

OBJECTIVE:

- Build **Grass-root level** Connect
- Engage the Core listener Base
- Build a sense of National Pride

TG: 25-50 yrs Parents

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
across different
cities

**2.5 Km road
made from
15,000 Kgs of
Plastic collected
in Bhopal**

Biggest Painting Competition of Tier 2&3 Cities



MY FM Ke Rangrezz Organised across 30 cities



RESULT

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



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



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!**

