



**Be.artsy**  
**AWARENESS**  
●●● **EXPERTS**

Be more aware and aware of more.  
Be that very awareness of moreness  
and in that way become more.  
- Peter Wilberg

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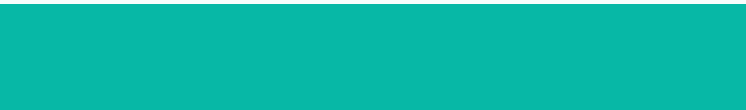
# WHO WE ARE

Be.artsy is a social enterprise and India’s leading awareness experts. We believe that awareness is like the sun, when it shines on people, they transform.

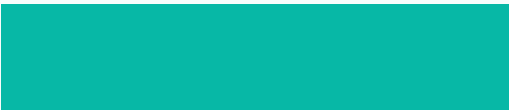
# WHAT WE DO

Be.artsy raises awareness on burning issues for workplaces, communities, not-for-profit, CSR departments, State governments, UN Agencies and all other kinds of organisations.

Financial Literacy  
(Tax/ Insurance / Investments)



Prevention Of  
Sexual Harassment



Diversity &  
Inclusion



Gender  
Sensitisation



Bias  
Training



Emotional  
Intelligence



Road  
Safety



Fraud  
Awareness



Mental Health  
Awareness



Women  
Empowerment



Gender  
Equality



Sustainable  
Living



Aids  
Awareness



Save Water



Climate  
Awareness



Power Theft



Waste  
Management



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# **AWARENESS PROGRAMS ARE AVAILABLE FOR YOUR**



**Employees**



**Channel  
Partners**



**CSR  
Stakeholders**



**Communities**



**Direct  
Customers**

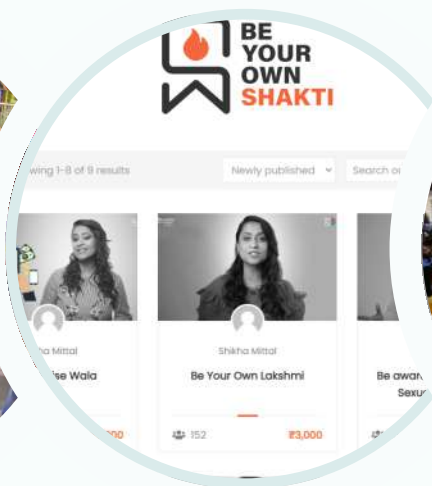


**Indirect  
Customers**

# HOW WE DO



Street Theatre



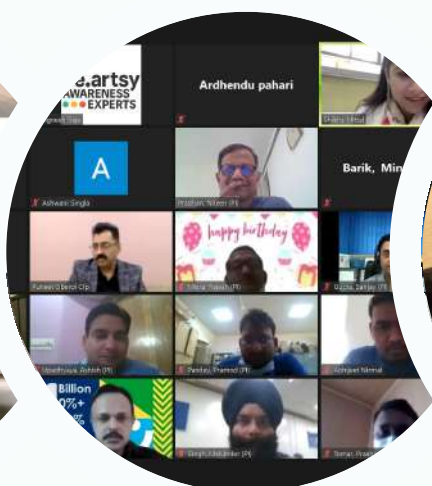
Digital



Live Sessions



OOH



Webinar



Radio

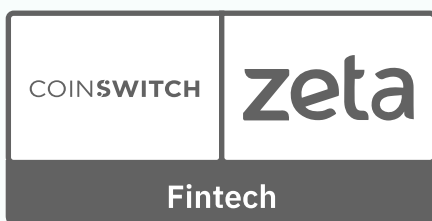
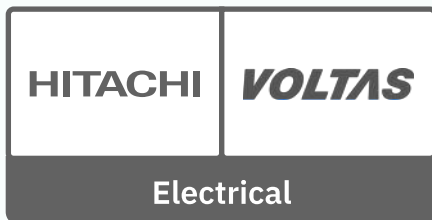
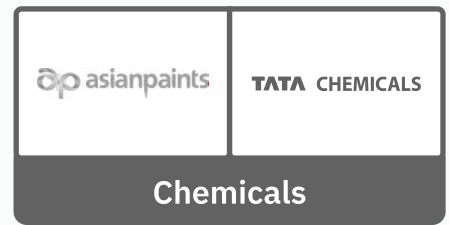
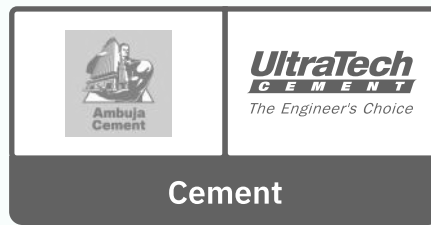
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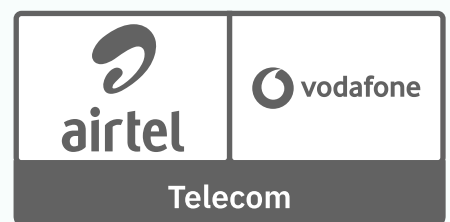
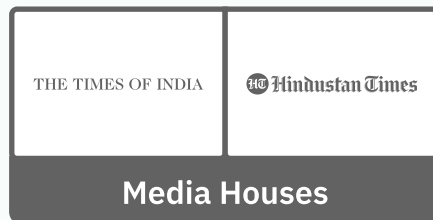
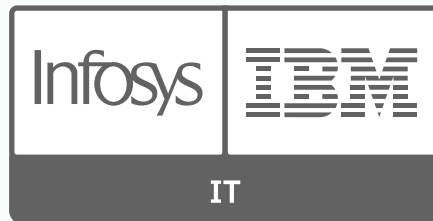
# OUR USP

- Be.artsy has raised awareness on Financial Literacy, Prevention of Sexual Harassment, Road Safety, addressing biases for half a million people touching **80% of India.**
- India's **first professional Street Theatre service providers since 2010.**
- Our awareness programs and content is available in **14 vernacular languages.**
- We have **customised solutions for all target groups.**
- We simplify jargon and deliver **easy to consume content.**
- We offer **measurable**, both tangible (**on-ground/live**) and intangible (**digital**), awareness solutions.
- We put people before profits, therefore we **don't promote products** unless they benefit people.

# OUR CLIENTELE

We have worked with **300+ companies** covering **31 industries** and growing...





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# FINANCIAL LITERACY

OUR PROGRAMS HELP  
YOU MASTER YOUR MONEY.

ap asianpaints

Time Value  
of Money

How to estimate your  
future requirements

How to plan  
your Investments

Liquidity

“Money is a terrible master  
but an excellent servant.”

— P.T. BARNUM



## KEY MILESTONES

**1.75 LAKH**

**PEOPLE COVERED**  
RAISING INVESTOR  
AWARENESS

**280**

**CORPORATES COVERED**  
(BLUE AND WHITE COLLAR EMPLOYEES)

**2000**

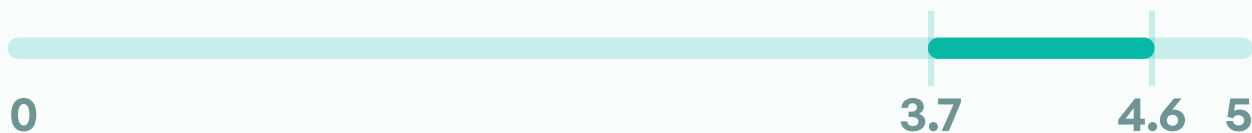
**INVESTMENT AWARENESS  
PROGRAMS DELIVERED**  
SPONSORED BY  
NSE, MSE AND FRANKLIN TEMPLETON

**10**

**LANGUAGES**  
HINDI, ENGLISH, MARATHI, TELUGU, TAMIL, BENGALI,  
MALAYALAM, KANNADA, GUJARATI & PUNJABI

**62**

**CITIES COVERED**  
PAN INDIA



**Financial Literacy Program Average Ratings**

# HOW TO LAUNCH A FINANCIAL LITERACY PROGRAM

## 1 BUILD TRUST WITH ONE PILOT PROGRAM

First **FREE ONLINE** Comprehensive Financial Literacy session. We do not sell any products. We focus on unbiased financial literacy being the education partner for the National Stock Exchange.

## 2 HOLISTIC FINANCIAL WELLNESS SESSIONS FOR ALL

SESSION	ONLINE	OFFLINE
Financial Wellness Sessions	₹15,000/session	₹25,000/session

## 3 INDIVIDUAL FINANCIAL WELLNESS SESSION

SESSION	ONLINE	OFFLINE
First Session	Free	₹10,000/session
Insurance Literacy	₹15,000/session	₹35,000/session
Investment Literacy	₹15,000/session	₹35,000/session
Tax Literacy	₹18,000/session	₹40,000/session

## 4 WOMEN SPECIFIC ONLINE FINANCIAL LITERACY PROGRAM BE YOUR OWN LAKSHMI

- (Level 1 with 45 Pre-recorded videos with Lifetime Access and two live classes of 2 hours each) ₹3000/person.
- Level 2 (10 live classes) ₹3500/person.

# CONCEPTS COVERED

## SAVINGS & INVESTMENT

- Define Savings
- Define Investment
- Principles of Investment
- Bank Savings
- NSC, PPF, NPS
- Bonds & Debentures
- Shares
- Mutual Funds
- Gold & Silver
- Real Estate
- Asset Allocation
- Risk & Return
- Basics of Investment
- Compounding & Time Value of Money
- Nominal and Real Return (Inflation)
- Effects of Taxes

## SCAMS, FRAUDS AND PONZI SCHEMES

- Free Tips
- Insider Trading
- Money Laundering
- Phishing mail about winning a lottery
- Bogus Companies
- Multi Level Marketing
- Schemes not regulated by anyone
- Real Estate Frauds
- Banking and Credit Card scams
- Preventive measures from getting duped

## INSURANCE

- Meaning
- Needs & purposes
- Loss Protection
- Life, Nonlife & Health
- Benefits of Insurance
- Term Plans
- Investment Plans
- Hybrid Plans
- Agents & Advisors
- Role of Insurance Companies
- Regulator - IRDA
- Ombudsman
- How to take a new policy
- How to revive an old policy
- Transaction Cycle
- Nomination
- Assignment
- Claims Settlement
- Exclusions
- Difference between Insurance and Investment

## TAXES

- Meaning
- Need of Taxes
- Types of Taxes
- How taxes impact income
- Income, Wealth & Gift Tax
- Service Tax, STT, Stamp Duty
- Tax Planning v/s Tax Evasion
- Tax Rates
- Tax-Free Bonds
- Tax Saving Investment

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# CONCEPTS COVERED

## BORROWINGS

- Need for borrowing and Source of borrowing
- Merits & Demerits of borrowing
- How much to borrow
- Avoid a life of credit
- Comparing interest rate on loan offering
- Importance of timely payment
- Avoid default
- Avoid borrowing for conspicuous consumption
- Credit cards - merits & demerits

## RETIREMENT & ESTATE PLANNING

- Concept
- PPF, EPF, Gratuity, NPS, SCSS
- Financial need after retirement
- 3 stages - Saving, Accumulating and Dis-saving
- Calculation of corpus required after retirement
- Protection from inflation
- Reverse mortgage
- Definition of will
- Making a will

# FINANCIAL LITERACY AT WORKPLACES

Be.artsy has successfully built a strong reputation with over **280 organisations** across India.

 SULA VINEYARDS	 INTERGLOBE	STERLING & WILSON 	 SUN PHARMA	<b>VOLTAS</b>
 VOLVO	 SHERATON	<b>W</b> HOTELS WORLDWIDE	 <i>The Oberoi Group</i>	<b>S</b> safrontech
 SELECT CITYWALK Go Shopping!	 <b>TATA</b> TATA TELESERVICES LIMITED	 TIMETOOTH Ambitious in Engineering. Unconditional in Excellence.	<b>IWOV8</b> THE COWORKING SPACE	<b>BLVD</b> HOTEL & SPA
 MINISTRY OF YOUTH AFFAIRS & SPORTS Government of India	<b>GLOBAL</b> BUSINESS PARK 	 <b>NSE</b> IPFT	 <b>CARYAIRE™</b> Leadership Through Innovation	<b>BLUE</b>  <b>CROSS</b>
<b>WORKLY</b>	 Thomas Cook	 <b>TAJ</b>	 ADITYA BIRLA GROUP	 Giesecke+Devrient Creating Confidence
 ibis HOTELS	 <b>!dea</b>	<i>Le</i> MERIDIEN	 Ambuja Cement	 JW MARRIOTT
<b>PVR</b>	NOVOTEL	<b>HOVS</b> HOV SERVICES LIMITED	Smith+Nephew	<b>QUESS</b> WINNING TOGETHER
THE  LaLIT	<b>ACG</b>		 smartworks	<b>SOFITEL</b> HOTELS & RESORTS
<b>TSS</b>	 CyberTech	<b>Alembic</b>  Touching Lives over 100 years	<b>ISG</b> Your Payments Partner	 bhatia hospital

# KEY MILESTONES IN MAKING INDIA FINANCIALLY LITERATE



**2011**

Financial Inclusion Awareness campaign in Delhi-NCR educating Blue-collar.

**2012**

Financial Inclusion Awareness campaign in Maharashtra.



**2015 - Present**

NSE Awareness Partners

**2016-22**

World Investor Week Awareness Partners

**2021**

15 Aug 2021 to 15 Aug 2022

“Azadi Ka Amrit Mahotsav”:

Awareness for Police Personnel, Armed Forces and NGOs.



**2016**

Mutual Funds Awareness at workplaces.

# KEY MILESTONES IN MAKING INDIA FINANCIALLY LITERATE



**2020**

Personal Finance Awareness for women.

**2021**

Personal Finance Awareness for senior citizens.



**2020**

Launched India's first course on Financial Literacy curated for girls and women "Be Your Own Lakshmi"

**2021**

Launched "Be The Paisewala" for Boys and Men



**2022**

Fraud Awareness across 80 locations.

# CASE STUDY

## Financial Literacy Awareness Program at Asian Paints

### PLAN

#### ISSUE

Low financial literacy rate amongst employees with limited knowledge on personal financial health.



**75%**

participants gave correctly defined concepts & shared next action points



**500**

employees



**3**

locations



**2**

languages

#### SCAN QR CODE

to watch impact video



#### BRIEF

Create a Financial Literacy Program that would :

- Impart knowledge on building personal financial health
- Do's & Don'ts of investment and importance of insurance
- Use of high impact communication tool

### EXECUTION

**1**

Developed communication theme

**2**

**Nukkad Natak : Kamai Ki Mehnat**

Thought-provoking play, simplifying jargons and bringing out the need for financial education

**3**

Short animated video for internal communication

### PARTICIPANT TAKEAWAYS

- Participants felt management's commitment.
- Participants took actionable inputs through the campaign.
- Took away the basic and advanced topics of savings, insurance and investment.

# CASE STUDY

## Financial Wellness Program at Reckitt Benckiser

### PLAN

#### ISSUE

Reckitt Benckiser employees low on the knowledge of personal finance.



**1400+**  
employees



**5**  
locations



**3**  
languages



"It was raising awareness about financial wellness"

#### BRIEF

Create an employee outreach program that would :

- Design a communication with high impact to attract, impact and educate blue-collar employees
- Impact knowledge on building personal financial health
- Do's and Don'ts of insurance and investment

### EXECUTION

**1**

Developed communication theme

**2**

**Nukkad Natak : Kamai Ki Mehnat**  
Thought-provoking play, simplifying jargons and bringing out the need for financial education

**3**

Post survey : Collated employee feedback

### SCAN QR CODE

to watch impact video



### PARTICIPANT TAKEAWAYS

- It was an unique way of communication.
- "Isse ek soch jagrit ho rahi h, jo bohot important hai. Jab hum sochenge tabhi kuch hoga"
- Got to know the action points of savings, insurance and investment.

# CASE STUDY



Financial literacy awareness program for women workforce at **Mahindra Holidays**

## PLAN

### ISSUE

Women employees give minimal importance on personal finance.



**85%**

participants gave 10 out of 10 to this project



**35**

women employees attended pre-recorded Be Your Own Lakshmi course



"I think it's a very impressive and visionary program which broke a lot of myths."

~ Priyanka Gidwani, CHRO, Mahindra Holidays & Resorts India Ltd.

### BRIEF

Create a Financial Literacy program that would :

- Impart awareness with literacy
- Gain interest amongst the target audience
- Deliver practical knowledge through customised content

## EXECUTION

**1**

Pre-survey among women employees

**2**

Enrolling participants on Be Your Own Shakti website

**3**

Live facilitation after completion of pre-recorded videos by participants

**4**

Collection of feedbacks from participants

## SCAN QR CODE

to watch impact video



## PARTICIPANT TAKEAWAYS

- "A lot of books, sessions can give you theoretical knowledge, but more than the content, the way it was delivered was very practical, hence impactful."
- Got structured approach to plan their finances
- know how to take simple steps to invest the earned money

# PREVENTION OF SEXUAL HARASSMENT

## OUR PREVENTION CAMPAIGNS OUTGROW REDRESSAL NEEDS.



“Prevention is a whole lot less costly than treatment. And maybe more effective.”


— DEBBIE ADAIR

# ABOUT THE PROGRAM

Be.artsy is working towards protecting your bodily autonomy (emotional, mental and physical) through IT'S NOT OKAY program and has raised awareness on prevention of gender based violence and harassment, sexual harassment, biases boosting the occupational health of people in the world of work for over **19 national and international organisations.**

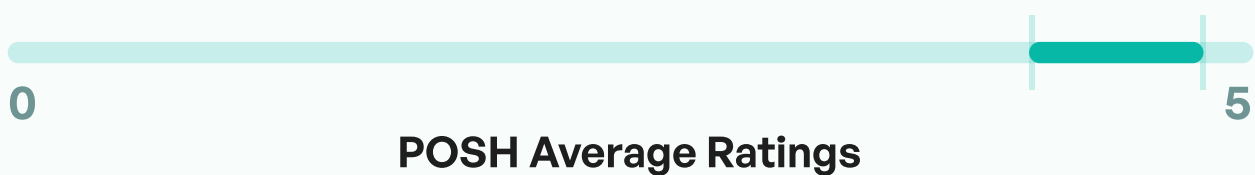
 International Labour Organization		 Delhi Judicial Academy दिल्ली न्यायिक अकादमी
Government Organisations and UN Agencies		

 AIR INDIA	 STERLING & WILSON	 TATA COFFEE
 AMERICAN EXPRESS	 MODENIK LIFESTYLE PVT. LTD.	 MEDIATEK
 airtel	 yulu	 Schindler
 PEPSICO	 Giesecke+Devrient Creating Confidence	 VOLVO
 BT	 Infosys	 IBM
Corporates		

 AIMS MBA - MCA PROGRAMME
Educational Institutes

## KEY MILESTONES

Most people were not aware of what constitutes Sexual Harrasment and whom and how to approach for redressal. Awareness increased from 16% to 64% (pre and post-survey data). Program ratings are between **4.1 to 4.8** on a scale of 1 to 5.



**115** SESSIONS

**13** STATES COVERED  
NEW DELHI, UTTAR PRADESH, HARYANA, HIMACHAL PRADESH, UTTARAKHAND, MAHARASHTRA, TAMIL NADU, KARNATAKA, KERALA, TELANGANA, ANDHRA PRADESH, GUJARAT, WEST BENGAL

**10** LANGUAGES  
HINDI, ENGLISH, MARATHI, TELUGU, TAMIL, BENGALI, MALAYALAM, KANNADA, GUJARATI & PUNJABI

**25700** PEOPLE COVERED

# CASE STUDY



PEPSICO

Implement POSH Act, 2013 and synchronise it with **PepsiCo's** global gender policies

## PLAN



### ISSUE

Implement the **2013 Prevention of Sexual Harassment at the Workplace Act**, and synchronise it with PepsiCo's global gender policies.

### BRIEF

Create an awareness program that would :

- Address a sensitive subject like POSH in a fearless and open way
- Gain interest and attention of the employees
- Include and engage the employees actively
- Help employees to take strong message on PepsiCo's zero tolerance on POSH

## EXECUTION



1

Developed communication theme

2

**Nukkad Natak Mind Bugs**

Thought-provoking play, talks about gender bias and sexual harassment

3

**Short Video**

Internal communication for PepsiCo's Pan India officers

4

Facilitated interaction with PepsiCo's leads + HR Associates raised hidden concerns

## PARTICIPANT TAKEAWAYS



- Participants develop a sense of trust for management
- Shared hidden issues on a taboo subject across locations and languages.
- Participants felt cared for and learnt the policy and redressal mechanism



**75%**

increase in reporting of Sexual Harassment Cases



**9,000**

employees



**14**

locations



**WON**

Harvey C Russell Award

## SCAN QR CODE

to watch impact video



# CASE STUDY



Art-based awareness program on Prevention of Sexual Harrasment

## PLAN

### ISSUE

Low awareness on POSH act and concept of consent.



**10,000**  
employees



**4**  
locations



**2**  
languages



**45**  
Nukkad Nataks



"Be.artsy delivered this crucial and critical message in such a beautiful way which is not easy."

### SCAN QR CODE

to watch impact video



### BRIEF

Create an awareness program that would :

- Connect with the employee, generate interest and activate participation and interaction
- Deliver sensitive and critical message in an impactful way
- Explain BT POSH policy with simplified and jargon free terminology

## EXECUTION

**1**

Pre Survey

**2**

**Nukkad Natak : It's NOT OK**

Interactive and thought-provoking play

**3**

Facilitated conversations

## PARTICIPANT TAKEAWAYS

- "People when it comes to their mailboxes they think it is like another POSH session, not anyone thinks as passionately and seriously as you guys are presenting it."
- "Communication through your drama is how people can actually act and what would be the impact of those acts."
- "We are very focused on the idea that it must connect and interact with employees, and street theatre worked well for us. People have loved the fact that it has been received from a very novel medium, it made them think"
- "The feedback we have received from people was absolutely overwhelming."

# CASE STUDY

**TATA** COFFEE

Art-based POSH program with the aim of **zero tolerance for Sexual Harassment**

## PLAN

### ISSUE

Lack of awareness on POSH policy and redressal mechanism.



**1,176**  
employees



**3** states  
**12** locations



**5**  
languages

### SCAN QR CODE

to watch impact video



### BRIEF

Create an awareness program that would :

- Address a sensitive topic in an open and engaging way to blue-collar employees
- Explain implementation of POSH law at plantation, factories and farms
- Reiterate the importance of prevention and help employees to learn filing a posh complaint
- Teach employees how to file a Sexual Harassment Complaint

## EXECUTION

**1**

Decoded sexual harassment at the factories for blue-collar workforce

**2**

**Nukkad Natak : It's NOT OK**

Thought-provoking play using vernacular languages

## PARTICIPANT TAKEAWAYS

- Learnt what's okay and what's not under POSH law and company policy
- Prevention is better than cure

# CASE STUDY



Pan-India ICC member training

## PLAN



### ISSUE

Less empowered ICC to address POSH cases.

### BRIEF

Create a training program that would :

- Empower ICC to deal with sexual harassment cases with an unbiased approach



**1,176**  
employees



location

**Delhi**



languages

**Hinglish**

## SCAN QR CODE

to watch impact video



## EXECUTION



**1**

Nukkad Natak : Scenarios highlighting biases

**2**

Posh legal training : Facilitated legal and POSH training for ICC members

## PARTICIPANT TAKEAWAYS



- Useful legal content: "This kind of focused material gave us interpretation and may thus understand the nuances and pick up the key points so that we could apply them in a practical manner which was wonderful."
- "Biases remain there for everyone but how to understand and address it? That we have learned here. It is a very deep subject and you have handled it very nicely".
- "All IC member of Air India, in fact in all organisations where women are employed to undergo such trainings"
- "This has given us a lot of enlightenment on the kind of biases that we hold and at least reduce it to the least possible extent during the inquiry."



**CAUSE BASED  
MARKETING  
USING ENGAGING ART FORMS  
TO RAISE AWARENESS ON  
SOCIAL INITIATIVES**

"Cause marketing is doing  
good business, and doing  
good at the same time."

— SHEILA MCGILLIVRAY

# CASE STUDY

EBIX CASH

Promoting the 'Freedom Card' for financial inclusion of underprivileged people

## PLAN

### ISSUE

Itz cash was facing challenges to reach its target group of unorganised sector to sell its Freedom Card.



**172**

nukkad nataks in JJ clusters and other locations



**82**  
days



**35**

JJ cluster youth trained in street theatre skills and selling cash cards



**2**

locations (Delhi NCR, Mumbai)

### SCAN QR CODE

to watch impact video



### BRIEF

Create a Customer Outreach program that would :

- Attract and educate migrant labour.
- Build trust amongst the unorganised sector to use the formal banking channel.
- Train and motivate people from the target communities to sell the card.

## EXECUTION

**1**

**Trained slum youth in street theatre**

- Increased audience and performers connect
- Generated livelihood

**2**

**Nukkad natak performed in target localities**

Facilitated discussion forum between unorganised workers and the local vendors

## COMMUNITY TAKEAWAYS

- Training of youth from the target communities (migrant labour, under-privileged) gave them employable skills.
- Trained youth were committed brand ambassadors for Itz Cash.
- Strong connection with members of their own community

"We have been looking for direct interaction with lower income strata of society and youth. Be.artsy has given us cost-effective solutions,"  
~ head of Marketing, Nitin Gupta

# CASE STUDY

Awareness of **TATA AIA**'s initiative among beneficiaries

## PLAN

### ISSUE

TATA AIA was unsure how to increase awareness of Financial Fraud among the people on ground.



**1200+**  
people



**5**  
locations



**2**  
languages



**5**  
Nukkad Nataks



"Very good message, keep it up!"  
~ an audience from Karnataka

### SCAN QR CODE

to watch impact video



### BRIEF

Create an awareness program that would :

- Grab the attention of members of the target communities
- Have high impact and retention
- Build trust amongst target groups for brand TATA AIA

## EXECUTION

**1**

Planned an outreach program for people from EWS

**2**

Nukkad Natak performed in vernacular languages

**2**

Increased connection with audience

## PARTICIPANT TAKEAWAYS

- Awareness on an issue like Fraud through drama is very innovative
- Engaging and understandable to people who have less education
- "Now people will get to know that they should not share OTP, ATM pin, debit and credit card pin."

# CASE STUDY



TATA POWER-DDL

Awareness of TPDDL's CSR initiatives among beneficiaries

## PLAN

### ISSUE

Estimate current awareness among target beneficiaries of TPDDL's CSR initiatives, and **increase the awareness.**

### BRIEF

Create an awareness program that would :

- Interest and gain the attention of members of the target communities
- Gather accurate data
- Have high impact and retention
- Also project the name of TPDDL

## EXECUTION

1

Survey of 217 JJ clusters in which TPDDL operates.

Despite working for over 9 years, TPDDL largely unknown

2

Developed communication theme

हाथ बढ़ाता, हाथ बँटाता,  
हमेशा आपका साथ निभाता

3

Nukkad Natak

माँ किसी दिन तू AC में सोयेगी

Dreams of JJ colony people

Information on TPDDL CSR initiatives

4

Post-play survey

Data collection on JJ cluster residents

Awareness levels

Interest levels

## IMPACT

- **217** JJ Clusters covered in North and North-west Delhi. Over **1000** people surveyed and contact information collected.

### BEFORE

- Less than 1 in 3 knew the helpline number
- Only **38%** knew about TPDDL's CSR activities
- "Ye mandir vandir jo hoti hai ,light vight ke"

### AFTER

- **74%** knew about TPDDL's CSR activities
- **90%** willing to try out the facilities
- **69%** willing to tell others about the activities and facilities
- "Today I came to know about VT Centre"
- "Main apni beti ko karvaungi yaha se"

### BENEFICIARY TAKEAWAYS

- Awareness of TPDDL initiatives on women's literacy, vocation training and drug de-addiction
- Strong positive reaction from audience
- Willingness to participate in TPDDL activities

A woman in a patterned blazer and purple pants stands on a stage, gesturing towards a whiteboard. She is addressing an audience seated in white chairs. The background features a large screen with the word "Imagine" and logos for "one" and "ACCOR".

# **OTHER AWARENESS AND ENGAGEMENT PROGRAMS USING ENGAGING ART FORMS FOR INTERNAL COMMUNICATION AND SOCIAL INITIATIVES**

"Awareness is a key ingredient in success. If you have it, teach it, if you lack it, seek it."

— MICHAEL KITSON

# CASE STUDY



Awareness of Mental Health by United Nations Volunteers for **10 UN agencies**

## PLAN

### ISSUE

Increase awareness of mental health issues among youth for International Youth Day 2014 celebrations.

#### — PRE-REGISTRATIONS

Target : 210 Actual : 332

#### — ACTUAL PARTICIPATION

Target : 70(35%) Actual : 281(81%)



"I have never seen the students so involved in a group discussion."

~ a teacher from Laxman Public School



"The quiz was informative, and the humour in between was very good"

~ a Student from Maharaja Agrasen School

## SCAN QR CODE

to watch impact video



### BRIEF

Create a day-long program for UN agencies, GOI and RGNIYD that would :

- Interest and gain the attention of youth in Delhi-NCR
- Have atleast 70 youth participants
- Have high impact
- Engage the youth, keep discipline during dignitaries' speeches

## EXECUTION

1

#### Planned the program around youth

- Posters, social media, email campaign
- Pre-registration

2

#### Random team assignment

- Avoid unhealthy competition among participants.
- Make new friends!

3

#### Facilitated

Group discussions  
Statement making  
Nukkad Natak  
Quiz  
Expert panel

## PARTICIPANT TAKEAWAYS

- Awareness of mental health issues among youth
- Strong positive reaction from youth & teachers
- Participation and attention during dignitaries's speeches
- Fun and new friends !

# CASE STUDY

Annual Sales Conference for Accor Hotel Group, 2014

## PLAN

### ISSUE

Accor group wanted employees in Sales to work together as **One Accor One Sales**

### BRIEF

Create an Employee Engagement program for 4 hours that would :

- Interest and gain the attention of the employees
- Involve the employees **actively**
- Have high impact and opportunities for learning
- Develop sales-related skills
- Employ art-based creative solutions and methodology
- Be at **fun!**

## EXECUTION

1

#### Pre-survey activity

- Find interests
- Excite employees
- Preset teams

2

**Nukkad Natak Imagine the Power of One**  
Thought-provoking, introduction to self-imposed constraints

3

#### Theatre based activities

- Ice-breaking
- Finding commonalities
- Team forming

4

#### Comic making workshop

- Do what you have never done before!
- Team work
- Fun

5

#### Power of Infographics

- Brought out issues
- New tool for presentations

## IMPACT

### Program rating



- **82%** of the participants think the program was Awesome or Good.
- Average rating: **4.2/5**
- **77%** will recommend it to clients, and **75%** to colleagues within Accor
- *"Element of surprise. The best part was team making. impressed !!!!"*
- *"Energy and enthusiasm you brought to the entire group. You guys set the levels of energy so high from beginning that it took the entire experience to a new high for OAOS."*
- *"I loved the way the Nukkad Natak had a complete build up to the theme of the meet and dove-tailed it self to kick start a bond building session. It was quite impressive to see how groups of people were laughing while indulging in the theatre based activity! The groups interacted well for the comic strip session and everyone came back after the break for the infographics session which was wonderful."*

## PARTICIPANT TAKEAWAYS

Participants feel a sense of commitment from management

Shared common issues across locations and functions.

Entire group feels like a team

Each person now personally knows people from at least seven other locations

# CASE STUDY



*Airtel Employee Training on 3+1s (KRAs) for Line Managers and Direct Reports*

## PLAN



### ISSUE

Airtel wanted Line Managers to **disseminate the importance of 3+1s** to their direct reports.

### BRIEF

Create an Employee Engagement program that would :

- Motivate the direct reports to take their 3+1 (KRAs) seriously
- Train Line Managers in setting 3+1s
- Train Line Managers to motivate direct reports to take 3+1s seriously

## EXECUTION



1

**Nukkad Natak Do You Know Your 3+1?**  
Why 3+1s ?  
How 3+1s ?  
When 3+1s ?

2

**Theatre based activities**  
Role plays  
Train the trainer program

3

**Post training**  
Facilitated discussion forum between  
Line Managers and their reports

### PARTICIPANT TAKEAWAYS

- Direct reports felt a connect with their Line Managers
- Increased transparency about issues
- Line managers felt confident in handling 3+1s
- Direct reports felt that their hard work would be assessed correctly at the end of the year

## IMPACT



### MANAGEMENT ASSESSMENT

- Using art-based training allowed Airtel to infuse seriousness in a topic taken 'not so seriously before now'.
- It is a very innovative medium to reach out to employees from different backgrounds.

### PARTICIPANT SPEAK

- "People will take 3+1s seriously now."
- "This [art-based training] was one of the most innovative ways I have ever seen for communicating with my Line Manager."

