

## NATIONAL PHOTOGRAPHY CONTEST

**Theme: Roots in Focus – Capture Native Trees and the Biodiversity They Support**

*A Joint Initiative by Bharat Soka Gakkai (BSG) & Nature:Re*

### **THE CHALLENGE**

Step outside, observe, and photograph a local native tree or sapling that is actively supporting its environment—whether by shielding your community from extreme heat, preventing soil erosion, or sheltering urban wildlife.

*Open to all students, professionals, and nature enthusiasts!*

### **Objectives of the Campaign**

- **Foster Deep Environmental Mindfulness:** To encourage participants to step outside, observe, and build a meaningful, deeply personal relationship with nature in their immediate surroundings.
- **Shift Perspectives on Biodiversity:** To train youth and communities to view native trees and saplings not as passive, decorative greenery, but as critical, functional public infrastructure solving local climate challenges like extreme heat and soil erosion.
- **Drive Collective Ownership & Action:** To transform a digital photo contest into a tangible, localized movement by using student-led physical exhibitions to spark face-to-face community dialogue on environmental resilience.

### **SUBMISSION & NARRATIVE GUIDELINES**

Submit your entry directly on the **BSG for SDG Mobile App (Feed Section)**.

- **Photo Quality:** High-resolution JPG (Max 10 MB). Basic cropping/exposure allowed; **AI, heavy filters, or digital manipulation = Disqualification.**
- **Mandatory Picture Description (Max 250 words):** Standard captions won't count! Your entry must answer:
  1. **Species Name:** Identify its local common or botanical name (Exotic/ornamental trees like Palms or Eucalyptus do not qualify).
  2. **The Shift:** What public or climate problem is this specific tree mitigating?
  3. **The Surroundings:** What else is in the frame and how does it connect to the tree?
  4. **The Consequence:** What immediately breaks down in this exact spot if this tree vanishes tomorrow?

### **Outdoor Engagement: Single-Day Photography Photowalks**

To actively catalyze participation during the submission window, participants can organize **Single-Day Photography Events / Photowalks** in major urban green pockets.

Participants can gather to identify native species, study their ecosystem roles, and capture their entries together.

### **Suggested Venues for Day Events:**



- **Delhi NCR:** Yamuna Biodiversity Park, Aravalli Biodiversity Park, or Sanjay Van.
- **Mumbai:** Sanjay Gandhi National Park or Maharashtra Nature Park (Mahim Nature Park), The NEST, Malabar Hill.
- **Bengaluru:** Lalbagh Botanical Garden or Jayanagar Butterfly Park / Puttenahalli Lake area.
- **Pune:** Udaan Biodiversity Park.
- **Kolkata:** Acharya Jagadish Chandra Bose Indian Botanic Garden or New Town Eco Park.
- **Chennai:** Adyar Eco-Park (Tholkappia Poonga) or Pallikaranai Wetland spaces.
- **Hyderabad:** KBR National Park, Mrugavani National Park (Chilkur)

**Please note:** We highly encourage you to choose any biodiversity park, local green pocket, or neighborhood space near you that is convenient and feasible for your community.



### **SCORING & THE PERSONAL ACTION BONUS**

Entries are evaluated out of a baseline of **50 Points** focusing on **Storytelling & Surroundings (20 pts)**, **Character Bio (10 pts)**, **Visual Framing (10 pts)**, and **Technical Quality (10 pts)**.



### **+20 PERSONAL ACTION BONUS (Plant & Snap!)**

Earn 20 extra points if your entry features a native sapling you **newly planted** or a tree you **planted in the past / actively nurture!**

- **How to Claim:** Post 2 photos on the app—**Photo 1:** The main tree shot. **Photo 2:** Proof of stewardship (candid photo of you planting, watering, adding compost, or a throwback photo) + include #PlantedByMe or "My Legacy Tree" in your picture description.



### **REWARDS & PLATFORMS**

- **Top 2 winners** will be awarded at the 2<sup>nd</sup> BSG Awards for Excellence in Sustainability (27<sup>th</sup> Oct 2026).
- **Top 5 Entries** will get social media features on BSG and NatureRe social handles.
- **Digital Certificates:** Awarded to all compliant participants.
- **Campus Exhibitions:** SDG Clubs can organize a photo exhibition on their school/college campus, using all photos clicked by the members. This can become an activity where the Club can engage the overall student body in a dialogue on biodiversity.



### **CRITICAL DATES**

- **Submission Deadline:** September 20, 2026
- **Announcement of Winners:** Early October 2026



**Download the BSG for SDG App to Submit Your Entry!**