



PREM JAIN MEMORIAL TRUST
Announces it's

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HARIT-PREM
BHARAT



MAHOTSAV

#PJMT
#HPBM24
DECARBONISING
INDIA

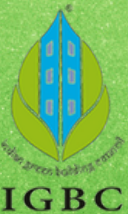


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**REPURPOSING & UP-
CYCLING FASHION**

How to participate and FAQs
Join India's largest Green Event



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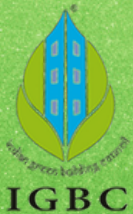
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WHAT?

Prem Jain Memorial Trust invites you to be a part of **Repurposing & Up-cycling fashion CHALLENGE**

Upcycling is the process of converting old or discarded clothes, house hold items or any materials into something useful and often beautiful. Repurposing and Upcycling Challenge is a means to use your hidden creativity and a reminder to reduce the carbon footprint you are creating on the planet. Let your creative juices flow and rethink and reimagine the old as new —maybe even better than it once was! You don't have to be a designer or artist, just someone who loves your beautiful planet and has a cool and original idea to share, this is your chance to do your bit!

- One person can send in multiple designs, so get going with upcycling and repurposing!
- Explain your design details and share the concept as well.
- Send “before” and “after” photo of your submissions
- Be original and break all stereotypes



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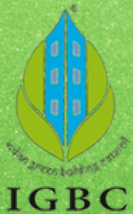
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HOW?

1. Record the process and make a reel or take a photo of final product with details.
2. File should not be heavier than 1MB.
3. Send us your submission in thru mail by **15th January'24** by emailing us on frontoffice@premjinmemorialtrust.com with your name, institution, social media handles.
4. After submitting your entry, add the story of your entry on Instagram and Facebook by tagging [@premjinmemorialtrust](https://www.instagram.com/premjainmemorialtrust) and use **#PJMT #HPBM24 #DECARBONISINGINDIA**
5. Entries will be judged by Ms. Payal Jain – Fashion Designer and team
6. Winners will be announced during Prem Jain Memorial Address on 24th January 2024 at 2 pm at India International Centre, Lodhi Road, New Delhi and acknowledged on <https://premjinmemorialtrust.com/>
7. Remember to tag [@premjinmemorialtrust](https://www.instagram.com/premjainmemorialtrust) and use **#PJMT #HPBM24 #DECARBONISINGINDIA**



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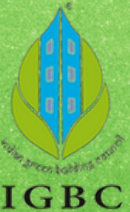
TOP 3 WINNERS:

- **INR 5000** FOR 1ST PRIZE
- **INR 3000** FOR 2ND PRIZE
- **INR 2000** FOR 3RD PRIZE

Winners will be announced during Prem Jain Memorial Address on **24 th January 2024** at **2 pm** at India International Centre, Lodhi Road, New Delhi and acknowledged on <https://premjinmemorialtrust.com/>

Remember to tag **@premjinmemorialtrust** and use **#PJMT #HPBM24 #DECARBONISINGINDIA**

Join us to celebrate **#HPBM24** India's largest Green event.



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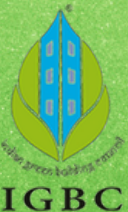
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