



USHA MARTIN
UNIVERSITY

Inclusion, Innovation & Ethics

NAAC **A** GRADE

IN PARTNERSHIP WITH **Canon**

WORLD PHOTOGRAPHY DAY 2026

JHARKHAND FRAMES FEST

Capturing the Soul of Jharkhand



FRIDAY, 21ST AUGUST 2026

ORGANISED BY:

FACULTY OF JOURNALISM AND MASS COMMUNICATION

ABOUT USHA MARTIN UNIVERSITY

Usha Martin University (UMU) established in 2012 is a NAAC A Grade University, located in the heart of Jharkhand, dedicated to excellence in teaching, research, innovation, and skill-based education. The University offers a wide range of diploma, undergraduate, postgraduate, and doctoral programmes across diverse disciplines, providing students with quality education supported by experienced faculty and modern infrastructure. With a strong emphasis on academic excellence, industry engagement, and research, UMU prepares students to meet the evolving demands of the professional world.

The University promotes an interdisciplinary learning environment where innovation, critical thinking, and ethical values are integral to the educational process. Regular industry interactions, research activities, skill development initiatives, and community engagement programmes enrich the overall learning experience. Scholarships and financial assistance are also provided to encourage access to quality higher education. Since its inception, UMU has witnessed consistent academic growth and increasing student enrolment, reflecting its promise to delivering affordable, career-oriented education. The University continues to contribute to the development of skilled professionals and responsible citizens while supporting the educational and socio-economic progress of the region and the nation.

ABOUT THE FACULTY OF JOURNALISM AND MASS COMMUNICATION

The Faculty of Journalism and Mass Communication at Usha Martin University is dedicated to nurturing creative, ethical, and industry-ready media professionals through a balanced blend of academic learning and practical training. The Faculty offers a NEP-based Four-Year B.A. (Hons.) in Journalism and Mass Communication, designed in accordance with the National Education Policy 2020, along with M.A. in Journalism and Mass Communication and Ph.D. in Journalism and Mass Communication programmes. The curriculum integrates print, broadcast, digital media, advertising, public relations, photography, filmmaking, and multimedia production with hands-on learning through well-equipped media laboratories, workshops, internships, field assignments, and interactions with media professionals.

Students are encouraged to develop strong communication, reporting, research, content creation, and critical thinking skills required for the rapidly changing media landscape. The Faculty places equal emphasis on academic research, media ethics, innovation, and emerging communication technologies while fostering media literacy and social responsibility. Supported by experienced faculty members, state-of-the-art infrastructure, and industry-academia collaboration, the department prepares graduates for successful careers in journalism, broadcasting, digital media, corporate communication, public relations, advertising, and research. Its objective is to produce competent media professionals who can contribute meaningfully to society with integrity, creativity, and professional excellence.

ABOUT THE PROGRAMME

Every year on 19 August, the world celebrates World Photography Day, recognising photography as a universal language that transcends borders, cultures, and generations. It is a day to honour the power of images to preserve history, document truth, celebrate diversity, and inspire meaningful conversations. The global theme for World Photography Day 2026, "Home," invites photographers across the world to reflect on a place that shapes their identity, evokes belonging, and tells the story of who they are.

The idea of home extends far beyond the four walls of a house. Home is found in familiar streets, shared traditions, local festivals, places of worship, landscapes, languages, crafts, food, music, and the people who preserve these living cultures. Every village, town, district, and state carries its own unique identity, yet together they form the collective home that we proudly call India. When we celebrate the diversity of our regions, we strengthen the unity of our nation.

Inspired by this global theme, Usha Martin University presents "Capturing the Soul of Jharkhand" as the central focus of World Photography Day 2026 – Jharkhand Frames Fest. As a university rooted in Jharkhand, we believe that understanding one's own land is the first step towards appreciating the wider world. The state's forests, waterfalls, tribal heritage, architecture, festivals, crafts, industries, wildlife, and everyday lives of its people offer countless stories waiting to be documented through responsible and meaningful photography.

At the same time, this celebration extends a warm invitation to participants from every part of India to present the spirit of their own homes. Photographs depicting the culture, heritage, traditions, landscapes, festivals, monuments, occupations, cuisine, and everyday life of different states are equally welcome, for every region contributes to the rich cultural mosaic of our country. Together, these visual narratives will create an exhibition that celebrates not only Jharkhand but also the extraordinary diversity that defines India.

Photography reminds us that while our homes may differ in language, attire, customs, and geography, they are united by a shared national identity. This spirit is beautifully reflected in our National Anthem, "Jana Gana Mana," which honours the many regions of India as one nation, and in the timeless words of "Vande Mataram," where the motherland is celebrated as our common home. These enduring ideals remind us that every landscape, every community, and every tradition forms an inseparable part of India's identity.

Through this celebration, Usha Martin University seeks to inspire students, photographers, and citizens to document their roots with pride, preserve cultural heritage for future generations, and recognise photography as a medium that informs, inspires, and unites. Every photograph displayed during the festival will stand as a reminder that the truest way to celebrate the global theme "Home" is to cherish our local identities while honouring the shared heritage of the nation we all call home.

OBJECTIVES

Celebrate & Learn

Celebrate World Photography Day and build practical skills through an expert-led masterclass on visual storytelling and ethics.

Showcase Talent

Provide a competitive platform and public exhibition to showcase student photography and reward excellence.

Document Jharkhand

Encourage students to document Jharkhand's tribal culture, festivals, mining heritage, rural life and everyday moments with sensitivity.

Build Networks

Create networking opportunities among student photographers, faculty, and visiting professionals.

Champion Ethics

Introduce ethical principles of photography and photojournalism, including responsible use of AI tools.

Strengthen Brand

Position Usha Martin University as a state-level hub for creativity, innovation and experiential learning.

THEME OF THE PROGRAMME

Capturing the Soul of Jharkhand

In celebration of World Photography Day 2026 and its global theme, "Home," Usha Martin University invites photographers, storytellers, students, and visual communicators to discover what *home* truly means through the lens. For this celebration, home is interpreted as the land that shapes our identity, preserves our traditions, and reflects the lives of our people.

As a university rooted in Jharkhand, we celebrate our home by exploring the state's remarkable diversity through photography. Participants are encouraged to document the spirit of Jharkhand through compelling visual narratives that capture its tribal communities, cultural heritage, festivals, natural landscapes, wildlife, industries, architecture, villages, cities, and the everyday moments that often go unnoticed. Every photograph should tell an authentic story of the people, places, traditions, and values that define the soul of the state.

While Jharkhand remains the central focus of the festival, participants are also encouraged to celebrate the idea of *home* by showcasing the culture, heritage, traditions, landscapes, architecture, festivals, and communities of their own states and regions. Together, these photographs will create a visual celebration of India's extraordinary diversity, reminding us that every state, every culture, and every community contribute to the shared identity of our nation.

SUB-THEMES

1. The Spirit of Tribal Jharkhand

Traditional lifestyles, indigenous communities, customs, music, dance, rituals, attire, and oral traditions.

2. Nature's Masterpiece

Waterfalls, forests, hills, rivers, wildlife, biodiversity, and the changing seasons across Jharkhand.

3. Festivals of Home

Sarhul, Karma, Sohrai, Tusu, Eid, Durga Puja, Chhath, Christmas, and other celebrations that bring communities together.

4. Heritage, History & Sacred Spaces

Ancient temples, churches, mosques, archaeological sites, monuments, historic buildings, and cultural landmarks.

5. Colours of Rural Life

Village life, agriculture, local markets, traditional occupations, artisans, women, children, and everyday moments.

6. Mining, Industry & Modern Jharkhand

Coalfields, steel plants, industrial landscapes, infrastructure, innovation, and the people behind economic development.

7. Artisans & Living Traditions

Sohrai and Khovar paintings, handicrafts, weaving, pottery, bamboo craft, tribal art, and indigenous craftsmanship.

8. India: Home Beyond Borders

Photographs celebrating the culture, architecture, landscapes, festivals, cuisine, traditions, and everyday life of other Indian states.

9. Mobile Photography

Creative visual storytelling using smartphones, demonstrating that meaningful photography depends on vision rather than equipment.

10. Photojournalism & Documentary Photography

Images that inform, educate, raise awareness, and document contemporary social issues with accuracy and ethical responsibility.

11. Photography in the Age of Artificial Intelligence

Authenticity, ethics, responsible image creation, AI-assisted workflows, misinformation, and the value of human observation.

12. Climate, Conservation & Sustainability

Environmental change, forests, rivers, biodiversity, renewable practices, waste management, and community-led conservation.

13. Changing India

Urbanisation, smart cities, rural transformation, migration, infrastructure, and the intersection of tradition and modernity.

14. Campus Through the Lens

Student life, academic experiences, innovation, creativity, sports, cultural activities, and memorable moments at Usha Martin University.

REGISTRATION DETAILS

Registration Fee

A minimum registration fee of ₹200 is applicable for all participants. The registration fee may be paid through NEFT using the bank account details provided below, or by scanning the UPI QR Code.

Kindly ensure that the payment is completed before submitting the registration form. Please retain the payment receipt or transaction reference for verification, if required.

NEFT/RTGS details:

Name : USHA MARTIN UNIVERSITY

A/c No.: 008094600000949 (SAVING)

IFSC Code: YESB0000080



Usha Martin University
UPI ID: yespay.yt0sm000006708@yesbankltd

SCAN THE QR CODE TO REGISTER



OR FOLLOW THE LINK

<https://forms.gle/zVYvUoez6y9RA5cz6>

PLEASE NOTE

- All entries must be original, respectful of subjects' dignity/privacy, and free of digital or AI manipulation.
- One photograph (soft copy) max size 100MB to be submitted.
- Printing of the photograph will be done by the organizers.

15-DAY COUNTDOWN

Phase	Dates	Activity
Phase 1 — Launch & Registration	31st Aug 2026	Official launch of World Photography Day 2026 – Jharkhand Frames Fest , release of the theme " Home: Capturing the Soul of Jharkhand ", announcement of competition guidelines, categories, judging criteria, and opening of online registration.
Phase 2 — Capture your Story	1 – 18 Aug 2026	Open photography period for participants to capture original photographs across Jharkhand or their respective home states, reflecting the spirit of the theme through creative and meaningful visual storytelling.
Phase 3 — Submission	19 Aug 2026 (11:59 PM)	Final deadline for online submission of photographs along with a brief caption (maximum 50 words), participant details, and original EXIF metadata to ensure authenticity.
Phase 4 — Jury Review & Exhibition Preparation	20 Aug 2026	Evaluation by the expert jury, selection of exhibition entries, printing and mounting of shortlisted photographs, gallery curation, installation, and final event preparations.
Phase 5 — World Photography Day Celebration	21 Aug 2026	Grand celebration featuring the photography exhibition, inaugural ceremony, expert keynote and masterclass, Canon Experience Zone, photo storytelling challenge, interactive photography quiz, networking sessions, award ceremony, and closing of the festival.

PROGRAMME SCHEDULE

Time	Activity
9:30 – 10:00 AM	Registration & Student Photography Exhibition Walk-through
10:00 – 10:20 AM	Inauguration & Theme Introduction
10:20 – 12:00 PM	Expert Masterclass: “Photography Beyond the Camera” — art, ethics & visual storytelling
12:00 – 1:00 PM	Canon Experience Workshop
1:00 – 2:00 PM	Lunch Break
2:00 – 3:00 PM	Photo Story Challenge — “Five Frames, One Jharkhand Story”
3:00 – 3:30 PM	Photography Quiz — history, cameras & visual journalism
3:30 – 4:00 PM	Prize Distribution, Exhibition Wrap-up & Vote of Thanks

ACTIVITY DETAILS

Photography Exhibition

30–50 photographs displayed under Jharkhand Culture, Campus Life, Photojournalism, Mobile Photography & Portrait categories. Visitors vote for the People's Choice Award.

Expert Masterclass

A professional photographer/photojournalist covers composition, lighting, ethics, copyright, AI-generated images and responsible visual storytelling.

Canon Experience

Hands-on demonstration of Canon cameras, lenses, and imaging products, allowing participants to explore the latest photography equipment, and gain practical experience with professional imaging technology.

Photo Story Challenge

Teams present five photographs narrating one complete Jharkhand-rooted story in a three-minute pitch to the jury.

Decode the Photograph & Quiz

Interactive discussion on iconic photographs (context, ethics, framing, impact) followed by a rapid-fire quiz on photography history and visual journalism.

AWARDS & PRIZE STRUCTURE

Award	Recognition	Cash Prize
Best Photograph (Overall)	Trophy + Certificate	₹3,000
Best Photo Story	Medal + Certificate	₹2,000
Best Mobile Photograph	Medal + Certificate	₹1,500
People's Choice Award	Medal + Certificate	₹1,000
Best Emerging Photographer	Memento + Certificate	₹500

CANON GOODIES FOR TOP THREE WINNERS.

SUBMISSION GUIDELINES

- Photographs must be original and captured by the participant within the 1–18 August click window.
- Images should depict real-life situations; staged scenes are discouraged wherever possible.
- Respect the privacy and dignity of individuals — obtain permission before close-up portraits.
- Minor edits (cropping, exposure, contrast, colour correction) permitted; excessive manipulation or AI-generated imagery is not allowed.
- One participant, One entry.
- Entries to be submitted online with title, category & a one-line caption before the deadline.

ORGANISING COMMITTEE

PATRON



Prof. Rajnikant
Hon'ble Vice Chancellor

CO-PATRONS



Brig. (Dr.) Sumar Vir Singh
PVC, Administration



Prof. Sanjaya Mishra
PVC Academics

ORGANISING SECRETARY



Dr. Shiv Pratap Verma
Registrar

Convenor	Dr. Shahnaaz Zabi, Head FJMC
Co-Convenors	Dr. Rupa Kumari, Mr. Amit Kumar, Mr. Ramesh Munda
Registration Committee	Amber Fatima, Bahist Fatima, Chandan Kumar, Munchun Kumar
Media & Publicity Committee	Rakhi Kumari, Sonam, Akansha, Suraj
Hospitality Committee	Vishal Kumar, AbhayAnand, Sakshi Singh, Vishu
Logistics Committee	Sumit Mishra, Satyam Kumar, Ayush Jaiswal
Prize Distribution Committee	Princy Pandey, Vandana Kumari