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Floating Stories by Amul: Empowering Women through Innovation

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In an initiative to celebrate the unsung heroes of rural India, Amul unveils "Floating Stories," a unique campaign shedding light on the extraordinary journey of women dairy farmers who have defied odds and transformed their lives



At the heart of this campaign is a remarkable fact: Amul, world's largest farmer owned dairy cooperative, is powered by women. Not just any women, but 3.6 million women farmers who have shattered stereotypes and emerged as the backbone of India's dairy industry. In a landscape where women often face systemic barriers, these farmers stand tall, rewriting the narrative of empowerment and success.

To motivate, inspire, and change the lives of Indian women, Floating Stories is a unique, first-time-ever, exhibition of photostories that were printed on milk of financially and socially successful Amul-women-dairy-farmers. This innovative approach not only adds a layer of novelty but also serves as a poignant reminder that just as these women have breathed life into milk, so too does milk now breathe life into their narratives. It's a full-circle tribute, illustrating how their stories can inspire and empower other women.

Through a mesmerising blend of hydrographic printing and interactive storytelling, the campaign invites viewers to pour a few spoonful of milk into troughs filled with water, unleashing a symphony of visuals and emotions. As milk merges with water, black-and-white portraits of women dairy farmers come to life, illuminating the path of progress and possibility.

Commenting on the campaign, Vandana Joshi, president and head of office, FCB Ulka, Mumbai, said, "Inspired by the visionary words of Dr Kurien, who envisioned Amul as an "empowerment mission," the campaign aims to ignite hope and aspiration among millions of women across India. These are not tales of urban glamour but narratives of resilience from the heartland, where women have turned challenges into opportunities and cowsheds into cornerstones of prosperity."

"The essence of Amul's mission lies in the belief that every drop of milk symbolises a story of transformation. Hence, the innovative approach of "Floating Stories" was born, weaving together art, technology, and tradition to captivate audiences and spark conversations," she adds.

Jayen Mehta, the managing director of Gujarat Cooperative Milk Marketing Federation (Amul), also said at the core of Amul's mission lies the well-being of farmers. With 3.6 million dedicated women dairy farmers driving the success of Amul, they epitomise empowerment. Their tireless commitment serves as the bedrock of our cooperative, inspiring us each day. Amul's dedication to enhancing societal happiness and advancing India's progress, is palpable and unwavering.

In recognition of Amul's steadfast efforts to champion gender equality, empowerment, and inclusive growth, 'Floating Stories' emerges as a beacon of hope, education, and inspiration in a country rich with narratives. As the ripples of these tales spread far and wide, they pave the way for a brighter future, more inclusive India. And as a first-time-ever exhibition like this, it is a very poetic way to salute these women and their stories. How just a spoonful of milk can bring their stories to life.