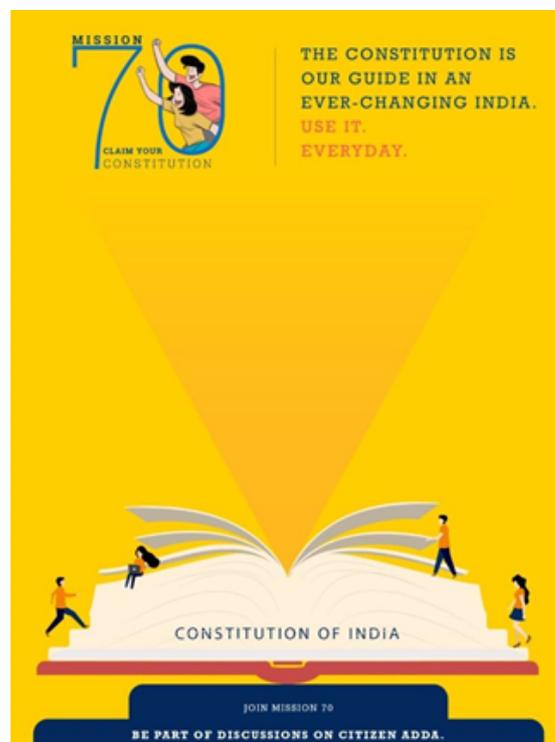


MISSION 70 (M70)

2019 was not an usual year! It marked the 70th anniversary of the Constitution. So, along with our celebrated partners, we initiated a campaign called Mission 70. This campaign was part of our annual Constitution Connect programme.



Mission 70
Introductory Video -

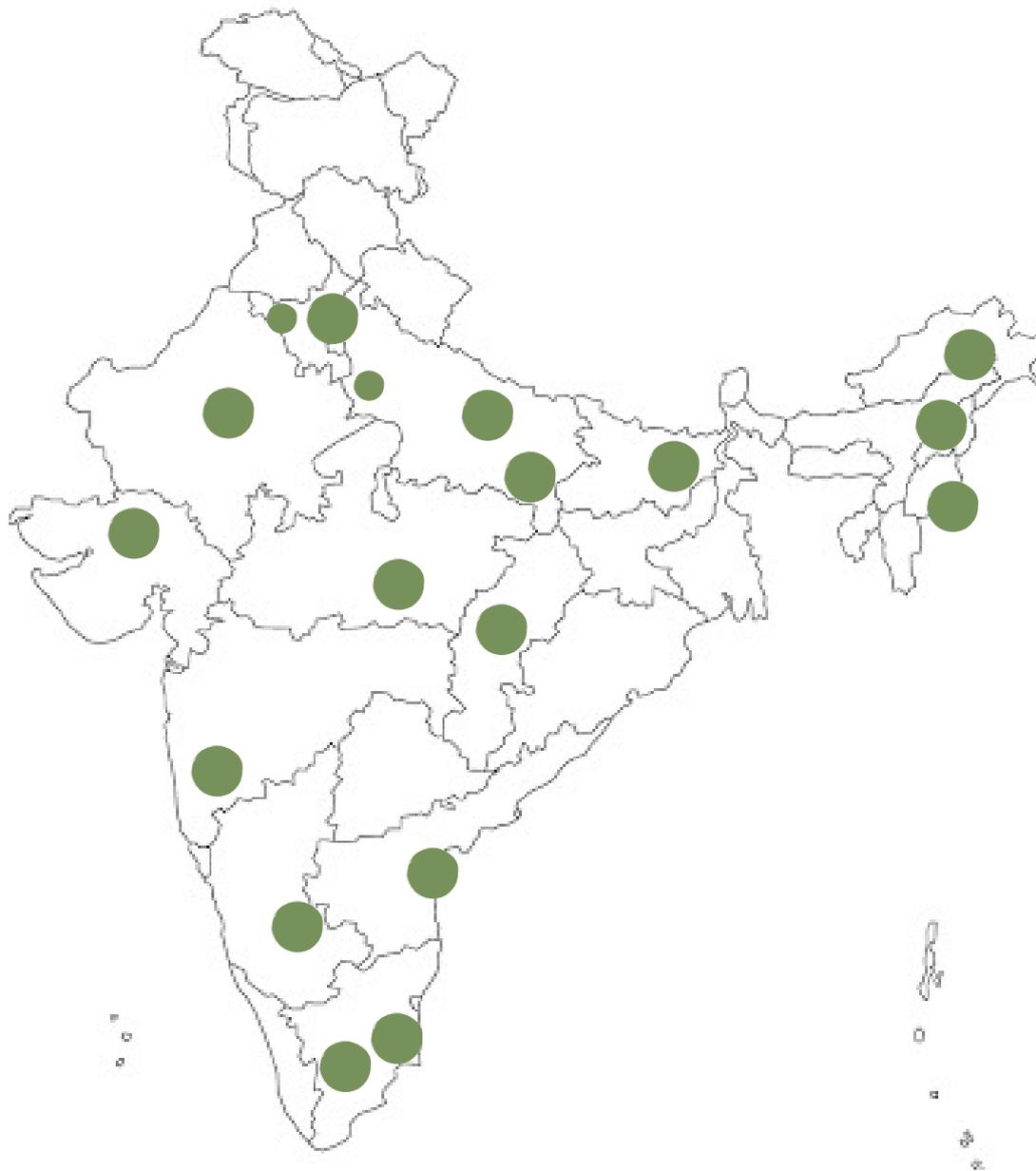
<https://youtu.be/5nRcxaXkgfo>

MISSION 70 was a national campaign that ran through the year – starting 26th January 2019 to 26th January 2020. A total of 23 organizations from across the country participated.



MISSION 70 Partners

Agrasar, Agrini, Bharat Navodhaya Abhiyan, Bosco Institute Jorhat, CMCA, Commutiny, CORO, Daksh, Doosra Dashak, Disha Seva Sansthan, Jan Sahas, Manzil, Shikshantar, Surge Impact, Synergy Sansthan, Talent Quest India, Ullas Trust, Urja Ghar, Vikas Samvad, The YP Foundation, Youth For Peace, Youth Alive Network, We, The People Abhiyan

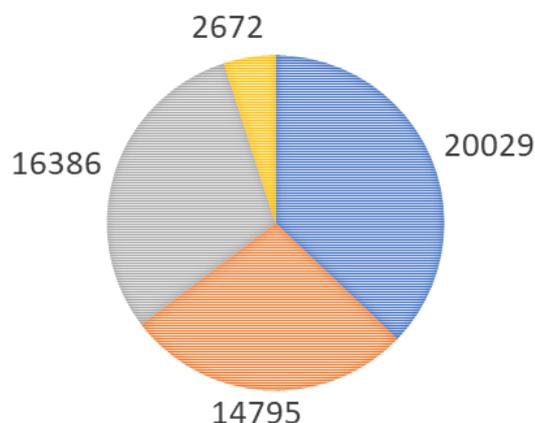


The objective was to bring to the consciousness of young citizens, the connect of Constitutional values and rights in their everyday lives and provoke reflection and action. The overall message was “Constitution in Our Everyday Life”.

The strategy was to release a series of videos at different intervals through the year, on Youtube. The films were accompanied by workshop modules that Mission 70 partner organisations used to facilitate on-ground events with citizens. The films, released on critical ‘hook’ dates through the year achieved substantial online reach, with Constitution in Cinema leading the race!

MISSION 70 FILMS

- Constitution in Cinema : 24 January- 26 January 2019
- Mera Vote Mera Samvidhaan : 6 April- 12 May 2019
- Azadi Everyday : 9 August -17 August 2019
- Nagrik Matlab Kya: 2 October 2019



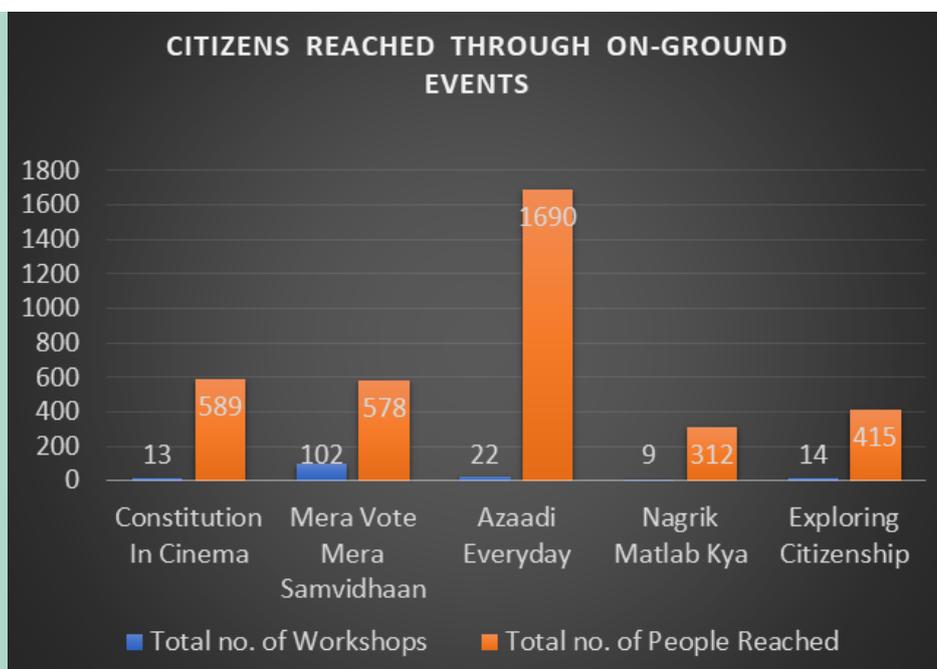
Some videos were also released by Youth Ki Awaaz on their channel taking the reach to over 1.5 lakh.

All the films are accessible on our Youtube channel here:

https://www.youtube.com/watch?v=eZHngU7lYnQ&list=PLwHqKyuklu522uYkx_rZAEB4rKBZEB2ac

[u=eZHngU7lYnQ&list=PLwHqKyuklu522uYkx_rZAEB4rKBZEB2ac](https://www.youtube.com/watch?v=eZHngU7lYnQ&list=PLwHqKyuklu522uYkx_rZAEB4rKBZEB2ac)

Partner organisations used the films as part of on-ground workshops in their communities. This graphic shows the number of workshops facilitated and citizens reached.



This graph does not include the reach of one of the M70 partners Vikas Samvad because of the sheer scale they achieved with the video series Mera Vote Mera Samvidhan. Singularly, they facilitated nearly 2000 events in different parts of Madhya Pradesh and reached more than 1,10,000 citizens.

“

“Earlier, we used to view movies as merely a source of entertainment. But now we look at them with a lens and have a sound understanding of the effects of actions shown in movies, on our lives and the society.”

- Rohit, Bhopal, Madhya Pradesh

“We need to ponder upon an important question. How far have we gone in upholding the constitutional values so as to meet our needs and the needs of others? We have to learn to live by the ethos of equality, freedom and justice through education and strive relentlessly to better our lives.”

- Ramlal, Gurgaon, Haryana

"Everyone's knows broadly what the preamble and our constitution states but no one bothers to read between the lines & find out the real meaning of the rights & duties listed. By throwing light on the above your organization has taken a great step. For example, in the video we see that women may not get freedom within their religion. Thus, the feminist aspect of Freedom of Religion too has been pointed out. Loved it."

-Student, Delhi University

“Students understood the value and importance of accepting freedom of others and shared their real life instances and challenges.”

- Anand, Teacher, Bosco Institute, Jorhat, Assam

Video on Citizen Adda in action:
https://youtu.be/C_jlxTuMlwA

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