



PREM JAIN MEMORIAL TRUST



#HUMANIZING URBAN DENSITY  
#HPBM26  
#PJMT

HARIT-PREM  
BHARAT  
  
MAHOTSAV  
JANUARY 23-29

th Edition of  
**HARIT PREM  
BHARAT  
MAHOTSAV'26**

Powered by



**REVIVE & THRIVE  
GREEN CHALLENGE**

**How to participate and FAQS  
Join India's largest Green Event**



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# WHAT?

Prem Jain Memorial Trust invites you to be a part of the **REVIVE & THRIVE CHALLENGE**. Upcycling is the process of converting old or discarded clothes, household items, or any materials into something useful and often beautiful. The Revive & Thrive Challenge is a means to use your hidden creativity and a reminder to reduce the carbon footprint you are creating on the planet. 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!

## Challenge Requirements:

- Upcycle & Repurpose: Use a minimum of 80% recycled or upcycled materials from post-consumer waste (e.g., old clothing, fabric scraps, and plastic bags).
- Timeless Design: Focus on classic silhouettes and high-quality craftsmanship that defy fast fashion trends.
- Modular & Adaptable: Incorporate designs that allow garments to be mixed and matched, altered, or repurposed.
- Carbon Footprint Reduction: Use sustainable production methods, such as digital printing, 3D design, or local sourcing, to minimize environmental impact.
- Storytelling: Share the narrative behind your collection, including material sources, sustainable features, and production processes.

## Deliverables:

1. A 2-3 piece cohesive fashion collection that reflects the challenge requirements.
2. A written report detailing the design process, material sourcing, and sustainable strategies employed.
3. A visual presentation (e.g., look book, video, or exhibition) showcasing the collection and its story.



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## HOW?

1. Record the process and make a reel or take a photo of the final product with details.
2. File size should not exceed **1MB**.
3. Send your submission via email by **18th January'26** to [frontoffice@premjainmemorialtrust.com](mailto:frontoffice@premjainmemorialtrust.com) including your name, institution, and social media handles.
4. After submitting your entry, add the story of your entry on Instagram and Facebook, tagging **@premjainmemorialtrust** and using the hashtags: **#PJMT #HPBM26 #HUMANIZINGURBANDENSITY**
5. Make sure your profile is public for the entry to be counted
6. Entries will be judged by team PJMT



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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 **22nd January 2026** at 2 pm at IES Architecture College, Mumbai and acknowledged on <https://premjainmemorialtrust.com/>

Remember to tag **@premjainmemorialtrust** and use **#PJMT #HPBM26 #HUMANIZINGURBANDENSITY**



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