

Tapasi

# DEKHO MAGAR PYAAR SE

in collaboration with

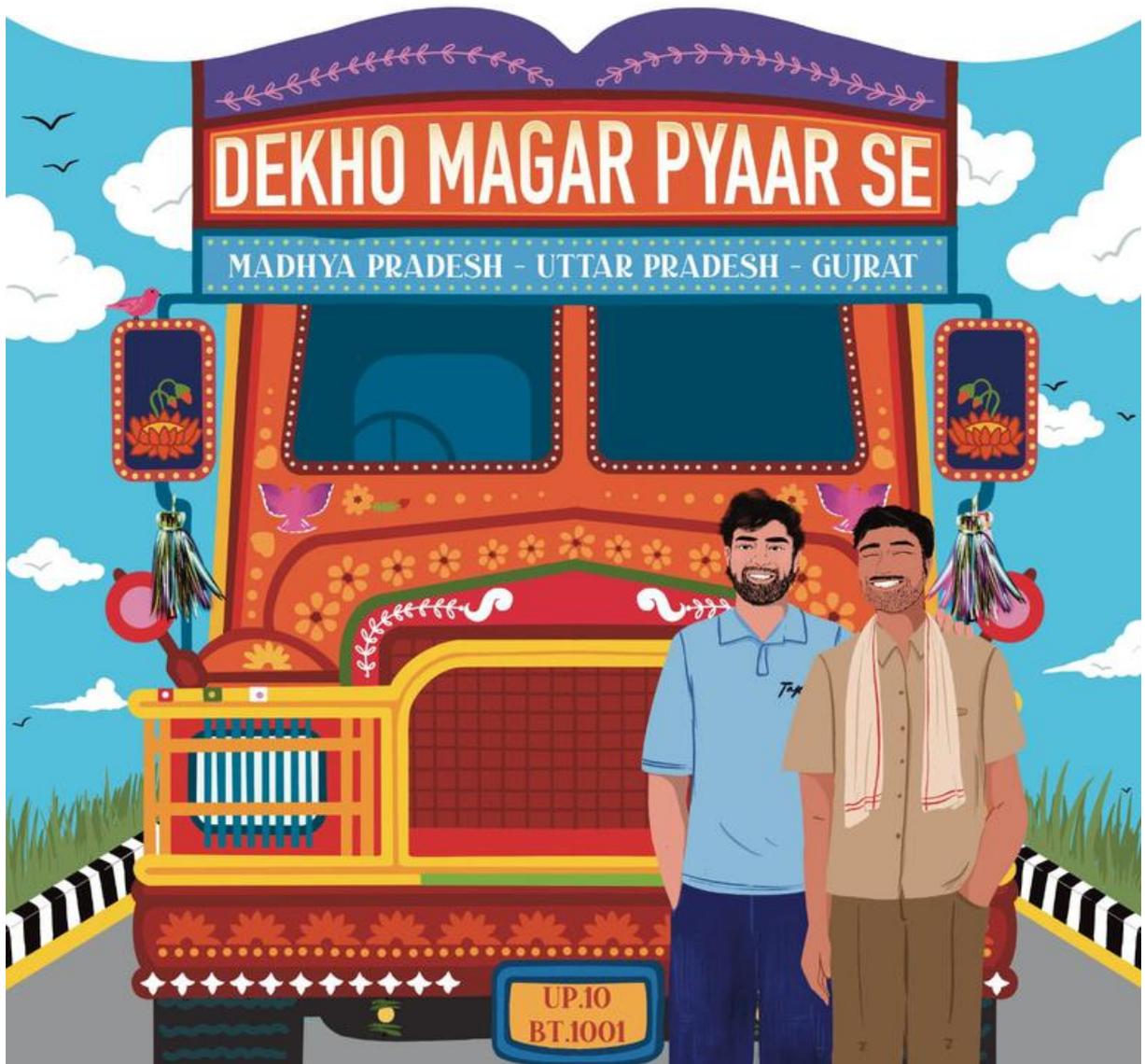
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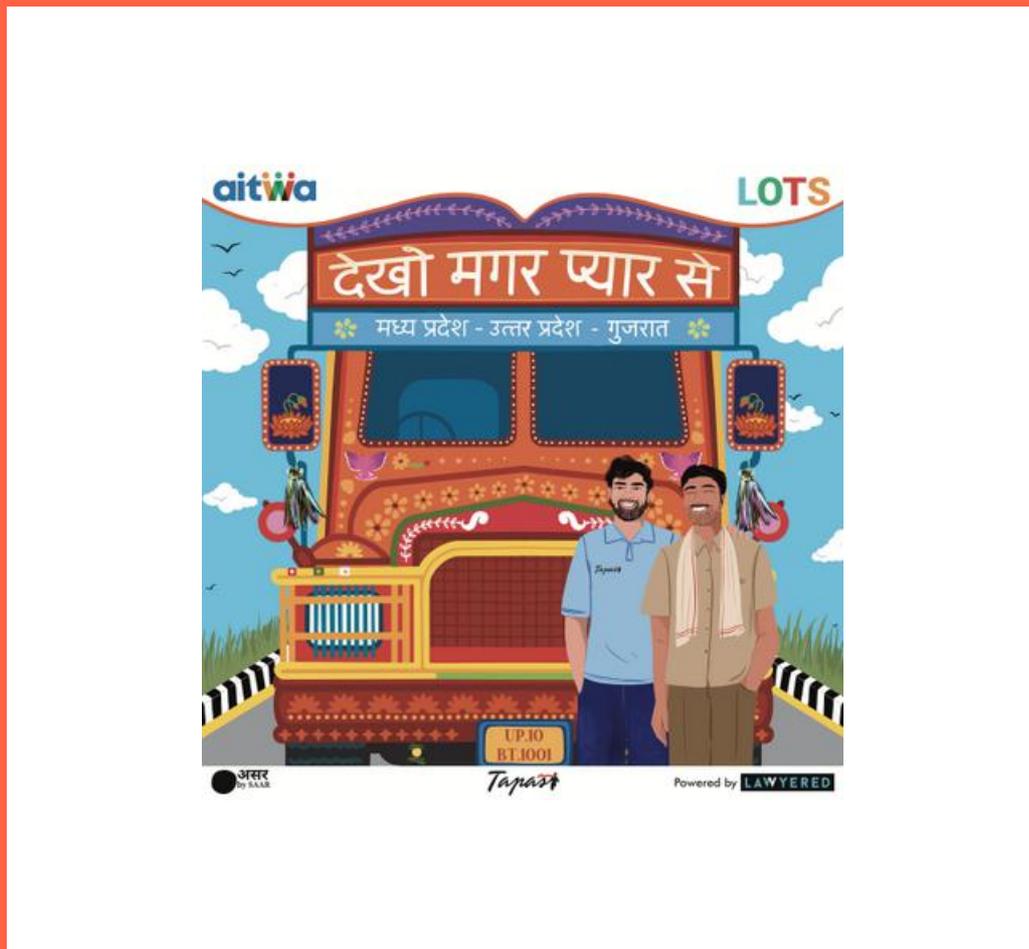
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Tapas 

# CAMPAIGN OUTLINE

Disclosing Interviews were held by team Tapas and our founder, Vipul Singh Tapas with 80 Truck Drivers across three states of India.

Their daily lives, challenges, and struggles are shared in the documentaries produced by our team.



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# INSPIRATION

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Tapas Foundation in collaboration with LOTS (Lawyer on The Spot) came together to address the plight and challenges of truck drivers in the states of Madhya Pradesh, Gujrat and Uttar Pradesh.

Powered by Lawyered and supported by AITWA, the campaign, #DekhoMagarPyaarSe, consists of in-depth interaction with the truck drivers in the focused states to uncover their problems, challenges and their needs on the road.

During this campaign, Team Tapas adopted the strategy to get up, close and personal with the men who ensure that the essentials they transport are delivered on time, come sun, rain or the pandemic.

The campaign releases a series of interviews with 80 truck drivers and paints a grim picture of their exploitation.



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# LOCATIONS

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**Madhya Pradesh**



**Gujarat**



**Uttar Pradesh**

# FINDINGS

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We have tried to share the day-to-day experiences of truck drivers by riding along with several of them on their respective journeys. From Bhopal was Zahir Bhai, a local truck driver. As we joined him on his journey and shared his space and food, our aim was to uncover everything men like him go through. From adventures to exploits to serious conflicts they have endured.

We also met Bhupendra Bhai who spontaneously spoke to us about not only the challenges he faces on the road but also how truck drivers are exploited day and night. In the quest of making the lives of truck drivers easy, he also recommends changes that can make things better for them.

Every day they are exploited, and every day they make sure the essentials they carry are delivered on time - despite all odds and even threat to their own lives.

They are out on the roads for you, and the next time when you look at them, make sure to [#DekhoMagarPyaarSe](#).



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# SHORT DOCUMENTARIES

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The Tapas team documented the journey they took along with several truck drivers across 3 states. This gives us a unique opportunity to share their lives and experiences with you.

Please click the link or copy the link below to check out the videos:



## **Dekho Magar Pyaar Se | Teaser**

[https://youtu.be/sFPopKLVXOM?si=hDpO\\_-wrkOQXWzCL](https://youtu.be/sFPopKLVXOM?si=hDpO_-wrkOQXWzCL)



## **Kya Truck Drivers Diwali Pe Ghar Jaa Paae?**

<https://youtu.be/Wnqg10kVeJM?si=aCauBrHsFzpH5v5j>

# SHORT DOCUMENTARIES

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**Truck Ke Saamne Aaya Kala Naag | Driver Hua Dukhi**  
[https://youtu.be/sFPopKLVXOM?si=hDpO\\_-wrkOQXWzCL](https://youtu.be/sFPopKLVXOM?si=hDpO_-wrkOQXWzCL)



**Madhya Pradesh ka Machliya Ghat Jahan Se Raat Me Makkhi Nahi Nikalti, Aadmi Door Ki Baat Hai**  
[https://youtu.be/sFPopKLVXOM?si=hDpO\\_-wrkOQXWzCL](https://youtu.be/sFPopKLVXOM?si=hDpO_-wrkOQXWzCL)

# SHORT DOCUMENTARIES

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Please click the link or copy the link below to check out the videos:



**Indore Highway Pe Chaaku Pistol Laga Ke Truck Ko Loota**  
<https://youtu.be/Wnqg10kVejM?si=aCauBrHsFzpH5v5j>



**Accident Hone Ke Baad Truck Roka, Public Ne Dauda Dauda Ke Mara**  
<https://youtu.be/Wnqg10kVejM?si=aCauBrHsFzpH5v5j>



# SHORT DOCUMENTARIES

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The Tapas team documented the journey they took along with several truck drivers across 3 states. This gives us a unique opportunity to share their lives and experiences with you.

Please click the link or copy the link below to check out the videos:



**Choron Ne Kari Loot-paat, Naam  
Aaya Truck Driver Pe**  
[https://youtu.be/Wnqg10kVejM  
?si=aCauBrHsFzpH5v5j](https://youtu.be/Wnqg10kVejM?si=aCauBrHsFzpH5v5j)

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# CONCLUSION

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While the campaign, #DekhoMagarPyaarSe has uncovered several layers of exploitation, it has also carried hope for all the truck drivers. The major objective of the campaign is to also raise awareness of the rights of drivers. By mobilizing them and building their capacity to use the legal services offered by Lawyers, they will be able to practice their rights.

From now on, truck drivers will be aware of what action to take in case they face any challenges on the road. Our intervention through this campaign is to build the resilience of the truck drivers and advocate for better working conditions.

