

Excerpts of our First Edition of campaign Book on HIV / AIDS Awareness



Visit www.graffitaid.com to view more

NOW! We Want **YOU!**

To help build the **GRAFFITAIID** Wall of **HUNGER & MALNUTRITION** Awareness



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Hunger and Malnutrition Awareness Campaign Book GRAFFITAIID- Vol 2

To,

Sub: Request to book an advertisement in 'GRAFFITAIID' Book Vol 2 – for Hunger and Malnutrition Awareness.

MAAST a registered organisation of committed individuals was initially founded to create awareness of HIV/ AIDS and over the years we have expanded our footprint to creating awareness and also providing relief, care to all other kinds of causes affecting society. We organise our activities in a radically different way, adopting mostly a light hearted approach. **GRAFFITAIID** is one such multi cause awareness campaign conceptualised by us.

GRAFFITAIID

Is a novel multi cause awareness campaign launched by then Governor S.C. Jamir in the year 2006. It's one of a kind campaign of spreading awareness by collecting and sharing knowledge and information about various causes through **GRAFFITAIID** Bricks.

GRAFFITAIID BRICK: Each Brick will feature information about the cause campaign through inspiring, Enlightening, thought provoking hard hitting graffiti which in our parlance means slogans, captions, messages with / without pictures , graphics, using Humour as the main medium preferably.

IMPACT: This Campaign while reaching out to people from all walks of life in an exciting and novel way helps to share knowledge, sensitise people, Disperses myths, misconceptions, thus creating **TRUE** awareness of the cause and the desired impact.

GRAFFITAIID Book VOL 1 – The first edition of **GRAFFITAIID** book was on HIV AIDS awareness and it was a resounding success.

GRAFFITAIID Book VOL 2 - Now we are coming out with our second edition of **GRAFFITAIID** Book on Hunger and Malnutrition awareness.

HUNGER AND MALNUTRITION – is one of the serious issues affecting world today, specially in developing countries like India. Its necessary we all join hands to take up this issue on a war-footing.

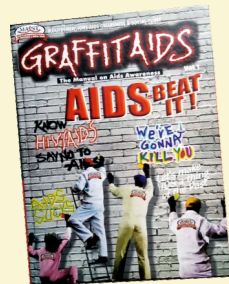
MEALLIONAIRE - A meal and nutrition Project : Apart from creating Awareness through this Graffitaid campaign book, we have also launched this project to provide Millions of meals and nutritional products , free of cost to the needy and under privileged.

GRAFFITAIID WALL - We are planning to create History by building the worlds Greatest Online Wall of Multi causes awareness . This wall will feature **GRAFFITAIID** collected from people in a novel exciting way. Visit www.graffitaid.com to contribute a brick.

GRAFFITAIID PROMO EVENTS: We organise various cultural, sports and activities to popularise and promote this campaign. **GRAFFITAIID** contests are also being organised online and Offline.

ADD YOUR BRICK TO BUILD THE WALL OF HUNGER & MALNUTRITION AWARENESS





First edition of the GRAFFITAID Campaign on HIV / AIDS Awareness book Vol 1

Releasing Soon

Second edition of the GRAFFITAID Campaign book Vol 2-A on Hunger & Malnutrition Awareness



After the grand success of the first edition of the GRAFFITAID Campaign on HIV / AIDS Awareness book Vol 1....

The Next edition of the GRAFFITAID Campaign book on Hunger and Malnutrition Awareness comes to light very shortly and it promises to be a lot more interesting and exciting with some very impressive features ranging from different thought-provoking, humorous, inspiring graffiti, articles, contributions by leading Writers, Artists, Cartoonists, Photographers, to the common man



As the cost of conducting and sustaining this campaign is very high we request you to support us by giving us a GRAFFITAID BRICK in the form of an advertisement in the GRAFFITAID Book. Your Advertisement helps us to achieve our Goal of providing Millions of Meals and nutrition Boxes under the MEALLIONAIRE project to the needy.

You can expect to get a host of benefits from your contribution/ donation to us.

OUTREACH: You will get lot of publicity/ mileage/ goodwill to yourself/ organisation/ product as the book will be distributed far and wide, through **Libraries, Institutions, Work places, Panchayats, Health Centres etc..**

Book will be also uploaded on our website www.graffitaid.com. The book will have Hardpack and a digital version and will be released in different Volumes on a quarterly basis.

All advertisements received in that Quarter will feature accordingly.

ALL DONATIONS TO OUR TRUST ARE ELIGIBLE FOR INCOME TAX BENEFITS UNDER SECTION 80-G OF I.T. ACT.

You will also be fulfilling your SOCIAL RESPONSIBILITY towards a cause which is the greatest need of the hour.



Celebrities at the GRAFFITAID Launch Event.

Governor of Goa, S.C. Jamir Launching the Graffitaid Campaign in Goa.

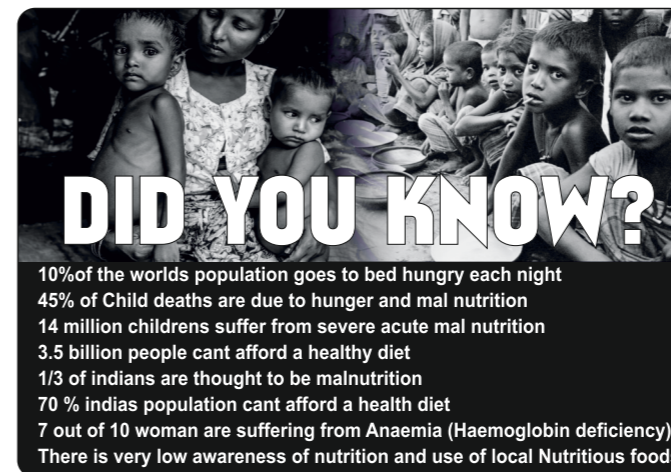
The sizes and Tariffs are as follows:

| | |
|-------------------|----------------|
| Back Page | Rs. 1,00,000/- |
| Inside Back Page | Rs. 75,000/- |
| Inside Front Page | Rs. 75,000/- |
| Full Page | Rs. 50,000/- |
| Half Page | Rs. 25,000/- |
| Quarter Page | Rs. 15,000/- |
| Scroll | Rs. 5000/- |

We are sure you would contribute towards this noble endeavour in a big way and oblige
GOD BLESS YOU

Yours Faithfully
For MAAST

M.J. Gomes
Project Manager



Cut Here

LET'S JOIN HANDS TO MAKE WORLD FREE FROM HUNGER & MALNUTRITION



MEALLIONAIRE
MEAL & NUTRITION PROJECT
Buy or Donate a Meal & Be One

Our official
Charity Partner



to serve MILLIONS of MEALS

These Boxes, Bags contain specially curated various Delicious Daily Essential nutrient Fortified products which are Instant, Convenient and easy for consumption to encourage people to have on a regular basis

HOW WE DISTRIBUTE:

- 1 Identifying the Beneficiaries** in a systematic and scientific manner. To avoid misuse or wastage of the products.
- 2 Database preparation** with the help of panchayats, municipalities, NGOs, Schools, Maternity Homes, Govt health clinics, Anganwadis, schools to identify the right needy segment and to have a deep penetration of the programme
- 3 Boxes will be distributed** through our food banks, Meals on wheels programme and other like minded NGOs, Institution etc

FROM _____

Tel. No.: _____

Date _____

To,
The Chairman
MAAST
Goa.

Sub: Confirmation of Advertisement in the **GRAFFITAID Book -Vol-2 on Hunger & Malnutrition Awareness**

Sir,
We wish to book a Back Page Back Inner/
Front Inner/ Full Page/ Half Page/ Quarter Page/ Scroll

advertisement (Tick Your Choice)
in your above mentioned Souveniir
Please find enclosed D. D. /Cheque of amount
Rs. _____

drawn in favour of **MAAST**
and the advertisement matter.

For Donors in India
Account Name: **MAAST**
Account No: **32645221340**
Bank Name: **State Bank of India**
Branch: **Margao - Goa 403 601**
IFSC code: **SBIN0000512**

For Donors from Outside India
Account Name: **Multidimensions International**
Account No: **60049151468**
Bank Name: **Bank of Maharashtra**
Branch: **Chinchinim, Salcete - Goa**
IFSC code: **MAHB0001350**

Thanking You
Yours Faithfully

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