

अन्य  
अन्वय  
catalyzing positive action for environment



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## Proceedings of the Final Screening & Awards Ceremony

An Initiative of



In Partnership with

**Xavier**  
Institute of Communications 

## **Introduction**

With the aim of identifying innovative solutions to critical environmental issues revolving around local citizens, Ekonnnect Knowledge Foundation established an initiative called 'Anvaya'. Anvaya (meaning positive action in Sanskrit) is a short film contest on the various themes under the broader topic of Environment. Dr. Prasad Modak recognized the potential of films for raising awareness and spreading the solutions among citizens. The contest required citizens to shoot a short film on a specific theme with some technical requirements within a stipulated time. In order to provide technical support as the participants are not expected to know film making, a formal training on 'film making' was included in the contest. Thus Anvaya was conducted in partnership with Xavier Institute of Communications (XIC), a well-established and reputed institution in the field of Mass Media and Communications. This collaboration effectively addressed the needs of participants who lacked required technical skills and experience in film-making.

## **Objectives of Anvaya**

- ✓ Awareness raising & encouraging citizen involvement in issues of Environment
- ✓ Sensitizing citizens and promoting action through a creative medium such as short videos/films
- ✓ Dissemination of films created by citizen groups, professionals and municipal corporations to showcase innovative solutions on various environmental issues in their locality
- ✓ Creating a platform for like-minded citizens to network and action for a better environment

## **Key Highlights**

- ✓ The contest calls for positive ideas and solutions to be showcased instead of focusing on the problem.
- ✓ A one day free coaching on the subject (theme) and basics of film-making.
- ✓ The contest does NOT permit participation from experienced professionals of the media or film making industry so as to keep it unbiased and fair for the general public.
- ✓ Separate categories for students from media and film-making institutes.
- ✓ Attractive rewards and recognition for the winning entries.
- ✓ Continued support and guidance to all the participants.

## Project Timeline



The contest was launched online on 5<sup>th</sup> June 2015 on the occasion of World Environment Day.

One Day Training at Xavier Institute of Communications (XIC) for all the registered participants.

Final Screening and Awards Ceremony at XIC

Cash prize was awarded to best entries across three categories

## Theme for the contest

The broad theme for the contest was '**Waste to Resource Management**'. 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 handling and disposal further aggravates the problem. Hence, the rationale for this theme is the urgent need for improvement in waste management in the city. Under this broad theme of Waste to Resource Management, the following sub sets were outlined as additional scope for creating the films:

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

## Applicant Categories:

	<i>Category A: Individuals</i>	<i>Category B: Groups</i>
<i>Level 1: Pro</i>	Individuals from film making and media institutes.	Groups from film making and media institutes.
<i>Level 2: Basic</i>	Other individuals.	Other groups.

## **One Day Training Programme on 1st August 2015**

As part of the contest, a one of its kind training programme focusing on the theme i.e. Waste to Resource management and fundamentals of film-making was conducted for all the registered applicants. The first session had presentations and short films screened by Ekonnnect Knowledge Foundation (Ekonnnect) sensitizing the applicants on the subject of waste management and sharing of best practices currently underway. Following this, a practical session was conducted by the XIC faculty on fundamentals of film-making through screening of films and group exercises. The detailed schedule of the programme is attached as Annexure I.

### **Objectives of the Training Programme:**

- To sensitize the participants on the subject of 'Waste to Resource'
- To motivate and inspire the participants by showcasing success stories
- To equip the participants with basic film-making skills

### **Speakers:**

- Anuja Sawant, Ekonnnect Knowledge Foundation
- Romil Bajaj, Ekonnnect Knowledge Foundation
- Mr. Satish Bhatia, Xavier Institute of Communications
- Ms. Anu Sinha, Xavier Institute of Communications

**Glimpses of the Training programme held on 1<sup>st</sup> August 2015 at XIC, Mumbai.**



*Prof. J.B. Mistry sharing his thoughts with the audience*



*Participants performing a group exercise under the guidance of Prof. Anu Sinha*



*Mr. Satish Bhatia conducting his session on fundamentals of film-making*



*Dr. Prasad Modak interacting with the participants*

## Final Screening and Awards Ceremony on 12th September 2015

After over a month's journey of film making by participants, the contest reached its concluding phase on Saturday, 12<sup>th</sup> September 2015 at Xavier Institute of Communications (XIC), Mumbai. The programme arranged was for the screening of all the shortlisted films followed by their evaluation and finally the award ceremony. The detailed schedule of the programme is attached as Annexure II.

### Jury Members:

Sr. No.	Name	Designation
1	Dr. Prasad Modak	Director, Ekonnnect Knowledge Foundation
2	Prof. Anu Sinha	Course Head, Mktg. and Advtg., XIC
3	Dr. Vijay Kulkarni	CSO and Sr. VP ESH-CSR, Shapoorji Pallonji Infrastructure Capital Company Pvt. Ltd.
4	Mr. Anand Kulkarni	Founder, Flop Films
5	Mr. Naresh Patil	Head - Corporate Sustainability Cell, Mahindra Group

### Proceedings

#### Part I: Screening of Shortlisted Films

The programme started with a welcome address from Dr. Prasad Modak to all the jury members and applicants. He appreciated the applicants for their time and efforts over the past month in making and submitting their films thereby making Anvaya a success.

Following this the screening of shortlisted films began and all the applicants were invited to share their idea and motivation for making their films before the film was screened. In all **14** entries were received across three categories, from which **11** films (Annexure III) were shortlisted for screening. The applicants were from diverse backgrounds including school and college students to working professionals and organizations. All the films were applauded by the audience and jury members for the message they carried and the innovative solutions they showcased.

Short films from our co-sponsors were then screened: these included two films from **IL&FS Environment** which are also available online at

[https://www.youtube.com/channel/UC9rrmze4zgZD8nl\\_D4tgR1g/videos](https://www.youtube.com/channel/UC9rrmze4zgZD8nl_D4tgR1g/videos) and also a film from **Shapoorji Pallonji** visit their website here:

<http://www.shapoorjipallonji150years.com/sp/Default.aspx?pageid=1/> Our principal sponsor **Mahindra** too has a number of films here:

[https://www.youtube.com/user/MahindraRise?utm\\_source=hamburgermenu](https://www.youtube.com/user/MahindraRise?utm_source=hamburgermenu)

## Part II: Awards Ceremony

As each film was screened, the jury members ranked them on the evaluation criteria on individual sheets. Following the screening and evaluation of all the films, the sheets from the jury members were totaled to arrive at the highest ranking in each category as winners. The evaluation scheme (Annexure IV) had five broad criteria that formed the basis of scoring the films. All the applicants were awarded with a certificate of participation acknowledging their hard work in making of their films.

Finally, it was time to announce the winners of Anvaya. The following individual and groups emerged as the winners of the contest: (Annexure V provides the scores allotted to each)

Sr. No.	Winning Individual/Group Name	Category	Film Title
1	Krsh Chawla	Individuals -Basic	The Scavengers of Mumbai
2	RUR Greenlife	Groups - Basic	Are you Reducing, Reusing, Recycling
3	Silverplate Films	Groups - Pro	Cleanliness: It starts with ourselves

(The category of Individuals – Pro did not receive any applications and hence there were no awards given for the same)

## Anvaya on Digital Media

All the shortlisted films, event photos, updates, presentations and articles are disseminated through our digital media channels as mentioned below:

**For event photos, updates and latest developments:**

Anvaya Facebook Page: [www.facebook.com/anvaya2015](http://www.facebook.com/anvaya2015)

Ekonnect Website: [www.ekonnect.net](http://www.ekonnect.net)

**For Films and other videos:**

Ekonnect's YouTube Channel: [www.youtube.com/ekonnectEKF](http://www.youtube.com/ekonnectEKF)

**Glimpses of the Screening and Awards Ceremony held on 12<sup>th</sup> September 2015  
at XIC, Mumbai.**



*Applicants introducing the idea and concept of their films*



*Participants receiving certificates from the jury members*

## Project Sponsors

### **Mahindra Group** (Principal Sponsor)

Founded in 1945, the group is now organized into 10 business sectors and operates in 20 key industries. From Mobility to Rural Prosperity and IT, from Financial Services to Clean Energy and Business Productivity, the organization is empowering enterprise everywhere.



Headquartered in Mumbai, India, Mahindra has an operational presence in over 100 countries and employs more than 200,000 people. Being such a large corporation, the company sees an incredible opportunity to drive positive change for all the stakeholders.

The group has a realistic sustainability roadmap with specific goals laid down against a given time duration. Today, each business within the group has raised the bar - they have chalked out individual business-wise roadmaps which are more focused, more relevant and more aligned to emerging scenarios and stakeholder expectations.

The effectiveness of the above mentioned strategy is clearly evident in their recent achievements. Three group companies – Mahindra & Mahindra, Mahindra Finance and Tech Mahindra – have featured in the Dow Jones Sustainability Index 2015. This provides ample evidence of the group’s commitment on driving the sustainability agenda.

### **Shapoorji Pallonji Infrastructure Capital Company Ltd** (Co-Sponsor)

Shapoorji Infrastructure Company Ltd (SP Infra) was incorporated in 1997 by SP Group with the vision of developing world class infrastructure assets. Building on the group's strength in contracting, construction and financing of projects, SP Infra aspires to become a major player in infrastructure development and operations in its chosen areas of business. Taking forward the group's strategy of consolidating its presence in the infrastructure space, the company is poised for major expansion with significant new investments in the development of large projects in power, transportation, port as well as acquisition and development of coal mines globally.



### **IL&FS Environmental Infrastructure & Services Ltd.** (Co-Sponsor)

IL&FS Environmental Infrastructure & Services Ltd. (IEISL), a wholly owned subsidiary of Infrastructure Leasing and Financial Services (IL&FS), has established several benchmarks in the Environment sector. IEISL has extensive experience in advisory and project development services in Environmental Management, Geo-spatial, Energy Conservation and Carbon Business.



The Company is successful in creating a niche in the Waste sector by innovating a viable waste processing business model. Mandated to manage over 11000 Tons per Day (TPD) of Municipal Solid Waste across the Country, IEISL is amongst the first to mainstream Carbon financing in Waste Management.

## Way Forward

Anvaya is a journey that has just begun; much more is yet to come. The contest witnessed fruitful outcomes in the form of short films addressing the issue of waste management. We at Ekonnnect, look forward to highlighting more such creative ideas and innovative solutions for various other environmental issues concerning our society and our world.

We wish to grow this network of citizens to a much larger scale in order to meet long term objectives of Anvaya. Our aim is to spread the message across different parts of the country focusing on the 'positive' interventions to varied environmental themes. This will ensure a platform for sharing ideas that worked and spreading the same to other parts of the country and the world in the hope that they will be replicated and scaled to achieve a larger impact.

To achieve these goals, collaboration with likeminded organizations is the key. We welcome all collaborations and support that will help us in meeting our objectives.

## Anvaya 2.0: Water Management

In light of the water crises in many regions of the country today, it is of utmost importance to identify solutions that effectively and innovatively address this issue. Due to uneven rainfall patterns in the last few years, both ecological and economical conditions of an agriculture driven country like ours, has worsened over time. We need to work hard and collaborate to invent solutions to manage and equitably distribute this life giving resource.

Through this platform, we offer the opportunity for innovators, entrepreneurs and passionate individuals and organizations to showcase their efforts sharing best practices while inspiring other citizens to follow suit.

**For Collaborations and Sponsorships, please contact:**

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## **About Ekonnnect Knowledge Foundation**

Mainstreaming environmental management through education and training is the raison d'être of Ekonnnect Knowledge Foundation. The non-profit company is fuelled by the vision of Dr. Prasad Modak, who has made environmental education the work of his life. In his experience as faculty at the Centre for Environmental Science and Engineering (CESE) at the Indian Institute of Technology (IIT) Bombay, Dr. Modak developed a strong passion and sense of commitment towards nurturing and mentoring students and young professionals in Environmental Management.

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.

## **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.

**For any queries, contact:**

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## Annexure I

### Schedule for Training Programme held on 1st August 2015

<b>Orientation/Training Programme Anvaya: Short Film Contest for Environment</b>		
<b>Date</b>	Saturday, 1st August 2015	
<b>Venue</b>	First Floor, Xavier Institute of Communications, 5, Mahapalika Marg, St. Xavier's College, Mumbai - 400 001. INDIA	
<b>Time</b>	<b>Session</b>	<b>Speaker</b>
<b>9:30 am</b>	Registrations	
<b>10:00 am</b>	Opening Remarks: Objectives of Anvaya	Dr. Prasad Modak, Ekonnnect
		Dr. Jehangir Mistry, XIC
		Mr. Zarasp Irani, XIC
<b>10:20 am</b>	Introduction by participants	
<b>10:45 am</b>	Understanding the 'Waste' Scenario	Anuja Sawant, Ekonnnect
<b>11:15 am</b>	Tea Break	
<b>11:30 am</b>	Waste to Resource: Innovations on the ground	Romil Bajaj, Ekonnnect
<b>11:55 am</b>	All you need to know about Anvaya: Evaluation Criteria, Technical Requirements, Submission Procedure, etc.	Romil Bajaj, Ekonnnect
<b>12:10 pm</b>	Q & A Session	Moderated by Dr. Prasad Modak
<b>12:30 pm</b>	Lunch Break	
<b>01:00 pm</b>	How to make a Short Film: A blend of theory and hands-on training sessions	Mr. Satish Bhatia, XIC
		Ms. Anu Sinha, XIC
<b>05:00 pm</b>	Closing Remarks	

## Annexure II

### Schedule for Screening and Awards Ceremony held on 12th September 2015

<b>Final Screening and Awards Ceremony</b>		
<b>Anvaya: Short Film Contest for Environment</b>		
<b>Date</b>	Saturday, 12 <sup>th</sup> September 2015	
<b>Venue</b>	First Floor, Xavier Institute of Communications, 5, Mahapalika Marg, St. Xavier's College, Mumbai - 400 001. INDIA	
<b>Time</b>	<b>Session</b>	<b>Speaker</b>
<b>9:45 am</b>	Registrations	
<b>10:00 am</b>	Welcome (About the Judges & Judging Process)	Romil Bajaj, Ekonnnect
<b>10:05 am</b>	Screening & Judging of the Shortlisted Films (Judges from XIC, Ekonnnect, Sponsors & Experts)	
<b>12:00 pm</b>	Refreshments Break	
<b>12:30 pm</b>	Awards Ceremony (Presentation of Certificates & Awards)	
<b>12:45 pm</b>	Closing Remarks (Next Anvaya on 'Water')	Dr.Prasad Modak, Ekonnnect

### Annexure III

#### List of Shortlisted Entries:

Sr. No.	Applicant/Team Name	Institute/Organization	Film Title	Category
1.	Krsh Chawla	Jai Hind College, Mumbai	The Scavengers of Mumbai	Individual-Basic
2.	Om Santosh Shidhaye	-	E-waste value chain	Individual-Basic
3.	Auxilium Eco Warriors	Auxilium Convent High School	Farm to School	Groups-Basic
4.	CIS Film Makers	City International School	Frooti Ki Booti	Groups-Basic
5.	United Films	K.J Somaiya College of Science And Commerce	E-waste: The Unknown Treasure	Groups-Basic
6.	Work In Progress	Xavier Institute of Communications	Work In Progress	Groups-Pro
7.	Mogli Productions	K.J Somaiya College of Science And Commerce	Once Upon a Dream	Groups-Basic
8.	Silverplate Films	Deviprasad Goenka Management College of Media Studies	Cleanliness: It starts with ourselves	Groups-Pro
9.	The Bin Project	Xavier Institute of Communications	What goes around comes around	Groups-Basic
10.	RUR Greenlife	RUR Greenlife Pvt. Ltd.	Are you Reducing, Reusing and Recycling?	Groups-Basic
11.	TIFR Waste Management Group	Tata Institute of Fundamental Research (TIFR) Housing Colony	Waste Management at TIFR Housing Colony	Groups-Basic

## **Annexure IV**

### **Evaluation Criteria and Scoring Scheme for Short Films**

<b>Sr. No.</b>	<b>Criteria</b>	<b>Description</b>	<b>Maximum Score</b>
<b>1</b>	<b>Research Approach</b>	<b>Research Methodology/Approach and Data and Content Authenticity</b>	<b>20</b>
<b>2</b>	<b>Relevance to Theme</b>	<b>Relevance to theme, Narrative Flow and Script</b>	<b>20</b>
<b>3</b>	<b>Cinematography</b>	<b>Lighting, Camera Angle/Shot Selection, Camera Movement</b>	<b>20</b>
<b>4</b>	<b>Film Editing</b>	<b>Overall Film Editing</b>	<b>20</b>
<b>5</b>	<b>Sound and Music</b>	<b>Overall Sound Quality, Background, Music/Dubbing/Voiceover</b>	<b>20</b>
	<b>Total Score</b>		<b>100</b>

## Annexure V

### Final Scores for Shortlisted Entries:

Sr. No.	Applicant/Team Name	Film Title	Category	Final Score (Out of 100)
1.	<b>Krsh Chawla</b>	<b>The Scavengers of Mumbai</b>	<b>Individual-Basic</b>	<b>73</b>
2.	Om Santosh Shidhaye	E-waste value chain	Individual-Basic	53.6
3.	Auxilium Eco Warriors	Farm to School	Groups-Basic	61.4
4.	CIS Film Makers	Frooti Ki Booti	Groups-Basic	59.6
5.	United Films	E-waste: The Unknown Treasure	Groups-Basic	52.4
6.	Work In Progress	Work In Progress	Groups-Pro	69
7.	Mogli Productions	Once Upon a Dream	Groups-Basic	57
8.	<b>Silverplate Films</b>	<b>Cleanliness: It starts with ourselves</b>	<b>Groups-Pro</b>	<b>74</b>
9.	The Bin Project	What goes around comes around	Groups-Basic	63.4
10.	<b>RUR Greenlife</b>	<b>Are you Reducing, Reusing and Recycling?</b>	<b>Groups-Basic</b>	<b>64</b>
11.	TIFR Waste Management Group	Waste Management at TIFR Housing Colony	Groups-Basic	50.2