

Swachhta Awareness (Open category) Competition guidelines

Please note that this document provides guidelines for entries of Swachhta awareness competition. The online submission will require responses to the questions and photo uploads as given below. Please be sure to have all the answers and photographs ready before filling the online application.

DO NOT send a hard copy of the form to any MCGM ward office. Only forms duly filled and submitted online at the link mentioned below will be considered for evaluation. Submission in any other form will not be considered for evaluation.

Find the survey - <https://www.unitedwaymumbai.org/mcgmsurvekshan>

Step 1.

Participants of the respective categories, qualifying as per the criteria are invited to submit the application for the said competition. For this, they must fill up the separate online forms available for each of the categories on this website, along with suitable supporting documents as mentioned in the form, in relevant places. **(Last date for online form submission: 27th November, 2020)**

Note: Applications with incomplete information will be rejected without intimation to the participant. Also, any false information and claim made in the application form will lead to disqualification.

Note: The participants are required to submit the relevant supporting documents / images as required in the application form. Once ready with complete information, the participants are recommended to return to this webpage and fill in the relevant online application form, to submit their application.

Note: one participant can submit only one entry under each category. However, participants can submit their entries for multiple categories by filling relevant applications form from the website.

Note: The MCGM reserves the rights to amend the rules and regulations and the terms and conditions governing the competition without prior notice.

Step 2.

The entries will be further evaluated by subject experts appointed by United Way Mumbai.

Step 3.

The MCGM will announce the final rankings based on the recommendation made by the juries in each sub category. The rewards for the category is as given below;

Category	Sub category	Prize (RS)
Open Category (movies, posters, drawings, murals, street plays)	Jingle	10,000/-
	Short film	10,000/-
	Murals	10,000/-
	Street plays	10,000/-
	Poster	10,000/-

Disclaimer:

This competition is open to all the citizens residing within the jurisdiction of the Municipal Corporation of Greater Mumbai i.e. from Colaba in the south to Mulund, Mankhurd, and Dahisar in the north.

Sub category 1: Jingle competition

Jingles are memorable, aren't they? It's easy to get a TV commercial with a creative jingle "stuck on repeat" in your head. Or maybe you find yourself singing a catchy tune, over and over for hours.

Note: The competition is open to all individuals and age groups residing within the jurisdiction of the Municipal Corporation of Greater Mumbai (i.e. from Colaba in the south to Mulund, Mankhurd, and Dahisar in the north.)

Theme:

- Segregation of waste at source into Dry and Wet waste.
- Use dustbins while wandering outside, stop littering
- Reduce plastic consumptions
- Reduce, Reuse and Recycle

Submission criteria

- The maximum length of the jingle should be 30 seconds.
- Language can be Hindi/Marathi/English
- The content should be appropriate for all the age groups and It should be easy to learn and understand.
- **Applicants must submit the jingle in .mp3 format along with the lyrics in the PDF document.**
- Evaluation will be based on artistic presentation and effectiveness of the message conveyed. **Decision of the juries will be the final decision and cannot be challenged.**
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- All the submitted entries can be used by MCGM across the city for non-commercial purposes such as when implementing the community awareness & educational programmes! The applicants shall not object to this kind of usage of their submission.

. Entries containing any unauthorized content will be disqualified.

Important note: while every good jingle needs a catchy tune, please DO NOT use copyrighted music, songs or jingles.

Be creative and take a light-hearted approach!

Sub category 2: Short film on Swachh City! Mumbai City!

Note: The competition is open to all individuals residing within the jurisdiction of the Municipal Corporation of Greater Mumbai (i.e. from Colaba in the south to Mulund, Mankhurd, and Dahisar in the north.)

Submission Category: Live Action Short Film

THEME:

- Segregation of waste at source into Dry and Wet waste.
- Use dustbins while wandering outside, stop littering
- Reduce plastic consumptions
- Reduce, Reuse and Recycle

Submission Guidelines:

1. The maximum length of the short film should be 90 seconds. Not a frame over. If you want to add credits or endings to your short film... do it in those 90 seconds! Anything over 90 seconds risks being disqualified.
2. The film can NOT be a documentary. The film needs to be scripted (this doesn't mean there needs to be any dialogue) and other than that you can choose pretty much ANY genre for your film and make it about whatever you want it to be about; Live-action,
3. Film can be in Hindi, Marathi & English or have no dialogue at all. It can also be shot on smartphones.
4. Ensure that all content in your film (including footage, music, images, props, etc.) is your own. If you include any copyrighted or trademarked content, you must be able to provide written permission for its use. Entries containing any unauthorised content will be disqualified.
5. **Production Year:** The film must have been produced after June 1, 2019.
6. Evaluation will be based on artistic presentation and effectiveness of the message conveyed. **Decision of the juries will be the final decision and cannot be challenged.**

7. All the submissions will be available for MCGM to use for non-commercial purposes across the city when implementing the community and awareness programme!

Sub category 3: Murals

Note: The competition is open to all individuals residing within the jurisdiction of the Municipal Corporation of Greater Mumbai (i.e. from Colaba in the south to Mulund, Mankhurd, and Dahisar in the north.)

Definition:

A mural is a painting, mosaic, fresco, or other permanent artwork attached or applied directly to the outside of a structure.

Please note, that the competition seeks for designs for the mural and not the actual painting of it.

Theme:

- Segregation of waste at source into Dry and Wet waste.
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- Reduce, Reuse and Recycle

***Note:** Participants needs to specify the type of a wall (such as; beach wall, wall adjoining a prominent road, compound wall of a housing society/school, etc.)*

Specific Prohibitions:

- Copyright content, or other advertisements;
- No overly complicated designs that may confuse drivers or pedestrians;
- Neon, fluorescent, or reflective type colors are discouraged.

Submission criteria's and guidelines:

- Relationship of the work to the site and the community, especially how it serves to activate or enhance the space or public surroundings.
- The participant sends his/her work electronically (PDF or JPG format). The design should consist of two parts: mural visualisation and (separate files maximum up to 3 images to present the proposed design) with the design.

- Only digital designs will be accepted and all the attached files can be max. 2 MB in size per image.
- Evaluation will be based on artistic presentation and effectiveness of the message conveyed. **Decision of the juries will be the final decision and cannot be challenged.**
- All the submissions will be available for MCGM to use for non-commercial purposes across the city when implementing the community and awareness programme!

Sub Category 4: Swachh Street Play Competition

Note: The competition is open to all individuals residing within the jurisdiction of the Municipal Corporation of Greater Mumbai (i.e. from Colaba in the south to Mulund, Mankhurd, and Dahisar in the north.)

Theme:

- Segregation of waste at source into Dry and Wet waste.
- Use dustbins while wandering outside, stop littering
- Reduce plastic consumptions
- Reduce, Reuse and Recycle

Submission Criteria

- Play can be in Hindi/Marathi/ English
- Duration of the play: Maximum 10 minutes.
- Entries must be original work by applicant.
- Entries exceeding the time limit will be disqualified.
- Applicants are encouraged to keep the cost of production low and to use locally available/ recycled materials where possible.
- Entries will be evaluated on the basis of;
 - ❖ Content/Use of the theme - Overall composition of the skit in relation to the given theme, Creativity/Originality – Level of novelty
 - ❖ Entertainment Value – Audience appeal, overall quality of performance and theme development
 - ❖ Theatrical Quality – Quality of sound, diction and creative use of props.
 - ❖ Evidence of Teamwork – Involvement of team members

- **Decision of the juries will be the final decision and cannot be challenged.**
- All the submissions will be available for MCGM to use for non-commercial purposes across the city when implementing the community and awareness programme!

Sub Category 5: Poster Competition

Note: The competition is open to all individuals residing within the jurisdiction of the Municipal Corporation of Greater Mumbai (i.e. from Colaba in the south to Mulund, Mankhurd, and Dahisar in the north.)

Theme:

- Segregation of waste at source into Dry and Wet waste.
- Use dustbins while wandering outside, stop littering
- Reduce plastic consumptions
- Reduce, Reuse and Recycle

Submission criteria

- The poster must be hand drawn and poster size should be 11.7 x 16.5 inches (A3 paper size)
- The artwork, in its entirety, must be a single work of original material taken by the competition entrant.
- By entering the competition, entrant represents, acknowledges, and warrants that the submitted artwork is an original work created solely by the applicant, that the creation does not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim, or interest in the image.
- The attachment size should not exceed more than 2 MB.
- **Decision of the juries will be the final decision and cannot be challenged.**
- All the submissions will be available for MCGM to use for noncommercial purposes across the city when implementing the community and awareness programme!