

# **Illuminating India: Video Campaign**





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# Meet the Darwini Team!

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# Defining the Problem

## One-Fifth of India's Rural Households Live in Darkness

The Indian government has made numerous claims to have provided access to electricity for the entire country

Despite this claim, 200 million people still lack electricity today

Officials have been known for addressing the issue with an impassive pace

# 2

## Proposed Concept

## THE “ILLUMINATING INDIA VIDEO CAMPAIGN”



> Creating a nationally broadcasted video out of the prospected testimonies of Indian people living with remote access to electricity

# 3

## Expected Positive Impact

## EXPECTATIONS

With the power of Internet: we expect various reactions:

- Awareness from both locals and people around the globe on the issue of electricity shortage
- Donations / Actions / Demonstrations
- Political as well as associative involvement





# 3

## Benefits to the People

## WHAT WE WISH TO STRIVE FOR

We envision the following as some of the long term benefits to the society:

- ❖ People, once aware, will fight for their right of access to electricity, forcing governments to provide the same
- ❖ Electricity usage will transpire into income benefits from better opportunities in rural areas and a higher standard of living
- ❖ Better education, provision of accurate information and informed voting
- ❖ Health benefits not only in terms of lesser pollution but also in terms of availability of medicines, online doctors and medical videos, leading to a reduction in mortality rates



# 4

## Major Obstacles

## THE HURDLES WE MAY FACE

- ❖ The government bodies may attempt to undermine our initiative
- ❖ Complacency and ignorance on many fronts may weaken our efforts
- ❖ Lack of access of wifi in rural areas may limit our outreach
- ❖ It will take a few years for people to understand the benefits, and demand basic infrastructure from the government.
- ❖ India has a very diverse language speaking population and thus the our language(s) of communication will have to be chosen appropriately

*...yet, we will not give up*

# 5

## Sustainability Of The Solution

## WHERE ELECTRIC POWER GRIDS **DON'T** REACH

- ❖ Provision of solar ovens and Solar-powered water heaters
- ❖ Usage of biomass in essentially a successful and more environment friendly way.
- ❖ Conceptualising power generation through Animal, Agricultural, and Human Excretions

## WHERE ELECTRIC POWER GRIDS **CAN** REACH

- ❖ Generation of greener electricity through hydro, solar, and wind solutions wherever viable
- ❖ Power purchase agreements with industries that are set up in/near villages to supply excess power at a cheaper price to nearest rural areas

# 5

## Deployment Strategy & Milestones



# Illuminating India Video Campaign Timeline



**Months 1- 6** Research, finding willing participants with testimonials, script writing, creating the video concept



**Months 7-8** Production & shooting on location in India



**Month 9** Post Post Production



**Months 10 - 11** Search for Political Support and finding a network willing to broadcast



**Month 12** Launch of the campaign



**Month 13** Review of the initial KPIs of the video campaign



**Month 18** Six month review of impact on the issue



**Months 24 - 48** Annual reviews on the impact of the issue



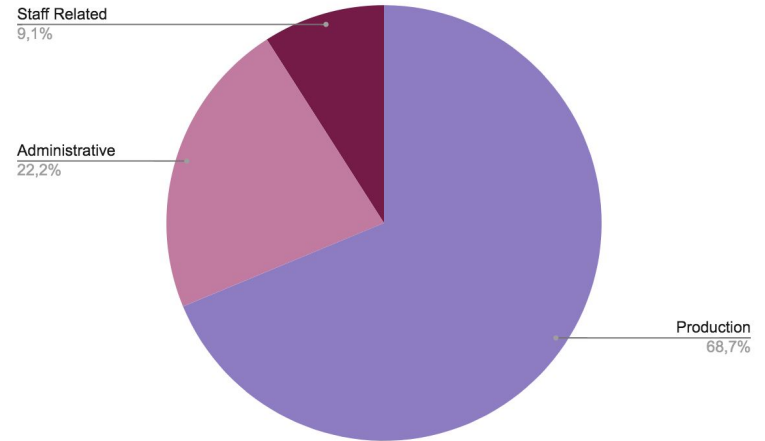
**Month 60** Final review of the impact of the campaign, full evaluation of the success of the campaign.

# 6

## Cost Analysis

# Projected Costs

Product Development	Production	10 000,00 €
Production Staff	Production	15 790,00 €
Rights & Licensing	Administrative	3 450,00 €
Travel costs for Darwini founders to India	Staff Related	4 311,00 €
Post Production	Production	4 200,00 €
Insurance	Administrative	2 000,00 €
Camera Equipment Rental	Production	2 000,00 €
Sound Equipment Rental	Production	750,00 €
Office Expenses (paper supplies, internet)	Administrative	555,00 €
Rent of work space/studio space in India (2 months)	Administrative	1 200,00 €
Petty Cash	Administrative	800,00 €
Vehicle Expense in India	Administrative	2 570,00 €
<b>Totals</b>		<b>47 626,00 €</b>



- Ask for pro bono contribution from content producers
- Working with crews who are already based in the India
- Find a broadcasting company who will air our PSA for little to no cost
- Choose a minimalistic working space/shooting space
- Reach out to Indian celebrities such as Priyanka Chopra or Shah Ruk Khan to be spokespeople



# 7

## Partners & Sponsors

# COLLABORATION

Possibility of collaboration with NGOs that are working to ensure access to electricity for the Indian rural community:

- Project Chirag
- Liter of Light
- Surya Uday Yojana (Sunipod)
- Light A Home
- Su-Kam
- The Rockefeller Foundation
- OMC Power