

Title: Inviting schools to take part in city-wide video competition being held to spread awareness on Segregation of waste

1. Children will have to create a video on “Importance of segregation of waste” **and/or** “Use of Green and Blue dustbin”
2. For reference, refer below sub-topics. Teams can choose to make video on any of the following sub-topics given below:
 - Blue and green dustbins: why we should use?
 - Innovative ideas to encourage waste segregation at source
 - Innovative ideas that can encourage the use of green and blue dustbins among people
 - Why waste segregation is essential for a cleaner tomorrow?
 - Use of plastic bottles: boon or bane?
 - Collection And Disposal Of Sanitary Napkins
 - How waste segregation can improve our lives?
 - Innovative ways to make compost at home
3. Upload video on **YouTube** and submit the link in the registration form
4. Last date for submission: **November 20**

Registration details:

Upload your videos on YouTube and share your link in the registration form

For registration, Visit: <https://goo.gl/forms/WK89uuLUKCxUVy892>

Video Specifications:

1. The video should NOT be longer than **3 Minutes**
2. The resolution should be 720p and @30 fps
3. Video should be creatively rich (use of costumes, posters, props, stickers can be done)
4. It is mandatory to mention the use/importance of “Swachhata App” in the video
5. If any video which do not have any mention of “Swachhata App” will be disqualified.
6. Video **does not** need to be professionally produced. In fact, we discourage it. We prefer a more down-to-earth style video production. Can be produced by your mobile camera or other video tool necessary to get your message across

Eligibility:

- Team will be comprised of Minimum 3 and maximum 6 members. All the team members must NOT be older than eighteen (18) years of age.
- Each team will also have one mentor (an adult member: teacher/parent/expert) to guide students and also to moderate video contents

Video **must NOT** contain:

- Material that endorse any political party or religion
- Material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous, or libelous.

- Material that promotes bigotry, racism, hatred, or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age.
- Material that is unlawful, in violation of, or contrary to the laws or regulations where the video is created.

Videos will be judged on the following criteria:

1. Number of likes/views/shares on social media
2. Creativity
3. Message clarity and relevance
4. Motivation and inspiration
5. Overall impact

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