

An Initiative By



Karnataka State Cell

**NOMINATE  
CREATE VIDEO  
\* UPLOAD  
BE A PART OF**

Youth for Green and Vibrant **Bengaluru**

**ALTERNATIVE '24**

# BROCHURE



*Vimove Foundation is a section 8 Non-Profit Organisation under its eco-initiative ALTERNATIVE'24 celebrates World Environment Day 2024 with the theme 'Youth for Green and Vibrant Bengaluru', tapping the voices and actionable stories from College/University students of Bengaluru through a city-wide video com*

## Mission

Creating responsible citizenship by engaging youths to garner the attention of the Nation, from individuals to Policymakers raising awareness on environmental conservation actions, creating sustainable cities, and mitigating climate change. A Bottom-Up Approach.

## Vision

Inspiring Bangaloreans and citizens across the nation to embrace ecological, behavioral, and cultural shifts toward sustainable Urban planning, practicing collective social responsibilities, and civic sense, A NEED OF THE HOUR.

# YOUTH FOR GREEN & VIBRANT BENGALURU



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**alternative@vimove.org**

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**The Young Messengers- Video Competition Starts from 1st April**



*Visit the Site*



## ***STEP 1***

### ***NOMINATION/ REGISTRATION***

**Submit the nomination form to register your team & upload videos, option available on**



## ***STEP 2***

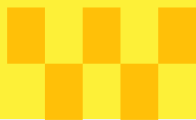
### ***QUALIFYING ROUND***

- **Content relevance & quality review of the submitted videos**
- **Shortlisting Videos as official entries**
- **Intimation to the selected groups about their selection**
- **Social Media promotion of the videos selected as official entries**

## ***STEP 3***

### **FINAL ROUND**

**Final awardees (3 from each category) will be carefully evaluated by Expert Panel Members**  
**\*Active participation in Social Media Promotion will be appreciated**



## VIDEO CRITERIA

### Language

The language of the video must be strictly in English, Kannada, or both

### Length of the Video

Minimum 90 seconds to a maximum of 3 minutes

### Format of the Video

Video must be shot in portrait

The ratio required for the video is 9:16

### Participation Criteria

In groups, consists of a minimum of 2 to 6 members



### Who Can Join?

All the Students of College and Universities of only Bangalore (PUC/ 11th & 12th onwards)

## IMPORTANT DATES

FILL UP THE NOMINATION FORM TO REGISTER TEAMS WILL REMAIN ACTIVATED FROM **1st APRIL – 6th MAY, 2024**

THE LINK TO SUBMIT THE VIDEOS WILL BE ACTIVATED TILL **1ST APRIL -13TH MAY, 2024**

THE VIDEO SHORTLISTING & EVALUATION PROCESS **14th May, 2024 Onwards**

ANNOUNCEMENT OF THE WINNING TEAMS **1st June, 2024**

# THEMATIC AREAS



**Water Conservation**



**Transportation Transformation:  
Rethinking Mobility in Cities**



**Necessity of Green Spaces  
(Afforestation, Parks, Urban  
terrace Gardening, etc**



**Waste Management Solutions**



**Green Energy Solutions**

**REGISTER YOUR  
TEAM**



# *Important Instructions*

**A team is permitted to create and submit reels based on multiple themes, on the condition that they submit a singular video/entry per theme.**

**The content within the videos should refrain from repetition, and thus identical submissions across multiple themes will not be considered.**

**The content depicted in the videos must not infringe upon any existing sources, ensuring originality and integrity.**

**The submitted videos are to be exclusively crafted for participation in the competition, and must not have been previously used for any other purposes anywhere on digital platforms & otherwise.**

**Under any specified circumstances, videos failing to adhere to these guidelines & instructions will be subject to automatic rejection.**

# Guidelines

Mention the name of your Educational Institution or Neighborhood/Area/Community



Submit the Transcript of the video (optional)

The content of the shared reel must include the Contest name 'ALTERNATIVE'24, YOUTH FOR GREEN AND VIBRANT BENGALURU' for the reel to be considered as an official submission.

You need to submit your innovative reels to Vimové Foundation (The link and guided steps will be shared)

The Reels must end with a common slogan to be considered as an official submission for the intended contest. (Will be shared)

# *Evaluation*

- ✓ Creativity
- ✓ Relevance
- ✓ Effectiveness
- ✓ Easily adaptable habits
- ✓ Reach & Views

The entries shortlisted at the qualifying step will be considered further for the final selection of awardees under each thematic area.

# *Features & Promotion*

The shortlisted teams will be prompted to upload their selected reels across all Social Media Platforms with a clearly stated purpose of the ongoing competition. It is mandatory to tag the Alternative 2024 official social media handles.



Selected reels will be featured across all social media handles of the Vimové Foundation, with due credit to the creators on behalf of the Participants with no social media presence.



# **Recognition & Rewards**

The final awardees will be judiciously selected by the expert panel members.

Your active engagement in promoting your submitted videos through SOCIAL MEDIA PLATFORMS to extend their reach to a wider audience would be greatly appreciated



# **Copy Right**

Upon the video's designation as an official submission for the Contest, Vimove Foundation retains the exclusive right to utilize the submitted videos for subsequent endeavors in this capacity. Nonetheless, proper credit will be attributed to the creators. It is imperative that you refrain from employing the videos elsewhere, both before and subsequent to the contest, without obtaining explicit permission from the Vimové Foundation.

Shortlisted reels, upon approval, may also be featured across Government Social Media Platforms for the purpose of sensitization and fostering awareness.

# **TOP 3 REELS**

from each of the 5 categories will be awarded

# **Cash Prize**