

# The drama of saving energy

Street plays might seem very 1970s, but it remains an effective medium to connect with the public. HELP Foundation, in association with EMC Kerala, conducted energy conservation rallies and street plays in Kollam and Eravipuram around the themes of household devices and energy savings, and the need to move towards renewables.



It was heartening to have schools involved in the programme. Ex Kollam Mayor and current member Honey Benjamin flagged off the rally in Kollam, where we teamed up with the Pattathanam Government SNDP UP School. In Eravipuram, we are teamed up with Mayyanad HSS.

In addition to the above, NGO consortium (a nodal organisation of seven NGOs) also participated in the rally. The street play was

scripted and designed by HELP Foundation, and was handled by Asianet and Mazhavil Manorama Fame artistes.

