



### Awareness through Street Plays in Gautam Budh Nagar, Uttar Pradesh

Development Alternatives is working towards Tank Rejuvenation and Biodiversity Conservation under the programme *Hamara Talab Hamari Pehchaan*, supported by HCL Foundation. Under this programme an awareness generation campaign was held in Gautam Budh Nagar district, Uttar Pradesh.

The local group along with DA team did a complete recce to understand the local dialect, identify problems and community's perception related to the conservation and current situation of tanks in the villages. Eight street plays were created to be performed throughout four villages of Dadri.

The main objective of the street plays was to disseminate information on the dire situation of tanks and highlight the importance of the tank ecosystem. They also included a call for action for protecting the tanks by ensuring the safe and judicious use of water resources. Awareness through street play is aimed at sensitising the community thereby bringing a behavioral change. This will develop a sense of ownership towards the water bodies.

The play received a lot of feedback from the participants and it was successful in pulling and attracting a huge crowd, especially women and girls who stepped out and participated in the awareness drive. The plays were organised with all COVID-19 measures and precautions.

The awareness drive was concluded by listening to the community, especially the voices of youth. For instance, A 12-year-old girl from Kachera Varsabad village remarked, *"I enjoyed the play a lot and also learned about how everyone is degenerating the tank in my village by throwing waste into it. I pledge to stop people from doing this because we need to save our tanks."*