

# Illuminating India

## The Video Campaign

The Great Transition Fall 2019

Wadha Al-Musallam, Colleen Anderson, Salomé Duboc, Raghav Kothiwal

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## Proposed Concept

### **“Illuminating India Video Campaign”**

We aimed for a very straightforward yet reminiscent name so as to make our project more impactful. Our goal is indeed to illuminate India through electricity usage, but also to make it shine upon the world through its histories, peculiarities, peoples and knowledge.

### **Detailed description**

We want to create a video campaign designed both for Indian people and for the rest of the world to see. Indeed, we carry two main goals : first to investigate upon the realities of millions of Indians who do not have access to stable electricity and who, thus, do not have a platform to elevate their voices. Second, to release and diffuse the outcome on our shared platforms so as to raise awareness upon the issue throughout the planet.

Concretely, we would move the four founders to India for the while we film people. We want to tour the rural areas and simply ask people to tell us about their daily life, to show us how they live in pitch black.

We also want to educate people upon their inherent rights to decent living conditions, including the usage of electricity, through discussions, debates, and demonstrations on how their life could look like.

Moreover, we would like to introduce them to certain objects such as the « Gravity Light » one of the highest ever crowdfund for a solar-powered light bulb (Hunt).

We would like to gather the maximum testimonies in order to provide an accurate landscape, and then compile the files into a beautifully shot video. Observing the initial reactions to our production would be very important as we manage to create media coverage and social media outburst.

On the longer term, political implication from both Indian government and NGOs is crucial to sustain our endeavours : accompany people into the great transition, from precarity to prosperity.

If our proposition meets success, we consider shooting villages transitioning through 360 degrees cameras and VR outlet, providing a true-to-life experience

- Scope: As mentioned earlier, the scope would tend from local to global, from India to the world. The more people are aware of the issue, the more potential leverage we can raise.

### **Which other solutions do exist?**

- Partnering with local businesses to supply/distribute excess electricity
- developing awareness through the representation of spokespeople
- political involvement: getting the electricity problem on the agenda
- realizing how precious the lifestyle in the richer countries is by creating a “day without electricity” initiative

### **Why is your solution effective, original and feasible?**

Nowadays the power of social media is not to prove. Anything made viral by a tweet, a video ... is immediately relayed by media coverage and if it allows, political or at least societal implication. We would like to directly impact the life of the persons we meet by offering them solutions but also to touch people’s feelings all around the globe. Thus, what better way than to provoke compassion by completely transparently sharing the bits of everyday struggles for many Indian people. Moreover, “impact journalism” would be incorporated to our dispositive by adding direct links to “donate”, “learn more”, “raise your voice”, “share” etc at the end of the video.

Technically, though the production process may be lengthy and costly, from the time we have the video, we “just” have to share it and let Internet work its magic.

## The Problem

### **What we know about the context**

So far, we are aware that this problem is growing, and we know that authority figures in India, such as the government and electricity companies, are also very aware that this problem exists. It is apparent, however, that such authority figures are doing very little to address the problem in a committed fashion. The reason we are drawn to this issue is because of how ignorant the Indian government pretends to be in order to bypass any change or progress for the betterment of Indian lives. During our search of this issue, we have found a recurring trend since 2015 where the government would claim that the problem is being dealt with, only to leak of database that proves the exact opposite.

### **What problem are we answering?**

For several years, the Indian government has voiced claims that the majority of rural villages have access to electricity and therefore there should be no shortage. Our research has shown us that this is not the case. It’s been stated that by 2018, India’s Prime Minister Modi had provided electricity to nearly 600,00 villages. During the same year, however, “The World Bank shows that 200 million people in India still

lack access to electricity” (BBC, 2018). The government knows there lies a major flaw in their infrastructure and database and have shows no signs to correct them. The government, despite the evidence, continue to support the fact that electricity is evenly distributed. In May of 2018, it was reported that “nearly one-fifth of India’s rural households still remain in acute darkness” (“The Problem of Lack of Rural Electricity Demand.”). The village of Leisang gives the perfect example of insufficient and unreliable electricity is. The village had been supposedly electrified by March of 2018, however it has been revealed a year later that the village was living in darkness. Although the village has been installed with electricity, the black outs and damages are continuous, to the point where “senior power department official in Manipur H Shantikumar Singh admits that the village once lost power for three months because they could not get thee to fix it” (Pandey, 2019).

### **What’s at stake?**

Power and electricity have existed since over a century ago. It was a milestone for advanced science and technology, marking the stage of a new and improved era. The world, no doubt, continues to advance in the vast and innovative field of electricity and will do so for many centuries to come. As of now, many Indian villages in rural areas are stuck in time somewhere, unable to advance and grow with the rest of the world. They desire this change, to make life easier on themselves and to be able to connect with people across the country as well as be given the chance to connect on a more global scale. These people have been given many excuses along the years for why their living conditions have not improved and it usually comes back to the fact that they live very far away. Rather than making an effort to reach such rural villages, electrical companies simply leave it while people struggle. The chief of the village of Leisang once stated the problem stretches even outside of the home. There’s no power in schools and on the streets, making it exceedingly dangerous for people be out when the sun sets. He mentioned that the “hope for round the clock electricity supply seems like a dream that’s not within reach, at least in the short term” (Pandey, 2019).

### **What are the needs?**

At the time and age that we live in, electricity is considered one of the most essential necessities for a comfortable living. Many of the basic household functions rely on electricity such as clean running water, refrigerators for food preservation, central heating, and any form of digital technology. Especially during the wintertime where the sun sets at 5:30, people are made to endure the dark for much longer than what is common. Even the villages that benefit from power connection, it switches on only after 10 p.m. and back off again early the next morning, thus disrupting household behaviours. “That makes it difficult for children to do their homework, stunting

education in a village where about 90 percent drop out of school by eighth grade” (Singh & Sundria, 2017).

### **What constraints?**

Our research indicates multiple constraints and barriers that feed this problem even further. Apart from the deception and corruption coming from the government, connecting every household with electricity is incredibly costly and time-consuming. Households located in remote and inaccessible villages are also difficult to reach, and there have been cases where “some people may also forgo accessing electricity by choice because of the monthly bills, especially if power supply is not reliable and blackouts are frequent”. Further, power distribution companies within the country are struggling with debt and low demand, thus allowing the constraints to spiral from multiple different angles: the government, the companies, and the people themselves. This problem is not the kind to be solved within a short span of three years. In order of any progressive change to be made, a hefty budget should be allocated to improve the corrupted infrastructure, to acquire the necessary equipment and resources, and to ensure that the new structure is of durable quality.

### **Why is this problem important?**

We feel this problem is important because it poses a form of injustice on the people who are made to live their lives with unending struggles as a result of false claims made by the government. An article on CNN’s online platform states that the Indian government perception on electricity is as follows: “A village is considered electrified if 10% of its homes and all public buildings are connected to the grid” (BBC, 2018). In addition, people have slowly begun to voice their distress with their current living situation, however their voices are being stifled by the dismissive authority figures who feign obliviousness.

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## Expected Positive Impact

### **Expected Positive Impact**

While much of rural India awaits electricity, the BJP-led government announced in 2017 that all the villages in India have been electrified. The achievements of the current and past governments have been significant but there are still a few major issues which reflect the enormity of the task that lies ahead when we talk about electrification

As per the definition provided by the Union power ministry, a village is said to be electrified if at least 10% of the households in the said village have “wire

connections” and if electricity is provided in public places such as schools, municipal offices and government hospitals.

The continuity of electricity supply is another glaring issue that adds up to the problem above. This is why even though all villages have been electrified, government data shows that as of 2017, there were still 31 million Indian households without electricity (Mohammad & Srivas).

Rural electrification has always been a challenge but the benefits of the same are paramount. Even when we cannot direct our focus at generating electricity, we primarily aim to promote the usage of electricity in rural areas

Helping people understand that access to electricity, and as a result thereof, better access to water, healthy, and education, is their constitutional right. Electricity today, cannot be considered a privilege, meant just for the wealthy. In modern life, electricity is at the core of progress and convenience. Following are the benefits of encouraging the use of electricity in rural areas (Torero):

- Primarily, it will help people fight for their right of access to electricity, forcing governments to provide the same
  - Promoting usage of electricity would lead to development of rural areas and also reduce the rate of urbanisation
  - Most of the cities in India do not have a continuous supply of electricity. Better access in rural areas would mean that governments would strive to improve continuity in urban and semi urban areas too
  - Electricity usage will transpire into income benefits from better opportunities in rural areas. Most areas could witness better productivity of family businesses. Even e-retailers could flood rural markets with products and job, increasing the standard of living
  - The benefits with regards to education will be substantial and these benefits will further translate into jobs, higher income and overall development
  - Usage of electricity will result in a better spread/access of information that would certainly result in better voting patterns, rejection of superstition, and many other better practices
  - A lot of villages use wood as fuel and that results in air pollution inside homes. Provision of electricity would have health benefits not only in terms of lesser pollution but also in terms of availability of medicines, online doctors and medical videos. It will help reduce mortality rates
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## Major Obstacles & Actions to Reduce Them

### Challenges we may face while promoting:

- **Government intervention:** The government would have a vested interest in not receiving criticism. Probably, efforts would be made to indirectly undermine our efforts and label them as propaganda from people who seek to undermine India's progress.
- **Ignorance:** It is difficult to make people realise the need for certain things. The fact that people have been so used to the way of life that they may ignore our attempts to inform them and help them understand the nature of their situation. Even if people become aware, complacency may set in due to the inefficiencies and unfulfilled promises of the past governments
- **Outreach:** One of our main goals is to reach out to the people in the rural parts where most do not have access to Wi-Fi. Thus, our outreach may be limited to where we can have some physical presence
- **Communication:** In an effort to ensure that our message is not misinterpreted we will have to be careful in designing the content of our message. Also, we will have to communicate using the correct language. India has a very diverse language speaking population, where different regions within the same state can have different versions of the same language and at times even a different language altogether.
- **Long Term Issue:** Our efforts will not translate into result within a day. Even though the landscape is changing fast, people still are unaware of the minimum standard of living they should receive. It will take a few years for people to understand the benefits, and demand basic infrastructure from the government.

### How do we counter these challenges?

To ensure that our message has little to no negative political repercussions from the government, we should include actors affiliated to every political party or all affiliated to none. Our message will be one of social compassion, driven by empathy and virtuous activism. Our aim is to maximise the outreach of our message in a way that it is possible for everyone to understand and comprehend it. That is not it; to ensure that our message has the intended effect, we will try and include as many people in our community to spread the message on rural, national and even international lines. There is a theory which suggests that people are driven by what their neighbours do. Thus, when people in rural areas witness their neighbours upgrading their standards of lifestyle, a chain effect that should spread rapidly.



Our efforts, if successful, will prompt the government to improve the power situation in villages. These efforts will then provide opportunities to improve social welfare among the rural citizens

### **Sustainability of the solution**

However, despite the cost of access to electricity. It is important to assess off what kind of sources are most effective for a given setting; as connection to the grid in remote regions might be costly, making other sources of energy more viable. Additionally, the choice of sources of energy should take into account the use to which electricity is put to. For example, in some rural areas of developing countries, it may be initially advisable to use more off-grid solutions because electricity is mainly used for lighting purposes.

Thus, for areas where connection to grids is unlikely, we would like to propose solutions to minimize the cost of generating power and making the process more sustainable:

- Provision of solar ovens: It is possible a solar oven out of some cardboard, insulation and aluminium foil. Solar ovens harness the sun's energy to cook food and they use considerably less energy than electric ovens. They help cook food for a negligible cost work virtually everywhere, even during situations of power outage. All they require is sunshine, a resource India has in abundance.
- Solar-powered water heaters: They are similar to PV panels, except they don't produce electricity, but they heat water. A few solar water panels can be enough to provide the energy used by a traditional gas or electric water heater and solar water heating panels are much more cost effective too (Thompson).
- Using biomass: Biomass is undoubtedly an important source of energy. Nearly 33% of all the fuel used in India is Biomass. Many initiatives have been taken in India to make the right use of biomass in essentially a successful and more environment friendly way. It is smoke free, clean and readily available
- Animal, Agricultural, and Human Excretions: A number of `Gobar Gas` plants have been built with the concept of using agricultural and animal excretions. In many rural areas across India energy is generated in this way for food preparation, lighting houses, and for meeting water supply requirements of the community.

For provision of cheaper electricity, hydro, solar and wind solutions are possible wherever viable. However, at some places these renewable sources of power can be extremely costly or even inapplicable. It is possible that the government enters into power purchase contract with industries that are set up in villages to buy excess

power generated from these industries at a cheaper price to supply to nearby villages (“Non Conventional Sources of Energy.”).

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## Organization

### Who could be partners and/or sponsors of the project?

Excluding the initiatives of the union and state governments of India, there are various NGOs that are working to ensure that Indian rural community has access to electricity. Collaboration with these NGOs is possible and some of them are (“NGOs Initiative for Rural Electrification in India.”):

- Project Chirag
  - Liter of Light
  - Surya Uday Yojana (Sunipod)
  - Light A Home
  - Su-Kam
  - The Rockefeller Foundation
  - OMC Power
  - It is possible to secure funding using crowdfunding initiatives and collaborating with various companies who seek to use their CSR funds.
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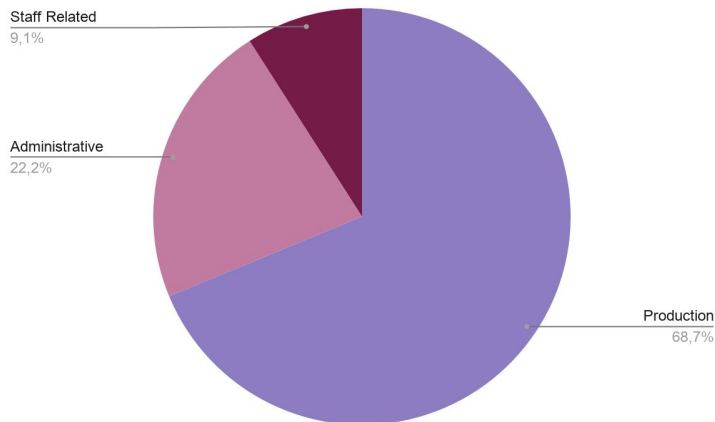
## Cost Analysis

### Cost Analysis

Since we are creating a non-profit video campaign we do not expect to see any return on investments. However, we will be providing our funders with our projected cost analysis below, so that they have a full understanding of where exactly their money will be allocated:

Item	Expense Type	Amount
Product Development	Production	10 000,00 €
Production Staff	Production	15 790,00 €
Rights & Licensing	Administrative	3 450,00 €
Travel costs for Illuminating India founders	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 €
Rental of workspace/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>



In order to keep costs to a minimum, the four founders of Illuminating India have vowed not to take a salary and all of the time and work contributed on their behalf will be voluntary. As seen in our cost percentage breakdown above, about 69% of our costs are due to production. While we are keeping these numbers in our budget when we are presenting to founders, we are hoping to try and mitigate these costs. Some of the cost cutting techniques we would like to use are (Lockwood):

- Partnering with a creative content producers (most-likely in India) who supports the cause and would be willing to produce the video at little cost or pro bono
  - Working with crews who are based in the India so the only international travel expenses would be for the four founders
  - Cut broadcasting fees by convincing national broadcasting companies the importance of this advertisement and the positive publicity they would receive for airing it
  - For our working space/ the space where we shoot the public service announcement, we could have it be as minimalistic as possible.
  - Ideally, we would also like to incorporate famous Indian celebrities such as Priyanka Chopra or Shah Ruk Khan to be spokespeople in the video. Again we would be asking them to do this as a favor for the cause instead of a paid engagement.
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## Deployment Strategy & Major Milestones

### Deployment Strategy

Overall, we see our video campaign as a 5-year development strategy (one year for video production and then four years to measure the full progress of the issue). We want to be as realistic as possible with our expectations. We understand that when we release our video campaign, that does not mean that immediately the entire country of India will start using electricity. Especially since our video is not the tool that will change the issue. Instead it is the catalyst to bring awareness to the issue. From there, it will take time for attention to be gathered and for action to take place.

For the video production, we anticipate that it will take a year to go through the entire process of research and development to the release as a national campaign. We expect that the shooting of the video will take about 8 weeks to complete. The four founders of the Indian Illumination video campaign plan on flying to India to be directly involved in the creation process. This is a much longer time frame than an average commercial, but that is because now we only have one chance to make a major impact. We want to thoroughly research both the issue, as well as those who are affected, in order to create a campaign that will have the most rousing message.

A month after the initial release of the video campaign, we will review the key performance indicators (KPIs) for the video itself. We will want to monitor things such as trends of hashtags from the cause on social media and the reach of the Indian viewers who have seen the ads. At month 18 we will have an initial review of the direct and indirect effects the campaign has had on the issue. We will look at any change in policies, interviews with those impacted, as well as gauge the general population's awareness of the issue. We will conduct this level of research annually until the 5th year, where we will do a final summary. In this summary we will look back at the past five years to see what things worked with the campaign, what didn't work, and how it could be altered in the future (Arndell). However, the most important metric that we will be measuring is the level of electricity use in the country. Our goal is to promote electricity usage in 5 years for 40% more Indian households in remote villages with highly reliable electricity, knowing that there lies a problem in debt, corruption, theft, and poor infrastructure. Once we have an understanding of where we stand in 5 years we will be able to see how we can effectively move forward in the future.

### Major Milestones:

- **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**, Searching 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**, 6 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.

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