

HORAMWON 2024



“Horamwon through your lens”

# PHONE PHOTOGRAPHY & REELS CONTEST



BROUGHT TO YOU BY  
SHIRUI YOUTH CLUB



EVENT PARTNER  
ZINGRAN FOODS

## JURY MEMBERS



Kahorpam Horam,  
Nature Photographer



GS Totoboy Nganingkhui  
CEO & Founder -NEFY,  
Former Chief Supervisor -  
Tourism IRCTC



Horzak Zimik,  
Videographer

## HORAMWON 2024 Introduction



# "Horamwon through your lens"

### Are you ready to put your SKILLS to the test?

Creativity knows no bounds when it comes to photography. With just a mobile phone, you have the power to capture incredible moments, tell compelling stories and explore the world through your unique perspective. Unleash your creativity, let them know what you can do.

Shirui Youth Club presents 'Horamwon through your lens', an initiative to showcase and popularize the breathtaking Horamwon flower, which blooms in the Shirui Kashong region immediately after the Shirui Lily season. While this stunning flower is cherished by locals for its beauty, it remains relatively unknown to the wider world. We invite photography enthusiasts of all ages and ethnic backgrounds to join us in capturing the essence of Horamwon in its natural habitat and sharing its splendour with the global community

**Free entry to all tourist, 26-28 July**

## ABOUT HORAMWON



**BLOOMING SEASON:** June to August 1<sup>st</sup> week (Blooming peak July last week)

Horamwon, scientifically known as *Anemone canadensis*, is a flower known for its striking snow-white blooms that carpet the Shirui Kashong area, resembling a blanket of snow. The local name "Horamwon" translates to "snow-flower," which aptly describes its appearance.

This flower holds significant allure for tourists visiting the region, being the second most popular attraction after the renowned Shirui Lily. Despite being discovered relatively later—about 20 to 30 years after the Shirui Lily—Horamwon has garnered attention due to its rarity and the picturesque landscapes it enhances with its delicate blooms.

The contrast of its pristine white petals against the natural backdrop of the Shirui Kashong area makes Horamwon a captivating sight, adding to the floral diversity and charm of the region.

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# Categories and prizes

The competition is divided into 2 categories:

1. Phone Photography
2. Phone Reels



The prizes for each category are categorized into three types:

1. Category Winner: Rs. 7,000/- cash prize each
2. Consolation Prizes (3 per category): Rs. 1,000/- cash prize each
3. Social Media Popularity Award (1 per category): Rs. 2,500/- cash award for the most liked entry on social media

\*An individual cannot be awarded in two different categories or twice in one category.

## RULES AND REGULATIONS

1. This event is open to everyone, regardless of age, gender, or ethnicity. All are welcome to participate!
2. The content should be from this year (i.e. 2024)
3. The last date for submission of content is 28<sup>th</sup> July, 2024.
4. This year's competition will be based on the theme "Horamwon through your lens"
5. Participants are expected to be a responsible tourist during their hike to capture their contents. Follow the rules and regulations set for tourist hiking Shirui Peak, failing of which may result in expulsion from the competition.
6. We shall accept only one content per participant. Which means a participant cannot participate in 2 different categories and cannot submit multiple contents (either personally or by use of different names)
7. The photo size submitted should not be less than 2Mb
8. The minimum resolution for reels is 720p and should be under 1 minute length.
9. No watermarks for any content
10. Use only lightroom mobile for editing the photos (Available for free on Playstore and Appstore)
11. Only basic edits are allowed for photos (Exposure, colour, cropping, sharpness etc.,)
12. Use of Graphic aftereffects on video is prohibited
13. Tampering with the meta data is strictly prohibited
14. The content once submitted are subjected to be used by the club for its endeavour in promoting the flower.



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# How to participate?

1. Read all the rules and regulations properly
2. Research the details of 'Horamwon' and determine the optimal blooming period of the flower.
3. Hike Shirui peak, capture your contents. (Free entry to all the tourist 26-28 july)
4. Submit the content before 28<sup>th</sup> July to the google form given on our website [www.shiruitourism.com](http://www.shiruitourism.com) or on our facebook page "Shirui Youth Club"
5. The contents will be uploaded on our facebook page.
6. The winners will be announced on 1<sup>st</sup> August 2024 on our website.
7. Prize distribution ceremony will be on 2<sup>nd</sup> August 2024, the venue will be communicated to the invitees.

FOR FURTHER DETAILS: VISIT  Shirui youth club



[www.shiruitourism.com](http://www.shiruitourism.com)

OR CONTACT: 8413977918 / 9711429908 / 8731998499

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