

Street Plays and Signature Campaigns

➤ *Details of the Street Plays are mentioned below:-*

In order to reach out to a wider audience in an attempt to modify consumer behaviour in favour of organic products, 10 street plays were organised at various market places of Jaipur. Through these street plays, the actors depicted the importance of consuming and producing organic fruits and vegetables. The script of the play was very coherent in terms involving every aspect of organic production and consumption and the actors gave a vivid representation to the beautifully written script. The street play targeted not only the consumers but also the farmers. Also, the places were very appropriate where these plays were organised in terms of attracting large number of people. The audience comprised of all age-groups, from different socio economic background and gender thus catering to the needs of the entire consumer group, as a whole.



SL. No	Date	Venue
1	Sept 15	RamganjChaupar & Ghatget Taxi stand
2	Sept 17	Badi Chaupar & Char Darwaja
3	Sept 19	Adarsh Vidya Mandir & Sadhu Vaswani School
4	Sept 22	Satkar Market & Gaurav Towers
5	Sept 23	Transport Nagar & Adarsh Nagar



Organic Food and Farming for All
Green Action Week 2016

➤ ***Signature Campaign***

With an aim to create such awareness that will translate into ownership that pressurises the government to act in favour of organic agriculture, a signature campaign along-with sensitisation meetings and street plays was organised at various places within the city.

