

Banarsides Chandiwala Insstitute of Physiotherapy

Reel Competition on "Red Light, Gadi Off" & "Time to Breathe Clean Air"

Date: 26th November 2024

1. General

The growing concern over air pollution and its detrimental effects on public health and the environment has prompted various efforts to mitigate its impact. In line with this, the Banarsidas Chandiwala Institute of Physiotherapy, New Delhi, organized a *Reel Competition* themed “**Red Light, Gadi Off**” & or “**Time to Breathe Clean Air**”, aiming to raise awareness about the role individuals can play in reducing vehicular emissions. This event highlighted the importance of switching off vehicle engines when stopped at traffic signals, which not only reduces air pollution but also conserves fuel.

The competition, open to all students, encouraged creativity and innovation in conveying this environmental message through short video reels, which are an effective medium for engaging a large audience. This report provides a comprehensive overview of the competition, including details about its objectives, execution, participation, and overall impact.

2. Objectives of the Event

The *Reel Competition* was organized with the following objectives:

- **Raise Awareness about Air Pollution:** Educate students and the larger community about the harmful effects of air pollution caused by vehicular emissions.
- **Promote Simple Eco-Friendly Practices:** Encourage the habit of switching off car engines at red lights, which is a simple yet impactful action for reducing emissions.
- **Encourage Creative Expression:** Utilize the popular format of short video reels to creatively communicate environmental messages.
- **Inspire Positive Change:** Motivate students to adopt and promote eco-friendly practices in their daily lives, thus contributing to a cleaner environment.
- **Enhance Social Media Engagement:** Leverage the reach of social media platforms to spread awareness and create a larger impact on the community.

3. Event Structure and Execution

Submission Guidelines:

- **Duration of Reels:** Each reel should be between 15-30 seconds long.
- **Content Guidelines:** The reel had to creatively communicate the message of turning off vehicle engines at red lights and the importance of clean air. Entries could include

animation, real-life scenarios, humor, or any other format that effectively conveyed the message.

- **Platform for Submission:** Participants submitted their reels through their respective social media accounts on Instagram.
- **Deadline for Submissions:** The last date for submitting entries was 28th November 2024.

Judging Criteria: A panel of judges evaluated the entries based on the following criteria:

- **Creativity:** How unique and original the concept of the reel was.
- **Message Delivery:** How effectively the message of reducing pollution and promoting clean air was conveyed.
- **Relevance to Theme:** How well the reel adhered to the theme “Red Light, Gadi Off, Time to Breathe Clean Air.”
- **Engagement and Appeal:** The ability of the reel to engage the audience, including visual appeal and the use of humor or emotions.
- **Production Quality:** Clarity of video and audio, along with technical quality (lighting, sound, editing, etc.).

4. Participant Details

The competition saw enthusiastic participation from students across various departments, with a total of 10 entries submitted.

- **Categories:** The competition was open to all students, with no specific category divisions.
- **Number of Entries:** A total of 10 reels were submitted, out of which 5 were shortlisted for final evaluation.
- **Mode of Participation:** The majority of participants submitted their entries through Social Media Platform.

5. Event Highlights

The competition showcased a variety of creative approaches, from humorous skits to emotional appeals, with the common goal of encouraging eco-conscious behavior. Some standout features of the event included:

- **Diverse Entries:** The reels covered a wide range of settings, including college campuses, city roads, and even animation-based entries. Each reel had a distinct style, making the competition engaging for viewers.
- **Effective Use of Humor and Emotion:** Several participants creatively used humor to highlight the absurdity of keeping a car engine running while waiting at a red light. Some reels featured compelling emotional appeals, emphasizing the impact of air pollution on the health of children and the elderly.
- **Social Media Buzz:** The hashtag [#RedLightGadiOff] gained traction on Instagram, with students sharing their reels and spreading awareness about air pollution. The event also received positive feedback and engagement from students, with many appreciating the relevance and importance of the theme.

Notable Reels:

1. **First Place:** Jupanjot Singh – The reel creatively used a split-screen format, showing a “before” and “after” scenario: one side showing the pollution caused by idling cars, and the other showing the benefits of switching off engines at red lights.
2. **Second Place:** Mansi Garg – A fast-paced reel where a car owner is repeatedly reminded by various characters (such as animals, children, and even a tree) to switch off their engine at the red light.
3. **Third Place:** Aaditya Mishra – A more serious and impactful entry showing the deteriorating health of an individual exposed to air pollution, with a powerful call to action to turn off engines for a cleaner environment.

6. Awards and Recognition

- **First Place:** Certificate and Medal
- **Second Place:** Certificate and Medal
- **Third Place:** Certificate and Medal

All winners were awarded certificates and medals. In addition to this, all participants received certificates of participation to acknowledge their efforts in spreading awareness.

The winning entries were shared on the college's social media platforms to further amplify the message of the competition.

7. Impact

Feedback from Participants:

- Participants expressed their satisfaction with the event, particularly appreciating the creative freedom the competition offered. Many mentioned that they had learned more about the importance of reducing emissions and had made a personal commitment to turn off their car engines at red lights.
- Some students also mentioned that the competition helped them become more aware of the environmental issues affecting their community.

Impact of the Event:

- **Increased Awareness:** The event successfully brought attention to the simple yet impactful action of switching off car engines at red lights.
- **Social Media Engagement:** The hashtag #RedLightGadiOff gained significant engagement on platforms like Instagram, with students sharing not only their reels but also the environmental message with their followers.
- **Behavioral Change:** Although it's difficult to measure immediate behavioral changes, many students expressed intent to adopt eco-friendly habits in their daily lives, such as reducing car emissions and promoting awareness in their communities.

8. Conclusion

The *Red Light, Gadi Off, Time to Breathe Clean Air* Reel Competition was a resounding success, achieving its goals of raising awareness about air pollution and promoting simple, eco-friendly habits. By combining creativity with environmental advocacy, the event engaged students and encouraged them to take active steps in reducing pollution. The competition not only educated participants but also showcased the power of digital media in spreading positive change.

The success of this event serves as a reminder that even small actions, such as turning off a vehicle engine at a red light, can have a significant impact on our environment. It is hoped that the students of Banarsidas Chandiwala Institute of Physiotherapy will continue to advocate for a cleaner, greener world through similar initiatives in the future.



