



2018
**BATAAO
KYA DIKKAT
HAI?**

**A TAPAS FOUNDATION
CAMPAIGN**



TOWARDS A SOCIALLY REFORMED WORLD.



OUR AIM

Tapas foundation works at the grass roots level with the aim of tackling the social issues at their very base and bringing change from the ground up. While India has been modernising at a rapid pace, many believe this upward growth to be evenly spread. The real picture looks quite different.

For our social reform campaign based around documenting the real issues faced by people in rural India, we focused our lens in our own vicinity.

Tapas foundation set out to interview and investigate the issues faced by people in the rural areas in Raisen and Panna district in Madhya Pradesh through the months of September to November, 2018.



AGAINST ALL ODDS

SCOPE IN MADHYA PRADESH

We focused our efforts on Raisen and Panna districts as they have been classified as 'most backward districts' in the past years. Despite the fact that Panna is famous for diamond mines, which should ideally have been a great source of prosperity for the people.

Madhya Pradesh has a population of 7.27 Crores as per the 2011 Census with a literacy rate of just



69.32 %



GAINING AWARENESS

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Madhya Pradesh has a vast population that is illiterate and we wanted to get to the real issues they face while trying their hardest to gain an education and a better life.

We focused our efforts on Raisen and Panna districts as they have been classified as 'most backward districts' in the past years. Despite the fact that Panna is famous for diamond mines, the common people have not been able to prosper in their situation.



OUR CAMPAIGN

DOCUMENTARY STYLE VIDEO SERIES

In this documentary series, Tapas foundation aimed at bringing the stories of people from their very mouths for the world to see and in doing so, advocate for change, while holding accountable those in charge.





Watch our campaign video here:

<https://youtu.be/RgMIYGGfMQU>

And more videos from this campaign on our YouTube channel.













CAMPAIGN POSTER

