

Save to Survive

An awareness campaign on energy efficient products

Nukkad Natak (Street Plays)

For the wider dissemination of message in the Jaipur city street plays were performed at different places covering all the nook and hook corners of the Jaipur city. These plays were performed basically with the theme on how we abruptly use energy sources knowingly or unknowingly and how with little attention we can manage to save. These plays also encouraged the people to buy energy efficient products with quality marks for optimum benefits. In its endeavour, CUTS partnered with *Goonj Sansthan*, which is working for creating awareness on different social issues. These plays were performed at following locations of the city:

1. Rotary Club, September 14, 2011
2. Birla Mandir, September 21, 2011
3. Malpura Gate, Sanganer Road, September 23, 2011
4. Jawahar Circle, September 26, 2011
5. Jayanti Market Carnival, September 28, 2011



Signature Campaign

All these street plays were accompanied with signature campaigns for getting the spontaneous responses from the people regarding the issue. The people gave positive responses and appreciated the campaign as a whole and also provided encouraging remarks on our banner.

