

Muppet show (Puppet show) performed on ICDS Activities at 34th International Industrial Trade Fair, Island Ground, Chennai, and Conducted by MYRTLE Social Welfare Network supported by ICDS

Time Frame: January 2008 to March 2008

Created awareness on ICDS Activities during January 2007 to March 2007 through Muppet shows at front of Social Welfare Board Stall, Trade Fair'08, Island Ground, Chennai. The shows conducted on Every Saturday and Sundays at 7.30pm to 8.30pm.

Objectives of the Trade Fair Muppet show

- a. Raising awareness and promoting education on ICDS activities through Muppet show at Trade Fair



- b. Cutting child marriage
- c. To empower Adolescent girls with appropriate knowledge on health

- a. To bring awareness on child and mother care
- b. To Create awareness on Anganwadi activities
- c. Encouraging the development of healthy productive lives

The Muppet shows highlighted on Child and Mother Care, Child Marriage, Adolescent Health, Anganwadi Activities etc., it delivered the strongest possible message in a light-hearted manner without offending or frightening the audience away in an entertainment manner.



The Navigator Doll the Muppet Rosy addressed the above said ICDS activities through a participatory approach in an entertain manner. And Rosy friends the Muppets performed shows on Child and Mother care-Antenatal care, Child Marriage, Adolescent Health, Anganwadi Activities through skits. The Programme ended with Child Rights song with Puppet dance and the Rosy concluded ICDS activities.



The shows created a great impact in the 2008 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 around 30500 audiences benefited in these programmes in 20 programmes.