

Tapas 

 **SBI Life**
Apne liye. Apno ke liye.

Naye Iraadon ka Daur





INTRODUCTION

Naye Iraadon ka Daur is an initiative by SBI Life Insurance in collaboration with Tapas Foundation to raise awareness on preventive health practices and the importance of health insurance. Through our interventions, we reached more than **8,000 people across 9 states** in India. The campaign was designed to discuss the importance of maintaining good health and the crucial role played by insurance for mitigating financial risks associated with unexpected events, offering protection against potential losses, and providing peace of mind.

The awareness campaign not only sparked critical conversations about health and financial preparedness but also encouraged community members to consider employment opportunities through **SBI Life's Life Mitra** program, empowering individuals to become health and insurance ambassadors within their communities.



OUR APPROACH

Our team of professionally trained theatre artists developed a **Nukkad Natak** around the issues of staying healthy and the importance of insurance. Nukkad Natak was chosen as the medium of communication as it is a powerful tool for social change and awareness. It helps reach the public directly in a way that is engaging, relatable, and easily understood while fostering dialogue and encouraging action.



The Nukkad Natak was scripted and acted by Tapas's team of theatre artists. Our team travelled across **14 cities in 9 states**, spreading the message of staying healthy, the benefits of insurance and being the agent of change for SBI's Life Mitra. By performing in public spaces, we reached a wider audience while sparking important conversations around the issues.

One of our key performances was held at Bapu Sabhagar, Patna, where more than 5,000 people attended to engage in meaningful conversations on health, family well-being, and economic empowerment.



Naye Iraadon Ka Daur

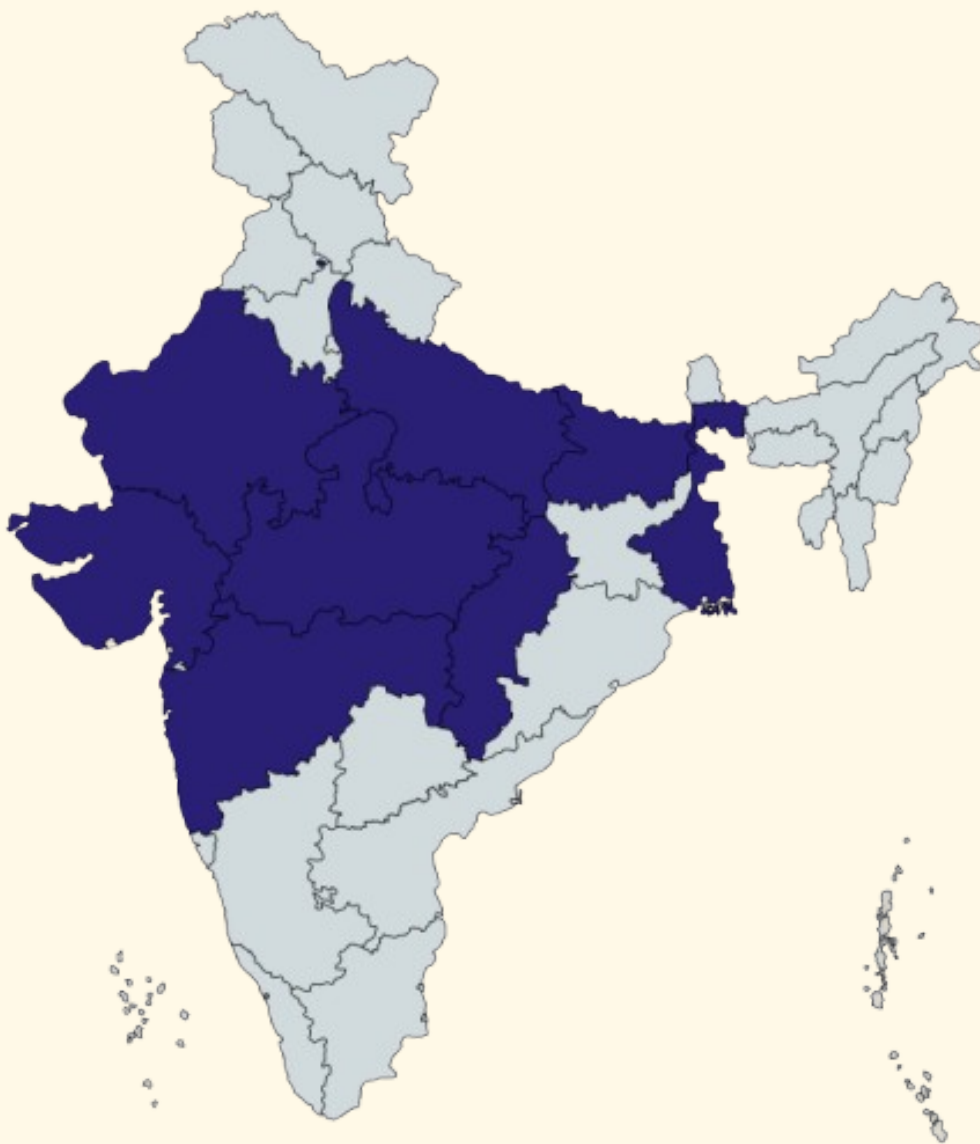
*SBI Life Insurance
collaborates with
Tapas for Insurance
Awareness*



Maharashtra | Chhattisgarh | Uttar Pradesh | Madhya Pradesh
Gujarat | Rajasthan | Chandigarh | West Bengal | Bihar

OUR REACH

The project covered diverse regions, reaching nine states across India: Uttar Pradesh, Rajasthan, Gujarat, Maharashtra, Bihar, Chhattisgarh, Madhya Pradesh, West Bengal, and Chandigarh. We covered the following cities in nine states: Nashik, Aurangabad, Raipur, Bhilai, Durg, Prayagraj, Jhansi, Bhopal, Surat, Mathura, Jaipur, Chandigarh, Patna, and Kolkata.



OUR IMPACT



18

Street Plays
performed



14

Cities
covered



9

States
reached



8,000

People
engaged



1,500

Life Mitra
engaged







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