

Shivratri Project 2009

Supreme Godfather Is Bringing The World Of Peace & Happiness For You All

About The Project :

In the year 2008 after the successful project of “ **God Is One** ” , We got a fair idea about the powerful impact of “ **Out Of House Media** ” OOHM .

OOHM consists of Advertisements through various visual forms like Hoardings , Poster's , Stickers , Labels , Glow Signs, Neon Signs , Train Pastings , Small Video's For Buses & Trains etc

Over the years , we have done Godly Service on Shivratri in various ways . But the IMPACT has been very powerful when Beloved Shivbaba's Introduction was given through various source of OOHM . Hence after God Is One , once again the Team At Media & Public Relations Services with Blessings From Beloved Bapdada , Dadi's & Senior Brother's have made a Novel Concept To Reveal The Divine Deed / Duty Of God For World .

We told the world last year that God Is One , now this year we will tell them What does God Do ?

The Concept goes in the form of God's Rays Falling On Earth & Then The New World Is Coming . Hence The Tagline is “ Supreme Godfather Is Bringing The World Of Peace & Happiness For You All ” Beloved Bapdada liked the concept & picture & gave us a go ahead on 31st December 2008 Meeting .

What Can You Do ?

We have around 8500 Center's approximately all over the world . Through your center , you can arrange a meeting of few souls who are instrumental for sewa & take their views on this project . You can implement this into various forms at various stages

1 . Hoardings : There are different kinds of Hoardings with which we can serve our purpose of Revealing Baba's Message on Shivratri .

a) Huge Sized Billboards : These come in the size of 20x10 feet , 20x20 , 40x20 , 60x40 , 80x60 & 100x15 for Flyover Bridges . Usually these are the commercial ones belonging to “ Advertising Companies ” the names & numbers of whom is written on the Hoardings itself . The best way is to request them to grant us the space for 8 days during Shivratri period “ FREE ” if their Site is Empty & has no Bookings . Our experience says that 99% people say YES .

b) Glow Signs / Neon Signs : These are the ones usually used at Public Spots or Public Places like Railway Stations , Bus Depot' , Metro Train's , Shopping Mall's , Beaches etc

These are again available through Advertising Companies or The Concerned Authorities like Railways or Managers at the respective places . For Example if you are interested in putting up Glow Signs at Stations , then there are already Light Boxes ready & installed , you can request the concerned company that we will supply you our “ Translight Film ” , kindly allow us to display it for a week FREE . We are sure they will say YES . Same procedure may be applied for Malls & other places too .

c) Bus Stops : There are lots of Bus Stops / Stands all over the World . Nowadays there is a practise that an Agency takes all the Bus Stops from the Transport Authority on LEASE for say 3 Years & pays them a particular amount as Advertiement Revenues . Hence you can always request them to give you Bus Stands in those areas where they have no Bookings & they are lying Empty . Our experience says that 99% people say YES .

d) Small Hoardings : These are in the standard size of 6x8 feet or 5x3 feet . These are basically used to do ample Publicity in Lanes across city & suburbs . You can acquire necessary permissions from the local Municipal Corporation & fix up these Hoardings for a period of 8 days across your City / Village / Suburb . It gives very good result for Local Centers .

e) Moving Vehicles : These are basically the Trains & Buses Pastings that serves as a great Messenger , because one Pasting on both sides of a Bus will travel all over the City or a Particular Route giving Message to lakhs of Commuters using Public Transport . Its like a “ Godly Message On Wheels ” . Very Very Effective & Strong Medium To Serve Lakhs . There are Agencies who have entered into Contracts with Government Bodies . The PASTings are Very Costly , But Our Experience Says That If In One Train Compartment , There Are 4 Windows , Then out of that atleast 1 is Empty & that can be used as a Service for Giving Baba’s Message By Serving The Soul’s Who are into this . It may take some HARD EFFORT , but it does wonderful SEWA

f) Private Vehicles : There are plenty of BK’s who have their own Vehicles or Taxi or Auto or Bus . They must paste the sticker on their Rear Mirror inorder to give this message of Baba to People who use Private Vehicles . It does great deal of service . Usually there is an easy way out by Serving the “ Regional Transport Office “ or Local Transport Authorities along with the Taxi Unions , Truck Unions , Auto Unions & Request them to affix this Stickers in size 12x6 inches on their vehicles . Our experience says that 99% people say YES with lot of Respect & Love .

g) Placards : These are small sized Posters in size A3 that can be used at Beachfronts . Riverfronts , Temples , Public Gardens , Schools , Housing Societies Notice Boards . They serve a great deal by giving message to Quality Class People .

h) Small Films : Nowadays Public Transport Vehicles , Railway Stations , Airports have installed “ LCD TV Screens ” all over India . These are used for displaying small 2 minutes advertisements . But in between they show some important Socially Relevant Ad’s which are useful for Public . We can request the concerned authorities & give them our AD that can be played on the TV Screens throughout the day .

i) Inside Aircraft : Its been our DREAM that we have Baba’s message affixed on Back Head Rest of the Airplane Seats . There are lots of Advertisements which are being put up on Seats of Airplanes . We can try if we can get it done .

j) Road Show : One of the novel idea in OOHM is Advertising through an Open Truck . You can put up a Hoarding on open truck & move around the city/village/suburb giving messages to thousands of people . There can also be an Exhibition along with it on Truck .

What Can You Expect From Us ?

Total Technical Support & Backing : We will provide you with full technical support like image processing & designing along with your Telephone Numbers & your defined Sizes .

Guidance & Assistance : Our team of Experts can come & assist you with the procedure where it is feasible within the limits of time .

24 / 7 Phone Support : You will be provided 24/7 support on Telephone wherever you need any help

For Further Information Please Contact

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