



30th May 2017

Dear Sir / Madam,

Vasant Valley School is pleased to invite you to its Sixteenth Inter-School Multimedia Contest. An annual event, this contest is aimed at making adolescents sensitive towards current social issues.

This year the topic for the contest is **“Are ‘Selfie’s’ promoting a culture of Narcissism?”** The contest will be held on **Friday, the 1st of September 2017.**

Taking Selfies seems to have become an obsession the world over. This year three people were admitted to AIIMS for having Selfie addiction, which has been termed as “Selficide”. Some view these self-created self-portraits as proof of cultural or generational narcissism and moral decline. While others view them as a by-product of technology-enabled self-exploration. It seems that some people simply can't stop turning the camera their way for that perfect “Digital Profile”. However, it may also just be a current trend and might soon pass off.

As the Selfie culture continues to spread, we hope that the contest will enable our students to consider more constructive and responsible ways to gain recognition in the virtual world.

In addition to the Multimedia Contest, we will also be organising three other events:

- Music-bytes
- Game-o-matic
- Tech-o-bytes

These would allow students to show case their skills and awareness in the field of technology. Please see the attached document for details of these events.

The guidelines for the presentations along with the Rules and Regulations for the contest and the other events are also enclosed. These are also available on the school website – www.vasantvalley.org.

You can register your teams for all the events including the Multimedia Contest on our school website www.vasantvalley.org by clicking on the link “Registration for Multimedia Contest 2017”. Alternatively you can mail the names of the participants by 25th of August 2017 to Ms. Sonya Bahri (bahri@vasantvalley.org).

Please feel free to contact us in case of any queries or clarifications on phone (26892787/9810057270) or via email (bahri@vasantvalley.org).

We look forward to your school’s participation in the contest.

Warm regards

Rekha Krishnan