

category. A total number of fifty (50) entries were received, eight (8) entries for DSLR Camera and 42 entries for Smartphone category.

Three judges were invited to judge the competition that have good background on photography and are freelancer photographers which include Shri K.L Choudhary, an Associate Professor, Department of Botany, Lady Keane College, Shillong, Mrs. Veveane Sayo, Freelance Photographer and co-owner of Yolanda Productions House and Mr. Mebanshan Langstieh, an Assistant Professor, Department of Zoology, Lady Keane College, Shillong. The judging criteria were based on: -

1. Relevance to the theme (50%)
2. Creativity and Composition (30%)
3. Technical Excellence (20%)

The received total entries (50 nos) were judged on 4th September from 1 pm to 3 pm, by the renowned judges, and also exhibited in the seminar hall of Lady Keane College, Shillong on 5th September, 2023.

3.1. Participants and attendees at the Prize distribution ceremony and exhibition:

Participants: - The number of participants in the Inter College Yuva Tourism Club, Photography Competition are shown in the given table below: -

SI No	College/University	No. of Participants
1	ICFAI University, Shillong	11
2	Lady Keane College, Shillong	9
3	Shillong Commerce College, Shillong	3
4	Martin Luther Christian University, Shillong	1
5	North Eastern Hills University, Shillong	1
6	St. Anthony's College, Shillong	1
	Total number of participants	26

Attendees: - A Total number of 125 Yuva Tourism Club Members from various colleges and university attended the prize distribution ceremony and photo exhibition programme on 5th September, 2023 at Seminar Hall, Lady Keane College, Shillong. Also attended by the principal of Lady Keane College, Shillong, judges, faculty coordinator Yuva Tourism Club, and faculties from the Department of Tourism and Travel Management, Lady Keane College, Shillong.

4. Programme Detail: Prize Distribution Ceremony and Photography Exhibition:

The prize distribution ceremony and photo exhibition programme begin at 12 noon on 5th September, 2023 at Seminar Hall, Lady Keane College, and the programme was compered by two members of YUVA Tourism Club, Lady Keane College, Ms. Rudrakshee Talukdar, 5th Sem, English Department and Ms. Vartika Kaur, 1st Sem, BTTM Department of the College. The program began with a welcoming address delivered by Ms. Lawinia Warjri, a member of the Yuva Tourism Club and a 5th-semester student of Bachelor of Tourism and Travel Management of Lady Keane College, Shillong. Following her address, Dr. D.K.B Mukhim, the principal of Lady Keane College, Shillong, delivered an insightful speech in connection with World Tourism Day 2023. He discussed the theme of the World Tourism Day this year, given by the UNWTO which is "Tourism and Green Investment," and how it related to the theme of the competition, which was "Sustainable Getaway: Exploring the Positive Impact of Green Investment on Tourism."

Afterwards, Ms. Rudrakshee Talukdar, a 5th semester English Department student and a member of the Yuva Tourism Club, Lady Keane College, Shillong announced the winners of the DSLR camera and Smartphone categories. The prizes were then distributed to the winners by Dr. DKB Mukhim, the Principal of Lady Keane College. The winners received certificates and mementoes for their outstanding contributions, while all participants were presented with certificates of participation. The judges for the photography competition, who are renowned in their field, played a crucial role in evaluating the submissions.

One of these distinguished judges Shri. K. L. Choudhary an Associate Professor, Department of Botany, Lady Keane College, Shillong, took the stage during the prize distribution ceremony and exhibition, emphasizing the significance of photography in the present generation and its crucial role in promoting and developing tourism destinations. The judge highlighted how photography

serves as a powerful tool to showcase the beauty and attractions of various tourist destinations through the lens of a camera. Moreover, the judge provided valuable insights on how to enhance photography skills, particularly in the context of the tour and travel industry. They discussed the importance of mastering technical aspects such as composition, lighting, framing, and capturing the essence of a subject effectively. This guidance aimed to help participants and attendees better understand the art of photography and its relevance in the tourism sector.

The judge's speech not only recognized the role of photography in tourism promotion but also served as an educational opportunity for those interested in improving their photography skills for capturing the allure of travel and tourism experiences.

Following inspirational speeches and prize distribution ceremony, an exhibition of the photographs was inaugurated by the Principal of Lady Keane College in the Seminar Hall of the College. The exhibition showcased a diverse range of talents, with each photograph representing extraordinary passion and offering a unique perspective on the theme of the competition. The exhibited photographs stirred emotions, provoked thoughts, and challenged conventional perceptions within the industry. It was a celebration of creativity and a testament to the power of visual storytelling through photography.

The program concluded on a gracious note with a vote of thanks delivered by one of the student members of the Yuva Tourism Club at Lady Keane College, Shillong, Ms. Chiesa Balamshwa Lamin, a 5th-semester student from the BTTM Department.

5. Winners of the Photography Competition:

Based on these criteria, the photographs were judged and winners were selected as per the guidelines and criteria's percentage scored by the participants.

In the DSLR Camera category, the winners are:

- 1st Prize is Philawanbet Rymbai (Lady Keane College)
- 2nd Prize is Careful Syiem (North Eastern Hills University, Shillong)
- 3rd Prize Dakune Kiru Lamar (ICFAI University, Shillong)

In the Smartphone category, the winners are:

- 1st Prize Nabam Yaji (ICFAI University, Shillong)
- 2nd Prize Khrawkumar Talang (Martin Luther Christian University, Shillong)
- 3rd Prize Shanborlang Lyngdoh Marshillong (ICFAI University, Shillong)

The competition was a successful event with the numbers of YUVA Tourism Clubs participated and the active responses received from the students and members of the YUVA Tourism clubs of among colleges and university of the state of Meghalaya.

6. Outcomes from the Photography Competition and Exhibition:

The Photography Competition and Exhibition organized by Indiatourism Shillong, Ministry of Tourism, Government of India, held on September 5, 2023, brought together numbers of participants among Yuva Tourism Club members from different colleges and universities of Meghalaya. The programme is believed to achieved its objectives of promoting sustainable tourism and environmental consciousness among the Yuva Tourism club members of different colleges and universities, emphasizing the positive impact of green investment on tourism, and fostering cross-cultural understanding through photography. It provided a platform for YUVA Tourism Club members to express their creativity, documented cultural heritage, and raised awareness about responsible tourism practices. With active participation and insightful guidance from renowned judges, the competition showcased the immense talent within the region, while the exhibition stirred emotions, provoked thoughts, and challenged perceptions within the tourism industry. Moreover, it facilitated networking, recognition, and skill enhancement among the club members in photography and responsible travel enthusiasts. Overall, the programme served as an example, such as a catalyst for promoting sustainable tourism and encouraging eco-friendly practices among the YUVA Tourism Club members from different colleges and universities, leaving a lasting positive impact on the participants and the wider community.

7. Expenditure Statements:

Sl No	Particulars	Bill No	Date	Amount (Rs)
1	Mementos for Winners, Category DSLR Camera/ Smartphone, (6 no's)	18122	04/09/2023	1340
2	Flex Printing: 5x3 6x4 6x2= 2 nos Certificates (50 nos)	1389	04/09/2023	1445
3	Stationeries	561	02/09/2023	680
4	Photos printing for exhibition (51 nos)	DCDC/604	05/09/2023	857
5	Mementos for Judges (3 nos)	436	04/09/2023	540
6	Refreshment for Judges on 4 th September, 2023	049 SBPB/09967/2324	04/09/2023	320
7	Refreshment for participants, invitees and attendees	1013 187 87	05/09/2023	8080
Total				13262
In words: Rupees Thirteen thousand two hundred and sixty-two only				

8. Conclusion:

To conclude, the Photography Competition and Exhibition, organized by the Indiatourism Shillong and in association with Yuva Tourism Club, Lady Keane College, Shillong, on the 5th September, 2023 at Seminar Hall, Lady Keane College, Shillong, among the Yuva Tourism Club members from various colleges and universities in Meghalaya, is a successful event among the club members for promoting sustainable tourism practices, environmental awareness, and creative expression of tourism destination through photography. This event not only highlighted the positive impact of green investment in tourism but also fostered cross-cultural understanding and community engagement. Served as a platform for recognizing and enhancing the talents among the YUVA club members while also raising awareness about responsible tourism practices. With active participation, expert guidance, and a diverse range of captivating photographs, this event is believed to have left a lasting positive impact, inspiring responsible and eco-friendly practices in the field of tourism among the Yuva Tourism Club Members of different colleges and universities of Meghalaya.

9. Annexure: Photographs

- **Prize distribution: By the Principal of Lady Keane College, Shillong**







- **Prize distribution: by one of the faculty of college.**













