

Earth Reel 2016

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A summative report



Earth Reel 2016



Earth Reel orientation programme in April 2016

The excitement for Earth Reel 2016 began on the 20th April when students from schools in and around Kolkata attended the Orientation Program at the Dale Carnegie auditorium to find out what the Theme for this year's film making contest was to be. Since the theme for Earth Day 2016 is Trees for Life and Earth day Network is one of the partner organizations along with Bichitra Pathshala and iLEAD, it was announced that **themes for Earth Reel 2016 are "Trees" and "Up cycling"** in two categories: Two minute Public Service Spots and News Capsules. There would be 2 age groups: Middle school and Senior School. **PSA Films** could be partly live action/ partly animation or partly fiction/ partly reality footage and contain a single message, while **News Bulletin** should be on something 'new' or newsworthy and bring out its objectives in a simple yet impactful manner....and the ball was set rolling.

Special workshop at iLEAD

On the 7th of May, 2016, a special workshop was held at iLEAD to acquaint the students with the formats of structuring news capsules and public service announcements. Professionals from the fields of advertising and broadcast journalism engaged the students in brain storming sessions and gave them a glimpse of the professional scenario in their respective fields.

Students submit their films

Over the next two months, students researched the themes, wrote scripts, held meetings, went for outdoor and indoor shoots and then took their work to the editing table to present the short films we saw unfold before our eyes today.

Over a 100 students from 15 schools submitted their films by mid July and these were shortlisted to 10 films in the 'Juniors' category and 15 in the 'Seniors' category.

A panel of jury constituting eminent environmentalists and film makers was put together to evaluate the films on the day of the Earth reel Awards ceremony. The Jury comprised: Amrita Chatterjee, Anandi Ghosh and Mallika Jalan.



Audience in rapt attention

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A brief introduction to the jury

Mrs. Amrita Chatterjee is Director, Communications, South Asian Forum for Environment whose "Resolve Trash2Cash", a women led waste management micro-enterprise received UNFCCC Momentum for Change, Lighthouse Activity Award in 2014. She is also Editor, GREEN Interpreters, an international publication on global environmental economic negotiations.



Ms. Mallika Jalan is a certified CSR Professional with over 2 decades of experience as a documentary film-maker and Producer. Secretary of Centre for Contemporary Communication Kolkata whose most important contribution till date is the one and only complete database of Kolkata City parks, shared with the Kolkata Municipal Corporation as a joint effort for conservation and development of Kolkata City Parks.



Ms. Anandi Ghose, daughter of renowned film director, Gautam Ghose, is an accomplished actress, known for Yatra (2006), Satyanweshi (2013) and Abar Aranye (2003) and also an assistant director for her father's films. Since, 2005, she has independently worked as a director and made several TV commercials, corporate AVs and TV films. She has also worked as costume designer on several films



Earth Reel Awards ceremony on August 19, 2016

Anisha Das, a student of iLEAD, began the proceedings with the following thought:



"Landscapes of great wonder and beauty lie under our feet and all around us. They are discovered in tunnels in the ground, the heart of flowers, the hollows of trees, fresh-water ponds, seaweed jungles between tides, and even drops of water. Life in these hidden worlds is more startling in reality than anything we can imagine." "To waste, to destroy our natural resources, to skin and exhaust the land instead of using it so as to increase its usefulness, will result in undermining in the days of our children the very prosperity which we ought by right to hand down to them amplified and developed."

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The only way forward, if we are going to improve the quality of the environment, is to get everybody involved.



**Mr. Pradip Chopra,
Chairman, iLEAD**

She invited Mr. Pradip Chopra, Chairman, iLEAD, to give his welcome address. Mr. Chopra congratulated the young filmmakers for having taken the trouble to make the films and he reminded all present that through films, many mis conceptions could be removed. One such misconception was about plastic. Plastic as a material is completely recyclable and does not pose any environmental hazard if used properly.



**Ms. Subha Das Mollick
speaks about mission of
Earth Reel**

Mrs. Subha Das Mollick, Secretary, Bichitra Pathshala, told the young gathering that Earth Reel had been initiated four years back with two missions. One was to sensitize the students to the environmental issues of the day and the other was to empower them with the tool of the audio visual medium. News capsules and PSAs are two very popular and effective forms of audio visual communication and the two forms require two different skill sets. She urged the students to understand the difference between the two forms and master at least one of them for communicating with their fellow students.

Earth Reel film making competition is different from other filmmaking competitions in that the young aspiring journalists and film makers do not end their job merely with film submission but once selected, they are grilled by the Jury on their research on the theme, their film making process and their ideas for possible solutions to the environmental issues addressed.

Guest of Honour at Earth Reel

The guest of honour at Earth Reel 2016 was Dr Dhrubajyoti Ghosh, renowned for his exceptional contribution to the preservation of the east Calcutta wetlands.

Dr Dhrubajyoti Ghosh has recently won the 2016 Luc Hoffmann Award conferred by the IUCN to individuals who have made an exceptional contribution to conserving ecosystems.



Chief Guest Dr. Dhrubajyoti Ghosh

His activities for the last four decades have essentially been towards merging the theory, technology and practice of sustainable development with special reference to wetlands and water use and he has made a major environmental contribution by identifying the wetlands east of Calcutta as the world's largest resource recovery system and also developed technology options from the traditional practice of wastewater aquaculture. Today, although his wetland designs have been adopted for four other towns in West Bengal, under the Ganga Action Plan of the Government of India, the very area he began his life work is under threat of devastating development plans.

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In his speech, Dr. Ghosh drew the students' attention to the unsung heroes who keep our city clean, the waste collectors of the Dhapa area and those who earn their livelihood from the sewage fed fisheries. Several times in his short speech he mentioned Kalyani Mandal, a picker at the Dhapa waste lands, who had been run over by a bull dozer.

The screening and evaluation procedure

All the 25 entries were screened during the morning session of the awards ceremony. At lunch time, the jury short listed three films in each of the four categories:

- Juniors news capsule
- Juniors PSA
- Seniors news capsule
- Seniors PSA

After lunch the short listed films were screened once again and the team members were called to answer the questions posed by the jury. The questions ranged from the reason behind the students' choice of the topic to the research they put in before making the film.

After the screening of the 12 short listed films, the jury went out to decide the winners and a young lady Saniya Agarwal took the dias. She gave the audience glimpses of Saniya's Duniya.

Saniya's Duniya, an exhibition of upcycled items, is the the 17-year-old Saniya Agarwal's passion project which has turned a portion of her house into a full-fledged factory with three dedicated hands helping Saniya mount an installation of computer parts on the wall or stitching lights on to Saniya's daadi Usha's old umbrella to turn it into a snazzy lamp.

Saniya, the vice-president of Nature Club and the secretary of Art Club at Loreto House, discovered upcycling when she converted a Ferrero Rocher box into a jewellery case six-seven years ago. And she was completely blown away by the possibilities. Saniya's Duniya is all about colour and creativity. It is a duniya that is definitely not to be discarded and a slice of which the student has showcased on August 6 and 7 at ICCR.

The results



Trophies

Finally the moment that everybody had been waiting for with bated breath, arrived. The results were announced by Ms. Anandi Ghosh. Here are the results at a glance:

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“Juniors” (class VI-IX):

News Capsule category was won by the team from **Shri Shikshayatan** with a spot about a Tree planting Campaign in their school while the Interview with a waste worker by **Loreto Day School, Dharamtala** taking the **Runners Up** position.



**Winners Juniors News Capsule
(Shri Shikshayatan School)**



**Winners of Best PSA Juniors
Loreto Dharamtala**

In the **PSA category** the trophy for the best PSA was **won by an animation film on cutting trees by Loreto Day School, Dharamtala** with **Modern High School's** team showcase of how they upcycled soap bits into liquid soap for the canteen taking the **Runners up** spot.

“Seniors” (Class X-XII):

The **News Capsule** which the judges unanimously declared the **Winners** (with uninterrupted applause from the audience) was the team from **Dhulagori Adarsha Vidyalaya**, the winners from Earth Reel 2015. Judges declared this as a complete package: a combination of music, interviews, examples of the biodiversity of the area and the benefits of trees.



**Winners Seniors News Capsule
Dhulagori Adarsha Vidyalaya**

Mahadevi Birla World Academy's news spot on the upcycling efforts in the east Kolkata wetlands with images of newspaper articles and live interviews was a close second while Lakshmi Pat Singhania's realistic news room image and data on the Uttarakhand forest fire won the Jury Choice Award.



**Runner up Seniors News Capsule
Mahadevi Birla World Academy**

There were two films which the Judges found interesting and earned a Special mention: trees for earth by Sri Sri Academy and an animation film by Modern High School on a woodcutter who realised the link between deforestation and floods when he lost his daughter.

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Winners PSA (Senior) La Martiniere for Boys

Among the PSAs by the "Seniors", The **Winner** was a stop motion animation film by **La Martiniere for Boys** on up cycling cans to make toys while Runners Up was the team from Modern High School with their interesting black and white film on a poor girl up cycling things to make a mother's day gift.

The Jury Choice was the film by LakshmiPat Singhania Academy on their message about cloth upcycling by Karma Kutir.

The winning films would be placed on YouTube (<https://www.youtube.com/channel/UCPcYOIYRTtmbg1zCuJ6eQfw>) so that more and more people are made aware of the environmental issue filmed. We will try to get the best entries visibility on television channels as well.

End Note

Ms. Amrita Chatterjee, Jury member, Earth Reel 2016 and Director, Communications, South Asian Forum for Environment, announced a special award of Rs. 5000/- for the winning team of Dhulagori Adarsha Vidyalaya and also announced that SAFE would be happy to mentor the best three teams for competing in the UN Youth Climate Video Competition.

Background Notes on team Earth Reel

Like the previous years, Earth Reel is a collaborative effort of Earth Day Network and Bichitra Pathshala, supported by iLEAD. It will be our joint endeavor to give the necessary guidance to the participating teams to ensure the submission of videos of excellent quality.

Earth Day Network (<http://www.earthday.org/>)

Growing out of the first Earth Day, Earth Day Network (EDN) works with over 22,000 partners in 192 countries to broaden, diversify and mobilize the environmental movement. More than 1 billion people now participate in Earth Day activities each year, making it the largest civic observance in the world.

Bichitra Patshala is an organization that promotes learning with moving images. We design lesson plans based on film clippings, conduct workshops with teachers and students to popularize our methodology. We also bring good cinema to students and encourage them to be critical consumers of media. Visit our blog: <http://www.toolsinschools.blogspot.com>

iLEAD (<http://www.ilead.net.in/>) is a leading business management and media institute that offers MBA and BBA programs in Kolkata along with B.Sc. and M.Sc. in Mass Communication. Its chairman is the visionary Mr. Pradip Chopra. iLEAD is poised to provide the best learning experience to all its students both inside and outside the classroom.