



OMAN GREEN AWARDS 2011
NOMINATION FORM

Instructions for completing the nomination form:

1. Please use a separate Nomination Form for each award category.
2. You may attach extra paper as necessary
3. In the event you attach photographs, Statistical Tables and Reports to support your nomination they should be clearly labeled and marked
4. Please note that it is mandatory to provide two independent referees for the Nomination to be considered.

Organization Details:

Organization Name MITRA CREATIVE ARTS
CR No.
Organization Type (Business/NGO/Gov) PRODUCTION HOUSE
Website WWW.THELIVINGGHOST.COM

Award Category GREEN CHAMPION

Project Details:

Project Title THE LIVING GHOST
Location of Project INDIA
One Line Description of Project CHAMPIONING CAUSE FOR PROTECTION OF ENVIRONMENT AWARENESS FOR CLIMATIC CHANGE AND RESPECT FOR HUMAN BEINGS

Effectiveness

What were your goals? TO CREATE A GLOBAL AWARENESS ON THE PROBLEM OF ECOLOGICAL IMBALANCE, EXPLOITATION OF SIMPLE HUMAN BEING IN THE NAME OF INDUSTRIALIZATION

How have you measured your success? The film created a global awareness winning award at Cairo, Seattle USA, Muscat Oman & the highest national award from President of India as the "Best Film On Environment Protection. It has also resulted in cancellation of US \$ 1.2 Billion mining lease.

Innovation & Creativity

How were innovative methods, strategies or ideas applied?

WHEN NEITHER THE GOVERNMENT NOR LEGISLATURES NOR JUDICIARY HELPED THE COMMUNITY WE FELT CELLULOID MEDIA IS THE BEST TO CREATE AWARENESS & IT WAS A GREAT SUCCESS TO REACH MASSES.

Impact

How has the project/initiative/work motivated others to contribute to a greener Oman

THE STRONGEST AWARENESS OF VALUE FOR HUMAN BEINGS AND GREEN OMAN PHILOSOPHY OF HIS MAJESTY WAS SHOWN ALL OVER THE WORLD

Originality and Leadership

How has the nominee demonstrated vision, foresight and persistence?

THE FILM WAS FIRST IN YEARS TO BE RECOGNIZED BY THE PRESIDENT OF INDIA AS AN ORIGINAL MOVIE FIGHTING CAUSE OF ENVIRONMENT AND INNOCENT HUMAN BEING.

Continuity & Sustainability

How sustainable is the initiative carried out? HAVING REACHED THE GLOBAL AUDIENCE AND SUCCEEDING IN CANCELLATION OF THE US \$ 1.2 BILLION MINING LEASE, ENVIRONMENT CLEARANCE CONDITION HAS BECOME HIGHLY STRICT.

Explain how it will be effective in the long term

IT WAS A SMALL BEGINNING THAT COULD SHAKE A GIANT LIKE "VEDANTA UK" THIS ALSO WAS A STEP IN CREATING THE AWARENESS OF CONCERN FOR CLIMATIC CHANGE