

Category: CSR and Sustainability Award / Strategic Communications Award

Nominee: 'Maru Mangala' campaign by Cairn Oil & Gas

'Maru Mangala: An ode to prosperity of the Thar Desert'

Synopsis:

As India's largest private oil and gas exploration and production company, Cairn Oil & Gas has been spearheading India's energy needs by contributing 25% to India's domestic production. The company has also been pioneering socioeconomic development in and around its areas of operations – primarily centered in the arid Barmer district of western Rajasthan. Since Cairn's establishment, Barmer has witnessed rapid transformation, registering a 650% increase in decadal per capita income. The dual vision of pacing economic progress while driving change through socioeconomic initiatives has been the hallmark of Cairn's success – a successful model that can be replicated across the country. The **Maru Mangala** (*Auspicious Desert*) campaign, run by the company, is testimony to this commitment that benchmarks both the company's and India's goals in achieving energy security and holistic socioeconomic development.



Goal:

Business operations that are closer to communities require an assessment of people's reactive sentiment to a new business. The *Maru Mangala* campaign sought to reinforce wilful acceptance among residents by communicating the benefits earned by the district from the company's local outreach. Ushering grassroots socioeconomic equity rests at the core of Cairn's business goal of achieving **#EnergyAatmanirbharta** (*Energy Independence*).

The *Maru Mangala* campaign was, thus, launched to celebrate the past and anticipate the future prosperity of Barmer – once feared as the dreaded '*kalapaani*' (*Sea of Dead*) of mainland India and, now, a beacon of hope and prosperity. The campaign reminded people of Cairn's purpose to serve communities in tandem with achieving business goals. Maru Mangala celebrates the transformation of Barmer while setting the stage for a tomorrow of greater success.

Action:

The *Maru Mangala* campaign has unified the traditions and culture of Rajasthan with digital media to narrate the story of Barmer's transformation. The campaign leveraged a mix of traditional and innovative communication mediums well-accepted by rural people, complementing their styles of communication and association. The campaign embodies local traditions by using *Bhopa-Bhopi* (local folk puppetry characters), incorporating the yellow rice tradition, and sharing success stories using multiple platforms such as radio, television, and social media.

Narrating the plethora of initiatives operated by Cairn across the district, *Maru Mangala* swiftly spread awareness and encouraged residents to move towards enhancing their own social equity, livelihoods, and upliftment. The campaign focuses on improving social wealth by bringing more people into the radar of the many sector initiatives that are run by the company across the villages of Barmer.



Campaign:

- **Heralding change under the Yellow Rice campaign:** Inspired by a local tradition, the Maru Mangala campaign was kick-started with an invitation to residents through the distribution of 'yellow rice'. The yellow rice accompanied an invitation to attend the traditional 'Bhopa Bhoopi' folk puppetry theatre program. This local art form, with known characters *Bhopa & Bhoopi*, centered discussions on the transformation of Barmer: its dark past and consequent transformation in the last few decades.



- **All India Radio Show:** Radio, being a popular entertainment medium in the villages across Rajasthan, was leveraged to narrate stories of the various CSR interventions Cairn is running across its operational areas. The show known as *#MaruMangala (Auspicious Desert)* has weekly episodes narrated by characters *Dadaji (Grandfather)* and *Munni (The name of a young girl)*. Here, *Dadaji* narrates to *Munni*, his granddaughter, who has spent her formative years in a city, about the various developments that have taken place in Barmer over the years. The AIR show has attempted to spread awareness on important initiatives like *Nand Ghar, Jeevan Amrit, Barmer Unnati, Skill Development*, etc.



- **Leveraging Local Cable TV:** Considering the popularity of local television, the transformational stories were also televised on the local cable network. Along with this, two different **video series** were recorded and amplified on social media, including CSR interventions and testimonial videos of the people.

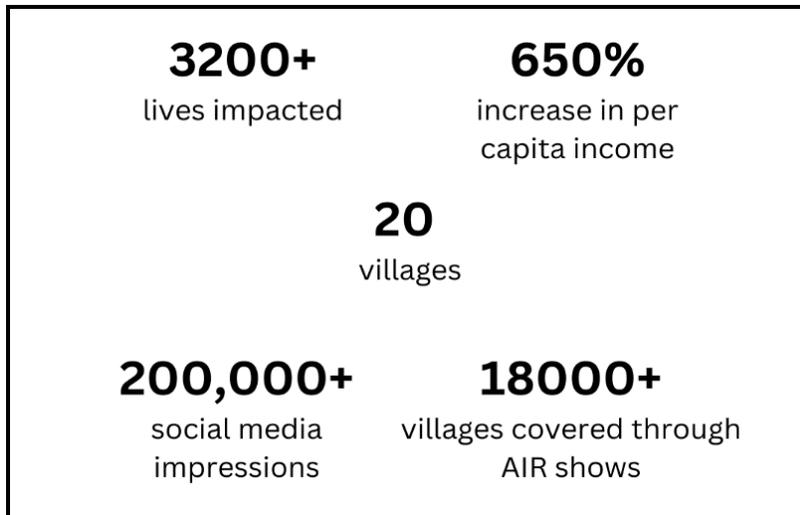


- **Video Series Highlighting CSR Interventions:** A video series highlighting the ongoing CSR projects, along with the testimonials of the communities, has been recorded and amplified on the platforms.



Results:

Companies operating near communities often face the challenge of local acceptance. However, every business must strive for people’s support to truly reap the benefits of progress.



Maru Mangala, as a campaign, narrates the stories of change while informing the local audience about available local resources – whether it be for health, skill development, farming, nutrition, or sanitation. With its scaled multi-channel outreach, the campaign has reached every village in Barmer with the perfect coalescence of traditional and modern digital outreach.

Communication of the CSR initiatives through phase 1 of the *Maru Mangala* campaign has impacted **over 3,200 lives**. The radio show has reached listeners in **more than 18,000 villages** of Rajasthan across various districts. Over **20 theatre and puppet shows** were conducted in each targeted village. The campaign has been amplified on social media using creative imagery and video series, garnering a reach of **more than 2,00,000** across all platforms. The campaign was run **across 20 villages** in Barmer, and it has received recognition across leading regional publications such as *Rajasthan Patrika*, *Dainik Bhaskar*, *Dainik Navjoti*, and others.

This campaign has helped Cain gain support from communities and strengthen its reputation as a strong CSR-driven business. Overall, *Maru Mangala* has been a huge success and confirms Cairn’s commitment to transforming lives through interventions in health, education, skills, capacity-building, and developing sustainable livelihood opportunities.

The full campaign playlist can be found at: <https://youtu.be/ghHIFNTaDqA?si=xmN8PD6DNXbqhACE>