

Bollywood Power: Using films and celebrities to talk water

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WaterAid India



1: Introduction & Objectives

- India faces huge water challenges.
- In an effort to get people talking and take action on this important issue, WaterAid India used the powerful medium of Hindi film industry, popularly called Bollywood.
- Kaun Kitney Paani Mein (KKPM) is a Hindi feature film directed by Nila Madhab Panda, set in a hypothetical village in India facing severe water scarcity.
- It was released on August 28, 2015 across the country.
- The film got an average three star rating and was appreciated for tackling serious issues through an unconventional story.



2. What happened?

ONE DROP **WaterAid**

Join us in an exclusive **TWITTER CHAT** with **KUNAL KAPOOR** & **K. VIJAYA LAKSHMI**

Actor, KAUN KITNEY PAANI MEIN VP, Development Alternatives

3 pm to 3:45 pm 20th August @wateraidindia

Two best questions stand a chance to attend the KAUN KITNEY PAANI MEIN **Exclusive Premiere** in Delhi!

Kunal Kapoor, Radhika Apte, Gulshan Grover and Saurabh Shukla

KAUN KITNEY PAANI MEIN

A film by Nila Madhab Panda

#PAANICHAT
An initiative of One Drop

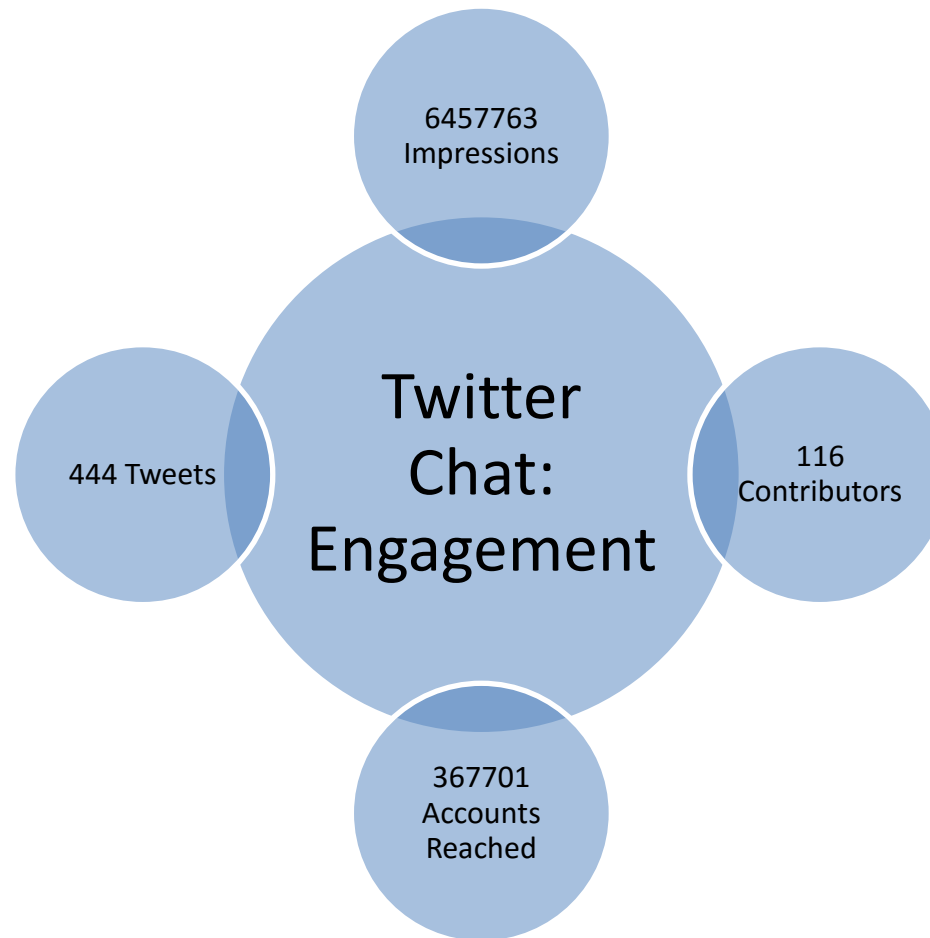
HANDWASHING with SOAP

before eating or preparing food and after using the toilet can reduce the risk of **diarrhoea** by more than **40%**

Donate soap to WaterAid! www.snapdeal.com/offers/kkpm

ONE DROP **KAUN KITNEY PAANI MEIN** **WaterAid** **snapdeal**

3. Results



4. Analysis

- The Bollywood touch to the chat made the Twitter chat more reachable to the people and we were able to engage people quite effectively.
- The premiere which was attended by the cast of the film as well as the Chief Minister Arvind Kejriwal and Deputy Chief Minister Manish Sisodia of Delhi and over 400 people made the water issue more visible in the political circles.
- Snapdeal has around 3,661,333 likes on its Facebook page and 192K followers on Twitter. While people were donating they were also being sensitised on the need and importance of handwashing.



5. Conclusion

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KAUN KITNEY PAANI MEIN
KUNAL KAPOOR, RADHIKA APTE, SAURABH SHUKLA & GULSHAN GROVER

RELEASING ON
AUG 28

Water scarcity is becoming a reality in India.
KAUN KITNEY PAANI MEIN highlights the conflicts
water scarcity can lead to and the importance of water conservation

FROM THE MAKER OF 'I AM KALAM' NILA MADHAB PANDA

#KKPMTHEFILM



With thanks to

Nila Madhab Panda, Director, Kaun Kitney Paani Mein

One Drop Foundation and their entire team

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