**CALL FOR ENTERIES**

**OUR PEOPLE, OUR NUTRITION, OUR PRIORITY**

**PHOTOGRAPHY COMPETITION**

The Multi Sectoral Nutrition Cell, Planning & Development Department, Government of Punjab in collaboration with the World Food Program Pakistan are pleased to hold a photography competition titled “OUR PEOPLE, OUR NUTRITION, OUR PRIORITY”.

Photographers both amateur and professional in Punjab can send up to 3 pictures electronically.

Winning pictures including those receiving special mention will be displayed at the Provincial Launch of United Nation Sustainable Development Goal 2, to be held in July/August 2017. Furthermore, the winning pictures will be used for a mass media campaign on Malnutrition all across Punjab.

**BACKGROUND**

The National Nutrition Survey (NNS) 2011 depicts a dismal situation of malnutrition in Pakistan with Stunting, Wasting and Underweight reported at 44%, 15% & 32% respectively.

In Punjab the situation is analogous, with every one in three children stunted. These high rates of Malnutrition are particularly concerning for the province with Stunting reported at 33.5%, Wasting at 17% and Underweight at 33.7% (MICS 2014).

Keeping in view the prevailing dismal situation, the Government of Punjab has taken several steps to address the prevalent endemic of Malnutrition. The launch of the provincial Multi Sectoral Nutrition Strategy (MSNS) in 2015 envisions a new approach towards addressing Malnutrition which involves eight sectors namely Health, Education, WASH, Social Protection, Population, Food, Agriculture, Livestock & Fisheries taking an integrated approach towards combating Malnutrition. Moreover, the launch of the the CM Stunting Reduction Programme is addressing Stunting in the southern Punjab, where rates are distressingly high.

All these efforts are being carried out to ensure that Malnutrition is addressed effectively in the Province therefore improving national indicators and meeting international commitments at the heart of which lies the commitment to achieve the United Nations Sustainable Development Goals.

The SDGs are universal set of goals, targets and indicators that UN Member States need to use to frame their agendas and political policies (2015-2030). The SDGs follow and expand on the Millennium Developmental Goals  (2001-2015) and have built up on the **“unfinished MDG agenda”; a post 2015 –development agenda** which is formulated through political consensus by an Open Working Group (OWG) comprised of 70 member states, which were appointed by the General Assembly.

Unfinished agenda of the MDG related to Food and Nutrition Security remained a challenge at global, regional, national and sub national level and need was felt to have the more specific target under subject.

The Sustainable Development Goal 2: **End hunger, achieve food security and improved nutrition and promote sustainable agriculture** defines new targets that need to be met by Pakistan, a member state of the UN:

Target 2.1: End hunger and ensure access by all people to safe, nutritious and sufficient food all year round

Target 2.2: End all forms of malnutrition and address the nutritional needs of vulnerable groups

Target 2.3: Double the agricultural productivity and incomes of small-scale food producers

Target 2.4: Ensure sustainable food production systems and implement resilient agricultural practices

Target 2.5: Maintain genetic diversity of seeds, cultivated plants, farmed and domesticated animals (2020)

**THEME OF PHOTOGRAPHY COMPETITION:**

Each participant may only submit a total of 3 pictures portraying one or more of the following concepts:

* Malnutrition: Stunting, Wasting, Micronutrient Deficiencies & Underweight
* Hunger
* Mother and Child Nutrition
* Education for All
* Promotion of Hygiene
* Population Burden
* Sustainable Agriculture

**Photograph Submission:**

1. Prepare a brief in Microsoft Word with the following information
2. Personal Information: Full Name, Age, Gender, NIC No.
3. Contact Info: email address, mailing address, Telephone Number & Mobile Number
4. Title of Photograph (*Note: Only three images per person shall be entertained)*
5. Description of Photograph (50 words)
6. Location where the Photograph was taken (*what, when , where, Date & Time )*
7. Photo submissions can be in colour, black/white, sepia.
8. The Photographs submitted should be in high resolution
9. Initially please send in your images with a maximum file size of 1 MB (1,000KB)
10. Short listed entries will be required to send the larger file formats minimum size 3MB (3,000KB)
11. Images should be saved in jpeg format with a size of 8x10” @ 300 dpi (Landscape or Portrait)
12. Note that entrants should retain high-resolution files of their submissions. Winners will be asked to submit these files for printing and display.
13. All briefs and Photographs must be in a single email by each entrant at: msnc@pndpunjab.gov.pk. The email subject line should read ‘Our People, Our Nutrition, Our Priority Photography Competition.

**Conditions**

* 1. No photoshopped or altered photographs will be entertained
  2. Photos should be the sole original work of the person submitting.
  3. It is the responsibility of each entrant to ensure that any photograph containing an image of a person has been taken with the permission of that person (or, when under 18, the consent of their parent or guardian). Similarly, the photographer must have the permission to photograph in a particular venue or location, where required.
  4. Submitted photographs must not infringe on the copyright of any third party. The entrant must own the copyright for the submitted photograph and for the usage rights required by the competition.
  5. Submitted photographs must not infringe on the privacy rights, or any other rights of any person.
  6. Copyright of a photograph submitted for this competition remains with the respective entrants. However, each entrant grants the MSNC permission to feature the photograph in any and all publicity including third party websites, publications and in the media (electronic).
  7. MSNC retains the right to publish the contest entries in any format. MSNC will credit the photographer but will not seek permission to reuse an image after first receiving it.
  8. Note that winning photographs will be used in the MSNC media Campaign and may feature winners in press releases or other communication to showcase the competition, the winning photographs and congratulate the winners.
  9. Due to the number of entries received, MSNC will be unable to return them. Kindly keep copies of all the material submitted for the competition for your records.

**Selection Process**

A panel of judges comprising of representatives from the creative industry, academia and International Donor Agencies will decide on criteria and select the winning pictures. The decision of the panel of judges is final.

**Prizes: Shield & Certificate** (Cash prize 1st PKR 25,000/- 2nd PKR 15,000 & Third Prize 10,000/-)

Deadline to submit entries: 15th July Email entries to msnc@pndpunjab.gov.pk

Please forward and distribute this call widely.