OBJECTIVE: Build Grass-root level Connect **Biggest Painting Competition of Tier 2&3 Cities** Engage the Core listener Base Build a sense of National Pride TG: 25-50 yrs Parents ke **EXECUTION:** Extended the on-going national campaign "Plastic Bharat Choro" and Merged with MY FM Ke Rangrezz. Selected painting theme to "Say No To Plastic" Registration drive across 30 cities Massive drives against Plastic MY FM Ke Rangrezz Organised across 30 cities across different cities 08-Jan-2020 दैनिक भारकर Page 2 2.5 Km road १५ हजार किलो प्लास्टिक वेस्ट से लिंक शहर में इतने बड़े पैमाने पर पहली made from रोड-१ का पैचवर्क. ₹3 लाख की बचत बार वह प्रयोग 15,000 Kgs of कावदा यह भी... प्लासिटक चेस्ट मिक्स से सड़क की उम्र तीन भूना बढ़ जाती है Pite ibe mu is bunck il 14 mars facel weffer बेस्ट का उपयेग होगा। दाई कियी लंबी इस स्वहक में करीब एक कियी के हिस्पी में फेक्कर्ड में करीब 25 लाख खर्म **Plastic collected** ने 15 हजर किनों की करने आणी। ति। प्रसादित्रक बिद्ध का लाखोग क्षेत्रे हो १२ प्रसित्रक व भी का सोन्दानर कर रहे इतिस्थान अपनी ने साम त्या स्थान्द्रण करते का उपया आगे था (2 अतला भाग 5 लाख रेपर की वाला की संबाधका है। प्लस्टिक फेस्ट किसर में मध्यक की उल सीन नुमा ब्यूड जाती है। ताल में एसके पहले केवल स्टे बिया, इसीकांज आरओजे, मैंनिट बीलाइ, इस्लाम नगर और आवेल्या नगर बालासा पर लबिर ह थे अस्तनी में उपलब कत देंने

in **Bhopal**

पालाइ, इस्टाम नग आर आवेग्या नया बायास सहक निर्माण में प्लसिटक का उपयोग हो चुका है। लेकि इले कई फिल्मे पर नाइ लोग पहली कर हो रहा है। पहले प्लकीय आगे ने पालवाया की प्लसिटक की यहक के पैन्सकों कार्ग का भूमिएकर किय

Rajyavardhan Rathore joins the drive as **RJ Kartik** Locks himself for 50 Hours in a jail made of Plastic

THE RIGHT CANVAS

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12 Best paintings to get featured in the MY FM 2020 calendar. o Participate: 💭 😥 RANGREZZ <space> SCHOOL NAME to 9824166943

> CHALO AAJ KUCH ACHCHA SUNTE HAIN



RESULT 3.16 Lac Kids' Participation 4.8+ Lac Parents reached 600+ Schools participated 20 Lac+ Kids exposed to the campaign

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Season vi

OBJECTIVE

- To help build a grass root level connect for MY FM in tier 2 cities, MY FM wanted to tap into its core audience – families.
- To build this connection, school children were critical as they are the focal point of families in these cities.
- An activity designed around school kids, 'MY FM Ke Rangrezz' provides a platform to reach and engage schools, kids, parents and listeners alike.
- A painting competition at its core, this unique activity has children (class 6th - 12th) painting their hearts out based on a specific theme.
- The best 12 paintings from each city are made into an annual calendar for MY FM.



OVERVIEW

- This year, MY FM started a nationwide campaign urging the decimation of single use plastic from our lives called 'Plastic Bharat Chhodo'.
- It is a reflection to the famous 'Quit India Movement' initiated 77 years ago by Mahatma Gandhi, aimed at unifying the soul of the nation against a common enemy- an enemy which came from outside and choked our freedom.
- The strategy was to unite against a common enemy which is choking our lives and putting our future at stake- plastic.
- Since the idea of 'MY FM ke Rangrezz' is to unite the states in one national thought and ignite a sense of responsibility in our future generation, the nationwide initiative against plastic was woven into this year's theme for the competition.





RESULT

Part I

- The nationwide drive against plastic was catching a lot of eyeballs across the country. In Bhopal, more than **15,000 Kgs** of plastic was accumulated through societies, corporate offices, parks and public places. The collected plastic was then used to build a **2.5 Km road** in the city, thereby efficiently using the plastic and saving the project cost by almost **3 lac rupees**!
- Similarly, more than 20,000 people of Jaipur gathered in support of the initiative as MYFM's RJ Kartik, as a part of the campaign, locked himself in a jail made of plastic for more than 50 hours continuously! Member of Parliament & former Olympian Rajyavardhan singh Rathore joined the initiative by setting RJ

Kartik free from the 'plastic jail'.







RESULT

Part II

Subsequently, 'MY FM Ke Rangrezz'- themed around spreading awareness on the danger of using plastic, garnered more **3.16 lac** student participations and **4.8 Lac+** Parents' participation from **620 schools** in **30 cities** across India making it the **largest** painting competition in India!





