



NeelKanth
GROUP OF HOTELS

Ahmedabad Municipal Corporation & Neelkanth Group of Hotels

Jointly organizes

“Aapo Olakh Amdavadne

A photography contest to identify the icon of Ahmedabad

Ahmedabad: Ahmedabad Municipal Corporation and Neelkanth Group of Hotels today launched the “**Aapo Olakh Amdavaadne**” photo contest to coincide with Gandhiji’s birth anniversary on 2nd October, 2011. The contest is aimed at identifying the true icon of this mega and vibrant city.

“This is the perfect chance to celebrate the wonders of this great city through photography” said Chairperson Recreational Committee Ms. Bijal Patel of Ahmedabad Municipal Corporation and added that “This photo contest offers both amateur and experienced photographers an opportunity to photograph Ahmedabad in an engaging way, and share with the world the significance of Ahmedabad city.”

The contest can be accessed through the company's website www.dharmadev.net/www.neelkanthhotels.com/facebook page and is open to anyone 18 years or older. There are no residency restrictions and no purchase is necessary to enter the contest.

Contestants must submit a photo from taken from their camera of size 12*8. Submitted entries must clearly indicate when and where the photos were taken. Contestants can submit up to 3 photos during the contest submission period from 5th October to 22nd October, 2011. (For Details Refer : Entry Form)

Entries will be judged by a The AMC and NK Group selected panel and will be based on creativity, originality, technical quality, and fit to category. Finalists will be selected based on quality of photograph and how well it represents the Ahmedabad City, with bonus points for creative and funny pictures. The finalist will be announced in both amateur ad professional categories with huge cash prize along with a grand lunch/dinner at Patang Hotel – the landmark of Gujarat.

“Photography is an ideal media to identify the icon of Ahmedabad city. The identification of today’s Ahmedabad icon is now necessary as the city has developed and progressed at a fast pace under the able leadership of Gujarat’s Chief Minister, **Shri Narendra Modi**. We will publish winning photos in several communication vehicles across our organization that will reach millions of people” said **Shri Umang Thakkar**, CEO and CMD of Neelkanth and Dharmadev Group.

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