



PREM JAIN MEMORIAL TRUST

HARIT-PREM
BHARAT



MAHOTSAV
JANUARY 23-29



#HUMANIZING URBAN DENSITY
#HPBM26
#PJMT

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

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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@premjinmemorialtrust.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 **@premjinmemorialtrust** 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://premjinmemorialtrust.com/>

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



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