


Name

IGCSE Geography – I'm in a megacity – GET ME OUT OF HERE!

URBAN ANIMAL



#SPEAKOUT
www.populationspeakout.org

Your Mission:

Your marketing firm has been hired by Governor of National capital territory of Delhi - Najeeb Jung. Recent workings out by the Bureau of Population & Statistics in New Delhi indicates that over 80 internal migrants an hour are arriving in the city to set up a new life.

The city is creaking under the strain of providing:

- Housing
- Energy
- Water
- Food
- Transport & roads
- Education
- Health.

The population density of Delhi is now 77,200 people per KM2!

Problems include:

- Overcrowding
- Begging (children & adults)
- Pollution (air, water & noise)
- Crime & Prostitution
- Unemployment
- Building of illegal/informal settlements like Vivekananda Slum

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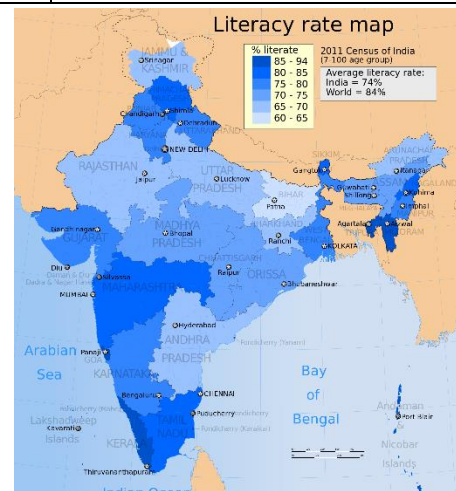
Watch this video to give you the full picture- <https://www.youtube.com/watch?v=A6kNYJNNCAo>

The Governor wants you to come up with a marketing campaign to stop the flow of migrants from the rural areas of India surrounding New Delhi. Migrants are leaving the grinding poverty of the countryside in search of a better life, a job and a prosperous future in 21st century India.

- The campaign must aim to reach as many people as possible in the surrounding rural areas of Rajasthan, Uttar Pradesh, Bihar & Kashmir.
- You need to cut off the problem at its source. How do you dissuade people from leaving rural areas?
- You should think carefully about how your message is conveyed in rural areas particularly given [literacy rates](#) of 70% or less in some places (see map on the next page) and [Television ownership](#).
- You need to show the real life issues faced by people in New Delhi
- You need to make suggestions about how hardships will be tackled in the rural areas.
- The media you use to get your campaign across is up to you, but you have to create a news report using all or part of the silent footage shot in and around New Delhi on this Associated Press video - https://www.youtube.com/watch?v=xH_2gShE6pU – MP4 copy available from Mr Podbury.

Brief group planning task

Group Member	Responsible for ...	Resources needed



To be used with <http://www.geographypods.com/1-dynamics-distribution-density.html>

Name

Group Name:		
Slogan of Campaign		
Brief Description of marketing techniques and main messages.		
Campaign material How will YOU get the message across in this way? Include special considerations.		
1		
2		
3	4-minute propaganda news video with voiceover.	

Further notes from teacher. Also, associated grade & feedback.
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