



LEADearthSHIP

A TERI-TETRA PAK YOUTH INITIATIVE



ANTARCTICA CALLING

*Once in a lifetime opportunity for an outstanding student to join Sir Robert Swan on the
International Antarctic Expedition 2014*



TERI and Tetra Pak are proud to announce ‘ANTARCTICA CALLING’ – a contest to select an **outstanding student** from Delhi NCR and Pune as the TETRA PAK YOUTH AMBASSADOR for the year 2014-2015. The lucky student would win a once in a lifetime opportunity to accompany Sir Robert Swan on the International Antarctic Expedition 2014 and be a representative of TERI and Tetra Pak at this prestigious forum. The contest is being organized under LEADearthSHIP – a youth initiative started by TERI and Tetra Pak in August 2013. LEADearthSHIP focuses on leadership and business sustainability and aims to be the spring board for future youth leaders in India.

Who can apply?

*The contest is open to students enrolled in undergraduate and post graduate programs at recognized universities and institutions in Delhi & NCR and Pune ONLY. Outstanding entries from students taking a break from studies or in their gap year will also be considered. **Last date to apply: 30 November 2013.** Please visit www.2041.com for more information on the International Antarctic Expedition 2014.*

How to participate?

Each applicant is required to either make a 2-minute video or submit a set of 3 pictures on the following theme:

“Tetra Pak in the life of everyday India”

If you are making a video:

You can only use a mobile phone as the primary tool to make the video.

If your video is in a language other than English, then you will be required to provide subtitles in English.

The video should be sent in the form of a DVD to TERI. The video should necessarily be in one of the formats mentioned here namely, WMV, MP4, MPEG, MOV, MPG or MPEG

Please do proper research on Tetra Pak before getting started. For more information, visit www.tetrapak.com/in or www.protectswatsgood.in

The following criteria would be used to judge the entries:

*Content clarity (is the idea or thought clear and easy to understand)
Memorable (will the audience remember the video or the photographs and want to know more about it)
Innovative (Novelty of the idea, thought or execution)
Quality (overall look of the film or the photographs)*

Be innovative in your idea, creative in delivery and get the world excited about Tetra Pak!

If you are opting for still photography:

You have to mandatorily submit a set of 3 pictures accompanied by a 250-words write up. The pictures should convey a story on the aforementioned theme.

The pictures should be powerful and thoughtfully shot.

Only high resolution (1 MB or more) pictures will be accepted.

Selection

The selection of the Tetra Pak Youth Ambassador will be done in two stages. The first stage involves making a video or photography as explained above after which TERI and Tetra Pak will shortlist applicants from both the cities. The second stage will comprise a personal interview of the shortlisted applicants. The announcement of the winner will be made in the last week of December 2013.

Conditions for Participation

- The applicant should have a valid passport at the time of applying for the contest with a validity of at least 12 months.
- The International Antarctic Expedition 2014 will take place from February last week – March second week 2014. The winner has to ensure his/her availability during the period. ***Please DO NOT apply if you are not confident of your availability.***
- TERI and Tetra Pak will decide on the winner jointly in consultation with Sir Robert Swan and other advisors. The decision cannot be challenged in any court of law.
- Tetra Pak will meet the cost of International Antarctic Expedition 2014 which includes expedition fee, travel insurance and round trip international travel expenses from and to India. Expenses pertaining to gear and clothing, study material or expenses of a personal nature will not be covered. Additionally, the winner will have to take care of the daily expenses during the expedition, local conveyance either in India or Argentina and telephone bills.
- The applicant will be responsible to secure special leave from his/her institution for the period of the expedition.
- The winning student must also be in good physical state. He /She will be asked to get his/her health status assessed by a medical examiner of choice. The winner will be furnished with the relevant form and information for the medical check-up in due time by 2014.
- The winner would have to give his/her consent to having individual data stored, evaluated and forwarded to third parties insofar as this is necessary to the documentation process of LEADearthSHIP.
- The winner will have to sign a declaration, committing at least 1 year of engagement in LEADearthSHIP activities. The date and time for such engagements will be decided by TERI and Tetra Pak in consultation with the winner.
- Each applicant can submit only one entry. There is no limit on the number of students who can apply from a college or an institution.

Contact Details

Please send your entry along with the application form (enclosed) latest by 30 November 2013 to the city coordinators:

- Delhi NCR – Taru Mehta (tmehta@teri.res.in)
- Pune – Pallavi Barua (pallavi.barua@teri.res.in)

For further information, you may contact the respective city coordinators or get in touch with:

Supriya Singh (supriya.singh@teri.res.in)

Educating Youth for Sustainable Development, The Energy and Resources Institute (TERI)

A-260, Defence Colony, New Delhi - 110024

Phone: (011)24339606 / 46444500

www.teriin.org

For regular updates or to download the application form, 'LIKE' our Facebook page at www.facebook.com/leadearthship

Application Form

Instructions for filling up the application form:

- The form is to be filled in English.
- All fields are compulsory, except wherever mentioned.
- Please fill all the fields in BLOCK letters only.
- Please mention the date of Birth in the given format only (DD_MM_YYYY).
- Please attach a self-attested recent passport size color photograph in the space provided. While signing, ensure that the face of the applicant is not concealed.
- Provide the educational qualification in the given format, beginning from the recent. Please do not mention the details of grade XII and X.
- Provide your work experience beginning from latest in the given format.

Part I: College details (in BLOCK letters)

Name of the college: _____

Complete postal address of the college/institute: _____

_____ PIN: _____

Contact Number (with STD Code): Tel: _____ Mobile: _____

Fax number (with STD code): _____

College Website: _____

Part II: Details of the applicant (in BLOCK letters)

Name: _____

Mobile number: _____

Email: _____

Date of Birth (DD_MM_YYYY): _____ Gender (Male/female): _____

(Please affix a
recent self-attested
photograph)

Education

Course/Degree	Name and address of the institute/ college and University	Year of passing	Stream/Specialization

Work Experience (if any)

Duration (MM-YYYY to MM-YYYY)	Name of the organization	Designation	Key responsibilities

Please tell us the story of your video or photographs in not more than 250 words.

Part III: Declaration

I hereby declare that all the aforementioned information provided is true and to the best of my knowledge and that I would not question the decision taken by The Energy and Resources Institute and Tetra Pak in the selection of the winning student. In the event I get selected, I promise to submit all necessary reports to TERI and cooperate in future monitoring and evaluation efforts.

Date: _____ Place: _____ Signature of the applicant: _____