



جامعہ ملیہ اسلامیہ
جامیہا میللیاا اړسٹلامیہا

Jamia Millia Islamia
A Central University

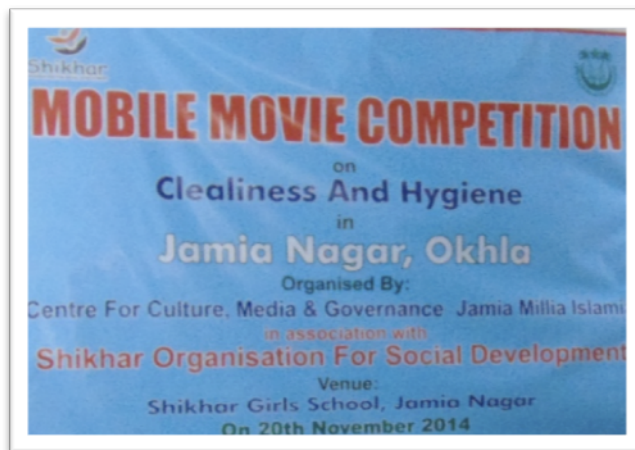


Centre for Culture, Media & Governance

MOBILE MOVIE/PHOTO COMPETITION ON CLEANLINESS AND HYGIENE

INTRO

Shikhar, an NGO working in the Jamia area, in collaboration with **Centre for Culture, Media & Governance**, Jamia Millia Islamia organized a **mobile movie/photo competition on Cleanliness and Hygiene** on 20th November 2014. The event was an outcome of the project



Prototyping Information Systems for Local Governance supported by **IDRC**, executed at the **Centre for Culture, Media & Governance (CCMG)**, Jamia Millia Islamia (JMI). This interdisciplinary project sought to **prototype an "informational model" for local governance** that centered on residents identifying deficiencies in public services. Fieldwork conducted in partnership with Shikhar, which also runs a computer training centre, involved one-on-one interactions, group discussions and **SMS polls to identify community**

concerns; SMS responses were updated on a website, along with the mobile number of the respondent, to illustrate transparency in the process. Fieldwork and community interactions resulted in cleanliness and garbage collection being identified as the primary concern of residents.

Shikhar felt a **mobile movie/photo competition would expose the young generation to the innovative usage of ICT** in addressing issues of local governance. The competition was mainly meant for the students of Shikhar computer centre who are residing near Jamia Nagar. The **joint organizers' committee of the competition** consisted of Prof. Biswajit Das (Director, CCMG, JMI), Vibodh Parthasarathi (Associate Professor CCMG and Co-Director of this project), Dr. Ravi Shukla (Project Fellow, Prototyping Information Systems for Local Governance), Miss Ghausiya Farooqui from CCMG, and from Shikhar Mr. Nadeem Farooqui, Miss Momina and Miss Sumbul.



REGISTRATION

The registration was started from 5 November to 12 November 2014 but it was extended by a day to 13 Nov 2014 to enable more people to submit their entries.

Interested participants registered their names and phone numbers. **More than**

hundred students registered their

names to be able to participate in the competition. Students were asked to create short video and/or take photos on a mobile of garbage sites in their locality and submit their entries at the Shikhar computer centre. The interested students having no access to mobile phones to click photos or to make videos were asked to use their family members' mobile for this purpose.



EVALUATION

57 Contestants submitted their photographs/video, and nearly 200 entries of photos and videos were received. The first evaluation by the review committee was on 14 November, while the second shortlist and the final list of winners were decided during 17-19 November.

Each category of photo and video were judged on the following criteria:

- 1) Relevance to the issue of garbage collection and hygiene.
- 2) Sense of aesthetics and balance
- 3) The message behind the Photo/video.



The joint review committee consisted of Ms. Sambul and Ms. Momina from Shikhar, and Dr. Ravi Shukla and Ms Ghausiya Farooqui from CCMG.

PRIZE DISTRIBUTION

The venue for the announcement of the winners was Shikhar Girls School at Batla house on 20th November 2014 at 3.30pm. All the participants were gathered at the venue. Besides the project teams at CCMG and Shikhar, also present were Mr. Phet Sayo (IDRC), Mr. Vibodh Parthasarathi (CCMG, JMI) and Mr. Rizwan (Plasma Institute)

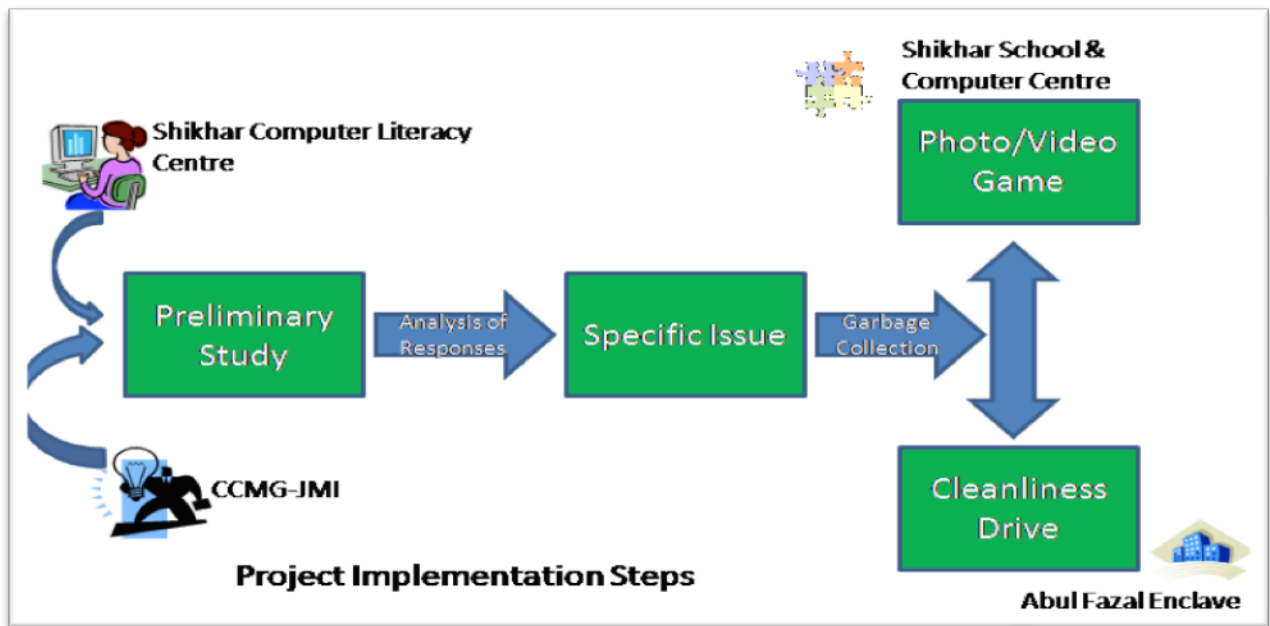
The program started with great enthusiasm among the participants and the organizers. Important information about hygiene and sanitation, sources of various diseases due to garbage collection, right way of garbage disposing, prevention of water logging were discussed.



Students explained their experience of making videos or taking photos.

One girl said it was great to participate in the competition because it was really meant for them. Another recalled how she was prevented by a local man while taking a video on garbage, but after telling him about the project he was convinced. Another girl even borrowed a mobile from her neighbor for taking the photos.

With the help of projector, Dr. Ravi Shukla demonstrated how the website (<http://stasis.in>) provided an ongoing common platform for communication between local people and local administration. The various steps in the project and its implementation was also explained with the help of the graphical representation. The students understood how to use the website, which prototyped a link between the traditionally "governed" categories in making them more involved in local issues.



Following the announcement of winners and prize distribution, Shikhar provided a ‘cleaning kit’ to each participant. The programme ended by Mr. Nadeem Farooqui emphasizing participants that it was not the end of the competition on Cleanliness and Hygiene but a start towards greater involvement in residents’ monitoring the local administration to ensure clean surroundings.



PHOTO SECTION



1st Prize



2nd Prize



3rd Prize



**Consolation
Prize**

First Winning Entry - Zareen.

Second Winning Entry - Renu

Third Winning Entry - Maria Khan

Consolation Entry - Sufia Khan



VIDEO SECTION

First Winning Entry - Ashiyana

Second Winning Entry –Nagma Shakeel

Third Winning Entry - Anjum

Consolation Entry - Sabreen Bano

