

SHORT FILM CONTEST 2.0
anvaya
catalyzing positive action for environment
अन्वय

An initiative by Ekonnct Knowledge Foundation

**NO WATER
NO LIFE**



Proceedings of the Final
Screening & Awards Ceremony



An Initiative of



In Partnership with



Introduction

With the aim of identifying innovative solutions to critical environmental issues revolving around local citizens, Eknect 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. 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.

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 Eknect, look forward to highlighting more such creative ideas and innovative solutions for various other environmental issues concerning our society and our world.

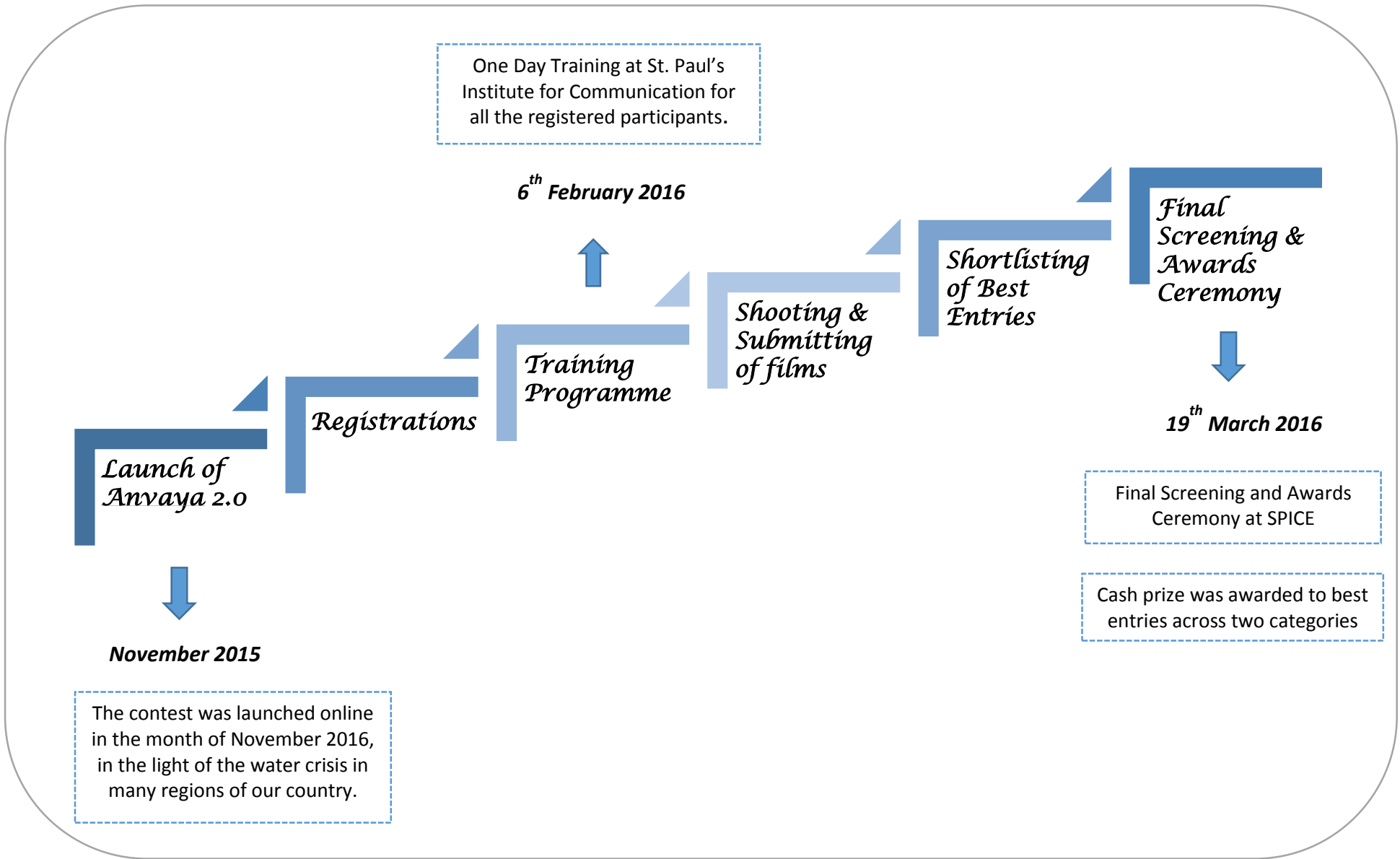
Objectives of Anvaya

- ✓ 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 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



THEME FOR THE CONTEST

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 economic 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**

Applicant Categories

	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.

One Day Training Programme on 6th February 2016

As part of the contest, a one of its kind training programme focusing on the theme i.e. **‘NO WATER NO LIFE’** 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 Water Conservation and sharing of best practices currently underway. Following this, a practical session was conducted by the SPICE faculty on fundamentals of film-making through individual and group exercises. The detailed schedule of the programme is attached as Annexure I.

Training Programme Details

Venue	St Pauls Institute Of Communication Education (SPICE), St Pauls Media Complex, 24th Road, TPS III, Near Tawa Restaurant, Opp. Duruelo Convent High School, Bandra (West), Mumbai 400 050.
Date	Saturday, 6 th February 2016
Time	10 am to 4 pm

Training Objectives

- ✓ To increase awareness and sensitize the participants on the subject ‘Water Conservation & Management’
- ✓ To motivate and inspire the participants by showcasing successful water conservation initiatives.
- ✓ To equip the participants with basic aspects of direction, screenwriting, production, camera, lighting and editing.
- ✓ Basic skill development of individuals with very little or no experience with film making techniques.

Speakers:

- Sonal Alvares, Head: Ekonnnect Knowledge Foundation
- Disha Mahajan, Programme Manager: Ekonnnect Knowledge Foundation.
- Mr. Luke Gabriel Mendes, Course Director: St. Paul’s Institute of Communication Education
- Mr. Sanket Bhosale, Faculty: St. Paul’s Institute of Communication Education

Glimpses of the Training programme held on 6th February 2016 at SPICE, Mumbai



Disha Mahajan & Luke Mendes conducting their interactive sessions



Participants learning the skill of Film Making through Group Exercises

Final Screening and Awards Ceremony on 19th March 2016

After over a month's journey of film making by participants, the contest reached its concluding phase on Saturday, 19th March 2016 at St. Paul's Institute of Communication Education, 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	Mr. Luke Mendes	Writer Director, Ekuldom Productions, Faculty, SPICE
3	Mr. Siddhartha Singh	Digital Marketing Head, Eureka Forbes
4	Mr. Anand Kulkarni	Filmmaker, Founder-Flop Films
5	Mr. C Visvanathan	Professor School of Environment, Resources and Development, Thailand

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 **10** entries were received across the two categories (Group: Basic & pro), from which **8** films (Annexure III) were shortlisted for screening. The applicants were from diverse backgrounds including 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.

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. Before announcing the winners, the judges spoke about the critical aspects of each film screened under in the session conducted by Luke Mendes.

All the applicants were then called on stage and 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 2.0. The following groups emerged as the winners of the contest: (Annexure V provides the scores allotted to each)

Sr. No.	Winning Group Name	Category	Film Title
1	NostalgiaTi	Groups - Basic	Year 2027
2	Pulp Reels	Groups - Pro	PAANI

(The category of Individuals – Pro & Basic 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

Ekonnect Website: www.ekonnect.net

For Films and other videos:

Ekonnect's YouTube Channel: www.youtube.com/ekonnectEKF

Glimpses of the Screening and Awards Ceremony held on 19th March 2016 at SPICE, Mumbai.



Anvaya 2.0 Programme inauguration by Dr. Prasad Modak



Participants introducing their short films



Judges scoring the short films



Audience viewing the short films



Participants enjoying the short films



Judges providing their valuable comments on the short films



Luke Mendes commenting on the film making techniques used by participants



Participants receiving certificates from the jury members



Winners: Pulp Reels, Pro Group Category



Winners: Nostalgia, Basic Group Category



Jury Members



Anvaya 2.0 Family

Project Sponsors



Aquaguard: Eureka Forbes (Principal Sponsor)

Eureka Forbes believes in “Empowering individuals and groups of people by providing the solution & skills they need to affect change in their own communities.”

Eureka Forbes community projects are designed to empower the communities by involving local people as stakeholders in the projects. This leads to a sustainable and scalable community engagement model.

They vision of working with people, corporates, NGOs and likeminded partners and build a relationship with every individual who thrives to bring a holistic makeover to such needs of the hour. Their objective is to stimulate political attention, public action, and personal commitment to environmental preservation and providing potable water to mankind.

They have reached out to us people in their homes, transforming the way they purify their drinking water and the air they breathe, clean their homes and secure their families. In this endeavor they have opted varied ways to ensure that both the urban and the rural Indian community gets clean potable water.

Their most recent approach has been a rural channel which is striving to bring safe, affordable drinking water to people at the bottom- of-the-pyramid as well as solution-based community water systems(customized), generating non- agrarian employment and creating rural entrepreneurs.

IL&FS Environmental Infrastructure & Services Ltd. (Principal 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.

JSW Steel Ltd (Principal Sponsor)



Built on a strong foundation of core values namely, Transparency, Excellence, Dynamism and Passion for Learning, in a short span, all the Businesses have grown multi-fold. The technological innovations and advancements define and set apart each JSW Company. Today, JSW Energy stands tall with a power generation capacity of 4531 megawatts, JSW Steel boasts of one of the largest blast furnace with a capacity of 3.3 MTPA, taking JSW's overall capacity to 10 MTPA at Vijayanagar. As a result, with an installed capacity of 14.3 MTPA, JSW Steel is India's leading private sector steel producer and among the world's most illustrious steel companies.

The industry has acknowledged JSW for exhibiting values in leadership, market expansion, corporate integrity and financial success and awarded the efforts at multiple forums, namely, Prime Minister's Trophy for the Best Integrated Steel Plant 2012-13, Platts Global Metal Awards 2015 & 2013, amongst others.

The Group's CSR and sustainability arm, JSW Foundation believes that it is important to create a happy and socio-economically inclusive India, hence it is in constant pursuit of making life better for communities with its various initiatives in the fields of health, education, livelihood and sports along with art and culture.

Way Forward

Anvaya has just completed its second series, 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 Ekconnect, 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 3.0:

We will be announcing the theme for the next Anvaya series soon.

For Collaborations and Sponsorships, please contact:

<p>Sonal Alvares Phone: 91 9820219038 Email: sonal.alvares@ekconnect.net</p>	<p>Disha Mahajan Phone: 91 9930689917 Email: disha.mahajan@ekconnect.net</p>
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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 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 <http://www.ekonnnect.net>

About St. Paul’s Institute of Communication Education

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 Paul’s 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 <http://stpaulsice.com/>

Annexure I

Schedule for Training Programme held on 6th February 2016

Venue	St Pauls Institute Of Communication Education (SPICE), St Pauls Media Complex, 24th Road, TPS III, Near Tawa Restaurant, Opp. Duruelo Convent High School, Bandra (West), Mumbai 400 050.
Date	Saturday, 6 th February 2016
Time	10 am to 4 pm

Sr. No.	Module	Particulars
1.	Screenplay Writing	What is a screenplay and how it is written.
2.	Direction	<ul style="list-style-type: none">▪ The Basics of Direction▪ What does the 'Director' Need / What makes a good director.▪ Understanding: Premise – Tone – Lighting – Shot size – Framing – Intent / intention – Actors: Strengths / weaknesses – Stage Blocking [Sound stage / Sets].▪ Understanding the cause and effects of music in a dramatic curve.▪ Interaction with participants and role playing [Playing the Director].
3.	Camera and Lighting	<ul style="list-style-type: none">▪ Introduction to lights▪ Attributes of visual image▪ Basic lighting techniques▪ Exposure, focus, aperture, shutter, colour temp.▪ Camera operation, framing, composition▪ Independent lighting and camera operation.
4.	Introduction to Video Editing	Principles of editing and the post-production workflow.

Annexure II

Schedule for Screening and Awards Ceremony held on 19th March 2016

Date	Saturday, 19th March 2016
Venue	Third Floor, St Pauls Institute Of Communication Education (SPICE), St Pauls Media Complex, 24th Road, TPS III, Near Tawa Restaurant, Opp. Duruelo Convent High School, Bandra (West), Mumbai 400 050.

Time	Session	Speaker
9-45 am	Registrations	
10-00 am	Welcome (About the Judges & Judging process)	Disha Mahajan, Ekconnect
10-05 am	Screening & Judging of the Shortlisted Films (Judges from Ekconnect, SPICE, Sponsors & Experts)	
12-30 am	Screening of movies by sponsors while finalizing the winners	
12-45 pm	Awards Ceremony (Presentation of Awards & Certificates)	
1-00 pm	Closing Remarks & announcement on next Anvaya 3.0	Dr. Prasad Modak, Ekconnect

Annexure III

List of Shortlisted Entries:

Sr. No	Group Name	Participants	Film Title	Category	Place
1.	Paragons	Vaishnavi Kathe Neha Rane Keerthana Dhanesh Shruti Sulakhe Priya Gala	The Blue Man	Group- Basic	Mumbai
2.	Experimental Films	Abhiraj Rajadhyaksha Sharad Chaphekar Anuraj Rajadhyaksha	Water is Life	Group- Pro	Mumbai
3.	Spotlitee	Rupesh Sahu Prathamesh Sawarkar Nikhil Bhope Shriram Borkar Nilesh Bhate Aditya Sanjay Devkar Chetan Solanki Abhishek Budhale	The Future_2016	Group- Pro	Thane
4.	Greenlines	Macson D Almeida Kaustubh Bhagat	Rivers- Mumbai City's Lifeline	Group-Basic	Mumbai
5.	Umeed	Sunaina Havelia Pragati Khabiya	Storage Diaries	Group- Pro	Mumbai
6.	Pulp Reels	Siddharth Sanjay Swarupa Ranadive Purva Desai Pareekshit Upadhye Aniket Damle Shraddha Jarande Yogesh Chincholia Omkar Jambhekar	PAANI	Group- Pro	Mumbai
7.	Nostalgia	Vivashwan Chaudhary Nilesh Chawhan Rahul Agarwal Raashi Metkari	Year 2027	Group-Basic	Mumbai
8.	Environmentalist Foundation of India	Arun Krishnamurthy Vignesh Mahesh Ram Gopal Surya Vantaram Sanjay Prasad Kripa Sankari Niranjana Krishna Kumar Ashok	Clean Up of Water Bodies	Group-Basic	Chennai

Annexure IV

Evaluation Criteria and Scoring Scheme for Short Films

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

Annexure V

Final Scores for Shortlisted Entries:

Sr. No	Group Name	Film Title	Category	Final Scores (Out of 500)
1.	Paragons	The Blue Man	Group- Basic	350
2.	Experimental Films	Water is Life	Group- Pro	405
3.	Spotlitee	The Future_2016	Group- Pro	356
4.	Greenlines	Rivers- Mumbai City's Lifeline	Group-Basic	260
5.	Umeed	Storage Diaries	Group- Pro	364
6.	Pulp Reels	PAANI	Group- Pro	432
7.	Nostalgati	Year 2027	Group-Basic	353
8.	Environmentalist Foundation of India	Clean Up of Water Bodies	Group-Basic	221