



**THE
BHULLUNG-BHUTHUR
INTERNATIONAL
THEATRE FESTIVAL**

Report on the
“Ek Ped Maa Ke Naam”
Campaign at BBITF 2024

Date

3-7 September, 2024

Venue

**Sri Sri Madhabdev International Auditorium
SSKS, Guwahati, Assam, INDIA**

Organised by

AANK_A Creative Line

&

OIL INDIA LIMITED

Pipeline Department

Guwahati



Ek Ped Maa Ke Naam

Campaign at BBITF 2024

Introduction

The “Ek Ped Maa Ke Naam” campaign, organized as part of the Bhullung-Bhuthur International Theatre Festival (BBITF) 2024, was a significant environmental initiative aimed at promoting sustainability and ecological responsibility. In collaboration with **OIL India Limited**, this campaign underscored the festival’s commitment to blending cultural celebration with environmental advocacy.

Objectives

- The primary goal of the campaign was to raise awareness about environmental conservation and encourage active participation in preserving nature.
- By distributing saplings to the audience and festival participants, the campaign sought to inspire individuals to contribute to a greener future.

Execution

During the course of the festival, held from September 3rd to 7th, 2024, at the SriSri Madhabdeva International Auditorium, over 300 saplings were distributed to attendees, participants, and festival team members. The saplings were handed

out after key performances and festival events, ensuring wide participation. Each sapling symbolized a personal commitment to nurturing the environment.

Prominent individuals, including Nuruddin Ahmad, Tapan Dutta, Tarun Chandra Kalita, Nayan Prasad, Samiran Baruah, Pakija Begum, Darshana B Baruah, Namrata Sarmah, and Abhijit Baruah, were among the many who received and supported the campaign. Their involvement added to the initiative's impact, inspiring others to take action in support of the environment.

Impact

The “Ek Ped Maa Ke Naam” campaign resonated strongly with the audience, many of whom expressed their appreciation for the initiative and pledged to take care of the saplings. By distributing the saplings, the campaign successfully encouraged over 300 individuals to directly contribute to environmental sustainability in their personal lives. The participation of influential figures further amplified the campaign's message, creating a ripple effect in their respective communities.

Conclusion

The collaboration between **OIL India Limited** and **BBITF 2024** for the “Ek Ped Maa Ke Naam” campaign was a resounding success. This initiative not only raised awareness about environmental issues but also actively engaged the festival's diverse audience in promoting sustainability. The campaign served as a meaningful extension of the festival's theme of harmony, bridging the gap between artistic expression and environmental action.

Recommendations

1. **Expand Future Initiatives:** Continue the collaboration in future editions of the festival, with larger sapling distributions and increased engagement through environmental workshops or talks.
2. **Follow-up Program:** Consider creating a follow-up program to track the growth and impact of the distributed saplings, ensuring the long-term success of the initiative.
3. **Broader Community Involvement:** Extend the campaign to involve local schools and communities, fostering a deeper connection to environmental conservation at a grassroots level.

We express our sincere gratitude to **OIL India Limited** for their unwavering support in making this campaign a reality. The success of the “Ek Ped Maa Ke Naam” initiative stands as a testament to the positive change that can be achieved when art and environmental responsibility come together.

Some Still Photograph of Saplings Distributions



The sapling was distributed to Krzysztof from Poland



The sapling was distributed to Nuruddin Ahmad from Assam



The sapling was distributed to Pakija Begum from Assam



The sapling was distributed to Namrata Sarma from Assam

