

SHORT FILM CONTEST 2.0

anvaya

catalyzing positive action for environment अन्वय

An initiative by Ekconnect Knowledge Foundation

NO WATER
NO LIFE

SPONSORED BY



www.jaldaan.org



BACKGROUND

Anvaya (meaning positive action in Sanskrit) is a short film competition initiated by Ekconnect Knowledge Foundation (Ekconnect). The program was launched with an aim to bring to the fore, positive and innovative solutions to critical environmental issues.

Anvaya 1.0 was kicked off on World Environment Day 2015 (5th June) on the theme of 'Waste to Resource Management'. The contest was conducted in partnership with Xavier Institute of Communications (XIC), Mumbai, a well established mass media and communication institute. The contest received applications in good numbers from individuals and organizations across various backgrounds and age groups. A total of 14 entries across three different categories were submitted and from these 11 shortlisted films were screened and evaluated by an expert panel. Best entries from all the three categories were rewarded with cash prizes. For more information on Anvaya 1.0 including the report and links to the videos, visit www.ekconnect.net.

Anvaya is a journey that has just begun; much more is yet to come. For Anvaya 2.0, we have partnered with St. Paul's Institute of Communication Education (SPICE), Mumbai and the theme is 'No Water No Life'. We at Ekconnect, look forward to highlighting more such creative ideas and innovative solutions for various other environmental issues concerning our society and our world.

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 through 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

SOME FACTS ON GLOBAL WATER SITUATION:

- ✓ The daily drinking water requirement per person is 2-4 litres, but it takes 2000 to 5000 litres of water to produce one person's daily food.
- ✓ Over the period to 2050 the world's water will have to support the agricultural systems that will feed and create livelihoods for an additional 2.7 billion people.
- ✓ How the world uses freshwater: Irrigation- about 70%, Industry - about 22%, Domestic use - about 8%

Source: Food and Agriculture Organization of the United Nations (FAO)
World Water Assessment Programme (WWAP)



ST PAULS INSTITUTE
OF COMMUNICATION EDUCATION


ekconnect
knowledge foundation
A PRASAD MODAK INITIATIVE

ABOUT THE THEME

In light of the water crises in many regions of the country and the world 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. Apart from the naturally occurring events, unsustainable practices by humans such as increasing withdrawals of groundwater and resulting impacts on humans and the environment has been a major concern.

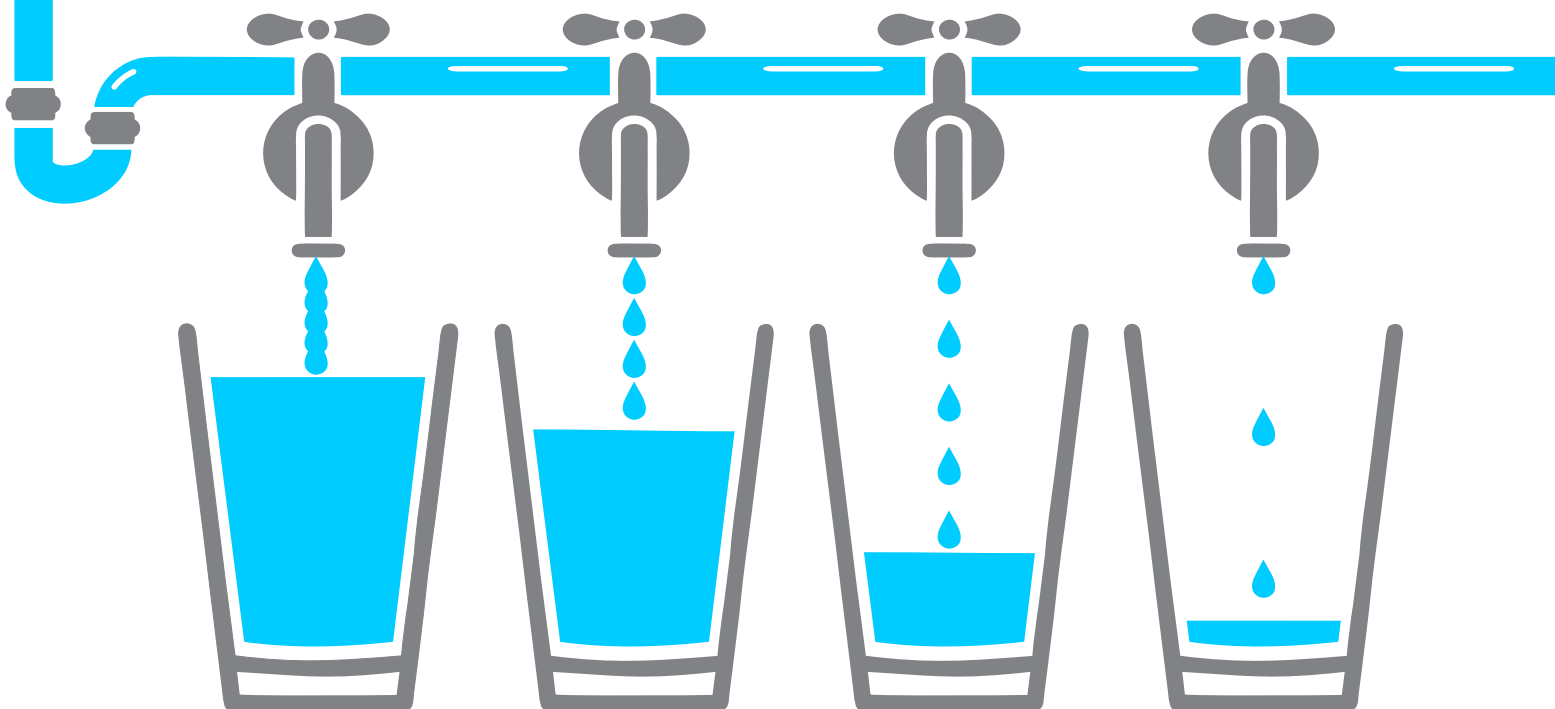
Many organizations, local communities and social enterprises across the country have come up with innovative and path breaking ideas to solve issues related to water scarcity and improving the water quality. Through this platform, we offer the opportunity for innovators, entrepreneurs and passionate individuals and organizations to showcase their efforts sharing best practices while inspiring other citizens to follow suit.

Hence, the theme for Anvaya 2.0 is 'No Water No Life'. Under this broad theme, applicants can showcase solutions in relation to following sub-topics:

- ✓ Water Conservation and Harvesting
- ✓ Water Reuse and Recycling
- ✓ Water Treatment

KEY HIGHLIGHTS

- ✓ The contest calls for positive ideas and solutions to be showcased instead of focusing on the problem
- ✓ A one day coaching on the subject (theme) and basics of film-making is included
- ✓ Organizing a field trip that will expose the applicants to best practices implemented on the ground
- ✓ 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 those with a background in media/film making and those without
- ✓ Attractive rewards and recognition for the winning entries
- ✓ Continued support and guidance to all the applicants provided throughout the contest



BY 2025, 1800 MILLION PEOPLE WILL BE LIVING IN COUNTRIES OR REGIONS WITH ABSOLUTE WATER SCARCITY, AND TWO-THIRDS OF THE WORLD POPULATION COULD BE UNDER STRESS CONDITIONS.



GET SOME INSPIRATION!

THE MIRACLE WATER VILLAGE



As the world reels under the threat of unrelenting climate change, erratic monsoons and fast depleting groundwater reserves, The Miracle Water Village narrates the inspirational story of impoverished farming community in India that reversed its fortunes through its visionary model of water management.

Video link: <https://www.youtube.com/watch?v=9hmkgN0nBgk>

Created by: Rintu Thomas and Sushmit Ghosh, Black Ticket Films Production

A DAY IN THE WATER LIFE



How much water do we use? Not that much directly for drinking, washing, and cooking. But the food we eat requires a fair bit, as do our clothes and lots of things we use every day. This is known as hidden or Virtual Water.

Video link: <https://vimeo.com/22094154>

Created by: Chalkboard Media

NEER



This award-winning short film puts emphasis on the urgent need for water conservation, in order to meet the needs of the future generations.

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

Created by: Karthik Nagarajan

GREYWATER RECYCLING



Waste water from showers, baths and wash-hand basins is called grey-water. With relative ease grey-water can be treated up to 2nd class quality, suitable for flushing toilets with or for irrigation. This can replace a considerable amount of the more expensive 1st class tap water.

Video link: <https://www.youtube.com/watch?v=y8kipgTJDUw>

Created by: Malta Business Bureau as part of EU LIFE+ Investing in Water Project



WHO CAN APPLY?

APPLICANT CATEGORIES AND PRIZES:

	Category A: Pro	Category B: Basic
	Individuals and groups from film making and media institutes.	Other Individual and groups.
Prize	Rs 15,000	Rs 20,000

COACHING:

Successfully registered applicants will be trained on the aspects of film-making and on the importance of the theme i.e. 'No Water No Life', over a period of one day.

FIELD TRIP:

All the registered applicants will be taken for a field trip, where they will experience best practices in water management. This exposure will help them gear up for the journey ahead in the contest

ELIGIBILITY CRITERIA:

- ✓ The contest is open to all the citizens residing in India aged 15 years and above
- ✓ Employees from sponsor organizations are NOT eligible to participate in this contest
- ✓ Professionals from the media or film making industry with experience in film making or photography are NOT eligible to participate
- ✓ A maximum of 8 members are allowed in a group

QUALITY AND TECHNICAL REQUIREMENTS:

- ✓ The film should fall within the time duration allowed i.e. 10 minutes (after final editing)
- ✓ Films in all regional, national and international languages are acceptable. All films must have English subtitles
- ✓ The content of the film must be original and recent. Films completed before the launch of the contest are NOT eligible
- ✓ 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. (Max. file size: 500MB)
- ✓ 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 Ekonnnect and SPICE to use their submissions by placing the video on their website and disseminating through Ekonnnect'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 NOW AT WWW.EKONNECT.NET

TIMELINE



The timeline is a vertical blue line with a rounded top-left corner. It features five dark grey arrow-shaped boxes pointing to the right, each containing a date. Below each date box is a white rectangular box with a thin black border containing the event description. The events are arranged from top to bottom along the timeline.

2nd November 2015

Launch of the contest
(Registrations start)

15th January 2016

Last day for registration

16th January 2016

Orientation/Training
Programme for registered
applicants at SPICE, Mumbai

20th February 2016

Last day for submission
of films

5th March 2016

Screening of films and
prize giving ceremony
at SPICE, Mumbai

ANVAYA 1.0 SNAPSHOT

Theme

Waste to Resource Management

14

Entries

3

Categories

3

Winners



Best entry selected for screening at WRF Cinema
of the WORLD RESOURCES FORUM 2015 in
Davos, Switzerland



STAY CONNECTED



Visit our webpage for insights on Anvaya 1.0



Join us on Facebook for
updates and latest developments



Watch all the shortlisted
films on our YouTube channel

WE'RE LOOKING FOR SPONSORS

Sr. No.	Sponsor Category	Amount	Logo Display	Event Invites	Member of Jury Panel	Screening of Corporate Film
1	Principal Sponsor	INR 100000	All online and offline promotions	Yes	Yes	Yes
2	Co-Sponsor	INR 50000	All online and offline promotions	Yes	No	No

Note:

- ✦ Service tax of 14% is applicable on all above quoted prices in INR
- ✦ Any other benefits required, besides above, to be discussed with the organizers prior to the final acceptance of the sponsorship. Sponsorships in kind as prizes are also welcome.

Please contact Sonal Alvares on 9920219038 or Romil Bajaj on 9503658413 or email
sonal.alvares@ekonnnect.net / romil.bajaj@ekonnnect.net

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ABOUT EKONNECT 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.

To know more, visit www.ekonnnect.net

ABOUT ST PAUL'S INSTITUTE OF COMMUNICATION EDUCATION (SPICE)

SPICE, an autonomous educational unit under the aegis of the Bombay St Paul Society Trust, is an undertaking of the Society of St Paul, an international religious congregation. Founded in 1914 at Alba, Italy, by the visionary, the Blessed James Alberione, the Society of St Paul uses various means of communication such as the press, cinema, radio, television and other audio-visual and digital media for building a better society.



Located in Bandra (West) in Mumbai, St Pauls Institute of Communication Education (SPICE) is a fast-growing media school in India, offering a comprehensive Post-Graduate Diploma in Journalism that trains students for a career in print journalism, television journalism and digital journalism. With top-notch media faculty and excellent infrastructure, SPICE is the go-to destination for Gen Next journalists.

The institute also offers an innovative Post-Graduate Diploma in Advertising & Integrated Marketing Communication. The programme immerses the students in a simulated creative department to learn about ideation, art direction, copy writing, marketing and digital communication.

To know more, visit www.stpaulsice.com

For any queries, contact:

Sonal Alvares

Phone: 91 9920219038

Email: sonal.alvares@ekonnnect.net

Romil Bajaj

Phone: 91 9503658413

Email: romil.bajaj@ekonnnect.net