

# anvaya

अन्वय

catalyzing positive action for environment

## SHORT FILM CONTEST

### Waste to Resource Management in Mumbai

An initiative by Ekonnnect Knowledge Foundation

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## What is it about?

Ekonnnect Knowledge Foundation (Ekonnnect) in partnership with Xavier Institute of Communications (XIC) is conducting an awareness generation contest on making short films on the theme of 'Waste to Resource Management in Mumbai'.

The contest is called 'anvaya' which means positive action in sanskrit. The contest will encourage individuals and groups to create short films (5 to 10 minutes) that are innovative and have potential for replication, to promote waste to resource management.

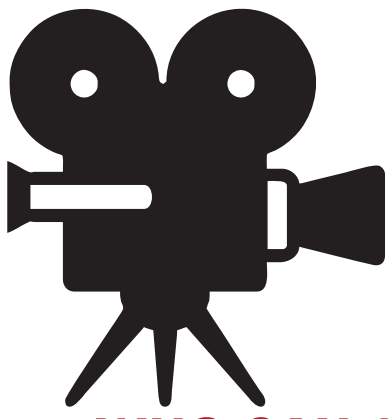
## Why Anvaya?

- ✓ Awareness raising & encouraging citizen involvement is a challenge today in waste management
- ✓ Creative medium such as short videos helps in sensitizing citizens and promoting action.
- ✓ The videos could be used by citizen groups, professionals and municipal corporations to showcase how waste could be transformed into resources or managed or decentralized at community level.
- ✓ The videos may also depict business models that show how livelihood or green jobs could be created especially to benefit the informal sector and young entrepreneurs.
- ✓ Outputs from this contest (short films) can be used as educational material supplementary to environmental courses and other campaigns.
- ✓ Anvaya puts all the above objectives together and helps in creating a platform.

## What is the theme?

The city of Mumbai currently lacks proper infrastructure for segregation, collection and treatment/disposal of the waste generated by the city. Also, lower awareness levels amongst the citizens on waste minimization and segregation further aggravates the problem. Hence, there is an urgent need for improvement in waste management in the city. The broad theme proposed for the contest is 'Waste to Resource Management in Mumbai'. Under this broad theme of Waste to Resource Management, following sub topics are outlined.

- ✓ Solid Waste Management
- ✓ E-waste Management
- ✓ Hazardous Waste Management
- ✓ Bio-Medical Waste Management
- ✓ Household Hazardous/Bio-Medical Waste Management
- ✓ Minimizing Consumption
- ✓ Plastic Waste Recycling
- ✓ Involvement of Informal Waste Sector in Mumbai
- ✓ Importance of Waste Segregation
- ✓ Waste to Compost, Biogas and Fuel



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## WHO CAN APPLY?

### Applicant Categories & Prizes:

	Category A: Individuals	Category B: Groups
Level 1: Pro	Individuals from film making and media institutes	Groups from film making and media institutes
Level 2: Basic	Other individuals	Other groups
Prize	Rs 10,000	Rs 15,000

Note: Professionals from the media or film making industry with experience in film making or photography are **NOT** eligible to participate.

### Coaching:

Successfully registered applicants will be trained on the aspects of film-making and on importance of the theme i.e. Waste to Resource Management, over a period of one day.

### Quality and Technical Requirements:

- ✓ The film should fall within the time duration allowed i.e. between 5 to 10 minutes (after final editing)
- ✓ The films submitted should be in English, Hindi or Marathi.
- ✓ The content of the film must be original and recent.
- ✓ The message conveyed should be relevant to the theme and sub topics as indicated in this brochure.
- ✓ The final submission should be of High definition (HD) or similar quality.
- ✓ Evaluation criteria will be shared with the applicants in advance and will also be posted on our website.

Any non-compliance with the above mentioned requirements will lead to disqualification.

### Obligations and Right to use

- ✓ All submissions will be given credits and will be appropriately acknowledged.
- ✓ Makers give full permission to Eknect and XIC to use their submissions by placing the video on their website and disseminating through Eknect's digital media channels.
- ✓ All the films will include a cover slide with details about the organizers and sponsors of the contest.
- ✓ The videos will not attract any commercial value and will not be priced.

APPLY FOR THE CONTEST AT [WWW.EKNECT.NET](http://WWW.EKNECT.NET)

### Important Dates:

Date	Activity
5th June	Launch of the contest (Registrations start)
31st July	Last day for registration
1st August	Orientation Programme for registered applicants at XIC
5th September	Last day for submission of films
12th September	Screening of films and prize giving ceremony



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## NEED SOME INSPIRATION?

### The Use of Plastics Waste in the Construction of Asphalt Road

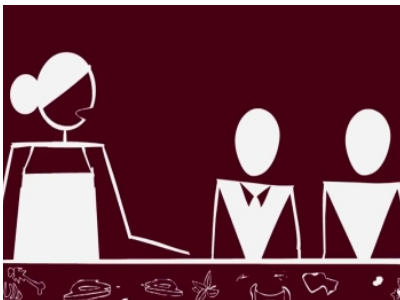


Are there any innovative ways plastic waste can be used? This video explains how plastic can be used in the bituminous mix of concrete for cost saving and improved performance of roads.

Video link: <https://www.youtube.com/watch?v=MbgU70x4jZM>

Created by: Indian Centre for Plastics in the Environment (ICPE), Mumbai

### Nisarga Runa - Natures' Loan (Animaiton Flim)



Using the art of Warli painting, Stree Mukti Sanghatana(SMS) presents an animation film to create awareness about biogas plant and waste management. SMS is a non-governmental organization, started the Parisar Vikas program to train informal recyclers as "parisar bhaginis," or "neighborhood sisters."

Video link: <https://www.youtube.com/watch?v=WwkznCJb2bQ>

Created by: Stree Mukti Sanghatana (SMS), Mumbai

### Waste Management in Pune – Pune Municipal Coporation



The Film depicts the eco friendly practices adapted by the Pune Municipal Corporation for waste management. This Film made by Filmsmiths Workshop, Directed by Minaal Karekar, won the best film award at the Vasundhara Film Festival held on 5th June 2013 in the ceremony held in Yashwantrao Chavhan Auditorium, Mumbai.

Video link: <https://www.youtube.com/watch?v=JM5vxU5UEYY>

Created by: Filmsmiths

### E-waste recycling: Giving new life to an old PC

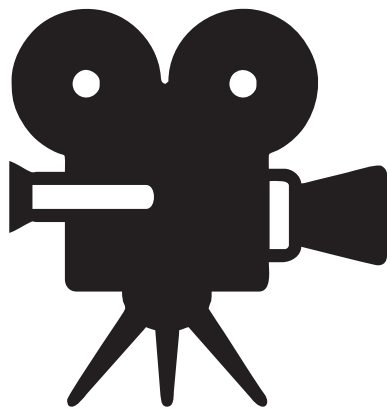
#### The Teardown Process:

Bringing new life to old PCs

Materials Processing Corporation (MPC), an e-waste recycler based in the United States shows how old electronics are recycled. Nothing that enters MPC's facility is landfilled.

Video link: <https://www.youtube.com/watch?v=uSvfun8FC-c>

Created by: Materials Processing Corporation (MPC), Eagan, MN, USA



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#### About Ekonnnect Knowledge Foundation

Mainstreaming environmental management through education and training is the raison d'etre of Ekonnnect Knowledge Foundation. The non-profit company is founded by Dr. Prasad Modak, who has made environmental education the work of his life. Dr. Modak was faculty at the Centre for Environmental Science and Engineering (CESE) at the Indian Institute of Technology (IIT) Bombay and currently Professor(Adjunct) at Centre for Technology Alternatives for Rural Areas(CTARA), IIT Bombay.

Engaging with stakeholders ranging from university students, young professionals and educational institutions, to government bodies and corporates, Ekonnnect has successfully delivered a range of training services including face-to-face and blended learning training programmes, Training of Trainers (ToT), curriculum design and career counselling in the domain of environmental management and sustainability. All programs at Ekonnnect are supported by the team at Environmental Management Centre LLP, an environmental management consultancy based and operating out of Mumbai.

To know more, visit [www.ekonnnect.net](http://www.ekonnnect.net)

#### About Xavier Institute of Communications

XIC is an autonomous educational unit of the Bombay St. Xavier's College Society Trust, which comprises St. Xavier's College, the Institute of Management, the Institute of Counseling and the Heras Institute of Indian History and Culture.

By virtue of its course offerings and enrolments, XIC ranks among the biggest non-government media centres in Asia. XIC was initiated in 1969 by The Catholic Bishops' Conference of India to develop scholarship and professionalism in the media. It is presently managed by the Society of Jesus (Jesuits) of the Bombay Province.

XIC is a professional media centre which offers a variety of services in training and production. The institute offers diploma and certificate courses in subjects such as Mass Communications, Journalism, Advertising and Marketing, Photography, Film & TV Production amongst others. Facilities available at the institute include a media resource centre, sound studio, video editing studio, conference room, mini-theatre, and seminar halls.

To know more, visit [www.xaviercomm.org](http://www.xaviercomm.org)

#### For any queries, contact:

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