

## **CATEGORY – Programming**

**Entry name – 21 days**

### **MORNING SHOW**

**Morning No. 1 with MANDEE and KABIR.**

#### **Entry Objective:**

To create awareness towards water conservation, Identify water wastage in the city, take corrective steps towards curbing the same and involve the listeners to inspire Change

#### **Introduction:**

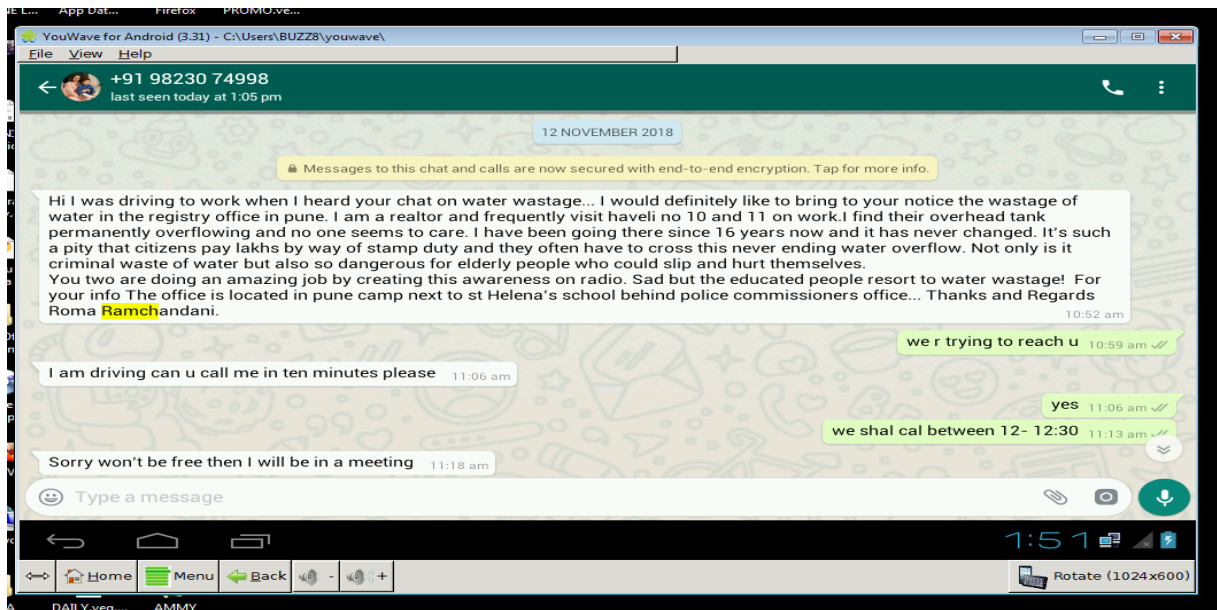
They say, “If there is magic on this planet, it is contained in water”, so it would not be wrong to say that wastage of this collective resource would be as good as wasting magic, would not it?

As we inch closer to summer every single year, villagers and farmers in many parts of Maharashtra lose sleep and peace over just one thought- how good or bad would this year’s rainfall be!

Closer to home, and amidst the luxury of being able to summon a water tanker at some expense, we are hardly bothered with the thought that how long will we be able to actually ‘order’ water! That thought conveniently gets side-lined in the humdrum of day-to day chores and pressures of urban life.

#### **The Issue:**

**Red FM’s listener Roma** was an exception. She was observant and believed in action, rather than just penning her thoughts as a ‘status ‘update on her social media. Distressed with the sight of **gallons of water leaking out** of water storage tank at the **registry office in Camp, Pune every day since 16 years**, she finally called that one number who she knew would make good use of the platform they have—RED FM’s Radio broadcasting!! She called Red FM’s **RJ Mande and RJ Kabir**- 2 people known to take action and are not full of empty words.



## Execution:

Mandee and Kabir are known to stand up for social causes, by creating a strong bond and connect amongst listeners through their out of the box thinking and highly interactive shows.

Deciding to act on this call from Roma, they got their hands on the admin's number at the registry office, and enquired about the leakage, only to find out that the **admin was unaware** about the water tank leakage since years. Upon calling up multiple times, finally the admin checked and realised the **leakage** was carelessly happening **since 16 years**, every single day, because the tank-valve would not be switched off in time - **pure irresponsible lethargy!**



Since every problem has to have a solution, so here it was - Mandee and Kabir decided to act like an **alarm clock** for a good **21 days** for the staff in charge of **switching the valve off** after the tank gets full. Why you ask- simply because a study says that it takes 21 days to make or break a habit!!!

For a good 21 days, a call was made by Mandee and Kabir, to **More Kaka** - the employee in charge of switching the 'valve off', and he was reminded to turn the valve off- the call was put on air every single day.

### **Impact:**

Even the **listeners started actively engaging** and participating in this whole campaign by asking Mandee and Kabir, if they had made the call, and enquiring about the progress. **More Kaka** admitted that now he himself would wait for the call from Red Fm, and **confessed** that slowly the **habit was being formed**, and the task was being done with greater awareness and responsibility, only because of Mandee and Kabir.

### **Result:**

It didn't stop there, Mandee and Kabir, went a step further, to **remove the physical dependency** on the staff, and one of Red FM's listeners and client **Mr Ashok Lembhe**, owner of Anushka Aquasys Pvt. Ltd. was got on board, who readily agreed to **gift an automated water valve** which switched off the water supply as soon as the tank got full. After inspecting the water wastage situation, he quoted **"The water pipe is of 5hp and every time water overflows it discharges 250 ltr per minute, if the water overflows for 5 mins, around 1000 ltr water is wasted every day, imagine the water wasted for 16 years"** .

A perfect example of how the power of radio, with effective interactions at the right time, and every little step in the right direction can bring about a positive change in and around us.





Please click on the links given below to experience the exciting journey of “21 DAYS”

➤ **Audio link:**

<https://soundcloud.com/soniya-pathak/21-days>

➤ **Video link:**

[https://drive.google.com/file/d/142xXC\\_G6MkzCyG8mI5Li1pr7OqCpuhkq/view?usp=sharing](https://drive.google.com/file/d/142xXC_G6MkzCyG8mI5Li1pr7OqCpuhkq/view?usp=sharing)