

36th International Industrial Trade Fair

Muppet show (Puppet show) performed on ICDS

Activities at Island Ground, Chennai and supported by

ICDS organized by MYRTLE Social Welfare Network

Time Frame: January 2010 to March 2010

MYRTLE created awareness on ICDS Activities through Muppet shows at Social Welfare Pavilion in the 36th Trade Fair for 2009-10, Island Ground, Chennai. The shows conducted on Every Saturday, Sundays and Government holidays between 5.00pm to 7.00pm.

The Muppet shows highlighted on Child and Mother Care, Importance of Nutrients, Iodine salt, Child Marriage, Adolescent Health and Anganwadi Activities. The Navigator Doll the Muppet Rosy addressed the above said ICDS project activities through a participatory approach in an entertainable manner. And the Muppets performed skits on Child and Mother care-Antenatal care, Child Marriage, Adolescent Health, Anganwadi Activities. The Programme ended with Child Rights song with Mickey mouse and Puppet dance and Rosy's conclusions on ICDS activities. The skits were specially designed to attract the floating crowd.

The shows created a great impact in the Trade Fair, some of the children become Rosy fans they came along with their family often to trade fair on weekends to see Rosy and her friends. The shows not only attracted the General Public and also Government officials, Police and staffs of other government stalls.

ICDS project activities at 36th Trade Fair'2010, Island Ground, Chennai





ICDS project activities at 36th Trade Fair'2010, Island Ground, Chennai PHASE - II





One of our regular visitor Gesia and her parents to see
Rosy Muppet and her friends since 2008

