



## **Semiotic language is not reachable to remote places of Mandor, Jodhpur. Visual Arts does it to handle their own social issues by themselves.**

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Need social campaign on social issues in Mandor, Jodhpur. A virgin, untouched, non-political, full of wits and wildlife and in every mile, there are small villages with inhabitants. It has no high school, no kindergarten, no recreation, no television, no amusements. What it has radio. Average health is not good at all. There is always food shortage in the villages. In every village there are 300 people are living. They look-after each other. There is no hospital nearby. All roads are narrow. If a bull-o-cart passes through the street, one need to jump to the bush. Village girls still they hide their faces from the male. In such scenario I have worked very hard with the villagers to give ideas, how they can enhance their lifestyle, individually or collectively. I am sure they will find some way to communicate with rest of the world with their basic education. Some days each one will become an employer and create jobs for their neighbours. Some, they have shown their interest. Few are very abusive. The village society is bound to grow without social barriers. In our society we can solve social issues ourselves and break the barrier to the progress of society. Every villager work together to diminish these issues. Otherwise, we will not able to erase social issues. We need to act with our positive boldness. Then only we can solve everything through mass awareness, education, and humanity. Let us identify the causes of social change first to diverse further. The processes of change can happen once it's start developments. The devices of social changes can be combined in one explanatory model. Revolution with innovative ideation by business might be inspired by competition with the help of government regulation. What I observe, a change on different level, social dynamic forces in everyday life along with alterations and developments in society. I have been focusing in the study of society. Most companies have typically used wall art, an audio-visual road show, village fairs, and festivals to reach people living in distant areas of Rajasthan. Rural

areas are currently testing high-tech advertising with digital displays, mobile advances, electromagnetic position tracking, and social media integration. Success will be evident soon. Scalability woes in rural areas nowadays, media are developing physical touchpoints with the help of technology. Marketers refuse to accept them because of their lack of connectedness. LED displays inside buses have been shown to be inappropriate for advertising. Rajasthan must grow into a giant, and everyone believes it can. Imagine the possible of the village boy who can find apprentice for interviews online. Imagine a Panchayat leader educate about how the agriculture modern equipment can import I villages. Imagine the courage in a woman that she can report abuse with one click of a button. Wi-Fi can turn a tailor's kid into the big fashion designer, who sells his designs worldwide. Yes, it's a boundless ideal society that I'm foreseeing right now, but it has to begin somewhere. And let it start now. No more we only be known for cheap labour. We will export our innovations expertise. One day, we will make India the first country in the world with free Wi-Fi. Vinyl wall painting, is not working because of the costs it involves. Given that digital solutions are four times more expensive than hand-drawn artwork, they are expensive and a chance for companies in rural areas. Each square foot of a hand-drawn wall painting costs Rs 4. The per capita ROI (Return on Investment) is exceedingly challenging for marketers to justify absent size. While if one wants to drive scale, the solutions typically need substantial capital investment costs.

### **'Fair' play**

Emerging technologies are continuously being positioned in rural areas by brands. Because these occasions give advertisers a significant amount of villagers' acceptance, brands will do so at neighbourhood hutts, fairs, or on a small village street. The Pushkar Mela always had a record people in attendance. Dettol, Colgate-Palmolive, Brooke



Bond Red Label, Godrej's Goodnight, and Wheel are just a few of the brands that will always be a part of it. Weekly or biweekly Melas is essential in terms of distribution and sampling. I believe that a modest sampling drive or a tiny, tiny stall at a mela can help to better understand the demand in that area of marketing. Melas is slightly more expensive in a rural village than in a semi-urban area due to the high expense of transportation. Social media campaigns perform better during this festival. The traveling shows are extremely successful.

### **Suggestion of Outdoor Advertising**

I have seen various different sorts of advertising in a far-off place like Mandor, Jodhpur. It might be captivated to speak to certain villagers because it is not included by editing, programming, or images. An advertisement that targets consumers outside of their homes is known as outdoor advertising. The following ad kinds are examples of how outdoor advertising generally communicates:

- Static Signage
- Point-of-purchase (POP) advertisements
- Bus shelters, kiosks, posters, phone booths, etc.
- Trucks, buses, taxis, subways, walls along train tracks, etc. One must admit to handle social campaign, the thinking of innovation and improvisation in outdoor(wall) social ads campaign. Hoardings are being perceived cost-effective media and the most invested outdoor advertising in remote place of Jodhpur.

### **Advantages of OOH (Out-of-home) Advertising.**

Outdoor advertising work much better. It's cost-effectiveness, and a gateway for all advertisers to launch their products. It can be small or widespread.

\* 80 % extra inexpensive than print and TVC ads

\* 60 % more reasonable than print media advertisements (print ads)

\* 50 % much cheaper than radio ads

Here, the audience visualizing outdoor advertising is regularly showing and their ability to remember is a high while. Innovation is the big component in outdoor advertising.

### **IT enabled activation through Visual art:**

The outdoor advertising is watched in remote place of Mandor by me. And I find as one of the most well-known advertising mediums, and some of the skill has helped to create, eye-stopping visual art for

this medium, as well as messages. Tri-vision signals are being incorporated into very effective hoardings through visual art. Local villagers can always easily understand 3-D images with minimal writing. Since no one can stop a person from planning and carrying out an effective outdoor social advertising campaign to advertise their services like dealing with social concerns, it is possible.

### **Suggestion of Outdoor advertising in Remote villages of Mandor, Jodhpur.**

Through rural advertising on social issues, everyone in the villages aspires to great achievement. The market possibility has likely increased dramatically. According to marketing experts, rural marketing is fundamentally different from traditional marketing, which causes corporate people to reject it. When one is focused in rural Mandor, it is vital for us to work on societal issues that need to be updated and repaired. One of the key components of the marketing strategy is outdoor advertising. It's extraordinary. In truth, creating outdoor advertising for a village is never easy. Ways of attracting rural customers by outdoor advertising solutions

Promoting a social campaign takes time. There, choices are typically slow to be accepted by the villagers. Personal experience is therefore, in my opinion, more respectable than advertising.

**Opportunities:** The population of virgins is enormous. And it is the rural Mandor's main strength. Because there are thousands of individuals waiting for the chance to use a service, it takes time to make a social campaign popular in isolated areas. A dozen people had heard my speech. Instantaneous in their response wanted revolutionary change in each village from digital life to super medical facilities

Rural areas still have very little competition. In reality, there aren't many entrepreneurs vying for the biggest market share. It's simple to make a good profit.

There is a huge potential for success when launching innovative, low-cost solutions that are useful to rural residents. Such concepts connect right away and become huge successes. Many businesses are concentrating on persistent advertising in rural areas.

**Challenges:** Innovative and interactive solutions for emphasizing social issues promotion.

- It is crucial to target the right demographic when launching a social campaign to increase awareness of social concerns. It should include a memorable image and a small amount of text that is simple to understand. Most significantly, it must be affordable in order for every villager to understand



it. Innovative and cost-effective solutions must be sought out by creative specialists for the benefit of the villagers. A singular creation Locals accept Audio-wala Bus Stand. The concept works really well.

- Opportunities: The main strength of rural Mandor is its sizable virgin population. The chance to use a service is eagerly anticipated by the populace. It is crucial to have defensible strategy when launching an outdoor social media advertising campaign idea. That will attract rural people. I had spoken to dozen people. Reaction was instant, they wanted revolutionary change in each village from digital life to super medical facilities
- A good profitability can be achieved from villages.
- When concepts are adapted for rural populations, they quickly connect and are quite successful.

#### **The Success Story on Social issues I have experienced during several visit in Mandor.**

The development of technology would surprisingly polish Rajasthan. Even Nevertheless, every civilization has specific concerns that are typically referred to as social problems or social issues. However, a strong thinking might effectively lessen it. and generate a sizeable number of advantages for the people or community of Jodhpur.

#### **Social issues as I view them.**

Social issues, in my opinion, are any detestable causes that contradict society. This is an undesired social scenario that causes issues for society or the community, just like social problems, social evil, and social strife. Society is harmed by it. Social difficulties are perceived to exacerbate problems and lead to numerous disputes for moral grounds.

#### **There are many drawbacks to all social issues. These includes:**

1. situations with negative and detrimental effects on society.
2. It arises when people leave society from an ideal condition.
3. It has some common origins.
4. If anyone give a solution, the other will resolve.
5. It has huge valueless impact on society.
6. The caste system, gender inequality, child labour, religious strife, illiteracy, stigma, and other pressing societal challenges are all present in

Mandor. The time has come for society to rid itself of unwanted societal ills, or else.

#### **I have worked on Major Social Issues in Mandor, Jodhpur, Rajasthan**

Following is a quick discussion of the top social issues in Mandor, Jodhpur, in the following order:

- Starvation; Terrorism; Untouchability; Child Labour; Illiteracy; Child Marriage; Dowry; Gender Inequality; Domestic Violence Against Women; Poverty; Sexual Violence and Harassment of Women

Child trafficking, communalism, the dower system, superstition, religious strife, overpopulation, and the caste system are just a few of the problems that affect children.

#### **1. The caste system**

It is a system that identifies and assigns a status to individuals from birth in order to establish the caste system. I'm looking for information about the caste system in Jodhpur's causes, impacts, and potential solutions. The caste system was established because to old caste tasks based on professional specialization. The caste system consists of four classes:

- Classes for priesthood for Brahmins
- The Kshatriyas are a group of warrior-rulers
- Vaishyas - A business/commercial class
- Sudras - the untouchable and lowest class

#### **Disadvantages of the caste system, such as:**

- Must not encourage inequality.
- Refrain from seeking out inequity in nature; refrain from succumbing to artificial superiority and inferiority complexes.
- It intensifies conflicts between members of the top and lower castes.



- Avoid falling into the trap and becoming a victim of the caste system.

I contend that villagers can become aware of the negative effects of the caste system by receiving a basic education. And I really believe that social transformation is necessary to achieve social equality. Let kids have a moral foundations and early moral education. The goal would thus be to improve education and economic development while also fostering inter-caste cooperation and mixing in a region like Mandor. Poverty, it does not fulfil the basic needs like food, cloth and shelter of people. This is a brutal.

#### **The noteworthy causes of poverty are:**

Almost all villagers describe me that funds and chances are limited in their places. The population is increasing and still continuing on. The unemployment situation that eventually leads to poverty. Helpless poor people do not know how to cope up with situations and survive. Poor people struggle with nutrition and food quality. Poor people are limited in their options. Villagers made the point that poverty has an impact on poor people's morals and self-esteem. I implore the government to act in favour of trust and charity while allocating funding. children's labour It is a labour system in which all business activities involving minors are carried out. The following are the main causes of child labour in Jodhpur:

#### **Food. Poverty. Illiteracy and Low income**

There will be fewer social problems for Rajasthan society to address if the aforementioned challenges are resolved. Like they have no other option than beg. When parents are unemployed and the family is destitute, they are unable to send their kids to work. These factors compel kids to work as children. Using children for labour is terrible. It obstructs growth on a personal level and ruins childhood. Children who work are denied the chance to play, make friends, dream, etc. They will become the new cornerstones of the society, and using children as child labourers would weaken them.

##### **1. Illiteracy**

A person who is illiterate cannot read or write. We are suffering from the problem of unemployed and poverty. Mandor village children have no opportunity of receiving a quality education. Because of their mental or physical impairments, villagers continue to be illiterate. One of the main causes of crime is illiteracy. Villagers who lack literacy are not aware of the need of maintaining hygiene. It is quite difficult for them to find

suitable employment and make money. The only way to eradicate illiteracy from society is via education. For this segment of society, the government should support free meals and education in the classrooms. People should be pushed to obtain just compensation for their labour.

##### **2The dowry system**

The custom of dowager has long been prevalent in Jodhpur, Rajasthan. It is customary to request a dowry from the groom's side at the time of the wedding. It satisfies the groom's family's desire for rapid cash. Parents frequently take out loans to pay for their daughter's wedding. They then experience the pointless circumstance. The bride therefore experiences emotional impact. In some instances, dowry-related emotional anguish results in suicide tendencies. Let the groom wait to get married until the dowry is paid.

##### **3. Religious conflicts**

Child marriage in Jodhpur has been practiced for centuries. Children are married before their physical and mental maturity fully developed. I find, economically weak and large families encourage this practice because, it helps to send girls early. On the other hands the boy's marriage provides additional help in household. Awareness-raising: all investors should be alert and convinced of the adverse effects of child marriage.

##### **4. The problem of the education system**

There is only a masculine culture and a sense of dominance in the framework of the state, the educational system, the healthcare system, the security forces, and the judicial disproves the existence of criminal records. A wide variety of actions and system. Equal chances must be provided to all students, regardless of gender, in the educational system.

##### **1. Domestic violence against women**

In Jodhpur, this form of domestic violence is really common. The common causes of pestering and torture of women are frustration with the dowry and ill-treating women for more, arguing with a partner. So many other factors in remote areas lead to differences at the beginning and then turn into domestic violence. Violence against young widows is also increasing in Jodhpur. The most painful forms of physical abuse of women also include bullying, public humiliation, beating, and ignoring health problems.



## 2. Starvation

In villages after villages at Mandor, there are natural and human-made calamities, water scarcity, shortage of storage capacity, stockpiling. These factors that obstruct food absorption include a lack of inadequate health, sanitation, clean drinking water, and a financial balance. The public sector development programs that would help ensure essential service delivery.

## 3. Sexual harassment and the violation of women's rights

Against just tender girl and women is a severe violation of human rights. Decades of placement of community and women's movements have put the end of gender-based violence very high nationally and internationally. My suggestion, people should work with the governments to develop an action plan to prevent and counter-violence against women.

## 4. Sexual exploitation of children

We're all curious in how child pornography is made today. Sexual evidence certainly disproves the existence of criminal records. A wide variety of actions and circumstances constitute child sexual exploitation. 70% of crimes are committed by known members of the family.

## 5. Untouchability

This is a practice that keeps members of the lower caste out of the community. Higher castes are responsible for this smearing or poisoning. Untouchables are a despised and tarnished segment of the Hindu people. I had Pradeep Meena with me as I entered the temple in the Mandor village of Kherao to perform a puja. At the gate, we were instructed to stop. Our caste was brought up by the priest. With a startling tone, I respond in English, "What!" Meena had to wait in the cold. The lowest position in society is still held by untouchability. I advise individuals to give the isolated, unfortunate community a glass of water.

## Suggestion to use Media

Rajasthan Government initiated public service advertising in earlier times. It was later that brands and NGOs started participating in spreading social messages through truck art visual and wall painting visuals. The most discussed and remembered Indian public service announcement from the history was being done at the time of Indira Gandhi and it was an initiative taken by Sanjay Gandhi - 'Hum dohHamaare doh'. The slogan was created for population control program in India. Because of its visual art, it was a big hit and is still remembered today. By 2 October 2019, the 150th

birthday of Mahatma, another fantastic movement hopes to realize the ideal of "Clean India." Patriotism served as the campaign's inspiration. To make messages easier to understand, I recommend keeping images simple. The majority of images should be displayed on walls (such as those in schools) and tiny tent theatres (in Melas). a select few that can be put on trucks to spread messages throughout Rajasthan. I exhort business executives who want to truly participate in society to do so by giving back. I'm not saying that the accountability for everything falls on brand, but if you profit from housewives and mothers then you should play a role and donate to their lives too. Banega Swachhh Bharat, the program aims to spread awareness around the importance of hygiene and sanitation to millions across the country through powerful yet, simple visual. The enormous success of the Jaago Re campaign, the new idea 'Kaala Teeka' aimed to awaken the 'educated class of India.' who don't believe that voting can make a difference. Tata Tea launched several campaigns to alert people about the responsibilities as a citizen. Creative team insisted Tata Tea to put Kala Tika visual on all the tea packs. For a brand to get agreed to put it as a face of a brand was really a bold step. Tata Tea agreed to it and it was a huge success. They have communicated few ways to reach to the rural customer in Mandor, Jodhpur with a bold and a simple visual.

All in all, I have made an effort to travel the globe using social media advertising that is both effective and centred on visual art. In order to change the public's interest, public service advertisements were first used to increase awareness of all social issues. It had already begun to have an impact on the world. It quickly developed into an effective tool for reaching and inspiring enormous populations of villages. The finest methods for reaching the general population are public service or social service advertising, which is non-commercial advertising. It results in the employment of sophisticated advertising on behalf of non-commercial, public interest concerns and projects, often known as marketing and social marketing. The U.S. Government was the first organization to deploy PSAs that more closely resembled contemporary messages. In order to raise money for the war during the Civil War, the government placed free newspaper advertisements offering to sell bonds. the first nationwide advertising campaigns for various goods, officially starting the commercial advertising sector. After the turn of the century, the first non-government advertisements that could be categorized as PSAs began to appear. Newspapers in the United States ran free advertisements in the



early 1990s to illustrate the atrocities of child labour. In the past, the Indian government started creating PSAs. Later, NGOs began taking part in the dissemination of social messages. The first advertisement hoarding (functional with visual art) to create drinking water out of thin air was introduced by the University of Engineering and Technology in Peru. Younger people were encouraged to seek engineering jobs by this breakthrough. Technology access to drinking water is a concern for Lima's million residents. Lima is the capital of Peru. There is a 97% humidity level and an exceptionally dry climate. Less than 1 inch of rain falls annually. Every year, 2.2 million people in Lima pass away from drinking water pollution. The purpose of this billboard was to demonstrate how technology may be utilized to address regional socioeconomic issues. As a result, the university had the brilliant notion to turn the high amounts of humidity in the nation into water. According to Mayo, the hoarding has already created 9,450 litres of water in just three months, which is equal to the monthly water usage of hundreds of homes.

I have no doubt that the time will come when scientists from Jodhpur will use historical precedent to obtain water for their villages at Mandor by showcasing scientific hoarding. And my story-telling hoarding on social concerns advertising with visual arts (like Kaavard) will improve Mandor, Jodhpur, Rajasthan's quality of life like magic.