

Report on the "Through the Eyes of You(th)!"-An SDG Photo Competition.

Introduction:

The SPARK initiative organized the highly anticipated SDG Photo Competition, "Through the Eyes of Youth." The event was a resounding success, attracting enthusiastic participation from students at RV College of Engineering (RVCE) and various other IUCEE Student Chapters. This report aims to provide an overview of the competition, its objectives, outcomes, and the overwhelming response received from the participants and the wider community. This competition was inspired from the UN's competition of the same name held in Mauritius.



Objective:

The primary goal of the competition was to encourage young talent to capture their unique perspectives on Sustainable Development Goals (SDGs) through the art of photography. By doing so, it aimed to raise awareness about these critical global issues and inspire positive change among the youth. In addition to promoting awareness, the competition also provided participants with an opportunity to showcase their creativity and talent.

Competition Details:

- **Title:** "Through the Eyes of Youth" SDG Photo Competition
- **Duration:** Registration opened on August 3rd.
- **Eligibility:** Open to all RVCE students and students from IUCEE-affiliated chapters.
- **Entry Fee:-** 50 rupee
- **Submission:** A picture with a write up showing how it reflects the idea of SDG



- **Prizes:** A total prize pool of ₹3500.

- **Participation Benefits:** RVCE participants were eligible to receive 4 AICTE activity points, adding an educational incentive to the competition.

Success and Outcomes:

The competition surpassed expectations and became a resounding success, thanks to the incredible contributions from talented participants. The entries not only showcased the artistic skills of the youth but also conveyed their deep passion for addressing the global challenges encapsulated by the SDGs. Each submitted photograph resonated with a compelling narrative, highlighting the power of visual storytelling.

The role of each team

- 1. Publicity-** The dedicated publicity team played a pivotal role in the success of the "Through the Eyes of Youth" SDG Photo Competition. They promoted the attention-grabbing posters and engaging reels that effectively promoted and publicised the competition and conveyed the essence of the Sustainable Development Goals (SDGs), inspiring participation and raising awareness. Their relentless efforts in spreading the need and the root cause of the competition contributed to the success and their creative attraction of audiences through the reel making elevated the viewers and inspired them to join to this competition and thus contributing judiciously towards sustainability. Akshay Ganesh, Gayathri Venkatesh, Abdul Rahman, Bala Subramanian, Kashyapa were the team members guided by Tejaswini N.
- 2. Profile verification team-** This team's main responsibility was to verify the details and information of the participants participating in this competition by cross verifying the details by the details provided by the core team. This was done by dividing the work into team members among themselves. They also managed and sent the required information to the participants to be done through mail and conveyed them the proper guidelines to be followed. This task was mainly accompanied by Sankalpa and Ashwin by the suggestions of the rest of the team. They also cross verified the transaction (amount) done in this competition between participants and the organisers. They were also responsible in verifying the details of the participants after the judgement done by the judgement team. The members included in this team are Ashwin, Hitanshi, Poorna, Sankalpa, Hima Bindu, Nitin guided by the seniors Inchara Rakshit and Prithvi.

3. Digital team- This team's main agenda was to come up with promotional ideas and strategies in the form of Instagram stories, memes and reels about the competition. Riddles were also posted on the Instagram story of SPARK RVCE to engage the audience and educate the people about SDGs and their importance. The task of making posters and memes was assigned to Asiya and Prachi. The riddles and pre-announcement reel task was assigned to Aishwarya and Abhishek. To accomplish this task they made sure that the pre-announcement reel was exciting and engaging keeping in mind the main focus of educating people about the SDG Goals. This motive was taken forward by implementing the appealing idea of including riddle based Instagram stories to reach out to a large audience and making them aware of the basic meaning and importance of SDG Goals through an innovative and enjoyable approach. The task of educating people about SDGs was done by Radni and Gayathri. In this regard, they came up with a reel idea that would educate people about the myths and facts related to SDGs. In order to make it more interesting, it was decided to involve various faculties from different branches of RVCE to star in the reel. Additionally, their collaboration with the Mathematics Department resulted in a compelling collage featuring faculty and students, symbolizing cross-disciplinary support and the collective commitment to SDGs within the RVCE community, underscoring unity and shared responsibility in addressing global challenges. With a lot of planning and discussions, all tasks were successfully carried out in a span of two days with a lot of effort put in by the members and their seniors namely Mukul R Kulkarni, Sahana Vaddi, Vaibhavi Mokashi, Prajwal G Angadi and Veerabhadrayya C Roogi.

4. Judging

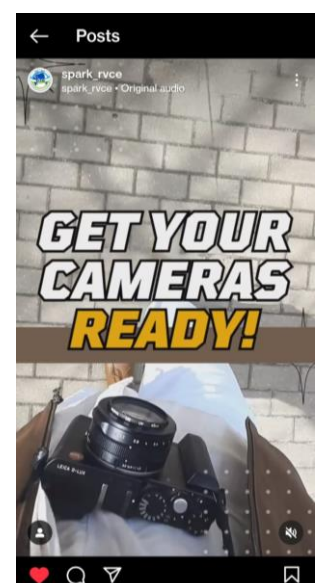
The judging team played a crucial role in maintaining the integrity of the competition. Their responsibilities included safeguarding the anonymity of the submissions to prevent bias in the evaluation process. Additionally, they meticulously assessed over 300 submissions, ultimately selecting the top 25 photographs for display on the event's Instagram handle. This transparent approach allowed the online community to engage and vote for their favourite entries, with the most liked pictures earning the coveted prizes. The judging team's meticulous work ensured a fair and engaging selection process, aligning with the competition's objectives.

5. Honor Day- The Honor Day team played a pivotal role in ensuring the smooth execution of the event. Their responsibilities included managing the venue, planning the prize distribution ceremony, orchestrating the flow of the event, and designing the event's invitations. Additionally, they were responsible for arranging participation certificates for all attendees, which added a sense of recognition and appreciation to the event. The team members are Ashok, Harsh Gupta, Shankaramma, Bolla Yaswanth, Aaditya Bardhan, Nidhi, Nikitha Sunil and Smitha Royals.

Glimpses of Honour day:



Glimpses of the work of organising team:





Conclusion:

In conclusion, the IUCEE and Spark section's SDG's photo competition has been a remarkable platform that not only celebrated the power of visual storytelling but also served as a powerful tool for raising awareness about the sustainable development goals (SDGs). Through the lens of countless photographers from diverse backgrounds we have witnessed the world's most pressing challenges and inspiring solutions all encapsulated in captivating images. We extend our gratitude to all participants for their creative contributions which have sparked important conversations and motivated us to take collective action. The photos have not only enlightened us about the global issues we face but have also shown as the beauty and strength of our shared humanity. As we move forward let us continue to be inspired by these images and remember that each of first play a crucial load in achieving the SDGs let us work tirelessly to transform the world into a better more equitable and sustainable place for current and future generations. We hope that the IUCEE and Spark section's SDG photo competition will continue to inspire and mobilize peoples worldwide to contribute to the fulfil sustainable development goals.

“Together we make a difference and create a bright future for all.”