



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



REPURPOSING &  
UP-CYCLING  
FASHION

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 **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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## HOW?

- Record the process and make a reel or take a photo of final product with details.
- File should not be heavier than **1MB**.
- Send us your submission in thru mail by **18th January'26** by emailing us on **[frontoffice@premjainmemorialtrust.com](mailto:frontoffice@premjainmemorialtrust.com)** with your name, institution, social media handles.
- After submitting your entry, add the story of your entry on Instagram and Facebook by tagging **@premjainmemorialtrust** and use **#PJMT #HPBM26 #HUMANIZINGURBANDENSITY**
- Entries will be judged by Ms. Payal Jain – Fashion Designer and team



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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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